

COMPLAINT NUMBER	21/242
ADVERTISERS	Seedandsapling & Edwardsandcobaby
INFLUENCER	@casarahmarycooper, Instagram
DATE OF MEETING	20 May 2021
OUTCOME	Settled – Ad identification

Advertisement: The Influencer @casarahmarycooper advertised various Instagram posts and stories about a child’s body suit from @seedandsapling and a child biting the handle of a pram from @edwardsandcobaby

The Chair ruled the complaint was Settled.

Complaint 1: No ad / gifted mention in this post or in the stories. This influencer has started to quite often not mention ad / gifted in her stories despite knowing the rules

Complaint 2: This person has started to hardly ever put ad / gifted on posts any more

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

The Chair noted the Complaints were concerned 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, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Influencer deleted the stories and amended the post to identify it as advertising.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action of removing and 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: Complaints **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.