

COMPLAINT NUMBER	21/131
ADVERTISER	@eatlitfood
ADVERTISEMENT	@eatlitfood, Instagram
DATE OF MEETING	7 April 2021
OUTCOME	Settled- Ad identification

Advertisement: The Influencer @eatlitfood posted a blog style advertisement detailing how they had discovered the Delivereasy service for purchasing alcohol during lockdown.

The Chair ruled the complaint was Settled

Complaint: It is not made clear to the consumer that this post is an ad. There is no disclosure of this being a paid promotion in the copy of the post, and the only place it is disclosed is in the 5th image of the post. For a profile with nearly 60,000 followers, people could easily be misled into thinking this was not a compensated post.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(a); Code for Advertising and Promotion of Alcohol - Guideline 2 (b), Principle 1, Principle 2;

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 amended the Instagram post to include “AD” at the start of the advertisement copy.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken by amending 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 – 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.