

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

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

## Tobacco Updates

**Interactive with Camel.** It's all about staying connected with Camel Crush and Snus this month. An [interactive mailing](#) for Camel Crush featured tabs that, when opened, showed users the location of the crush capsule and highlighted the product's ability to help users switch up their experience by turning a non-menthol smoke into a menthol (see right). An email invited users to go online and design a [free t-shirt](#) as part of the "Camel Crush Experience." A [Camel Snus mailing](#) also used flip tabs to share more information on the distinct flavor of each product, and a newly added website feature, "Snus Discovery" allows users to accumulate points from various snus topic games and activities to earn a special "surprise" in the mail.



**Big News from NJOY.** This month, [NJOY announced](#) it would expand its product line from its existing "cigalike" styles to a new line of larger "high vapor" systems or VTMs ("vapor-tank-mods"), which according to some analysts, are projected to be the "future of vaping." NJOY will also be expanding flavor options for its existing products, including vanilla bean and pomegranate, with additional flavors in development.

**People Like Us.** Real people, real savings, and home grown in America— This is how brands like Bugler, Captain Black, and USA Gold appealed to smokers this month. [Bugler's direct mailing](#) promoted its roll-your-own tobacco as "a real cigarette for real people," while a [Captain Black Cigar mailing](#) advertised its new low price. USA Gold sent users a [patriotic mailing](#), which proudly paid homage to American grown tobacco and the farmers who help make it happen. The USA Gold website also promoted the brand's new "Easy Open Glide Tec Pack," which now allows users to slide their thumb over the pack for quick, easy access to a smoke.

**Keeping Smokeless Spicy, Marlboro Safety.** Grizzly's determined to keep things spicy, sending users several [reminder](#) emails to customize and redeem their own bottle of hot sauce from Grizzly's website. A new Grizzly sweepstakes invites users to upload pictures of their best hot sauce food photos for a chance to win [500 hot sauces](#) (see right). Meanwhile, Skoal continued to celebrate their 80<sup>th</sup> anniversary by reducing prices in stores and giving users the chance to win a brand new [grill](#) online. A new Skoal print ad takes a break from its recent [bonfire imagery](#) to feature two men actively four-wheeling in the [mud](#). In other news, Marlboro recalled a 3-in-1 flashlight, compass, and match holder promotional gift after reports of the matches igniting (causing major and minor burns) and exploding. During this voluntary recall, Marlboro will be sending out return kits so that recipients can properly return the product, and sending other gifts in exchange, such as Marlboro [carabiner key chains](#). As an additional consolation prize, Marlboro users may also receive two coupons for \$1.00 off a pack of cigarettes.



**In case you missed it.** Earlier this month, the FDA proposed to extend its tobacco authority to e-cigarettes, cigars, pipe tobacco, nicotine gels, hookah, and dissolvables. The [proposed rule](#) would require tobacco companies to register their products with the FDA, report ingredients, and submit applications for new products, in addition to banning the distribution of free samples and sale in vending machines, and creating a minimum age of sale. The public has until July 9th to [submit a comment](#) on the proposed rule. Tobacco companies have begun flooding the portals and the FDA needs to [hear from YOU!](#)

Keep in touch with Trinkets & Trash

Tell us about any tobacco marketing we've missed

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

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