

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - November 2010

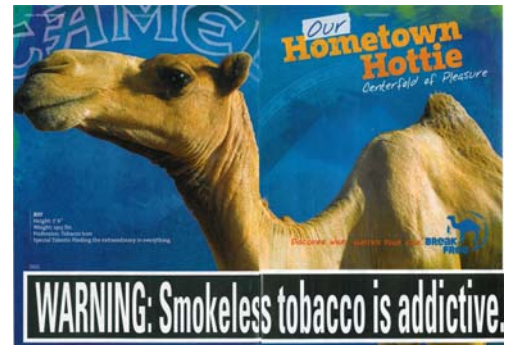
Trinkets & Trash is a surveillance project and archive at the UMDNJ– School of Public Health that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. For more images, visit us online at trinketsandtrash.org.

If you have examples you'd like to share, or would like to be added to our mailing list, e-mail us at trinketsandtrash@umdnj.edu.

Tobacco Updates

Labels to Get Graphic. On November 10th, the FDA [announced](#) new proposed warning statements and graphic images for cigarette packs and ads. The public can [view](#) the nine proposed statements and 36 images and submit commentary between 11/12/10 and 1/9/2011. The FDA will select the final warnings/graphics to be used by June 2011 and implement the new rule by October 2012.

Camel's Centerfold of Pleasure. In T&T's [August update](#), we described Camel Snus ads tailored to a special [feature](#) in Maxim magazine, the "Hometown Hotties 2010" contest. This tie-in is back in Maxim's November issue, with Camel ads surrounding a booklet profiling the top 10 "hottie" contestants. One Camel ad jokingly refers to the Camel itself as the "hottest hottie," while another acts as a two page "centerfold" of a Camel. An [alternative](#) three page version of the "centerfold" ad ("hotties" reference excluded) is featured in the Nov. issue of Esquire. Although these ads purportedly promote Camel Snus, no Camel Snus image or information is included. In contrast, a recent Camel Snus [direct mailing](#) provides details about the brand's attributes, including reasons why the product is spit-free, and refers to the brand as America's #1 snus.



Camel Goes Home. By Nov. 10th, Camel reached the 10th and final destination of its "Break Free Adventure" - [Winston Salem](#), North Carolina, RJR company headquarters. The promotion includes a traveling themed sweepstakes and advertises a line of Camel Adventure packs as coming soon, i.e., packs of Camel cigarettes featuring the promotion's 10 locations. To see all locations featured, type "Camel Adventure packs" in the keywords field of our [website](#). Have you seen these packs in your area? [Let us know!](#)

Marlboro Drifting & Clues. A Nov. [email](#) promoted a new coupon offer and feature on Marlboro.com about the motor sport of "drifting." The feature includes a video that allows viewers to take a "virtual" ride in a drifting race car. The email also promoted the Outwit the West sweepstakes, where teams compete for \$1,000,000 by solving 50 clues about the West. A [direct mailing](#) also promoted the Outwit program with a sample of nine clues to try, and a 10th clue to answer for a free keychain promotional prize.

"Pleasure tastes great in Red." An [email](#) sent in Nov. to Newport smokers warned about the possibility of a ban on menthol cigarettes and encouraged smokers to email the FDA's scientific advisory committee to oppose the ban. Meanwhile, a new ad on Newport's website invites smokers to look for introductory price offers for the red colored packs of the brand's new [non-menthol](#) cigarettes.



Discount Branding. In [October](#) and [November](#) magazine issues, ads began running for USA Gold cigarettes, a discount brand made by Commonwealth Brand, Inc. The ads advertise the brand as having a "new look," and refer to the brand's [website](#). According to the February 2010 Maxwell Report, USA Gold was the 9th top selling cigarette brand in 2009, ranked above the brands Salem (#10) and Virginia Slims (#11).

Other SLT updates. A recent Timber Wolf [direct mailing](#) promoted the brand's pouch styles (Timber Wolf Packs), noting not only their quality but also their convenience for use "anytime, anywhere" and for dipping around women, since their use can easily be concealed. Longhorn used email to alert consumers about the new [Real Gear Sweepstakes](#), which participants can enter online for both daily and weekly outdoors themed prizes (e.g., camping gear). Meanwhile, Red Man also used email to [remind](#) consumers to enter the brand's Alaskan Wilds sweepstakes before it ends on November 15th.



Keeping in Touch with Trinkets and Trash

Are you 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: <http://twitter.com/trinketsantrash>