

Trinkets & Trash

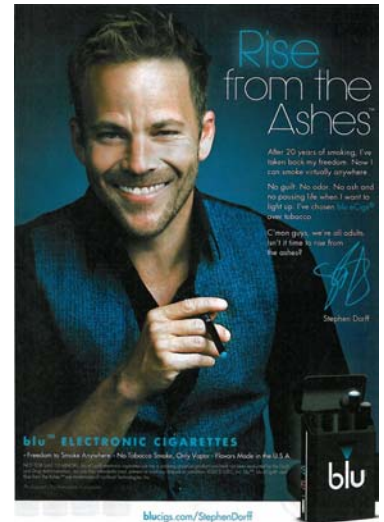
Artifacts of the Tobacco Epidemic

Surveillance Update - October 2012

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

Tobacco Updates

New Blu Celebrity Campaign. This month e-cigarette brand Blu [launched](#) a new national campaign featuring endorsements from actor Stephen Dorff. The actor will be featured in a series of print ads (see image, right) and in a short commercial to be aired on “age-appropriate” cable outlets, according to a representative for the company. The current commercial can be viewed on [YouTube](#) and on the brand’s [website](#). Another recent print [ad](#) for the brand features an image of a young couple smoking Blu in what appears to be a bar or restaurant.



Marlboro Black Contest and Nxt Cigarettes. Marlboro sent out weekly [reminder emails](#) for its current Las Vegas themed “Biggest Night of the Year” sweepstakes (promoting its menthol product style), and launched a new contest (“[The Marlboro Black Book Portfolio](#)”) promoting its [Marlboro Black](#) style. This contest invites smokers to submit a PDF “portfolio” of 5 photographs for a shot at winning one of eight \$10,000 packages of new cameras, lenses and other photo gear, and progressing to a second portfolio assignment to be judged by a panel of professional photographers - 4 participants will be awarded \$20K. Smokers can also enter for daily chances to win \$500 by uploading single photos each day of anything related to a theme specified by Marlboro for that week (e.g., the “spirit of the night”). The promotion also includes a [free gift](#) offer for a wide angle lens which can be attached to the camera lens of a cell phone.

At the end of September, Philip Morris also began distributing a new Marlboro cigarette style to stores—[Marlboro Nxt](#), a menthol capsule style cigarette intended to compete with RJ Reynold’s [Camel Crush](#). Like Camel Crush, Marlboro Nxt’s menthol capsule allows smokers to transform the cigarette from a non-menthol to a menthol flavored cigarette.

Election Themed Tobacco Marketing. Just as the US is focused on electing its president, Camel smokers too are getting closer to electing the first “[President of Camel Hump Day](#),” an election themed promotion under Camel’s 99th Humptennial celebration. Between October 31st and November 6th, Camel.com visitors can vote for one of the remaining four “candidates”, one of whom will be awarded a \$99,999 presidential prize (see image, right). Camel users can “get to know” the final candidates on Camel.com by reading their responses to a candidate platform questionnaire. Of note, the currently leading candidate indicates that he/she will donate 50% of the winnings to a disabled veterans program. A bright [orange ad](#) from cigarette brand Natural American Spirit encourages smokers to “stand up” for what they “believe in” and to vote on November 6th.



Revised Camel Snus Website. Camel Snus’ website was updated with a fresh new look and inviting introduction—“[Welcome to Snus Nation](#)”. While the brand website retained several features (albeit with an updated look) such as those on how to use snus, snus’ history and the Pleasure Switch Challenge, it also includes new interactive “community” features where visitors can click on a map to read comments from other Snus users around the country, and can participate in Snus related polls and opinion questions.



Have you seen our updated website? Check it Out!

Tell us what you think & about any tobacco marketing we’ve missed

You can use the [Share Your Trinkets](#) page to send us pictures you’ve taken.

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

We’re also on Twitter! Follow us at: [@trinketsandtrash](https://twitter.com/trinketsandtrash)