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**Anti-Tobacco Campaign Targets Twelve and Under Youth with Debut of  
“Smokerman” in New Television Ads**

*Powerman Can! Speedyman Can! Smokerman Can’t... because he smokes  
cigarettes*

**SALT LAKE CITY – November 11, 2008** – Crowell Advertising in Salt Lake City today launched a new series of television ads starring a toy named Smokerman who can’t keep pace with other action figures because of the health effects from his tobacco use. The ads, created for the Utah Department of Health’s The TRUTH campaign, aim to engage kids aged twelve-and-under and to stimulate conversation between parent and child about the dangers of tobacco use. Crowell Advertising created and produced the spots, and also handled the state-wide media buy.

“In our research, we saw a slight increase in smoking susceptibility among youth in Utah, notably young boys,” said David Neville, marketing coordinator for The Utah Department of Health. “We challenged Crowell to engage the twelve- and-under male audience authentically and memorably; but also to spark conversations between parents and children. Research has shown that kids who talk to their parents about tobacco are less likely to smoke.”

With hard driving background music and voiceovers mimicking conventional toy ads, the five, 30-second spots show young boys playing with action figures in different super hero scenarios. Whether he’s trying to save make-believe trains from crossing broken bridges, rescue drowning people in the kitchen sink, or disarm pretend bombs, Smokerman consistently falls short next to the other action figures because he loses his breath and misses his chance to save the day. As the spots come to an end and Smokerman is leaning against a wall to catch his breath, it becomes clear that “Smokerman Can’t.” A singer in the background chants, “His one regret is a cigarette.”

“We realized early on that we needed a very specific character to help deliver our messages and identify with our target audience in this campaign,” said Tracy Crowell, president, Crowell Advertising. “Instead of touting a bunch of statistics or just *talking* about smoking’s health effects, we needed to actually *show* the twelve-and-under audience what really happens when you become a smoker.”

In the ads, Smokerman demonstrates the immediate health effects of tobacco use, like coughing and bad breath; as well as longer term physical effects like yellow teeth, wrinkles and smelly clothes.

Continued Crowell, "We've tried to give kids and parents a conversation-starter with Smokerman. Since Smokerman is probably the only action figure to ever smoke a cigarette, kids are likely to respond, or at the very least ask a parent or adult, 'Mom, why can't Smokerman save the day?'"

The ads will air during morning cartoons, evening primetime and holiday specials, times when parents and children are most likely to be together watching family-oriented shows. The spots will run through December 28th.

For the duration of the campaign, the ads will live on The TRUTH's website, [www.fighttheugly.com](http://www.fighttheugly.com), where visitors can also download ring tones of the Smokerman theme song. A life-sized Smokerman action figure will rotate through key mall and retail locations in Utah during the holiday shopping season to raise awareness for the dangers of tobacco use.

To see the ads, visit: [www.crowelladv.com/pr/smokerman](http://www.crowelladv.com/pr/smokerman).

#### **About Crowell**

The brainchild of one man's notion that he could do things better, Crowell Advertising has since grown beyond its singular beginnings to become a full-service agency. Now sporting 34 staff members and billing \$26 million, Crowell offers creative and production services, public relations, media placement, interactive marketing and at least 68 helping-hands. But who's counting? For more info, visit [www.crowelladv.com](http://www.crowelladv.com).

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