



A POSITIVE VISION: PURE CREMATION UNVEILS TV AD CAMPAIGN TO GET THE NATION TALKING

- *Campaign encourages open conversations about end of life planning*
- *Pure highlights direct cremation benefits in a conversational way*

A fresh new TV campaign will focus on the benefits of direct cremation and taking control of your cremation arrangements.

Pure Cremation launched the campaign, which will be seen by families the length and breadth of the UK, to educate viewers about direct cremation, a straightforward and affordable alternative to traditional funerals where the deceased is collected, cared for, and then cremated without a service or mourners present. Direct cremation allows family and friends to hold an event commemorating the deceased's life at a later date – often at a place that held significant meaning to them.

The adverts also bring home the grim reality that many families are left facing a £4,000 bill (the average UK cost of a funeral) when a loved one dies, while a pure cremation costs from just £1,195 with no hidden costs.

Catherine Powell, one of Pure Cremation's founders, says the ads are designed to encourage people to talk about their wishes and to take control of things. One of the stories features a daughter talking about her initial surprise that mother had decided to take out a Pure Cremation plan and then the peace of mind that comes from knowing everything is sorted, so they can both focus on enjoying life to the full.

"We wanted the adverts to shine a light on the positive aspects of end of life planning and bring forward a difficult subject in a conversational and friendly way," Catherine said.

"One of the reasons our direct cremation plan is soaring in popularity is the control and security plan holders achieve, protecting their families from the risk of future debt at the worst possible time."

Another story in the campaign features a proud dad and grandfather talking about how he wants his family to have an upbeat farewell rather than a funeral.

Catherine added: “Direct cremations offer a degree of personalisation that is hard to achieve with a traditional funeral format. Families and loved ones are free to hold a more meaningful goodbye – where, when, and how they choose.

“Too many of us avoid having important conversations about what should happen when we’ve gone which can store up enormous problems and difficulties for the people we leave behind.

This campaign seeks to encourage everyone to consider their wishes and treat funeral planning as a wonderful gift for those we love.”

<https://vimeo.com/purecremation>