

COMPLAINT NUMBER	22/022
ADVERTISER	Internet Services Australia Pty Ltd
ADVERTISEMENT	The Iconic NZ Website
DATE OF MEETING	23 February 2022
OUTCOME	Settled

Advertisement: The Iconic NZ website shows a product advertisement for the Women's Mizuno Wave Sky 4 Waveknit shoes. The advertisement shows a price of "AUD\$299.00", a series of product images, details, and information about delivery.

The Iconic mobile app shows a very similar product advertisement for the Women's Mizuno Wave Sky 4 Waveknit shoes, including the same images, details and information about delivery. The price is shown as "\$260.00".

The Chair ruled the Complaint was Settled.

Complaint: Complaining about the advertising of prices on the website/ phone application for the iconic clothing website. When browsing the website and even when you add items to your "wish list" they show one price but when you add them to your bag and checkout the price increases with no explanation. I find this confusing and sneaky as I almost didn't notice I was about to pay significantly more than I was expecting. When I asked them about it they said it was gst. Is it a requirement to show the full price when advertising goods on a website? Also there was no way for me to know it was gst as my experience and expectations of shopping online are that gst is included in the price or explicitly stated +gst. See screenshots

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

The Chair noted the Complainant was concerned the advertisement was misleading due the GST being added at the end of the transaction.

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 amended the advertisement to include the GST when the items were placed in the checkout.

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. 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.