

COMPLAINT NUMBER	21/089
ADVERTISER	@jess__owen
ADVERTISEMENT	@jess__owen, Instagram
DATE OF MEETING	8 March 2021
OUTCOME	Settled –Ad identification

Advertisement: Influencer @Jess__Owen's Instagram advertisements show images of her taking a selfie beside a wall with affirmations written on it and the tag "officialcricut_anz. A second advertisement shows her lifting kettle balls at the gym, with the logo of the F45 gym partially visible.

The Chair ruled the complaint was Settled.

Complaint 1: Advertising Circuit NZ - a product she was paid to post for and an item also gifted without AD on the post as your guidelines require

Complaint 2: Advertising F45 who she is an ambassador for and gets a free membership without AD as your guidelines requires.

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

The Chair noted the Complainant was concerned two 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Upon receipt of the complaints, the Advertiser apologised for the error made on the Instagram advertisements which are no longer active. The Advertiser confirmed she understood the rules for identifying advertisements and expressed her commitment to labelling future posts.

Given the Advertiser's co-operative engagement with the process and the self-regulatory commitment 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.