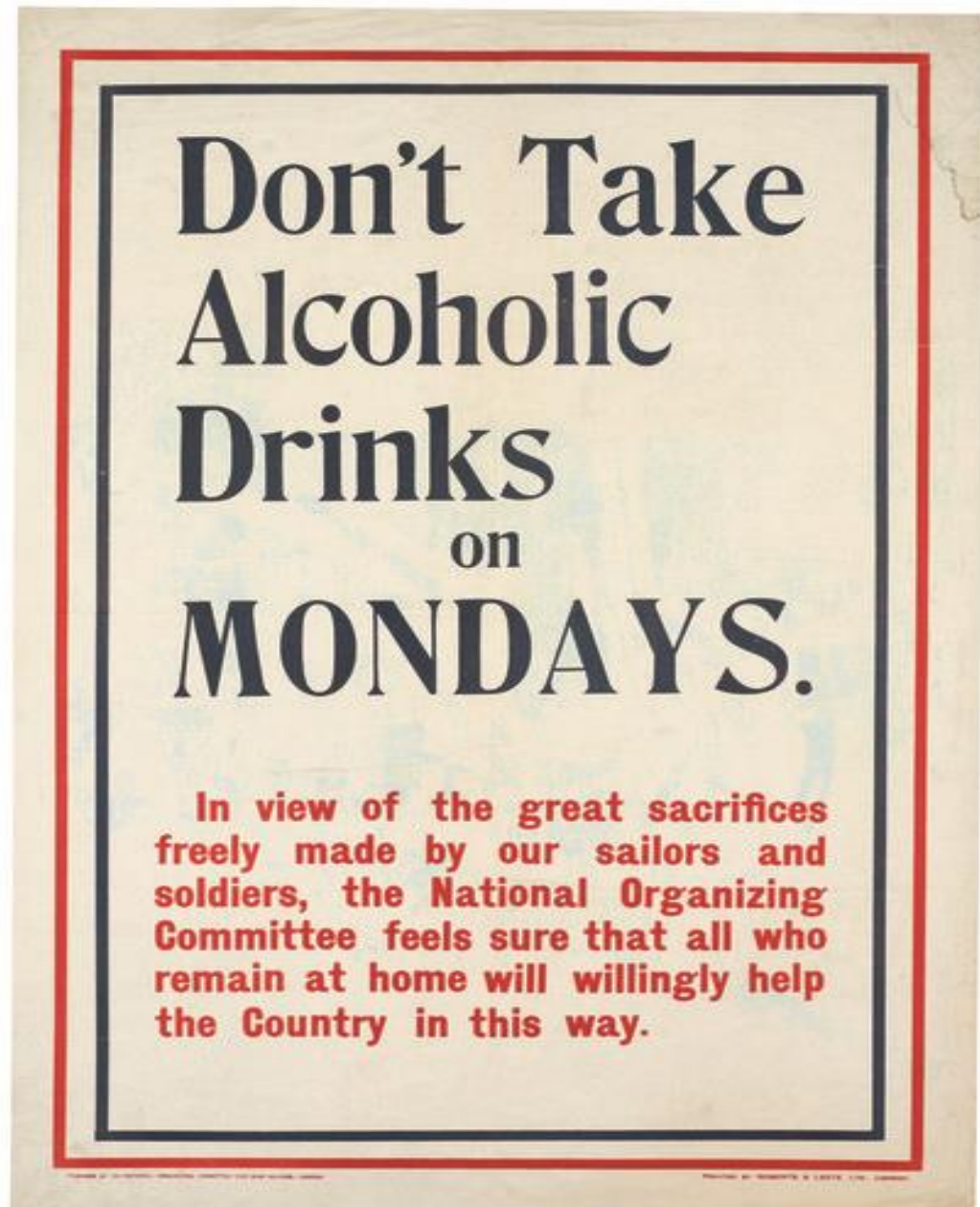
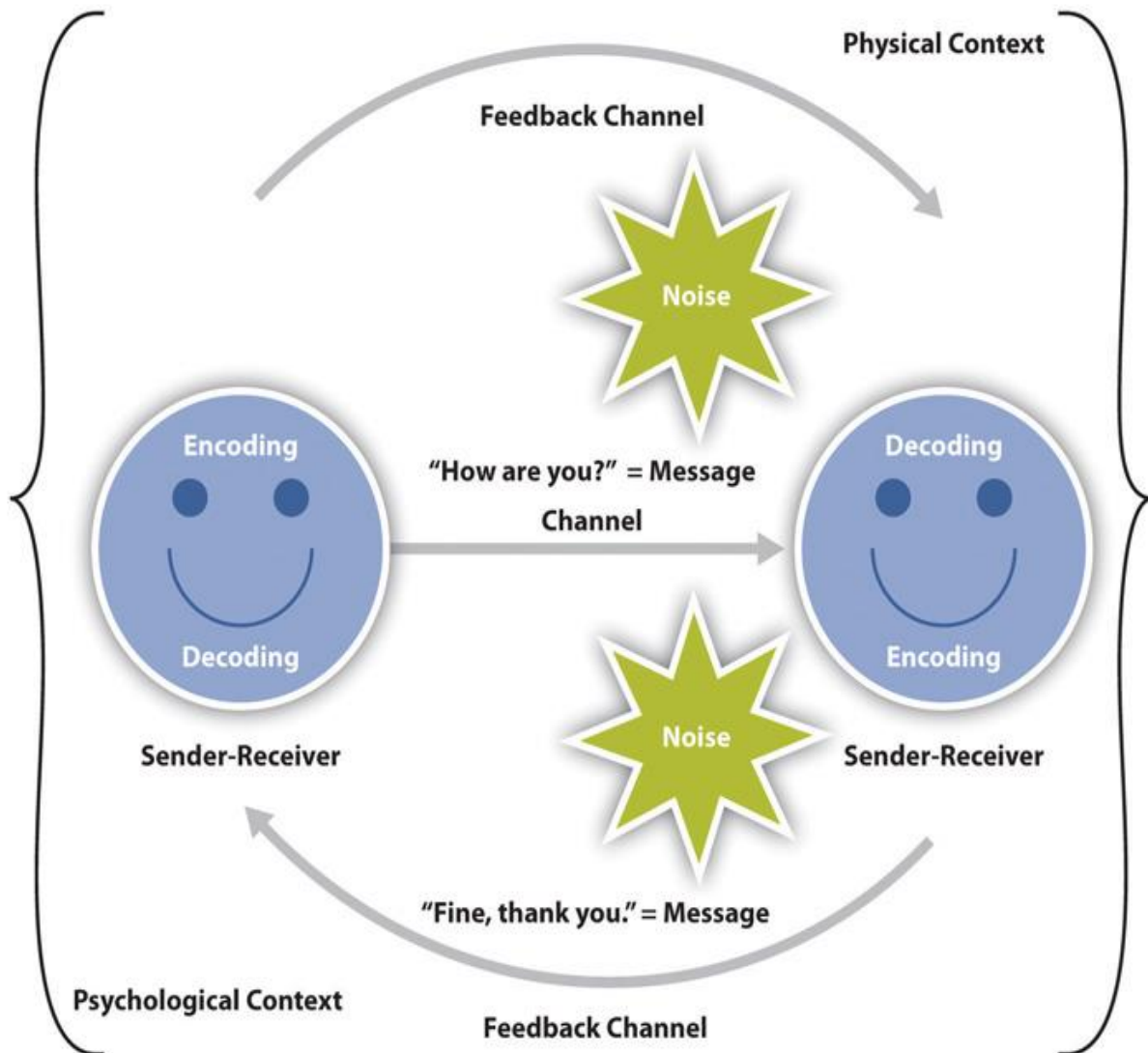
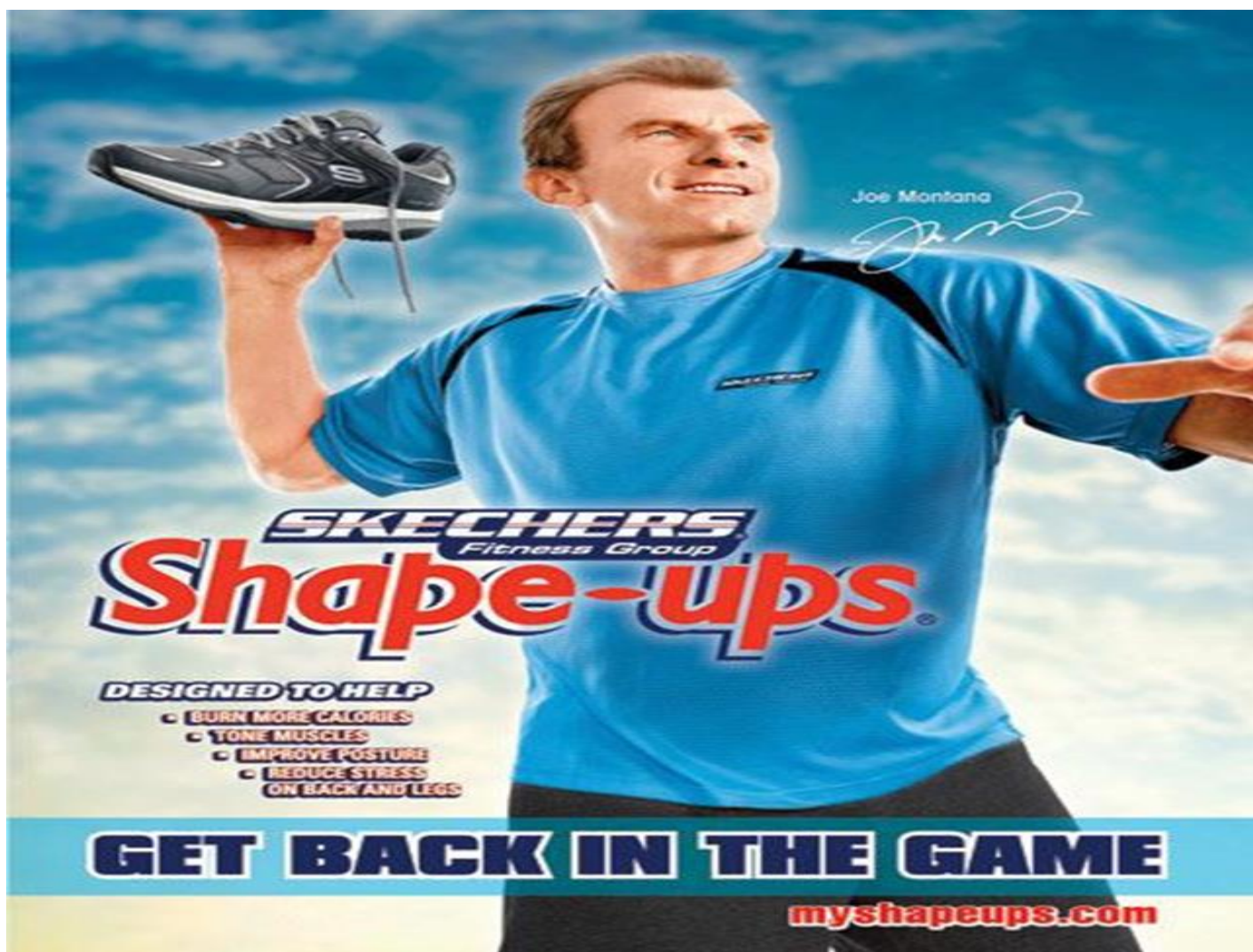


Example of propaganda communication



Example of a communication using the two steps flow strategy





Joe Montana

**SKECHERS**  
Fitness Group

**Shape-ups®**

**DESIGNED TO HELP**

- BURN MORE CALORIES
- TONE MUSCLES
- IMPROVE POSTURE
- REDUCE STRESS ON BACK AND LEGS

**GET BACK IN THE GAME**

[myshapeups.com](http://myshapeups.com)

## Example of communication targeting to young women

She wants to be  
just like you, mom.



Everyone has the  
opportunity to make  
a difference in a  
girl's self-esteem.



Imagine a world where  
beauty is a source of  
confidence, not anxiety.



*Dove.*  
  
*Movement*  
for Self-Esteem



May 2016 Volume 25 Issue 3

# TOBACCO CONTROL

**GET READY FOR  
PLAIN PACKAGING**

No logos, colours, brand images or promotional information

Pack surfaces in a standard colour

Brand and product names in a standard colour and font

Graphic health warnings used in conjunction with plain packaging

- Reduce attractiveness of tobacco packaging
- Eliminate tobacco advertising and promotion
- Limit deceptive tobacco packaging
- Increase effectiveness of tobacco health warnings

World Health Organization

**31MAY: WORLD NOTOBACCO DAY**  
[www.who.int/world-no-tobacco-day](http://www.who.int/world-no-tobacco-day) #NoTobacco