

**Project Tomorrow
Round I**

VERBATIMS

7/15

	Visual Only	Visual & Headline
A	• It seems to me that Lucky Strikes killed the woman.	• Links smoking with death.
	• Make it a headstone with Yoko's name.	• It's just stupid.
	• Person almost looks homeless. (John Lennon's death)	• Is good to have role models and feel their pain.
	• John Lennon isn't American. Sacrilege.	• Lennon – "Worship". I understand now and relate.
	• A little too poignant for a cigarette ad.	• (None – don't like)
	• Is that what will happen if I smoke? (Loser)	• Pretty cool, but he's not worshipping, he's passed out drunk.
B	• Don't like it. Too graphic for advertisement.	• Too graphic. I wouldn't want my child to see this picture anywhere.
	• Yeah, great. More nostalgic hippie bullshit.	• Go worship a handful of razor blades.
	• Woodstock was a great gathering of all kinds for one purpose.	• Like the complete happiness on her face in defiance of storm.
	• Woodstock. Overdone.	• Woodstock. Damn hippies.
	• Too art deco.	• Caption doesn't seem to fit.
	• It's a cool picture, but I hate being dirty (smoke would go out).	• Still muddy. How about Freedom of Expression?
C	• Very different approach. Not sure what they're trying to say.	• No idea what this ad is trying to put across to the consumer.
	• Once again, mainstreaming a cultural icon (or at least trying to associate...).	• What do tattoos have to do with speech? It's body art, not body lettering or language.
	• I like tattooing and body piercing.	• It is important to speak with decoration. The person is the person – not the way they look.
	• Dennis Rodman. Befitting, but kind of sick of seeing. Interesting.	• Rodman. Now I don't like it because it says "speech".
	• Show type who might smoke Lucky's.	• Good icon for free speech. American concept.
	• Ironical/cool/misguided. Targets young people/youth.	• That's freedom of expression. I didn't know it was Rodman.

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D	<ul style="list-style-type: none"> It's kind of different. The collage effect was neat. 	<ul style="list-style-type: none"> I still like. It's artsy and most art gives you a chance of freedom of expression.
	<ul style="list-style-type: none"> They look like the BeeGee's. 	<ul style="list-style-type: none"> Kill the BeeGee's; one down and counting.
	<ul style="list-style-type: none"> Makes you think of good memories. 	<ul style="list-style-type: none"> Not sure what is being expressed.
	<ul style="list-style-type: none"> Nostalgic. Associated with photo's and memories. 	<ul style="list-style-type: none"> Kodak. Text ruins it.
	<ul style="list-style-type: none"> Warm colors; easy to pick out product. 	<ul style="list-style-type: none"> Good association to individuality.
	<ul style="list-style-type: none"> Confusing to look at. 	<ul style="list-style-type: none"> Pretty unoriginal – Yeah! I take pictures.
E	<ul style="list-style-type: none"> It sometimes goes great with breakfast. 	<ul style="list-style-type: none"> Best describes how a lot of people start their day.
	<ul style="list-style-type: none"> The largest reason why we can't quit. 	<ul style="list-style-type: none"> Coffee and cigarettes – inseparable. Lose the copy.
	<ul style="list-style-type: none"> Reminds me of first cigarette of the day. 	<ul style="list-style-type: none"> Reminds [me] of good talks over coffee.
	<ul style="list-style-type: none"> Perfect for after dinner – like coffee. 	<ul style="list-style-type: none"> Coffee – "Happiness" words mess up.
	<ul style="list-style-type: none"> Enjoy cigarettes with coffee – so appealing. 	<ul style="list-style-type: none"> Great cigarette situation.
	<ul style="list-style-type: none"> Good in the morning. Makes you want to wake up and have a smoke. 	<ul style="list-style-type: none"> Still good, but change wording. "Wake up".
F	<ul style="list-style-type: none"> The box is much too big. Needs more description. 	<ul style="list-style-type: none"> I still think the box is too big for the picture. Boring!
	<ul style="list-style-type: none"> A party in a box. 	<ul style="list-style-type: none"> "yeah, let's fuck without rubbers, smoke, {?} smack, share needles." – Iggy Pop.
	<ul style="list-style-type: none"> Reminds me of a bathroom wall. 	<ul style="list-style-type: none"> What are you choosing? Who to see this week? No stability.
	<ul style="list-style-type: none"> Phone numbers. 	<ul style="list-style-type: none"> Phone numbers. Choice. Funny.
	<ul style="list-style-type: none"> That's what I do to my cigarette box. 	<ul style="list-style-type: none"> Like the image; don't understand the caption.
	<ul style="list-style-type: none"> Not sure what it is. 	<ul style="list-style-type: none"> Brutal. I can't even comment I'm so confused.

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G	<ul style="list-style-type: none"> Picture makes you think about something way different than smoking. 	<ul style="list-style-type: none"> Don't like the fact that they are comparing a holiday with smoking. Poor taste.
	<ul style="list-style-type: none"> Garbage. Yes, let's equate smoking and birth control. 	<ul style="list-style-type: none"> "yeah, let's fuck without rubbers, smoke, {?} smack, share needles." – Iggy Pop.
	<ul style="list-style-type: none"> What does birth control have to do with smoking? 	<ul style="list-style-type: none"> Birth control is not independence, but reliance.
	<ul style="list-style-type: none"> Birth control. Kind of funny. 	<ul style="list-style-type: none"> Birth control. Text makes better.
	<ul style="list-style-type: none"> No particular idea expressed. 	<ul style="list-style-type: none"> Idea not clear.
H	<ul style="list-style-type: none"> What is it? 	<ul style="list-style-type: none"> No idea what it means.
	<ul style="list-style-type: none"> I really enjoy smoking when camping or relaxing. 	<ul style="list-style-type: none"> I think this describes smoking for me in the best way. This is when I most enjoy it.
	<ul style="list-style-type: none"> I hiked 25 miles for a good deep breath of fresh mountain air. 	<ul style="list-style-type: none"> Puff, puff. Does he take his butts with him?
	<ul style="list-style-type: none"> Love the outdoors. 	<ul style="list-style-type: none"> Touches on worship of the earth, which too few do.
	<ul style="list-style-type: none"> Mountain climbing/camping. Too much like Camel. 	<ul style="list-style-type: none"> Mountain climber. "Worship" – interesting words.
I	<ul style="list-style-type: none"> Resemble Marlboro too much. Open country. 	<ul style="list-style-type: none"> Idea less clear. Still resembles Marlboro.
	<ul style="list-style-type: none"> Good, reminds me of hanging out in the country smoking/drinking. 	<ul style="list-style-type: none"> Makes me want to get outdoors.
	<ul style="list-style-type: none"> I don't like the fact that smoking is being compared to or with a wedding. 	<ul style="list-style-type: none"> Again, marriage and now Miranda right linked with smoking – horrible taste.
	<ul style="list-style-type: none"> Cute. 	<ul style="list-style-type: none"> Cute.
	<ul style="list-style-type: none"> Very funny – marriage is frightening. 	<ul style="list-style-type: none"> Funny. The man knows better than to say anything.
	<ul style="list-style-type: none"> Marriage "help me". I can relate. 	<ul style="list-style-type: none"> Marriage/"help" still funnier.
	<ul style="list-style-type: none"> Humorous, although takes a while to get. 	<ul style="list-style-type: none"> Again, subtle humor.
	<ul style="list-style-type: none"> Not very original, but funny. (You can't smoke at weddings.) 	<ul style="list-style-type: none"> <u>Funny</u>

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J	<ul style="list-style-type: none"> This picture seems to relate to a person who enjoys smoking. 	<ul style="list-style-type: none"> Again, I like it. Smoking can go well with the picture.
	<ul style="list-style-type: none"> Stop bombarding us with pop icons. 	<ul style="list-style-type: none"> Still garbage, only now it's not just a pop icon, it's political as well.
	<ul style="list-style-type: none"> Love the blues. 	<ul style="list-style-type: none"> Definitely need to support freedom of speech in music.
	<ul style="list-style-type: none"> B.B. King. Interesting because in unique form. 	<ul style="list-style-type: none"> B.B. – "Speech" words ruin.
	<ul style="list-style-type: none"> Blues bar atmosphere – good place to smoke. 	<ul style="list-style-type: none"> The blues as freedom of expression.
	<ul style="list-style-type: none"> Can't really relate to old blues singer. Bars like that aren't fun. 	<ul style="list-style-type: none"> So unoriginal – makes me tired!
K	<ul style="list-style-type: none"> Cool picture. Maybe a great time to have a smoke before travelling. 	<ul style="list-style-type: none"> It doesn't look like anyone in the picture is even happy.
	<ul style="list-style-type: none"> Is this a dream sequence? 	<ul style="list-style-type: none"> [Don't like] – unless this is sarcasm.
	<ul style="list-style-type: none"> Boring. Makes you think of wasted time. 	<ul style="list-style-type: none"> Makes you feel that you spend too much time waiting to find happiness.
	<ul style="list-style-type: none"> Distorted. Train/bus station. Too bland. 	<ul style="list-style-type: none"> Train/bus station. Pursuit of happiness. Now I understand.
	<ul style="list-style-type: none"> (None – don't like) 	<ul style="list-style-type: none"> Idea not clear. Bit of a contradiction?
	<ul style="list-style-type: none"> Makes my chair feel uncomfortable. 	<ul style="list-style-type: none"> No one looks happy – everyone is tired.
L	<ul style="list-style-type: none"> This ad grabs my eye. For some reason it's catchy. 	<ul style="list-style-type: none"> Catchy picture. The woman is the picture.
	<ul style="list-style-type: none"> Vague. 	<ul style="list-style-type: none"> Still, more so, vague.
	<ul style="list-style-type: none"> Finality/closure. 	<ul style="list-style-type: none"> What is being said, that speech is being blocked?
	<ul style="list-style-type: none"> Girl closing store. Stores are American. 	<ul style="list-style-type: none"> Girl closing store. Still don't get.
	<ul style="list-style-type: none"> Idea not clear. 	<ul style="list-style-type: none"> Moderately suggestive.
	<ul style="list-style-type: none"> Bad – see a "sorry we're closed" sign pisses people off. 	<ul style="list-style-type: none"> No correlation – who's speaking?

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M	<ul style="list-style-type: none"> Again, boring. Everyone looks mad or tired. 	<ul style="list-style-type: none"> Boring. No one seems to be very happy. You want people to look like they are enjoying the product.
	<ul style="list-style-type: none"> Photo of a smoker's lungs? 	<ul style="list-style-type: none"> What exactly is being expressed here?
	<ul style="list-style-type: none"> Looks like a train in a third world country. 	<ul style="list-style-type: none"> Everyone on train is different in some way, but they are on the same train.
	<ul style="list-style-type: none"> Graffiti subway. Really busy but authentic. 	<ul style="list-style-type: none"> Graffiti is no right.
	<ul style="list-style-type: none"> Not a smoking situation. 	<ul style="list-style-type: none"> Not immediately clear idea.
	<ul style="list-style-type: none"> I hate riding on the train – you can't smoke either. 	<ul style="list-style-type: none"> Who is expressing themselves? The train's not the place to do it.
N	<ul style="list-style-type: none"> It looks like they are trying to target low income people to smoke. 	<ul style="list-style-type: none"> Again, seems to me they are trying to target low income areas.
	<ul style="list-style-type: none"> Something to hope for – Manhattan leveled. 	<ul style="list-style-type: none"> Better without copy.
	<ul style="list-style-type: none"> Combines small town America with big city life. 	<ul style="list-style-type: none"> Like to see big city and small town joined as one.
	<ul style="list-style-type: none"> Statue of Liberty & power lines & oil wells. Interesting. 	<ul style="list-style-type: none"> Words ruin picture.
	<ul style="list-style-type: none"> Good all-American ad. Good east/west stuff. 	<ul style="list-style-type: none"> Like the two symbols of freedom.
	<ul style="list-style-type: none"> I thought statue was in New York. Ugly. 	<ul style="list-style-type: none"> Just show the statue. Not the telephone poles.
O	<ul style="list-style-type: none"> Picture aims to the smoking crowd or scene. 	<ul style="list-style-type: none"> I just like the picture. Very eye grabbing and wording fits the picture.
	<ul style="list-style-type: none"> What does paparazzi and this ad have in common? 	<ul style="list-style-type: none"> Shit is still shit, no matter how many bows you put on it. Let the bitch die.
	<ul style="list-style-type: none"> Image of stardom. 	<ul style="list-style-type: none"> How does this show him expressing anything?
	<ul style="list-style-type: none"> Glamour. Limo shot. Hollywood. 	<ul style="list-style-type: none"> Limo – the guy might have choice words for cameraman.
	<ul style="list-style-type: none"> Too dark – can't pick out idea. 	<ul style="list-style-type: none"> Not really expressing anything.
	<ul style="list-style-type: none"> Cool – partying/women/night. 	<ul style="list-style-type: none"> There's no real expression. Typical.

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P	<ul style="list-style-type: none"> Boring. 	<ul style="list-style-type: none"> Very plain and boring. They could offend some people.
	<ul style="list-style-type: none"> If it were feel-able in an ad – bitchin'! 	<ul style="list-style-type: none"> Better without the copy.
	<ul style="list-style-type: none"> Makes me think blind. 	<ul style="list-style-type: none"> Still depressing; does it mean the blind lose this freedom?
	<ul style="list-style-type: none"> Braille. Is Braille American? 	<ul style="list-style-type: none"> Braille – "speech". Double meaning.
	<ul style="list-style-type: none"> (None – like) 	<ul style="list-style-type: none"> A little too politically correct.
	<ul style="list-style-type: none"> Interesting. (What does the Braille stand for?) 	<ul style="list-style-type: none"> Makes me want to touch the ad.
Q	<ul style="list-style-type: none"> Mixing AIDS symbol with smoking. 	<ul style="list-style-type: none"> I like the saying, but dislike the red ribbon. It stands for something else.
	<ul style="list-style-type: none"> Smoke up, Johnny – you just survived a war. Kill yourself. 	<ul style="list-style-type: none"> Advocacy of anything, loudly, is still annoying, especially when it's none of my business.
	<ul style="list-style-type: none"> Does not do anything for me. 	<ul style="list-style-type: none"> What does the ribbon mean?
	<ul style="list-style-type: none"> AIDS awareness. I don't understand how logo fits. 	<ul style="list-style-type: none"> AIDS. Still don't get "expression".
	<ul style="list-style-type: none"> Associate with ribbon not clear. 	<ul style="list-style-type: none"> Don't like the association.
	<ul style="list-style-type: none"> Looks like an AIDS ribbon – cigarettes aren't healthy. 	<ul style="list-style-type: none"> Almost offensive.
R	<ul style="list-style-type: none"> Too repetitive and vague. 	<ul style="list-style-type: none"> Too vague & repetitive, but I like the wording.
	<ul style="list-style-type: none"> Brings to mind George Bush and P.M. 	<ul style="list-style-type: none"> R is for rancid.
	<ul style="list-style-type: none"> Makes me think of many a good concert. 	<ul style="list-style-type: none"> Show the impact a group can have on so many people.
	<ul style="list-style-type: none"> Lights at concert. Pretty, but I don't like when they do that at concerts. 	<ul style="list-style-type: none"> Freedom of worship. Concert lights.
	<ul style="list-style-type: none"> Concert setting enjoyable. 	<ul style="list-style-type: none"> (None – like)
	<ul style="list-style-type: none"> Cool, but not very effective – concerts are fun. (so are lighters) 	<ul style="list-style-type: none"> Kind of deep (makes you think)

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S	• Not sure what the picture is trying to say.	• Boring. Sign language not the way to advertise.
	• (None – don't like)	• At least it makes more sense.
	• Always like psychedelic photography.	• Makes me think of sign language and deafness.
	• Sign language. Like Braille. I don't get it.	• Sign language allows deaf to be free like in America.
	• Hard to pick out idea.	• I don't associate sign language and smoking.
	• Looks like a Levi's ad. Confusing. Deafness.	• Better. Sort of cool & inspirational.
T	• Don't mix sports with smoking.	• Horrible to link smoking with sports, whether they do it or not.
	• What does football have to do with smoking?	• Isn't that quaint.
	• Sports & smoking?	• Pokes humor at violent sports, but it is true that it is peaceful.
	• Football. Eagles/Chiefs. Boring.	• Football – peaceful assembly. Funny.
	• Too me. Seems too un-Lucky (i.e. sporting events)	• Much better with caption. More humor.
	• Athletes don't smoke. You can't smoke at games.	• Funny/ironic. Still doesn't invoke thoughts of smoking.
U	• It looks like one of the best times to have a smoke.	• This is a perfect time to light one up. Very appropriate for product.
	• Ambiguous.	• He looks homeless, got a smoke? Got any change? I don't mean you any harm...
	• I play guitar. Pictures a star just beginning.	• It shows the man going to get what he wants.
	• Rock & roll alley.	• Rock & roll alley – "happiness". I can relate.
	• Situation in which someone would smoke.	• Good combination, but a bit plain/overused.
	• Boring – who's the loner on the street?	• Whatever. Who cares about this guy?

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V	<ul style="list-style-type: none"> Picture is eye grabbing, but really has nothing to do with smoking. No relation. Before. Sex is always an attention-getter. Sex in ladies' room. Not subtle enough. Idea not clear. Nice – doesn't make me want to smoke, though. 	<ul style="list-style-type: none"> Not sure what the focus of this picture is. Most people will focus on the couple. Why are you fucking it up with copy? What is the education here? Sex. "Education". Just bad and blunt. Too blatant. Needs more subtlety. Seen it before.
W	<ul style="list-style-type: none"> Out of the ordinary. Not your every day event. Hippies suck. Feel like peace against war. Hippies. I see too much. With guns and flowers. War 'n peace theme not well connected to smoking. The guy's gonna get shot. 	<ul style="list-style-type: none"> Just very eye-grabbing. Although don't understand what they're trying to say or do. Hippies suck. Everyone has the right to think what they want, even against a militaristic government. Hippie/guns – "Thought" Better with caption. Cool picture. I still think he'll get shot.
X	<ul style="list-style-type: none"> The way I saw it was that smoking is not for everyone. The different signs could be different people. Cluttered. Eye focus problem Too restricting – makes you think what not to do. Signs. Turn-off. Too confusing. An American Original. Difficult to pick out idea. Too busy. Too busy. American cities. Traffic. Hurried. 	<ul style="list-style-type: none"> I like all the different signs. They could represent all different kinds of people. You could paint it blue and put it on a cow's ass, it would still be jumbled. Takes a poke at "freedom" in America today. Road sign. Freedom. Use of irony interesting. All negative reminders of an all too busy life.

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	Visual Only	Visual & Headline
Y	• It's trying to say that it's for everyone, not just a certain kind of person.	• Because it's stating what everyone should have, and the picture backs it up.
	• Ashtray breath anyone?	• Choose Dentyne, smoking and kisses don't go well together. Lick any ash trays lately?
	• Not enough advertisement on racial mixing.	• States the freedom to love whoever you want.
	• Inter-racial love. Only in America?	• Inter-racial. Choice.
	• Racy ad. Attention getter.	• (None – not sure)
	• Might offend people. Too much mouth.	• Pretty gross. Unoriginal. Cheap to play race card.
Z	• I've seen it before. But not sure where.	• I've seen this before and it's not original!
	• Boring.	• Only you can prevent homogeneity and gentrification.
	• Very enticing to a smoker.	• Good – lets others know it is your choice to smoke. Period.
	• Cigarette close-up. Looks gross.	• Choice. Cigarette close-up. Makes it look like drugs.
	• Seems like an anti-smoking campaign.	• Better with title.
	• Too tempting. Should be illegal.	• Good. Makes me want to smoke. Why quit?