

COMPLAINT NUMBER	21/045
ADVERTISER	Godfreys
ADVERTISEMENT	Godfreys Website
DATE OF MEETING	10 November 2021
OUTCOME	Settled

Advertisement: The Godfreys product page for the "Hoover Ultra Power Stick Vacuum Cleaner" shows several images of the product and accompanying product details and specifications. The description states that the vacuum cleaner is a "high-powered rechargeable stickvac designed for asthma and allergy sufferers... features a motorised power head to effectively remove pet hair and embedded dust from carpets". Bullet points highlight features such as the "motorised power head", the "removable hand vacuum", and the "lightweight and compact" design, among others.

The Chair ruled the Complaint was Settled.

Complaint: I brought a Hoover Ultra Power Stick Vacuum Cleaner from Godfreys online thinking it would be great for my house, Godfreys have it advertised as "A high-powered, rechargeable stickvac designed for asthma and allergy sufferers. The Hoover Ultra Power Stick Vacuum Cleaner features a motorised power head to effectively remove pet hair and embedded dust from carpets, HEPA filtration to improve air quality". It is not high powered, and most definitely not suitable for homes with Pets or asthma sufferers. Its advertised in the pet vacuum section as well as the stick vacuum section and has "Motorised powerhead to remove deeply embedded dirt and dust" this vacuum has no power and doesn't even slightly vacuum up pet hair, let alone dirt or dust. I believe this vacuum would almost leave things more dangerous for an asthma sufferer.

When I emailed them I was informed "Please also keep in mind that stickvacs are convenience machines, designed for quick pickups between using your main vacuum", which was news to me as I brought it for my main vacuum (who has 2 vacuums)?! It says no where in the listing that this is not suitable as a main vacuum, surely by advertising it as high power and great for pets and allergy sufferers they've suggesting it to be used as a main vacuum.

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

The Chair noted the Complainant was concerned the advertisement was misleading as it gave the impression to consumers that the vacuum was more powerful than it actually was.

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