

COMPLAINT NUMBER	20/600
ADVERTISER	Vocus Group
ADVERTISEMENT	Stuff Fibre, Website
DATE OF MEETING	20 January 2021
OUTCOME	Settled – advertisement amended

Advertisement: the Stuff Fibre digital website advertisement titled "Our Prices" shows the Stuff Fibre boost plan available for \$89.95 per month. The plan states there are no set up costs so you can plug in and play, as well as offering a Gigabit Router at "no additional cost."

The Chair ruled the complaint was Settled.

Complaint: The advertised deal says "Gigabit router, no additional cost" However I was charged a \$14.95 delivery fee, which is a contradiction of "no additional cost".

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 is misleading to state no additional costs when there is a delivery fee for the Gigabit Router.

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 wording in the advertisement regarding the Gigabit Router to read "only \$14.95 postage."

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.