

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - August 2010

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'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.

Tobacco Updates

"Make your statement" promotion. A mid-July [email](#) from **Camel** advertised a new gift [promotion](#) available from the brand's website—40 free customized (business sized) cards. Users can choose from different card designs and customize their selection with personal information (e.g., name, email address) and a "favorite quote, saying or mantra" (i.e., "your statement"). Users also have the option of ordering additional cards for a price. The feature also includes a "statement gallery" where visitors can read other camel.com users' "statements."

Camel Snus gets sexy. In the August 2010 issue of Maxim, a men's entertainment magazine, four Camel Snus ads made reference to a special editorial feature — Maxim's "Hometown Hotties 2010" contest. This feature includes images of 100 women from across the country who readers can vote for —one of which will win the ultimate 2010 "Hometown Hottie" title. [Four Camel Snus](#) ads surround the feature (one at the beginning and end, and two in between pages) and make claims tailored to it. Text from three of the ads strung together forms the following statement: "we also appreciate smooth curves...supple lips...and an unbridled passion for pleasure..." The last ad jokingly declares that the brand's "perfect hometown hottie" is the Camel, complete with "hairy legs" (click right for full image). No Camel Snus image or product information is included.



[Click to enlarge](#)

Marlboro Roadhouse Nights. In July, **Marlboro** sent smokers [email](#) invitations to private parties (featuring "hearty eats, live music and good times") at bars in various cities, including Philadelphia, PA and Minneapolis, MN. The email assures readers that "there's no catch" and that it's Marlboro's "way of saying thanks." An individual who attended one of these parties described it to T&T as western themed, complete with music, barbecued meats, raffles for Omaha Steaks, and games such as blackjack, poker and pool. This same party promotion was conducted in 2009, as captured by one party-goers image [filled blog](#).

Natural American Spirit continues to use [direct mail](#) to provide smokers with generous coupons (which it refers to as "gift certificates"), brochures about the brand and its company's "values", and [materials](#) smokers can use to request that their local retailer carry their favorite style of the brand. The brand carries so many color-coded styles that it has created a [color wheel](#) to help define and describe the 13 different cigarette styles sold.



[Click to enlarge](#)

Smokeless sweepstakes. In late July, the Red Man website and [email](#) advertised the Fresh American Experience sweepstakes, which users can enter online for a chance to "win a trip to Alaska to discover the only experience as fresh as opening a can of Red Man". The sweepstakes appears to be in promotion of the brand's new "flavor fresh lid" for its moist snuff styles, which "seals tighter to make sure your Red Man Moist Snuff stays fresh longer."

Keeping in Touch with Trinkets and Trash



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

We know that tobacco promotions can differ by parts of the country and we welcome examples from you. This month's update included information from a T&T follower who attended a Marlboro party. Your input can help make T&T a more comprehensive resource for all to share.

Contact us at trinketsandtrash@umdnj.edu and stay in touch!

We're now on Twitter! Follow us at: <http://twitter.com/trinketsantrash>