

WHO Anti-Smoking ad film script

TITLE: Smoking takes more than just your breath away.
LENGTH: 55seconds

FADE IN:
ON SCREEN TIMER:
00:00

INT. KITCHEN - DAY

A woman in her 80s stands behind a birthday cake. Laughter and the voices of her family singing happy birthday echoes around her.

GRANDCHILD
Make a wish, Grandma!

She smiles, breathes in, and blows out the candles.
Cake reads: *Happy 80th!*

CAMERA PULLS BACK - TIME REWINDS

INT. KITCHEN - EVENING (HER 70s)
She's baking with her grandkids.

GRANDCHILD
Nonna, can I stir?

She hands over the spoon. The child stirs aggressively and splashes the flour about. She laughs it off.

EXT. MOUNTAINTOP - DAY (HER 60s)
Wind howls. She stands at the summit with a friend, breathing heavy.

FRIEND
Looks like we've still got it.

INT. RESTAURANT - NIGHT (HER 50s)
She clinks glasses with a group of friends around a table of empty dishes.

HER (laughing)
Okay, okay, one more glass won't hurt! Maybe.

INT. KITCHEN - MORNING (HER 40s)

She dances in the kitchen with her partner. She fumbles and steps on his foot.

PARTNER

You're terrible at this.

HER

You're worse.

INT. BEDROOM - NIGHT (HER 30s)

She cradles a newborn in her arms sitting next to a cot.

HER

Hi, you. I'm your mum.

EX. BAR TERRACE - NIGHT (HER 20s)

She's laughing and drinking with friends at an outdoor table on a warm evening and one of her friends offers her a cigarette.

FRIEND

You wanna try?

HER

Go on, one drag can't hurt.

TIMER REWINDING, THEN ABRUPT HALT

The sound of an old tape wiring backwards. The timer stops at 70:00.

A sharp crashing sound.

ON SCREEN TEXT:

-10 YEARS

CUT TO BLACK.

ON SCREEN TEXT:

Smoking takes away more than just your breath.

Quit now. Take your 10 years of your life back.

WHO logo
Campaign URL