



# Wake Up

## Advertising Campaign to Counter E-cigarettes

# Sample Digital and Print Ads

California Department of Public Health  
California Tobacco Control Program  
March 20, 2015

# Outdoor posters/Mall kiosks



# Gas Station Pump Toppers



fr\*\*dom

\*E-cig companies say vaping will set you free. But nicotine addiction is the opposite of freedom. *Wake up.*

\* StillBlowingSmoke.org

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**IT'S THE NEXT GENERATION CIGARETTE.\***

**\*FOR THE NEXT GENERATION OF ADDICTS.**

\* StillBlowingSmoke.org

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# Online digital banner ads



**H A R M  
L \* S S**

\*Some call it harmless water vapor. But it's neither water, nor vapor, nor harmless.

**WAKE UP**

StillBlowingSmoke.org



**h \* althi \* r**

\*Sure, e-cigs are healthier, if inhaling toxic chemicals sounds healthier to you.

**WAKE UP**

StillBlowingSmoke.org



**H A R M  
L \* S S**

\*Some call it harmless water vapor. But it's neither water, nor vapor, nor harmless.

**WAKE UP**

StillBlowingSmoke.org



**\* E-CIGS: NEITHER WATER,  
NOR VAPOR, NOR HARMLESS**