

TV API VOICEOVER SCRIPT (W3C Version)

Topic : **Say No to Heated Tobacco Products and Electronic Cigarettes!**
Version : **English**

W3C: The first scene shows two young ladies reading at a study room. The young lady on the left turns over a book cover; while the young lady on the right uses an electronic reader. The second scene shows a gentleman and a lady buying their coffee at a café. The gentleman on the left takes out a bank note in his wallet; while the lady on the right makes payment by using her digital wallet.

MVO: Electronic products make life easier.

W3C: A bench with backrest sits in the middle of the third scene. A young lady sitting at left-hand side of the bench holds an electronic cigarette; while a young man sitting at right-hand side of the bench holds a heated tobacco product.

MVO: But heated tobacco products and electronic cigarettes release carcinogens.

W3C: Television camera zooms in the heated tobacco product and e-cigarette. Meanwhile, the close-up flips between heated tobacco product, e-cigarette and traditional cigarettes. Then, the screen shows the facial expressions of the young lady and young man. They both look frightened.

MVO: Heated tobacco products and electronic cigarettes that contain nicotine also cause addiction.

W3C: The screen displays a compound of heated tobacco product and e-cigarette. The young lady holds the left-hand side of the compound which is an end of an e-cigarette; while the young man holds the right-hand side of the compound which is an end of a heated tobacco product. Together, they break the compound held in their hands.

MVO: To protect yourself and people close to you,
don't try them!
Not even once!
Visit www.taco.gov.hk for more information.

W3C: In the last scene, superimpositions of "Say no to Heated Tobacco Products and Electronic Cigarettes!" and "web address and logo of Tobacco and Alcohol Control Office, Department of Health" appear.
The TV Announcement in the Public Interest ends.