

Decision of the ADVERTISING REGULATORY BOARD

Complainant	Dewald Steyn
Advertiser	Core Group (Pty) Ltd t/a iStore
Consumer/Competitor	Consumer
File reference	Apple iStore – Dewald Steyn
Outcome	Undertaking
Date	20 March 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider a complaint lodged by Dewald Steyn against iStore’s online advertising of a MacBook Pro 13-inch.

Description of the advertising

The website states, “. . . the all-new MacBook pro. . .” for R24 999.

Complaint

In essence, the Complainant submits that the advertised product was not an “all-new” MacBook, but a 2017 model.

Response

The Advertiser responded and addressed various aspects of the situation. It noted that there are 2 categories of MacBook Pro models - one with a Touch Bar and one without. The product advertised was the non-Touch Bar model and is therefore the current model in this category. Apple have not released a new version of the MacBook Pro without Touch Bar as yet so the customer does not have an outdated version of the non-Touch Bar model.

It also undertook to amend the copy. The new copy does not have the words “all-new”.

Application of the Code of Advertising Practice

The following clauses were considered in this matter:

Misleading claims – Clause 4.2.1 of Section II

Decision

Having considered all the material before it, the Directorate of the ARB issues the following finding.

The main objective of the Advertising Regulatory Board is to protect consumers from advertising that contravenes the Code of Advertising Practice. In the vast majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.

In this matter, the advertiser has undertaken to amend its advertising in a manner that appears to address the complaint at hand.

The ARB Directorate is satisfied that the amendment by the advertiser is unequivocal and addresses the complaint before it, and therefore accepts this undertaking in resolution of the matter.

Sanction

The ARB notes that the website has already been updated and no further action is needed in this matter.