

<b>COMPLAINT NUMBER</b>	20/231
<b>ADVERTISER</b>	Erin Simpson
<b>ADVERTISEMENT</b>	Erin Simpson, Instagram
<b>DATE OF MEETING</b>	1 July 2020
<b>OUTCOME</b>	Settled – advertisement removed

**Advertisement:** The Erin Simpson Instagram advertisement promotes the Caci Clinic's micro needling treatment through an Instagram story on her personal Instagram account. The post shows a picture of Erin's face with text saying "My face will only be red for about an hour and then will go down! The benefits of this treatment will last months". The post continues by saying "@caci\_nz have different programmes and deals you can sign up to, to save your pennies. Click through or ring for a consult like I did".

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

**Complaint:** Erin Simpson is a NZ influencer who regularly promotes different products/services on her social media in exchange for money. She has been recently posting about getting needling done with the Caci clinic and promotes their services but does not acknowledge that it is paid or gifted which she is required to do. Can you please investigate.

**The Advertiser, Erin Simpson, said:** "I wish to apologise for the confusion around my post on 9/06/20 pertaining to the formal complaint made on 16/06/20.

The intention of my original post was not to mislead or misinform any of my followers and viewers on any of my social media platforms. I am versed in the use of hashtags to apply transparency around promotional content I create and am also extremely open if a follower simply asks about posts, this occasion is an isolated situation and will not reoccur from any of my platforms.

Just so we are clear, I want to settle and remedy this complaint immediately and have removed the stories.

My partnership with Caci clinic started in 2018 and my first post for them was on 06/07/18 where I stated my journey with them is #gifted and #notpaid, I also stated I would work to build a foundation in which I was honest about the content surrounding this relationship.

Throughout my ongoing partnership with Caci clinic I post stories surrounding my skin journey and treatment in a review form to document real results and real procedures, it is usually common practice that I use certain hashtags to classify the nature of my posts, in this instance I forgot and for that I am sorry.

Moving forward I will be creating a clear set of hashtags that I will use on all posts that align with the brands I work with and the influencer guidelines they have available. I take this complaint very seriously and as stated above I am committed to protocols that ensure it does not happen again as my relationship with my followers and the brands I align with are at the forefront of my values when it comes to social media marketing."

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

**The Chair** noted the Complainant's concerns the advertisement did not contain sufficient identification to indicate it was advertising.

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

**Rule 2(a) Identification:** Advertisements must be identified as such.

The Chair acknowledged that upon receiving the complaint, the Advertiser had taken action by removing the advertisement.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled the complaint was settled.

**Chair's Ruling:** Complaint **Settled – advertisement removed**

#### **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 calendar days of receipt of this decision.