

AD DETECTIVE SHEET

WHAT DO YOU NOTICE FIRST?

- | | |
|----------------------------------|------------------------------------|
| <input type="checkbox"/> Colour | <input type="checkbox"/> Slogan |
| <input type="checkbox"/> Image | <input type="checkbox"/> Price |
| <input type="checkbox"/> Person | <input type="checkbox"/> Packaging |
| <input type="checkbox"/> Product | <input type="checkbox"/> Comments |

Something else:

WHAT FEELING IS IT TRYING TO SELL?

- | | | |
|--------------------------------------|--|--|
| <input type="checkbox"/> Fun | <input type="checkbox"/> Fitting in | <input type="checkbox"/> Being healthy |
| <input type="checkbox"/> Confidence | <input type="checkbox"/> Looking good | <input type="checkbox"/> Missing out if you say no |
| <input type="checkbox"/> Freedom | <input type="checkbox"/> Feeling calm | |
| <input type="checkbox"/> Being older | <input type="checkbox"/> Being popular | |

Something else:

WHAT DOES IT WANT YOU TO DO?

- | | |
|-----------------------------------|--|
| <input type="checkbox"/> Buy it | <input type="checkbox"/> Copy someone |
| <input type="checkbox"/> Try it | <input type="checkbox"/> Think it is normal |
| <input type="checkbox"/> Share it | <input type="checkbox"/> Think everyone is using it |
| <input type="checkbox"/> Trust it | <input type="checkbox"/> Think it is safer than it looks |

Something else:

WHAT HAS THE ADVERT NOT TOLD YOU?

WHAT IS INSIDE THE PRODUCT

WHO BENEFITS IF PEOPLE BUY IT

WHO DOESN'T BENEFIT?

WHAT QUESTION WOULD YOU ASK BEFORE TRUSTING IT?

To keep a slender figure
No one can deny...



Reach
for a
LUCKY
instead of a
sweet

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

"It's toasted"
No Throat Irritation - No Cough.

You've come a
long way, baby.



VIRGINIA SLIMS.

Regular & Menthol: 18 mg. "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Nov. '70

He's one of the busiest men in town. While his door may say *Office Hours* 2 to 4, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMEL THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,997 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of choice tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

Your "T-Zone" Will Tell You ...

T for Taste ...
T for Throat ...
 that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

CAMELS *Crestler* *Tobaccos*

ARGUSBAR NEON 2K
 Powered by **VOOPOO**

Fresh Flavour Meets Bold Power

2000 PUFFS

ARGUSBAR NEON 2K

ARGUSBAR NEON 2K

1800 MAH
 500 MAH

UK
 FORMULATED FLAVOURS

BATTERY INDICATOR

2025 COMPLIANT

18+

Gee, Dad, you always get the best of everything ...even

Marlboro!

Yes, you need never feel over-smoked ...that's the Miracle of Marlboro!

YOUR CHOICE OF IVORY TIPS • PLAIN ENDS • BEAUTY TIPS (RED)

MARLBORO CIGARETTES
Philip Morris & Co. Inc.

Illustration of a baby holding a pack of Marlboro cigarettes. The pack is tilted, showing the brand name and 'CIGARETTES'. The baby has a curious expression. The background is a solid orange color.

You're darn tootin' my dad smokes

Marlboro

...he knows a good thing!

Yes, you need never feel over-smoked ...that's the Miracle of Marlboro!

YOUR CHOICE OF IVORY TIPS • PLAIN ENDS • BEAUTY TIPS (RED)

MARLBORO CIGARETTES
Philip Morris & Co. Inc.

Illustration of a baby holding a pack of Marlboro cigarettes. The pack is tilted, showing the brand name and 'CIGARETTES'. The baby has a content expression. The background is a solid yellow color.

I should say not! My Dad would never smoke anything but a

Marlboro

Yes, you need never feel over-smoked ...the Miracle

MARLBORO CIGARETTES
Philip Morris & Co. Inc.

Illustration of a baby holding a pack of Marlboro cigarettes. The pack is tilted, showing the brand name and 'CIGARETTES'. The baby has a determined expression. The background is a solid blue color.



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OUT OF THIS WORLD FLAVOUR

Take your vape to another dimension with the all new Alfabar Alien.



LED light effect eyes

18+

This product contains nicotine which is a highly addictive substance.
Get in touch: info@alfabarvape.com



ALFABAR
Give life more flavour.

alfabarvape.com

JCDecaux