

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - January 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

Blu's Back in the Glossies. In our [October 2011 Update](#), we described a series of three ads for e-cigarette brand Blu circulated in Fall issues of popular magazines, each using selling messages appearing to be geared to different audiences. This month brought three new eye-catching Blu ads. While two of these ads feature images of young adults and make appeals to [style](#) and [sex](#), one overtly appeals to themes of rebellion, irreverence and freedom with a woman giving smoking bans “the finger” (see right). The ads also direct readers to the brand's website (blucigs.com, no age-screening to enter), which offers detailed product information and the latest flavored varieties —Pina Colada and Peach Schnapps.

Camel New Year & Humptennial Launch. Camel began the New Year with mailings and emails reminding smokers to “[Make a fresh start in 2012](#)” by switching to Camel Snus and to participate in the Camel Snus [Pleasure Switch Challenge](#), which asks smokers to use Camel Snus for 7 days. The brand's websites (Camel.com, Camelsnus.com) launched a new year-long birthday promotion—the Camel 99th Birthday [Humptennial](#), which will include new monthly fun features, challenges and prize winning opportunities. So far participants can answer a series of questions to find their Camel “Zodiac” sign (and read their accompanying horoscope) and participate in the [Birthday Wish Blowout](#) feature, which invites visitors to describe a “wish” that could be funded with a prize of \$1K, \$2.5K or \$5K. Participants can improve their chances of winning by asking others to vote for or “like” their posted wish.

Marlboro and Newport News. Marlboro announced the ten winners of its “Dream Big” contest and launched a new sweepstakes promotion—[Code Marlboro](#). Participants can enter once a day (by texting, calling a 1-800 phone number or through Marlboro.com) for a chance to win a daily prize (including watches, electronics and other gadgets) and one of 4 grand prizes (a car, motorcycle or cash equivalents). Of additional note, Altria, the parent company of Marlboro-maker Philip Morris, launched a new advocacy themed [website](#) called “Citizens for Tobacco Rights” where visitors can learn about tobacco regulatory issues impacting them in their state (e.g., taxes) and more broadly (e.g., flavored tobacco ban issues). The website also provides “tips and tools” for contacting legislators and being “an effective advocate”. In other cigarette brand news, Newport ran a new [music-themed](#) magazine ad promoting its non-menthol product style, and sent a [mailing](#) home to smokers including coupons and directing receivers to the brand's website to redeem an offer for *additional* coupons.

Smokeless Tobacco (SLT) News. Copenhagen has been generous with snuff coupons in the new year—a recent [mailing](#) (based on a December offer) included ten \$1 off coupons (see image, right), while an offer for another set of 10 coupons was posted recently on the brand's website promoting its [wintergreen](#) style. Access to Timber Wolf's [website](#) has been restored but no longer includes content related to the brand's “[No Nonsense Rewards](#)” program following recent FDA claims that the program violated the Tobacco Control Act. Finally, in a classic case of “much ado about nothing”, a new entry on the blog page of Swedish Match's General Snus brand website criticizes the recent Swedish based film, *The Girl with the Dragon Tattoo*, for picturing main characters smoking rather than snusing, as snus use is more common among men in Sweden than smoking.



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)