

**How Tobacco Company "Anti-Smoking" Ads Appeal to Teens (p. 428-431)**  
*by Carrie McLaren*

I. Introduction

Thesis: Tobacco Company's "Anti-Smoking" Ads actually appeal to teens while some campaigns are trying to discourage kids from smoking.

II. Body

A. The slogan, "*Tobacco is whacko if you're a teen*" is actually encouraging kids to smoke.

1. The tobacco company who put this slogan out, Lorillard, must spend \$500 million a year on anti-tobacco advertising. Their slogan is attempting to speak to teens in their own language but the question is, would anyone take advice from someone who used the word whacko?
2. Surely this company new that this ad wouldn't work.

B. Question It is a youth campaign launched by the Partnership for a Healthy Mississippi and Truth is the Florida equivalent.

1. These campaigns recognize that smoking is an act of rebellion, and that kids are more inclined to start not in spite of anti-tobacco propaganda but because of it.
2. Question It confronts teens with their own reactionary rebellion. This campaign tries to get across that tobacco use is a form of obedience. That is, obedience to tobacco companies
3. Both Question It and Truth campaigns turn the tables and target tobacco marketing. However, they do this carefully because the tobacco settlement forbids them from attacking tobacco companies directly.