

# 24

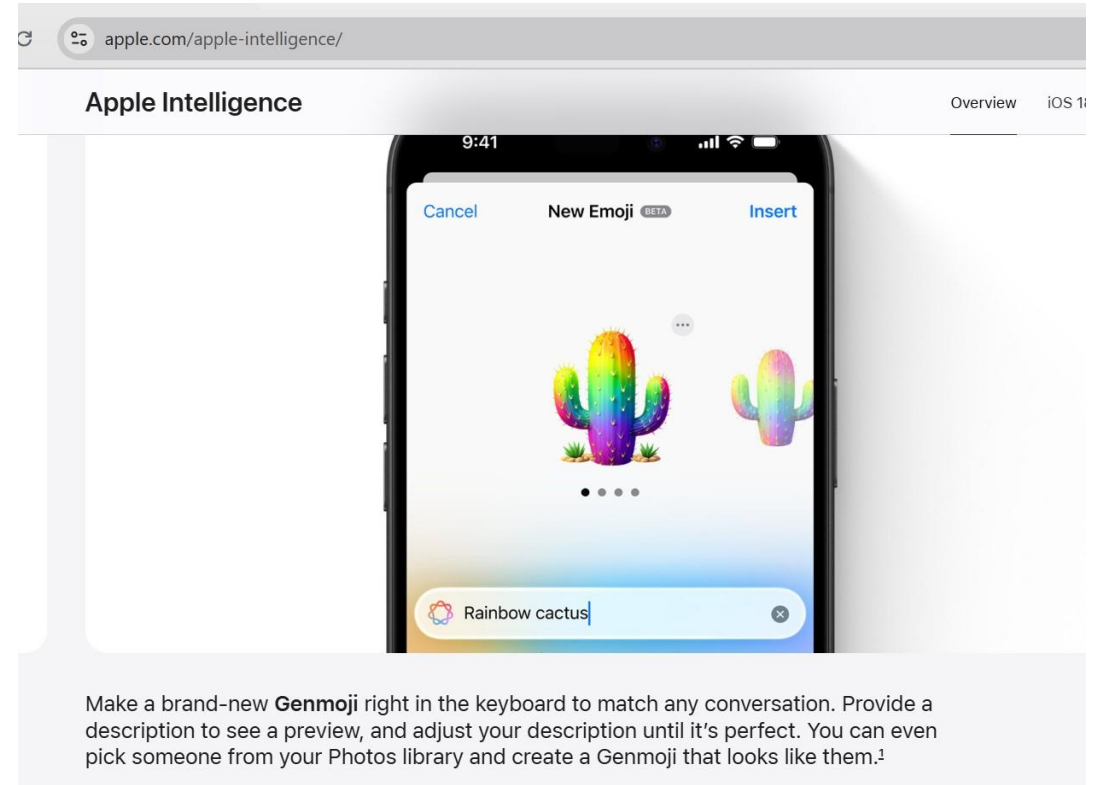
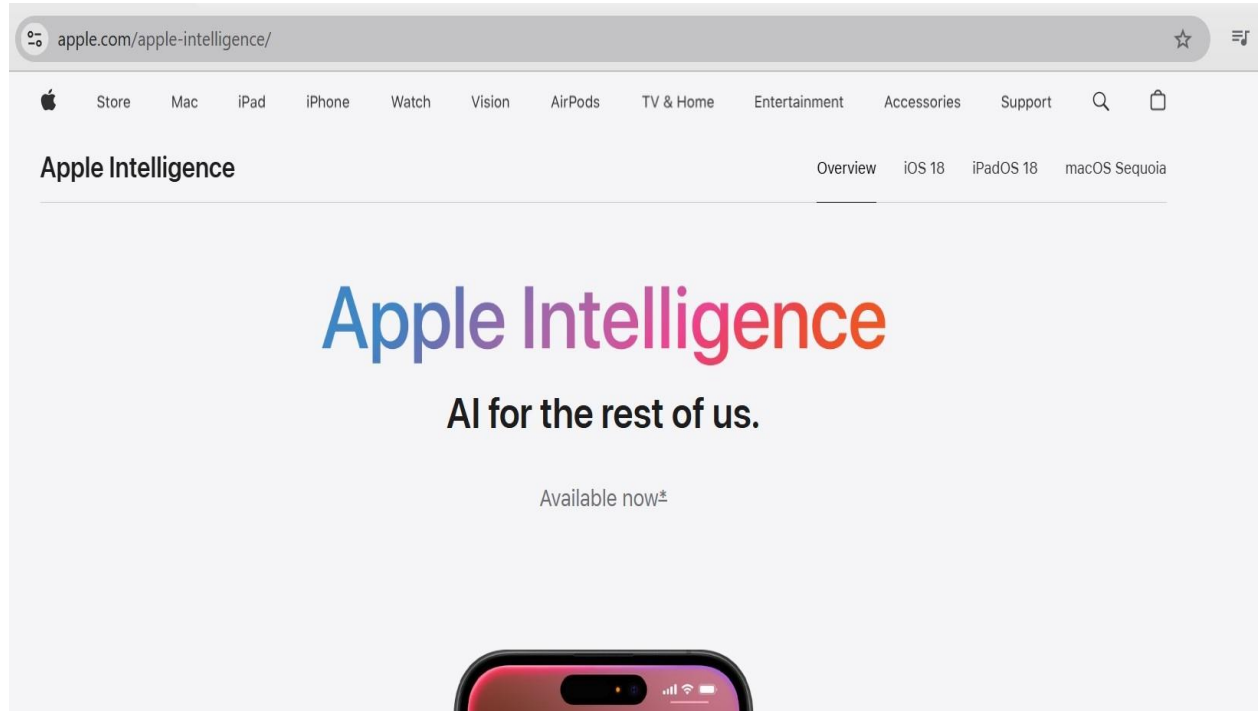
## Apple Inc.

**National Advertising Division**

NAD Case #7410

April 2025

## Relevant Media



# Summary

NAD inquired into express claims made by Apple related to its Apple Intelligence launch. NAD's inquiry focused on claims made on the Apple Intelligence webpage and on promotional materials for the iPhone 16 and iPhone 16 Pro that conveyed the availability of certain Apple Intelligence features, including Priority Notifications, Image Generation tools, ChatGPT integration into Siri, as well as Writing Tools and new Siri capabilities. NAD found that Apple's unqualified "Available Now" claim positioned at the top of its Apple Intelligence webpage and above detailed feature descriptions conveyed the message that the features were available at the launch of the iPhone 16 and iPhone 16 Pro.

Although Apple launched these features in staggered software updates, NAD found that the claims were not supported at the time they were made and that the small print disclosures were not clear and conspicuous. During the inquiry, Apple informed NAD that certain Siri features would not be available on the original timeline and updated its promotional materials accordingly and modified claims and disclosures to adequately communicate their status.