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#StubTheHabit This World No Tobacco Day 2017 – Say no to smoking

Say No To Smoking | Orient Electric urges people to #StubTheHabit in its new digital film on World No Tobacco Day 2017

In the world of YOLOs and Carpe Diem's, we are somewhere losing sight of the world we are creating for our future generation. On World No Tobacco Day, [Orient Electric](#) has touched upon a harsh reality of being

implying a new beginning of no smoking.



Good or bad, a habit is very simple to pick up and kids follow what they see their parents or people around them do. Through this digital film, Orient Electric smartly addresses the pertinent issue of smoking and relays the importance of being the right influence for our future generation by saying no to cigarette smoking. The film also resonates well with Orient Electric's positioning of 'Switch to Smart' by urging people to switch to smarter ways of living.



Credits:
 Brand: [Orient Electric](#)
 Digital Agency: DigitasLbi