

COMPLAINT NUMBER	21/241
ADVERTISER	@carolyntaylor_
ADVERTISEMENT	@carolyntaylor_ Instagram
DATE OF MEETING	1 June 2021
OUTCOME	Settled

Advertisement: Influencer @carolyntaylor_ posted a Instagram posts showing a Sleepytot Swaddle. The advertisements are tagged @sleepytots

The Chair ruled the complaint was settled.

Complaint: This person often leaves hashtag ad or gifted until the very end after other hashtags meaning it is not always upfront clear that it is an ad or gifted product.

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

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 Influencer amended the advertisement. The Advertiser confirmed she understood the rules for identifying advertisements and expressed her commitment to labelling future posts.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of 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.