

COMPLAINT NUMBER	22/068
ADVERTISER	Grabone
ADVERTISEMENT	Grabone Website
DATE OF MEETING	23 March 2022
OUTCOME	Settled

Advertisement: The GrabOne web page advertises the "Dog Raincoat - Four Colours & Five Sizes Available". The page shows six images of the product, including two images of dogs wearing the product. The page also gives details of the product, including four different colours - pink, blue, yellow, orange - and dimensions of the sizing - small, medium, large, extra large and double extra large.

The Chair ruled the Complaint was Settled.

Complaint: I received an email from Grabone at 7.01am 25/2/22. I looked to see what was on offer and saw dog raincoats which piqued my interest. Looking at the photo of the dogs in the ad they were large breeds so I thought they would be perfect for the two dogs my son has.

Chose the colour, clicked on the largest size available to find the price, then read the sizes which give weights, chest measurements etc. only to find that they would never fit a large breed dog such as the ones in the ad wearing the coats.

We have a Bichon Fris & I would need to buy large for him, Bichon Fris are not Large dogs. Needless to say I was disappointed.

This is very misleading.

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

The Chair noted the Complainant was concerned the advertisement was misleading in relation to the size of the dog raincoats.

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 confirmed it had removed the advertisement and would not use again in its current form.

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.