

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - December 2011

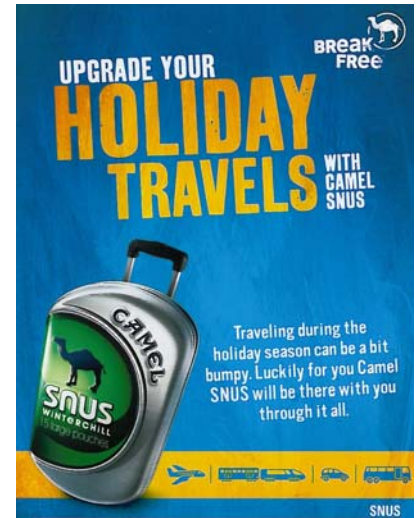
Trinkets & Trash is a surveillance project and archive at the UMDNJ– School of Public Health that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. For more images, visit us online at trinketsandtrash.org. If you have examples you'd like to share, e-mail us at trinketsandtrash@umdnj.edu. To join our mailing list, click [here!](#)

Tobacco Updates

Camel Snus' Holiday Targeting. Just in time for Christmas and New Year's, a new holiday and travel themed Camel Snus mailing encourages receivers to "upgrade" their holiday travels with Camel Snus (see right). In addition to including two product coupons, the mailing also includes two luggage bag identification cards. Last year's holiday themed ads (featuring wreaths of snus, pouch-shaped snowflakes, and New Year's resolutions) have resurfaced in free alternative weekly papers, this time also directing smokers towards Camel's "Pleasure Switch Challenge". Camel Dissolvables' website also offered visitors a seasonal feature—free downloadable humorous and holiday themed e-cards. Another newly added feature to the website, titled "Leader of the Pack" profiles the designer of the Dissolvables' self described sleek and innovative packaging. Finally, a new page added to Camel.com notified visitors about a new sweepstakes coming in January in honor of Camel's "99th Birthday Humpennial".

Marlboro Updates. In December Marlboro sent email reminding smokers to vote online for their favorite entry in the Dream Big contest (which asks participants to describe what they have "always wanted to do"), and to redeem a free gift hat associated with the promotion after voting. A more recent Marlboro email introduced smokers to a new line extension called **Marlboro Black**, inviting them to "Be Bold" and "Get Black." A menthol blend under the name Marlboro Black has previously been sold outside of the US, including **Japan**. Lastly, not to be left out of the holiday spirit, Marlboro recently added a winter themed image to the homepage of its website featuring the brand's iconic cowboys amidst a **snowy** landscape setting.

Smokeless Tobacco (SLT) News. Other SLT brands also took advantage of the holiday season in their marketing efforts. Skoal email featured an image of a can wrapped as a red and green gift (see bottom, right), and General Snus email advertised a new blog on their website highlighting the "Top 10 reasons to snus in the New Year." December also saw the return of ads from select SLT brands into mainstream magazines including *Field & Stream* and *Maxim*. A Red Man ad highlighted its "Fresh or Free" product guarantee, while a Grizzly ad promoted its new **Premium Natural** product styles. Grizzly also launched a new challenge promotion this month in line with its irreverent "Tellin' It Like It Is" campaign. The campaign makes use of short witty and sarcastic statements related to dipping, lifestyle, food, etc. (e.g., "Veggie burgers are not allowed. Ever."), which are stated to be "direct" and "honest" just like the Grizzly brand itself. The **Challenge** invites users to submit their own "tellin' it" statements through Grizzly's website, where they can then view others' submissions. A later round will ask web visitors to vote for their favorite statement among 32 finalists—the winner will receive \$15,000 and a trip to Memphis, TN. In other news, a note on Timber Wolf's brand **website** explains that the site has been temporarily disabled following a claim by the FDA that the brand's "No Nonsense Rewards" program violates the Tobacco Control Act, a claim it intends to dispute. As described in our previous Updates, the **program** offers users cash back for submitting codes online which were included with cans of Timber Wolf.



Happy Holidays from Trinkets & Trash!

Keep in touch in the New Year!

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