

29 November 2018

Radio joins forces with Pure in major retail push for Christmas sales

The commercial radio industry is joining forces with leading digital radio brand Pure to launch an aggressive retail campaign aimed at putting DAB+ radios high on Christmas shopping lists this year.

Consumers can receive up to \$100 cashback if they purchase a Pure digital radio from participating major retailers including Myer, JB Hi-Fi, The Good Guys, Harvey Norman, Bing Lee, David Jones and Amazon.

Radio will support the offer with more than \$2 million worth of on-air advertising and product giveaways across commercial radio stations in the five major capital cities.

Joan Warner, the chief executive officer of industry body Commercial Radio Australia, said consumer research conducted by GfK earlier this year found that 21% of radio listeners surveyed said they were very or extremely likely to purchase a new digital radio in the next 12 months*.

“Australians spend more than two hours a day on average listening to radio[^], so it’s not surprising that there is a high level of intention to purchase a new device.

“We hope to convert that intention into action with an attractive offer that will be promoted strongly across radio over four weeks, reaching an audience of 10.5 million people,” she said.

The GfK research, conducted with a representative sample of more than 1,200 radio listeners in April and May, found that intention to buy a radio was highest among those aged under 40. Digital sound quality (80%), better reception (77%) and more stations (56%) were the most appealing features*.

Satisfaction levels among those who own a DAB+ radio was also high. Eighty-two percent said they were likely to recommend a DAB+ radio to their family and friends, and 53% said they were very or extremely likely to recommend.

Sohan Karunaratne, marketing director at Aqipa, Pure’s exclusive Australian distributor, said: “We’re delighted with the strong support we’ve received from commercial radio and our retail partners in this campaign. The offer is available across all 14 Pure DAB+ radio products in market, and we believe it will achieve a significant uplift in sales.”

The Siesta Rise bedside clock radio (RRP\$199.99) will carry a \$50 cashback available by online redemption and the top-selling Pure Elan E3 portable DAB+ radio (RRP\$129.99) will come with \$30 cashback.

The promotion period begins Saturday, December 1 and the on-air advertising campaign will launch on Monday, December 3. Three radio ads have been produced featuring a mad Santa character who wants to take credit for the gifts because the digital radios are such a good present.

DAB+ digital radio, which offers enhanced sound quality and up to 30 extra stations compared to AM/FM, launched in Sydney, Melbourne, Brisbane, Adelaide and Perth in 2009. Commercial broadcasters will switch on permanent digital radio services in Canberra, Darwin and Hobart next year.

For more information about the Pure promotion, visit www.pure.com/au/cashback. For more information on DAB+ visit www.digitalradioplus.com.au or click to listen to the [radio ads](#),

* GfK Radio Insights Q2 2018, SMBAP, Radio Listeners aged 10+ (unless otherwise stated)

[^] GfK Share of Audio 2018, People 10+, Mon-Sun 12mn-12mn, Average Time Spent