



PRESS RELEASE

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New commercials of Denizbank is on air on 15th of April

New adventures of Robinson and Cuma are full of surprises!

**New commercials of Denizbank whose shootings were completed
in the Maldives will be on air as of April 15.**

New seasonal commercials of **Denizbank** what won the hearts of people with the dessert island concept were completed a short while ago. The commercials were directed by Ömer Faruk Sorak, the production was carried out by Böcek Yapım Company, music was composed by Ömer Ahunbay and the execution was carried through by Güzel Sanatlar Saatchi&Saatchi.

For the commercials of this season, besides Beyazıt Öztürk, Erdal Özyağcılar and Sedef Avcı who are the brand faces of Denizbank, Kubat and Işın Karaca from last season and new celebrities Bülent Şakrak, Mehmet Kurt and famous hairdresser Şükrü Dudu also participated in the movies.

Undersigning many memorable and loved commercials with the concept of "Robinson ve Cuma", Denizbank increased its brand recognition by two times and became the bank that every person out of two "remembers first". The new commercials of Denizbank, that emphasized once more its success with the Effie award it recently received, were realized at a dessert island in Maldives called Millaidhoo at the north Baa Atoll with a team of 65 for 10 days. Very interesting snapshots were captured during the shootings where the whole staff worked with great harmony. New commercials of Denizbank will attract a lot of attention this year...