

ADULT DIRECTED

- Communicate company's position that we do not want children to smoke.
 1. Straightforward statement of fact aimed at prevention: "Kids shouldn't smoke. Talk to yours today."
 2. Statement aimed at correction: "If your child smokes..."
- Communicate that we are offering help (via booklet) in dissuading youth from smoking and other negative lifestyle choices.
 - Provide "800" number on creative.