

<b>COMPLAINT NUMBER</b>	21/098
<b>ADVERTISER</b>	Flare Fires
<b>ADVERTISEMENT</b>	Flare Fires Digital Marketing
<b>DATE OF MEETING</b>	9 March 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The Flare Fires search engine advertisement promoted their outdoor fireplaces on Google Ads. The advertisement had the heading “Trendz Outdoor Fire – Flare Outdoor Fireplaces”.

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

**Complaint:** We have been in the market for an outdoor fireplace and comparing different brands. We are getting increasingly frustrated at the google ad from Flare Fires (www.flarefires.com) which in the first and largest text mentions Trendz Fireplaces, which they do not sell. Trendz fireplaces seems to be a competitor so it seems like Flare fireplaces are trying to mislead the viewer.

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

**Principle 2: Truthful Presentation:** Advertisements must be truthful, balanced and not misleading.

**Rule 2(b) Truthful Presentation:** Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

**The Chair** noted the Complainant’s concerns the advertisement was misleading.

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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.