

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - November 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

Skoal's New Cut. This month Skoal began advertising a new product style on its website—[Skoal Ready Cut](#) (see image, right). The product consists of Skoal's long cut moist snuff in "ready" to use "pre-pinched" portions, thus making the dipping experience faster and more convenient, even without being in a pouch. The website indicates that "while this dip revolution started in Indiana" it is "now spreading across the nation". Site visitors can click on a link to request the style be made available in their own state. A recent email issue of the [Skoal Times](#) also advertised the new style along with football themed tips (or "smooth rules") for tailgating parties.



Other Smokeless Product News. A Thanksgiving themed [blog](#) on General Snus' website calls the product "ideal for post meal activities" whether it be watching football, playing board games with the family or just sitting around and talking. A recent [mailing](#) from the brand described its historic 1850s origin in Sweden and its current use of the "latest technologies" to preserve the heritage of its "classic" flavors. The mailing also advertises the brand's use of other current technologies—i.e., social media sites Twitter and Facebook, and QR codes. Promotions from Grizzly embrace the brand's male customers, reminding dippers to enter their latest sweepstakes for a chance to win \$50,000 towards their ultimate "Man Cave". In other news, a November [article](#) described Reynolds American's efforts to develop new smokeless products, with a company representative noting their intent to make a "big splash" in the electronic cigarette category.

Camel's Humpennial Marketing. President Obama was not the only winner on November 7th—that same day the first [President of Camel Hump Day](#) was also "elected," winning a presidential sweepstakes prize of \$99,999. Three runners up received \$1000 and were named as members of the "Camel Cabinet". Meanwhile, a new promotion added to Camel.com as part of the brand's ongoing 99th Humpennial celebration features a "pyramid" of different levels of games and activities site visitors can participate in, such as trivia and puzzles to decode Camel "humpoglyphics". Recent Camel [email](#) promoted its various menthol styles including its Camel Crush blends.



Other brand news. While one recent ad for Natural American Spirit promoted the brand's simplicity and "purity" by highlighting tobacco and [water](#) as its only ingredients, another used dark and bold colors to promote its robust [Perique](#) blend (see image, right), "aged" in oak barrels for taste like fine whiskey or scotch. Black & Mild cigars also promoted a new [seasonal dark blend](#) on its website along with a gift offer for a free holiday [drink shaker](#). Discount cigarette brand L&M also added [holiday](#) themed lifestyle content to its website, including tips for transforming your leftovers (like turkey) into a new dish and for throwing a big holiday party on a small budget.



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