

<b>COMPLAINT NUMBER</b>	22/085
<b>ADVERTISER</b>	Simone Anderson
<b>ADVERTISEMENT</b>	Simone Anderson Instagram
<b>DATE OF MEETING</b>	17 March 2022
<b>OUTCOME</b>	Settled

**Advertisement:** The series of seven Instagram stories by Simone Anderson on her account, @simone\_anderson, promotes the Siemens CLINITEST rapid antigen tests available from Advanced Diagnostics. Simone Anderson talks about using rapid antigen tests before socialising and how this gives her confidence. She promotes the "high quality" rapid antigen tests which "detect a much lower viral load" than other rapid antigen tests, meaning "you can protect yourself and others earlier". Each of the stories contains a link to Advanced Diagnostics to purchase the product.

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

**Complaint:** On 10/03 Simone Anderson posted in her Instagram stories promoting Advanced Diagnostic rapid antigen tests. Anderson claimed the tests to be more accurate than others on the market. This is misleading as all rapid antigen tests need to meet a certain standard to be sold in New Zealand.

**Complaint 2:** Completely inappropriate for someone with no health/medical background to be promoting Rapid Antigen Tests (RATs) on social media. Making claims around effectiveness around tests etc. is borderline and worrying. While it's not an advertisement, as it wasn't tagged as an 'ad' it's just wildly inappropriate.

**The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(d); Therapeutic and Health Advertising Code - Principle 2, Rule 2(a)**

**The Chair** noted the Complainants were concerned that Simone Anderson was making misleading claims when promoting Rapid Antigen Tests.

The Chair accepted the complaints to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers and Media have the option of amending or removing their advertising to comply with the Advertising Codes.

The Chair acknowledged the Advertiser had removed the advertisements after receiving the complaint.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled 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.