

## ASA rulings for week 16 - 17

The [Advertising Standards Authority of South Africa \(ASA\)](#) has issued the following rulings for week 16 -17, 16 - 29 April 2011: Christ Embassy Church/N Geffen (ad in its current format must be withdrawn); Crafters Market At Lido Hotel/L Payne (dismissed); Echinaforce/S Kaye (breach allegation upheld); Groupon My City Deal/JB Botha (voluntary undertaking); Albany Brown Low GI Bread/HML Pelser (dismissed); Inkokheli HR Appointments/B De Wee (upheld); Airwick Freshmatic/C Richardson (breach allegation dismissed); Simply Slim/HA Steinman (Sanctions posed - AI Alert sent to members); Trellidor "Strongest Locking System "/V Pillay ( breach allegation upheld, no sanctions imposed at this time); Cystic Fibrosis Awareness/JD Baird (upheld) and Checkers "Heydays" Promotion/Pick n Pay (respondent to submit, prior to publication and at own cost, all future advertising to the ACA Advisory Service for a three-month period). [Download the full rulings.](#)

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