

COMPLAINT NUMBER	21/076
ADVERTISER	@shaaanxo
ADVERTISEMENT	@shaaanxo, Instagram
DATE OF MEETING	8 March 2021
OUTCOME	Settled – Ad identification

Advertisement: Influencer @Shaaanxo six Instagram advertisements showcased various brands who formed a part of her wedding. Images posted include her wearing her wedding dress, close up pictures of rings, wedding cakes, bridesmaids dresses, supplements and nail art.

The Chair ruled the complaints were Settled.

Complaint 1: Advertising her wedding vendors which were gifted to her without AD - as your ASA guidelines require Dress From Trish Peng gifted etc

5 other Complainants raised similar issues.

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

The Chair noted the Complainants were concerned the advertisements 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Upon receipt of the complaints, the Advertiser acknowledged the Instagram stories, which are no longer active, should have been labelled as advertisements. The Advertiser amended the Instagram posts which are still active to include the 'Ad' label. The Chair noted the Advertiser had clarified the post which showed a close up of the Influencer's nail art had been paid for personally and was therefore not considered to be advertising.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken to correctly label existing advertisements and commitment to labelling 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: Complaints **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.