

CLEARANCE CERTIFICATE

Japan (JP) · JARO, Consumer Affairs Agency, PMDA

ASSET	RUN	ISSUED	VERDICT
test_ad.mp4	run_959b162a0f25	2026-09-11 10:48 UTC	CLEARED WITH NOTES

4 finding(s) were raised against this market from 9 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

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

The voiceover assertion 'Twice the energy of any other drink' is a quantifiable comparative superiority claim presented without substantiation or qualification. This directly breaches ICC Code art. 5 substantiation requirements.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGAZQLZAoqLoxsGCGitn2GwYyT-cV7j-1U98WET6uinlHouVfYxoXahRGAGBnYmUwTTzORG7RBGu-OG6bYxiSh-8KnEu3GKnTfnrD6OS1cGXlsmQAKgTzqW6SOG_CKc7yTT90paLxLek8bmbLpzV9vsNI2iyKwcUBuZfWkfplMwpsPhtriq7XdfjVQ70weYWXl-FXE=

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

The voiceover explicitly claims a nutritional and physiological performance benefit ('Twice the energy of any other drink') without meeting substantiation standards for comparative nutritional claims. 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/AUZIYQHhU3CEaXrNtjNroM2jjUbGrwa_sNhNbiz5LnruMKo9uAnQ0XdX9jEvBdpVpZVhrpkC3rX6aYgYtJFUtrqdu4YkpObcV6-Q1-nza_UZ3zqjXJfx8eirYlpeuVoARQWp_9EUusii65lvU0Sj8pPZRmGGH4mFGMS8chsgGZbKgDgEfD3mk78CkbBKVYDcRp2Q==

JP-FLASH-01 · policy · severity 65 · 00:30.8 to 00:32.1 · open

The sequence contains full-frame luminance flashing measured at 6.0 flashes per second, which exceeds the permitted threshold of 5 flashes per second for non-red flashing. This violates the NAB Japan and NHK Guidelines on Video Techniques in Animated Programs under Broadcast Act art. 4 standards.

Basis. NAB Japan (National Association of Commercial Broadcasters in Japan) and NHK Guidelines on Video Techniques in Animated Programs, issued 16 April 1998 following the December 1997 photosensitive-seizure incident during the animated program Pokemon; self-regulatory, adopted by individual broadcasters into the program standards required under Broadcast Act art. 4

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFH9IO3zJ7cAotkZdlzCqEj4hhygplg9vBfEjaJz3FDcG2lHDiQWj-vErlqXe6T39LcUfaOAA6NuPWNCbExoU_-2VUTscaR73hB7fJO54lSqArpurXVgiuFcp0pVq6TA9_xo6zqvDI1g==

JP-KEIHYOHO-01 · legal · severity 65 · 00:35.1 to 00:42.1 · open

Claiming 'Twice the energy of any other drink' represents the product as significantly superior to all competing drinks without objective substantiation. This constitutes a misleading superiority representation prohibited under Keihyohou art. 5 item 1.

Basis. Act against Unjustifiable Premiums and Misleading Representations (Keihyohou), art. 5 item 1 (yuuryou gonin hyouji, misleading superiority representation)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHHP9Tz8Nm4-AjWVE56fHlBTC-6QHWMRnPXg9W_iv_iA3nqzhUW5SFZxtL0JwSkjkmmybNeV1MUKd4OjcoK9KkQBIs_Ww8LpX32ISTUiuMJptkbHQoFBNrXD-2z3FIZ6TaifkLa75t5vnVT4Jcwj00sPq6lWv4oP8=

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.