

TITLE OF INFORMATION COLLECTION: Qualitative Research to Design Advertising to Encourage Quitting Among Adult Cigarette Smokers (General Population)





**EVERY TIME
YOU PUT OUT
A CIGARETTE IS
A NEW CHANCE
TO TRY
QUITTING AGAIN.**

Quitting smoking takes practice.
Try again today at EveryTryCounts.gov.

**EVERY
TRY
COUNTS** 






**YOU DIDN'T
FAIL AT
QUITTING,
YOU JUST
HAVEN'T
FINISHED
THE PROCESS.**

With each quit, you learn more
about what works for you
and get closer to quitting for good.
Keep going at EveryTryCounts.gov.

**EVERY
TRY
COUNTS**™





**IF AT FIRST
YOU DON'T
SUCCEED,
TRY, TRY, TRY,
TRY AGAIN.**

It takes most smokers several attempts to quit smoking for good. Get started today at EveryTryCounts.gov.

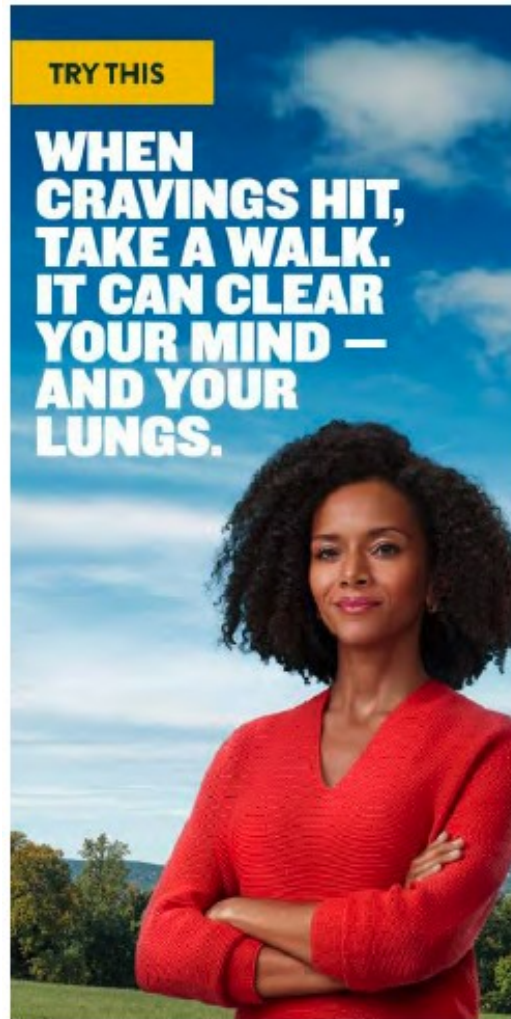
**EVERY
TRY
COUNTS** 



HMM, HOW ABOUT GUM INSTEAD OF CIGARETTES?

If you're chewing that over, it's a sign you're ready to try quitting. Every quit attempt gets you closer to becoming a non-smoker, so take a small step today. Start moving in a healthier direction at EveryTryCounts.gov.





**GOT A CRAVING?
KEEP YOUR
FINGERS BUSY
BY TYPING:**

EveryTryCounts.gov.

**EVERY
TRY
COUNTS**

The advertisement features a woman with long brown hair wearing a purple sweater, standing against a blue sky with clouds. In the background, there is a scenic view of a lake and mountains. The text is prominently displayed in white and black. The logo includes a graphic of a lit cigarette with smoke rising from it.

