

COMPLAINT NUMBER	21/151
INFLUENCER	@meganlouisepapas
ADVERTISEMENT	@meganlouisepapas Instagram
DATE OF MEETING	15 April 2021
OUTCOME	Settled

Advertisement: The @meganlouisepapas Instagram post had a photo of a buggy with the tag @EDWARDSANDCOBABY. The post was not identified as an advertisement.

The Chair ruled the complaint was Settled.

Complaint: Megan advertises this pram that she was gifted yet never puts ad/gifted on it .

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

The Chair noted the Complainant’s concern the advertisements 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, Influencers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Influencer acknowledged the Instagram story should have been labelled as an advertisement. The Influencer said the post is no longer active and was only live for 24 hours. The Influencer agreed to correctly label as “Ad” any gifted products which are featured in future Instagram posts.

Given the Advertiser’s co-operative engagement with the process and 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.