

COMPLAINT NUMBER	20/300
ADVERTISER	Owyak Bin Hire
ADVERTISEMENT	Owyak Bin Hire, Advertiser Website
DATE OF MEETING	28 September 2020
OUTCOME	Settled

Advertisement: The Owyak Bin Hire website includes information about rates for different types of bins. In the section on Wheelie Bin hire rates the advertisement states a 240 litre wheelie bin for 12 months would cost \$315.00 (weekly collection). Other options available included \$30.00 per month weekly collection.

The Chair ruled the complaint was Settled.

Complaint: Rubbish Collection is advertised as \$30/month but the company charges 4 weekly. As 4 weekly payments add an extra payment/year, I believe the advertising is misleading/dishonest.

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 that upon receipt of the complaint, the Advertiser had changed 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 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.