

<b>COMPLAINT NUMBER</b>	21/498
<b>ADVERTISER</b>	Torpedo7
<b>ADVERTISEMENT</b>	Torpedo 7 Television
<b>DATE OF MEETING</b>	19 October 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The Torpedo7 television advertisement shows a child jumping on a trampoline with text promoting a sale of "up to 40% off A Huge Range of Gear". Fine print states that the sale "excludes trampolines". The advertisement then cuts to a person mountain biking, a tent beside the beach and two kayaks on the water and highlights various savings off each specific product or category.

**The Chair ruled the Complaint was Settled.**

**Complaint:** Torpedo 7 advertises up to 40% off. Add opens with a person jumping on a trampoline. In very fine print, says excludes trampolines. Add is misleading

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

**The Chair** noted the Complainant was concerned the advertisement was misleading as featured a trampoline on screen but trampolines were not included in the sale.

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 removed the advertisement from air and will not use it again in its current form.

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**

#### **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](http://www.asa.co.nz). Appeals must be made in writing with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.