

Decision of the ADVERTISING REGULATORY BOARD

Complainant	Gabriella Stewart
Advertiser	Massmart Holdings (Pty) Ltd t/a DionWired
Consumer/Competitor	Consumer
File reference	Dion Wired – Gabriella Stewart
Outcome	Undertaking
Date	9 April 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider a complaint lodged by Gabriella Stewart against email advertising for DionWired.

Description of the advertising

The email offered a Samsung 65” QLED television for R8999.

Complaint

In essence, the Complainant submits that she was unable to purchase the advertised offer.

Response

The Advertiser responded and submitted that the price in the email was incorrect and is no longer being published.

In addition, the Advertiser advised of various remedial steps that were taken when the error was detected.

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majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.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 advised that the incorrect price was the result of an error and is no longer being used.

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