

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

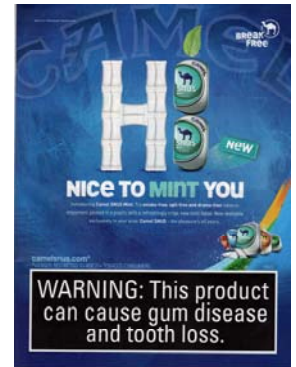
## Surveillance Update - April 2011

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](http://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](mailto:trinketsandtrash@umdnj.edu).

## Tobacco Updates

**Camel Mint Snus, Dissolvables Site & Hump Day.** An ad for a new fifth style of [mint](#) flavored Camel Snus began appearing in April issues of local Minneapolis publications. According to a recent Reynolds American Investor update, the new product was launched for test-marketing in select cities in February, along with a new larger pouch version of Frost. Have you seen these products in your area? If so, [contact us!](#)

Our March update noted that Camel Dissolvables were being re-released and that a new website was “coming soon”. The new Dissolvables [website](#) was launched in April showcasing the updated products. Camel also launched a new sweepstakes, [Camel Hump Day](#), which visitors can enter weekly for a chance to win \$50,000. Upon entering, participants are offered various fun online “challenges”, such as an office-themed [game](#) which requires the player to “dodge the boss” in order to “escape the office” and win. Participants can also enter for Instant Win prizes daily.

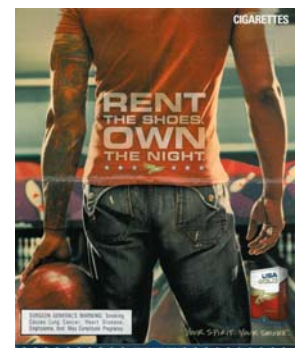


**New Skoal & Copenhagen Styles—** Skoal’s updated website now highlights two new product styles — Skoal Snus and X-tra. [Skoal Snus](#) (available in mint and smooth mint) is promoted simply as being “all Skoal” and “no spit”. [Skoal X-tra](#) is available in four flavors (wintergreen, mint, rich and crisp) in both long cut and pouch forms, and described as being “a whole lot of smooth”. The new styles are promoted online with a coupon offer for a free can with the purchase of any Skoal. Although not yet promoted on Copenhagen’s brand website, the Ingredients page of UST’s corporate website lists three styles of [Copenhagen Snus](#), products presumably under test-marketing. Have you heard of Copenhagen Snus in your area? Let us [know!](#)

**Marlboro’s Snus & Website Updates.** Although the [Marlboro Snus Challenge](#) ended in April, a follow-up [email](#) advertised the newest Marlboro Snus styles and encouraged receivers to continue “discovering” the product. Marlboro’s website was updated in April to highlight new featured bands (with free song downloads available) and announce the winner of the 2010 \$1 million Outwit the West challenge. Email also advertised an interactive cowboy/roping themed [game](#) recently added to the site.

**Mobile & Refund-Friendly Snuff.** A March [email](#) from Grizzly announced updating of the brand’s website to make it more easily viewed on mobile devices, while an April [mailing](#) promoted its pouch styles as discreet and convenient for times you can’t dip – like during “chick flicks” and “sappy love scenes”. A recent Timber Wolf email used the theme of “[Tax Day](#)” to promote its “refund” loyalty program—customers can earn a quarter back for every can purchased when lid codes are uploaded to the brand’s website. A direct mailing promoting this program included two product [coupons](#).

**Other Cigarette Brand Updates.** In April Newport relaunched the [Pleasure Payday](#) sweepstakes— participants can enter weekly through June for a chance to win \$50,000. When entering, participants are asked to update their tobacco preference info and invited to sign up for weekly [reminder](#) emails. An recent USA Gold [ad](#) featured an image of a tattooed model, while an [email](#) invited smokers to redeem an April coupon offered online. Natural American Spirit’s [Earth Day](#) direct mail greeting card promoted “companion planting” as an alternative to pesticide use and provided gift packets of seeds for marigolds and sunflowers.



## Keeping in Touch with Trinkets & Trash

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

Contact us at [trinketsandtrash@umdnj.edu](mailto:trinketsandtrash@umdnj.edu) and stay in touch!

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