



# Smoking: Counter Ad Examples

 <p>UTTER LOSE</p> <p><small>SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.</small></p>	<p>Deconstructing Cigarette Ads in a Counter Advertising Workshop ©2004 Frank Baker, media educator</p>	
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COUNTER AD EXAMPLES (see also [Counter advertising](#))

New

Meme Films Youth Anti tobacco productions:

[Slime & Anti-tobacco Magic Wand](#)

[Too smart for Target Marketing](#)

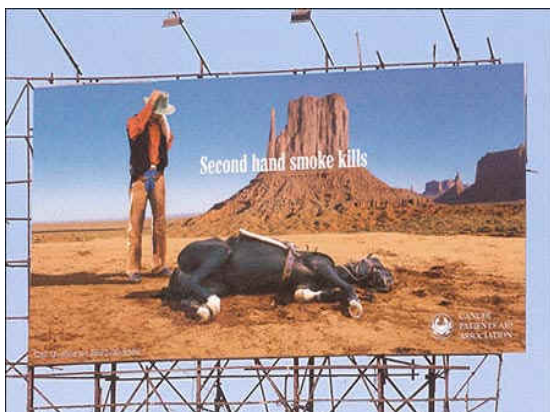
[History of Tobacco Advertisements](#)

TRUTH [anti smoking ads](#)

(from Spring/Summer 2003 issues of Seventeen magazine)

[Truth In Store Ad](#) (from February 2004 Vibe magazine)

Side by side: [real Camel ad with Camel counter ad](#)



Billboard photographed in  
India

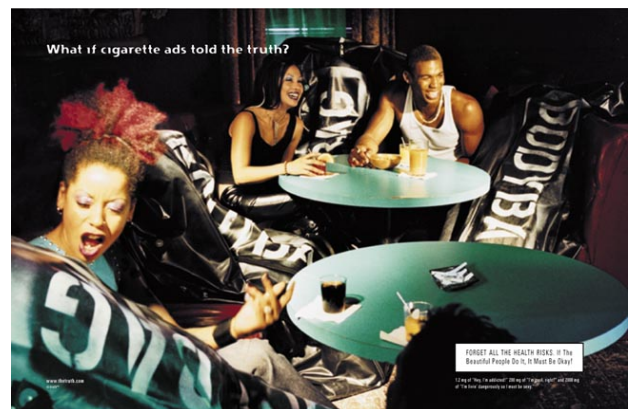


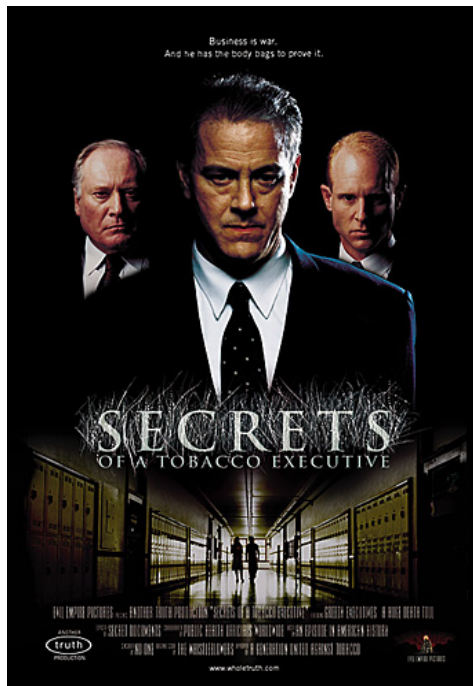


A \$21 million antismoking campaign in California features a billboard linking smoking to impotence. Public-health advocates hope that the fear of impotence might motivate smokers to quit.



[Truth](#) More [Truth Print Ads](#)





Movie poster parody (from  
TRUTH)

