

Decision of the ADVERTISING REGULATORY BOARD

Complainant	Ivan Ginsberg
Advertiser	CryoSave South Africa (Pty) Ltd
Consumer/Competitor	Consumer
File reference	Cryo-Save Stem cell bank – Ivan Ginsberg
Outcome	Undertaking
Date	3 September 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider a complaint lodged by Ivan Ginsberg against radio advertising for Cryo-Save stem cell services.

Description of the advertising

The radio commercial features children thanking their parents for saving stem cells “back in 2019” and includes the statement, “I was able to treat my autism”.

Complaint

In essence, the Complainant submits that there is no cure for autism and stem cell research in this regard is still very much in its infancy.

Response

The Advertiser responded and explained its thinking behind the commercial. However, it undertook that the commercial with the disputed wording will not be used again.

Application of the Code of Advertising Practice

The following clauses were considered in this matter:

Honesty - Clause 2 of Section II

Fear - Clause 3.1 of Section II

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majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.

In this matter, the Advertiser has withdrawn the advertising and undertaken not to use it in the same format in the future.

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.