

Trinkets & Trash

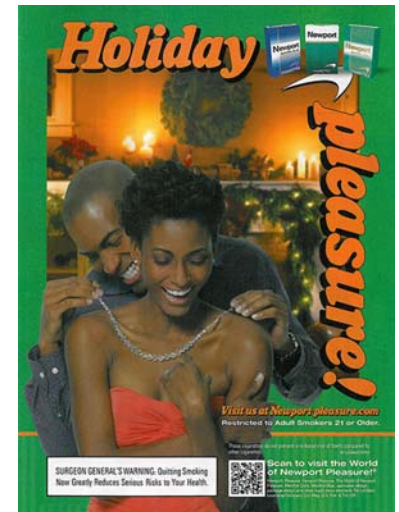
Artifacts of the Tobacco Epidemic

Surveillance Update - December 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

Tobacco Companies in the Holiday Spirit. After a year of absence from major print publications, Camel Snus was back in Rolling Stone this month with a new ad calling for smokers to make a New Year's "smoke-free resolution" in 2013 (see image, left). The ad, consistent with versions run in 2012 and 2011, essentially suggests that smokers switch to snus instead of quitting altogether. A [direct mailing](#) from the brand also invites users to share their "holiday travel" stories on the Camel Snus website. Newport shared its own holiday cheer with smokers through thematic [print ads](#) (see image, right) and [email](#), while the Santa Fe Natural Tobacco Company (maker of Natural American Spirit cigarettes) sent customers a holiday [greeting card](#) complete with photos seemingly intended to depict their staff as non-corporate, wholesome, and well-intentioned. Cigar brand Black & Mild [emailed](#) users to download a holiday treat of new free songs available from their website.



Updated Marlboro Website. This month Marlboro.com was updated with a new look and features, including a new cycle of its Stand for Your Brand promotion, which invites users to design their own brand logo online, and stamp or brand it on a free gift — this time, a [steel pint glass](#). The feature also describes different types of brand lettering/[font styles](#) that users can choose from. The website also advertises a new cigarette style (featured in golden packaging and called "Southern Cut") coming out in January and promises that new land conservation projects will be featured under its Team Marlboro promotion in 2013. A new lifestyle feature titled "Follow the Flavor Makers" profiles co-chefs of a LA restaurant as its first entry, while the ongoing "Biggest Night of the Year" promotion sends sweepstakes winners on a VIP trip to Las Vegas to celebrate the longest night of the year (i.e., the Winter Solstice) on 12/21.

Other Tobacco News. This week company Star Scientific, maker of Arriva and Stonewall dissolvable tobacco brands, [announced](#) it would discontinue production and selling of these products and instead focus on its dietary supplement business. The company cited low product sales and prohibitive marketing restrictions on being able to make "reduced risk" claims as reasons for the move. In contrast, another [news story](#) described the success and product expansion of e-cigarette brand NJOY, which has been described as a potential target for purchase by a major tobacco company such as Altria. Recent [ads](#) have promoted the brand's new "King" style with the tagline, "Cigarettes, you've met your match" (see right). Finally, a news story released earlier this month suggested that the case for using [graphic warning labels](#) on cigarette packs, an action that was supposed to begin this past September, will likely head to Supreme Court. Meanwhile a new cigarette pack plain packaging law was enacted this month in [Australia](#).



Happy Holidays from Trinkets & Trash!

Keep in touch in the New Year!

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

We're also on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)