

Trinkets & Trash

Artifacts of the Tobacco Epidemic

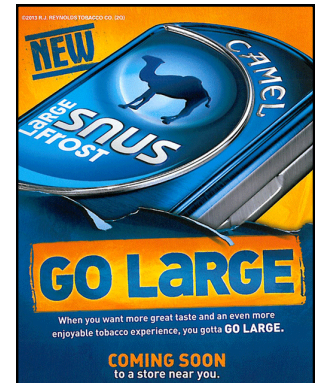
Surveillance Update - September 2013

Trinkets & Trash is a surveillance project and archive that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. Visit us online at trinketsandtrash.org. If you have examples you'd like to share, e-mail us at trinketsandtrash@sph.rutgers.edu. To join our mailing list, click [here](#)!

Tobacco Updates

Camel Snus — Camel Snus GOES **LARGE** with new large frost snus pouch with 70% more tobacco. The new product is being promoted in a big way - Camel's "Go Large Ad Maker" contest invites participants to create an ad showing everyone how they "go large." The contest runs through November and winners will get \$250 and their ads printed in local newspapers.

Menthol — Earlier this month, the FDA **extended** the time for public comment on possible restrictions on menthol in cigarettes to Nov. 22, 2013. T&T was reminded of how important it is to have tobacco control voices heard when we received an **e-mail** from Newport titled "Don't Let FDA Ban Menthol Cigarettes!" urging comments from menthol smokers and providing a link to ease submission. The e-mail patriotically supports Americans' "right to make a personal choice to use any legal product."



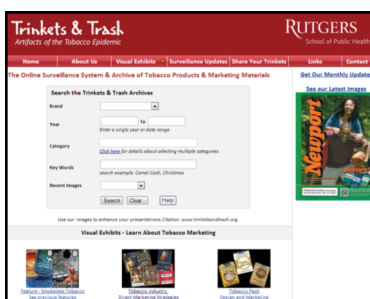
In other menthol news, Camel responded to Chicago Mayor Rahm Emanuel's **call** for efforts to curb youth smoking and **menthol** cigarettes by distributing **coupons** in local settings allowing the purchase of a pack of Camel cigarettes or snus for \$1.00. In Chicago, where a pack of Camels costs over \$11, that's more than a 90% decrease in the cost of a pack. Unfortunately for Camel, they didn't have the license required to distribute coupons and were fined \$2,000.

American Spirit — American Spirit launched a new **campaign** in October 2013 magazine issues, highlighting that it's organic – in the case of menthol, doubly so (using both organic tobacco and organic menthol). The ads feature a man's hand holding dirt and packs of American Spirit cigarettes. In case you want to know more about American Spirit's organic growing techniques, ads include a website address for more info on the people and process they use.

Skoal Fund—Skoal's new contest is trying to bring back some original fun into your life with their new Skoal **Fund contest**, or as they say "you bring the fun, we'll bring the funds." Thirty winners a month will receive \$500, while the month's top idea receives \$5,000 to kick-start original fun that goes beyond the ordinary. To get participants started, Skoal has some ideas to share – like a massive nacho cheese fountain in the break room or an entire round of golf played in reverse. The contest, which runs through December, is being promoted through direct mail, email, and Skoal's website.



Is a Ban on TV ads coming for E-cigs? - The past few months have seen tobacco ads back on television after 40 years, with ad campaigns for e-cigarettes Blu, NJOY and Fin hitting the airwaves. But a recent **article** in *Advertising Age* predicts the FDA will put an end to e-cigarette television ads, perhaps as early as October.



Keep in touch with Trinkets & Trash

Tell us about any tobacco marketing we've missed

Contact us at trinketsandtrash@sph.rutgers.edu and stay in touch!

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