



COMPLAINT NUMBER	21/232
ADVERTISER	@zarnia_oldham
ADVERTISEMENT	@zarnia_oldham Instagram
DATE OF MEETING	14 May 2021
OUTCOME	Settled

Advertisement: The @zarnia_oldham Instagram posts promoted various products. The posts were not identified as advertisements.

The Chair ruled the complaint was Settled.

Complaint: As much as I like her as a person, she has not stuck to the guidelines. I know her personally and that all of her tags are affiliates or given to her, or she is paid to promote them. She never uses #ad or #gifted in any of her stories or posts which I find unfair and dishonest. Whilst everyone else is being made to uphold the regulations, I am amazed that she has not been held accountable yet as she posts every day, without using #ad or #gifted. You only need to look on her page to see this for yourself.

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

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

The Chair accepted the complaints 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 advertisements to make it clear they were advertising.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the advertisements, 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 – advertisements 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.