

Decision of the ADVERTISING REGULATORY BOARD

Complainant	Graham Vincent
Advertiser	Silver Peach Marketing (Pty) Ltd t/a Africa Stay
Consumer/Competitor	Consumer
File reference	Africastay – Graham Vincent
Outcome	Undertaking
Date	9 April 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider a complaint lodged by Graham Vincent against a Google advertisement for Africa Stay.

Description of the advertising

The headline of the Google advertisement stated, “Zanzibar Special | From R6850 pp for 7 nts | africastay.com”.

Complaint

In essence, the Complainant submitted that the advertised offer was not available.

Response

The Advertiser explained that the error occurred because the Google advertisement automatically generated the offer based on an archived page. By removing the archived page, the error was addressed.

Application of the Code of Advertising Practice

The following clauses were considered in this matter:

Misleading claims – Clause 4.2.1 of Section II

Non-availability of advertised products – Clause 31 of Section III

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majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.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 undertaken to amend its advertising in a manner that appears to address the complaint at hand. The Directorate has also checked for itself, and the offer now highlighted by the Google ad is indeed available.

The ARB Directorate is therefore 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.