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| COMPLAINT NUMBER | 21/019 |
| ADVERTISER | Cotton On Group |
| ADVERTISEMENT | Cotton On In Store |
| DATE OF MEETING | 12 February 2021 |
| OUTCOME | Settled |

Advertisement: The Cotton On in store advertisements promoted their 50% off sale. The posters shown in the shop window as well as around the store said "50% off all sale".

The Chair ruled the complaint was Settled.

There were two complaints about these advertisements:

Complaint 1: I think this sign indicates that everything in the store will be half price. I certainly believed that. I bought items but did not receive a discount on all items and was told that it didn't apply to everything.

Complaint 2: Despite the claim it was not 50% of all items. I took about 15 garments up to the check out and it ended up being only 3 items on sale so it was all a small percentage of stock on sale for 50% off.

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

The Chair noted the Complainants' concerns the advertisements made claims that were not substantiated and appeared to be misleading.

The Chair acknowledged the Advertiser had removed the advertisements after receiving the complaints.

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

The Chair ruled 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.