

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - July 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!](#)

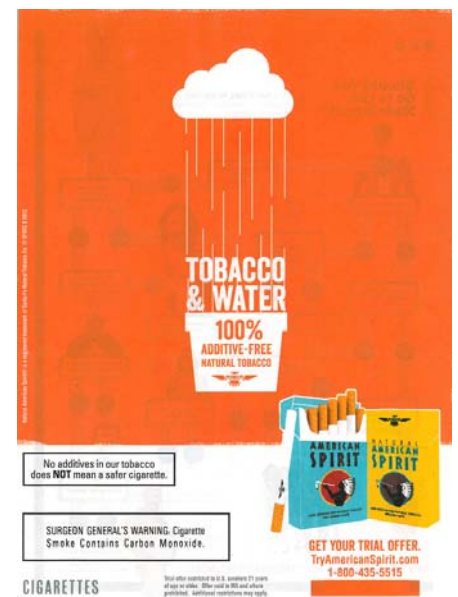
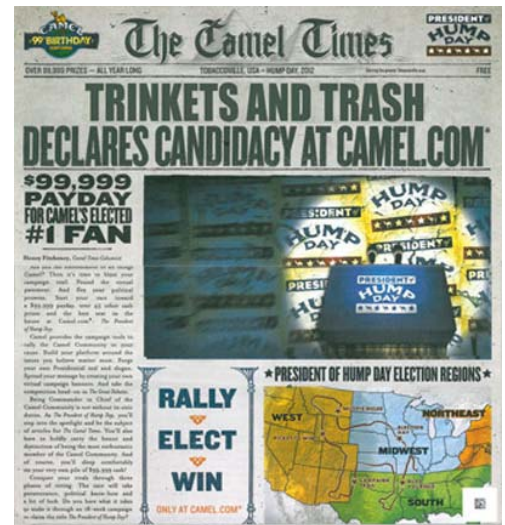
Tobacco Updates

Hot off the Press – Camel Elections. A new Camel mailing in the form of a newspaper (*The Camel Times*, see right) advertises an election themed promotion under Camel's 99th Humpennial celebration. The feature invites customers to run for the position of "President of Camel Hump Day," with the winner awarded \$99,999 and future spotlights in issues of *The Camel Times*. To enter the race participants are asked to complete a survey, create a slogan, and use online graphic tools to design a campaign emblem. Members of the online "Camel Community" will help "elect" the winner by adding their electronic signatures to candidacy petitions, "liking" candidates' "statements of cause," judging online debates, and participating in final polls towards November. The feature also includes a game ("Mudpie Melee") in which participants can sling balls of virtual mud at targets.

Marlboro's Sound of Gold. In July Marlboro began advertising a new summer and music themed promotion (*The Sound of Gold*) from which participants can earn daily free Billboard music downloads by successfully solving online Marlboro themed puzzles. Users can also submit daily sweepstakes entries for a chance to win weekly prizes or a grand prize trip to the Marlboro Ranch. Recent emails and mailings have also promoted Marlboro's **Black** and **Menthol** styles, and the release of its newest product style—**Marlboro Eighty Threes**, featuring Marlboro's "classic" flavor in a modern new packaging look.

Smokeless Summer. New summer themed email from Skoal advertised a gift offer for a free speaker, local events featuring Skoal, and an online sweepstakes for cash gift cards. Once online at Skoal.com, visitors are exposed to beach sounds of crashing waves, squawking seagulls, and island music. A recent mailing from Copenhagen also offered free gifts (choice of playing cards, BBQ sauce or \$10 in coupons) to celebrate the brand's "American Craftmanship." In July, General Snus' brand loyalty program, the **General's Club**, featured online lifestyle content about and weekly offerings for luxury goods and experiences, and gallery pictures from recent Maxim magazine sponsored pool parties which included General's Club VIP areas. Finally, Timber Wolf began advertising new packaging for its **pouched** product styles, which now allow users to "quietly stash" up to two used pouches for times when discarding them is not convenient or discreet.

Other Tobacco News. A bright new ad from Natural American Spirit highlighted tobacco and water as being the only ingredients used to produce the brand's products (see image, right). Emails from both **Newport** and **USA Gold** reminded customers about their latest coupon offers, while new cigar magazines ads associated use with **golf**, **wealth** and **luxury**. A fishing themed ad for e-cigarette brand **Blu** in *Field & Stream* magazine featured a large bold image of the pack amidst a nature setting.



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)