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| COMPLAINT NUMBER | 21/391 |
| ADVERTISER | Brand Developers Ltd |
| ADVERTISEMENT | TEVO Heater Television |
| DATE OF MEETING | 3 September 2021 |
| OUTCOME | Settled |

Advertisement: The Brand Developers television advertisement for the TEVO radiant heater is a three minute promotion which highlights the efficiency and versatility of the heater. The advertisement compares the TEVO heater to a "regular gas heater" in terms of heat output and cost per hour to run, and also shows the heater in a range of different indoor/outdoor settings. The advertisement includes a special TV-only offer for the consumer.

The Chair ruled Settled.

Complaint: Ad sells the Tevo measures 10 degrees warmer than the gas heater while the advertised numbers only show a difference of 8 degrees on the screen.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b), Rule 2(c), Rule 2(d);

The Chair noted the Complainant was concerned the advertisement was misleading as the radiant heater was shown to be only 8 degrees warmer than a regular gas heater in terms of its output, while the advertisement stated it was 10 degrees warmer. 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 so the onscreen wording "10 degrees warmer" to be positioned beside the correct temperatures on the screen, demonstrating that in fact the radiant heater was 10 degrees warmer than the gas heater under the conditions of the demonstration

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- 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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.