

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - February 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. If you have examples you'd like to share, e-mail us at trinketsandtrash@umdnj.edu. To join our mailing list, click [here!](#)

Tobacco Updates

Intriguing Snus. A new Camel Snus ad found in February magazine issues asks readers, “Are you snus’n?” (see image, right), punctuated with a question mark made of Camel Snus cans. Both the question itself and use of product images to form the question mark shape may be designed to arouse readers’ curiosity about the product, who are then invited by a flag-waving logo character to visit SnusNation.com. A second ad emphasizes the product’s smokefree quality, noting that while “cavemen created fire”, Camel Snus made fire “unnecessary” (see right). Smokers can request coupons for the product (sent by direct mail) through the brand’s ongoing “Coupon Me” promotion. A new ad from General Snus promoted its own snus product by highlighting its authentic Swedish origins (“not all snus is created equal”) and its ability to be used “wherever you are” and “wherever you’re going”, including bars or billiard halls, as illustrated in the ad.



Marlboro Lifestyle & Destination Promotions. Marlboro emails have invited smokers to visit the brand’s recently updated website (Marlboro.com) where smokers can claim coupons (and “grab adventure by the horns”) and check out various lifestyle related features including those that highlight unique bars and restaurants around the country (“follow the flavor makers”), and allow site users to find bars and nightlife events happening in their area (“flavor finder”). Email also advertises the brand’s new “Wide Open Flavor” promotion, which allows users to enter into a sweepstakes drawing daily by throwing a virtual dart at any highlighted destination of interest (including parks, nature reserves, bars, breweries and restaurants) presented on a map of the United States. Interestingly, users can earn up to 4 additional darts (and thus entries) each day by demonstrating active engagement with the content (e.g., by commenting on or “liking” a featured destination). The promotion also includes a free gift offer for a set of darts.

Newport Aims to Dazzle. An ad found in Essence magazine for Newport’s latest installment of its regular \$50,000 Pleasure Payday Sweepstakes features an image of an African American man giving his female partner a sparkling necklace, encouraging readers to sign up so they too can “get some bling” (see image, right). Meanwhile, another Newport ad features a white couple smoking indoors in a bowling alley. Two new ads also promote the brand’s non-menthol product style through associations to travel (“pleasure is never far away!”) and music (“tune into Newport non-menthol”).



Other Smokeless News. A commercial for e-cigarette brand NJOY ran in Scottsdale, AZ (where it is based) and in other east and west coast cities during February’s Super Bowl game, reaching an estimated 10 million or more viewers. NJOY also circulated a Valentine’s Day themed ad this month through its Facebook and Twitter profiles, playfully encouraging smokers to “try something new in bed”. What kind of ads for e-cigarettes have you been seeing? Contact us and let us know! Skoal emailed its customers the February issue of its electronic newsletter, “The Skoal Times”, which included seasonal references to February holidays including Valentine’s and President’s Days, and Mardi Gras. The email also announced that an updated look to its product packaging was coming next month.



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