

COMPLAINT NUMBER	21/111
INFLUENCER	@summer_brons
ADVERTISEMENT	@summer_brons, Instagram
DATE OF MEETING	7 April 2021
OUTCOME	Settled-Ad identification

Advertisement: Influencer @summer_brons has posted multiple stories to her personal Instagram page showing her preparing and cooking meals from @hellofreshnz.

The Chair ruled the complaint was Settled.

Complaint: Advertising Hello Fresh - long term partnership and paid work without 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the complaint, the Advertiser said the story was not a paid or sponsored posting and confirmed the Instagram story was no longer active.

The Chair confirmed that because the Influencer had an ongoing commercial relationship with the Advertiser it was necessary for her to label any content relating to Hello Fresh as advertising regardless of whether payment was received for a particular post.

Given the Advertiser's co-operative engagement with the process and the self-regulatory commitment to label future 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.