*NHS* Antismoking

***Meaning Of The Advert***

This advert focuses on a man after a phone call and a fish hook is used to drag the man to the floor to outside where he smokes a cigarette and in the advert and useful says that the average person smokes over 5000 cigarettes per year.

***Why did the advert get removed or banned***

Most complainants objected that the images of people with hooks in their faces used in the poster and TV campaign were offensive, frightening and distressing - particularly to children.

The ASA decided that although the posters contained shocking images they had the worthwhile purpose of discouraging smoking.

However, the ASA noted that the ads appeared in places where they could easily be seen by children and breached the advertising code for causing fear and distress to children.

Likewise, the ASA ruled that the TV ads were likely to be seen by older children and considered that the BACC's ex-kids restriction was insufficient and that the ads breached the code.

The TV ads did have an timing restrictions to avoid child viewers and the BACC had been aware of the potential to scare children. However, the ASA decided that despite the fact the TV ads and posters highlight the perils of smoking, they were likely to frighten and distress children.

And that’s why the advert got removed and during the time it had been on air it had over 774 complaints made to the ASA alone

***My Opinion On This Advert***

I understand why this advert was removed now this advert was a government and an NHS campaign and was targeted to adults that smoke to ask them to stop but I think they didn’t realize it may frighten children and went ahead with the hooked campaign without realizing the harm it might of caused and I agree with the asa with the removal of this advert the hooked advert was wrong and shouldn’t of been made in the first place I think the government did wrong there at the time by doing this campaign.

***Mcdonald’s dead dad advert***

This advert was removed by mcdonalds due to the fact that the advert was quite close to father’s day and a hundred complaints were made to the advertising standards agency and the advert was critisised by a child bereavement charity regarding the advert this led to mcdonalds removing the advert and apologizing to anyone who it may of caused upset to anyway the advert is about a boy who asks his mother about what was his dad was like and they walk and talk about him before reaching mcdonalds where the boy gets his dads favourite burger the fillet of fish and the mum says that was your dad favourite too before the advert ends.