

AD-ID: VCDC1362000H

SPOT TITLE: Ethan B_Cool Tip_AVO2_30_URL

LENGTH: :30

AS-RECORDED SCRIPT:

ART CARD: A TIP FROM A FORMER SMOKER®

SUPER: Ethan, 59, Stroke Survivor

We see Ethan speaking to the camera. He is wearing a grey t shirt with lighter grey button up layered on top.

ETHAN: My name's Ethan. I started smoking menthol cigarettes to be just like the cool guys in the ads.

Cut to Ethan sitting in a kitchen flipping through a magazine.

(Pages flipping)

ETHAN: Here's my tip. There's nothing cool about smoking and having a stroke.

Cut to an image of Ethan on a stretcher being pulled by EMTs.

(Sirens)

Cut to Ethan speaking to camera. He is wearing a grey t shirt with lighter grey button up layered on top.

ETHAN: I guess they forgot to mention that in the ads.

ART CARD: Tobacco companies aggressively target black community with menthol ads.

ANNCR: Tobacco companies aggressively target black community with menthol ads.

ANNCR: You can quit. For free help, visit CDC.GOV/TIPS

ART CARD: You can quit. For free help, visit CDC.GOV/TIPS

Logo/legal: CDC

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