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DECISIONS TAKEN AT THE MEETING OF THE ADVERTISEMENT BOARD DATED AUGUST 14, 2025 AND NUMBERED 360

At its 360th meeting held on August 14, 2025, the Advertisement Board ("Board"), operating under the Ministry of Trade, reviewed a total of 175 files. Following its examination, the Board determined that 157 cases were in violation of consumer protection legislation and imposed administrative fines amounting to TRY 15,272,273 in total, together with advertising suspension measures for those cases. In addition, access-blocking measures were ordered in three cases to prevent potential consumer harm.

In the decisions rendered for August, the Board particularly focused on (i) incomplete or misleading information in tariff promotions within the communications and media sectors, (ii) the lack of transparency in price and discount criteria regarding promotional campaigns on e-commerce platforms, and (iii) the use of unsubstantiated claims such as "unlimited" or "advantageous" that may directly influence consumer perception. The Board emphasized that such practices could directly affect consumers' economic decisions and reiterated that advertisers must provide information that is compliant with legislation, clear, transparent, and verifiable.

Advertisements Suspended Due to Ambiguity in Price Information

In the advertisements of the “Non-Commitment Internet Campaign” published on the website dsamart.com.tr operated by Andromeda TV Dijital Platform İşletmeciliği A.Ş., it was indicated that the price was “₺499 per month.” However, the same page also included different price points based on speed options (e.g., ₺529 for 16 Mbps, ₺604 for 100 Mbps, ₺995 for 1000 Mbps, etc.). Upon review, the Board determined that the price information provided in the advertisements was not clear or comprehensible, and created ambiguity and confusion for consumers. It was concluded that these promotions were misleading, contrary to the principles of fair competition, and capable of adversely affecting consumers’ economic decisions. On these grounds, the Board imposed a suspension sanction on the advertisements in question against Andromeda TV Dijital Platform İşletmeciliği A.Ş.

Administrative Sanction Imposed on Digitürk for Misleading Telemarketing Practices

It was determined that Krea İçerik Hizmetleri ve Prodüksiyon A.Ş. (Digitürk), through its telemarketing activities, consumers were informed that their existing subscriptions would be terminated without the payment of an early termination fee and that they could benefit from a more advantageous new subscription. However, upon examination, it was revealed that the previous subscriptions had not been terminated and that termination fees were charged for both the old and the new subscriptions. The Board found this practice to be misleading and deceptive, creating consumer detriment and directly influencing consumers' economic behavior. Consequently, the Board imposed an administrative fine of TRY 86,358 under the scope of unfair commercial practices and ordered the suspension of the relevant activities.

Administrative Fines and Advertising Suspensions for Misleading or Incomplete Information

- Vodafone Telekomünikasyon A.Ş. published online advertisements promoting its “Red Unlimited” tariffs as offering unlimited internet service. However, exceptions such as restrictions on live streaming and tethering were not disclosed, nor was it clearly indicated whether the prices were subject to a contractual commitment. The Board determined that the use of the term “unlimited” was misleading, that commitment information was concealed, and that the advertisements created an inaccurate perception among consumers. Accordingly, the Board imposed an administrative fine of TRY 863,580 and ordered the suspension of the advertisements.

- In the “Buy 3 Pay for 2 on Accessories” campaign in Lescon stores, it was determined that the lowest-priced product among the three selected by consumers was given free of charge, but this information was not explicitly stated in the posters. The Board evaluated that the expression “Buy 3 Pay for 2” concealed the campaign conditions and was misleading to consumers, and therefore decided to suspend the relevant advertisements.

- At the entrance of Istanbul Beymen Starcity Outlet store, posters with the statement “Net 70% Discount on 2 or More Products” created the impression that the campaign applied to all products. However, in-store promotions indicated that the discount was only valid on selected products, calculated over the initial price, and could not be combined with other discounts. The Board considered that the absence of such limiting information in the poster at the store entrance expanded the scope of the campaign in a misleading manner, and therefore decided to suspend the advertisements.

- In the promotions of “GNC Yeni Favorim 50 GB,” “Platinum Aynen Favorim 60 GB,” and “Platinum Favorim 80 GB” tariffs published on Turkcell’s website, it was found that the platforms where the additional social media GB benefit was valid were not specified, exceptions were not disclosed, and the prices were presented without commitment information. The Board assessed that these omissions prevented consumers from accurately evaluating the campaign conditions and violated the principle of transparency. Accordingly, an administrative fine of TRY 863,580 was imposed on Turkcell, and the advertisements were suspended.

Administrative Fines and Advertising Suspensions for Lack of Transparency in Promotional Badge Use

- In Trendyol's "Legendary Day" campaign, products were labeled with badges such as "Advantageous Product/Price," yet the criteria which these badges were based were not disclosed. Furthermore, it was determined that previous price information was not provided for discounted sales. The Board found that such practices created ambiguity and opacity, were misleading to consumers, and constituted a repeated violation. Accordingly, the Board imposed an administrative fine of TRY 600,000 and ordered the suspension of the advertisements.

- On the official website of n11, under the campaign titles "Unmissable Offers," "n11's Offer," and "Surprise Products of the Day," certain products were also labeled with special promotional badges, yet no explanation was given regarding the criteria for assigning these labels. The Board considered the absence of an explanation of the meaning of the badges to consumers as contrary to the principle of transparency and ruled that such promotions were misleading. In this regard, an administrative fine of TRY 600,000 was imposed on n11, and the advertisements were suspended.

Suspension Sanction Imposed for Misleading Use of Badges in Price Comparison Practices

On the official website www.hepsiburada.com, in the “Refund the Difference if You Find Cheaper” campaign, it was stated that the campaign applied only to products “sold by Hepsiburada” and labeled with the “Refund the Difference if You Find Cheaper” badge. However, the examination revealed that the same badge was also used in search results for products sold by other sellers.

The Board concluded that the use of badges for products not meeting the campaign conditions (i) created a false perception among consumers, (ii) led to unfair competition, and (iii) violated the principle of transparency. Accordingly, it was decided to suspend the advertisements in question by D-Market Elektronik Hizmetler ve Ticaret A.Ş.

Accordingly, an administrative fine of TRY 3,180,853 was imposed on Unilever San. ve Tic. Türk A.Ş., and suspension of the relevant advertisements was ordered.

Administrative Fines and Suspension Sanctions for Misleading Discount Promotions

- In the advertisements displayed in Boyner stores under the slogan “40% Discount on 1 Jeep Kids Product, 50% Discount on 2 Jeep Kids Products,” it was determined that statements used were suggesting that multiple campaigns were simultaneously valid “on all products.” The Advertisement Board’s review concluded that it was not practically possible to apply such campaigns concurrently, that these promotions did not reflect the truth, and that they misled consumers regarding the actual discount rate. Accordingly, an administrative fine of TRY 86,358 was imposed on Boyner, and the advertisements were suspended.

- Similarly, in Madame Coco stores, advertisements were made with the statement “50%+50% Discount on All Products.” However, no documentary evidence was provided to substantiate the reality of this discount, and it was determined that in different campaigns the statement “valid on all products” was also used simultaneously. The Board emphasized that it is not possible to apply multiple discounts concurrently on the same product and found that these promotions did not reflect the truth and were misleading to consumers. In this context, an administrative fine of TRY 86,358 was imposed on Madame Coco, and the advertisements were suspended.

Suspension Sanction Imposed on Cosmetic Promotions Containing Incomplete Information

In the advertisements published by A.S. Watson Güzellik ve Bakım Ürünleri Ticaret A.Ş. under the slogan “50% Discount on the Second Product in Selected Flormar Nail Care & Nail Polish Products,” which were valid between April 29–May 11, 2025, it was determined that the campaign was also announced on electronic billboards at the Batman Park shopping mall. However, it was found that the discount rate applied only to the cheaper of the two products selected by consumers, and that this information was not explicitly disclosed in the advertisements.

The Board concluded that the failure to clearly and understandably present this information, which alters the main promise of the campaign, constituted misleading advertising through incomplete disclosure. Accordingly, it was decided that these promotions violated the applicable legislation, and the advertisements of A.S. Watson Güzellik ve Bakım Ürünleri Ticaret A.Ş. were suspended.

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