

Camel

ACTIVATE
FRESHNESS

Rauchen kann tödlich sein.

FRESH PRESS ACTIVATE

PRESS THE FILTER
TO CHANGE
THE TASTE

ACTIVATE FRESHNESS

The advertisement features a large, 3D, blue, translucent 'Camel' logo at the top. Below it, a pack of Camel Activate cigarettes is shown, with a warning label that reads 'Rauchen kann tödlich sein.' (Smoking can be fatal). To the right, a large, stylized cigarette is depicted, with the words 'FRESH', 'PRESS', and 'ACTIVATE' arranged around its filter. The filter itself features a small globe. Below the cigarette, a graphic shows a hand pressing the filter, with the text 'PRESS THE FILTER TO CHANGE THE TASTE'.

Rauchen fügt Ihnen und den Menschen in Ihrer Umgebung erheblichen Schaden zu.