

<b>COMPLAINT NUMBER</b>	21/104
<b>ADVERTISER</b>	@nicole.and.her.girls
<b>ADVERTISEMENT</b>	@nicole.and.her.girls , Instagram
<b>DATE OF MEETING</b>	30 March 2021
<b>OUTCOME</b>	Settled – Ad identification

**Advertisement:** Influencer Nicole Alyce posted two advertisements to her personal Instagram page showing her wearing activewear clothing from amin oceania. The third post show two children wearing clothing from blush baby clothing.

**The Chair ruled the complaints were Settled.**

**Complaint 1:** Nicole is a brand ambassador for Aimn with an ongoing affiliate code - she is getting financial gain from posting about Aimn. She is wearing Aimn and hasn't put AD - I saw you upheld Simone Anderson for the same thing. So she should be upheld to.

**Complaint 2:** Advertising a brand who she has a relationship with for gifted items with a giveaway - not using AD.

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

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

The Chair accepted the complaint 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 added the label 'ad' to the posts.

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