

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: [CHI&Partners, London, UK](#)

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

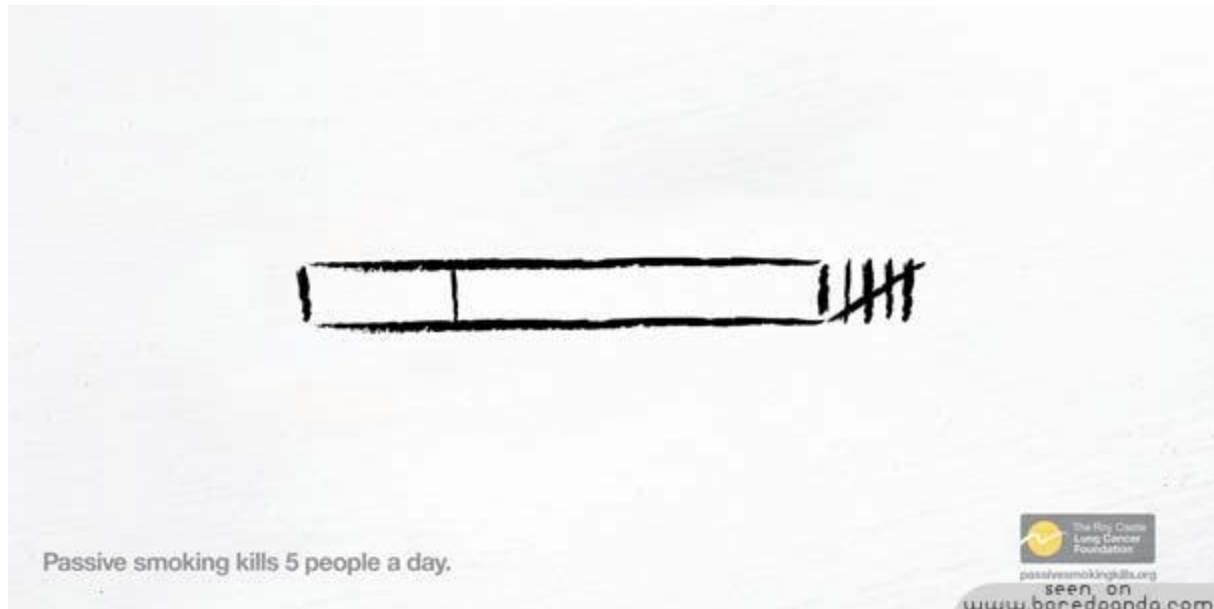


“Women who smoke feed more than just milk to their children.”

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?"

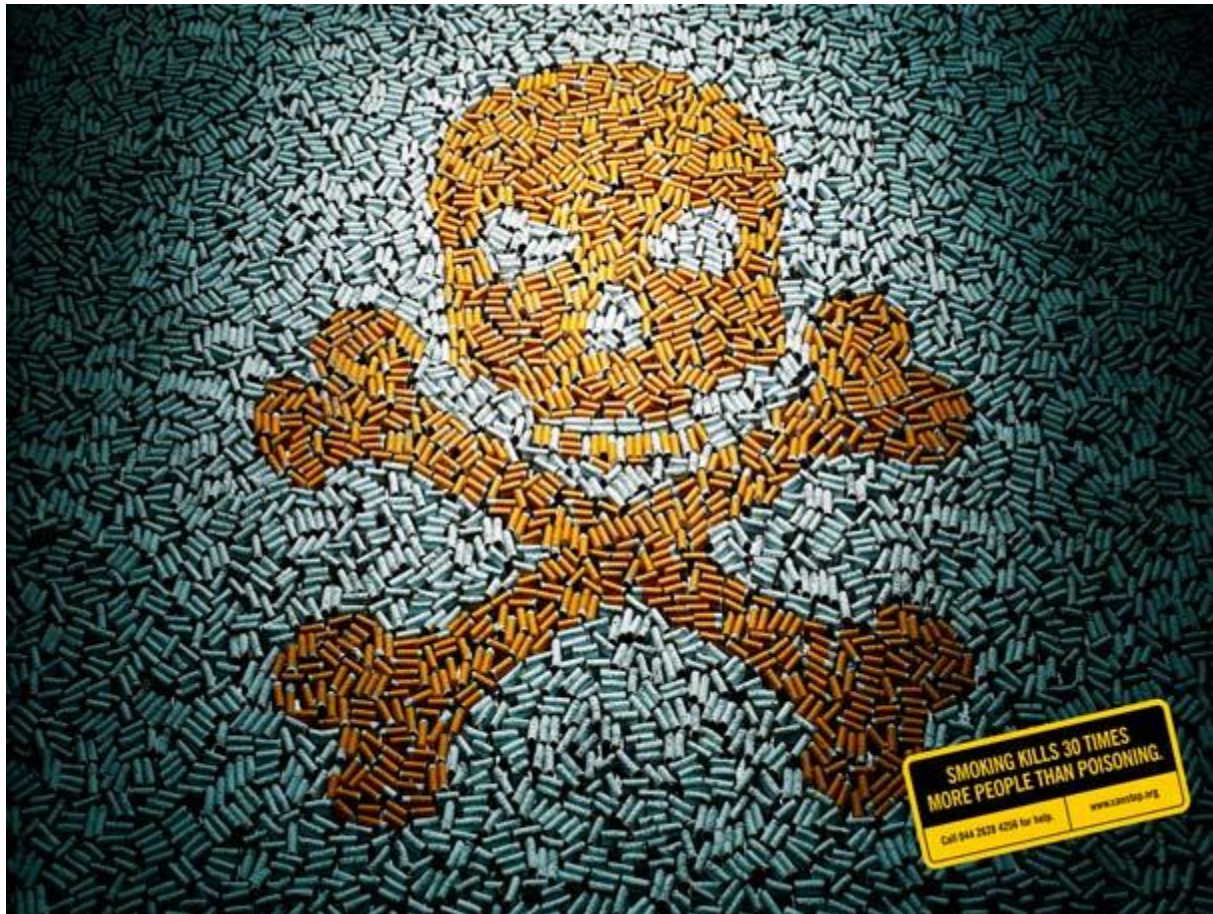
Agency: [Lowe Bull, Johannesburg, South Africa](#)

Monsters



Agency: [Euro RSCG](#), India

Poisoning



"Smoking kills 30 times more people than poisoning."

Advertising Agency: 1pointsize, Chennai, India

Chemicals

Amyl Formate, Amyl Octanoate, Alpha-Amylchryminaldehyde, trans-Anethole, Angelica Root Extract, Anise, Anise Star, Extract and Oil, Anisyl Acetate, Anisyl Alcohol, Anisyl Formate, Anisyl Phenylacetate, Apple Juice Concentrate, Extract, and Skins, Apricot Extract and Juice Concentrate, Arginine, Asafoetida Fluid Extract and Oil, Ascorbic Acid, 1-Asparagine Monohydrate, 1-Aspartic Acid, Balsam Peru and Oil, Basil Oil, Bay Leaf Oil and Sweet Oil, Beeswax White, Beet Juice Concentrate, Benzaldehyde, Benzaldehyde Glyoxyl Acetal, Benzoic Acid, Benzoin, Benzoin Resin, Benzophenone, Benzyl Alcohol, Benzyl Benzoate, Benzyl Butyrate, Benzyl Cinnamate, Benzyl Propionate, Benzyl Salicylate, Bergamot Oil, Essobolene, Black Currant Bush Absolute, Bornesil, Borneol, Acetate Buchu Leaf Oil, 1,3-Butanediol, 2,3-Butanedione, 1-Butanol, 2-Butanone, 1,2-Butylenedioxy-3,5,5-Timethyl-2-Cyclohexen-1-One, Butenyl Butyl Esters, and Butyl Oil, Butyl Acetate, Butyl Butyrate, Butyl Butyryl Lactate, Butyl Isovalerate, Butyl Phenylacetate, Butyl Undecylate, 3-Butyleneglycol, Butyric Acid, Cadonene, Caffeine, Calcium Carbonate, Camphens, Caranga Oil, Capicum Oleoresin, Caramel Color, Caraway Oil, Carbon Dioxide, Cardamom Oleoresin, Extract, Seed Oil, and Powder, Carole Bean and Extract, beta-Carotene, Carrot Oil, Carvacrol, 4-Carvomenthenol, 1-Carvone, beta-Caryophyllene, beta-Caryophyllene Oxide, Cassia Oil and Bark Extract, Cassia Bark Oil, Cassia Absolute and Oil, Castoreum Extract, Tincture and Absolute, Cedar Leaf Oil, Cedarwood Oil Terpenes and Virginiana, Cedrol, Celery Seed Extract, Solid Oil, and Oleoresin, Cellulose Fiber Chamomile Flower Oil and Extract, Chitony Extract Cholesterol, Cinnamylaldehyde, Cinnamic Acid, Cinnamon Leaf Oil, Bark Oil and Extract Cinnamyl Acetate, Cinnamyl Alcohol, Cinnamyl Cinnamate, Cinnamyl Isovalerate, Cinnamyl Propionate, Cinnyl, Cinnyl Acid, Cinnyl Oil, di-Cinnolol, Cinnonyl Butyrate, Cinnonyl Isobutyrate, Civet Absolute, Clay Oil, Clover Tops, Red Solid Extract, Cocoa, Cocoa Shells, Extract, Distillate and Powder, Coconut Oil, Coffee, Cognac White and Green Oil, Copaiba Oil, Coriander Extract and Oil, Corn Oil, Corn Silk, Costus Root Oil, Cube Oil, Cuminaldehyde, para-Cymene, 1-Cysteine, Dandelion Root Solid Extract, Davana Oil, 1-trans, 4-trans-Decalinal, delta-Decalactone, gamma-Decalactone, Decanal, Decanoic Acid, 1-Decanol, Dihydromenthololactone, Diethyl Malonate, Diethyl Sebacate, 2,3-Diethylpyrazine, Dihydro Anethole, meta-Dimethoxybenzene, para-Dimethoxybenzene, 2,6-Dimethoxyphenol, Dimethyl Succinate, 3,4-Dimethyl-1, 2-Cyclopentanedione, 2-Cyclopentanedione, 3,7-Dimethyl-1, 3,6-Octatriene, 4,5-Dimethyl-3-Hydroxy-2,5-Dihydrofuran-2-One, 6,10-Dimethyl-5,8-Undecadien-2-One, 3, 7-Dimethyl-6-Octenoic Acid, 2,4-Dimethylacetophenone, alpha, para-Dimethylbenzyl Alcohol, alpha, alpha-Dimethylphenethyl Acetate, alpha, alpha-Dimethylphenethyl Butyrate, 2,3-Dimethylpyrazine, 2,5-Dimethylpyrazine, 2,6-Dimethylpyrazine, Dimethyltera-hydrobenzofuranone, delta-Dodecalactone, gamma-Dodecalactone, para-Ethoxybenzaldehyde, Ethyl 10-Undecenoate, Ethyl 2-Methylbutyrate, Ethyl Acetate, Ethyl Acetoacetate, Ethyl Alcohol, Ethyl Benzoate, Ethyl Butyrate, Ethyl Cinnamate, Ethyl Decanoate, Ethyl Fenchol, Ethyl Formate, Ethyl Heptanoate, Ethyl Hexanoate, Ethyl Isovalerate, Ethyl Lactate, Ethyl Laurate, Ethyl Levulinate, Ethyl Malol, Ethyl Methyl Phenylglycidate, Ethyl Myristate, Ethyl Nohanoate, Ethyl Octadecanoate, Ethyl Octanoate, Ethyl Oleate, Ethyl Palmitate, Ethyl Phenylacetate, Ethyl Propionate, Ethyl Salicylate, Ethyltrans-2-Butenoate, Ethyl Valerate, Ethyl Vanillin, 2-Ethyl (or Methyl)-3,5 and 6-Methoxypyrazine, 2-Ethyl-1-Hexanol, 3-Ethyl -2-Hydroxy-2-Cycloocten-1-One, 2-Ethyl-3, 5 or 6-Dimethylpyrazine,

beta-Naphthyl Ethyl Ether, Nerol, Neroli Bigarade Oil, Nerolidol, Nona-2-trans,8-cis-Dienal, 2,6-Noradien-1-ol, gamma-Norlactone, Noranal, Noranolic Acid, Noranone, trans-2-Nonen-1-ol, 2-Nonenal, Nonyl Acetate, Nutmeg Powder and Oil, Oak Chips Extract and Oil, Oak Moss Absolute, 9,11-Octadecadienoic Acid (ARL) And 8,12,15-Octadecatrienoic Acid (S2N), delta-Octalactone, gamma-Octalactone, Octanal, Octanoic Acid, 1-Octanol, 2-Octanone, 3-Octan-2-one, 1-Octen-3-ol, 1-Octen-3-yl Acetate, 2-Octenal, Octyl isobutyrate, Oleic Acid, Olibanum Oil, Opoponax Oil And Gum, Orange Blossoms Water, Absolute, and Leaf Absolute, Origanum Oil, Oris Concrete Oil and Root Extract, Palmarosa Oil, Palmitic Acid, Parsley Seed Oil, Patchouli Oil, omega-Pentadecalactone, 2,3-Pentanedione, 2-Pentanone, 4-Pentenoic Acid, 2-Pentylpyridine, Pepper Oil, Black And White, Peppermint Oil, Peruvian (Bois De Rose) Oil, Petigrain Absolute, Mandarin Oil and Terpenless Oil, alpha-Phellandrene, 2-Phenethyl Acetate, Phenethyl Alcohol, Phenethyl Butyrate, Phenethyl Cinnamate, Phenethyl isobutyrate, Phenethyl isovalerate, Phenethyl Phenylacetate, Phenethyl Salicylate, 1-Phenyl-1-Propanol, 3-Phenyl-1-Propanol, 2-Phenyl-3-Butanol, 4-Phenyl-3-Buten-2-ol, 4-Phenyl-3-Buten-2-one, Phenylacetaldehyde, Phenylacetic Acid, 1-Phenylalanine, 3-Phenylpropionaldehyde, 3-Phenylpropionic Acid, 3-Phenylpropyl Acetate, 3-Phenylpropyl Cinnamate, Phosphoric Acid, Pinema Leaf Oil, Pine Needle Oil, Pine Oil, Scotch, Pineapple Juice Concentrate, alpha-Pinene, beta-Pinene, D-Pinene, Piperonal, Piposawa Leaf Extract, Plum Juice, Potassium Sorbate, 1-Propene, Propenylguaiethol, Propionic Acid, Propyl Acetate, Propyl para-Hydroxybenzoate, Propylene Glycol, 3-Propylidenephthalide, Prune Juice and Concentrate, Pyridine, Pyroglutamic Acid And Extract, Pyrolic, Pyrolic Acid, Raisin Juice Concentrate, Rhodiol, Rose Absolute and Oil, Rum, Rum Ether, Rye Extract, Sage, Sage Oil and Sage Oils, Salicylaldehyde, Sandalwood Oil, Yellow, Sclareolide, Skatole, Smoke Flavor, Smoked Oil, Sodium Acetate, Sodium Benzoate, Sodium Bicarbonate, Sodium Carbonate, Sodium Chloride, Sodium Citrate, Sodium Hydroxide, Solanone, Spearmint Oil, Styax Extract Gum and Oil, Sucrose Octaacetate, Sugar Alcohol, Sugar, Tagetes Oil, Tannic Acid, Tartaric Acid, Tea Leaf and Absolute, alpha-Terpinol, Terpinolene, Terpinyl Acetate, 1,3,5,5-Tetramethyl-13-Oxatricyclo[8.1.0.0(4,8)]Tridecane, 2,3,4,5, and 3,4,5,6-Tetramethylcyclohexanone, 2,3,5,6-Tetramethylpyrazine, Thiamine Hydrochloride, Thiazole, 1-Threonine, Thyme Oil, White and Red, Thymol, Tobacco Extracts, Toluopherols (mixed), Tolu Balsam Gum and Extract, Tolu aldehydes, para-Tolyl 3 Methylbutyrate, para-Tolyl Acetaldehyde, para-Tolyl Acetate, para-Tolyl isobutyrate, para-Tolyl Phenylacetate, Thiacetin, 2-Tridecanone, 2-Tridecanol, Triethyl Citrate, paraulpha, alpha-Trimethylbenzyl Alcohol, 2,2,6-Trimethyl cyclohexanone, 2,3,5-Trimethyl pyrazine, delta-Undecalactone, gamma-Undecalactone, Undecanal, 2-Undecanone, Urea, Valencene, Valenoldehyde, Valerian Root Extract, Oil and Powder, Valeric Acid, gamma-Valerolactone, Valine, Vanilla Extract And Oleoresin, Vanillin, Vanilsaldehyde, Vervet Oil, Vinegar, Walnut Hull Extract, Water, Wheat Extract And Flour, Wild Cherry Bark Extract, Wine and Wine Sherry, Xanthan Gum, 3,4-Xylenol, Yeast and there are another 4000 chemicals found in cigarette smoke. Say no to smoking.

“...Xanthan 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 www.cnct.org"

Agency: [TBWA, Paris, France](#)

Lungs



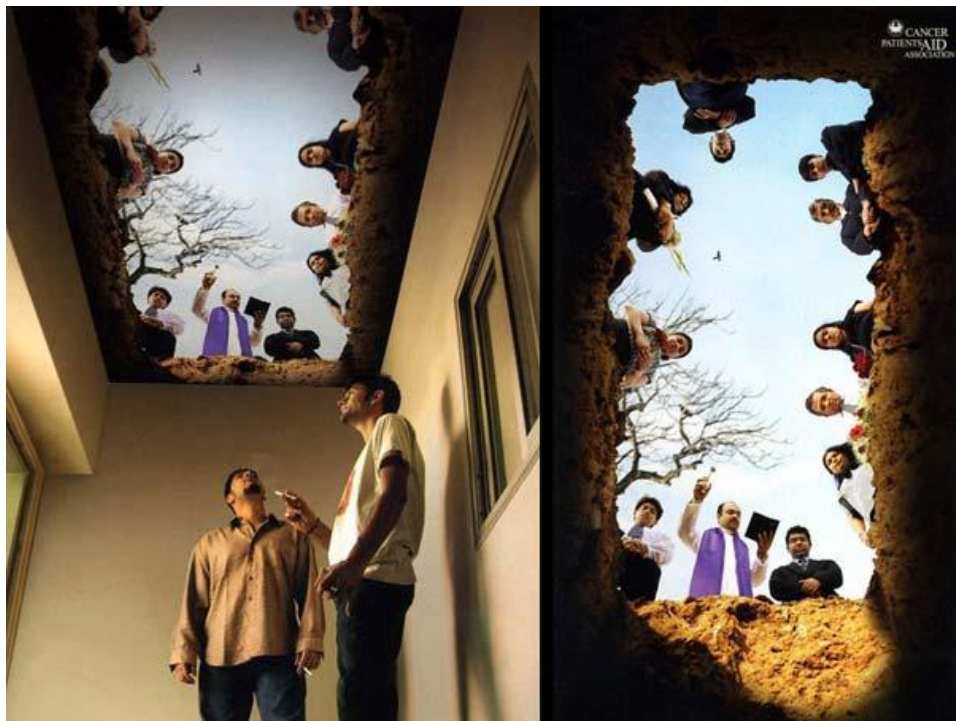
Advertising Agency: NeogamaBBH, Brazil

Reduces weight



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

Cemetery



Agency: Everest Brand Solutions, India

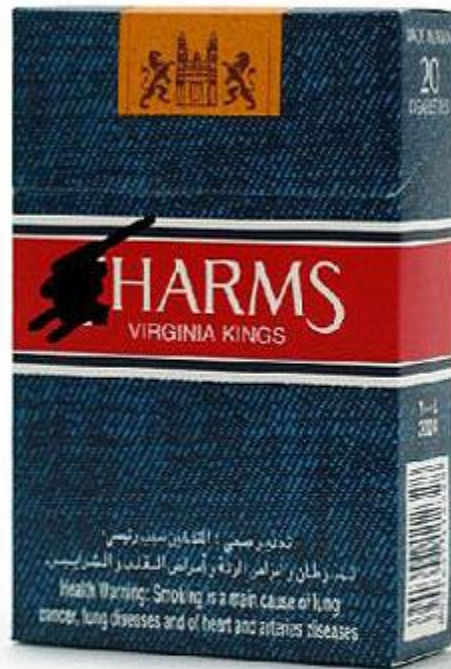
Smoke Demon



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.

seen on
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 chilfren. Stop smoking with Nicorette.”

Advertising Agency: Draftfcb Kobza, Wien, Austria

Non-Smoking Pub



The Breathers
The First Non-Smoking Pub in UAE.

seen on
www.boredpanda.com

“The First Non-Smoking Pub in UAE.”

Creatives: Jaywant Dabholkar, Porus Jose, Tushar Mahajan

Maze



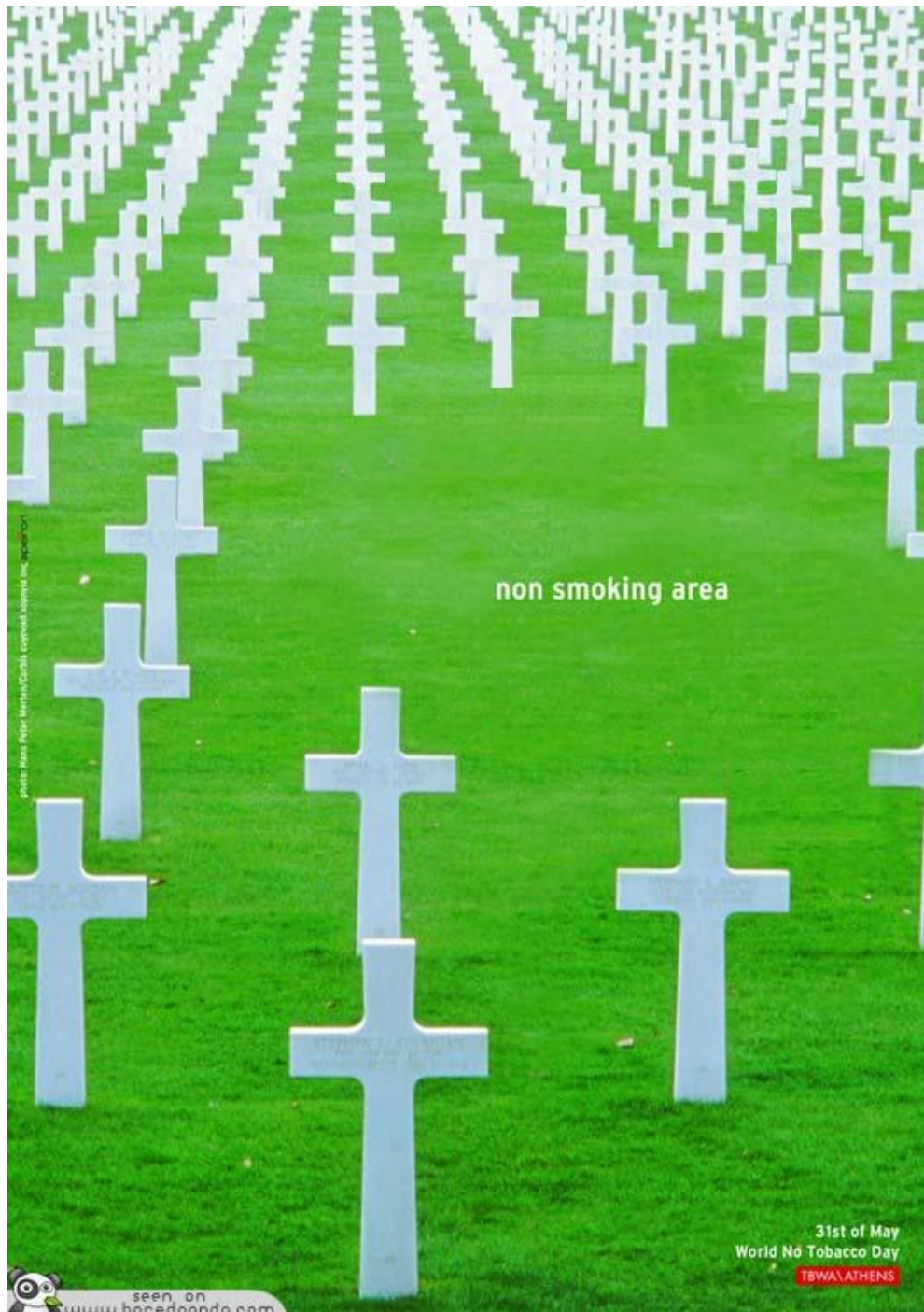
Suicide



"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: [BDDP Unlimited, Paris, France](#)

Second hand smoke



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

Advertising Agency: [Chi & Partners, London, UK](#) | Creative Director: Ewan Paterson |
December 2008

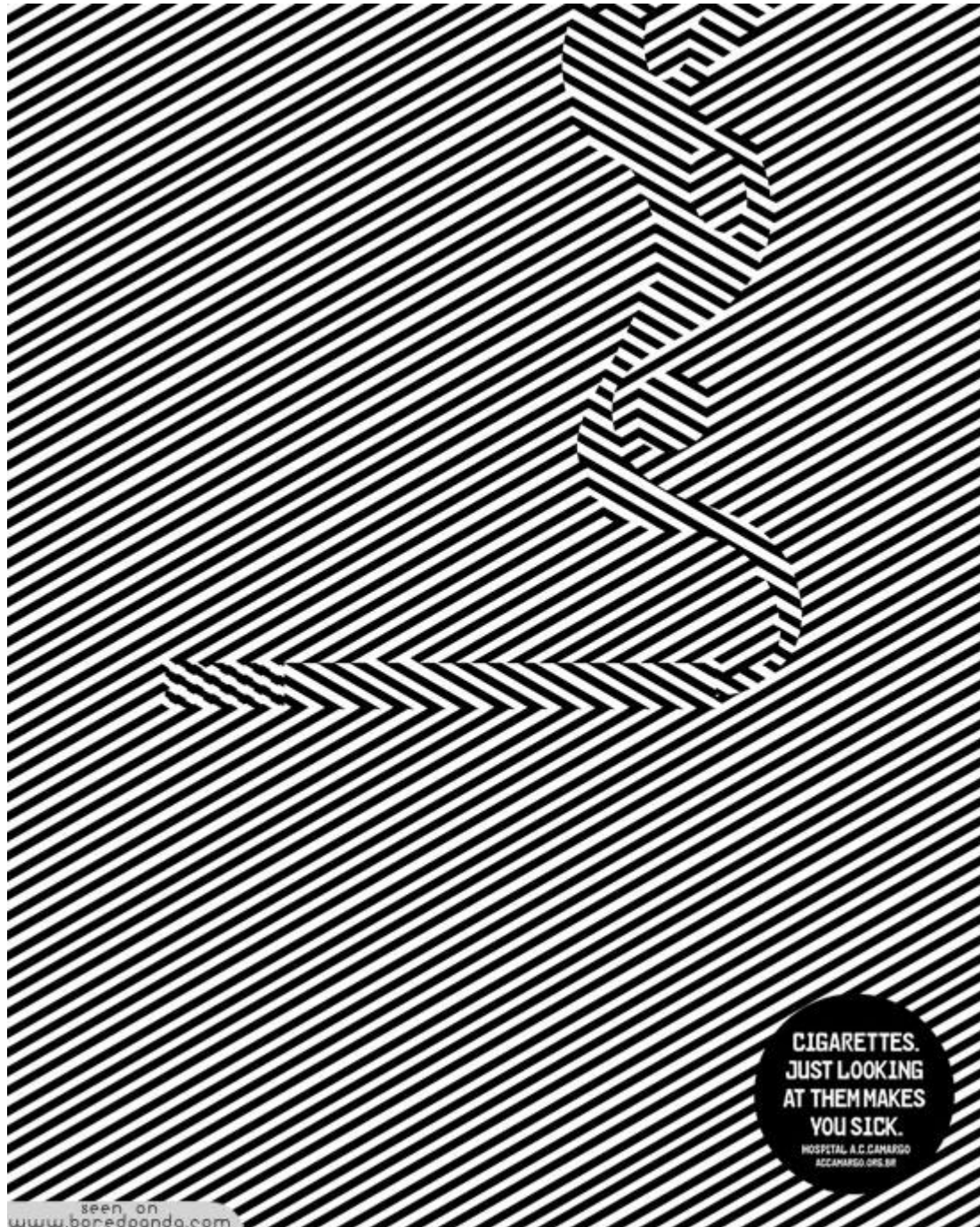
It's murder



"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.

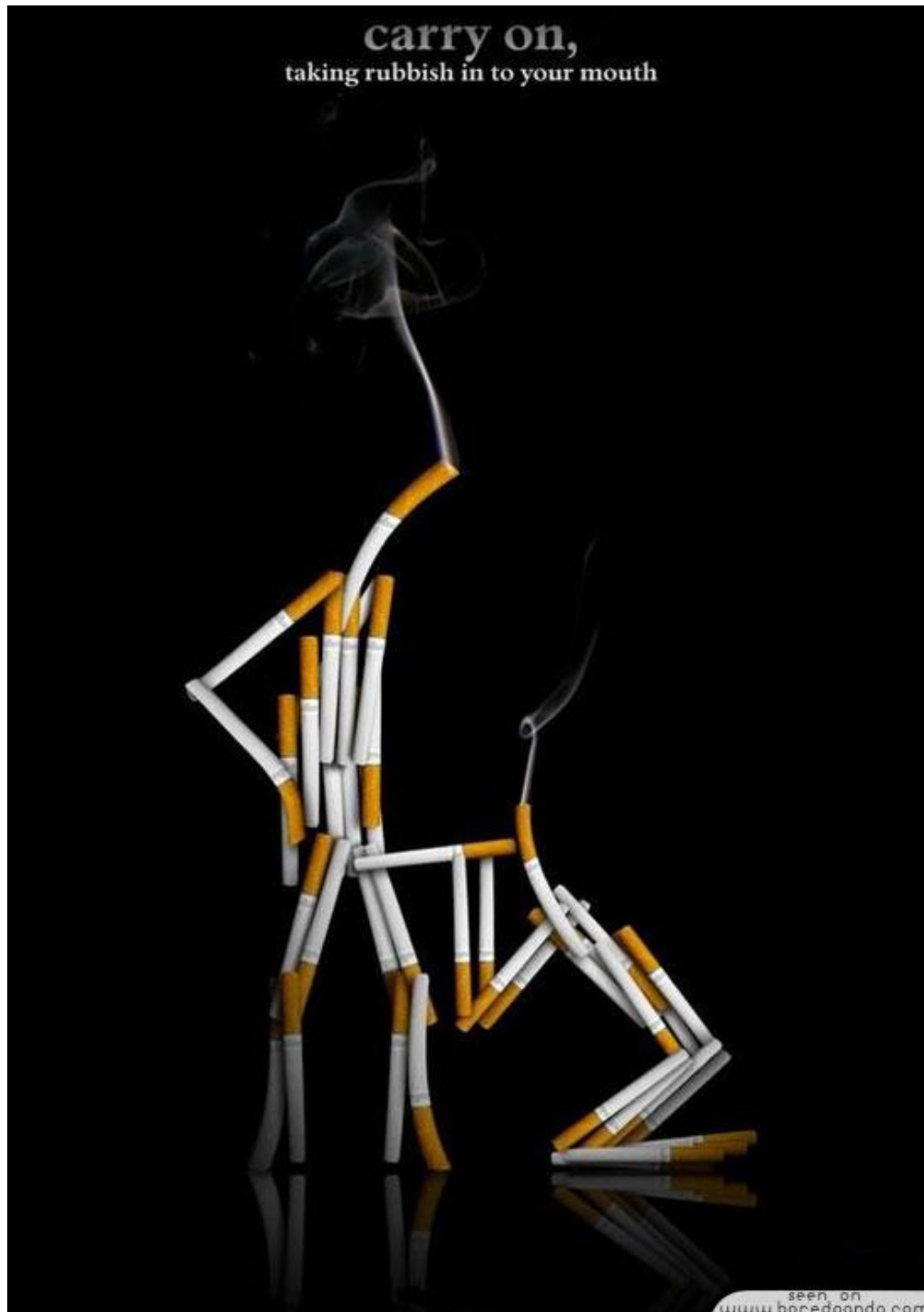
for information on smoking and health, visit www.ash.org.uk

ash.

seen on
www.boredpanda.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

