COMPLAINT NUMBER	21/139
ADVERTISER	Uber
ADVERTISEMENT	Uber Eats, Addressed Mail
DATE OF MEETING	19 April 2021
OUTCOME	Settled

Advertisement: The Uber Eats email advertisement says "Get $30 off your first order with Uber Eats when you spend $1 or more". The advertisement provided a promotion code to use on the Uber Eats app before the final check out stage.

Complaint: The email is misleading. 'Up to $30 off if you spend over $1.' Nowhere does it specify HOW you can receive the max. $30 discount. I received $20 off, with no option to do anything differently to get the advertised amount of $30. Also multiple references to '$30 off' without the qualifying 'Up to'.

The Chair noted the Complainant was concerned the advertisement was misleading to promote a $30 discount when there was no avenue to obtain that level of saving.

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 acknowledged the advertisement had contained an error which resulted in consumers being offered the incorrect promotional code in the Uber Eats app. The Advertiser had committed to offering a refund to consumers affected by the error.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of acknowledging the error, 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 calendar days of receipt of this decision.