



# Smoking: Counter Ad Examples

	<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](#)

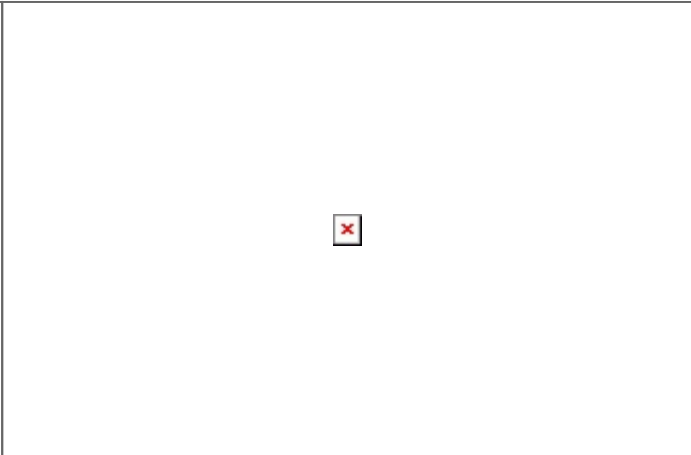
TRUTH [anti smoking ads](#)

(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](#)

 <p>Billboard photographed in India</p>	
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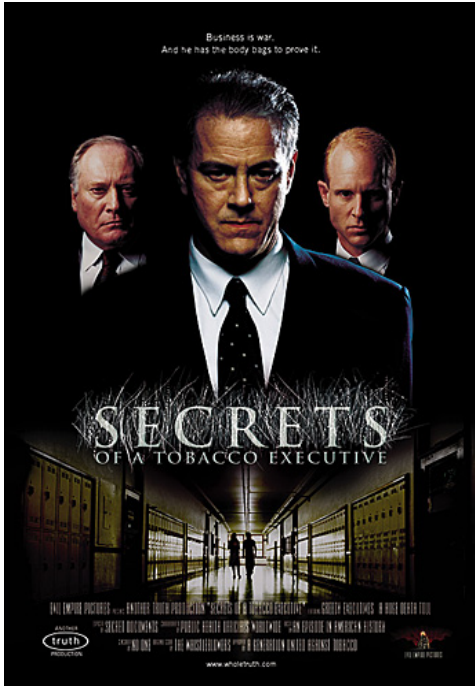


A \$21 million antismoking campaign in California features a billboard linking smoking to impotence. Public-health advocates hope that the fear of impotence might motivate smokers to quit.



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





Movie poster parody (from TRUTH)

