

<b>COMPLAINT NUMBER</b>	21/068
<b>INFLUENCER</b>	Millie Elder-Holmes
<b>ADVERTISEMENT</b>	Millie Elder-Holmes Instagram
<b>DATE OF MEETING</b>	9 March 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The Instagram post advertisement for Millie Elder-Holmes included a photo of Millie Elder-Holmes with the text “jeuneora” on the photo. Next to the photo was the text “millieelderholmes – In my business & well hydrated”.

**The Chair ruled the complaint was Settled.**

**Complaint:** I believe this post should be deemed as an advertisement, this is a post with the business tagged in the photo, citing a benefit from taking the tagged product, she is one of the business shareholders so directly profits from traffic that follow that tag and this isn't clearly labeled as an ad as it should be.

Thank you for taking the time to consider this.

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

**The Chair** noted the Complainant's concerns the Instagram post advertisement had not been sufficiently identified as an advertisement.

The Chair acknowledged the Advertiser had amended the advertisement after receiving the complaint by adding the word “AD” to the post.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.