

For Immediate Release

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### *DiMassimo Brand Advertising Takes An Extremely Blunt Approach In A Pro-Bono Campaign for Anti-Smoking*

DiMassimo Brand Advertising has realized that in order to get through to people today you must speak in their language, even if it's not the most proper. In a new pro-bono advertisement for Citizens for a Smoke-Free America, DiMassimo has put to test the old saying, "Would you kiss your mother with that mouth?"

The campaign for Citizens for a Smoke-Free America asks the question – "If the tobacco companies can lie, then why can't we?" In a television spot, which was directed by DiMassimo Creative Director, Brendan Donovan, the viewer is placed in the middle of a conversation between three men: one smoker and two non-smokers. The non-smokers are explaining to the smoker that smoking has an affect on men's erectile tissue. After a short back-and-forth exchange, the smoker finally asks, "What are you saying?" His non-smoker friend looks at him and says, "Smoking shrinks your dick." The TV commercial, which has already passed initial network screening, will begin appearing on MTV and CNN next month. A poster campaign will follow the TV spot in New York City later this fall.

"Most anti-smoking advertising is awful and ineffective," explained Mark DiMassimo, president of DiMassimo Brand Advertising. "We've decided to do something about it."

Credits for the advertising campaign include: written by Tina Hall and Brendan Donovan; directed by Brendan Donovan; designed by David Carson and Brendan Donovan.

With offices in New York and San Francisco, DiMassimo was founded in 1996 by president and creative director Mark DiMassimo. Clients include The Plaza Hotel, Gateway Computers, MasterCard and Kozmo.com.

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Mark DiMassimo, president of DiMassimo Brand Advertising, is available for interviews.

Copies of all advertisements are available upon request.