

COMPLAINT NUMBER	18/071
COMPLAINANT	J. Sutton
ADVERTISER	The Warehouse Limited
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	23 March 2018
OUTCOME	Settled

Advertisement: The Warehouse website (www.thewarehouse.co.nz) advertised a kit-set Living & Co Madrid Coffee table which had four legs and included images of the table.

The Chair ruled the complaint was Settled.

Complainant, J. Sutton, said: “Table looks completely different, has an extra leg which allows it to stand on the ground, the second shelf is much lower than the photo and it would not be stable if any higher, looks like a completely different table , i have attached a photo of the actual table and a photo of the extra leg that does not match the photo, i have made a complaint to the warehouse, they ignored me complaining about the misleading photo so ive decided to take it here seeing they are not willing to resolve this. They offered refund and replacement but no change of photo. we are busy students that dont really have time to dismantle things so we figured that it is best to report this so that nobody has to go through the same thing.”

The relevant provisions were Basic Principle 4 and Rule 2 of the Code of Ethics.

The Chair acknowledged the Complainant’s concern the picture in the advertisement differed from the actual product when assembled.

The Chair noted the response from the Advertiser, the Warehouse, that the issue arose due to an oversight. When its supplier and the design of the product had changed, the Advertiser had failed to update the images on the website. On learning of the oversight, the Advertiser updated the images to accurately reflect the product. The Advertiser said, in part “we will update our process to ensure that, even if no other details change including the barcode, online images for products are checked to ensure they reflect the current design of the product.”

Recognising the self-regulatory actions of the Advertiser in amending the advertisement, the same action required if the complaint was Upheld, the Chair ruled it served no further purpose to place the matter before the Complaints Board and ruled the matter was Settled.

Chair’s Ruling: Complaint **Settled**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.