

COMPLAINT NUMBER	21/463
ADVERTISER	Dan Carter
ADVERTISEMENT	@dancarter Instagram
DATE OF MEETING	30 September 2021
OUTCOME	Settled

Advertisement: The Instagram post by @dancarter_ promotes his new boots created in collaboration with Adidas. The post contains 10 images in the carousel format, both studio images of the boots and images outdoors of Dan Carter lacing up and wearing the boots. The caption states, "Couldn't be happier to share with you my new Predator boots in collaboration with @adidasrugby and love the finished product! This is one of my favourite projects I've done with @adidas and definitely the most personal as it was a celebration of my career. The gold is a tribute to the boots I wore during my 100th test. Although these boots are special to me keeping them exclusively to myself just doesn't seem right. There's such limited stock that they won't be sold in stores, but we do have enough to gift a few pairs to some @adidas Creators Club members. To enter the raffle, head to the link in my bio to download the @adidas app and become a member of the Creators Club. Good luck! Only available in NZ, JP, FR, UK. #createdwithadidas #adidasrugby #DC10 #abnumber1034 #tests112 #points1598".

The Chair ruled the Complaint was Settled.

Complaint: Dan Carter is advertising for Adidas and this is not displayed in his posts. Other social media influencer who do this work have been clearly identifying their posts as advertising. Dan Carter is not.

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 complaints, the Advertiser amended the advertisements to include the correct labelling. The Advertiser confirmed they 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 commitment to label future 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- 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 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.