

Trinkets & Trash

Artifacts of the Tobacco Epidemic

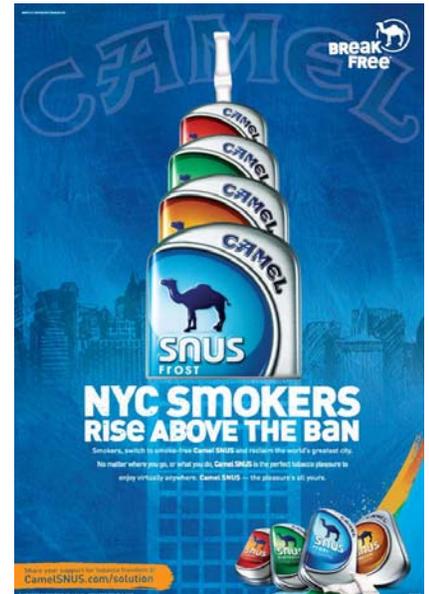
Surveillance Update - May 2011

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

Camel Snus targets NYC smokers. In late May RJ Reynolds launched a new Camel Snus campaign aimed at New York City smokers. The ads are timed to coincide with the City's expansion of its smoking ban to outdoor public spaces (e.g., parks and beaches) and encourage smokers to switch to snus as a way to "rise above the ban". The ads' images are suggestive of NYC icons such as the [Chrysler Building](#) (see right) and the [Statue of Liberty](#). In addition, a [feature](#) on CamelSnus.com (added in late April) also calls on NYC smokers to switch to Snus and offers a place where *all* individuals can post messages to "share support for tobacco freedom" and conveniently request coupons for Camel Snus.

Camel Switch Challenge 2, Hump Day & Dissolvable Fans. In May both Camel.com and CamelSnus.com began promoting a new round of the Camel Snus [Pleasure Switch Challenge](#), a promotion which asks smokers to switch to Snus for seven days (rather than 10 days, as in the first Switch Challenge in Dec 2010). The Challenge will be tied in with a new sweepstakes (including daily "instant win" prizes and a grand prize of \$7000) beginning June 1st. Meanwhile, RJ Reynolds continues to aggressively promote its current "Hump Day" sweepstakes through [email](#), [direct mail](#), [ads](#) in free local and alternative publications, and specially designed [packages](#) of Camel Snus and Camel cigarettes. As described in our last update, the promotion allows visitors 14 weekly entries for a chance to win \$50,000 and fun weekly online "challenges", such as games, trivia, and word scrambles. Participants can also enter daily to win [Instant Win](#) scratch off prizes.



Visitors to Camel Dissolvables' website were recently invited to "meet Cynthia," a woman from RJR's Research & Development team who, according to the site, not only helped develop the product but is also a user and product "fan". Although she does not refer to smoking, Cynthia says she likes the "options" Dissolvables give her and keeps a variety pack in her car and purse.

Newport's Persistent Ads. Newport remains one of the only cigarette brands continuing to run ads in magazines, and has attempted to associate its menthol cigarettes with [bowling](#), [baseball](#), and even [marriage](#) (see right) in a series of recent new ads. In May the brand also began circulating a new ad for its non-menthol line extension in [magazines](#) and on its [website](#).



Other Smokeless News. In our April Update, we reported that the ingredients page of UST's corporate website lists three styles of Copenhagen Snus, products presumably under test-marketing. This month we've learned that Philip Morris' website similarly lists a variety of new [Marlboro Snus](#) styles not yet on the national market. Meanwhile, Copenhagen's brand website announced that a line of wintergreen [pouches](#) is coming soon and Skoal has continued to promote its new X-tra and Snus styles with [email](#) ads. Altria recently [announced](#) it would be raising prices on its SLT brand products, including Skoal, Copenhagen and Marlboro Snus.



Keeping in Touch with Trinkets & 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>