

Trinkets & Trash

Artifacts of the Tobacco Epidemic

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

Tobacco Updates

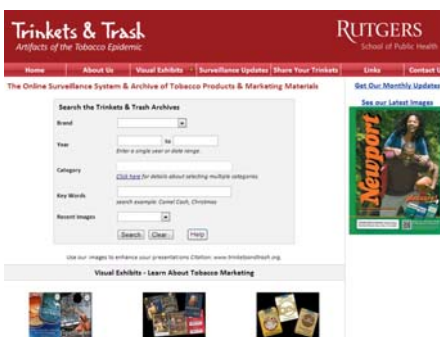
Discovering Camel. Camel cigarette ads under its latest "Taste it All" campaign continue to run in popular magazines such as *Rolling Stone*, *Playboy*, *Esquire* and *Maxim*. As mentioned in our July update, the campaign frames Camel users as creative innovators, making use of rich words such as "discover", "curiosity", "inspiration" and "passion". One of these ads (see right) depicts a close up active image of smoking by an attractive young woman. Here, the act of smoking itself is front and center - it is celebrated and romanticized. A sweepstakes associated with the campaign invites visitors to Camel.com to enter daily for a chance to win cash prizes.

E-cigarette news. The October government shutdown may cause a delay in the FDA's issuing of a notice for proposing rules to regulate e-cigarettes, which was slated to happen this month. This ruling may call for new regulations on e-cigarette advertising, which currently continue to run on TV, radio and in magazines. E-cigarette products are also being distributed in bars, nightclubs, festivals and racecar events, and a recent [news story](#) describes a new e-cigarette smoking bar in New York City intended to help smokers "find the perfect device" and provide a place where smokers can "vape" while enjoying a drink or snack. One of the Vaporium's staffers states that they want to show people that vaping "is cool", and refers to the establishment as the "hookah bar of the now". Have you seen sites like these in your area? [Let us know!](#)



Cowboy Fun, Menthol Scrambling. Marlboro email directs readers to its new [Cowboy Up](#) feature on Marlboro.com, which highlights the cowboy lifestyle in video and explains what a cowboys' basic tools are including a pocketknife, baling wire, belt and buckle ("useful for more than just holding up your pants"). The feature also includes a free gift offer for a branded bandana, another common cowboy tool that "can be used for just about anything you can think up", "from a coffee strainer to a tourniquet". Visitors are invited to submit a comment about what tools they use most frequently in their life and to upload a picture of a tool they've built or customized themselves. Marlboro advertising also showcases its latest menthol style, [Marlboro Menthol Blue](#), described as being blended for a "different kind of night". In other menthol news, Newport sent smokers another [email](#) strongly urging them to submit comments to the FDA about the proposed ban on menthol cigarettes, noting that the deadline has been extended to Nov. 22nd. The email notes that the menthol community is "at a critical phase now" and that it is "vitaly important" to send comments to FDA "without delay". A link to the same notice has also been bolded and made [more obvious](#) on the brand's website.

Smokeless Tobacco News. Copenhagen's new "Own the Hunt" sweepstakes is helping dippers "get the gear that gets it done" by offering them the chance to win one of four hunting gear packages each month. Copenhagen's website offers in-depth descriptions of the Wetland, Overland, Field Hunter and Expedition gear varieties so users can pick the best one for their hunting needs. Grizzly is also appealing to hunting themes with its new set of camouflage tins, promoted in [ads](#) and [mailings](#) as "coming soon" (see right). Meanwhile, Grizzly is showing its support for two organizations that protect the great outdoors with its [Outdoor Corps](#) program. The organization with the most votes from Grizzly website visitors by the end of December will receive a \$130,000 donation from Grizzly while the other will receive \$120,000.



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