

<b>COMPLAINT NUMBER</b>	20/173
<b>ADVERTISER</b>	Brand Developers Ltd
<b>ADVERTISEMENT</b>	iWalk Television
<b>DATE OF MEETING</b>	4 May 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The three-minute television advertisement for the iWalk treadmill includes the statement “it’s so affordable that everyone can have one”. One of the customers featured in the advertisement says: “It’s the best piece of equipment for people who want to stay active without ever leaving the house.”

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

**Complaint:** The advert says the words ‘Its so affordable that everyone can have one’ This wording is untire as not everyone can afford to buy it - babbies, homeless, beneficiaries

**The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b);**

**Principle 2: Truthful Presentation:** Advertisements must be truthful, balanced and not misleading.

**Rule 2 (b) Truthful Presentation:** Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

**The Chair** noted the Complainant’s concern the advertisement was misleading.

The Chair said the statement “it’s so affordable that everyone can have one” fitted the definition of obvious hyperbole, which is allowable under Rule 2(b).

The Chair said the average consumer was not likely to interpret this statement literally, rather it is designed to emphasise the Advertiser’s view that the product is reasonably priced.

The Chair said the advertisement was not likely to mislead or deceive consumers and was not in breach of Principle 2 or Rule 2(b) of the Advertising Standards Code.

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

**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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.