

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - February 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 Snus Styles & Sweeps.** In February Marlboro launched the [Marlboro Snus Challenge](#), a sweepstakes with 8 weekly prizes and a grand prize trip to the Marlboro Ranch. To enter, participants need to answer simple questions about Marlboro Snus on Marlboro.com and can enter weekly by answering different questions posted each of 8 weeks. Entry is based on responding to questions in general, rather than on *correct* answers. The sweeps provides a clever way to promote awareness of the new product and its attributes among Marlboro customers. For example, two of [week one's](#) questions ask whether the following statements are true or false: "Marlboro Snus is only for men" and "Marlboro Snus is the same thing as dip". Although the sweepstakes officially begins Feb. 14th, website visitors could answer an earlier "warm up" question to receive 20 Marlboro Snus [coupons](#). The promotion also showcased two new styles of Marlboro Snus. In addition to the original slim packets (each with 6 pouches weighing 0.5 grams each), Marlboro Snus is now also offered in cans of 15 larger sized pouches (1.0 gram each) (sold in natural and mint flavors).

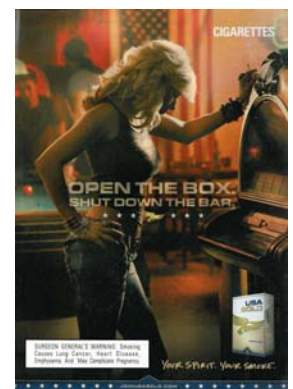


**Camel's Coupon Me.** [Email](#) and [direct mail](#) received in late January promoted a new Camel promotion called "Coupon Me" which allows registered Camel customers to visit Camel's brand website and redeem an offer of two coupons per month. Camel users can select which type of product coupons they prefer, i.e., two coupons for Camel Cigarettes, two Camel Snus coupons, or one of each.

**Future Dissolvables?** In late December 2010, RJ Reynolds [announced](#) it would reintroduce its Camel Dissolvable products into new lead markets "late in the first quarter of 2011". A [slide](#) from an earlier RJ Reynolds investor webcast provides a "sneak preview" at the possible redesigned line extension and suggests it may be sold only in mint flavor when reintroduced.

**Newport Coupons, Non-Menthol.** Recent [email](#) and [direct mail](#) directed Newport smokers to the brand's website to find and redeem a coupon offer for the month of February. The direct mailing also encourages smokers to write to the FDA and express their opposition to a potential ban on menthol cigarettes. Meanwhile, an [ad](#) for Newport non-menthol cigarettes began running in February issues of magazines including Essence, Maxim, Playboy and Field & Stream.

**Sexy Discounting.** USA Gold continues to generate and run new ads featuring hip and sexy images of young adults to promote its discount brand. A late January Rolling Stone [ad](#) features an image of a woman smoking inside a bar while reviewing jukebox options (see right). A recent [email](#) from USA Gold directed receivers to the brand's website to redeem a February coupon offer.



**Smokeless Sweeps & Values.** In February, Red Man launched the "Always Fresh Sweepstakes" which allows those registered with the brand's website to enter daily for a chance at different entertainment themed prizes offered monthly through September 2011. Also in February, value snuff brand Red Seal updated its website and added a new coupon promotion—an offer for a weekly "buy one, get one free" product coupon. The weekly [coupon](#) offer will be available to users until April 2011.

**Carefree Cigar Smoking.** A February [ad](#) in promotion of new Macanudo Cru Royale cigars features an image of four young men smoking cigars while cruising down the coast in a convertible.



### 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>