

Decision of the ADVERTISING REGULATORY BOARD

Complainants	Olivia Mckie Tara Aberdeen Nola Seef Paula Plit Antoinette Bezuidenhout Charlotte Collins
Advertiser	Cotton On Group Services (Pty) Ltd [AU] t/a Typo
Consumer/Competitor	Consumer
File reference	558 – Typo – Olivia Mckie & Others
Outcome	Undertaking
Date	11 December 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider a complaint lodged by consumers against in-store advertising for Typo.

Description of the advertising

The advertising in question is variations of the version below:



Complaint

In essence, the Complainants submitted that the advertising is offensive to the vegan community.

Response

The Advertiser addressed the merits of the matter, submitting in essence that the advertising was intended to celebrate the emerging vegan community and plant-based food, rather than to offend. However, it confirmed that all the material in question is in the process of being removed from its stores.

Application of the Code of Advertising Practice

The following clauses were considered in this matter:

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majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.

The ARB Directorate is satisfied that the undertaking by the Advertiser to remove the material from its stores is unequivocal and addresses the complaints before it, and therefore accepts this undertaking in resolution of the matter.