

Decision of the ADVERTISING REGULATORY BOARD

Complainant	Darryl Oliver
Advertiser	South African Post Office
Consumer/Competitor	Consumer
File reference	506 – SA Post Office – Darryl Oliver
Outcome	Undertaking
Date	1 November 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider a complaint lodged by Darryl Oliver against Facebook advertising for the SA Post Office.

Description of the advertising

The advertisement is:



The Post Office now delivers parcels efficiently and without delay with the margins of error reduced to zero percent. Customers now receive SMS services to notify them about their parcels.

 **0860 111 502**

 @postofficesa  South African Post Office

 Post Office South Africa  www.postoffice.co.za

Complaint

In essence, the Complainant submits that it is impossible that the Post office is delivering parcels with zero percent margin of errors.

Response

The Advertiser explained that a communication error occurred in the preparation of this social media post, resulting in the disputed claim. It has been removed from all social media feeds.

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majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.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 removed the advertising in a manner that appears to address the complaint at hand.

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