The Smoke



Shotgun



"The Roy Castle Lung Cancer Foundation. passivesmokingkills.org"

Advertising Agency: CHI and Partners, UK

Gun



Credit: Gitam-BBDO Israel

More information



"For more information on lung cancer, keep smoking."

Advertising Agency: TBWA\Vancouver, Canada

Deathbed



Advertising Agency: <u>CHI&Partners, London, UK</u>

Sex Life



"Smoking Can Affect Your Sex Life"

Credits: surajit soms

You smoke. We smoke.



Credit: BatesPANGULF, Dubai; AD: Fahad Shehadat, CW: Bipen Jacob

Suicide vs Homicide



"Suicide — Homicide. The Roy Castle Lung Cancer Foundation. passivesmokingkills.org"

Advertising Agency: CHI and Partners, UK

Breast

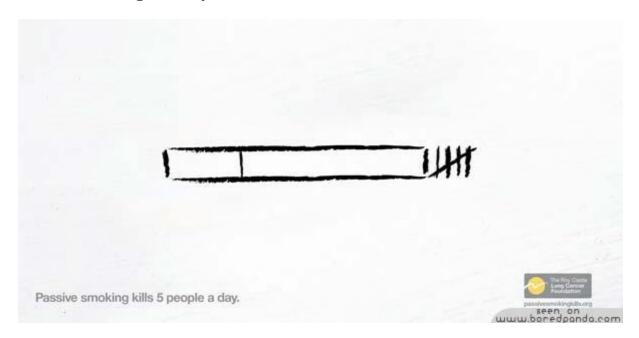


"Women who smoke feed more than just milk to their children.

Research indicates that chemicals from tobacco smoke are transmitted via breast milk. So, stop smoking."

Advertising Agency: Bhadra Communications, Bangalore, India

Passive Smoking: 5 a day



"Passive smoking kills 5 people a day. The Roy Castle Lung Cancer Foundation. passivesmokingkills.org"

Advertising Agency: CHI and Partners, UK

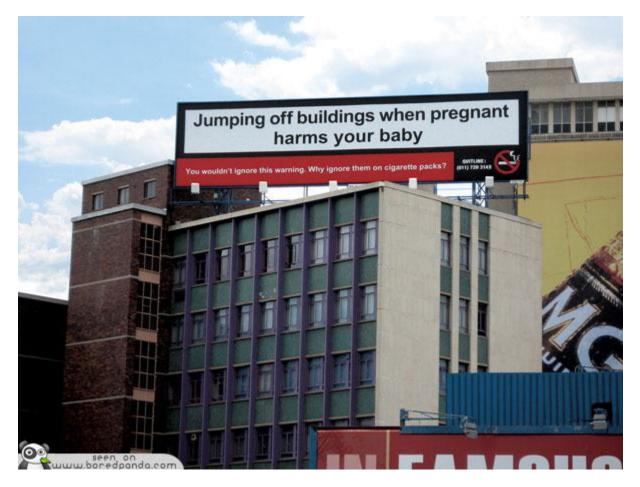
Eyesight



"Smoking can kill your eyesight first."

Agency: Team Young & Rubicam, Abu Dhabi, UAE

Jumping off buildings harms



"Jumping off buildings when pregnant harms your baby"

"You wouldn't ignore this warning. Why ignore them on cigarette packs?"

Agency: Lowe Bull, Johannesburg, South Africa

Die Younger



"People who stand here die younger"

"You wouldn't ignore this warning. Why ignore them on cigarette packs?"

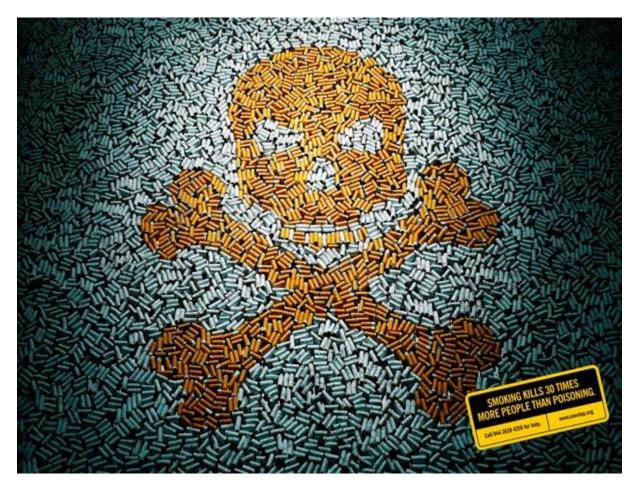
Agency: Lowe Bull, Johannesburg, South Africa

Monsters



Agency: Euro RSCG, India

Poisoning



"Smoking kills 30 times more people than poisoning."

Advertising Agency: 1pointsize, Chennai, India

Chemicals

Any/Formate, Rmy/ Octanoses, Alpha Rmyleinnamaldehyde, trans Roseficia, Rosefica, Rost Estrate, Arise, Arise Star, Estrate and Oliv, Arisyl Acetate, Arisyl Alcohol, Arisyl Formate, Annyl Pherylaestate, Apple Juite Concentrate, Estract, and Silos, Aprilot Acid 1-Apparatione Monohydrate 1-Appartic Acid, Balliam Pary and OL Basil OE Bay Louf. OI and Sweet OI, Beenvisa White, Seet, Juice Concernence, Benzaldehyde, Senzaldehyde Oytoryl Acetal, Senzoix Acid, Benzain, Benzain Resin, Benzaphenene, Benzyl Alcoholi. Seriel Benzinte, Beneyl Bubjette, Beneyl Centanute, Beneyl Replexate, Beneyl Saliplate, Bergarnat DV, Bisabolene, Black Currant Buch Absolute, Bornell, Bornyl Acetate Buchy Leaf DL 13-Butanediol, 2,3-Butanedione,1-Butanol, 3-Butanone. Oli Butyl Aonam, Butyl Butyrate, Butyl Butyryl Lactate, Butyl Isonaleste, Butyl Phenylaostate, Bunyl Undersylevate, 3-Butylidenephthalide, Bunyic Acid], Cadmene, Caffeire, Gildum Gabesate, Gamphere, Carunga Ol, Gipsicum Okonsin, Garanal 1 Carvone, beta-Caryophylene, beta-Caryophylene Daide, Castarilla OE and Balli Erract, Cesia Bah OI, Cesia Abolize and OI, Cestoreum Erract, Texture and Absolute, Cedar Loaf QA, Cedarwood QI Terpenes and Weginiana, Cadrol, Colony Seed Estart, Sold, DJ, And Olevrean, Gebuloue Fiber Chamomile Hower Oil And Estract, and Estisct Cinnamyl Roetate; Crinamyl Alcohol, Cinnamyl Cinnamate, Cinnamyl Souleste, Ground Popletete, Chai, Chic Arid, Chavela DI, d'Chovelei, Obsnelly Butyute, Itsnelly Isobatyute, Over Absolute, Cary DL Clover Tops, Red. Sold Extract, Corpus, Corpus Shuffis, Extract, Distillate And Poweler, Corpust OI, Coffee. Cograc White and Green DE, Copadia DE, Corlander Extract and DE, Corn SER, Costus Root DI, Cubeb DI, Cuminaldehyde, para-Cymene, I-Cysteine, Dandelion Root Solid Extract Davana OII, 2-trans, 4-trans Oecadienal delta-Decalactore, gamma-Decalactorie, Decand, Decanoic Add, 1-Decanol, Dehydromentholurslactorie, Diethyl Mulonate, Diethyl Sebacate, 23-Diethylpyszine, Dibydro Roethole, neta-Omehoryberome, para-Omehoryberome, 23-Omehoryberok, Dimehyl Succrate, 34 Onethyl 1, 20ydopertured one, 2 Gydopertured one, 32 Onethyl 1, pare/Dimethylberaryl Alcohol, alpha, alpha-Dimethylphenethyl Acetate, alpha, alpha Dimethylphanethyl Butyrate, 2,3-Dimethyl pyrazine, 2,5-Dimethylpyrazine, gamma-Dodecalactone, para Ethosybenzaldehyde, Rihyl 10-Undecencere.Bihyl 2 Methylboryran, Ethyl Acetata, Ethyl Acetatocetana, Ethyl Akohol, Ethyl Berasata, Ethyl Heptanosta, Edyl Hesanosta, Edyl Survelenze, Edyl Luczate, Edyl Law Linute, Ethyl MultiS, Ethyl Wethyl Phenylogysidate, Ethyl Myristate, Ethyl Nationaete. Ethyl Octoberoante Ethyl Octomate, Ethyl Oleate, Ethyl Palmitate, Ethyl Phenylacetana, Eduy Propionata, Eduy Salicylata, Edhyl trans J-Butersonia, Edhyl Weimin, Ethyl Vanillin, 2-Ethyl (or Wethyl)-(3.5 and 63-Wethonysynative, 2-Ethyl-1-Hecanol, 3-Ethil -2 -Richard 2-Oxfooenten-1 One, 2-Ethil-3, S or 6-Dimethylavastne,

5-Ethyl-3-Hydroxy-4-Methyl-2(5)0-Forances,2-Ethyl-3-Methylpyrazine, 4Ethyberzeldehyde, 4Ethylgueikol, para-Ethylphenol, 3Ethylphidne, Escalystol, Juice Concentrate, Reed Stateb WeedRed Furfury/ Mercaptan, 4-() Fory(-) -Batters 2-One. Gallarum DL Genet Abiolute, Gentan Root Estrart, Generico, Generium Rose. OEGennyl Acetate, Gennyl Busynte, Gennyl Formate, Gennyl Yavalenate, Gennyl Pherylacetate, Groper OI and Dietresin, 1-Gutamite Acid, 1-Gutamite, Gyzendi, Glycyrfiain Ammoniated, Grape Julice Concentrate, Guaioc Wood OL Gualacol, Guar Gum, 2.4 Heptadienal, gamma Heptalactore, Heptanoix Acid, 2 Heptanore, onega-5 Headecenlactone, gamma-Heialactone, Heianuk, Heianuk Acid, 19iner14, Hiser14, dolliger14 kitzt, Heeral, Heirolc Add trans/146emoic Acid, cis/349eemyl Formate, Henyl (24Methylbutycan, Horyl Acetane, Hayl Arabal, Hayl Phenylacetate, T.Hatidine, Hangy, Hops QE, Hydrolycid Milk Solids, Hydrolyzed Plant Proteins, 5 Hydrony 2,4 Decadiencic Acid delta-Lactone, 4 Hydroxy 2, 5 Omethyl 3(2H) Furances, 2 Hydroxy 3, 5,5 Trimethyl 2 Cyclo heim 1 One, 4 Hydroxy 3 Pentensis Roducture 2 Hydroxy 4 Methylbercold Hydro. Allyboybdarole Add Lacone, Hydroyobonefal.6Hydroyobydrobesspirate. 4 (para Hydroxypheryl) 2 Butanone, Hystop QV, Immortelle Absolute and Estractulphallorone, betallorone, alphallorne, locarryl Austrate, locarryl Benaruste, boarryl Butyste, boarryl Greismate, tscarryl Tormate, boarryl Hestinoste, tscarryl loodeste, isom/ Ocanute, isom/ Plenylostate, luborn/ Autotebobury/ Acetate, Isobutyl Acohol, Isobutyl Cristianate, Robutyl Phenylacetate, Robutyl Seleylate, 3-kebutyl-3-Methologyyratine, alpha-liobutylphenethyl Alcohol, hobutyraldehyde, hobutyrit Acid, d.I-holeucine, alpha-isomethylionore, Propropylythenal, Nomine's Add, Jamine Absolute, Concerts and Oli, Nati Nat Suttact, Labdown Absolute and Decreoit, Lactic Acid, Laurie Acid, Laurie Aldehyde, Lavordin OI, Lavender OI, Lorion OI and Extract, Lemongrass OK, 1-Lavene, Lavulnic Acid, Annae, Linden Flowers, Longe OF And Extract, "Hysine", Wate Powder, Wagnesium Carbonate, Malic Acid, Malt and Malt Estruct, Maltodeutrin, Kaltol, Maltyl lookutyrate, Mandarin DI, Maple Syrup and Concentrate, Mate Leaf, Absolute and OI, papWerdp&Thid3One, Methol, Werdone, Werdyl Ratate, d-Wethonine, Methopene, Methory & Vinylphenol, para-Methory benzildehyde, Methorypyrzche, Wethyl 2-Function, Methyl 2-Getyrniaeta, Methyl 3-Pyrcolyl Ketoria, Methyl Anisani, Methyl Indinasiana, Webyl Seranana, Webyl Cenamata, Webyl Dilydinianionata, Webyl Ester of Resin, Partially Hydrogenated, Methyl Scholerate, Methyl Lindente (48%). Methyl Linsienate (C24) Wature, Methyl Naplethyl Resore, Methyl Nicolnase, Methyl Phenylacetate, Nethyl Salcylate, Nethyl Sullde, 3 Methyl 7 Golopertudecatione. Propioraldehyde, SMethyl 3Hosen 2 One 3 Methyl 3Methory 4: bopropylaetone. 4 Methyl 3 Percene 3 One 2 Methyl 4 Phenylburyroldehyde 5 Methyl 5 Heptern 2-One, 4-Methyli 5-Thiazolethanol, 4-Methyli 5-Minylthiazole, Methyl sipha-izoone, Methyl trans 2 Bateriolic Acid, Para Methylanicole, Alpha Methylbenzyl Acatate, Alpha-Methylberzyl Alcohol, 3-Methylbulyraldehyde, 2-Methylbulyric Acid, alpha Methylcinnanaldehyde, Methylcyclopertenolone, 2 Methylheptanoic Acid. 2-Methylhexandric Acid, 3-Methylpertanoic Acid, 4-Methylpertanoic Acid, 3-Wethylogratine, 5-Methyloginozaline, (Methylofie)/Methylogratine (Micture Of 802 Methylydelic Acid, Minisse Abustute and Sanast, Molasura Extract and Tincture, Mountain Maple Solid Extract, Multiein Flowers, Myristaldehyde, Myriste Acid, Myrth DL

	beta Napthyl Ethyl Ethyl Ethyl Romit, Nerol Espande OL, Neroldol, Nora-E-transfects Olenal,	
	1.6-Notaclen-1-O, germa-Notalactore, Notatol, Notatolic Add, Notatore,	
	mans-Divonen-1-DI, 2-Notenal, Noryl Acetate, Nutrinog Powder and OE, Oak Chips	
	Extent and QA, Quie Menn Absolute, \$13 Octoberidensic Add (48%) And	
	412/3 Octobersteinen Andre S2W, delta Octobersteinig general Octobersteinig Control, October 1, 2014 (2014) (20	
	Octambic Add, 1-Octambi, 2-Octambre, 3-Octam-3-One, 1-Octam-3-OI, 1-Octam-3-III Avenue, 2-Octambi, OctaV todoursate, Olek Acid, Olibarium OI, Oppganae OI And Gum,	
	Orange Biosoms Water, Resolute, and Leaf Resolute, Originum Dil Onis Concrete Bill	
	and Rost Extract, Relimance OIL Relimitic Acid, Parsley Seed OIL Reshould OIL	
	omega-Pentadecalactore 13-Pentanedione, 1-Pentanone 4-Pentenoic Acid.	
	3/Perty/pyrkdne, Repper OL, Back And Rhite, Reportment OL, Peruvian (Bos De Rose)	
	OI, Pethpon Abolute, Mandarin OI and Terpendess OI, alpha-Phellandrene,	
	2 Phenenthyl Acutate, Phenenthyl Kicabol, Phenethyl Butyone, Phenethyl Constructe,	
	Planethyl kobutyrate, Planethyl kovalente, Planethyl Planylautate, Planethyl	
	Salicylate, 1-Phenyl-1-Propanol, 3-Phenyl-1-Propanol, 3-Phenyl-2-Butenyl,	
	4/hon/3/8/zm/20/ #/hon/3/8/zon/2/0ne, Thenylactul/phyle, Thenylactic	
	Acid, 1-Phenylalanine, 3-Phenylpropionaldehyde, 3-Phenylpropionic Acid.	
	3 Phenyloropyl Acrate: 3 Phenyloropyl Cenamate, Rosphotic Add, Prinetta Laul DL	
	Pine Needle OE Pine OE Scatch, Pineupple Jucz Concentrate, apha-Pinene,	
	beta-Pinene, D-Pipertone, Piperonal, Pipisoewa Leaf Estaut, Plan Julie, Potassiam	
	Sorbate, 1-Poline, Propenylguaethol, Propionic Acid, Propyl Acetate, Propyl	
	para Hydroxybenzoate, Propylene Glycol, 3 Propylidenephthalide, Prane Julice and	
	Concentrate, Pyridine, Pyrologneous Acid And Extract, Pyrtole, Pyrtole, Acid, Rallin Julio	
	Concentrate Rhodinol, Rose Absolute and OL Rum, Rum Ether, Rue Extract, Sage, Sage	
	OII and Sept Oliversin, Salicylaldehyde, Sandalwood OII, Wilcox, Sclaroolide, Skatole,	
	Smoke Flavor, Stakeroot DA, Sodium Acatate, Sodium Renzoste, Sodium Ricarbonate,	
	Sodium Carbonate, Sodium Orlanide, Sodium Citate, Sodium Hydroxide, Solarone,	
	Spearning DJ, Styraw Extract, Gum and DU, Scotter Distance time: Sugar Alcohols, Sugars,	
	Tayotes OI, Tarroic Acid. Tartaric Acid. Tea Leaf and Absolute, alpha-Terpineol,	
	Terpinolene, Terpinyl Acetate, 13,554 Tetramethyl 13 Oustricyclo/83.0.0/4.9(Tridecane,	
	23.45, and 3.45.6-Tetramethylethyl-Cyclohesarone, 23.5.6-Tetramethylographe,	
	Triamine Hydrachloride, Triazole, 1-Treasnine, Thyme CM, White and Red, Thymel,	
	Tobacco Entracts, Tophopherole (mised), Tolo Baham Gun and Extract, Toloaldehydes,	
	peraTolyl 3 Methylboryson, paraTolyl Acetaldehyde, paraTolyl Acetate, paraTolyl	
	Soburyate: para-Tolyl Pherylacetate, Tracetin, 2-Tridecanone, 2-Tridecenal, Triethyl	
	Cente, passalpha, alpha Trimethylberzyl Alcohol, 22,6-Trimethyl cyclohesanone,	
	2,3,5 Trimathyl pyracine,delta-Undersalactone, gamma-Undecalactone, Undecanal,	
	3 Undecanone, Univ, Valencene, Valenaldehyde, Valerian Root Extract, Oil and Rowdig,	
Antio Contraction	Valene Acid, gamma-Valensiactone, Valme, Vahilla Estratt And Oleonesin, Vanillin,	
gong	Verstaldehyde, Versier Oll, Vinegar, Wahns Hull Extract, Water, When Extract And Pour,	
nth f	Wild Cherry Bark Extract, Wine and Wine Sherry, Xanthan Gum, 3,4-Xylenol, Yeast	
2	and there are another 4000 chemicals found in opprette smoke. Say to to smoking,	
wer		
Source: American Canger Research Foundation		
Control		
mode)		
3.		Issued in the public interest by The Classic Partnership Advertising

"...Xantham Gum, 3,4-Xylenol, Yeast and there are another 4000 chemicals found in cigarette smoke. Say no to smoking."

Advertising Agency: The Classic Partnership Advertising, Riyadh, Saudi Arabia

Cancer cures



Agency: Ogilvy & Mather, India |Award: Gold Lion, Cannes, 2003

Get to heaven earlier



"Children of parents who smoke, get to heaven earlier."

Advertising Agency: Serviceplan, München/Hamburg, Germany

Creative director: Ekki Frenkler | Art Director: Sybille Stempel | Copywriters: Carlos Obers, Christine Deinhart | October 2006

Water

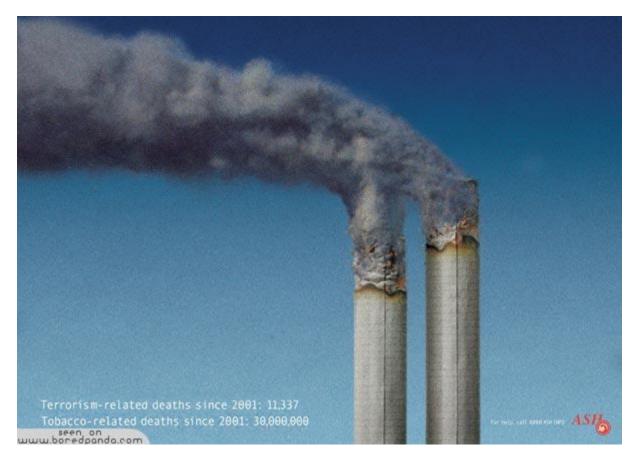


"SURGEON GENERAL'S WARNING: Drinking This Water Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy"

"Would you drink it?"

Advertising Agency: Intermarkets, Dubai, UAE

Terrorism



"Terrorism-related deaths since 2001: 11,377. Tobacco-related deaths since 2001: 30,000,000."

Advertising Agency: DDB New Zealand

Smoking is harmful to your breath



"Smoking is harmful to your breath. National Committee Against Tobacco <u>www.cnct.org</u>" Agency: <u>TBWA, Paris, France</u>

Lungs



Advertising Agency: NeogamaBBH, Brazil

Reduces weight



Touchstone Advertising, Mumbai; Aditya Uphadayay, Kailash Chaudhari, Shoeb Shaikh, Raju Gawde

Cemetery



Agency: Everest Brand Solutions, India

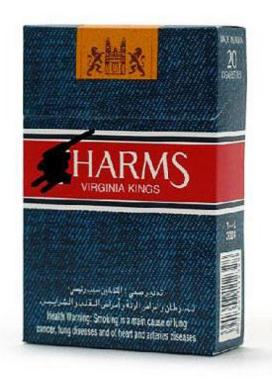
Smoke Demon



Roughly: "What people call a puff, the bible calls something else."

Advertising Agency: Neogama BBH, Brazil

Charms



Effective Friday 15th October 2004, smoking is banned in all shopping malls.

www.boredpanda.com

"Agency: GMASCO Marketing Communications, Dubai, UAE"

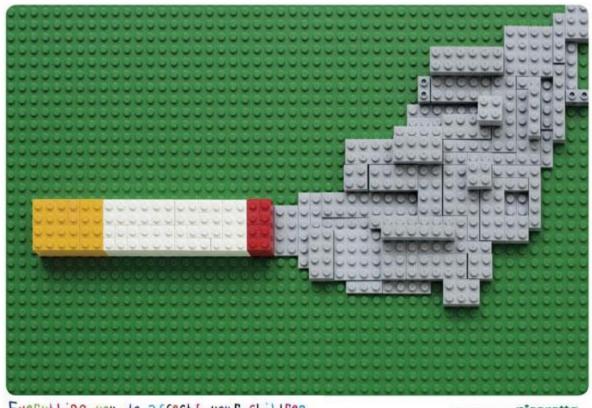
Hooked



The Roy Castle Lung Cancer Foundation. passivesmokingkills.org

Advertising Agency: CHI and Partners, UK

LEGO



Everything you do affects your children.

stop amaking with nicorette

"Everything you do affects your chilfren. Stop smoking with Nicorette."

Advertising Agency: Draftfcb Kobza, Wien, Austria

Non-Smoking Pub

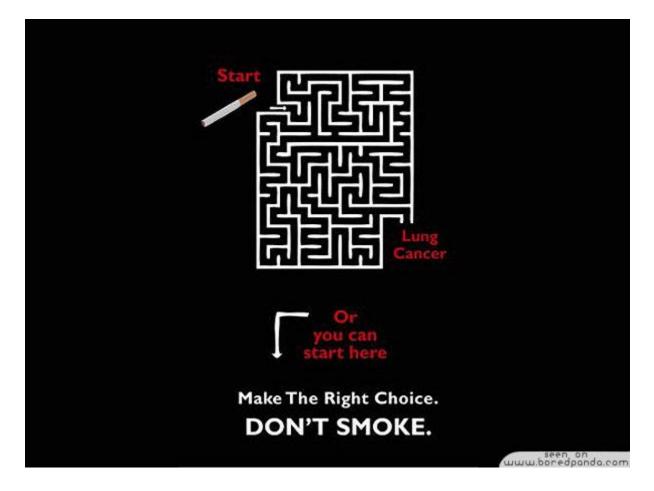


seen on www.boredpanda.com

"The First Non-Smoking Pub in UAE."

Creatives: Jaywant Dabholkar, Porus Jose, Tushar Mahajan

Maze



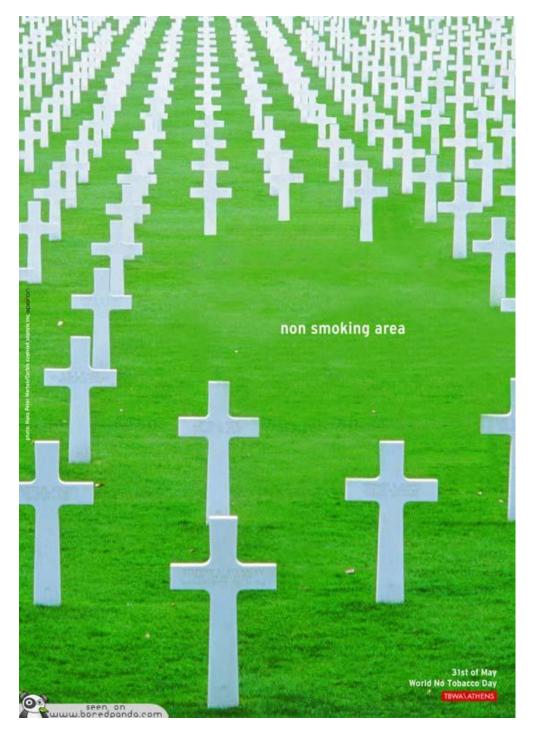
Suicide



"It's called suicide because it's your choice.

Give up smoking: 0 8008 700 700 " Advertising Agency: Mercury 360, Bucharest, Romania | Published: December 2008

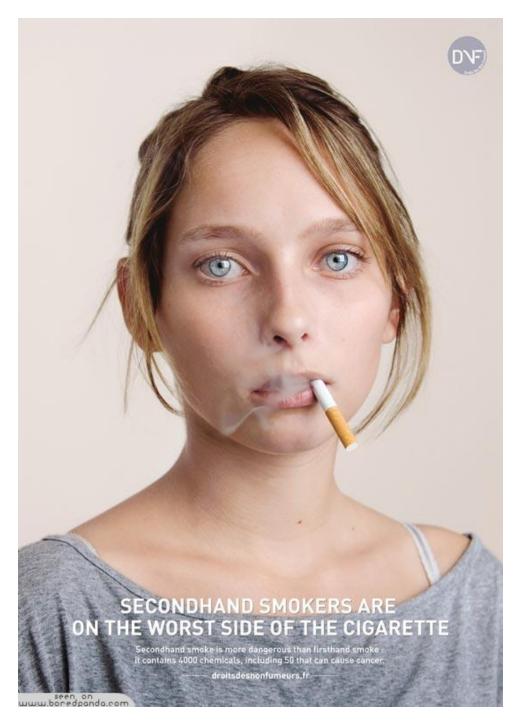
Non Smoking Area



Advertising Agency: TBWA\Athens, Greece

Creative Director: Vangelis Vrouvas

Worst Side



"Secondhand smokers are on the worst side of the cigarette."

Advertising Agency: <u>BDDP Unlimited</u>, Paris, France

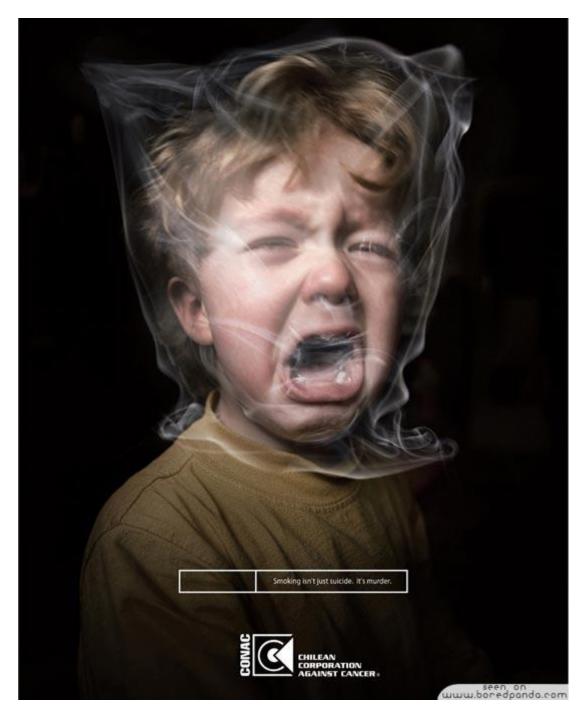
Second hand smoke



"Second hand smoke in the home hospitalises 17,000 UK every year."

Advertising Agency: <u>Chi & Partners, London, UK</u> | Creative Director: Ewan Paterson | December 2008

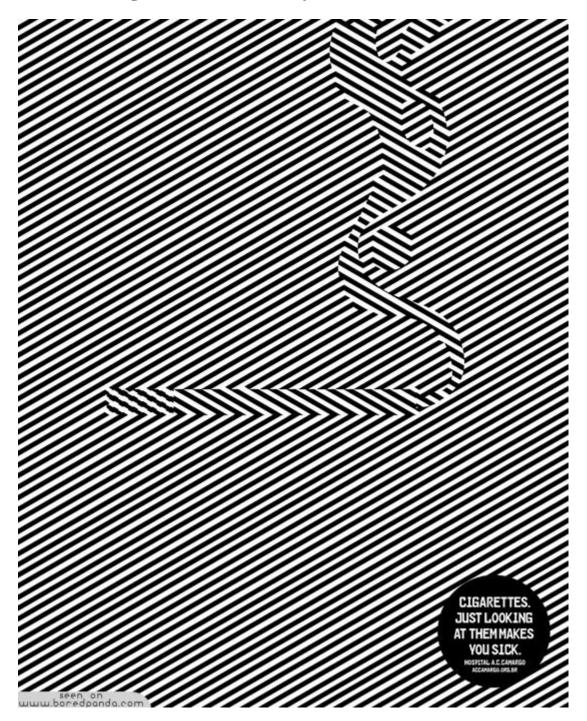
It's murder



"Smoking isn't just suicide. It's murder."

Advertising Agency: DRAFT FCB + IDB

Just looking at them makes you sick



"Cigarettes. Just looking at them makes you sick."

Advertising Agency: JWT, Brazil

Poor swimmers



smokers make poor swimmers.

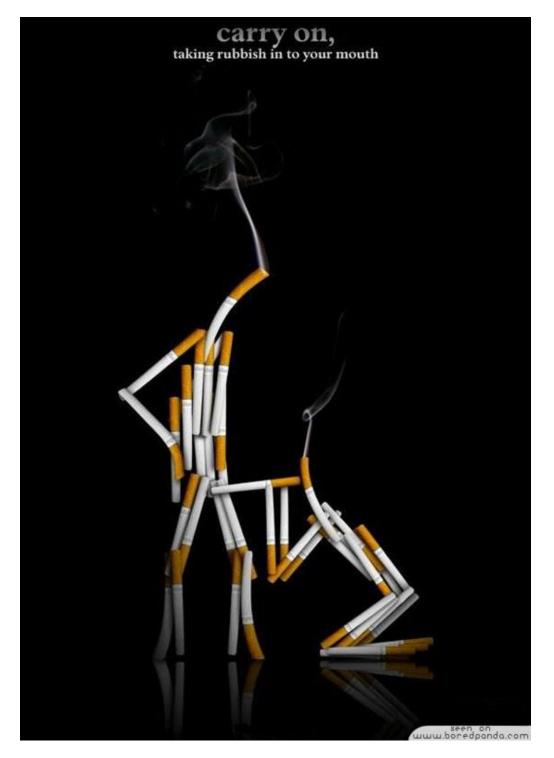
for information on smoking and health, visit www.ash.org.uk



www.boredponda.com

An award winning advert for ASH depicting the effect of smoking on male fertility, created by Clear Marketing Communications: Writer: Andy Fenton and Art Director: Jason Chadwick

Carry on



The Roy Castle Lung Cancer Foundation. passivesmokingkills.org

Advertising Agency: CHI and Partners, UK

Lips



Smoke



Quick vs Slow

