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...