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| Description: Consumer Rights 9.png |  |
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**22.1.2019**

**Resolution for ACR AGM 2019**

**Title of Resolution**

**ADVERTISING, PROMOTIONAL MATERIAL and INFORMATION**

**Name of individual submitting the resolution**

**Cynthia Busuttil ACR member**

**Background Information**

**Advertising** is the activity or profession of producing advertisements for commercial products or services. It is a means of informing others of a product or service that is available and therefore, it is a useful activity, as long as the information is accurate and not misleading.

**Justifications, reasons and current situations to be addressed**

* There is a distinction between ‘***advertising’*** and ‘***information****’.*
* Not all advertisements show honest information.
* It is not acceptable that a product is shown in a misleading form, which does not tally with the price tag.
* It is not the first time that authenticity is disguised by an artist’s impression or photo or
* hidden price tag which is misleading for consumers.

***Some examples:-***

We come across properties offered for sale ‘on plan’ or in shell form.

* Any artistic image proposed for the same property is displayed in a finished state.  It does

not always show that this is an impression and not what the end product is being offered for the price.

* When a photo of a top model of a range of cars is advertised, the price indicated and the information must reflect the model advertised and not that of an inferior model, stating that others are available ‘***Starting from…***’.
* If more models are available, this can also be stated and prices indicated; however **a price must always tally with the actual photo**.
* It is deceiving to display a top model with the lowest price to make it attractive.
* A **package holiday can mislead** **if potential ancillary expenses are not clearly indicted and explained.**It is not enough to advertise a product for the lowest possible price without indicating what is essential but NOT included in the advert, such as airport transfers, meals, taxes.

          Stating what is included is not sufficient. It is necessary to indicate also what

***essentials are not included***.(***See ACR AGM presentation 2018 for further details*)**

* Prices of products/services in shops, shop windows/on display continue to be hidden or not placed at all. Restaurants, hairdressing salons, and other retail outlets should display (indicate) their price list outside their premises. (***See also Information on Price Indication)***
* Posters/Sales/Discounts:

Signs indicating a promotional price often show the text in different font sizes, such as

Up to ….. **50% Discount**

**HALF PRICE** on selected items

What meets the eye is the message in bold letters giving the wrong impression that everything is discounted heavily. Often selected words are shown in very small print and barely legible. **These forms of price indication are misleading and illegal**

***Proposals/Recommendations***

***In line with European Consumer Legislation:***

* Adverts must be honest, clear, accurate and informative. They must ***not be misleading***.
* Prices must always be displayed (indicated) and in **clear legible** size of text
* Products must be as authentic as possible and an artist’s impression has to be clearly labelled as an ***adver***t and not as ***Information*** guidelines.
* Price Tags in ***sales*** must **indicate** original price and sale price