

1. Anti-smoking Ad 2014

1-1. 'Before it is too late - Stroke'



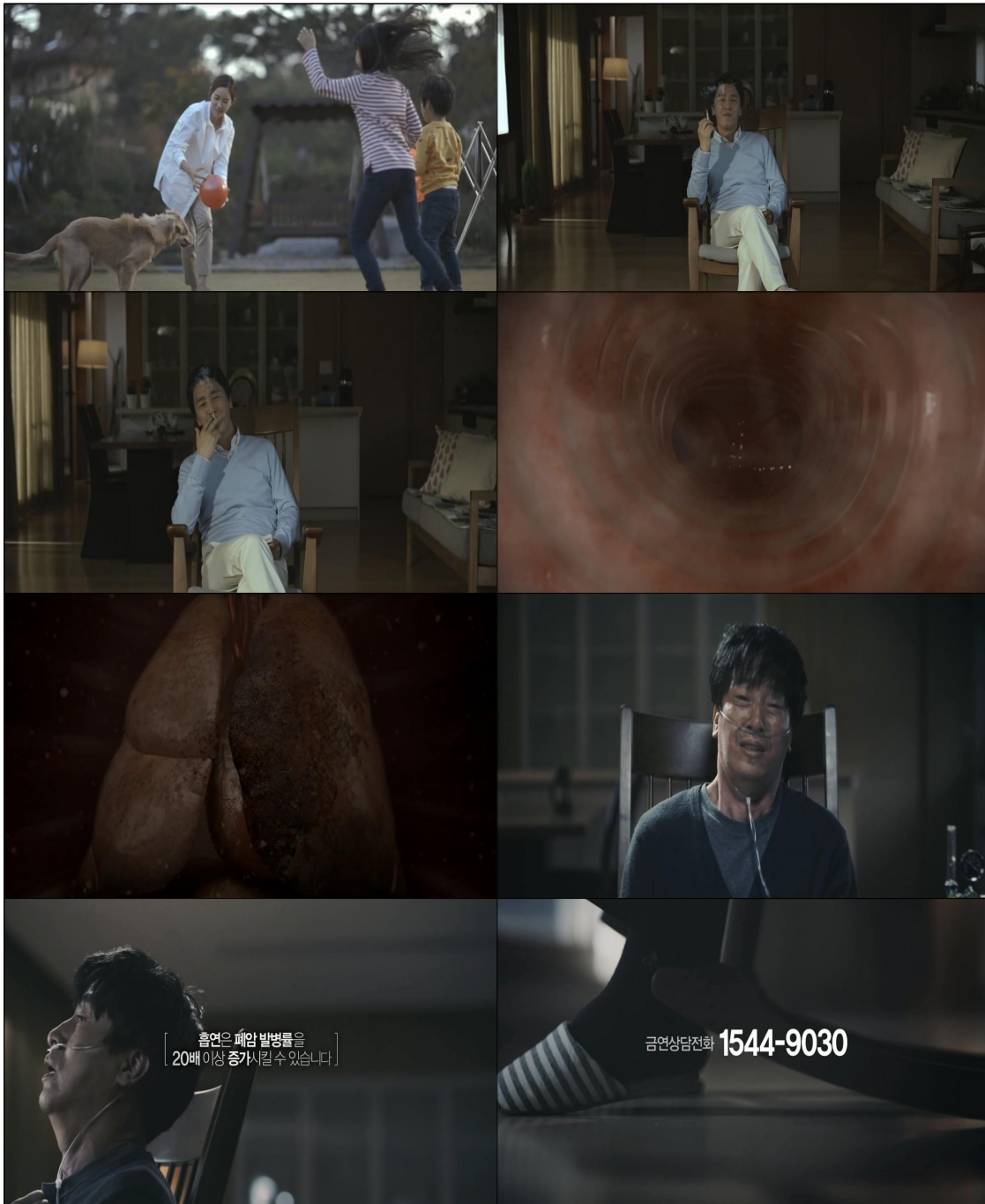
narration/subtitle) Smoking can triple the incidence of strokes.

subtitle) Before it is too late

Quit-line number 1544-9030

logo) The Ministry of Health and Welfare

1-2. 'Before it is too late - Lung cancer'



narration/subtitle) Smoking can increase the incidence of lung cancer by up to 20 times.

subtitle) Before it is too late

Quit-line number 1544-9030

logo) The Ministry of Health and Welfare

1-3. 'Death Game'



subtitle) Smoking Start

subtitle) Life over

narration/subtitle) Smoking can triple the incidence of strokes.

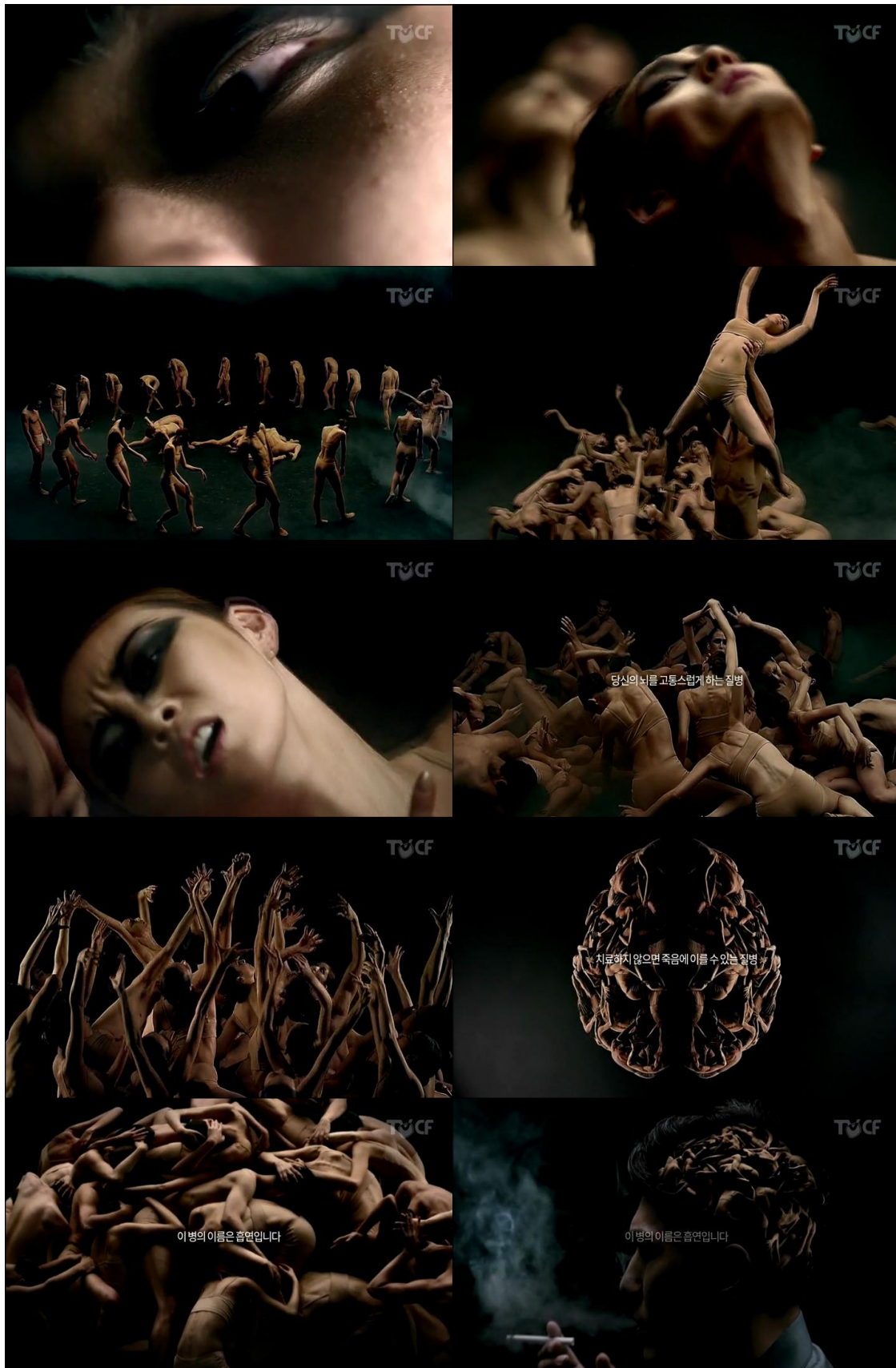
subtitle) Before it is too late

Quit-line number 1544-9030

logo) The Ministry of Health and Welfare

## 2. Anti-smoking Ad 2015

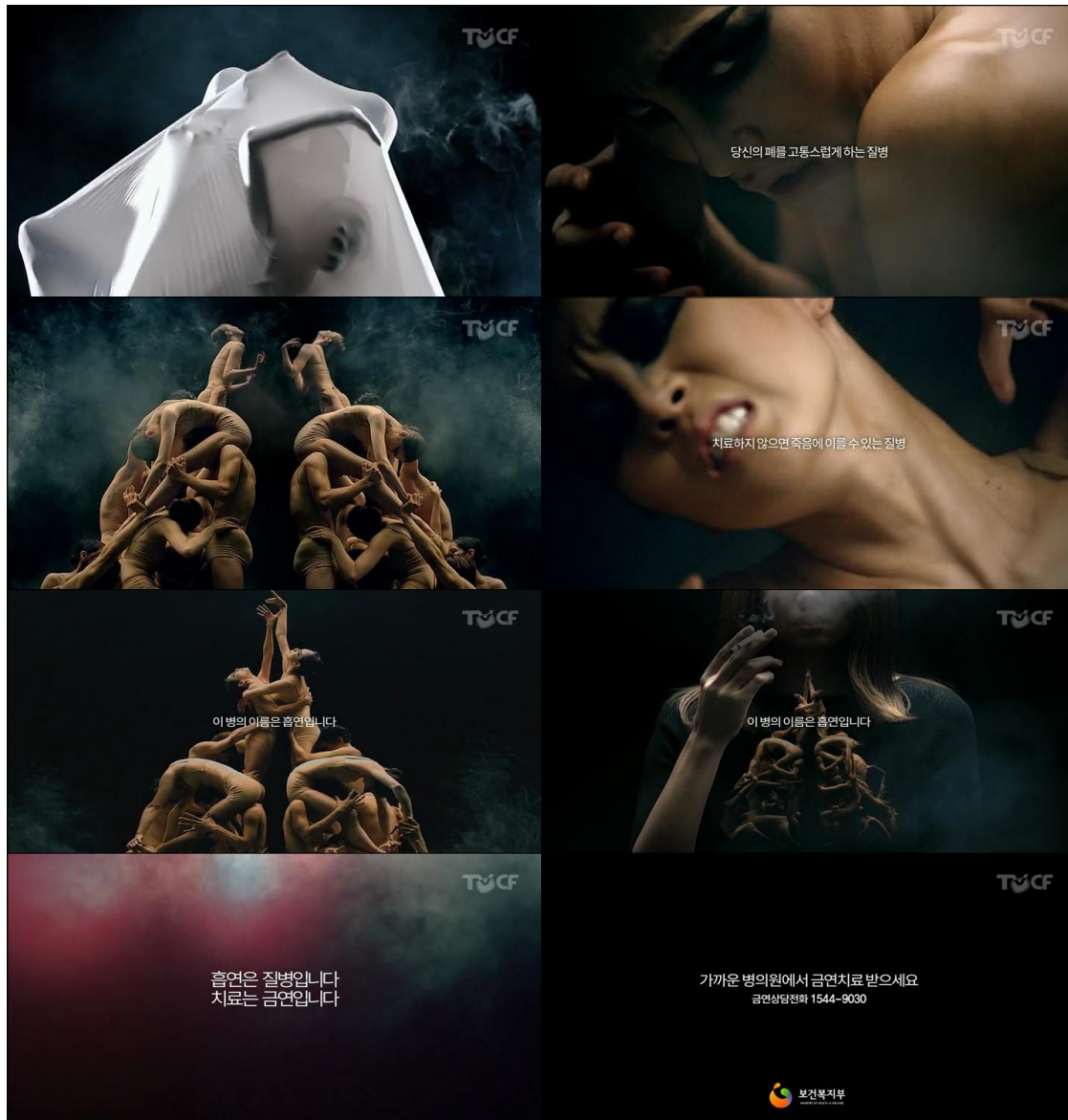
### 2-1. 'Smoking is a disease - Brain'





narration/subtitle) A disease that makes your brain writher in pain  
narration/subtitle) Without treatment, this disease would cause death  
narration/subtitle) This disease, is smoking  
narration/subtitle) Smoking is a disease, quitting is the cure  
subtitle) Get smoking cessation service at a nearby hospital and clinic  
Quit-line number 1544-9030  
logo) The Ministry of Health and Welfare

2-2. 'Smoking is a disease - Lung'



narration/subtitle) A disease that makes your lung writher in pain  
 narration/subtitle) Without treatment, this disease would cause death  
 narration/subtitle) This disease, is smoking  
 narration/subtitle) Smoking is a disease, quitting is the cure  
 subtitle) Get smoking cessation service at a nearby hospital and clinic  
 Quit-line number 1544-9030  
 logo) The Ministry of Health and Welfare

2-3. 'Smoking is the disease you bought'



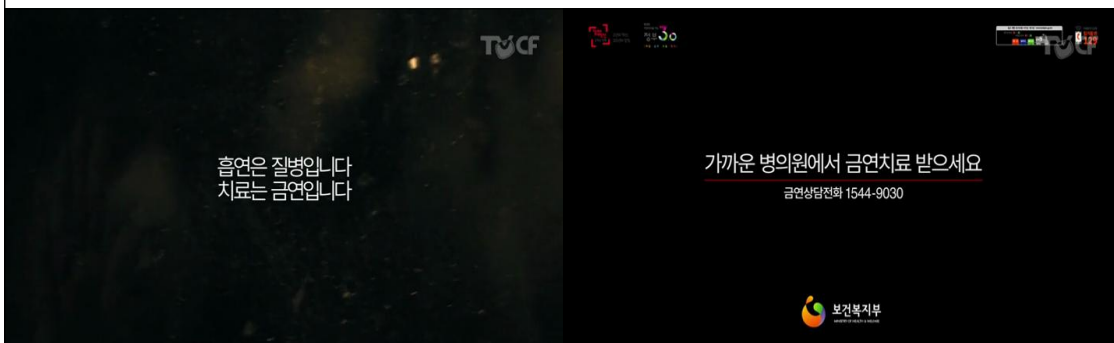
cashier ) Hello  
 woman ) Please give me a laryngeal cancer, 1mm.  
 cashier ) A laryngeal cancer?



cashier ) Hello  
 man 1 ) A lung cancer, please  
 cashier ) A lung cancer?  
 man 2 ) Will you get me 2 packs of stroke?



narration/subtitle) Smoking is a disease you bought on your own  
 Without treatment, this disease will cause death



narration/subtitle) Smoking is a disease, quitting is the cure  
 subtitle) Treat your illness at a nearby hospital and clinic  
 Quit-line number 1544-9030  
 logo) The Ministry of Health and Welfare

2-4. ‘Specialized smoking cessation camp for heavy smokers’



subtitle) Today is the first day of what is left of my life. It's the first day but what is wrong with me? Can I quit smoking?  
 man ) Can I indeed quit smoking?



narration) Visit a smoking cessation camp, if you have been smoking for over 20 years. Please inquire at your nearest smoking cessation center.

subtitle) Specialized medical practitioner's smoking cessation program camp at the regional smoking cessation center

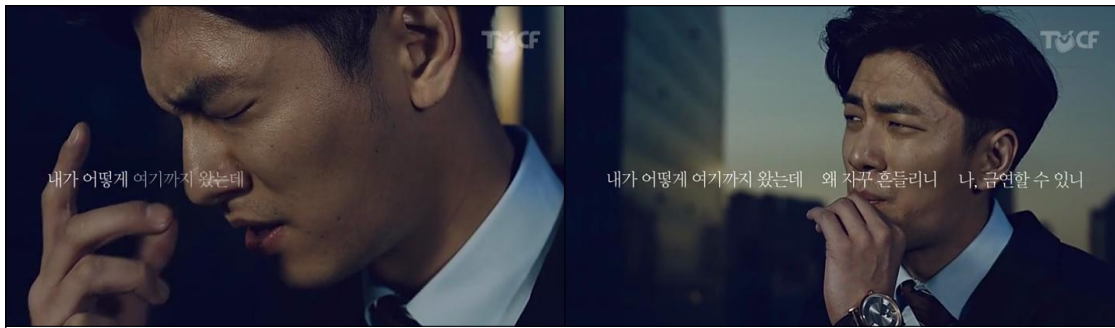
Quit-line number 1544-9030

Smoking is a disease, quitting is the cure

logo) The Ministry of Health and Welfare



2-5. 'Hospital & clinic smoking cessation treatment'



subtitle) You know how hard it was to get to where I am now? Yet why am I faltering? Can I quit smoking?  
 man) Can I indeed quit smoking?



narration) For those who started to quit smoking, without a plan, please visit your nearest hospital & clinic. Please get treated at your nearest hospital & clinic.

subtitle) Smoking is a disease, quitting is the cure

logo) The Ministry of Health and Welfare

2-6. 'Outreach support service for smoking cessation'



subtitle) When will the day come when I stop craving for you on a night of drinking? Can I quit smoking?  
 woman) Can I indeed quit smoking?



narration) Outreach support service for smoking cessation is suggested, as quitting smoking can be difficult and lonesome. Inquire at your nearest specialized smoking cessation center.  
 subtitle) Smoking is a disease, quitting is the cure  
 logo) The Ministry of Health and Welfare