

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - May 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](http://trinketsandtrash.org). If you have examples you'd like to share, e-mail us at [trinketsandtrash@umdnj.edu](mailto:trinketsandtrash@umdnj.edu). To join our mailing list, click [here!](#)

## Tobacco Updates

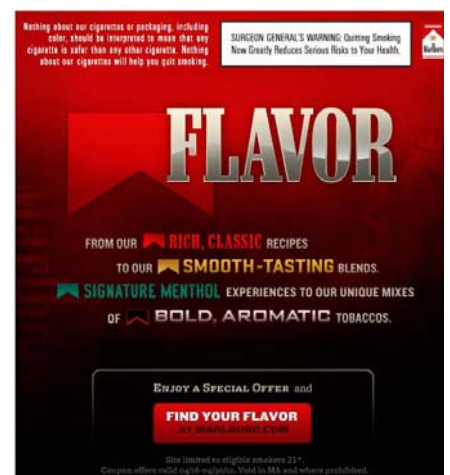
**New Blu Ad.** A new [ad](#) for e-cigarette brand Blu found in Rolling Stone features an image of a young stylish woman using the product in what appears to be a private plane (see image, right). The words "filthy" and "stinking" (part of the phrase, "filthy, stinking rich") are crossed out, leaving just the word "rich". According to the ad, Blu provides everything smokers enjoy about smoking (including a "rich taste"), without the things they hate (e.g., being "filthy" and "stinking"). A recent [email](#) from the brand promotes an offer for a free starter kit with the purchase of one. As noted in our [April Update](#), Blu was recently purchased by major cigarette company Lorillard, maker of the top menthol brand, Newport.



**Camel Cup, Moments & Mint.** New [direct mail](#) and [email](#) promoted "The Camel Cup", an online game and competition that allows visitors to Camel.com to race each other in virtual tracks and to compete for cash prizes. Another Camel mailing invites receivers to "[make every moment better](#)" with Camel Snus, with image examples suggesting the product could be used to help one enjoy the morning and wake up, to "refresh" one's commute, and to avoid missing out on moments and events like concerts. The piece also introduces a new Camel Snus flavor—[mint](#), now available in 27 states after initial testing in Minneapolis.

**Playful Smokeless Tobacco.** A new Grizzly [ad](#) in Playboy and Maxim magazines from its humorous "Tellin' it like it is" campaign promotes the brand while poking fun of readers by stating that they "will never date a girl in this magazine". A May issue of Skoal's new electronic newsletter, *The Smooth Times*, celebrated both Skoal and [Cinco de Mayo](#), and included a "photo hunt" game which challenges readers to look for differences between two near identical Skoal photos. Timber Wolf launched the Kentucky themed "Welcome to Owensboro" sweepstakes in May (see [email](#)). Participants can enter daily on the brand's website for a chance to win \$100,000 by clicking on virtual plots of land on a map of Owensboro, KY, where Timber Wolf is made. A recent Copenhagen [mailing](#) included two coupons and promoted its wintergreen style, while the brand's website advertised a new offer for [\\$10](#) in coupons.

**Marlboro Updates.** Recent Marlboro emails made heavy use of color coding to distinguish between their different product styles and flavors, with one of these clearly defining which [chevrons/pack colors](#) go with different flavor styles/strengths (see right), and the other highlighting Marlboro's "gold" pack (formerly known as Marlboro "lights") as [smooth](#). Both emails invite smokers to find special offers (i.e., coupons) at the brand's website, Marlboro.com.



Meanwhile, in the brand's latest efforts to defeat tobacco control policies, Marlboro sent [email](#) to California smokers urging them to vote "no" for Proposition 29 during California's primary election ballot on June 5th. Prop29 would increase the cigarette tax by \$1.00 per pack and impose an equivalent tax increase on other tobacco products. While the tax revenues would fund research for cancer and tobacco-related diseases, the email warns smokers that tax dollars would be spent on "creating job in other states and countries".



## Keeping in Touch with Trinkets & Trash

Seeing any tobacco marketing/promotions we've missed?

Contact us at [trinketsandtrash@umdnj.edu](mailto:trinketsandtrash@umdnj.edu) and stay in touch!  
We're also on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)