

Health Warnings Campaign “Gangrene” TVC Storyboard



“Every time you inhale tobacco smoke...”

1



2



“Toxic chemicals go into your blood stream and travel to every part of your body.”

3



“That’s why this smoker has gangrene.”

4



“I want you to think about what’s happening here...”

5



“Every time you look at your cigarette pack...”

6



“...Every time”

7



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