

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.

How about if we put her in a dressing room like a Broadway star might use?
That's looking better!

Now, how do we know she smoked other than the caption? Let's put some stuff around her to bring in the smoking.

This is looking good!
Somebody else has to be in the room & be perceived as making the statement in the caption. How about 2 birds?

Maybe one of them just quit smoking and other dragons are admiring that achievement? Here's what the artist came back with.



The second take is better. But she needs to be doing something in her daily life. Maybe waiting to cross the street?

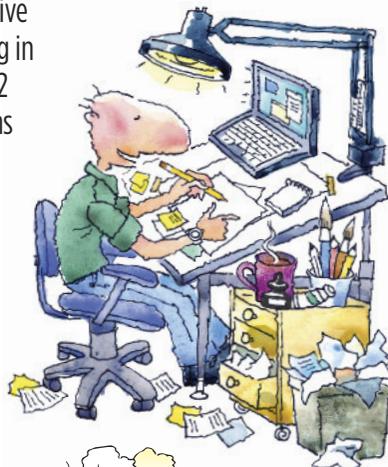


OK, the moat draw bridge is cute — but we still have 2 creepy dragons following her.



Oh no!
We made the star an attractive female looking in a mirror with 2 creepy dragons checking her out.

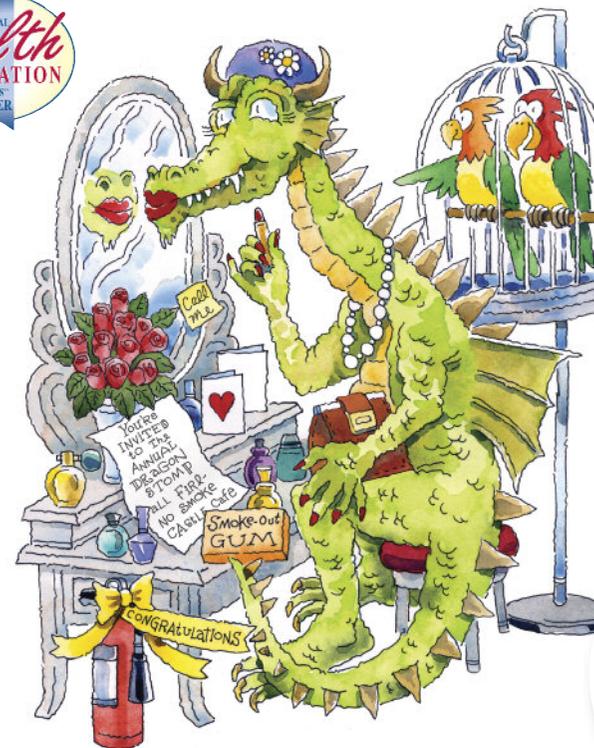
Why amusing illustrations?
Why health? Why now?



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.



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

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

Wow! She's hot ever since she stopped smoking.



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