

## RADIO

**Client:** Make Smoking History

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**Job No:** CCMS

**Date:** 7<sup>th</sup> September 2020

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**Description:** Wave 54 - 30 seconds - C

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Next time you say, can I have a packet of whatever brand you smoke.

Next time you say I'm going outside for a cigarette

Or next time you say I'm gonna quit soon.

Think about having to say everything for the rest of your life.... sounding like this.....

Because you had to have your voicebox removed.

Smoking can take away a lot before it kills.

As soon as you possibly can.....

Make smoking history.