

COMPLAINT NUMBER	21/073
ADVERTISER	forkingyum
ADVERTISEMENT	forkingyum Instagram
DATE OF MEETING	23 February 2021
OUTCOME	Settled

Advertisement: The forkingyum Instagram post showed a photo of a packet of Sanitarium Granola with the text "... You need to try this!!!! Asap. Not #spon, but #gifted ... let me know if you do try it!!"

The Chair ruled the complaint was Settled.

Complaint: Emily doesnt say 'ad' on any of her PR send outs. If she is sent a free product she needs to say 'ad' in each story.

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