

Trinkets & Trash

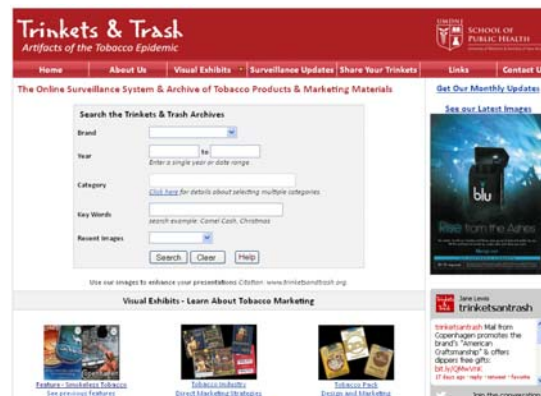
Artifacts of the Tobacco Epidemic

Surveillance Update - August 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!](#)

T&T's Revamped Website—Check it out!

We've updated trinketsandtrash.org with a fresh new look, new features, and an upgraded search engine, including new brand names (e.g., Blu), item categories (e.g., e-cigarettes) and an option that allows you to easily view all images added to the website in the last 30 or 90 days, 6 months or 1 year. Now you can also select **more than one** item category at a time to find items matching all selected categories (e.g., "cigars" and "ads-magazines") and you can sort any of your search results by brand, date or item category, and customize your results page view (i.e., choose to view 10, 20, 50 or 100 images per page). We're also now able to upload more than one image for each item to better show pieces such as direct mailings with multiple sides/pages. From our updated homepage, you can now view our latest Tweets and click on our new [Share Your Trinkets](#) feature to quickly send us *your* pictures of tobacco marketing materials. We'll be adding some new content to the site soon and fixing any "kinks" we discover. We hope you like the new site and let us know what you think!



Tobacco Updates

Camel's Elections Continue. An August [email](#) reminded Camel customers to sign "petitions" at Camel.com in support of their favorite "President of Camel Hump Day" candidate. 48 candidates with the most signatures will move on to a "primary voting" round slated to start on September 19th, and by November 6th the candidate with the most votes will win the election sweepstakes and \$99,999. Meanwhile, visitors can compare candidates' responses to tough "debate" issues (e.g., the correct placement of toilet paper rolls, under or over), and play election themed games including "Mudpie Melee", where players can sling balls of virtual mud at targets, and the newly added "Picket to Win It". In other Camel news, a new [direct mailing](#) illustrated examples of summer "moments" Camel Snus is well suited for, while RJR announced it was going national with its latest product style—**Camel Snus Mint**.

Cigarette Brand News. Natural American Spirit also referred to the upcoming [election](#) in a new ad (see image, right), advertising not only cigarettes but the importance of standing up "for what you believe in," a theme also used in smokers' rights arguments, and previously used in other ads from the brand. A second ad for the brand's menthol style used an image of a [mint](#) plant. While continuing to promote its music themed [Sound of Gold](#) sweepstakes, Marlboro launched a new sweeps for a trip to the Marlboro Ranch called "[Chill off the Grid](#)". On Marlboro.com the ranch is advertised as providing the perfect combination of "laid back days" and "ultra-premium nightlife experience". While users can enter daily online, the website also lists a schedule of local bar events where Marlboro representatives may provide additional entry opportunities. Menthol brand Newport also launched a new round of its [Pleasure Draw](#) sweepstakes where 25 participants will win a trip to any city in the US.



Smokeless Updates. August Skoal email included the latest newsletter issue of [The Smooth Times](#), which jokingly compared Skoal Mint to the US Mint in terms of value, "Americanness" and taste (e.g., minty versus metallic), finding Skoal to be the "winner". Another email reminded dippers to redeem a free portable music speaker gift from Skoal.com, while a new message on the website's homepage calls Skoal the "[Leader of the Pouch](#)", having pouches "down to a science". In other pouch news, Longhorn followed Timber Wolf's recent move and launched new packs for its pouched styles featuring [disposable lids](#) for temporarily stashing used pouches. Longhorn also released new "[tubs](#)" packed with 12 cans worth of its moist snuff, advertised as being a "fraction of the cost".

Keeping in Touch with Trinkets & Trash

Seeing any tobacco marketing/promotions we've missed?

Contact us at trinketsandtrash@umdnj.edu and stay in touch! We're also on Twitter! Follow us at: [@trinketsantrash](#)