

COMPLAINT NUMBER	20/576
ADVERTISER	Bubblebum NZ
ADVERTISEMENT	Bubblebum NZ, Website
DATE OF MEETING	26 November 2020
OUTCOME	Settled – advertisement amended

Advertisement: The Bubble Bum website advertisement promoting child booster car seats shows the car seats being used and includes the claims the booster seats are "crash tested and meet NZ safety standards."

The Chair ruled the complaint was Settled.

Complaint: I am under the understanding that this car seat is approved under the EU standard, which is accepted in NZ, but that it did not meet NZ safety standards despite the above claim on their home page

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 quoted EU safety standards but did not specify if they meet New Zealand safety standards.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser amended the advertisement to read "Meets the European standard ECE 44 which is adopted in NZ and is approved for use in New Zealand."

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 – advertisement amended**

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.