

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - October 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

**Blu E-Cigarettes Going Mainstream.** A series of three new ads for e-cigarette brand Blu circulated in September and October issues of popular magazines, each of these aimed at different audiences and using different selling messages. Ads invited smokers to smoke “with style”, without “regret” and to [switch](#) to Blu instead of quitting altogether (see image, right). The ads also direct readers to the brand’s website ([blucigs.com](http://blucigs.com)) which can be freely visited without any screening of age. The website offers additional [advertising imagery](#), detailed product information, testimonials, reviews, press statements, online purchasing options and in-store sales locations. A new video describes the launching of the brand’s latest technology, the Smart Pack, which not only provides practical information (e.g., charge level) but also glows and vibrates when within 50 feet of other Blu users, “Blu bars” or Blu retailers. Product fans can also watch brand videos on YouTube and follow Blu on Twitter or Facebook. An October [press release](#) announced that sales of Blu had expanded to approximately 400 Sheetz convenience stores in six Mid-Atlantic states. Have you seen other ads for Blu? If so, [let us know!](#)



**Marlboro—New Stand for Your Brand Promo.** In 2009, Marlboro launched a "Stand for your Brand" promotion, which allowed smokers to design their own custom brand on Marlboro's website and have it "branded" on to a free t-shirt. A current version of the promotion allows smokers to customize and brand a free protective skin for a phone, camera or MP3 player, and to enter a related contest for a chance to win \$100,000 to “follow your dream”. To enter, participants need to design their brand, and then submit a “Dream Big” themed photo and 500 word essay describing what they have “always wanted to do”. Up to 5000 entries will be accepted in each of 5 weekly entry periods (through 11/17). 10 winners will be selected from 100 Finalists through voting by Marlboro.com users.

**Other Cigarette Brand News.** In October Newport sent email reminding smokers to enter an online blackjack themed [sweepstakes](#) daily for better winning odds, while a November magazine ad featured Newport smokers already in the Christmas [holiday](#) spirit. A recent ad for Natural American Spirit cigarettes celebrated themes of freedom and personal liberty, including the [right to smoke](#).

**Fall & Festive, Camel Snus.** A new [mailing](#) invites smokers to “discover more freedom this fall” with Camel Snus and to “take a cue from the changing leaves” by branching out to try all four styles. The mailing includes coupons and a free customizable drink koozie gift (see right). Another mailing acts as a snus “[pocket guide](#)” to freedom, providing snapshots of times and situations snus is good for. Online, a new \$500 “[Instant Win](#)” feature was added to Camel.com while new email promotes the ongoing Camel Snus [Studio Contest](#) (where users can enter designs for Camel Snus tins to win \$500).



**Smokeless Tobacco News.** In late September, Grizzly celebrated its 10th anniversary dubbed “G-Day”, sending emails thanking users for their support in making Grizzly the number one brand. Meanwhile Grizzly continues to mail humorous wise-guy themed advertisements under its “Tellin’ it like it is” campaign. A recent [mailing](#) jokingly refers to itself as junk mail (albeit with a valuable coupon included) and promotes the brand’s “direct, honest approach”. New Skoal [email](#) also uses humor in promoting its tobacco as being 100% American grown with the subject line, “Dip American or the Canadians Win.”



## 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)