

Marketing Smokeless Tobacco: Moist Snuff, Snus, Dissolvables

According to the Federal Trade Commission's **report**, in 2006 US smokeless tobacco (SLT) producers spent an all time high of \$308.5 million on advertising and promotions for moist snuff products, an increase of 46.6% from 2005.

Indeed, aggressive marketing and development of new products, driven at least in part by the growth of smoke-free air laws and consequent search of smokers for alternative sources of nicotine, have been important factors in promoting the use of smokeless products. Tobacco industry product development has included the introduction and targeted marketing of moist snuff pouches and flavored products and even of new products produced by cigarette companies (including Camel Snus, Camel Dissolvables, Camel Dip, Marlboro Snus), entering the smokeless tobacco marketplace. It should also be noted that Conwood Smokeless Tobacco Company was purchased by Reynolds American in 2006 and in 2009 US Smokeless Tobacco Company was acquired by Altria, thus concentrating ownership of the largest SLT companies in the parent companies of the largest cigarette manufacturers.

This exhibit provides examples of recent SLT advertising and promotions for SLT products, including moist snuff and new products such as snus and dissolvables.

Click on images below for larger views, to save images, and for more detailed information. To check for additional SLT items of interest, select the brand name from the brand field in the search engine, or (if not available) type in the brand name in the "keywords" field. You can narrow your search by selecting a date range, or a category type (e.g., advertisement, direct mail).

Copenhagen – Reaching Past a Rural Image, Evolving Campaigns



Click on images for larger views.

Between 2007 and 2008, ads for Copenhagen's "It's What's Inside" campaign portrayed different images of men of "character." These included the traditional cowboy but also extended to other "tough" and "individualistic" men, including those with a more urban look or workplace.

More recent images, including those found in direct mail (right) and on the brand's website (revised in 2010), are free of models, focus on the product and urge consumers to "Choose Copenhagen."



Copenhagen Loyalty Gifts

Copenhagen has provided several gift offers redeemable from its brand website.

In 2009, Copenhagen offered a free lid cover - users could choose from six designs and three colors. Lids were mailed with coupons and instructions on caring for the lid (image, left). Later in 2009, users were offered a camouflage hat and Bass Pro gift card in promotion of its new Wintergreen product style.

In early 2010, Copenhagen offered a free multitool gift (image, top right) and later offered users a new gift choice between a camouflage hat, thermal flask or set of coupons (image, bottom right).



Click on images for larger views.

Copenhagen and Hunting – A Continuing Association



In 2008, the "Thrill of the Hunt" sweepstakes (ad left) invited users to enter online once per day to increase their chances of winning. The first 20,000 people to enter were offered a free 6 month subscription to Field & Stream magazine. In 2009, a hunting themed game was added to Copenhagen's website.

In 2010, Copenhagen began promoting the "The Big Hunt" sweepstakes, a chance to win a 4 day/3 night hunting trip for yourself and three friends (image, right).

Click on images for larger views.

Skoal – Having Built a “Brotherhood,” It’s Time to “Skoal Up”

Skoal celebrated its 75th anniversary in 2009 with a variety of “Brotherhood” campaign promotions including a spread in Playboy which users contributed to, a yearlong sweepstakes, and a free spittoon gift.



Left: Starting in July 2008, the Skoal website included a section where users could give their input on content for the Skoal spread in Playboy. Skoal users voted on models to use, celebrity interviews to include, and dipper jokes and “rules” to share.

Right: A 12 page section of Skoal ads/content was featured in the January 2009 issue of Playboy. To see all related content, select “Skoal” from the Brand field and type “Playboy” into the additional keywords field.

Click on images for larger views.

Left: 2009 direct mail promoting the 75th Anniversary Great Brotherhood Giveback sweepstakes, which users can enter online once a day for a monthly and year-end grand prize, and also promoting a free Mud Jug spittoon gift offer, which users can redeem from Skoal's website.

Right: A free spittoon received in the mail based on the Skoal gift offer.



Click on images for larger views.



By May 2009, both Copenhagen and Skoal announced they were lowering their prices in the face of “rough times”. The price cut reduces the gap between these premium brands and value brands with growing sales.

Left: Skoal direct mail announcing the price cut.

Click on images for larger views.

As of 2010, Skoal has moved away from its emphasis on “brotherhood” and on to a new campaign and slogan, “Skoal Up” (image, right), which appears to be more product and value focused. Skoal recently updated the look of its packaging (image, left), created a new “slim can” style available at a lower cost and completely revised its website, promoting a “Skoal Up Promise” – to allow users to print coupons on a weekly basis. The emphasis on product and value is likely influenced by the movement of Grizzly, a value SLT brand, into the number one SLT brand position.



Click on images for larger views.

Camel Snus – From Test Marketing to National Promotion

Test marketing for Camel Snus began in June 2006 in Portland, OR and Austin, TX. Camel Snus was originally available in three flavors (original, spice, and frost), with 20 pouches in each round tin packaging (left). Camel Snus was launched nationally in early 2009 in revised flavors (frost and mellow) and packaging (15 pouches per oval shaped tin) (right).



Click on images for larger views.



In 2009, Camel Snus promotional materials included messages directed at smokers, emphasizing that snus is not the same as dip, and providing examples of places and situations that are conducive (or “friendly”) to use of snus (as opposed to smoking cigarettes). **Top Left:** example of direct mailing with coupon for a free trial tin. **Bottom left:** examples of 2009 magazine ads.



Unlike the 2009 ads which featured prominent images of Camel Snus (left), new ads in 2010 include those free of any product image at all, instead highlighting a new Camel slogan (“break free”), logo, and different irreverent taglines (images, top right). In 2008, RJR agreed to stop running cigarette ads in magazines. Yet, with the name of the Camel Snus product barely visible in a corner, these



new ads seem to promote the Camel brand as much as Camel Snus specifically.

2010 direct mailings include those specifically advertising Camel Snus and those promoting it alongside RJR cigarette brands such as Camel, Kool and Pall Mall (bottom right).



Click on images for larger views.



Email (left) is also used to promote Camel Snus and provides links to the Camel Snus brand website (right), where users can learn more about the product, its Swedish history, provide comments in a discussion forum, and use a retail locator feature to find a store near them selling the product.

To see all Camel Snus items in Trinkets and Trash, type in "Camel Snus" in the additional keywords field.



Left: Ad for Camel Dissolvables with a coupon for a free trial pack with the purchase of any tobacco product. Ad found in weekly newspapers in Portland, OR.

Camel Dissolvables are tobacco products made of finely milled tobacco, currently in test-market in Columbus, Ohio, Indianapolis, IN and Portland, Oregon. The Camel Strips (left, "fresh" flavor, 20 strips per package) are intended to be placed on the tongue and can last between 2 to 3 minutes. The Camel Sticks (middle, "mellow" flavor, 10 sticks per package) can be placed in the mouth like a toothpick or broken into a piece that is placed between the upper lip and gum, and can last about 20 to 30 minutes. The Camel Orbs (two products on right, "mellow" and "fresh" flavors, 15 orbs per package) can last about 10-15 minutes.

To see all Camel Dissolvables items in Trinkets and Trash, type in "Camel Dissolvables" in the additional keywords field of the search engine.



Click on images for larger views.

Camel Dip moist snuff launched for test marketing in the summer of 2009 in Florida and Colorado. In 2010, test marketing is expanding to an additional 10 markets. The product is available in three styles (Dark Milled, Wintergreen Wide Cut, and Wintergreen Pouches) and promoted on its website, <http://www.cameldip.com/> (right).





Click on images for larger views.

Marlboro Snus was introduced for test marketing in August 2007 in the Dallas/Forth Worth, Texas area. Marlboro Snus originally came in four flavors (Rich, Mild, Mint and Spice), in slidepacks that held the snus pouches (see image, left).

In 2010, Marlboro Snus was launched nationally, with revised packaging and flavors (Rich, Mild, Peppermint, and Spearmint (image, middle). In late March 2010, content promoting Marlboro Snus was added to Marlboro's brand website (Marlboro.com), including information on how to use it, consumer testimonials, answers to frequently asked questions and coupon offers for free packs with any Marlboro purchase. The Marlboro Snus packaging is described online as "convenient" and one that is able to ride "perfectly alongside your smokes". Direct mailings have also been used to explicitly promote Marlboro Snus for use when "smoking isn't an option" (image, right).

To see all related items in Trinkets and Trash, type in "Marlboro Snus" in the keywords field of the search engine.