

Name

Course number

Professor's name

Date

Media journal

The 'smoking kid ad' is one of the best and touching advertisements ever made. In the ad, there are two kids who want to smoke. The boy and girl carry a cigarette each and then approach smoking adults in public in order to ask for a lighter. As the kids request for a lighter, the adults are baffled by their age. For example, one adult expresses concerns about the age of the children requesting a lighter. The second adult in the ad tells the children that smoking is harmful and would compromise their lives by denying them of play and fun that all kids experience. In general, all the adults who see the kids smoking are left wondering about their behavior. The confidence and skills exhibited by the two kids in the advertisement are just impressive.

One of the kids asks the adults why they are smoking while it is harmful. This creates a moment of reflection and thinking to the adult in the ad. After a few moments, the kids leave papers with words inscribed in them. The words in the paper are, 'You worry about me. But why not about yourself?' These words leave the adults even more confused. After this ad was aired, there were many reviews and opinions from around the world. Media houses in around 30 countries aired the advertisement. Analysts contend that the ad was unique and sent the message home in a way never done before. Additionally, the ad was a major stride made by organizations around the world which sensitize the public about the effects of smoking. The ad reached the intended audience by inviting self-reflection and common sense.