This paper begins as an analysis of youth antismoking advertisement research and campaigns in the twentieth century and their impact on youth smoking trends in the U.S. It identifies some of the most commonly used elements of youth antismoking advertisements from the 1970's until 2000, elements which were important in determining the best ways to reach youth and prevent them from smoking. The eight most prevalent elements in antismoking advertisements were identified in a 1998 study by Goldman and Glantz to be industry manipulation, addiction, youth access, secondhand smoke, cessation, short-term effects, long-term health effects and romantic rejection. The most successful of these were industry manipulation and secondhand smoke. Antismoking advertisements during this time period were also compared to those from the highly effective —truth‖ campaign launched in 2000, which used a variety of advertising elements and methods different from those used in the past. The second part of the paper is a study analyzing several of the —truth‖ campaign commercials by using previous antismoking advertising techniques aimed at youth to determine the effectiveness of the —truth‖ commercials according to previous research. A ranking scale was created according to research from the Goldman and Glantz study in order to analyze the —truth‖ campaign commercials. The results of the study showed that elements found to have the greatest antismoking impact on youth from previous studies were not those most prevalent in the truth advertisements. Because the —truth‖ campaign was determined to be extremely effective among youth antismoking trends, the study supports that a combination of different elements and techniques should be included in advertising rather than relying on the same elements every time.