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|-------------------------|---------------------------|
| <b>COMPLAINT NUMBER</b> | 21/070                    |
| <b>ADVERTISER</b>       | Simone Anderson           |
| <b>ADVERTISEMENT</b>    | Simone Anderson Instagram |
| <b>DATE OF MEETING</b>  | 23 February 2021          |
| <b>OUTCOME</b>          | Settled                   |

**Advertisement:** The Simone Anderson Instagram post showed a photo of a box of WOOP meals with the text “Dinners for Monday - Thursday away”.

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

**Complaint:** No #ad or #gifted mentioned when Simone is gifted woop every week.

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

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

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

**The Chair** noted the Complainant’s concerns the Instagram post was not identified as an advertisement.

The Chair acknowledged the Advertiser had removed the advertisement after receiving the complaint.

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 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.