

Campaign Media Analysis Group

Radio Commercial Transcript

CREATIVE TITLE: Cigarette Pack

SPONSOR: Massachusetts Dept. of Public Health

ISCI CODE: R-60-MDPH-51

Man: "I know I shouldn't smoke. I've tried to quit a million times. I know about heart disease, lung cancer, and all of that stuff. And if you look hard enough on the side of a cigarette pack they're listed on that little warning label. But none of that makes quitting any easier. Me, I got my own reason to keep at it. My little daughter Jennie. Great kid. I want to stick around to see her grow up. So here's what I did. I re-designed my cigarette pack. I took a picture of Jennie and slid it under the cellophane on the pack. Now, every time I reach for a smoke, she's there reminding me of why I'm trying to quit. I don't know, so far it's working for me. Maybe you could give it a shot. So if the reasons on the back of the pack won't get you to quit, the reason on the front might."

Announcer: "Quitting smoking is one of the most difficult things you can do, so don't get discouraged. It may take 4 or 5 times. The important thing is to keep trying. If not for yourself, for the people you love."

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