

# CAN'T PROVE IT? DON'T SAY IT QUICK GUIDE



## 01 WHAT IS A CLAIM?

Claims are the part of an ad that make a statement about a product or service; for example, a price, a feature of a product, timing for deliveries or a statement presented as fact. Claims must be accurate and should not mislead or deceive consumers.



## 02 PROVING CLAIMS HAVE YOU GOT EVIDENCE TO SUPPORT YOUR CLAIM?

Proving claims is your responsibility. Claims should be able to be supported by sound, relevant, clear and robust evidence at the time they are made. See Rule 2 (b) of the Advertising Standards Code



## 03 WHAT ABOUT EXAGGERATION?

Obvious untruths, exaggeration, puffery or deliberate hyperbole that are unlikely to mislead may be OK.



## 04 MATCH THE LEVEL AND TYPE OF EVIDENCE TO THE CLAIM

No one size fits all. Different types of claims require different levels of evidence. A claim about a groundbreaking new product may need stronger proof than one about an established product. A claim from one product that it will produce a better result than another should be independently tested.

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## 05 ABSOLUTE OR DIRECT CLAIMS NEED FULL SUBSTANTIATION

Absolute claims make a specific, verifiable claim about your product.

At a minimum, have the **advertised level of substantiation**.

If it's a scientific claim, scientific tests must have been undertaken to support the claim. What's considered scientific evidence? See our [guidance note](#).

**WE ARE  
THE  
CHEAPEST**

**BEST  
PRICE**

**TESTS  
PROVE**

**FASTEST  
GROWING**

**STUDIES  
SHOW**

## 06 IMPLIED OR INDIRECT CLAIMS NEED REASONABLE SUBSTANTIATION

Implied or indirect claims are when you imply or compare something.

Be prepared to show the **reasonable basis** on which the claim is made.

For more information, see our [guidance note about responding to misleading claims](#) and the full codes at [www.asa.co.nz/codes](http://www.asa.co.nz/codes)

**BETTER  
FOR YOU**

**CHEAPER  
THAN  
BUYING AT X**