

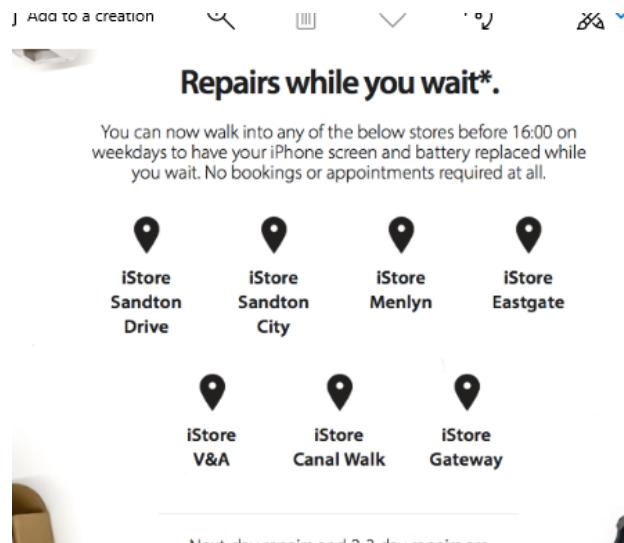
Decision of the ADVERTISING REGULATORY BOARD

Complainant	Chiraag Ramjee
Advertiser	Core Computer Group (Pty) Ltd t/a Apple iStore
Consumer/Competitor	Consumer
File reference	Apple iStore – Chiraag Ramjee
Outcome	Undertaking
Date	5 June 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider a complaint lodged by Chiraag Ramjee against online advertising for Apple iStore.

Description of the advertising

The advertising appears below:



Complaint

The Complainant advised that the V&A iStore was not able to repair his iPhone while he waited, and he had to wait 7 hours for the repair.

Response

The Advertiser submitted that due to constraints at the V&A store, the 2 hour turnaround time was not realistic. It removed this store from 'while you wait' and re-classified it as 'Same Day' repair where the wait time is longer.

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majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.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 amended 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.