

CLEARANCE CERTIFICATE

France (FR) · ARPP, Arcom

ASSET	RUN	ISSUED	VERDICT
test_ad.mp4	run_5299053b6a62	2026-09-11 10:48 UTC	NOT CLEARED

14 finding(s) were raised against this market from 16 resolved rules: 9 still holding clearance, 5 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

FR-ALC-01 · legal · severity 95 · 00:00.0 to 00:07.0 · open

The depiction of a wine bottle constitutes a display of an alcoholic beverage prohibited in standard audiovisual advertising. This directly violates Code de la sante publique art. L3323-2 (Loi Evin).

Basis. Loi Evin, Code de la sante publique art. L3323-2

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQE4GhjFARpxxavywu-MgqhN_oC-lzCjNLwKWSn3dYRuG84foVfMHcTcm1gBPwrNI-hjzaUcOd5tu9lC6y11updDdz8e9rBUqA3EI83qDYyUHe8kji9d-LHFGozf2KPWLLeqeSRAHsaHhn1mnmJg0NREhZ-Kff6QFyhXXRnJ1me

FR-ALC-01 · legal · severity 95 · 00:00.0 to 00:07.0 · open

A stemmed glass filled with red wine clearly depicts an alcoholic beverage in an advertisement. This is forbidden under Loi Evin, Code de la sante publique art. L3323-2.

Basis. Loi Evin, Code de la sante publique art. L3323-2

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQF-b6GmH5vzlsCRpvpmp4F9SVldzpiTS_EgyNEaurHfigo74mWaSV4oDNUlgjqacibO12_VUEDWbbU5cAtZYn2BlgAYtVQf8EulUKUGxNTDBIM7T9vYTeiHwA4TpPyKzKz2l7hVuLNRNPEoQcyXCkTMAziQx

FR-ALC-01 · legal · severity 95 · 00:00.0 to 00:07.0 · open

Depicting a second woman holding a stemmed glass of red wine violates the strict restrictions on alcohol advertising. This violates Code de la sante publique art. L3323-2 (Loi Evin).

Basis. Loi Evin, Code de la sante publique art. L3323-2

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGNLVs9CLbmyK9RVstujAlVU496nAlo9xycm674eCJxBhMpr_jthRpUAYQanPd9ehuhoDey7TxsWhzVgrRZHxWhVCyX8kB369vHUbdO-x5V_ywz_3kz9mNsT0jAeUWuO_CBATo6liEqAP5rIW5ZEoHYFDvlezA_kNtARsdfcyx

FR-ALC-01 · legal · severity 95 · 00:28.0 to 00:30.8 · open

Showing shelves stocked with liquor bottles in a commercial communication constitutes an unlawful depiction of alcoholic beverages. This violates Code de la sante publique art. L3323-2.

Basis. Loi Evin, Code de la sante publique art. L3323-2

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHPahs3E-TbA4JDMc9tC6Tmikxc491gXGGUPTWczLDL4jsz2gQlChQcWEPs9R-1fvaTQvgj0ooHco4h_WAl4-nYXeFTug-UbCi7pvARhe_fO0gRI3JR-yIN_hOrJt4dkqn4ul2diUrHotez7kEYMrPAK9KGVBdiDwX4GcngCY=

FR-ALC-01 · legal · severity 95 · 00:30.8 to 00:31.3 · fixed and verified

Featuring a liquor bottle prominently on a counter violates the general prohibition of alcohol advertising in audiovisual broadcast media. This breaches Code de la sante publique art. L3323-2.

Basis. Loi Evin, Code de la sante publique art. L3323-2

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQF74l1Jdb_kO7l04-vKUVHYVJZ3VTntvXUzgd6htatiWHTGaMK5fot3yiV4mPrZISWilgp1Tpt8Jl1K5XwrBcbpJyHFI8YvgSYyasTiKCC-ALPbepP0Yvo9m_togMqPQcgk7tMoTA=

Verifier. fixed: FR-ALC-01 no longer fires at 30.75-31.33s after carried over from UK; fnd_FR_FR-ALC-01_obs_shot_5_000 resolved

FR-ALC-01 · legal · severity 95 · 00:30.8 to 00:31.3 · fixed and verified

Illuminated shelves lined with numerous bottles of alcoholic spirits violate the strict ban on depicting alcohol in advertisements. This breaches Code de la sante publique art. L3323-2.

Basis. Loi Evin, Code de la sante publique art. L3323-2

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGnNoEYqaMvc3An9XsjAuKzxm_s-dK7nCfallvk1VZ1dSc2W95QPCpjYYjq_24alkYuKeqtBLXBpeXaSnfGTZY0rs9jWNsKMWd-Tv3GSKKC7EvVTosC1YrHn5EWWhSmWHULlomusrMcS9q8l13KB3X0Aq-ONfl-DU_4JXSae d5M=

Verifier. incidentally fixed: FR-ALC-01 no longer fires at 30.75-31.33s; fnd_FR_FR-ALC-01_obs_shot_5_001 resolved without having been the target

FR-ALC-01 · legal · severity 95 · 00:31.3 to 00:31.9 · open

Displaying liquor and spirit bottles on bar shelves in an advertisement violates the strict prohibition against alcohol depiction. This violates Code de la sante publique art. L3323-2.

Basis. Loi Evin, Code de la sante publique art. L3323-2

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGwCbD3GD2syovXM-YWuyN81TVCe8ptPrdurwiv-QSTpDaMEYcJI394fh0surswzHvbx2VMfXwrY23gcE7GZkpgq_zNcuB3mVK5uVM-3sgLdAV-gW9YLPJBccnKD9OI56YJyzm3qWdzvScuPf1VddZg_ttyOYEQCGQhUn9nivRR

FR-ALC-01 · legal · severity 95 · 00:31.9 to 00:35.1 · open

Displaying bottles of alcoholic beverages on illuminated bar shelves in an advertisement violates Code de la sante publique art. L3323-2 (Loi Evin).

Basis. Loi Evin, Code de la sante publique art. L3323-2

<https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEHJITly4Yt19cehl4F1xaWQQAkhlAYWhrk2ZOQK4UKOE-MsqZutKjYO-Tc08tU9uzlK1nZgPrKv5xKigJaCnEMunlJGzKE2Ay8h8xgO7TxyQLWNdh9SC1kpSvHbAwA38WCQ2zIH0Upqx7t-kyJ-KZqduuqG2CV2LYe4TQjri1YY>

FR-ALC-01 · legal · severity 95 · 00:42.1 to 00:49.1 · open

A green glass bottle resembling a beer bottle depicts an alcoholic beverage in an advertisement. This violates Code de la sante publique art. L3323-2 (Loi Evin).

Basis. Loi Evin, Code de la sante publique art. L3323-2

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEPkChw_i4oObWkS2hUneFpvgajgTYkL7HEOSXN9FJQmGdYcKeEwwcrlQ0biw6-MkQcxMbt8_yLVZK38CM4Q_O8uoVN-DQY11QOYVPecP6SZ10TfonI2lobaL3PX0zz6G0GZCk0KR8UHK1KCiL01NSEJbkqeQ==

Verifier. NOT fixed: FR-ALC-01 still fires at 42.08-49.12s after prop_swap; fnd_FR_FR-ALC-01_obs_shot_9_000 back to open

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

The comparative claim "Twice the energy of any other drink" is presented as a categorical superiority claim without factual substantiation or qualification. This violates ICC Advertising and Marketing Communications Code, art. 5.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHEeQNFJ1WH81L6dWa5pUWz6fVXH6V4clQ8aUxSZVKM6IPiAAymImEGvsP_kGB720uPmQF-pJZ_D_TqT6fVYRe17q0MqHwTXVCec5g3aBhcc3SiGOvY-eBhNE7dM62v77MLw_LZHpzD2nrwa-6dlxEEI_hWnbUvxO8NhUjRm66dKdeTKir_T2StiEGlex2

Changed. carried over from SA (chg_d1cf55bc57b3): the same seconds SA fixed, spliced into FR'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_FR_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" asserts an explicit nutritional and physical performance benefit for a beverage. This triggers 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/AUZIYQEXEOcF9IDz6qmiRGODeEapeegnt7xuq8JENN5mYj43YHqe9UMhlGmSxtoeRbPcivf9Rnv1Bib2zdUqsQPbvuo-FIEbewYRjbr2HuYIsNbPpyWmlw2TftKQrcz6sXhA6NnsSqVTD8xGzasb-jLP1HHNuPM3mDle_VMxSQIFh4WO5B7ambAih8tUh_TQBqE6eg==

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

FR-LANG-01 · legal · severity 60 · 00:07.0 to 00:14.0 · open

The on-screen English phrase "Happiness is one sip away" appears without an accompanying French translation. This violates Loi Toubon art. 2 regarding mandatory French language usage in advertising.

Basis. Loi Toubon, loi n. 94-665 du 4 aout 1994, art. 2 (mandatory use of French in the designation, presentation and advertising of a good, product or service)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEZK37iqOhuR5BUNd-XezYrmo4-gEXzay9OF9V3dg148YHR5kyGbOKZquI03nx9OJ_jjtoFS9PgDvKXb73C1M0S0bi0cT3W-Pk7d2lyeiXiae36SDtreo1BTiflFIE1OsUKFkGs_WajJuAbdPTCmtr28roXdUNMlxGEPPwd3Yf3XVyu8A4iosJWPwEIJd_B1spJTCGQlySzFGDUZddco8NH2Ya8Rm7

FR-LANG-01 · legal · severity 60 · 00:30.8 to 00:31.3 · open

The technical disclaimer is displayed in English without an accompanying French translation. Under Article 2 of the Loi Toubon (loi n° 94-665), any advertising presentation or text displayed on screen must be in French.

Basis. Loi Toubon, loi n. 94-665 du 4 aout 1994, art. 2 (mandatory use of French in the designation, presentation and advertising of a good, product or service)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHeFvgvbcJuLqFfig-33IFgenS9oDRtYzOrn6TyBm7PoTyTqLc7vV432wsQ2kPCm1Pn165kxTdyYzcivLabeBGIMnlq4iv8dgNGI8Bx_Og-fotg829pjOdE-NQEacKSF5rQA55ksQA2yUS3z7NxYH6TIHfPycXB2Ar66UOm6rg=

FR-CMP-01 · legal · severity 50 · 00:35.1 to 00:42.1 · fixed and verified

Claiming "Twice the energy of any other drink" without objective, verifiable, and representative substantiation breaches the rules on comparative advertising. This violates Code de la consommation art. L122-1.

Basis. Code de la consommation art. L122-1 (conditions for lawful comparative advertising)

<https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGjvKizNRduxlstbhuhg9s4tqesq5TICv0zNR1c7BBgMp6oY0wcWM9m8thj-lygH-0zwX2b9dPNPbJMIp0aKNI7uW6kcxrjbvnXEd7ZteDXxbj3thIR9D7y3-etLbSLlI6IGXko3v5bGFlvEqXzU2RD0GwlTn5CplEdWqtFSeF>

Verifier. incidentally fixed: FR-CMP-01 no longer fires at 35.08-42.08s; fnd_FR_FR-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.