

COMPLAINT NUMBER	21/069
ADVERTISER	@gracehemadevos
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	2 March 2021
OUTCOME	Settled

Advertisement: The @gracehemadevos Instagram post showed a photo of her wearing a pink onesie and had details of a discount code.

The Chair ruled the complaint to proceed was Settled.

Complaint: First story no disclosure of it being an ad. Company and as tagged. Seems to me like she brought it. Second story was her wearing it and posting an affiliate code. Which means she's making money off it and not disclosing that it is in fact an ad.

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.