

COMPLAINT NUMBER	21/064
ADVERTISER	@stephaniepeeni
ADVERTISEMENT	@stephaniepeeni, Instagram
DATE OF MEETING	1 March 2021
OUTCOME	Settled- Ad identification

Advertisement: The Influencer @stephaniepeeni's Instagram advertisements promote the Jamie Kay clothing brand through posts and stories. The three advertisements have pictures of children wearing the clothing from the latest Jamie Kay collection.

The Chair ruled the complaint was Settled.

Complaint: No declaration of AD with any of these stories that were posted Jan 20th. A code was given, the brand is tagged and none of the stories were declared as an ad. This influencer rarely declares an ad, and if they do, it's hidden which is not fair to followers.

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 complaint 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 amended the active posts to include an Ad label. The Advertiser acknowledged the absence of labelling on some of her Instagram stories which are no longer active. The Advertiser confirmed she understood the rules for identifying advertisements and expressed her commitment to labelling future posts and relevant story slides.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action to label future advertisements, 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 – Ad identification**

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.