

Advertising Incident Reporting System

Weekly Report

Governance Intelligence
 July 27, 2026
 8:52am ET
 Monday, 7/20– Sunday, 7/26

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 (7/20 - 7/26)

Metric	Count
Total Incidents Reviewed	13
Formal Rulings, Penalties, Notices, or Charges	11
Disclosure or Transparency Implicated	6
Developing or alleged matters	2
Children, youth or vulnerable-audience incidents	1
Internal Governance or Oversight Implicated	5
Geographic Reach	United States, United Kingdom, European Union and New Zealand

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 (7/20 - 7/26)

Incident No.	Incident	Region	Date	IAE Principle(s)	AIRS Tags
2026072001	<u>Celsius Network founders agreed to pay \$16.5 million to resolve FTC allegations that they falsely represented the safety and accessibility of consumers' cryptocurrency deposits. The order also imposed bans on marketing certain cryptocurrency-related products and services.</u>	United States	7/20	P1 Truth; P6 Transparency; P10 Lawfulness	Cryptocurrency Advertising; Financial Claims; Consumer Protection
2026072002	<u>Vacation, Inc. – BBB National Programs' National Advertising Division (NAD) determined that the standalone claim "World's Best-Smelling Sunscreen" constituted puffery but recommended the company modify the claim when presented in a context that could imply objective superiority.</u>	United States	7/20	P1 Truth; P2 Substantiation; P11 Accountable Self-Regulation	Product Performance; Puffery; Self-Regulation
2026072003	<u>AliExpress was fined €550 million by the European Commission for Digital Services Act non-compliance relating to risk controls for illegal, unsafe, or counterfeit products on its platform.</u>	European Union	7/20	P8 Internal Processes; P10 Lawfulness	Platform Governance; Marketplace Safety; Counterfeit Products

2026072004	<u>New Zealand's ASA recorded a no-further-action complaint alleging that a SmartyPlus post-purchase ad foregrounded a \$20 reward while relegating a recurring \$20 monthly subscription fee to small, low-contrast text.</u>	New Zealand / Global App Network	7/20	P1 Truth; P3 Fairness; P5 Disclosure; P6 Transparency	Dark Patterns; Subscription Disclosure; Pricing Transparency; Material Omissions; Near Miss
2026072101	<u>The FTC announced a proposed order permanently banning the operators of a student loan forgiveness scheme from the debt-relief industry and telemarketing after alleging deceptive marketing practices targeting consumers seeking loan relief.</u>	United States	7/21	P1 Truth; P3 Fairness; P10 Lawfulness	Financial Services; Telemarketing; Deceptive Marketing
2026072102	<u>Force Factor / Total Beets: BBB National Programs' NAD found the "#1" beets claims substantiated but recommended modifying the claim to disclose that the ranking was based on total unit sales.</u>	United States	7/21	P1 Truth; P2 Substantiation; P5 Disclosure; P11 Accountable Self-Regulation	Product Performance; Disclosure; Self-Regulation
2026072103	<u>Novo Nordisk filed a federal lawsuit alleging Eli Lilly's Zepbound and Mounjaro advertising used outdated dose comparisons and omitted newer Wegovy information; Lilly disputes the allegations.</u>	United States / Global Pharmaceutical Market	7/21	P1 Truth; P2 Substantiation; P6 Transparency; P10 Lawfulness	Comparative Claims; Health Claims; Prescription Medicines; Product Performance; False Advertising Litigation
2026072201	<u>The FTC announced it was returning more than \$672,000 to consumers harmed by Trend Deploy's deceptive marketing following prior enforcement action, reflecting implementation of an advertising-related consumer redress order.</u>	United States	7/22	P1 Truth; P10 Lawfulness	Deceptive Marketing; Consumer Redress
2026072202	<u>Dignity Funerals Ltd t/a Simplicity Cremations – The UK Advertising Standards Authority upheld complaints that television advertisements failed to make clear that the advertised funeral plans were for non-attended cremations only.</u>	United Kingdom	7/22	P1 Truth; P5 Disclosure; P6 Transparency; P10 Lawfulness	Funeral Services; Material Omissions; Television Advertising
2026072203	<u>Domino's Pizza UK & Ireland Ltd – The UK Advertising Standards Authority upheld complaints after television, YouTube, and video-on-demand advertisements featured an identifiable less healthy food product, breaching advertising restrictions.</u>	United Kingdom	7/22	P3 Fairness; P4 Social Responsibility; P10 Lawfulness	Food Advertising; HFSS Products
2026072204	<u>Higham Miller Coffee Ltd t/a Exhale Healthy Coffee – The UK Advertising Standards Authority upheld complaints that a paid Instagram advertisement made unauthorised health and nutrition claims and improperly referred to a health professional in support of those claims.</u>	United Kingdom	7/22	P1 Truth; P2 Substantiation; P10 Lawfulness	Health Claims; Nutrition Claims; Social Media Advertising
2026072401	<u>After NAD reopened a challenge, Willow Health permanently discontinued claims that its compounded semaglutide products were proven, comparable to FDA-approved semaglutide, and effective for weight loss without diet or exercise; NAD will treat the claims as discontinued on recommendation.</u>	United States	7/24	P1 Truth; P2 Substantiation; P6 Transparency; P8 Internal Processes; P10 Lawfulness; P11 Accountable Self-Regulation	Health Claims; Weight-Loss Claims; Compounded Drugs; Product Performance; Self-Regulation; Regulatory Referral

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 →](#)**