

COMPLAINT NUMBER	20/577
ADVERTISER	Torpedo7
ADVERTISEMENT	Torpedo7, Addressed Mail
DATE OF MEETING	16 November 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Torpedo7 email advertisement promotes a range of Torpedo7 products. These include the Kekoa paddle board and says "Kekoa 10'10 Inflatable Stand Up Paddle Board \$699.99 SAVE \$300.". The advertisement include images of a purple and a blue paddle board alongside the extra equipment that comes with buying the product .

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

Complaint: I found add misleading as it shows x2 boards for said price \$699.99 save \$300, when you view item online it is price only for x1.

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

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

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 Complaint's concern the advertisement showed two paddle boards while the advertised price is for one board, which is misleading.

The Chair carefully reviewed the advertisement and said the likely consumer takeout would be the Advertiser was showing that the paddle board comes in two colours, by displaying the two boards in the advertisement. The Chair said the advertisement uses the singular word "board" when it quotes the price as \$699. The Chair said that in her view most consumers in the market for a paddle board would understand this meant each board was \$699 on sale.

The Chair said the advertisement did not reach the threshold 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.