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**Stop adverts
fuelling the
climate
emergency**

"I'm going to grow
a hundred
years old!"

...and possibly she may—for the amazing strides of
medical science have added years to life expectancy

• It's a fact—a warm, wonderful
fact—that this five-year-old child,
or your own child, has a life ex-
pectancy almost a whole decade
longer than was her mother's, and
a good 18 to 20 years longer than
that of her grandmother. Not only

the expectation of a longer life, but
of a life by far healthier.

Thank medical science for that.
Thank your doctor and thousands
like him... taking carefully...
that you and yours may enjoy a
longer, better life.



According to a recent Nationwide survey:

More Doctors smoke Camels
than any other cigarette!

NOT ONE but three outstanding independent re-
search organizations conducted this survey. And
they rated not just a few thousand, but 112,257, doc-
tors from coast to coast to name the cigarette they
themselves preferred to smoke.

Answers came in by the thousands... from general
physicians, dermatologists, surgeons, nose and throat
specialists, too. The most favored brand was Camel.

If you are not now smoking Camels, try them. Let
your "T-Zone" tell you (see right).

© 1954 American Tobacco Co., Winston-Salem, N.C.

CAMELS *Crestline
Tobacco*



THE "T-ZONE" TEST WILL TELL YOU



The "T-Zone"—T for
throat and T for throat
—is your own guiding
ground for any cigar-
ette. Only your throat
and throat can decide
which cigarette tastes
best to you... how it
affects your throat.

badvertising

Viceroy
FILTER
the Smoke!

As your Dentist,
I would recommend
VICEROYS

VICEROY
Filter Tip
CIGARETTES



badvertising



badvertising

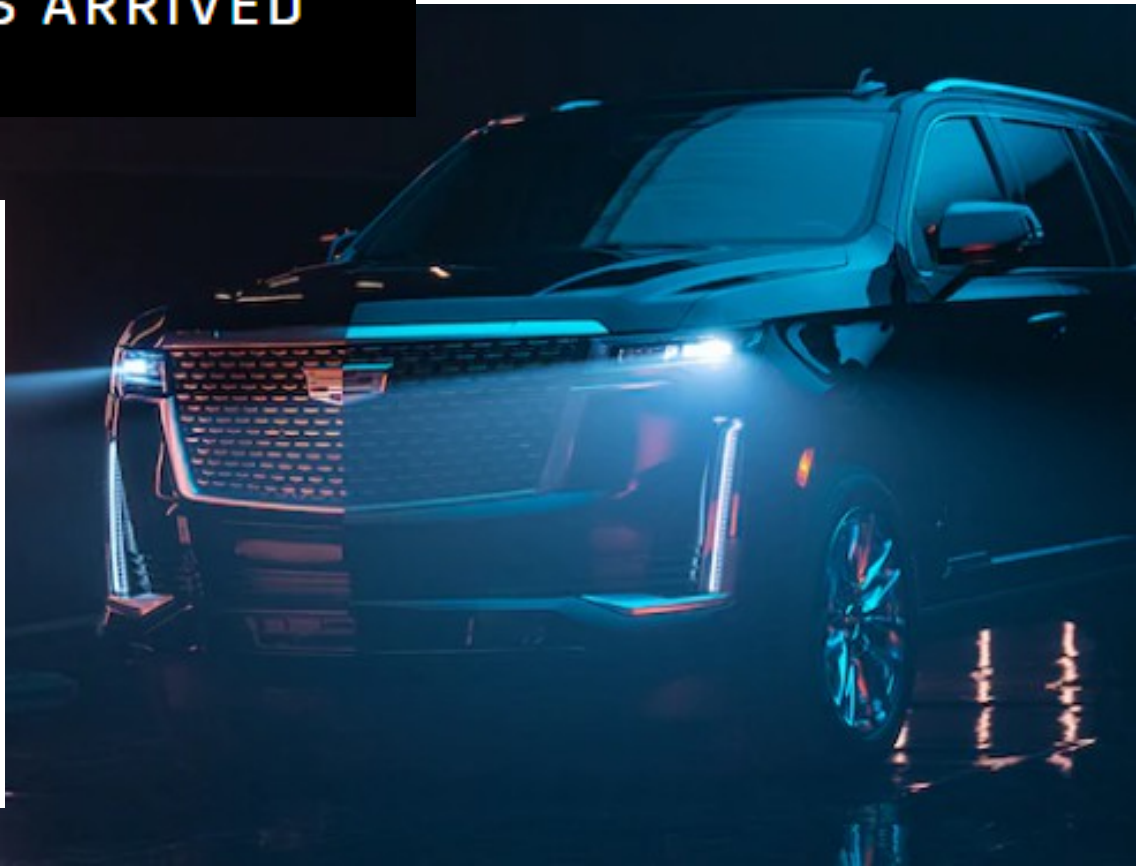
TECHNOLOGY

THE FUTURE HAS ARRIVED



Andrew J. Hawkins
@andyjayhawk

I'm testing out the 2021 Cadillac Escalade this week, and i can't get over how dangerously huge this vehicle is. This is so unnecessary.



badvertising

badvertising

Smoking out the climate

Lessons from the advertising ban on tobacco for tackling the climate emergency



badvertising

Upselling Smoke

The case to end advertising of the largest, most polluting new cars





badvertising



badvertising



Stand against SUV advertising

We banned tobacco advertising because smoking kills. Now it's time to put a stop to the promotion of highly polluting Sports Utility Vehicles (SUVs).

Over the past ten years, car manufacturers have shifted away from advertising family cars towards pushing ever bigger, more polluting – but much more profitable – SUVs. As a result, more and more people are buying these dirtier vehicles. This needs to stop.

- 1. SUVs bring us closer to climate chaos.** SUVs emit an average of 25% more CO2 than a medium-sized car and they are now the second highest cause of global emissions rise. Let's stop promoting these highly polluting vehicles.
- 2. SUVs are dangerous.** Compared to normal-sized cars, SUVs are deadlier when involved in collisions with pedestrians. So while SUV adverts promote these vehicles as the ultimate protection against the dangers of the road, they miss the point – every new SUV makes its owner feel safer by making our streets more dangerous for everyone else.
- 3. SUVs take up an unfair amount of space.** Many SUVs don't even fit in a standard parking space. With lockdown easing, now more than ever before, public space is at a premium. We all need space for socially-distanced walking and cycling options.

If we want to encourage cleaner, healthier transport and travel, it's time to end advertisements promoting big, polluting SUVs. Are you with us?

7,224

**Help us reach our target of
10,000 signatures!**

Email*

First name*

Last name*

Postcode*

Be part of the campaign to tackle the climate crisis.

If you click yes you'll join the team that's taking meaningful action and offering inspiring solutions to tackle climate change. We'll keep you updated by email about all of our campaigns, fundraising and events – and you can opt out whenever you like. *

☐

Yes

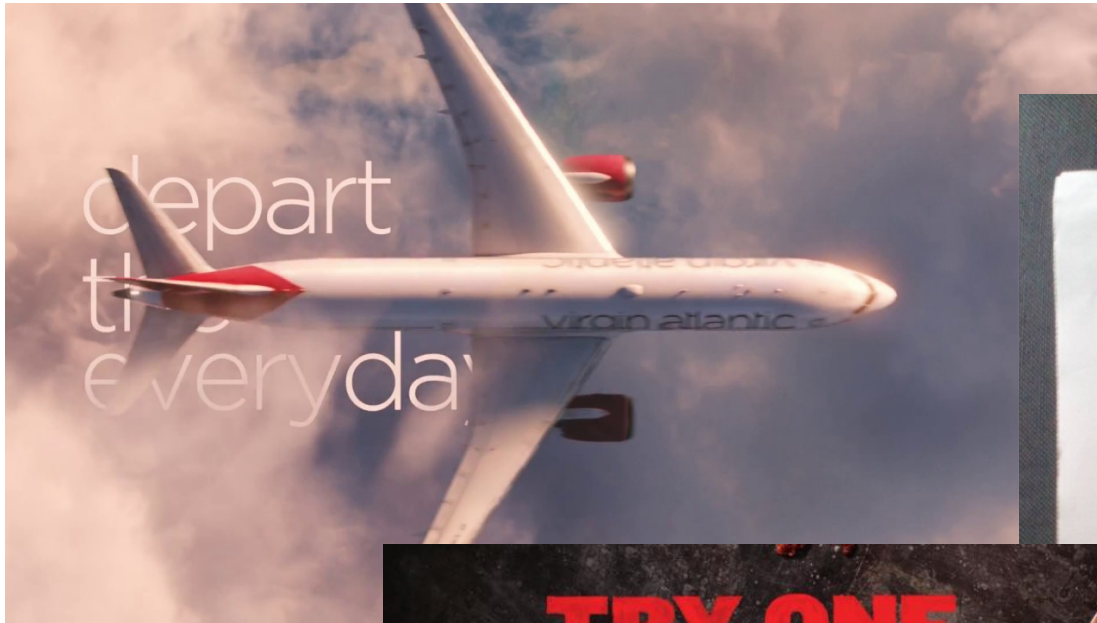
☐

No

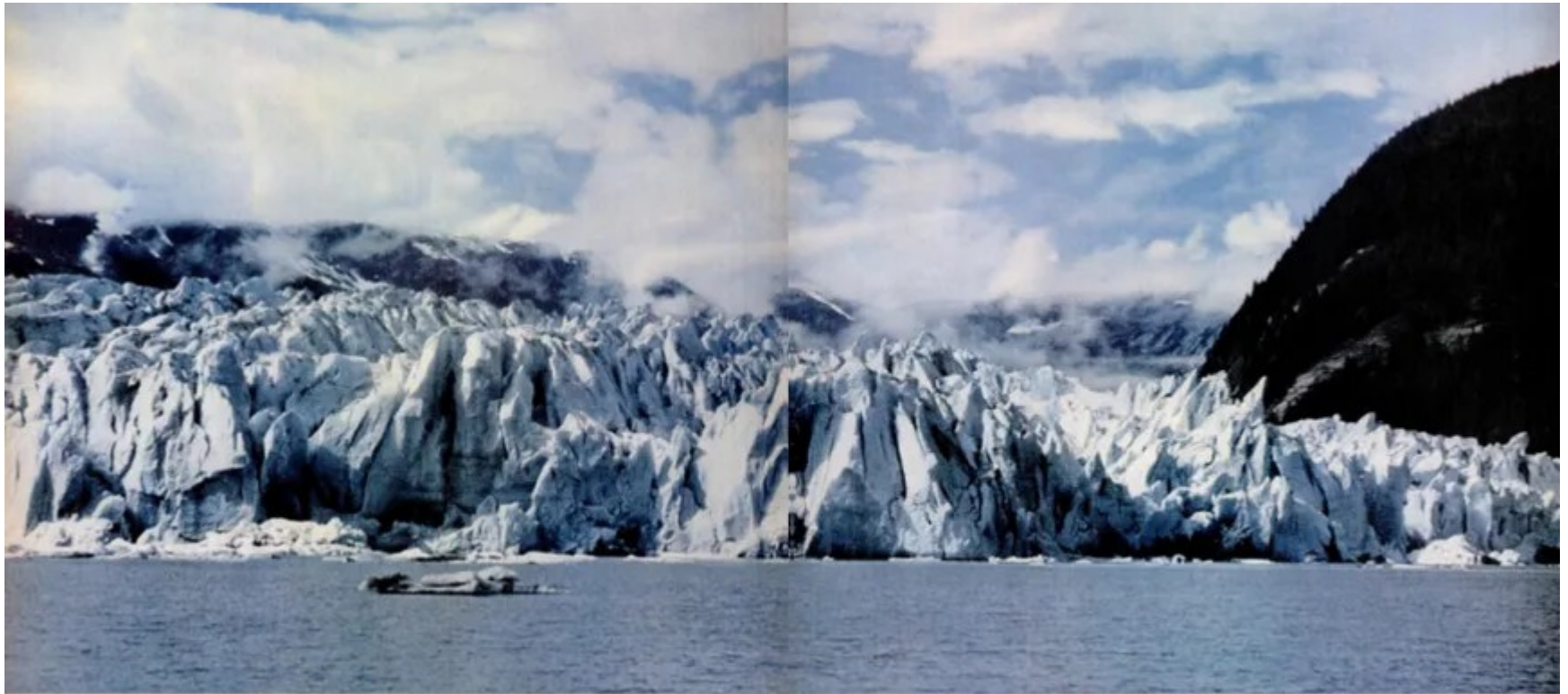
Sign Petition

* denotes required field

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THIS GLACIER, ALASKA, IS A REMnant OF THE STRETCHING 470 MILES LONG. YET THE PETROLEUM ENERGY HUMBLE SUPPLIES AMERICA COULD MELT IT AT THE RATE OF 7 MILLION TONS A DAY!

EACH DAY HUMBLE SUPPLIES ENOUGH *ENERGY* TO MELT 7 MILLION TONS OF GLACIER!

This giant glacier has remained unmelted for centuries. Yet, the petroleum energy Humble supplies—if converted into heat—could melt it at the rate of 80 tons each second! To meet the nation's growing needs for energy, Humble has applied science to nature's resources to become America's Leading Energy Company.

badvertising

**We invest today's profits
in tomorrow's solutions**

The challenge of the 21st century is to meet the growing need for energy in ways that are not only profitable but sustainable. As our 2007 results show, we're investing heavily in new technology and assets to safeguard the interests of our shareholders and future generations. In Canada we're harnessing our global network of technical and financial expertise to unlock the potential of the vast Canadian oil sands deposit. In the USA we're helping to build what will be the nation's largest refinery. And we're exploring a new generation of biofuels made from non-food sources. Difficult, yes. Impossible, no.

For more details on our 2007 results: www.shell.com/investor



 Back in July, 2000, British Petroleum launched a high-profile, \$200 million public relations ad campaign designed by Ogilvy & Mather to position the company as environmentally-friendly. The company introduced a new slogan, "Beyond Petroleum," and changed its 70 year-old, shield-style logo to a new, cheerful green and yellow sunburst. To many, the "Beyond Petroleum" campaign has always been ludicrous. After all, not only did it pitch BP's smallest energy sector while ignoring its major one, but BP's investment in extractive oil operations dwarfed its investment in renewable energy. BP spent a mere \$45 million in 1999 to buy a solar energy company called Solarex -- a microscopic acquisition compared to the \$26.5 billion it invested to buy ARCO to expand its oil drilling portfolio. BP



LET'S KEEP THE LIGHTS
ON WHEN SHE'S YOUR AGE.

What sort of world will little get grow up in? Many experts agree that it will be a more environmentally more energy-rich one. There are clearly some billion people on our planet. And the kindest is that there will be around two billion more by 2050. So I think going to keep the lights on for her, we will need to look at every possible energy source. At that we're exploring a broad mix of energies. While making our built and transport more advanced and more efficient has helped. With our progress in built, while also producing advanced, a hybrid model from renewable energy came. And while delivering natural gas to new countries than any other energy company. When used to generate electricity, natural gas emits around half the CO₂s of coal. It's broader the world's energy mix.



LET'S GO.

Search: Shell Let's Go
 Looking for a lot to do, check out
 Shell's Let's Go from your app store and
 join your phone to make it the art.



WHAT IF OUR SHOES COULD CHARGE OUR PHONES?



**A BRIGHT
FUTURE
BEGINS NOW**

SHELL SOLAR INTO SCHOOL PROJECT LAUNCH



The background image for the section header is a close-up, slightly blurred photograph of a person's hand holding a blue pen, writing on a document. The document has some faint, illegible text and lines. The overall tone of the image is muted and professional.

Write to your local councillor

Many local authorities have declared a climate emergency.
Councils have the opportunity to adopt 'Low Carbon
Advertising Policies' as part of these efforts towards lowering
emissions.

badvertising



ADS
REMOVALS
MOVING YOUR WORLD
Local, International,
European Movers & Storage