

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - July 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. 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

Camel Snus Summer, Dissolvables feedback. Camel Snus launched July with [Independence Day](#) themed ads featuring images of pouches arranged in the shapes of stars and making references to freedom (see right). The ad invited smokers to switch to snus and to participate in the [Pleasure Switch Challenge](#), a promotion which asks smokers to switch to Camel Snus for seven days. Like other recent print ads for Camel Snus, these were found in alternative weekly publications rather than in national magazines. In addition, a recent Camel Snus direct mailing featured a “guide to snus’n [summer enjoyment](#)” with snus related tips and summer imagery (e.g., a snus shaped pool, grill). Online a new feature was added to Camel Dissolvables’ website asking site visitors to share their [opinions](#) on the new product.



Team Marlboro Conservation Promotion. In our March update we described the 2011 Team Marlboro promotion inviting smokers to apply for a week long trip to help “preserve the American West” through various service projects (e.g., rebuilding trails). In July, the Marlboro [website](#) was updated with a new section dedicated to the promotion. Smokers can visit the site each of ten weeks to view pictures and learn details about the ten different projects and enter an associated weekly sweepstakes for a chance to win \$1000 towards a project of their own. The website also invites smokers to “get involved” by clicking on a link activating Marlboro to donate \$5 towards conservation efforts in the country (up to \$1 million). [Email](#) and [print mail](#) advertised the promotion with a free flashlight gift offer.

Other Cigarette News. Newport [emailed](#) smokers in July advertising the brand’s menthol cigarettes and a new coupon offer available from the brand’s website. In other menthol news, Natural American Spirit began running new [ads](#) in August magazine issues promoting the brand’s menthol styles as being a “natural partnership between tobacco and menthol.” Meanwhile, an American Spirit email encourages smokers to visit the brand’s “Smoking Lounge” at [events](#) around the country during the summer.

Grizzly’s G-Day, Copenhagen Pouches . While Grizzly [emails](#) continue to remind dippers to enter its “Givin’ It To You Straight” sweepstakes, a new recent print direct mailing also informed receivers about the coming of “G-Day”, that is, Grizzly’s 10 year anniversary, on September 24th (see right). Dippers are asked to raise a can of Grizzly at noon on that day and to “snap a few pix to commemorate the occasion,” pictures they should later share on the brand’s website. In July, Copenhagen’s website announced that new wintergreen flavored pouches are now available while a recent [mailing](#) promoted Copenhagen as being a superior brand with the tagline “Some men choose. The rest compromise.”



Keeping in Touch with Trinkets & Trash

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: [@trinketsantrash](#)