

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - December 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 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

'Tis the Season for Camel Snus. A December [direct mailing](#) pictured Camel Snus tins and pouches wrapped in ribbons and wished receivers “happy-ier” holidays with Camel Snus. It also included two coupons and invited receivers to the brand’s website to download seven different “edgy” holiday [e-cards](#). Meanwhile, December 2010 magazines featured a new series of Camel Snus ads. One ad, fittingly found in Car & Driver, promotes the product as having “[zero emissions](#)”, while another in Rolling Stone features an image of Camel Snus tins arranged in a [peace sign](#). A third ad features pouches falling like confetti and invites readers to “[taste victory](#)”, a message aptly timed for New Year’s parties and smoking cessation attempts.



Pleasure Switch Challenge. On Dec. 15th, the websites for and [emails](#) from Camel and Camel Snus advertised a new promotion—a challenge inviting smokers to [switch to Camel Snus](#) for 10 days and share about their experience online. The challenge is also promoted by a new [sweepstakes](#)—the Pleasure Switch Instant Win. We will be tracking this new promotion and share additional details in our next Update and through [Twitter](#). If you see any advertising materials supporting this promotion, [let us know!](#)

Camel Adventure Packs Hit Stores. In late November, Camel emails urged smokers to go online to [vote](#) for their favorite destination themed Break Free Adventure pack, and indicated that the packs would be available [in stores](#) by December. The presence of these packs in stores is not location specific (e.g., stores in our area carry packs with several of the featured locations - Seattle, New Orleans, Sturgis, etc.). Recently, The [Campaign for Tobacco Free Kids](#), the [National Association of Attorneys General](#) and state officials have publicly criticized the promotion and called for RJ Reynolds to end it. Have you seen any point of sale or other recent promotional advertising for these packs in your area? [Contact us!](#)

More Ads for USA Gold. Discount cigarette brand USA Gold ran three new ads promoting its updated packaging in November and December issues of popular magazines including [Rolling Stone](#), [Playboy](#), and [Popular Mechanics](#). A brand [email](#) informed smokers to look for coupons (25 cents off a pack) within purchased packs of USA Gold to use on future purchases.

Copenhagen Community. In our July update, we described an addition to Copenhagen’s brand website (under a feature called “[character](#)”) asking site users if they’d participate in local community restoration projects if offered by Copenhagen. By November, an online video showcased resulting [volunteer efforts](#) thus far, featuring clips of men working on painting, carpentry and landscaping projects. The website also announced Copenhagen’s limited release reintroduction of its [Black](#) style, and stated that a broader and permanent release was dependent on user feedback. A response section was added to the site where visitors can indicate if they want “Black back for good” (and get a product coupon in the process).

Other SLT updates. A recent Timber Wolf [email](#) and [web page](#) suggests a new product look and marketing campaign are coming in the new year. Philip Morris continues to integrate promotion and [coupons](#) for [Marlboro Snus](#) in Marlboro cigarette mailings (see image, right). In addition, we have learned that a re-launch of spit-free Skoal Snus is planned for early 2011. The product will be available in Mint and Smooth Mint and sold in packaging resembling that of Skoal’s regular moist snuff styles. Additional details and images will be shared as acquired. If you have information about the new Skoal Snus, we’d love to [hear from you](#).



News & Reminders. In December, the [2010 Surgeon General’s Report](#) was released, detailing how tobacco smoke causes disease, and affirming that tobacco use remains the leading cause of premature death in the US. In addition, don’t forget to [let the FDA know](#) which of the 36 graphic images you think should be found on tobacco advertising—public commentary is open until 1/11/11.



Keeping in Touch with Trinkets & Trash

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

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

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