

COMPLAINT NUMBER	20/180
ADVERTISER	Zoom Pharmacy
ADVERTISEMENT	Zoom Pharmacy Radio
DATE OF MEETING	11 May 2020
OUTCOME	No Grounds to Proceed

Advertisement: The radio advertisement for Zoom Pharmacy included the following voiceover "My doctor suggested that I get my meds delivered direct by Zoom pharmacy... All I had to do was ask my medical centre to send my prescription to Zoom for me..."

The Chair ruled there were no grounds for the complaint to proceed.

Complaint: The advertisement is for an online pharmacy and states something along the lines of "I was worried about getting my medicines when my doctor recommended Zoom Pharmacy" This implies doctors endorse this specific business which I don't believe they do

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

Principle 2: Truthful Presentation: Advertisements must be truthful, balanced and not misleading.

Rule 2 (b) Truthful Presentation: Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

The Chair noted the Complainant's concerns the advertisement was misleading.

The Chair said while this advertisement refers to a situation where a particular doctor has recommended Zoom Pharmacy to deliver this man's medication, this does not suggest that doctors generally endorse this service. She also noted that to use the service the patient has to ask their doctor to send their prescription to the Advertiser. At that time, the patient would learn if their doctor agreed to the Advertiser being involved in their health care.

The Chair said the advertisement was not likely to mislead or deceive consumers and was not in breach of Principle 2 or Rule 2(b) of the Advertising Standards Code.

The Chair ruled there were no grounds for the complaint to proceed.

Chair's Ruling: Complaint **No Grounds to Proceed**

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.