

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - April 2012

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

This just in—Lorillard buys Blu ecigs. On April 25th, e-cigarette brand Blu [announced](#) it had been acquired by Lorillard, maker of the top selling menthol cigarette brand, Newport. This move opens questions about potential changes to Blu's marketing and whether other major cigarette companies (Altria, Reynolds American) may follow suit. The move may be particularly important for Lorillard as debates on banning menthol cigarettes (e.g., Newport) continue. Meanwhile, advertising for Newport in print magazines has persisted (see [image](#), left).

Indeed, a recent [news](#) article described an increase in tobacco advertising in magazines, with most coming from Newport and Natural American Spirit cigarette brands. Recent American Spirit [ads](#) continue to promote offers to try two packs for \$2 while new [email](#) advertises the brand's updated website.



Snuff Stuff. Top moist snuff brand Grizzly continues to run ads for its Premium Natural style with simple product images but messages tailored to various publications including [Outdoor Life](#) (e.g., “discover a new breed of natural”), [Popular Mechanics](#), and [Car & Driver](#). [Timber Wolf](#), [Red Man](#) and [Copenhagen](#) all used email to alert receivers about coupon offers available from their respective websites, while Skoal used email to launch a new electronic newsletter, *The Smooth Times*. A St. Patrick themed [March](#) issue included a dip-related limerick, while the [April](#) issue teased readers about a coincidence (or a “skoal-incidence”) related to the invention of Skoal's wintergreen style in 1934.

Snus news. General Snus [announced](#) in April that it was expanding sales of its Swedish snus to convenience stores in an additional 7 US markets—i.e., New York, Los Angeles, Minneapolis, Phoenix, Denver, Nashville and the state of Ohio. [Ads](#) for General Snus have been featured in alternative weekly publications. RJ Reynolds expanded marketing for a new flavor of Camel Snus—[mint](#). The style is now available in 27 states after initial testing in Minneapolis, and is featured on [Camelsnus.com](#). A recent Camel [email](#) promotes the new mint style, as well as a new racing game feature (Camel Cup) added to Camel's website. The Camel Cup feature allows users to participate in virtual races against other site users to win online “badges” and cash prizes. In other Camel news, T&T recently encountered and uploaded a Camel Snus ad that specifically targets [LGBT](#) populations with the tagline, “Take pride in your flavor”.



Black & Mild Makeover. A recent revision to cigar brand Black & Mild's website moves away from use of images primarily featuring minority men to predominantly product-focused images, perhaps in an attempt to broaden the brand's intended audience and appeal. The updated website includes a free gift offer for an elegant silver cigar tube.

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The online surveillance system and archive of tobacco products and tobacco industry marketing materials.

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Seeing any tobacco marketing/promotions we've missed?

Contact us at trinketsandtrash@umdnj.edu and stay in touch!

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