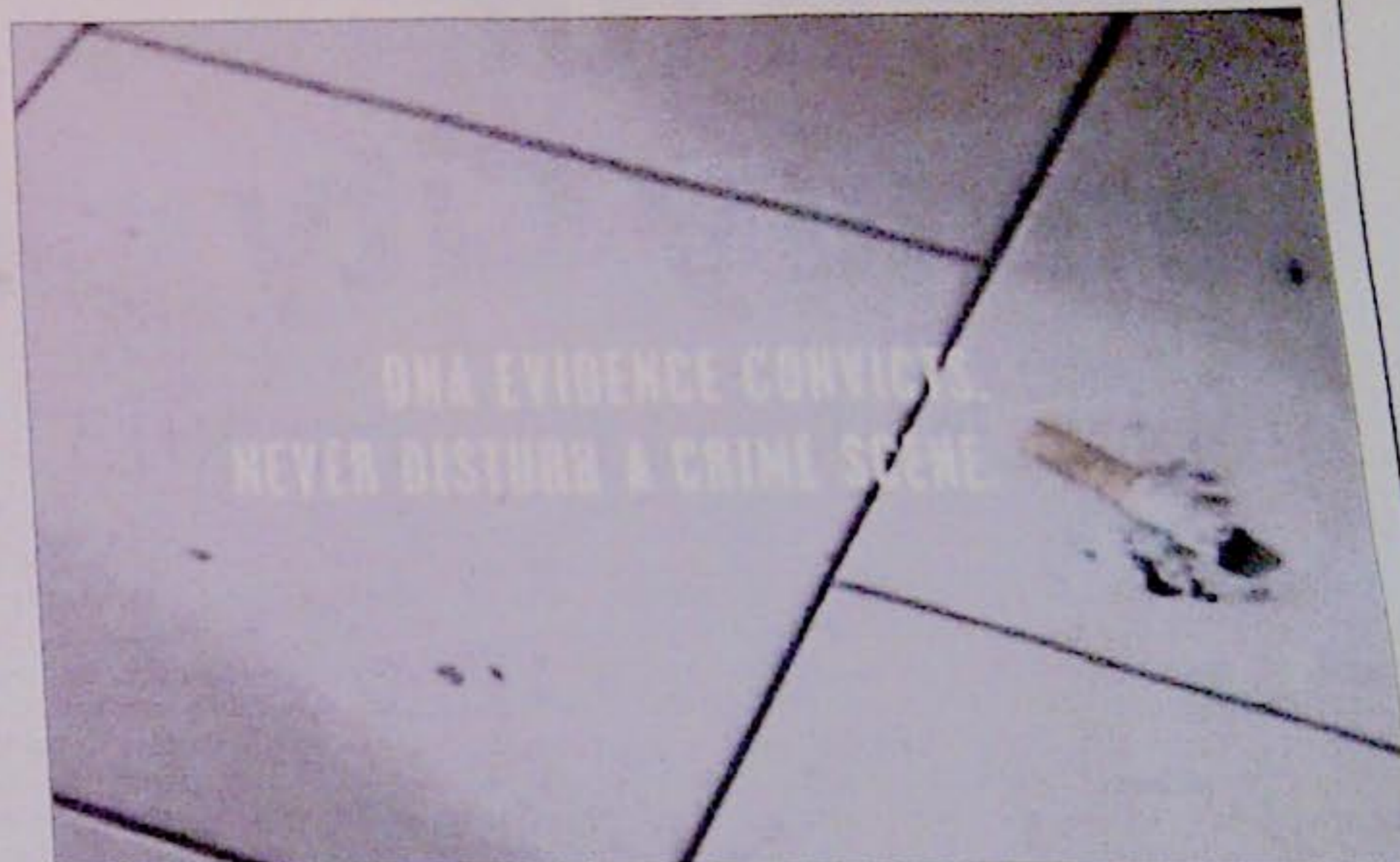




TOLD WITH CONVICTION



This public service TV ad has been around since late last year, but it is still going strong in the viral space and on television, testimony to the power of a good idea.

Director Bruno Bossi of Egg Films teamed up with ad agency FoxP2 to direct this hard-hitting spot for the

DNA Project, a non-profit organisation raising crime scene awareness and fighting crime with science.

It shows graphically how a criminal, who smokes on his way to commit a crime and then after he has murdered a woman, can be tracked down through

the DNA on a discarded cigarette butt. In this case, the cigarette actually saves lives. The message is clear: do not disturb a crime scene or you may be destroying evidence which can be a vital link in convicting a killer...