

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - May 2010

Trinkets & Trash is a tobacco marketing 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 and makes images and information on these available through our [website](#). This is the first of a series of monthly *Surveillance Updates* developed to provide up-to-date information on industry marketing activities to the tobacco control and public health communities. Feel free to share it with others.

For more images and examples, visit us online at [www.trinketsandtrash.org](http://www.trinketsandtrash.org). If you'd like to help us keep up on industry activities, have examples you'd like to share, or would like to be added to our mailing list, e-mail us at [trinketsandtrash@umdnj.edu](mailto:trinketsandtrash@umdnj.edu).

### Camel Updates

**New Advertising Campaign:** In October 2009, RJ Reynolds launched a new series of Camel Snus magazine ads which continue to run in current issues. Unlike previous ads which featured prominent images of the smokeless tobacco product (see image, left), these latest ads are free of any product image at all, instead highlighting a new Camel slogan (“break free”), new logo (camel silhouette in a circle), and a different irreverent tagline in each ad (image, right). In 2008, RJR stopped running *cigarette* ads in magazines. Yet, with the name of the Camel Snus product barely visible in a corner, these new ads seem to promote the Camel *brand* as much as Camel Snus specifically.



It should also be noted that beginning December 2009, we have seen **Camel Snus ads running in women's magazines** such as Glamour, Essence and Latina.

**Website:** In December 2009, RJ Reynolds also revised Camel's brand website ([camel.com](http://camel.com)), incorporating the “Break Free” campaign. The website advertises all its cigarette *and* smokeless tobacco product styles and tells visitors that “with your help we are rewriting the rules when it comes to how and where you can enjoy tobacco.” This campaign appears to be further positioning Camel as an innovative *tobacco* rather than cigarette brand. By February 2010, **a new feature was added allowing users to convert the site content into Spanish**. By early April, a long standing feature on Camel's website was taken down – the Camel Casino, which allowed users to play games such as poker and blackjack. Message board posts indicate that Casino followers are disappointed. We will be watching to see if a new gaming feature will be added.

**Direct mail** promoting Camel Snus continues to be sent directly to people's homes, including to [Camel](#) smokers *and* customers of other RJR brands on existing mailing lists, such as Kool, Salem, and [Pall Mall](#).

To see all current Camel Snus examples [online](#), select “Camel” from the brand field, type 2010 in the date field and “snus” in the keywords field.

### Marlboro Updates

Marlboro direct mailings and emails continue to drive receivers to Marlboro.com. In October 2009, email and [direct mail](#) advertised the “Stand for your Brand” promotion, which allowed individuals to create their own brand design on the website and have it “branded” onto a [free t-shirt](#). In February 2010, the website offered users a choice between three free gifts – a [canteen](#), deck of playing [cards](#), or bottle of [hot sauce](#) (see top, right). More recently (March), individuals have received emails describing the new online Copper Label feature, including four new featured bands and 16 free downloadable songs (see bottom, right).



By late March the website promoted a new “[special](#)” blend and began alerting customers that the look of Marlboro packs would be changing because of federal law, but the cigarettes would remain the same. In addition, **content promoting Marlboro Snus was added to the website**, including information on how to use it, consumer testimonials and answers to frequently asked questions. Users can redeem a [coupon](#) for four free packs of Marlboro Snus with any Marlboro purchase. Meanwhile, direct mailings have been explicitly promoting Marlboro Snus for when “smoking isn’t an option” (see right).

To see all Marlboro Snus items online, type “Marlboro Snus” in the keywords field .



[click to enlarge](#)

### Skoal Updates

Skoal has moved away from its emphasis on “brotherhood” and on to a new campaign and slogan, “[Skoal Up](#)”, which appears to be more **product** and **value** focused. Skoal recently updated the [look](#) of its packaging (while assuring customers the product remains the same), created a new “slim can” style available at a lower cost and in April completely revised its website, which now promotes a “[Skoal Up Promise](#)” – to allow users to print coupons on a [weekly](#) basis (rather than on a monthly basis as before). The emphasis on product and value is likely influenced by the movement of Grizzly, a value SLT brand, into the number one SLT brand position.



### Copenhagen Updates

Several changes were made to Copenhagen’s website in the past few months. In November 2009, a hunting themed game and two free gift offers (a [camouflage hat](#) and Bass Pro Shops gift card) were added in promotion of its new [Wintergreen](#) product style. By February 2010, a new hunting themed sweepstakes and redeemable gift offer (a multi-tool) were added. Most recently (April), the entire website was redesigned, featuring a new [gift](#) offer (hat, thermal flask or coupon book) and promotion for new products (long cut wintergreen, long cut straight and extra long cut natural). The site now allows a user to print out **four** different coupons for the different products styles.



[click to enlarge](#)

### Other SLT Updates

In April 2010, the **Grizzly** website announced that its products were now available with metal lids, offering “the premium tobacco taste of Grizzly in a premium package.” **Husky’s** website was discontinued in late December and visitors redirected to the website for USSTC’s other value brand, **Red Seal**. By mid-March, Red Seal’s website included a “buy 1 get 1 can free” coupon promotion, redeemable every week until 5/31/2010. In February 2010, **Red Man** began promoting a new racing themed [sweepstakes](#). **Timber Wolf** is currently promoting a sweepstakes to win a year’s worth of the brand’s tobacco product.

In addition to regularly added images, a new feature named [Marketing Smokeless Tobacco](#) was recently added to the Trinkets and Trash website, presenting an overview with examples of recent SLT marketing.

### Keeping in Touch with Trinkets and Trash



#### Are you seeing any tobacco marketing/promotions we’ve missed?

Let us know. We know that advertising and promotions in magazines, direct mail and even websites can differ by part of the country and we welcome examples from you. Your input can help make Trinkets and Trash a more comprehensive resource for all to share.

Please note: over the next year we will be working on improvements to make the T&T website more user friendly - your input is welcome.

Contact us at [trinketsandtrash@umdnj.edu](mailto:trinketsandtrash@umdnj.edu) and stay in touch!