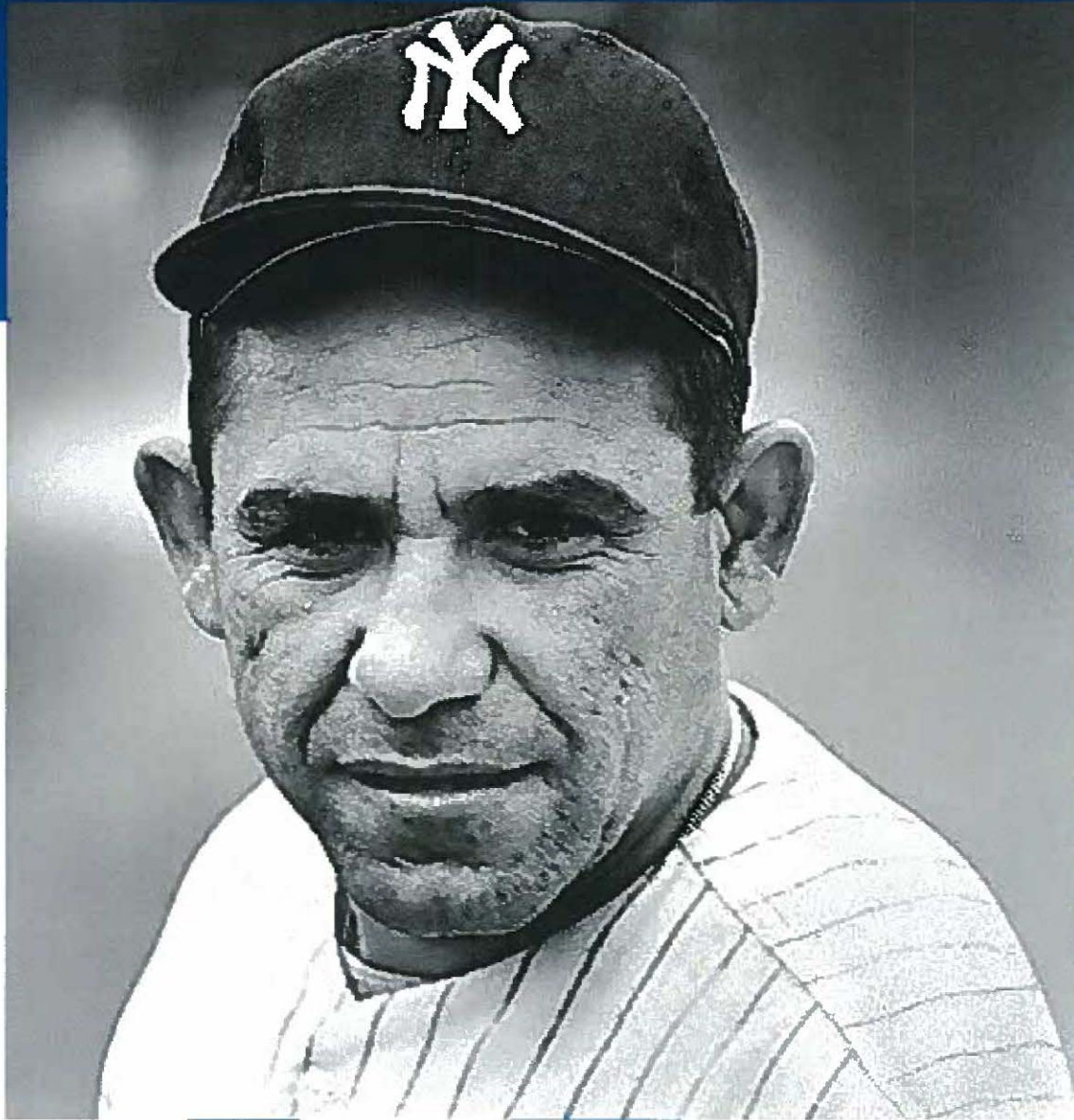


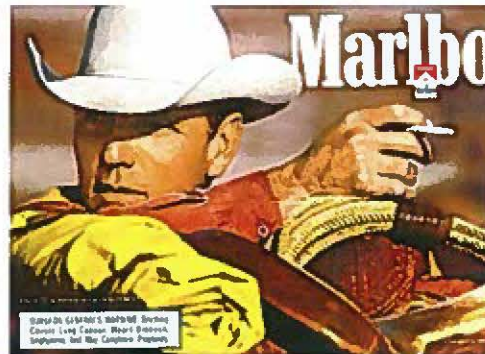
It looks like déjà vu all over again.



# Select examples: E-cigarette ads vs. Cigarette ads



Same message: Switch, don't quit



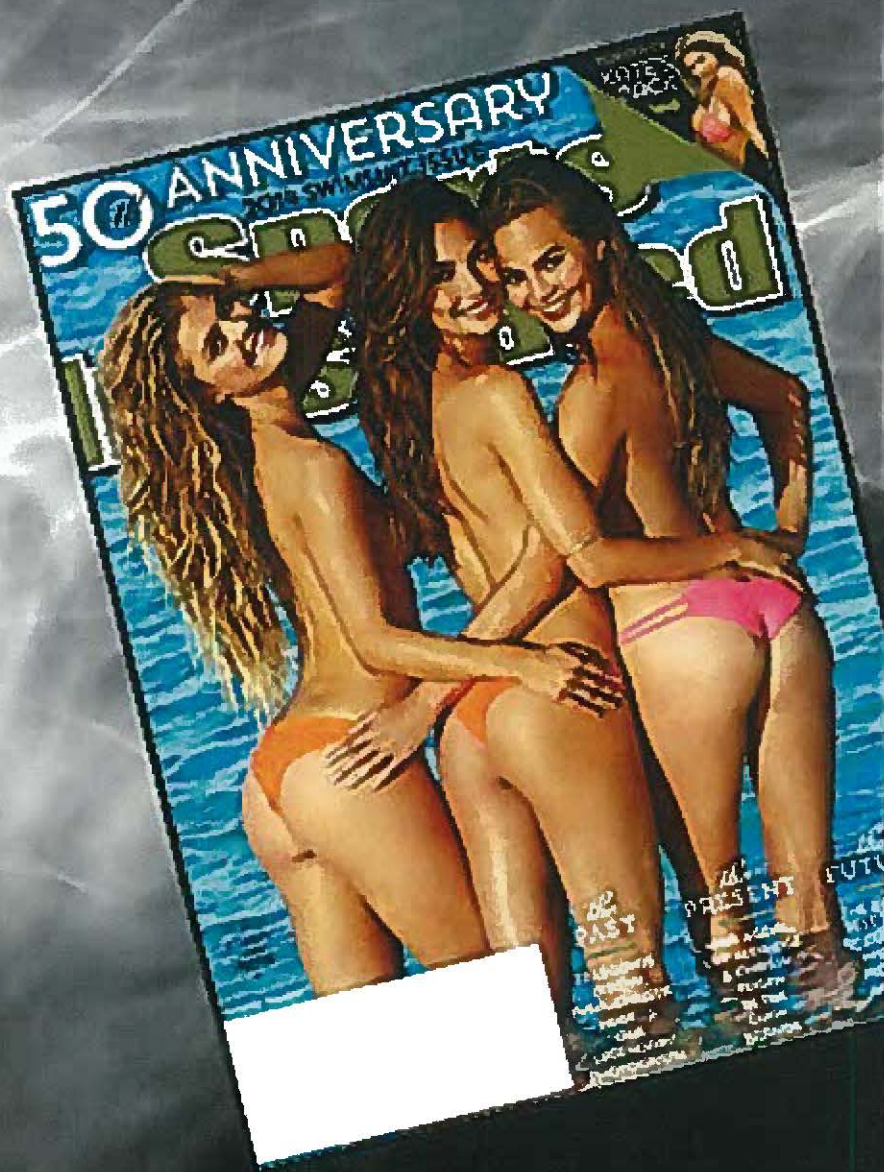
Rugged men and beautiful women







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