

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - June 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, e-mail us at [trinketsandtrash@umdnj.edu](mailto:trinketsandtrash@umdnj.edu). To join our mailing list, click [here!](#)

## Tobacco Updates

**Marlboro Goes Mobile & Gets Crafty.** Marlboro emailed smokers in late [May](#) and [June](#) that they can now request cigarette coupons from Marlboro's website (Marlboro.com) through their Smartphones. The brand also mailed bandanas to its website visitors as thank you gifts for playing its cowboy themed "rope slinger" [game](#), and sent coupons to customers for [Marlboro Snus](#) with a reminder that the product is "made for smokers". A recent email sent to smokers in Indianapolis invited them try special [Craft Blends](#) of Marlboro, made in small batches and available only in select "exclusive" venues. Have you seen these Blends in your area? [Let us know!](#)

**Camel's Switch Challenge & Hump Day Promos.** In June, Camel launched a new round of the [Pleasure Switch Challenge](#), a promotion which asks smokers to switch to Camel Snus for seven days. Smokers sign up online (at Camel.com or CamelSnus.com) and are asked to indicate their reason for taking the challenge and also their current ratio of cigarette to snus use (e.g., 90%|10%) in order to measure change by the end of the challenge. Participants are invited to comment on daily questions about their perceptions and can follow the online journals of four "writers" chronicling their experience in making the switch. Meanwhile, Camel's ongoing Hump Day promotion continues to offer Camel customers various fun weekly online activities to help get through the work week, such as Camel trivia, word scrambles and games. A recent Hump Day direct [mailing](#) included a wallet design illustrating the \$50,000 in potential prize money to be won from the promotion's sweepstakes and a draft letter of resignation to submit to work upon winning.



**Grizzly's Straight Sweeps & Other Smokeless News.** In mid June, No. 1 snuff brand Grizzly launched the no-frills style "Givin' It To You Straight" sweepstakes. Promotional [materials](#) point out that the sweeps doesn't offer trucks or trips—it simply offers straight up cash (i.e., weekly prizes of \$1000 and grand prize of \$100,000). The sweeps makes use of a workman theme and invites dippers to enter daily by "clocking in" with their sweepstakes [timecard](#). Value snuff brand Longhorn added a new interactive [Savings Realizer](#) feature to its website in June, allowing visitors to learn how much money they'd save in a week, month or year by switching to Longhorn. Users can select the brand and number of cans per week they normally use as well as the state they live in to obtain customized savings estimates. Meanwhile, [Skool](#) updated the look of its website this month and currently offers customers two weekly coupons that can be printed directly from the site, with one dedicated to promoting trial of Skool Snus and X-tra. [Copenhagen](#) recently invited users to show support for veterans by clicking on a link on its website's homepage. Upon clicking on the link, Copenhagen will donate \$10 to the group Homes For Our Troops. Finally, Swedish Match [announced](#) that it would begin broader distribution of its General Snus products in the US to compete with Camel Snus and will launch two new snus [styles](#) (Classic Blend and Nordic Mint) for test marketing in Chicago, Dallas, and Philadelphia.

**USA Gold, Newport - Summer Packs & Ads.** USA Gold advertised a limited edition American flag themed "celebration" pack on its [website](#) and in a new sexy magazine [ad](#) (see right). The special pack is timed with summer and July 4th celebrations. USA Gold [email](#) also encouraged smokers to submit and share their recent Memorial Day pictures online. In other news, [June](#) and [July](#) issues of Essence magazine included new ads from Newport featuring African American couples sharing loving moments and surprising gifts.



## 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: [@trinketsantrash](https://twitter.com/trinketsantrash)