

AN UNEXPECTED ANTI-TOBACCO CAMPAIGN

On World No Tobacco Day 2019, students in advertising at the Saint Joseph University (USJ) in Lebanon developed one clever campaign that is all play on words mashing up three languages -Arabic, French and English) to highlight the absurdity of smoking today.

The design play in collage style is also quite arresting with bold type and the use of the original logos of cigarettes' brands, which makes the campaign even more appealing. The messages, which include creative use of language, are: Stop smoking and you Win(ston); J'en ai Mar(lboro) de fumer (I'm fed up of smoking); On fume comme des (Git)anes (we smoke like donkeys-ânes in French)?; Lucky (Strike) to stop smoking; Kent Dakhen (in Arabic: I used to smoke).

A creative campaign that is sure to stick to one's mind, as most people tend to enjoy the puzzle and subtle humor that is embedded in plays on words. ■

