



2000
Bodybags



How do you fight an act
of rebellion like smoking?

Use more rebellion.

Since 2000, the **truth**® campaign has hit Big Tobacco where it hurts most— with its own words. It's why **truth**® has been proven to keep teens from smoking, and won numerous awards. See for yourself.

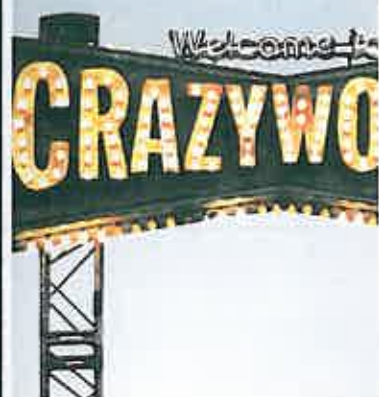


 **truth® Gear**



Each summer, **truth®** produces iconic, fashionable items — “gear” — that teens want to wear and want to use. All items have a **truth®** message or tobacco-related fact. Working with graphic artists like Dave Kinsey, Friends With You, Jéssper, Struggle Int., and typeStereo, **truth®** is able to create a line of gear that teens can identify with and be proud to wear.

2003
Crazyworld



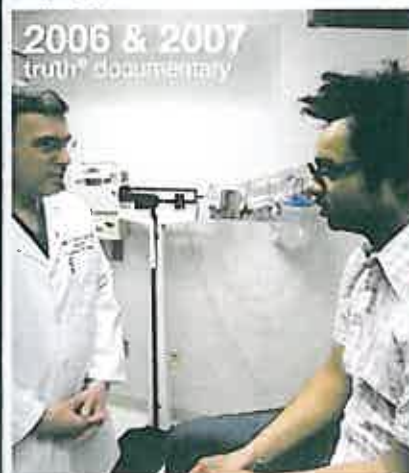
2004
Connect truth®



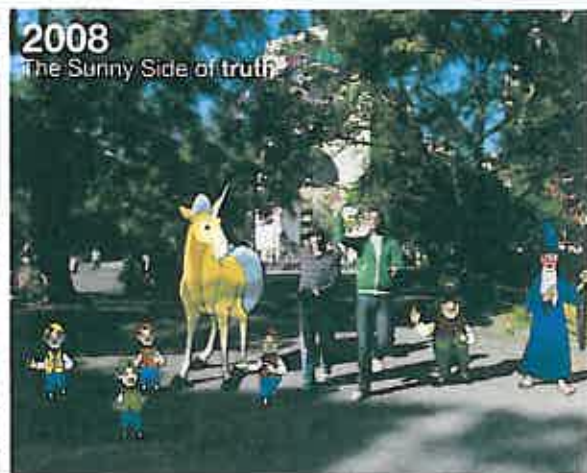
2004
Seek truth®

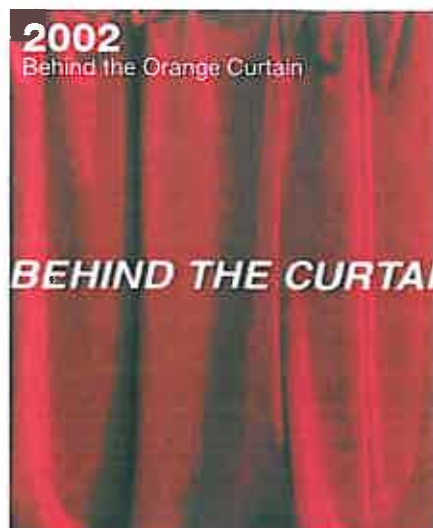


2006 & 2007
truth® documentary



2008
The Sunny Side of truth®







The **truth**[®] campaign is everywhere in youth media — on television, at thetruth.com Web site, and on social networking sites. The fun, interactive and relevant-to-teens Web site, thetruth.com, allows teens to engage with **truth**[®] on their own terms. The site features games, messaging systems and information that can be forwarded to friends — allowing important **truth**[®] messages to spread quickly and effectively through the teen community.



THE MORE INFECTIONS
YOU SPREAD THE MORE
THIS PUPPY GROWS



 **truth® Truck**

A summer tour travels across the country, allowing teens to engage firsthand with the **truth®** campaign. Signature **truth®** trucks rigged with DJ decks, video monitors and gaming systems allow teens to speak and interact with **truth®** crew members at popular events where teens gather. Each tour stop features impromptu rap sessions, in-in freestyle demos and giveaways of popular **truth®** gear. All activities are designed to educate teens about the health and social consequences of tobacco use, and the marketing tactics of the tobacco industry.