

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - November 2011

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

**Camel Snus' Timely Targeting.** Taking advantage of the Great American Smokeout (GASO), last week [two new ads](#) from RJ Reynolds encouraged smokers to switch to Camel Snus on Thursday, Nov. 17th, thus potentially derailing smokers' attempts to quit tobacco completely. The ads were reminiscent of a previous campaign which suggested smokers switch to snus for the [New Year](#), another time period traditionally associated with quitting attempts. The two GASO themed ads ran in a series of alternative weekly papers across the country. Have you seen these ads in your local publications? If so, let us [know!](#) Camel Snus ads have also made their way into airplane magazines, with travel themed images and messages inviting smokers to enjoy snus and its "first class flavor" while [flying](#).

**This just in**—New data from RJ Reynolds indicate that the company's Camel Dissolvables style is gaining traction with women in test markets. According to a recent [news report](#), 45% of consumers in test markets who bought Camel Dissolvables in September or October were women. In terms of marketing, a new feature added to the Camel Dissolvables' website describes the brand's use of a [Mobile Suite Camel Lounge](#) or a Camel Suite Tent outside of various events in and around Charlotte and Denver such as concerts, festivals, rodeos, and auto shows in promotion of Camel Dissolvables. Recent direct mail has also been used to highlight Camel's latest cigarette style—the menthol transforming [Camel Crush Bold](#).



**Marlboro Brand Promo, USA Gold Photo Challenge & Newport Christmas Cheer.** As mentioned in our [last update](#), Marlboro's current "Stand for your Brand" promotion invites participants to design their own custom logo on Marlboro's website and have it "branded" on to a free protective [skin](#) for a phone, camera or MP3 player. One of these gifts (recently donated to T&T) resembled more of a sticker than a phone skin. Discount brand USA Gold launched its own new promotion (the Win Gold with [USA Gold Photo Challenge](#)), which asks smokers to submit a picture of themselves with a USA Gold pack. Owners of the top 10 pictures with the most votes at the end of each of four voting periods win a bar of gold or \$10,000. Participants can vote daily for their own picture and lobby their friends to vote for them as well. Having started Christmas holiday themed advertising as early as October, recent Newport [ads](#) and mailings continue to promote the Christmas holiday spirit, with "[coupon cheer](#)" included. Newport also used email to remind smokers that people do indeed win sweepstakes, as demonstrated by the "[Winner's Circle](#)" of their website.

**Other Smokeless Tobacco (SLT) News.** A new [ad](#) for General Snus found in alternative weekly publications highlights the brand's Swedish origin and "authenticity", making use of the slogan "Not all snus is created equal." An [email](#) sent in late October advertised the Chill Out with General Snus Sweepstakes, in which participants can enter daily for a chance to win a snus USB-mini fridge, i.e., a portable cooling device to help snus users "enjoy a chilled General Snus whenever" they want it. In November, Red Man launched a "new and improved" [Wintergreen](#) style to meet the taste their customers have been "asking" and "waiting" for. In other flavored SLT news, a [lawsuit](#) by Altria against New York City's ban on flavored SLT was dismissed, leaving the local ban intact.



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)