

The **Advertising Incident Reporting System (AIRS)** is an industry learning system that captures, analyzes, and shares lessons from advertising incidents and near-misses. AIRS identifies emerging risks, and strengthens governance through education, transparency, and continuous improvement.

This Week At A Glance (6/22 - 6/28)

Metric	Count
Total Incidents Reviewed	16
Formal Rulings, Penalties, Notices, or Charges	7
Disclosure or Transparency Implicated	15
Internal Governance or Oversight Implicated	13
AI or Synthetic-Media Incidents	3
Environmental or Origin-Claim Incidents	5
Geographic Reach	United States, United Kingdom, India, Australia, France/EU, and global matters

Educational Notice: AIRS is an educational resource. Inclusion of an incident does not imply wrongdoing or legal liability but is intended to promote professional learning and continuous improvement.

Collection Method: AIRS combines LLM-assisted monitoring with human review across regulatory, self-regulatory, legal, industry, watchdog, and news sources. Technology supports discovery and organization; human review determines inclusion, verifies sources, distinguishes allegations from findings, and assigns the relevant IAE Principles and AIRS classifications.

This Week's Incident Register (6/22 - 6/28)

Incident No.	Incident	Region	Date	IAE Principle(s)	AIRS Tags
2026062201	Polymarket marketing campaign allegedly used paid creators, staged trades, and imitation websites	United States / Global platforms	6/22	P1 Truth; P3 Fairness; P5 Disclosure; P6 Transparency; P8 Internal Processes; P9 Commercial Relationships; P10 Lawfulness	Undisclosed Promotion; Staged Trades; Prediction Markets; Platform Integrity
2026062202	Indian consumer authority penalized Storia and Mrs. Bectors over absolute "100%" food claims	India / Asia-Pacific	6/22	P1 Truth; P2 Substantiation; P5 Disclosure; P6 Transparency; P8 Internal Processes; P10 Lawfulness	Food Labeling; Absolute Claims; Ingredient Disclosure; Natural Claims
2026062301	Brigit cash-advance advertising drew scrutiny over advance amounts, speed, fees, subscriptions, and influencer disclosure	United States	6/23	P1 Truth; P3 Fairness; P5 Disclosure; P6 Transparency; P8 Internal Processes; P9 Commercial Relationships	Cash Advances; Subscription Terms; Fees; Influencer Disclosure; Vulnerable Consumers
2026062302	Earth Breeze detergent-sheet marketing drew scrutiny over environmental, ingredient, subscription, and U.S.-origin claims	United States / Online retail	6/23	P1 Truth; P2 Substantiation; P3 Fairness; P5 Disclosure; P6 Transparency; P8 Internal Processes; P10 Lawfulness	Green Claims; Ingredient Disclosure; Subscriptions; Made in USA

2026062401	<u>Adidas “Recycled Running Shoes” advertising made misleading environmental claims</u>	United Kingdom / Europe	6/24	P1 Truth; P2 Substantiation; P5 Disclosure; P6 Transparency	Green Claims; Recycled Materials; Fashion Advertising
2026062402	<u>Calvin Klein advertising inadequately explained recycled and responsibly sourced material claims</u>	United Kingdom / Europe	6/24	P1 Truth; P2 Substantiation; P5 Disclosure; P6 Transparency	Green Claims; Responsible Sourcing; Fashion Advertising
2026062403	<u>Uniqlo “Recycled Materials” advertising could imply that promoted garments were entirely recycled</u>	United Kingdom / Europe	6/24	P1 Truth; P2 Substantiation; P5 Disclosure; P6 Transparency	Green Claims; Recycled Materials; Fashion Advertising
2026062404	<u>Pharmacyonline promoted prescription-only weight-loss medicines to the public</u>	United Kingdom / Europe	6/24	P3 Fairness; P4 Social Responsibility; P8 Internal Processes; P10 Lawfulness; P11 Accountable Self-Regulation	Prescription Medicines; Weight Loss; Health Advertising; Non-Cooperation
2026062405	<u>REI Instagram ad showed an impossible two-handlebar bicycle after an automated AI alteration</u>	United States / Global platforms	6/24	P1 Truth; P6 Transparency; P8 Internal Processes; P9 Commercial Relationships	AI Creative; Product Accuracy; Platform Governance; Human Oversight
2026062406	<u>SMiZE & DREAM removed promotional images containing AI-generated models after a media inquiry</u>	Australia / Global social platforms	6/24	P5 Disclosure; P6 Transparency; P8 Internal Processes; P9 Commercial Relationships	Synthetic Models; AI Disclosure; Creative Labor; Social Media
2026062407	<u>Former NYC Council candidate charged over alleged AI-generated fake endorsements and news reports</u>	United States — New York	6/24	P1 Truth; P5 Disclosure; P6 Transparency; P8 Internal Processes; P10 Lawfulness	Political Advertising; AI Deepfakes; Fake Endorsements; Election Integrity
2026062408	<u>FIFA hydration breaks drew criticism as de facto advertising breaks during World Cup broadcasts</u>	Global / North American host markets	6/24	P4 Social Responsibility; P6 Transparency; P8 Internal Processes; P9 Commercial Relationships	Sports Advertising; Ad Load; Player Welfare; Audience Trust
2026062501	<u>Study documented “Frenchwashing” through national symbols and visual cues on imported products</u>	France / European Union	6/25	P1 Truth; P3 Fairness; P5 Disclosure; P6 Transparency; P8 Internal Processes	Country-of-Origin Claims; Visual Implication; Packaging; Frenchwashing
2026062701	<u>Woolworths cookware-credit promotion drew complaints after accumulated credits became difficult to redeem</u>	Australia / Asia-Pacific	6/27	P1 Truth; P3 Fairness; P5 Disclosure; P6 Transparency; P8 Internal Processes; P9 Commercial Relationships	Loyalty Promotion; Stock Availability; Redemption; Retail Marketing
2026062801	<u>Rizla and Lover’s FC World Cup-themed shirts prompted a complaint over tobacco-advertising concerns</u>	United Kingdom / Global sports culture	6/28	P3 Fairness; P4 Social Responsibility; P6 Transparency; P8 Internal Processes; P9 Commercial Relationships; P10 Lawfulness; P11 Accountable Self-Regulation	Tobacco-Adjacent Marketing; Sports Sponsorship; Youth Appeal; Regulatory Loophole
2026062802	<u>FSSAI issued notice over Eat Fit biscuits’ “100% Atta,” “No Added Sugar,” and “Digestive” claims</u>	India / Asia-Pacific	6/28	P1 Truth; P2 Substantiation; P5 Disclosure; P6 Transparency; P8 Internal Processes; P10 Lawfulness	Food Labeling; Absolute Claims; Sugar Claims; Health Positioning

IAE Principles & Practices for Advertising Ethics

Reference Framework

AIRS uses the IAE principles for advertising ethics as an educational framework for identifying the ethical considerations raised by reported incidents. Principle references do not constitute legal findings or determinations of wrongdoing.

P1 Truthful and Non-Misleading Communications	Ensure communications are truthful, not misleading, and do not conceal material information needed for informed choices.
P2 Substantiation	Support express and implied claims with reasonable evidence before publication.
P3 Fairness	Treat consumers fairly, avoid manipulative practices, and apply greater care where harm or vulnerability is greater.
P4 Social Responsibility	Respect human dignity and consider advertising's foreseeable effects on consumers, markets, and society.
P5 Disclosure	Present necessary material terms clearly, conspicuously, and in language the intended audience can understand.
P6 Transparency	Make advertising and sponsored content clearly identifiable, including when automated or algorithmic systems materially shape it.
P7 Privacy	Use privacy by design, collect and retain only necessary data, provide meaningful choices, and guard against foreseeable misuse.
P8 Internal Processes	Maintain effective review and reporting processes that address ethical concerns promptly, seriously, accountably, and without retaliation.
P9 Commercial Relationships	Conduct commercial relationships honestly and transparently, free from undisclosed conflicts of interest.
P10 Lawfulness	Comply with applicable law while recognizing that ethical practice requires more than minimum legal compliance.
P11 Accountable Self-Regulation	Participate in credible self-regulation in good faith and help strengthen or develop effective mechanisms where needed.

The principle references assigned to each incident indicate the issues most directly implicated by the reported conduct.

The IAE Principles & Practices for Advertising Ethics are designed to help advertising, marketing, public relations, media, technology, and related professionals recognize ethical risks and make responsible decisions across the advertising ecosystem. [READ THE FULL IAE PRINCIPLES & PRACTICES →](#)