

COMPLAINT NUMBER	21/058
ADVERTISER	_stellakl
ADVERTISEMENT	_stellakl, Instagram
DATE OF MEETING	19 February 2021
OUTCOME	Settled – advertisement removed

Advertisement: Influencer _stellakl posted an Instagram story promoting a skin care product by Lets Glow. The advertisement showed a selfie of Stella with the product's packaging. The accompanying text said "Code: STELLA10 for 10% off!! All orders before 1pm will be sent today".

The Chair ruled the complaint was Settled.

Complaint: Promoting her own business on her page with no Where that it is an AD for her own financial benefit. Not first offence

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

The Chair noted the Complainant was concerned the advertisement had not been clearly identified as such.

The Chair accepted the complaints to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser removed the advertisement and acknowledged the need to label posts promoting brands as advertising in the future.

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 – advertising 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.