

COMPLAINT NUMBER	18/358
COMPLAINANT	L Heckler
ADVERTISER	Kiwi Fresh
ADVERTISEMENT	Kiwi Fresh Addressed Mail
DATE OF MEETING	31 October 2018
OUTCOME	Settled

Advertisement: The addressed mail advertisement for Kiwi Fresh delivered meals included the text: “Fancy \$50 off your next 2 orders?”

The Chair ruled the complaint was Settled.

Complainant, L Heckler, said: I found this direct marketing email misleading because it stated I would get \$50 off my next two orders. When I placed an order it gave \$25 off. When I contacted the company they said it would be \$50 spread over the next two orders, ie \$25 twice, not \$50 twice as the advertisement suggests.

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

The Chair noted the Complainant’s concerns the advertisement was misleading because it gave the impression that the special offer was \$50 off each of the next two orders, rather than \$50 off spread over the next two orders.

The Chair noted the response from the Advertiser saying they have amended the advertisement to make the nature of the offer clearer. To do this they removed the phrase “\$50 off your next two orders” and replaced it with “\$50 off spread over two weeks”, to remove any ambiguity on the offer.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in amending the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that 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.