

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - June 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'd like to help us keep up on industry activities, have examples you'd like to share, or would like to be added to our mailing list, e-mail us at trinketsandtrash@umdnj.edu.

Camel Updates

Want even *more* menthol? According to direct mail promoting Camel's new **Cool Burst** style, squeezing an included capsule could allow smokers to "add an *additional* burst of menthol freshness" to their menthol cigarettes. This product is different from **Camel Crush** which also includes a menthol capsule, allowing smokers to convert a *nonmenthol* into a menthol cigarette.

Camel Snus continues to be promoted through both **direct mailings** with coupons and ads in popular magazines. Camel Snus ads in June magazine issues began carrying larger warning labels (see top right) as required for smokeless tobacco advertising by the FDA as of June 22nd. Larger labels for *cigarette* advertising are not set to take place until June 2011.

TIP: To see more current examples **online**, select "Camel Snus" from the brand field and type 2010 in the date field.

Camel redesigned its website (camel.com) in early June and now includes a large warning label across each page (see homepage screen shot, right). It also allows users to customize their view of content and to comment on and indicate they "like" different features, similar to functions on social networking sites such as Facebook. New content describes RJ Reynolds, the man, as well as the folklore surrounding the art of Camel's classic cigarette pack. The websites for Camel Snus, Dissolvables and Dip were also updated and now carry the enlarged warning labels.

click to enlarge



Other Cigarette Brand Updates

Recently **Marlboro** used direct mail to invite smokers to focus groups about **Marlboro Snus** and **email** to announce that a new coupon offer and blackjack game were added to the brand's website. In terms of FDA regulation, an image on Marlboro.com shows its cigarette packs with descriptors (e.g. "light") removed but still color coded as before (see image, bottom left). Although this may follow the "letter" of the law, smokers may continue to perceive some styles as "lighter" or safer based on colors used.

Similarly, **Newport** magazine ads between **May** and **June** depicted simple color-coding changes to its packaging, with Newport Mediums now referred to as "Menthol Blue" and Lights as "Menthol Gold."

Along with Newport, **Natural American Spirit** cigarettes continue to be promoted through magazine ads. A **May** 2010 ad promoted an ongoing offer to try the brand through \$20 in gift certificates, and included three tear away cards so readers could "share the love" with their friends. A **June** issue ad claims the "additive free" and "natural" tobacco products are "all in good taste."



Smokeless Tobacco Brand Updates

Skoal [direct mail](#) and [emails](#) have been used to promote and remind users to enter the “Time to Skoal Up” Sweepstakes. The sweepstakes runs through June 21st, consists of 10 weekly prizes and allows users to enter on Skoal.com once per day, thus facilitating frequent return to the website and potentially reinforcing brand loyalty.

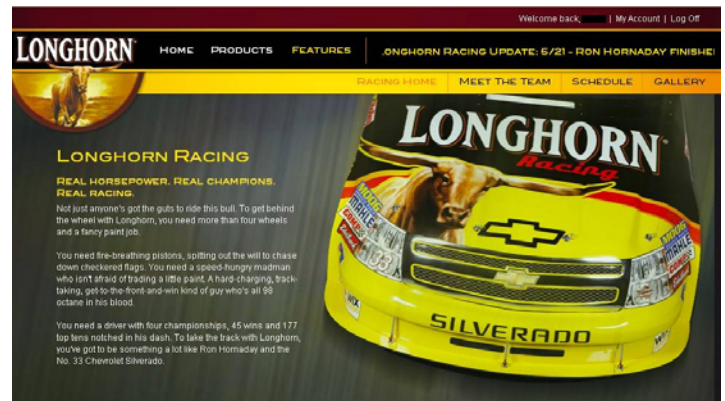
Red Seal launched the “Get More Sweepstakes” in May. This promotion runs through September, includes weekly prizes of \$100, four monthly prizes, and a period end grand prize (a Ford truck). Users can enter on the brand’s website weekly. By early June, the brand’s website ([goredseal.com](#)) was redesigned, and now includes an enlarged warning label across the top of each page (see image, bottom left).

An April **Timber Wolf** [email](#) promoted the brand’s overtly masculine slogan (“*For Men who Like Tobacco*”), new flavored product style (peach pouches), its ongoing sweepstakes, and a new online “guide” to snuff, while a June [email](#) from **Grizzly** assured customers that although their packages will be changing because of the FDA, the “great taste will remain the same.”



click to enlarge

Despite the FDA’s requirement that as of June 22nd tobacco brands no longer [sponsor sporting events](#), the website for **Longhorn** continued to highlight the brand’s sponsorship of a car racing team (see image, bottom right) even after being redesigned in late May. We will be observing to see what changes are made after June 22nd.



Trinkets and Trash News

Did you know we also track magazine ads for cessation aids? See this recent [ad](#) for Nicorette mini lozenges. We’ve also begun adding images of tobacco brand emails to [trinketsandtrash.org](#) and will continue to work on uploading these. Over the next year we will be working on improvements to make the T&T website more user friendly - your input is welcome.

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



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

Let us know. We know that advertising and promotions in magazines, direct mail and even websites can differ by part of the country and we welcome examples from you. Your input can help make Trinkets a more comprehensive resource for all to share.

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