

005084

Advertising Death



Picture Description¹⁾

An outdoor advertisement for Pall Mall cigarettes in a wintry scene features a couple caught in the rain with the slogan "Enjoy the Moment" and a health warning.

Analysis¹⁾

This photograph captures a billboard advertisement for Pall Mall cigarettes in a wintry outdoor setting. The billboard features a vibrant advertisement with a blue and textured background, showcasing images of a smiling woman and a man, both appearing to be enjoying the rain. Above them, the text "SCHIETWETTER?" (which translates to "Bad weather") is prominently displayed, followed by the phrase "ENJOY THE MOMENT". Below the images is a pack of Pall Mall cigarettes with a lone cigarette placed atop it. At the bottom of the billboard, a stark warning is written: "Rauchen kann tödlich sein" ("Smoking can be deadly"). The advertisement is framed by a silver metallic structure, standing against a backdrop of trees and bushes covered in frost or snow, enhancing the contrast between the commercial message and the serene, cold natural environment. The composition creates a striking juxtaposition between the advertised product and the cautionary message, framed within the beauty of a winter landscape.

Picture Data

	Type / Size	By	Web Link
Exposure	Digital	Frank Titze	 Frank Titze-art100 - Artwork Data Sheet ID: 005084
Developing	—	—	
Enlarging	—	—	
Scanning	—	—	
Processing	Digital	Frank Titze	
	Exposure	Processing	Published
Dates	01/2017	02/2017	05/2017
	Width	Height	Bits/Color
Original Size	5012 px	5012 px	16
Ratio ca.	1	1	—
Exposure	24x36 mm		
Location	—		
Title (German)	Todes Werbung		

Remarks

¹⁾Text is AI generated - NOT reviewed and/or corrected