

Trinkets & Trash

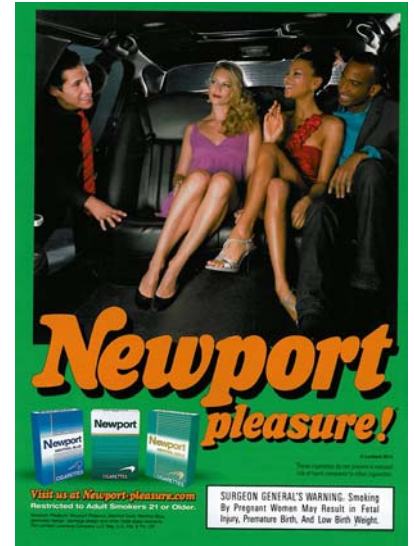
Artifacts of the Tobacco Epidemic

Surveillance Update - February 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

Oh, the places you'll go...with Newport? Ads for menthol flavored Newport cigarettes featuring images of attractive couples and groups of friends continue to run in popular magazines. Two new ads picture young adults "ready to go" and to experience "pleasure" by [motorcycle](#) or [limousine](#) (see image, right). The brand also continues to distribute its own *P.S. Magazine* to those on its mailing list, providing customers with a publication mixing current celebrity and entertainment content with plenty of Newport product advertising. The [Spring 2012](#) issue includes reviews of celebrity fashion and tattoo trends, new movies, bands, and destination locations. In February, the brand also updated the online [games](#) on its brand website and launched a new installment of its [Pleasure Payday](#) sweepstakes, in which smokers can enter online once a week through May for a chance to win \$50,000.



Other cigarette brand news. Both Marlboro and Camel used email this month to remind smokers about their respective brand promotions—i.e., [Code Marlboro](#), a sweepstakes with daily prizes (such as electronics) and one of 4 grand prizes (a car, motorcycle or cash equivalents); and the Camel 99th [Humptennial](#), a year long birthday themed promotion featuring different monthly prize winning opportunities. USA Gold also encouraged smokers to participate in the remaining rounds of its own sweepstakes, the "Win Gold with USA Gold Photo Challenge". The [Challenge](#) asks smokers to submit a picture of themselves with a USA Gold pack. Owners of the top 10 pictures with the most votes at the end of each of four voting periods will win a bar of gold or \$10,000. Participants can vote for their own picture daily and lobby for the voting help of their friends.

Skoal Xtra Promotion. In February a lively and humorous video was added to Skoal.com to promote one of the brand's pouched product line extensions—Skoal Xtra "Flavorflow" Pouches. The video narrator (speaking in his best game show voice) describes the product as being made with 100% American grown tobacco and the pouch paper as having "enhanced porosity". According to the narrator, the product may cause you to say, 'hey, that's bold and juicy', and represents "the best thing ever!". The website homepage also includes a countdown to "Xtra Day" on Feb. 29th (a pun referring to the product name and the "extra" day of February), on which dippers can print 5 buy 1/get 1 free coupons.



In other smokeless tobacco news, Grizzly announced that online voting for favorite participant submissions to the "Tellin' It Like It Is Challenge" would begin on February 27th. As described in our [December 2011 Update](#), this challenge invites users to submit witty and sarcastic statements in the style of Grizzly's "Tellin' It" campaign for a chance to win \$15,000 and a trip to Memphis, TN. A February email promoted Copenhagen's new [wintergreen](#) long cut style as "the real deal" and directed receivers to the brand's website to redeem a coupon offer.



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](https://twitter.com/trinketsantrash)