

CLEARANCE CERTIFICATE

United States (US) · FTC, FCC, FDA

ASSET	RUN	ISSUED	VERDICT
test_ad.mp4	run_959b162a0f25	2026-09-11 10:47 UTC	CLEARED WITH NOTES

3 finding(s) were raised against this market from 13 resolved rules: 0 still holding clearance, 0 fixed and verified, 1 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 claim 'Twice the energy of any other drink' is an explicit quantifiable superiority claim made without supporting substantiation or qualification. ICC Article 5 requires measurable comparative performance claims to be properly substantiated and qualified.

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

<https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQH7MXXBqRoBQjLsZPx3gUr-ECjWc3TV6eMcKG9LLbR0H9v6XBWM926On1J5MlkfObclj2tGIHKaMn3qaUjgVGuTp9GwA2AKI9VggfV9JY6ltVgyEmBlnspedxJAdAjZntcdEr3-V70RAXSrZi2QVFJhdQR5O-WI4bJmUeLXSuorImEt0L8zQSu8qkDSrWv>

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

Claiming 'Twice the energy of any other drink' asserts a measurable nutritional and energetic benefit for the beverage. Under the ICC Framework for Responsible Food and Beverage Marketing Communications, nutritional and health benefit claims must be substantiated and accurate.

Basis. ICC Framework for Responsible Food and Beverage Marketing Communications

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFKtXPPjEzo0a3AY9BeGX36Bgl1AXiU_q4r0mVUR34R-uZB_q3Hba9NGF4-ZaFq9IKyukP2heSZgkB7UQ9r17WMzKSB5bT5VqVKc-tBdgdWuR8achmgaqE3Pvhy_pE8bt-qO-Zhd1NUySRT0izLzm8PmGF0uIN5k7uuAEenSgG6LaW131NhX0N45lDwAarA88YFb06diSZRo1fo-7gPSk9_ji8KlaocJ37WuUEf6kU8xhswR75B75ia

US-FLASH-01 · offence · severity 45 · 00:30.8 to 00:32.1 · open

The sequence contains 6.0 flashes per second across the full frame, triggering voluntary broadcast guidelines on rapid flashing imagery. Under US broadcast production practice, rapid high-contrast flashing that presents photosensitive-seizure risk must be reduced or eliminated.

Basis. No binding US federal rule restricts flashing imagery in television advertising; photosensitive-seizure risk from rapid high-contrast flashing is documented in epilepsy medical literature and is voluntarily addressed in US broadcast production practice

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGgLP17h5We_ZKHnmUf-UyPQhOSs9YxwNpUReLd30llarkfzk3PH7ud3KzMJCnGV53qhG2MONfp_hoDTtNJPst76bhVhNh5YOrCJXM8HLraffj9RoDrB11zPIFUmVT9HARnIWUnc7Ww37Xcn89v97_TLVFCSzxYrxNRi3HhPRUR7o0xpGEIC-Mw-vtJ0UiFxOzq3aysi5aDnVHkiXpezUcOSZv9vMWjAjRy9qe8KO6I53Xj7jsW8DS65CEY61fG2

Human decision required. the rule targets a protected characteristic, so this system will not edit the footage to satisfy it

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.