

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - January 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

**A New Year for E-Cigarettes.** At a time traditionally associated with smoking quit attempts, new ads for e-cigarette brands NJOY and Blu have been running in magazines such as *Rolling Stone*, *Men's Journal* and *Out*. One of these ads refers to NJOY products as the 2013 “[Resolution Solution](#)”, claiming that the product finally gives smokers “a real alternative” (see image, left). Another ad states that the most amazing thing about the NJOY cigarette is that “[it isn't one](#)”. Although NJOY has been rumored to be targeted for a takeover by Altria, a recent [Time](#) magazine article on e-cigarettes states that “for now, NJOY executives seem more interested in taking down Big Tobacco than cooperating with it”. Blu launched a new [ad](#) from its campaign featuring endorsements from actor Stephen Dorff modeling use of the blue tipped product (see image, right). Notably, ads from both of the brands highlight that the products are now nationally available in retail stores, thus potentially exposing them to a larger and broader audience.



**Snus Celebrations.** RJ Reynolds also used the New Year to promote Camel Snus. In addition to the “[smoke-free resolution](#)” print ad mentioned in our [December Update](#), direct mailings encouraged recipients to “[make a fresh start](#)” with snus and included celebratory images including fireworks and a tin of Camel Snus in place of the traditional [New Year's Eve ball](#) (see images, bottom). A new direct mailing for [General Snus](#) ties in winter themes of snow and coldness with the product's Nordic history (“inspired by the mountain ranges of Sweden”) and the fact that it is kept cold or “chilled” for freshness.

**Other Tobacco News.** A series of Grizzly ads with various flip comments (e.g., “your [jeans](#) should be skinny only if you've gotten fat) have continued this year under the brand's “Tellin' it like it Is” campaign. Several of these feature comments targeted for the publication they are printed in, such as one poking fun of hybrid cars found in *Car & Driver* (“Drive a hybrid—it leaves more gas For Us”). A New Year's themed [email](#) from Timber Wolf snuff claimed that “resolution is an all year kind of thing” in Owensboro, KY where the brand is produced. Recent emails from Black & Mild cigars informed recipients to be on the look out for a drink shaker [gift](#) being mailed their way and advertised a new product style ([Natural Wrap Wood Tip](#)) as a “uniquely stylish and aromatic cigar” that could be used to “fancy up any occasion”. Marlboro email advertised its new [Southern Cut](#) style as “uniquely rich and smooth”.



**Happy New Year from Trinkets & Trash!**

**Keep in touch with us in 2013!**

Contact us at [trinketsandtrash@umdnj.edu](mailto:trinketsandtrash@umdnj.edu)

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