

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - June 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@umdnj.edu. To join our mailing list, click [here!](#)

Tobacco Updates

Marlboro Gold's Man Relaxes. Birthday greetings show the Marlboro Man on a leisurely ride, bathed in golden light and wishing receivers "a Smooth Ride to Whatever Lies Ahead." The [image](#) and message are in keeping with the campaign featuring the Marlboro Man experiencing relaxation that can "only be found in the majestic serenity of the American west."

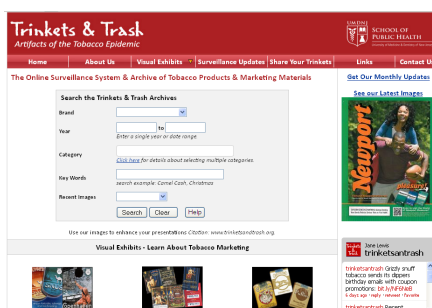
Copenhagen Lends a Hand. Copenhagen's website highlights its new "Lend a Hand" feature aimed at "building character, strengthening community," promoting hometown improvement projects and asking readers what they'd like to improve in their hometowns. It also shows images of previous projects undertaken by the "men of Copenhagen." The campaign highlights two longtime symbols of Copenhagen marketing – images of working hands unencumbered by the need to hold a cigarette and the concept of "character."

Tobacco Industry Spending on Ad and Promotions Reported. The Federal Trade Commission's recently released reports show the largest cigarette companies spent \$8.37 billion advertising and promoting their products in 2011, while major manufacturers of smokeless tobacco spent a paltry \$451.7 million. Both reports show increases from 2010 spending. The full reports on [cigarettes](#) and [smokeless tobacco](#) are now available to the public.

Camel's Anniversary. Camel kicked off its 100th birthday celebration with a new website [feature](#), "Explore the Tradition," showcasing Camel products and advertising through the years. Readers of the *Surveillance Update* might prefer the Campaign for Tobacco Free Kids' take on Camel ad history ("100 Years of Selling Death). The slideshow and digital "unhappy birthday cards" can be found on the website camelkills.com along with this sentiment: "A Century of Death and Disease is Nothing to Celebrate."

Summer 2013 - A Hot Time for E-cigs. This month brought announcements from the top two US tobacco companies - [Reynolds America](#) and [Altria](#) - confirming further entry into the e-cigarette business. Reynolds will test its revamped e-cigarette brand [Vuse](#) in Colorado beginning in July and Altria's subsidiary Nu Mark will introduce [Mark Ten](#) e-cigarettes in Indiana test markets in August. Reynolds promotional plans include TV ads - the first since RJR pulled its TV ads in 1970. Although the market for e-cigarettes is currently much smaller than that of traditional cigarettes, tobacco analyst Bonnie Herzog of Wells Fargo has been widely [quoted](#) as speculating that consumption of electronic cigarettes will overtake traditional cigarettes in the next 10 years.

RU Ready? We're Moving to Rutgers. Trinkets and Trash will become part of Rutgers, the State University of New Jersey on July 1. Expect our official move announcement and new contact info in July.



Keep in touch with Trinkets & Trash

Tell us about any tobacco marketing we've missed

Contact us at trinketsandtrash@umdnj.edu and stay in touch!

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