

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - April 2013

Trinkets & Trash is a surveillance project and archive at the UMDNJ– School of Public Health that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. For more images, visit us online at [trinketsandtrash.org](http://trinketsandtrash.org). If you have examples you'd like to share, e-mail us at [trinketsandtrash@umdnj.edu](mailto:trinketsandtrash@umdnj.edu). To join our mailing list, click [here!](#)

## Tobacco Updates

**E-cigarettes charging on.** Two new e-cigarette ads (for *Blu* and *Fin*, see right) both used attractive young adult models (including actor Stephen Dorff) in young adult magazines (*Rolling Stone*, *Maxim*), combined retro (e.g., classic cars) with modern imagery, and featured themes of independence (including the slogans, “take back your freedom” and “rewrite the rules”). *Blu* also recently became an official sponsor of an *Indy* race car for 2013, a historic advertising channel now banned for use by *cigarette* brands. Not to be left out as an “edgy” option, a new *NJOY* promotional video featured celebrity *Courtney Love*, who responds to a person’s request that she stop smoking indoors by saying, “Relax, it’s a f\*\*king *NJOY*.” Numerous news articles continue to document the success and growth potential of the e-cigarette category, with [one](#) citing predictions that sales might surpass those of cigarettes in the next decade, and [another](#) reporting that Lorillard (maker of *Newport*) has already seen an increase in its profits since its recent takeover of *Blu*.



**Ads for Camel Cigarettes back in Mags.** A new ad for Camel’s *Crush* styles (which allows users to switch from non-menthol to menthol cigarettes by “crushing” an enclosed capsule) was found in May issues of at least 13 popular magazines (see image, bottom right). Although RJ Reynolds has advertised its *Camel Snus* line in magazines since its launch, this is the first RJR *cigarette* ad found in magazines since RJR announced it would stop cigarette print advertising in **2008**, a move which followed significant criticism of its advertising (including the No. 9 campaign) the previous year. Camel’s “Crush” technology is also highlighted on Camel.com with the new [Crush Experience Sweepstakes](#). Smokers can enter every day to win \$10,000 by voting for their favorite style that uses the “Crush” capsule technology (4 total styles, including two menthol styles that can get an “extra” burst of menthol by using the embedded crush capsule). Meanwhile, a recent [news report](#) suggests that an FDA decision on banning menthol is expected soon.

**Environmental Frenemies.** Ignoring the pollution caused by cigarette smoke itself, Natural American Spirit encouraged smokers to remember Earth Day by “throwing seeds” into the ground instead of butts. A [direct mailing](#) sent by the brand included embedded seeds that could itself be planted. New [email](#) from Marlboro promoted a new initiative under the “Team Marlboro” conservation campaign to volunteer to work on an Arizona river preservation project this July.

**Smokeless Tobacco News.** Direct mail sent from Copenhagen to dippers with recent birthdays included a free “3-In-1 clip” gift, a multipurpose tool which can serve as a money clip, a bottle opener, and importantly, as a moist snuff can opener. Another [mailing](#) from Copenhagen claimed that in over 190 years, the brand’s “signature taste has never been replicated”. Perhaps making a reference to newer brand *Grizzly*, the mailing also indicates that “Anyone can make up stories, but we’ve made history.”



Keep in touch with Trinkets & Trash

Tell us about any tobacco marketing we've missed

Contact us at [trinketsandtrash@umdnj.edu](mailto:trinketsandtrash@umdnj.edu) and stay in touch!

We're also on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)