Public communication campaigns to promote social causes have been an integral part of the history of the United States of America. Individuals and organizations concerned with various issues have launched communication campaigns to influence the public’s knowledge, attitudes and behavior. Observers have found, however, that social campaigns using commercial marketing strategies have been more successful in influencing people. This finding has given birth to a new field called ‘Social Marketing’. This paper seeks to analyze the results of an anti-smoking campaign launched in the state of Florida which has incorporated several aspects of Social Marketing. The campaign has been greatly successful in reducing the smoking prevalence among the adolescents in the state of Florida. If more states launch similar comprehensive anti-tobacco campaigns, the U.S. will achieve the objective of reducing smoking prevalence among adults aged 18 and above to 12% and among adolescents to 16% by 2010. India can profit by adopting several features of American experience like launching comprehensive anti-tobacco programs involving school- and community-based programs and mass-media campaigns involving the Social Marketing approach.