

SMOKE

WHY NOT?

“Smoke, why not?” is a campaign directed towards changing the social view of smoking. The campaign’s main goal is to normalize smoking among people and push it subconsciously by idealizing the image of a smoker, selling not a cigarette but a lifestyle. The campaign promotes the picture of smoking by using vibrant posters, well known actors, opening smoke bars for the people to socialize and smoke with each other. Placing cigarettes in vending machines, allowing smoking in public spaces will allow people to change their idea of it.

Smoking in cinema is a tool to make a character often being viewed as stronger and more independent. It’s an extension of the personality, making them seem to care more about themselves than others, which is the main factor why smoking is viewed as “cool” by the younger audience.

Alcohol is a social norm, drinking is viewed as a tool to help people connect with each other. “Smoke , why not?” push smoking towards the same direction. By opening “Smoke Pubs” people would be able to socialize and spend their free time with each other, smoking instead of drinking. Creating “Cigarette Vending Machines” more people would have easier access to cigarettes: on bus stops far from the nearest city, or under late hours of the night.

The campaign “Smoke, why not?” has been created as a study to examine how easy it is to change the social behaviour towards something deeply unhealthy, by ignoring the health issues and idealizing the image of a lifestyle which comes with it. Smoking is deadly, some viewers might find the following content disturbing, so viewer discretion is advised.

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Cigarette Machines



By placing Cigarette Vending Machines in various places around the country, we give the people easier access to cigarettes. Simply by standing next to one of those machines, an individual would be given a suggestion to buy cigarettes. It would give them the idea that the long wait could be more pleasant.

By placing them around the city would give the people access to cigarettes 24/7. People coming back home late at night could buy a pack simply on their way home, not having to worry that the nearest shop or gas station would be closed. People on their way to parties could stop by and buy quickly, construction workers would be able to buy them on their break etc.

The machine would of course have an identification system to prevent underage smoking.

Cinematography

For smoking to be viewed as a lifestyle choice instead of a health risk, the cinema is a great way to promote this idea. Smoking in movies was always a tool for the creator to shape a character in a specific way. It's often used to make a character look more independent, which, specifically among young people, is viewed as cool. Making a certain character smoke on screen is a perfect device to subtly change how people view smoking. Many great characters rely on smoking, since it's an extension of their personality, making them unforgettable.

Many people with various backgrounds and in different ages tend to look up to famous actors, willing to become one of them and live a similar lifestyle. They idolize them by watching movies with them playing an important character. The cinematic masterpieces shape our culture, which makes the cinema a great place to push the normalization of smoking.



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