

<b>COMPLAINT NUMBER</b>	18/302
<b>COMPLAINANT</b>	W Levick
<b>ADVERTISER</b>	The Bed Factory
<b>ADVERTISEMENT</b>	The Bed Factory Radio
<b>DATE OF MEETING</b>	21 September 2018
<b>OUTCOME</b>	Settled

**Advertisement:** The radio advertisement for The Bed Factory Mt Eden included the following announcement: “The huge closing down sale at The Bed Factory Mt Eden must end soon ... Don’t miss out!”

**The Chair ruled the complaint was Settled.**

**Complainant, W Levick, said:** The Bed Factory, Mt Eden Road has been incessantly advertising a closing down sale for the last two months. Surely a closing down sale means the store is actually closing down and not bringing in fresh stock each week? This is a ploy to bring in customers in the hope of a desperate bargain. I believe their advertising creates a false impression in the minds of the consumers and should be withdrawn immediately.

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2.**

**The Chair** noted the Complainant’s concern that the advertisement for the closing down sale had created a false impression that the shop was on the verge of closing, while new stock was being brought in each week.

The Chair acknowledged the Advertiser had amended the advertisement, in order to address the issue raised in the complaint.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in 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**

#### **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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.