Should the advert also be checked when a banner advertises a specific item on special offer?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

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Applicability: In a special form of selling goods to consumers and in the associated advertising.

Article 19 of the Consumer Protection Act applies to advertising a special form of goods sale. When an advertisement features a specific item on promotion, ensure that the current price and the lowest previous price are displayed in accordance with the applicable provisions.

When this is applied

Create an approved template with the item, start date, current price and lowest price in the reference period. Use the same data on the product page and in the approved creatives.

What to do in practice

Before activation, compare the advert, the landing page and the price history for the same product.

A business example

The advert displays the model of the device and the promotional price of €79. A short A/B headline must not cause one version to hide the applicable price.

Specific next steps

1. Before activation, compare the advert, the landing page and the price history for the same product.

Limits of application

In a special form of selling goods to consumers and in the associated advertising.

Sources

Official Gazette · Consumer Protection Act, Article 19.

https://narodne-novine.nn.hr/clanci/sluzbeni/full/2022_02_19_203.html

Official Gazette · Amendments to the Consumer Protection Act, OG 59/2026

https://narodne-novine.nn.hr/clanci/sluzbeni/2026_06_59_728.html

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/akcija-banner-odredisna-stranica