

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - January 2014

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

A New Year with Camel. Camel Snus made sure to send out a special [e-mail](#) late (about 10pm) on New Year's Eve in an effort to be the first brand to wish users a Happy 2014 and remind them to "kick off their new year at SNUSnation.com" (see image, right). A Camel [direct mailing](#) also took the new year as an opportunity to encourage smokers to "Celebrate the Moment" and "Never miss a beat" by redeeming five new coupons, while email invited recipients to play a new game on Camel.com called "[Random Acts of Fun](#)". In this online game, participants answer five questions to identify their "personality type" (e.g., the "social connector") and then are delivered a themed "adventure" challenge (e.g., set up two friends on a date).



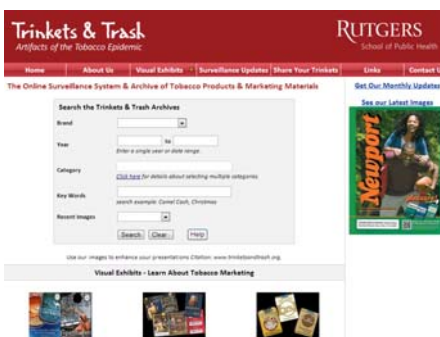
E-cigarette news. NJOY also started 2014 with a New Year's themed TV [commercial](#). The ad depicts life moments of male friendship (helping each other move, defending each other in bar fights, giving a best man wedding speech) and then tells viewers that "for everything friends do for each other" they should "return the favor" this year by encouraging friends to trade in their cigarettes for NJOY because "[friends don't let friends smoke](#)." This line winks at the familiar "friends don't let friends drive drunk" slogan and heavily implies that e-cigarettes are safer than cigarettes without directly stating so. Meanwhile Blu continues to use celebrity Stephen Dorff in a new "[Take Back Your Freedom](#)" themed print ad while another ad in *Car & Driver* magazine emphasizes the benefits of using Blu over regular cigarettes while driving ("no more offensive, lingering odors in your car's upholstery", "no more fuss over messy ashes that missed the ashtray"). The [ad states](#) that "if your car could talk, it would insist you try Blu electronic cigarettes." Earlier this month, e-cigarettes also received considerable free prime-time advertising during the [Golden Globe Awards](#) by celebrities shown using them during the show.

Smokeless Tobacco News. Grizzly also launched its own New Year's themed ad, albeit a more sarcastic one, which advised readers to "celebrate the New Year's responsibly" by having a "[designated dip cup](#)" (see right). Other ads promoted Grizzly's new [Wide Cut](#) style ("wider means bolder flavor").



Marlboro branding & Parliament beaches. Marlboro email directed smokers to a new cowboy life-style feature on Marlboro.com which explains the process, art and skill of building a [branding iron](#). Naturally the resulting branding iron pictured is in the shape of an "M". The feature also includes a comment section where visitors can describe how their own trade "is also a skill". To aid smokers in the skill of *cooking*, Marlboro also sent smokers a bottle of *Weber Kick'n Chicken seasoning* as a gift to "give your bird a kick." Meanwhile, sure to perk up those smokers with the winter blues, a new Parliament [mailing](#), featuring images of blue waters and white sandy beaches, delivered the cheerful news that Parliament has a new website, the perfect place for smokers to get away.

Other Tobacco News. January 11, 2014 marked the 50th anniversary of the first Surgeon General's Report on Smoking and Health, which was released in 1964 and was the first federal government report linking smoking and disease, including lung cancer and heart disease. The date was marked with the release of a 50th anniversary Report, the 32rd Surgeon General's Report on smoking and health titled, [The Health Consequences of Smoking—50 Years of Progress](#).



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