

Decision of the ADVERTISING REGULATORY BOARD

Complainant	Anish Abraham
Advertiser	ZA Online (Pty) Ltd t/a iStore
Consumer/Competitor	Consumer
File reference	Apple – Anish Abraham
Outcome	Undertaking
Date	24 July 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider a complaint lodged by Anish Abraham against an iStore radio commercial that aired on 702.

Description of the advertising

The voice over states, *inter alia*:

“There are *those* people: sitting, always fidgeting on their laptops, constantly waiting, charging their batteries, plugging in, plugging out, with the fear of viruses or crashing always on their minds. And then there are the other people: the ones with the single silver slick guy. The Free-from-worries people. The Mac people. The It-just-works people...”

Complaint

The Complainant submitted, in essence, that the commercial implies that Apple products are immune from cyber threats, which is untrue.

Response

The Advertiser responded on the merits but submitted that the commercial is no longer being used, and the new material that will be going on-air excludes any references to viruses to ensure no potential ambiguity going forward.

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majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.

In this matter, the Advertiser has withdrawn the advertising and undertaken not to use it in that format again. This addresses the complaint at hand.

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