

COMPLAINT NUMBER	18/278
COMPLAINANT	B Harper
ADVERTISER	Brand Developers Ltd
ADVERTISEMENT	Invictus X7 Vacuum, Digital Marketing
DATE OF MEETING	28 August 2018
OUTCOME	No Grounds to Proceed

Advertisement: The website advertisement for the Invictus X7 vacuum cleaner, www.invictusvacuum.co.nz, says “30 Day Risk Free Trial Offer. \$19.99 plus P&H.

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, B Harper, said: The actual cost of the item is not clearly indicated. I phoned and the cost is actually \$729.00

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2;

The Chair noted the Complainant’s concern the advertisement did not list the product price which was misleading.

The Chair carefully viewed the advertisement for the trial offer and confirmed that the price for this offer, \$19.99, was displayed in the advertisement’s text. Given that the advertisement’s purpose was an invitation for a trial she said the important price to display was the trial offer price.

She said the advertisement was not likely to mislead customers as to the total cost of the product because the ordering process meant the total costs would be available to potential buyers when they called the 0800 number and the advertisement encouraged consumers to contact the Advertiser for further information before trialling the product.

The Chair said the advertisement had been prepared with a due sense of social responsibility to consumers and society. Therefore, the Chair ruled there was no apparent breach of the Advertising Codes.

Chair’s Ruling: Complaint **No Grounds to Proceed**

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.