

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - October 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.

Tobacco Updates

Traveling Camel. Camel has launched a traveling themed sweepstakes (“The Break Free Adventure”) in which the brand “visits” 10 different US locations over 10 weeks. Smokers can enter once a week on Camel.com by reading a clue and guessing where Camel is that week. **Direct mail** designed to resemble a boarding pass promotes the program and its prizes (including a grand prize of 1,000,000 airline miles awarded as \$20,000), while **emails** remind smokers to enter every week.

The promotion also includes a special line of Camel cigarette packaging—the “Camel Adventure packs”. For each weekly destination, a new package design featuring that location is revealed (see image, right). Destinations visited thus far to be featured on special packs “coming soon” include Las Vegas, NV, Austin, TX, Williamsburg-Brooklyn, NY, Route 66, and Seattle, WA.



A Sniff of Snus. New Camel Snus **direct mail** includes tabs that readers can open for a whiff of the aroma of each of the four product styles. The piece also includes images of the pouches that are true to size, which visually distinguish the larger pouches of the new Winterchill and Robust styles from the smaller pouches of the Frost and Mellow styles.

Marlboro millions and menthol. In October, Marlboro also launched a new promotional program, inviting smokers to “Outwit the West.” To play, participating teams will attempt to answer 50 clues about the West (i.e., trivia questions) over a period of 10 weeks. Teams can consist of between 1 and 4 people and each member must register with Marlboro.com, thus providing the brand with a strategic means of adding new names to its mailing list database. The “team” with the most correct answers at the end of the promotional period (12/12/10) wins \$1,000,000. As a bonus, teams can accumulate points for each answer submitted which can be used to redeem various promotional items (e.g., watches, cameras).

By October, Marlboro also began advertising a new product style—Skyline menthol cigarettes (see image, right). It should be noted that in June 2010, Philip Morris sent a **written submission** to the FDA’s Tobacco Products Scientific Advisory Committee, in which it concluded that menthol cigarettes do not cause greater dependence or harm than non-menthol cigarettes, and suggested that banning menthol cigarettes could “create very significant unintended consequences.”



“Making every vote count.” Marlboro **marketing materials** also encourage smokers to “stand for your brand on election day” and link to an Altria sponsored **website** where visitors can learn how to register to vote in each state and read about both state and federal level tobacco policy issues. Materials for other tobacco brands under the Altria umbrella, including Skoal and Copenhagen, also provide links to the website as part of Altria’s **Consumer Voter Education Campaign**.

New tins, better pouches, more savings. Longhorn’s website promotes its straight and wintergreen flavored pouch styles as now “bigger and bolder” while email from Natural American Spirit announces the launch of 2010 cigarette **pack tins** (available while supplies last). Skoal **email** reminds dippers of a brand promise— a weekly coupon from Skoal.com to help them afford “the best.”



Keeping in Touch with Trinkets and Trash

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

Your input can help make T&T a more comprehensive resource for all to share.

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

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