

CLEARANCE CERTIFICATE

China (CN) · SAMR, NRTA

ASSET	RUN	ISSUED	VERDICT
test_ad.mp4	run_959b162a0f25	2026-09-11 10:48 UTC	NOT CLEARED

3 finding(s) were raised against this market from 10 resolved rules: 1 still holding clearance, 0 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

CN-SUP-01 · legal · severity 78 · 00:35.1 to 00:42.1 · open

The voiceover claims absolute comparative superiority over all competing products without qualification. Under Article 9(3) of the PRC Advertising Law, using absolute and unverified superlative language is strictly prohibited in commercial advertising.

Basis. Advertising Law of the People's Republic of China (2015, amended 2021), art. 9(3): advertisements shall not use terms such as 'national level' (guojiaji), 'highest level' (zuigaoji) or 'optimal/best' (zuijia)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEYejshqAH2FkJLPY6X9h45iKUca7EFMLZPpPEJyUR-lwS3gQZ4rJoFArGSN1bx_7dOxL0wWOa1pyi8WSTdQ4xCuyPpQo4N4ziuMFu_QoCHW_dUWoe4LFNQ76IJCEZAm-1oYTHz8Ja9EsSDZtpLQ6RNF_82Wex910QZBV9uj666utG8fYYGb69kN4NzdpzwZybDoAfuT7IA==

GL-MISLEAD-01 · policy · severity 70 · 00:35.1 to 00:42.1 · open

The voiceover asserts an unqualified, measurable superiority claim comparing the beverage against all competitors. Under ICC Code Art. 5, performance and comparative superiority claims require sound substantiation.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEGRq2ZepoLqfIP9d6OrF41hmEe29odYVnplRjiaPwe-QpWOIV5iGLNOA8glFY0AiVETOGKlk88rXnZN2ZqdCeOXcMiwDiP7uvaFFlw-3Qqd5TZDSJHT3bHxMIPQ1Y64RiDZwTTXaBGJTJP0fstuMa_VJS9VM=

GL-HEALTH-01 · policy · severity 70 · 00:35.1 to 00:42.1 · open

The claim of providing 'Twice the energy' constitutes an explicit nutritional and physiological benefit claim for a food and beverage product. Under the ICC Framework for Responsible Food and Beverage Marketing Communications, nutritional and health claims must be properly supported and responsible.

Basis. ICC Framework for Responsible Food and Beverage Marketing Communications

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFhk_g3zrNLqaWBdVSXFVFW09FJydG5WYYeJNX2qDskN2VLfwv5el_3dVUKNezu3OjAdNcIoGPVimeQgsR_yFPf2ga5pTJPSuORs29zrGdd3OEORJ9kte-pTMenmhgc8n3WA==

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.