

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - March 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

**Grizzly “Man Rules”.** A recent [ad](#) in March magazines promoted Grizzly’s wintergreen long cut style and its new “Writin’ the Man Rules Challenge” - a 10 week sweepstakes (with daily and weekly prizes) which participants can enter by submitting something they believe to be a “man rule” that relates to various weekly topics posted by Grizzly on its website (e.g., food, sports, gambling). According to the ad, the very first “man rule” is to “make your own rules” (see image, right). The sweepstakes continues the brand’s tradition of celebrating “manliness” and of being a “guy’s guy”.

Meanwhile, competing brands Copenhagen and Skoal promoted new product styles and packaging. Golden orange [direct mail](#) from Copenhagen advertised its new Southern Cut style (with four product coupons to incent trial) and Skoal’s website revealed updated packaging looks for its long cut, pouch, snus, and x-tra product styles.



**Cigarette company gifts.** A recent mailing from Natural American Spirit included a free [portable ashtray](#) for collecting cigarette butts in an effort to “be respectful of the environment”, a stated goal of the brand, which also claims to have adopted an “Earth Day, every day” philosophy. Another mailing from the brand (sent in the shape of a [bottle](#)) included birthday greetings and confetti strips embedded with wildflower seeds for planting. T&T received a free steel [pint glass](#) from Marlboro (branded with our logo designed on Marlboro’s websites) as offered in previous Marlboro ads and on the brand’s website. A Marlboro mailing promoting its new “Wide Open Flavor” sweepstakes (described in our [Feb. Update](#)) also included a gift offer for a free set of darts. Email from cigar brand Black & Mild promoted a new “Jazz” cigar blend along with a free gift offer for coasters in the shape of records.

**Fresher Camel Snus.** New [direct mail](#) from Camel Snus promoted its latest “Fresh Seal” packaging, (see right) which according to the [company](#), is designed to ensure product freshness and flavor, with no need for refrigeration. The packaging also makes use of a slimmer tin that “fits better in your pocket”. The recently updated Camel.com website added a new [Community](#) section referred to as “The Lounge” (“a casual place for community conversation”) where web users can post comments and “like” or reply to comments posted by others.



**Other tobacco news.** The website for discount cigarette brand L&M added a new [spring](#) themed feature with lifestyle content including the “best tips” for traveling in the spring, entertainment ideas to “take your spring up a notch”, and recipes for tasty and affordable spring dishes. A recent ad from Newport depicts an African American couple [picnicking](#) outdoors with friends while smoking.



Keep in touch with Trinkets & Trash

Tell us about any tobacco marketing we’ve missed

Contact us at [trinketsandtrash@umdnj.edu](mailto:trinketsandtrash@umdnj.edu) and stay in touch!

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