

COMPLAINT NUMBER	21/141
ADVERTISER	Sensory Sam
ADVERTISEMENT	Sensory Sam, Email
DATE OF MEETING	9 April 2021
OUTCOME	Settled

Advertisement: The Sensory Sam email marketing advertisement promotes their Buy 1 get 1 Free Bonanza. The advertisement states, "Simply add two same product categories to your cart and enter code BUY1GET1FREE at checkout for 1+1 discount."

The Chair ruled the complaint was Settled.

Complaint: The wording on the email. It makes people think that everything on their website is buy one get one free, yet the code doesn't work. When questioned I was told it was only the products shown on the email that were indeed on the sale.

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

The Chair noted the Complainant was concerned the advertisement was misleading by implying the 'buy 1, get 1 free' offer extended to all products on the website, rather than only those products featured in the advertisement.

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 acknowledged the advertisement had not been clear enough in stipulating the offer was for items in the email only. The Advertiser confirmed that going forward advertisements of this nature will clearly stipulate the items eligible for particular offers.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of confirming clarity will exist in 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**

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.