

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - January 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

**Camel Snus for 2011.** In December, RJ Reynolds launched three holiday ads explicitly encouraging smokers to switch to Camel Snus (see [wreath](#), [snowflake](#), [resolution](#) images). These ads are timed to capture would-be quitters, those making smoking cessation attempts for the new year and one even offers Camel Snus as part of a 2011 “smoke-free resolution” (see right). The ads have run in popular magazines such as *Time*, *People* and *Rolling Stone*, as well as several local papers and LGBT publications. They also promote Camel's [Pleasure Switch Challenge](#), a promotion launched on Dec. 15th “challenging” smokers to switch to Camel Snus for 10 days and share about their experience online. When accepting the “challenge”, participants are initially asked to post a message indicating why they want to make a switch, and are then provided with an online personal [journal](#) and asked to respond to questions about their experience during each of the 10 days. Have you seen advertising materials supporting this promotion? [Let us know!](#)



**Camel Dissolvables Gone...For Now.** In late December, RJ Reynolds [announced](#) it was pulling its Camel Dissolvable products from test marketing sites in Indianapolis, IN, Columbus, OH and Portland, OR, and that it would reintroduce the products into new lead markets “late in the first quarter of 2011”. Customers in test markets received [letters](#) from RJR informing them of the withdrawal, thanking them for their interest, and encouraging them to try Camel Snus as another tobacco alternative.

**Adventure Packs.** A new Camel [direct mailing](#) received in December resembles a passport and includes images of each of the destination-themed Camel Adventure packs. The mailing invites receivers to vote for their favorite pack at Camel.com, and includes 7 coupons. The last pages of the “passport” advertise Camel Snus as being a great travel companion. An [email](#) related to the promotion thanks receivers for their participation in the Camel Break Free Adventure, and invites them to complete a survey about their experience. A \$25 incentive is offered to the first 1200 survey participants.

**USA Gold Getting Hipper.** While recent ads for USA Gold have promoted the updated look of its packaging, new ads feature hip images of young adults laughing and having a good time together (see right). One of [these](#) advertises a 25 cent coupon to be found in specially marked packs. A January [email](#) invited smokers to visit the brand's website and choose their preferred coupon style (75 cents off a pack or \$4.00 off a carton).



**Timber Wolf's New Look & Cash Back Promo.** In January, Timber Wolf's website showcased a [new look](#) for the brand's moist snuff cans, explained the benefits of its [plastic](#) packaging, and advertised a new promotion where customers can earn [cash back](#) by entering codes found in specially marked products. Each code entered online is worth 25 cents and customers can earn up to \$125 for the year. Web users can click on a link to share news about the promotion with a friend.

**Newport messages.** Newport used [email](#) in December to encourage customers to contact members of FDA's Tobacco Products Scientific Advisory Committee about a potential ban on menthol cigarettes. A later email from the company wished Newport smokers a [happy new year](#) (see image, below).



### 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>