

**From:** Matthew Wilson ASA Press Officer[mailto:mattw@ASA.Org.UK]

**Sent:** 06 October 2006 15:57

**Cc:** CliveHurst

**Subject:** **Rondevous**

Hi

Further to our email and phone correspondence today here is a brief breakdown of the recent informally resolved investigations of Rondevous by the Advertising Standards Authority.

In one regional press ad for Rondevous Ltd it stated "MODELS & EXTRAS REQUIRED". A leaflet produced by Rondevous, stated "We would like to introduce Rondevous, one of the U.K.'s Leading Management Companies for Modelling, Fashion, Catwalk, Catalogue, Film, Television, Stage Acting, Dance and Promotional Work for all ages ... Our role as an independent promotions company is to find new faces for Model Agencies across the UK ... If we were to be unsuccessful in placing you with any agencies, we will be happy to refund your money".

The complainant contacted the ASA and challenged

1. whether the claim "**MODELS & EXTRAS REQUIRED**" in the press ad misleadingly gave the impression that there were genuine vacancies;
2. the claim "**one of the UK's Leading Management Companies**";
3. the claim "**independent promotions company**" because he believed Rondevous were connected with another company called Regardez and
4. the claim "**If we were to be unsuccessful in placing you with any agencies, we will be happy to refund your money**" in the leaflet was misleading because all clients who signed up with Rondevous were automatically placed with Regardez.

The ASA contacted the advertiser and they agreed to amend their ad. **Rondevous said they would remove the claim "MODELS & EXTRAS REQUIRED" from the press ad and replace it with "WANT TO BE A MODEL OR AN EXTRA?" instead. They said they had removed the claim "one of the UK's Leading Management Companies" from their advertising.**

**Hants Trading Standards Dept said that, although Rondevous shared directors and premises with another company called Regardez, they did not pass clients from one to the other.** We did not consider that either the claim to be an independent agent or the money back guarantee were misleading.

The ASA considered the matter resolved and the case was closed informally.

**Another ad for Rondevous prompted a complaint to the ASA that it was misleading because there was no mention that an agent's fee would be charged to successful applicants. Rondevous agreed to add "agency fee applies" to their ad.**

I hope this helps out. If you have any queries please do not hesitate to contact me.

Kind regards

Matt Wilson

Press Officer  
Advertising Standards Authority  
Mid City Place  
71 High Holborn  
London  
WC1V 6QT

Tel: 020 7492 2122

The Advertising Standards Authority - Keeping advertising standards high.

The ASA has launched a new cross-media ad campaign to remind consumers that the ASA is working to keep advertising standards high. Visit the campaign's microsite to see our ads and find out more about our work.

<http://www.asa.org.uk/asa/adcampaign/>