

- lose a client or a potential client.

3.8 The BPRs also set out the conditions under which traders are permitted to make comparisons with competitors, whether those competitors are named or merely implied, when advertising or marketing to businesses, consumers or both.²⁰ If the same comparative advertising misleads or is likely to mislead the average consumer, then there may also be a breach of the CPRs.

²⁰ The list of conditions can be found in the OFT's quick guide to the BPRs (www.offt.gov.uk/business-advice).