

Trinkets & Trash

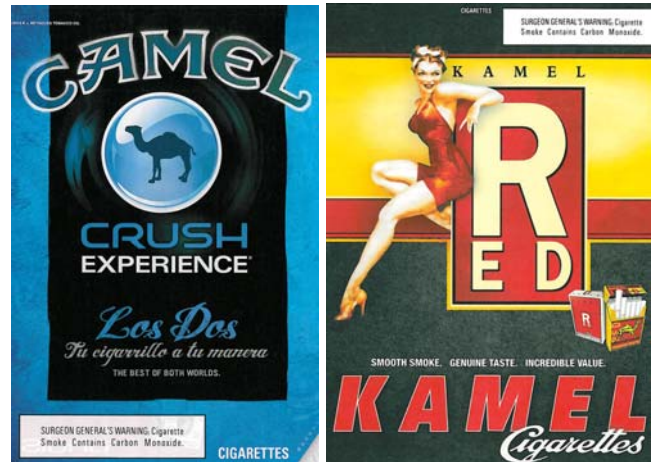
Artifacts of the Tobacco Epidemic

Surveillance Update - May 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. If you have examples you'd like to share, e-mail us at trinketsandtrash@umdnj.edu. To join our mailing list, click [here!](#)

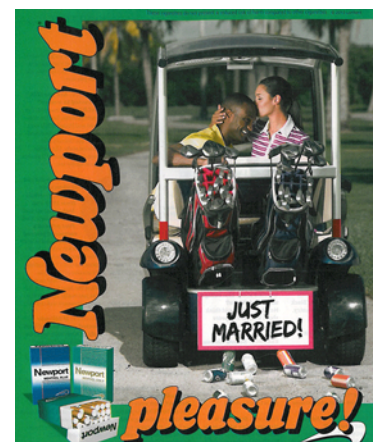
Tobacco Updates

Camel Ads & Celebrations. Ads for Camel's *Crush* cigarette styles continued to crop up in print publications this month, including [one page](#) versions of the ad noted in our [April Update](#), and a surprising [Spanish](#) language version found in Latina magazine (see page 1 of the ad, right). Another unexpected finding was an ad for the retro themed [Kamel Red](#) cigarettes in one local alternative print publication (see image, right). Have you seen Kamel ads in your area? If so, [let us know!](#) As mentioned in our last update, these recent ads represent our first sightings of RJR print ads for *cigarettes* since RJR announced it would stop cigarette print advertising in [2008](#). Meanwhile RJR appears to be gearing up for more Camel promotions—a page on the brand's website announces that celebrations in honor of Camel's [100th anniversary](#) will begin in June. In other RJR news, the company recently announced plans to expand testing of its e-cigarette product, [Vuse](#), this summer.



Smokeless Tobacco News. Copenhagen and Skoal both updated the look and contents of their brand websites. Copenhagen's website includes a new feature ("Weyman's Way") about the brand's history named after its 1822 founder, George Weyman. One section highlights how the company has made "the right choice during tough times", including not letting a "single worker go" during the Great Depression. Another feature called "[Accounts of Character](#)" indicates that "men have done some pretty amazing things while carrying our can" and invites website visitors to submit and share their own personal stories online, such as those about "triumph and determination", "building stuff from the ground up", "an adventure in the wild" and a "commitment to craftsmanship". Skoal's updated site includes a feature allowing visitors to find upcoming promotional events around the country with a Skoal presence (e.g., the World Championship BBQ Cooking Contest in Memphis, TN). Reminiscent of Grizzly's "[Tellin' it like it is](#)" contest, Skoal's website also includes a new feature ("[Skoalisms](#)") inviting users to create and submit short (55 character) thematic statements about Skoal that could be featured on a future Skoal can.

Meaty Marlboro, Romantic Newport. Recent emails from Marlboro promoted a new gift offer for a free bottle of [steak sauce](#), available from the brand's website to the first 2000 visiting "meat eaters" each day until 5/31. The gift offer falls under the Marlboro.com *Masters of Meats* feature, which includes recipes for meaty dishes, tips on selecting cuts of steak, etc. In contrast, Newport's latest ad kept things sweet this month with an image featuring a spring [wedding](#) (see right). A new [mailing](#) from Natural American Spirit describes its different product styles (including its organic blend) and includes two coupons to buy packs for \$1 each. In addition to warning that "additive free" tobacco does not mean safer cigarettes, the mailing's envelope includes an additional warning label stating that "organic tobacco does NOT mean a safer cigarette".



Trinkets & Trash News. As of July 1st, the UMDNJ School of Public Health, where T&T is housed, will become part of Rutgers, The State University of New Jersey. What does this mean for T&T? Just some new website logos and email address—we'll keep you posted!



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)