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Artery

Series	None
Campaign	Every Cigarette Does Damage Display All Ads for Campaign
Media Type	Television
Theme	Health Consequences of Smoking
Target Audience	Adults
Language	English
Ad Group	Current

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[VIDEO: A person smokes and the camera follows...](#)

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Description	A doctor removes fatty deposits from the aorta of a 32-year-old smoker.
Optimal Placement	No information
Strategy	To use stark and frightening images, graphics, or language to underscore the dangers of tobacco use.
Key Message	Tobacco use is dangerous, addictive, and potentially deadly.
Execution Style	Actor
Ethnicity of Characters	White
Testing/ Research	Data from surveys conducted in British Columbia, Canada indicate that students found this ad and ads in this series to be more effective than other ads they viewed. In a 1998 survey students stated that Artery was the ad most likely to prevent them from starting to smoke. In some countries, the Every Cigarette Does You Damage campaign has generated concerns among TV stations because viewers complained about the graphic nature of the ads or the stations worried that viewers

would complain. Although some viewers do find the images offensive, results show that most viewers, especially youth, find these graphic messages relevant and convincing. US residents who recalled this series of ads showed greater understanding by 7 to 12 percentage points that smoking causes lung cancer, heart disease, and blocked arteries than did those who were not aware of the campaign.

Price \$2,000-\$5,000

Notes This information has been supported in many studies including: Circulation 1987; 76:6-14 and American Heart Journal 1987; 113:1006-1010.

Wave 2000 Materials (Wave 3 Supplemental)

Produced By Brown Melhuish Fish

Produced For Australia National Tobacco Campaign

Date Produced 2000

Date Added 4/27/2001

Usage Limitation Requires approval from Australia which can take extra time.

Ad Reviews

Number of reviews: 0

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This page last reviewed November 26, 2002.

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Artery: Example 1



VIDEO: A person smokes and the camera follows the smoke into the person's body. The damage that the cigarette does to the body is revealed.

ANNCR: Every cigarette is doing you damage.

VIDEO: A doctor removes fatty deposits from an aorta.

ANNCR: This is part of an aorta, the main artery from the heart. Smoking makes artery walls sticky and collect dangerous fatty deposits. This much was found stuck to the aortal wall of a smoker, aged 32.

ANNCR: Every cigarette is doing you damage, so the sooner you quit the better you'll be.

(c) Australian Government Department of Health and Ageing

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Order Code	QYSH 8033 (E-30)
Length (seconds)	30
Tag Time (seconds)	2
Tag Notes	no information

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