

○ Main activities of anti-smoking campaign in 2011

1. During the first half (one via national TV networks)

- raise an issue of smoking in the public places by asking questions

"May I smoke here?" against the backdrop of major public places^{*}

- * such as large avenues, underground parking lots, entrance of subway stations, crosswalks, parks, etc.

2. During the second half (four via national TV networks and two via online)

- deliver a message of through episodes of everyday life
- show a scene where a target group smokes in various public places, with an aim of deliver a message in an ironic manner that non-smoking in public places is an etiquette