

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

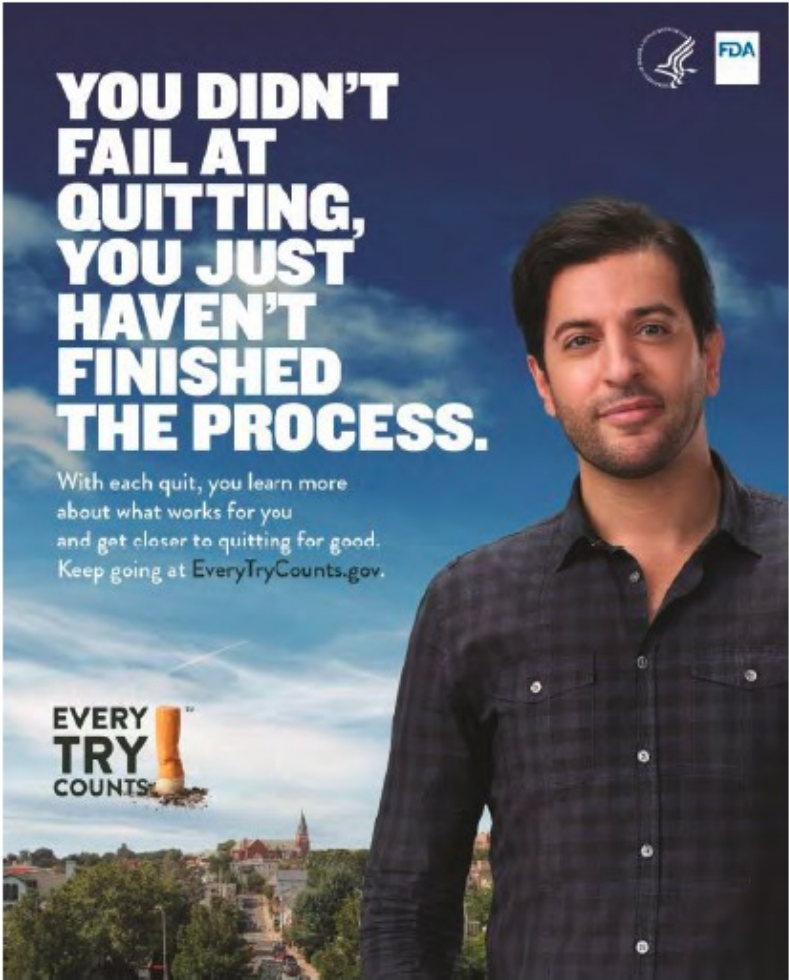


**EVERY TIME  
YOU PUT OUT  
A CIGARETTE IS  
A NEW CHANCE  
TO TRY  
QUITTING AGAIN.**

Quitting smoking takes practice.  
Try again today at [EveryTryCounts.gov](http://EveryTryCounts.gov).

**EVERY  
TRY  
COUNTS**


The advertisement features a man with curly hair and a beard, wearing a grey and black t-shirt, standing with his arms crossed against a scenic background of a lake and hills. In the top right corner, there are logos for the Department of Health and Human Services (HHS) and the Food and Drug Administration (FDA). In the bottom left, the 'Every Try Counts' logo is displayed, which includes a graphic of a lit cigarette with smoke rising from it.



**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](http://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](http://EveryTryCounts.gov).

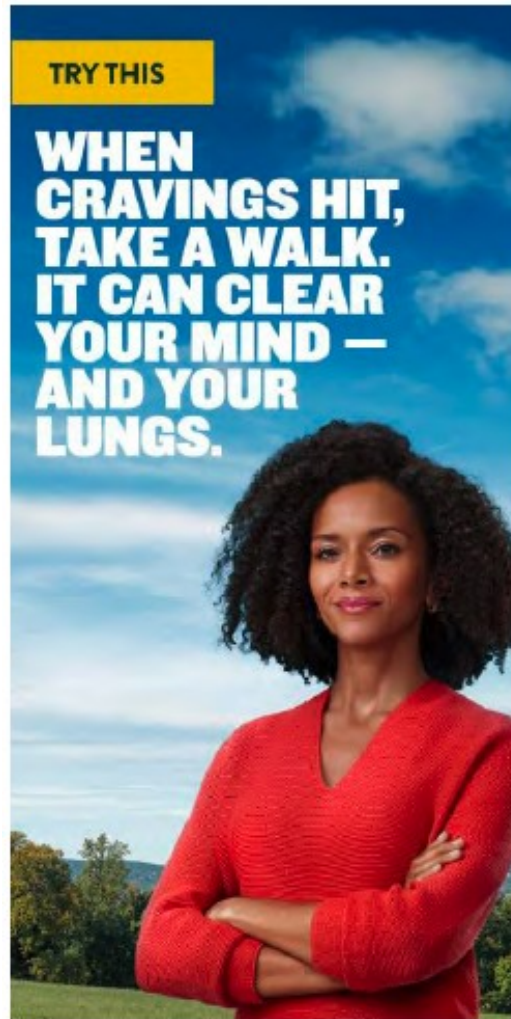
**EVERY  
TRY  
COUNTS** 



# 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](http://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.

