

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - June 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

New E-cigarette Ads. Two new ads for e-cigarette brands were featured in music magazines (Rolling Stone, Spin), albeit with different approaches. The latest ad from **Blu** (see left) features a large bold image of the pack (amidst what appears to be a concert background) and urges smokers to “rise from the ashes”, and to ‘move up’ from smoking. An ad for **Fin** e-cigarettes (see right) uses a more understated theme with a smaller image of the product in a bar setting and the simple tagline “welcome back,” referring to smokers’ ability to resume smoking in their favorite places with e-cigarettes.



Altria Launches A Nicotine Lozenge. In late May, Altria, maker of Marlboro, [announced](#) the launch of a new tobacco-free nicotine lozenge product called “Verve” for test marketing in Virginia . The new product further pushes the boundary of cigarette companies’ foray into the smokeless market, with this latest novelty arguably resembling some pharmaceutical nicotine therapy replacement products that are approved by the FDA for tobacco cessation.

Camel Swap & Mint Snus. Recent email promoted the June feature of Camel’s online 99th Humptennial celebration—The Camel [Gift Swap Bazaar](#). This feature, reminiscent of Secret Santa type games, sets up players with “mystery gifts” that they can either choose to keep or electronically “swap” with other online participants. After 4 rounds of “swapping”, players will be able to “unwrap” one of the final gifts they are left with. The Humptennial section of Camel.com also advertises the coming of a election themed sweepstakes starting on July 4th. A new Camel Snus [mailing](#) promotes the product as one able to “make any moment better,” and invites the receiver to vote at CamelSnus.com to bring Mint, the newest flavor of Camel Snus currently available in 27 states, to their own state. After voting, users can participate in answering a series of mint-related “trivia” questions.

General Snus gets “Exclusive”. New [mail](#) from General Snus invites users to join “The General’s Club,” an exclusive members-only club which, according to the invitation and the brand’s website, features benefits such as weekly offerings on luxury goods and experiences for reduced prices, VIP event invitations, and priority updates about product information and announcements.

Other Tobacco News. In June Copenhagen’s website advertised a new “mellow” flavored product style called “[Southern Blend](#)” and included a coupon offer for \$3.50 off a can. Skoal’s June issue of its electronic newsletter, *The Smooth Times*, celebrated Skoal and other “summer stuff” that comes in a can, like tennis balls. A recent Newport [ad](#) featured in Essence magazine shows an African American couple enjoying the simple pleasures in life, like Chinese takeout food (see right), while [email](#) alerted smokers to “save the date” of July 1st, when a new round of Newport coupon offers would be made available on the brand’s website. Marlboro’s website also advertised the coming of a new music themed feature in July called “The Sound of Gold,” and announced the release of a new product style—[Marlboro Eighty Threes](#), featuring Marlboro’s “classic” flavor in a modern new packaging look.



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)