

CLEARANCE CERTIFICATE

United Kingdom (UK) · Ofcom, ASA, Clearcast

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 11 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

UK-FLASH-01 · legal · severity 70 · 00:30.8 to 00:32.1 · fixed and verified

The full-frame flashing measured at 6.0 flashes per second exceeds the strict technical limits set out in the Ofcom/ITC Photosensitive Epilepsy Guidance. This directly breaches Ofcom Broadcasting Code Rule 2.12 regarding precautions against photosensitive seizures.

Basis. Ofcom Broadcasting Code Rule 2.12 (broadcasters must take precautions to maintain a low level of risk to viewers who have photosensitive epilepsy), applied with the Ofcom/ITC Photosensitive Epilepsy Guidance technical flash and pattern thresholds https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGtb_xwTbWAJG2YJIHUr7a8lL4NIFzgSJ6D-odLquGQ8uzbujsSSKY6pWuTyJf-jQOK5gNUvL4VQjnRDzGuEJYH5hHtZulp6AFnEZlrcjBuf-beqYuA6-tN6hWNAWVQiHZQIMc74SDjhVn5lofG0UbYaizCunID8Z_aSJNC_FqJB--CiH3SgxJo=
Verifier. fixed: UK-FLASH-01 no longer fires at 30.75-32.08s after prop_swap; fnd_UK_UK-FLASH-01_obs_flash_000 resolved

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

The absolute comparative claim "Twice the energy of any other drink" is presented without qualification or substantiating data. This breaches 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/AUZIYQHXYlCHH-kfQ24kUNhtyPPUAAWqOoMskE5-Z4KkBsZAJp-f86cj4HI60Ij8TqOW8QQ9kAEAxILCrAiV4gW-nm9WNDiXplxcYNiz6_8ymZAbt_5F_BN4VvmDqnM-8p33MWtZkZLBNTdPZZifKvnqh3Zh5tvoTZxbqvgUDwiElz_aSJNC_FqJB--CiH3SgxJo=
Changed. carried over from BE-VRT (chg_811f3c898413): the same seconds BE-VRT fixed, spliced into UK's cut: swapped the non-compliant prop for a VRT (Belgium, Flanders)-appropriate one
Verifier. fixed: GL-MISLEAD-01 no longer fires at 35.08-42.08s after carried over from BE-VRT; fnd_UK_GL-MISLEAD-01_obs_shot_8_004 resolved

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

The voiceover asserts an explicit nutritional and energy benefit ("Twice the energy of any other drink"). Under the ICC Framework for Responsible Food and Beverage Marketing Communications, this nutritional claim requires proper substantiation.

Basis. ICC Framework for Responsible Food and Beverage Marketing Communications <https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFthvEiPXdbK332rPj9VD4KqTtgc7B2IRzU1NECnFdzF2Q5v8cgqqS7GiCvinRLAJhM-o7gzo7BaOK1GGLqgOor3aTDidu3180MEyKk10L2rp24JFGhzWxrD5IT9bY818dEMwNenwLTAbDM66TNv49wklItU9Y=>
Verifier. incidentally fixed: GL-HEALTH-01 no longer fires at 35.08-42.08s; fnd_UK_GL-HEALTH-01_obs_shot_8_005 resolved without having been the target

UK-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 unverified, non-objective comparative claim against all competing products. This violates Regulation 4 of the Business Protection from Misleading Marketing Regulations 2008.

Basis. Business Protection from Misleading Marketing Regulations 2008, regulation 4 (conditions for lawful comparative advertising) <https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFthvEiPXdbK332rPj9VD4KqTtgc7B2IRzU1NECnFdzF2Q5v8cgqqS7GiCvinRLAJhM-o7gzo7BaOK1GGLqgOor3aTDidu3180MEyKk10L2rp24JFGhzWxrD5IT9bY818dEMwNenwLTAbDM66TNv49wklItU9Y=>
Verifier. incidentally fixed: UK-CMP-01 no longer fires at 35.08-42.08s; fnd_UK_UK-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.