

Glomail loses ad appeal

Marketing company Glomail has lost an appeal against an order to have all its adverts pre-screened after it repeatedly flouted the advertising code of conduct.

A committee of the Advertising Standards Authority last week rejected a bid by Glomail's parent company Limited Editions (Pty) Ltd to overturn a ruling made in February.

In that ruling Glomail was ordered to submit all its proposed adverts to the independent Association for Communication and Advertising's advisory service, at Glomail's own cost, for the next six months.

The ruling noted that Glomail's adverts had been challenged 11 times in the past two years, and that only one of the challenges was dismissed.

The committee said it was satisfied the sanction was appropriate. Glomail describes itself as one of the largest "as seen on TV" product suppliers in South Africa.

It runs a network of over 70 fully-owned Glomail shops and over 1200 chain store shops within a shop.

Its lines include slimming products, such as Bioslim that gave rise to the February ruling. Complainants have claimed the company makes unsubstantiated claims for its health products.

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