

COMPLAINT NUMBER	21/105
ADVERTISER	@jessie_guru
ADVERTISEMENT	@jessie_guru Instagram
DATE OF MEETING	15 April 2021
OUTCOME	Settled – Ad identification

Advertisement: Influencer @jessie_guru posted a video to her personal Instagram page showing her talking about the use of products from @thehellocup, without mentioning advertisement

The Chair ruled the complaint was Settled.

Complaint: She is advertising Hello Cup which is an item gifted to her without AD like your guidelines require

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

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.

The Chair noted the Advertiser had acknowledged the Instagram post should have been labelled as an advertisement and had since amended it to include the 'Ad' label.

Given the Advertiser's co-operative engagement with the process, the self-regulatory action taken to correctly label an existing advertisement and a commitment to labelling 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.