

CLEARANCE CERTIFICATE

Germany (DE) · Landesmedienanstalten, KJM

ASSET	RUN	ISSUED	VERDICT
test_ad.mp4	run_5299053b6a62	2026-09-11 10:48 UTC	CLEARED

4 finding(s) were raised against this market from 14 resolved rules: 0 still holding clearance, 4 fixed and verified, 0 referred to a human. Every rule below was matched to an observation the analyst recorded from the footage itself, and every citation was retrieved at judging time.

FINDINGS

EU-ALC-01 · legal · severity 75 · 00:35.1 to 00:42.1 · fixed and verified

Depicting an individual in fitness attire drinking what appears to be beer connects alcohol consumption to athletic activity and enhanced physical performance, violating Directive 2010/13/EU art. 9(1)(e) and art. 22.

Basis. Directive 2010/13/EU (AVMSD) art. 9(1)(e) and art. 22

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGTtGd15a3Kae8NpBWBTBuvj25g3SUM7QnJaXcZbNBYwnQ5CVcb1NZHB_7srhMysDJAoXBupaNqMHUOUxVmwHd_bnQ3mo3T4Bs0Jtq4-NCsOPWHYVjXt6B99kvCBKx8hEQV2QBhQ6eUxG_UFJMIYP6YVL_z72-Q6-Wu56Jgp9K-2n0gTiwetIU=

Changed. prop_swap (chg_3d1d0520cbaa): swapped the non-compliant prop for a Germany-appropriate one

Verifier. fixed: EU-ALC-01 no longer fires at 35.08-42.08s after prop_swap; fnd_DE_EU-ALC-01_obs_shot_8_002_vebaafd resolved

GL-MISLEAD-01 · policy · severity 70 · 00:35.1 to 00:42.1 · fixed and verified

The voiceover asserts a specific comparative performance claim ('Twice the energy of any other drink') without presenting substantiation, violating ICC Code art. 5.

Basis. ICC Advertising and Marketing Communications Code, art. 5 (substantiation)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQH-cN4eW2PfGxU8yyM695M_Sv2U6LhFas1Pwt8c2glDrfMR2802IAOXoTafEPwC7aXwWvRgXhRjZgjRYAZGFJkvTToKBRQJ7DgXy7If4zhZFTLSvDS5YCGUb1Jqwilz2JHU8iF19CoWD78CMtCTA2AJz4d5rQ==

Changed. carried over from SA (chg_666ab5691610): the same seconds SA fixed, spliced into DE's cut: replaced the spoken line with "Bold, refreshing taste like no other."

Verifier. fixed: GL-MISLEAD-01 no longer fires at 35.08-42.08s after carried over from SA; fnd_DE_GL-MISLEAD-01_obs_shot_8_004 resolved

GL-HEALTH-01 · policy · severity 70 · 00:35.1 to 00:42.1 · fixed and verified

Claiming 'Twice the energy of any other drink' makes a comparative nutritional/functional health claim that requires specific substantiation under the ICC Framework for Responsible Food and Beverage Marketing Communications.

Basis. ICC Framework for Responsible Food and Beverage Marketing Communications

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFRB4ejz6r20oCjPgXvRo0lWzRo_3Jf0_qtGkJfAKoUuUA7-EH4EUbQnJ0Dg0DPt8PbXICKFPXjbBv79wKRSTesb82AdEOKB4gnTC55c9Mc8D2xcFZE0rnxFuSAIXgznpycxDicHaNX_DVS_ljFFRc0

Verifier. incidentally fixed: GL-HEALTH-01 no longer fires at 35.08-42.08s; fnd_DE_GL-HEALTH-01_obs_shot_8_005 resolved without having been the target

DE-CMP-01 · legal · severity 55 · 00:35.1 to 00:42.1 · fixed and verified

Claiming 'Twice the energy of any other drink' is an unsubstantiated, blanket comparative claim against all competitors, breaching UWG Section 6.

Basis. Gesetz gegen den unlauteren Wettbewerb (UWG) Section 6 (vergleichende Werbung), setting the conditions under which comparative advertising is lawful

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHnFEJxXe3AhWONol_mxF6L_QLQzyrQ-EHG8D9a-dYqosCJQf4T51cD GJHoY_cmQA6GSjE0QctpR_ByzYkpYR2qbDxdIWiz3RV5UvytHdBzRCP2kKaxADx3jMgK5q1V-G8eW1Y86zjvO-MHDW3xnuJqxnKv0uC8-XzRJxQh56pZUal=

Verifier. incidentally fixed: DE-CMP-01 no longer fires at 35.08-42.08s; fnd_DE_DE-CMP-01_obs_shot_8_004 resolved without having been the target

This is a machine-generated record of one clearance run: what the system observed, which rules it matched, what it cited and what it changed. It is evidence for a human decision, not the decision, and not legal advice. Issued by The Media Customs.