

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - July 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 Magazine Ads—Camel continued its return to magazine advertising in a big way with the launch of nine new ads for its “Taste it All” campaign in August 2013 issues of magazines. The campaign’s ads have a different feel from previous ads but continue the brand’s focus on Camel users as innovators and the first to try new things, featuring a variety of images and messages or words such as “passionate” “original” and “inspired” with the word “cigarettes” in small letters in a corner. So far, T&T has identified the ads in 10 magazines, nine of which had three different ads shown on successive pages.



T&T is ready for a barbecue—with gifts from [Grizzly](#) (a BBQ lighter/ bottle opener) and [Marlboro](#) (steak sauce). Opening the beverage of our choice will be easy with Black & Mild’s gift of a free bottle opener to “open up a summer of leisure.” This gift was announced in an [e-mail](#) which also promotes its “tips for leisure” sweepstakes.

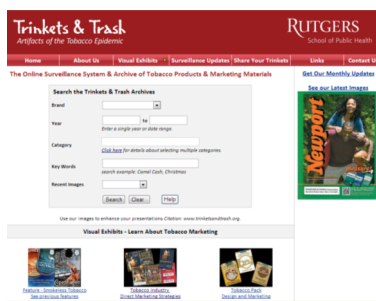
FIN—Electronic cigarette maker FIN’s “rewrite the rules” campaign featured [magazine](#) and [TV](#) ads with retro images “taking viewers back to an era when they were able to smoke freely.”

Cigarette Product News—In late June FDA authorized Lorillard to market two new versions of its Newport Red (introduced 2010) cigarettes - Newport Non-Menthol Gold Box 100s and Newport Non-Menthol Gold Box. The authorization is the first since the Family Smoking Prevention and Tobacco Control Act gave the FDA the authority to regulate tobacco products and review/approve all new products before release. Lorillard is expected to launch the new [versions](#) in late 2013. In other product news, the FDA released a preliminary [review](#) of menthol cigarettes and is asking for public comment on possible restrictions and the report itself by Sept 23.

Marlboro is promoting the release of Marlboro NXT now being “available coast to coast” via its [website](#), direct mail pieces, and [coupons](#). NXT is part of the Marlboro Black line and features a menthol pressure-release capsule in its filter, similar to RJR’s popular Camel Crush.



T&T’s Big Move and New E-Mail Address—As of July 1 Trinkets and Trash has a new home—Rutgers, the State University of New Jersey. Contact us at our new e-mail address: trinketsandtrash@sph.rutgers.edu.



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!

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