

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - March 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 or would like to be added to our mailing list, e-mail us at [trinketsandtrash@umdnj.edu](mailto:trinketsandtrash@umdnj.edu).

## Tobacco Updates

**New Marlboro Products.** In March Altria began [test marketing](#) two new smokeless products in Kansas—Marlboro Sticks and Skoal Sticks. The [products](#) consist of finely milled tobacco on toothpick like wooden dowels and are sold in packs of 10 sticks. Two new styles of [Marlboro Special Blend](#) cigarettes (menthol and regular) were also launched in March.



**Promoting Action & Interaction.** Between Feb. and March tobacco users were invited to apply for a week long trip to help "preserve the American West" through various service projects (e.g., rebuilding trails). To enter, applicants need to submit a brief essay and video noting why the cause is important to them; the 100 selected will earn a \$6000 stipend. The program was [promoted](#) with a free multi-tool gift offer. Recent additions to Marlboro.com include a video of cowboys describing the "art of roping" and an interactive game allowing site users to try their own hand at "roping" various online targets (horses, steer, etc.). As an extra perk, users are offered coupons or gifts for participating—a bandana for completing level one and belt buckle for completing all six game levels. A new section of the website called "The Post" provides an interactive space for Marlboro customers to post pictures and comments about their experiences at the Marlboro Ranch. Meanwhile, emails continue to [remind](#) users to enter the weekly online Marlboro Snus Challenge and alert them of [prizes](#) won. A recent mailing included [20 coupons](#) for Marlboro Snus, each for \$1.00 off.

**Making Camel Snus, testing new Dissolvables.** A March [email](#) promoted a new CamelSnus.com feature providing a "behind the scenes" tour of the product's headquarters and manufacturing process. The same email advertised an upcoming sweepstakes - [Camel Hump Day](#). Although the sweepstakes does not begin until March 30th, customers can participate ahead of time by posting responses to the question, "what would you do if you won a \$50,000 Payday?" on the product's website. In Feb. RJ Reynolds [announced](#) that the updated Camel Dissolvable products would be reintroduced for test marketing in Denver, CO and Charlotte, NC. The brand's [website](#) features an image of the new products (now in mint flavor only) and refers to them as "coming soon".

**Other Cigarette Updates.** While one recent Newport email advertised a new [sweepstakes](#) coming in April, another email again urged smokers to tell the FDA's advisory board not to recommend a [ban](#) on menthol cigarettes. The board's [report](#) is due on March 23rd. Natural American Spirit began running a new [ad](#) in magazines promoting the cigarettes, the company and even the ad itself as being "eco friendly." The ad features an image of a footprint and includes coupons to buy two packs for two dollars. Recent USA Gold ads reflect tailoring to particular audiences and channels, with ads featuring [hunting](#) and [car mechanic](#) themes found in magazines such as Outdoor Life and Popular Mechanics, respectively, and ads featuring [hip](#) and sexy images of young adults found in Rolling Stone.



**Other SLT Updates.** A recent direct mailing promoted [trial](#) of a new style of Copenhagen (wintergreen long cut) with coupons included to buy the product for one dollar. A Copenhagen email advertised a free gift offer for a custom [flask](#) while Red Seal's brand website offered visitors a free American flag bumper [sticker](#). In addition to the testing of new Skoal Sticks (mentioned above), a new product style called Skoal Xtra will be available for distribution from requesting retailers in mid March. Check back in our next update for new details.



## Keeping in Touch with Trinkets & Trash

**Are you 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: <http://twitter.com/trinketsantrash>