

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - November 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](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

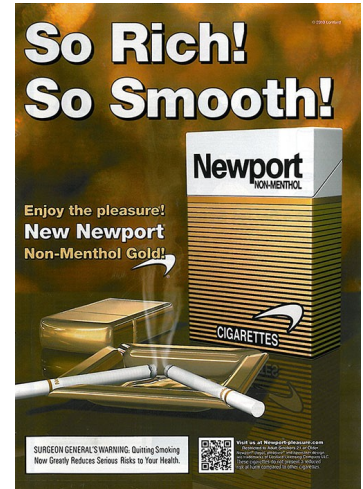
**Golden Smokes.** While Newport continued to urge customers to submit comments to the FDA this month (due Nov. 22<sup>nd</sup>) about the proposed ban on menthol cigarettes, it also began running ads for its second *non-menthol* line extension [Newport Non-Menthol Gold](#) (see image, right), clearly not taking its chances. [Marlboro](#) sent smokers of its own “gold” style a mailing complete with images of golden landscapes and gold colored coupons. New [mailings](#) and [emails](#) also advertised the brand's latest line extension, Marlboro Edge – sold in a sleek black and gold colored pack. A promotional video on Marlboro.com shows a young adult hipster male (complete with tattoos, messenger bag, skinny pants and tie) smoking the product, which is described as having a “bold flavor” and a “distinct edge”.

**Discovering Camel.** A new ad from Camel's *Taste it All* campaign features a pack of Camel Crush cigarettes on a car dashboard and asks readers to “[Discover what's next](#)”. A related mailing promotes the campaign's \$10,000 “[Sparks of Inspiration](#)” sweepstakes while an online feature profiles local creative figures such as musicians and artists. Other [mailings](#) and [e-mails](#) continue to advertise the new Large Camel Snus style, promoted as having 70% more tobacco in every pouch. Viewers are encouraged to get creative designing their own ad for the product and to vote for their favorite submitted ad designs.

**E-cigarette news.** A recent [news](#) article describes the boost in e-cigarette sales for brands owned by Big Tobacco companies, who have three major advantages over other e-cig brands - existing customer relationships with smokers, extensive distribution networks, and deep pockets to spend on marketing. Blu has become the number one e-cig brand since its takeover by Lorillard, and test marketing suggests Reynolds American's Vuse will also be popular. In the approximately four months Vuse has been test-marketed in Colorado, it has already gained 55.6% of the local market share. Vuse sales and marketing will be [expanded](#) to Utah next, one of three states (North Dakota and New Jersey are the others) in which e-cigarettes can't be smoked indoors. Meanwhile, non-tobacco owned e-cigarette companies argue that “they'll come out on top” because they started earlier and “aren't distracted by the much-bigger business of selling regular cigarettes”. Vuse is expected to go national in the first half of 2014.

**Smokeless Tobacco News.** Skoal is beginning to celebrate its [80<sup>th</sup> Anniversary](#) and is inviting dippers to write and submit a “celebratory Skoalism” online – good ones might be featured on Skoal cans in 2014. In a case of dedicated targeted marketing, a new [Grizzly ad](#) found in *Field & Stream* magazine jokingly defends hunting by stating that if “it's dumb enough to fall for a plastic decoy, you're just doing it a favor”. The ad also features an image of its new camouflage tin design (see right).

**'Tis the Season (Sort of).** This month Black & Mild got a head start on promotional tie-ins to the winter holidays. One email noted that “this season the right set of words can set you apart” and invited users to write and submit a [toast](#) on the brand's website in exchange for two \$2 off coupons. Users are advised to make the toast “smooth and unique like a Black & Mild”. In other “seasonal” news, email from Marlboro invited receivers to claim a free packet of [seasoning](#) under Marlboro.com's *Master of Meats* feature, a lifestyle section dedicated to celebrating all things meat related.



A screenshot of the Trinkets &amp; Trash website. The header includes the logo "Trinkets &amp; Trash" and "RUTGERS School of Public Health". Below the header is a navigation menu with links: Home, About Us, Visual Exhibits, Surveillance Updates, Share Your Trinkets, Links, and Contact Us. The main content area features a search bar for "Search the Trinkets &amp; Trash Archives" with fields for Brand, Year, and Key Words. There is also a "Visual Exhibits - Learn About Tobacco Marketing" section with three thumbnail images.

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!

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