



Tobacco use killed 100 million people worldwide in the 20th century and is expected to kill one billion people in the 21st, according to the World Health Organization.

Instead of going after the product, let's go after the producers: Philip Morris, British American Tobacco and R.J. Reynolds. In conjunction with mega-agencies like Leo Burnett, these companies continue to aggressively advertise, promote and market their deadly product to young people world wide, despite the human cost.