

COMPLAINT NUMBER	21/113
ADVERTISER	@mattandnattravelthat
ADVERTISEMENT	@mattandnattravelthat Instagram
DATE OF MEETING	23 March 2021
OUTCOME	Settled

Advertisement: The Influencer @mattandnattravelthat posted to their personal Instagram page a photo showing them in a sea kayak. The text said: "...on our awesome Kayak adventure in the Marlborough Sounds with @sea_kayak_adventures...This is a #mustdomarlborough 10/10 Highly recommend. The post was not identified as an advertisement.

The Chair ruled the complaint was Settled.

Complaint: Matt and Nat are doing a series around Marlborough about all the things on offer around Marlborough. This kayak trip was one of them, among many others.

It is not clear in their Instagram posts but it appears that these activities are some kind of partnership between not only themselves and Marlborough NZ (I think that is Destination Marlborough) but also the activity provider as well in this case Sea Kayaking adventures. There is no declaration on any of the posts if this is an Ad, Sponsored or partnership. If you look at their 2021 highlight reel you can see a whole series of activities they have been doing including with the Marlborough tour company, Wine tour by bike, Beachcomber cruises, The Portage Hotel and others. All of these together paint a picture of a partnership with Marlborough NZ and the activity providers, which should be declared by not only Matt and Nat Travel that but also Marlborough NZ and the activity providers.

In this day and age of Media I don't think it is hard to know about these guidelines and abide by them especially for companies like Marlborough NZ. I would appreciate the time taken to look into this and resolve it.

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

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

Rule 2(a) Identification: Advertisements must be identified as such.

The Chair noted the Complainant was concerned the advertisements had not been clearly identified as such.

Upon receipt of the complaint, the Advertiser acknowledged this Instagram story should have been labelled as an advertisement and amended it accordingly.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken to amend the advertisement, 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**

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.