

Trinkets & Trash

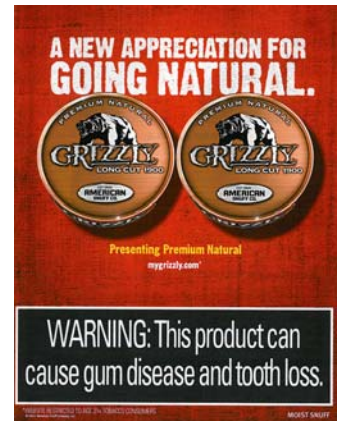
Artifacts of the Tobacco Epidemic

Surveillance Update - March 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

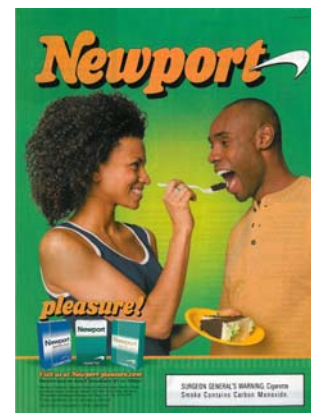
Grizzly Natural, Tellin' It Challenge. Top selling snuff brand Grizzly continues to promote its Premium Natural product styles with two different magazine ads (see one, [right](#); other, [here](#)). Of note is use of the word “premium” in the product’s name, given Grizzly’s relative value/discount brand pricing. In March Grizzly users also participated online to vote for and pick a winner in the “Tellin’ It Like It Is Challenge”, which invited users to submit witty statements in Grizzly’s “Tellin’ It” campaign style for a chance to win \$15,000 and a Memphis, TN trip. In the spirit of “March Madness”, 32 finalists faced off in weekly rounds on Grizzly’s website, where visitors voted for their favorite sayings among the match ups. The top two statements remained for the final “championship” round by the last week of March.



Dissolvable tobacco. One year ago, our update described the reintroduction of Camel Dissolvables in Denver, CO and Charlotte, NC, and the launching of Skoal and Marlboro Sticks into test marketing in Kansas. *We're looking for examples of marketing for these products* (e.g., newspaper ads, point of sale pictures, etc.). Have you seen marketing for these in your area? What kinds? [Contact us](#)— we'd love to hear from you. In related news, the FDA's tobacco scientific advisory panel [released](#) its report on dissolvable tobacco products, noting their potential to reduce health risks as compared to cigarette smoking but also their potential to increase the overall number of tobacco users. The full report, which called for more research, can be found on the FDA's [website](#).

Other Smokeless Tobacco News. Skoal celebrated this year's Leap Day by designating it as “X-tra Day”, and offering customers five buy 1 get 1 free coupons from its website for its X-tra product style. The Skoal website also announced that a new *Skoal Times* newsletter was coming soon. Red Man's new magazine [ad](#) promoted its “new and improved” wintergreen style, while its website featured a new [sweepstakes](#) for a Ford car or truck grand prize and various daily and monthly prizes (including a \$2500 gas card for March). Additionally, a new “[memories](#)” feature invites users to share a favorite Red Man product picture or memory on the brand website to earn 5 bonus sweeps entries. A new Camel Snus mailing also shared individuals' “[moments](#)” and experiences with the product under the Pleasure Switch Challenge, which asks smokers to switch to Snus for 7 days.

Newport persists. Ads for mentholated Newport cigarettes featuring images of attractive young adults continue to run in popular magazines. An ad featuring friends enjoying a red [convertible](#) was aptly found in *Popular Mechanics*, while another in *Essence* featuring African American models likened the “pleasure” of using a deadly addictive product to that of eating [cake](#). A new ad for Newport's non-menthol [red style](#), with an image of a roulette wheel, suggested smokers should “always bet on red” to obtain “the ultimate pleasure”.



Other cigarette brand news. While Marlboro sent emails to customers born in March wishing them a happy [birthday](#), Camel added a new feature to Camel.com in celebration of its own 99th birthday (or Humptennial), inviting visitors to get “artsy” and design a “[digital tribute](#)” (aka, a birthday card) for the brand. Users can also browse the feature gallery to see others' creations. An ad for [Natural American Spirit](#), which references a promotion to try two packs for \$2, was found in March issues of at least 7 different magazines.

In case you missed it. The latest Surgeon General's [report](#), focusing on preventing tobacco use among youth and young adults, was released this month. A new court [ruling](#) in late Feb. found proposed graphic cigarette pack warning labels to be unconstitutional while, more recently, another appeals court ruling in a separate case [upheld](#) graphic cigarette warnings.



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)