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KEY DECISIONS ADOPTED AT THE 371ST MEETING OF THE ADVERTISING BOARD DATED 16 JULY 2026



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Introduction

The Advertising Board (the "**Board**"), operating under the Ministry of Trade, resolved 143 cases included in the agenda at its 371st meeting held on 16 July 2026.

In the decisions adopted at the meeting, the Board's assessments concerning social media promotions, advertisements and commercial practices, particularly in the communication, e-commerce, retail, finance and healthcare sectors, prominently addressed comparative superiority claims, campaign promises, statements regarding price advantages, and the requirement to clearly indicate the advertising nature of commercial communications.

The prominent examples of the decisions adopted at the meeting are set out below.

Misleading Promotions Regarding Comparative Superiority Claims and Campaign Terms

- ### Unsubstantiated Claims of Leadership and Superiority

In the commercial titled "*Türkiye's Most Attractive Operator Turkcell!*" published by Turkcell İletişim Hizmetleri A.Ş., it was determined that an impression was created, through the statements used and the structure of the advertisement, that the company was superior to competing operators in terms of coverage and continuity of service. The Board further assessed that the scope of the expression "*Türkiye's Leader*", used in connection with 5G services that had not yet been commercially launched, was not limited, thereby creating an impression among consumers that the company had absolute superiority in terms of mobile communication services. Accordingly, the Board concluded that the advertisements were misleading and contrary to the principles of fair competition and decided to impose an administrative fine of TRY 3,180,853 on Turkcell İletişim Hizmetleri A.Ş., together with a suspension of the advertisements.

- ### Misleading Statement Failing to Cover the Promoted Service

In the promotion titled "*2026 New Season Sports Package*", published by an authorized dealer on behalf of Krea İçerik Hizmetleri ve Prodüksiyon A.Ş., it was determined that, despite the inclusion of the logos of the four major football clubs and the statements "*Trendyol Süper Lig – Get Ahead of the New Season*", the package offered to consumers did not cover Süper Lig matches. The Board assessed that the fact that the promotion had been prepared by an authorized dealer without the company's knowledge or approval did not eliminate the company's liability arising from its status as the advertiser, and that the company was responsible for ensuring compliance with the applicable legislation of advertising and marketing activities carried out through its authorized sales network. Accordingly, the Board decided to impose an administrative fine of TRY 863,580 on Krea İçerik Hizmetleri ve Prodüksiyon A.Ş., together with a suspension of the advertisements and commercial practices.



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- **Conditional "Free Shipping" Promise**

In the commercial titled "*Whatever You Want, N11*" published by N11 Elektronik Ticaret ve Bilişim Hizmetleri A.Ş., a verbal "Free Shipping" promise was made, while the disclaimer stated that free shipping was only applicable to purchases of TRY 50 or more. The Board assessed that there was an inconsistency between the main promise and the exception and that the advertisement created the impression among the average consumer that the shipping service was unconditionally free. Accordingly, the Board concluded that the advertisements were misleading and decided to impose a suspension of the advertisements.

- **Incomplete and Misleading Information in the "Double Refund" Campaign**

In the posters relating to the "*If You Find It Cheaper, We Will Refund Double the Difference*" campaign conducted by HYS Köroğlu Mağazacılık A.Ş., it was determined that the posters did not clearly state that the campaign was only applicable to selected products and that the refund would be made in an amount equal to twice the difference between the competitor's price and the relevant product price, rather than twice the product price. The Board further assessed that the explanations setting out the campaign terms were not presented in a font size that consumers could easily read. Accordingly, the Board decided to impose an administrative fine of TRY 108,370 on the company, together with a suspension of the advertisements.

Financial Services, Food Supplements and Healthcare Services

- **Failure to Provide the Promised Campaign Refund**

In the campaign titled "*Earn TRY 1,000, Valid at All Markets!*" published on the "*Hadi*" mobile application of T.O.M. Katılım Bankası A.Ş., consumers who fulfilled certain purchase conditions were promised a refund of TRY 1,000. Upon examination, it was assessed that the promised refund had not been made to consumers who participated in the campaign after fulfilling the campaign requirements, and that sufficient information and documentation demonstrating that the payment had been made to consumers satisfying the campaign conditions in the manner stated in the advertisement could not be provided. Accordingly, the Board decided to impose an administrative fine of TRY 863,580 on T.O.M. Katılım Bankası A.Ş., together with a suspension of the advertisements.



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- **Unpermitted Weight-Loss and Health Claims Concerning Food Supplements**

In social media promotions concerning the food supplement named *"Lean XLS Tea"* by Ayye Gıda Tarım Ürünleri Kozmetik Sağlık Ürünleri ve İthalat İhracat San. Tic. Ltd. Şti., it was determined that statements concerning weight loss and fat burning, such as "*Would you like to lose 15 kilos a month?*", "*Accelerates metabolism and burns fat*", "*28 kilos in 2 months*", "*3 kg in 3 days*" and "*No diet whatsoever. Burns excessive fat.*" were used. The Board assessed that such statements exceeded the scope of permitted health claims and were detrimental to public health and misleading to consumers. It was further determined that the expression "*Approved by the Ministry*" used in the promotions presented the approval procedures that are mandatorily required under the legislation as if they conferred a distinction or superiority on the product, and that the food supplement approval numbers were not included on the product labels. Accordingly, the Board decided to impose an administrative fine of TRY 863,580 on the company, together with a suspension of the advertisements.

- **Promotions in Healthcare Services Exceeding the Permitted Scope of Information**

In the promotions published on the Instagram account "*bazekoldermatoloji*" belonging to Ekol Baz Özel Sağlık Hizmetleri Tic. A.Ş., it was determined that statements promising results from "*Golden Needle*" and "*Plasma Pen*" procedures, such as reducing acne scars, improving skin tone, eliminating fine lines, and removing moles quickly and effectively, as well as visuals depicting the performance of medical procedures, were used. The Board assessed that the statements and visuals in question gave the healthcare institution's activities a commercial character and constituted advertising by exceeding the limits of information permitted under healthcare legislation. Accordingly, the Board decided to impose a suspension of the advertisements on Ekol Baz Özel Sağlık Hizmetleri Tic. A.Ş.

Misleading Promotions Concerning Covert Advertising and Product Characteristics and Designations

- **Covert Advertising Presented in the Form of News Content**

In articles published on the website of Milliyet Gazetecilik ve Yayıncılık A.Ş. concerning Duymer İşitme Cihazları, it was determined that detailed information regarding the technical characteristics of the company's products and services was provided and statements such as "*offers solutions suitable for all ages with its professional staff*" were used with the aim of influencing consumers' purchasing decisions. The Board assessed that the content in question exceeded the limits of reporting and informing the public and acquired the nature of advertising, while the commercial purpose and advertising nature of the content were not clearly disclosed to consumers. Accordingly, it was concluded that directing consumers to Duymer İşitme Cihazları under the appearance of news or informational content constituted covert advertising, and the Board decided to impose a suspension of the advertisements on Milliyet Gazetecilik ve Yayıncılık A.Ş.



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- **Product Advertised as "Muslin" Despite Being 100% Polyester**

In the promotion of the product named "*Ecru Dreams Müslin Şal/Karamel*" offered for sale on the website of Camellia Scarfs Teks. San. ve Tic. Ltd. Şti., the term "*muslin*" was used, while the product description stated that its composition was "*100% Polyester*". The Board assessed that the inconsistency between these statements concerning the material of the product created a misleading impression among consumers regarding the nature of the product and that the promotions were misleading. Accordingly, the Board decided to impose a suspension of the advertisements on Camellia Scarfs Teks. San. ve Tic. Ltd. Şti.

- **"Misleading "Excellent" Designation for a Refurbished Product**

The refurbished "*Apple iPhone 13 Pro (256GB)*" product offered for sale on the website of Getmobil Teknoloji A.Ş. was designated as being in "Excellent" cosmetic condition, and it was stated that products in this category had an appearance "almost like new". However, it was determined from the refurbished product certificate relating to the product delivered to the consumer that the casing, screen, battery and rear camera had been replaced. The Board assessed that the term "*Excellent*" created an expectation among the average consumer that the product was close to a new product not only in terms of its external appearance, but also in terms of its mechanical condition, period of use, fault history and replaced components, and that the fact that the designation actually referred only to the external appearance could cause confusion among consumers. Accordingly, the Board decided to impose an administrative fine of TRY 1,083,706 on Getmobil Teknoloji A.Ş., together with a suspension of the advertisements.

- **Use of the Term "Gemlik" for a Product Not Produced in Compliance with the Geographical Indication**

In the promotions published on the website "www.gokezeytin.com" belonging to Gökler Gıda Maden Emlak Oto Alım Satım ve Turizm San. ve Tic. Ltd. Şti., it was determined that the products marketed under the "Göke Zeytinleri/Olives" brand were referred to as "*Gemlik Black Olives*", while the product packaging used the expression "*Gemlik Yağlı Sele*". The Board assessed that, despite the fact that the products had not been produced in compliance with the geographical indication "Gemlik Olive", which had been registered as a designation of origin by the Turkish Patent and Trademark Office on 3 October 2005 under registration number 76, the use of the term "*Gemlik*" in the promotions was misleading and deceptive to consumers. It was further stated that the use of the olive variety as the product name was contrary to the applicable food legislation. Accordingly, the Board decided to impose a suspension of the relevant advertisements on Gökler Gıda Maden Emlak Oto Alım Satım ve Turizm San. ve Tic. Ltd. Şti.

Biçer Güner is a full-service, independent law firm based in Istanbul, Türkiye. As Biçer Güner, we offer a full spectrum of legal services for a diverse client base across all areas of law. For over 20 years, our partners have actively represented both private and public sector clients in numerous significant international transactions and foreign investments in Türkiye.

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