

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - September 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

Camel milestones. Camel reflects on its history with a new timeline added to Camel.com. Visitors can click on each date to learn more about the brand's start, new product introductions and campaign changes over time.

Camel Snus' new look & styles. Recent [direct mailings](#), [emails](#) and magazine ads have showcased Camel Snus in new packaging, and introduced two new styles, Winterchill and Robust. While the original styles, Mellow and Frost, are described as each containing 15 "slim pouches", the two new styles each contain 15 "large pouches" (1 gram weight each), good for "longer lasting enjoyment." [Magazine ads](#) in September issues continue to promote Camel Snus as an alternative to smoking and include coupons to try the product for \$1.00.



[Click to enlarge](#)

In August, the Camelsnus.com website was redesigned into a more interactive format. Visitors can customize their view of content, post comments on included features, and communicate with others on an updated message board. New content features describe Camel Snus' creation based on the Swedish tradition ("authentic Swedish snus, served up the Camel way") and the brand's "unmatched quality", including a description of its unique tobacco blend, pouch design, tin style and product freshness.

Marlboro.com updates. An [email](#) sent in late August advertised new promotions available on Marlboro.com, including: new coupon offers for both Marlboro cigarettes and snus; 6 new videos promoting the advantages of snus for various smoke-free situations; and a new interactive feature with videos narrated by cowboys explaining the process of taming and riding a wild bronc horse. In addition, a new message regarding Marlboro's packaging has been added to the top of each web page, stating that: "Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking."

"Share the Pleasure" of Newport. In September, Newport launched a new promotion rewarding those who [refer friends](#) to the mailing list with coupons. The first name successfully added earns smokers a coupon for \$1.50 off a pack and the 2nd-5th referrals earn a Buy One Get One Free coupon for each name.

The website also currently includes a warning statement, "Don't let FDA ban menthol cigarettes," which links to a [website](#) created by Lorillard to counter research suggesting menthol cigarettes may be more addictive/harmful than non-menthol cigarettes and oppose potential action by the FDA to ban menthol cigarettes. As a seemingly precautionary measure, Lorillard recently announced it would launch a [non-mentholated style](#) of Newport cigarettes by November.

Smokeless savings. Emails in late August were sent to users of [Timber Wolf](#) and [Longhorn](#) advertising that new coupons were available for printing from the brands' respective websites.

Keeping in Touch with Trinkets and Trash

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

We know that tobacco promotions can differ by parts of the country and we welcome examples from you. 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>

[Click to enlarge](#)