

COMPLAINT NUMBER	19/062
COMPLAINANT	J Vainu
ADVERTISER	Totally Workwear
ADVERTISEMENT	Totally Workwear, Digital Marketing
DATE OF MEETING	20 March 2019
OUTCOME	Settled – advertisement amended

Advertisement: The website advertisement for Totally Workwear, www.totallyworkwear.com.au, displays products for sale with the prices listed underneath. No currency is specified. The advertiser has a store in New Zealand.

The Chair ruled the complaint was Settled.

Complainant, J Vainu, said: When clicking on website from google search takes you to Australian website with Australian prices. I did not realise this after going in to the shop and seeing the advertised boots I asked why the price was different. It was then explained that the website is Australian prices. Is this bait / misleading advertising?

The Advertiser, Totally Workwear, said in part:

Since they have become aware of the issue following the complaint to the ASA – “Disclaimers have been reinforced in the embedded footer of each page and when you click into a product – there are also disclaimers noting “Australian Dollars Only – Not Applicable for areas outside of Australia....”

What J. Vainu experienced was an oversight on our behalf. We did not intend this to be ‘Bait’ advertising or an inconvenience to any consumer at all. We are working to improve the sites and establish our presence in New Zealand....”

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

The Chair noted the Complainant’s concern the advertisement displayed prices in Australian Dollars which was misleading.

The Chair acknowledged that upon receipt of the complaint, the Advertiser had made amendments to the website, adding disclaimers and reinforcing the fact that the website currently operates in Australian Dollars.

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 – 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 via email or letter within 14 days of receipt of this decision.