



# Comparative claim

Claims where you draw comparisons with other products or companies.

## 3 traps to watch out for:

- Implied comparisons – ‘superior value’, ‘more effective’, ‘faster’. These imply a comparison with other products.
- Price comparisons – comparisons based on price or value are high risk.
- Image comparisons – images featuring other products or companies can also be comparative claims.

Uses a disclaimer

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