

COMPLAINT NUMBER	21/157
ADVERTISER	Edward and Co
INFLUENCER	@carolyntaylor_, Instagram
DATE OF MEETING	4 May 2021
OUTCOME	Settled – Ad identification

Advertisement: Influencer @carolyntaylor_ posted several Instagram posts and stories showing the Edward and Co capsule and pram. The advertisements are tagged @edwardsandcobaby.

The Chair ruled the complaint was Settled.

Complaint 1: This Edwards and co capsule was gifted - yet no ad / gifted has been put on this post even though it clearly tags and mentions Edwards and co.

Complaint 2: Again, not putting ad/gifted on her posts with her Edwards and co products whilst also still tagging them.

Complaint 3: Yet again this person continues to tag Edwards and co in her story's displaying her products that were gifted to her, without displaying any mention of ad or gifted. She has also done this in a main post of her Instagram before too with their car seat which I have already complained about.

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

The Chair noted the Complainant was concerned the advertisement had not been clearly identified as such.

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 Influencer removed all tags present on the advertisement. The Advertiser confirmed she understood the rules for identifying advertisements and expressed her commitment to labelling future posts.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of 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- Ad identification**

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.