

You already ask for proof. Ads should have it too.



BURGER

What went into it?



DIAMOND

Where did it come from?



ELEVATOR CERTIFICATE

Who checked it? Is approval current?

HOW THE TRUST STACK APPLIES THIS TO ADS

Layer 3 defines the rules.

What's allowed? Who can approve?
When must work stop?

Layer 4 records the evidence.

Sources, permission, changes
and approval for this version.

Layer 5 checks and acts.

Review the record, investigate
failures and require correction.

[Explore the examples and source register](#)

Spring Ad, Video 3: a small, useful record.

Where it came from

AI background; brand photo. Tools and sources logged.

What it can be used for

Actor consent: US social to 31 Mar 2027; status checked.

Who's responsible

Approver #4471: presence, authority, company responsibility.

What changed

Background replaced; face and voice untouched.

How to check it

Version fingerprint; public checks / private audit evidence.

Open the receipt on an ad, a video, and an article →



Use existing rails. Define the missing proof.

What exists

C2PA / Content Credentials.
Machine-readable provenance formats.
Asset binding and digital signatures.
Edit histories, watermark checks, detection signals.

What the record must show

Permission for this use.
A person's decision and authority.
Presence evidence, tied to this version.
Public checks; identity stays with the company.

AI assisted · AI generated · AI free: declare the workflow behind the badge.

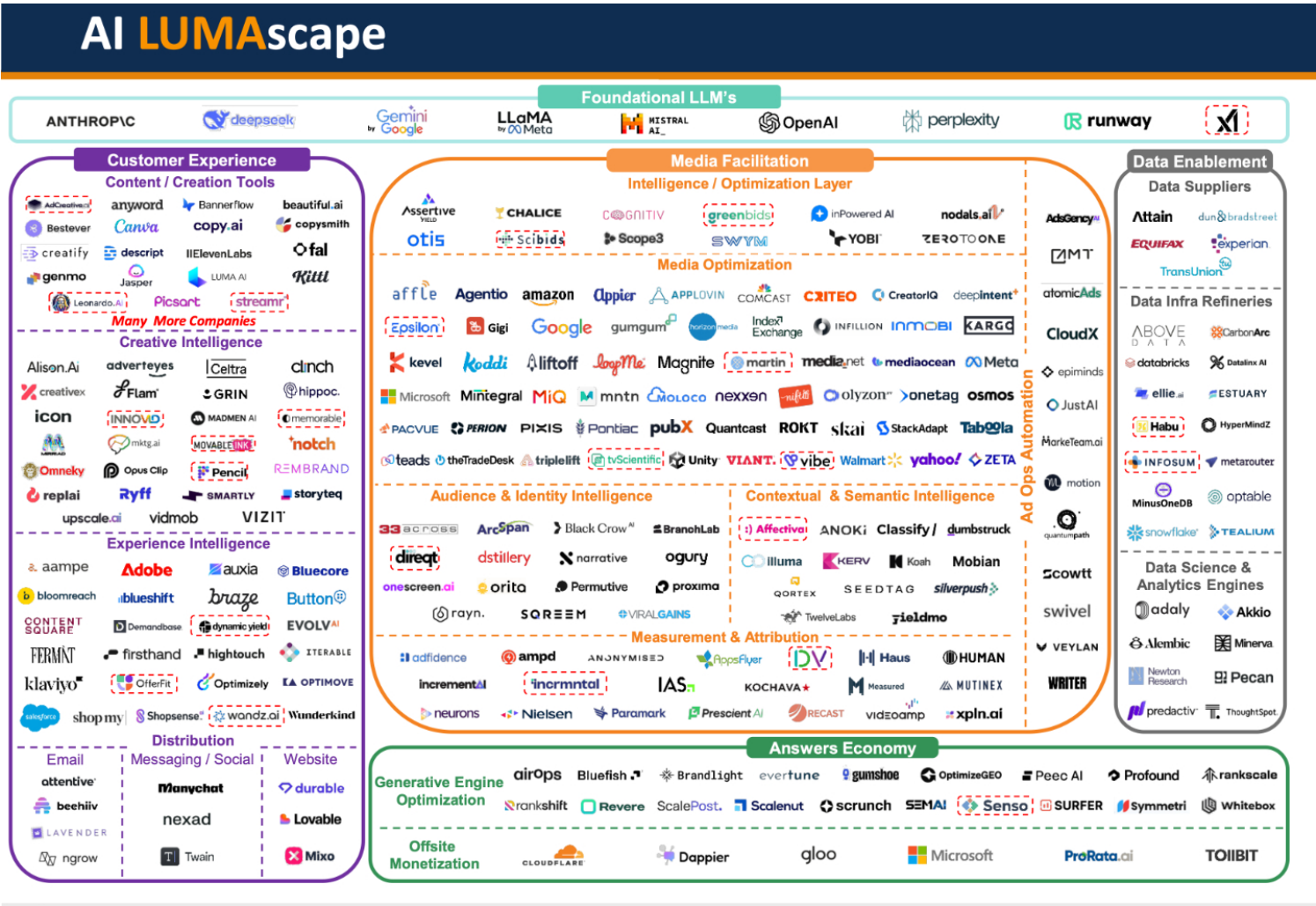
Provenance ≠ truth. Presence ≠ authority. A label ≠ permission.

Inspect the evidence, gaps, and alignment example →



The AI map: who does what?

LUMA groups AI companies by the jobs they do in marketing and advertising.



Foundational LLMs

The models behind AI tools.

Customer Experience

Create content and deliver experiences.

Media Facilitation

Buy, optimize and measure advertising.

Data Enablement

Supply, prepare and analyze data.

Answers Economy

Help brands appear in AI answers.

OUR PROPOSAL: A CHECKABLE RECEIPT ACROSS THESE CATEGORIES

Sources. Permission. Approver. Changes. Verification.

Follow the workflow: jaymandel.com/trust-stack

