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| <b>COMPLAINT NUMBER</b> | 21/092                      |
| <b>ADVERTISER</b>       | @MakaiaCarr                 |
| <b>ADVERTISEMENT</b>    | @MakaiaCarr, Instagram      |
| <b>DATE OF MEETING</b>  | 9 March 2021                |
| <b>OUTCOME</b>          | Settled – Ad identification |

**Advertisement:** Influencer @MakaiaCarr posted Instagram advertisements which showed Trelise Cooper Chiller bags and a breakfast scene which included a Dose & Co supplement product.

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

**Complaint 1:** Advertiser gifted Trelise Cooper Bags without AD as your ASA guidelines require.

**Complaint 2:** Makaia is a Dose & Co paid ambassador - she is promoting without AD as your ASA guidelines requires.

**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 advised the advertisements had been removed shortly after they were posted. This was done to avoid any potential breach of the Advertising Standards Code.

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