The “Birth” of a Poster — From Concept to Final

When conceiving this poster, we thought let’s do something with a dragon quitting smoking. If you think about it, it’s really kind of odd for humans to “smoke.” It makes more sense if dragons smoke; it’s more natural for them because they’re a fire-breathing species. By the way, we know dragons are fictional characters. Work with us here.

Why amusing illustrations? Why health? Why now?

Hope Health characters have supported educational health and wellness content for more than 30 years. Simply put — cartoons are effective and needed. They can deliver messages in ways that connect to, get through to, and stick with anyone, anywhere.

Cartoon characters can:
- Be naïve, outrageous, endearing, cunning, and approachable.
- Span time periods, and exaggerate to the point of the ridiculous.
- Change our perspectives, change our minds and change our lives. And they accomplish it without being offensive. We can laugh at ourselves and our own behaviors through the truth the images reveal.

Why health? Why now?

Item #501
Wow! She’s hot ever since she stopped smoking.

Tah Dah... the finished poster!
Colorful, funny, with a message that works!