Does your advertisement comply with the BPRs?

START HERE
Does the advert address traders?

NO

Does the advert in any way identify a competitor or product offered by a competitor?

YES

See comparative advertising checklist*

NO

Advert not in breach of the BPRs

YES

Is the advert deceptive or likely to deceive in any way?

NO

Is the advert’s deceptive nature likely to affect the trader’s economic behaviour or for those reasons (likely to) injure a competitor?

NO

Advert is misleading

If your advert is also comparative, the fact that it is misleading means it is also in breach of regulation 4.

Regulation 4 specifies permitted forms of comparative advertising. You should also check the comparative advertising checklist* to see if it contains any other features which are not permitted.

Note: This chart does not cover the prohibition on code owners from promoting misleading advertising and comparative advertisements that are not permitted under the BPRs.

* see page 8 of the BPRs guidance