

Marketing of New Tobacco Products

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Association for Nonsmokers-Minnesota

www.ansrmn.org

Brand Websites

- All of the biggest tobacco brands have websites

Camel SNUS - Mozilla Firefox

File Edit View History Bookmarks Tools Help

tobaccopleasure.com https://sites.tobaccopleasure.com/CSN/article.aspx?i=44

Camel SNUS

PICK YOUR PLEASURE

FROST

MELLOW

ROBUST

Boards | FAQs | Retail Locator | Logout

SNUS

Tobacco Rights | Site Requirements | Age Filtering | Terms of Use | Privacy | RJRT

WARNING: This product is not a safe alternative to cigarettes.

Done

August, 2010


Camel - Mozilla Firefox

File Edit View History Bookmarks Tools Help

toobaccopleasure.com https://sites.toobaccopleasure.com/cam/article.aspx?i=101

Most Visited Customize Links NonProfTechNet NetSquared Twin Citie... Social Media Breakfast... SocialMedia University

Camel



[Boards](#) | [FAQs](#) | [Español](#) | [Logout](#)

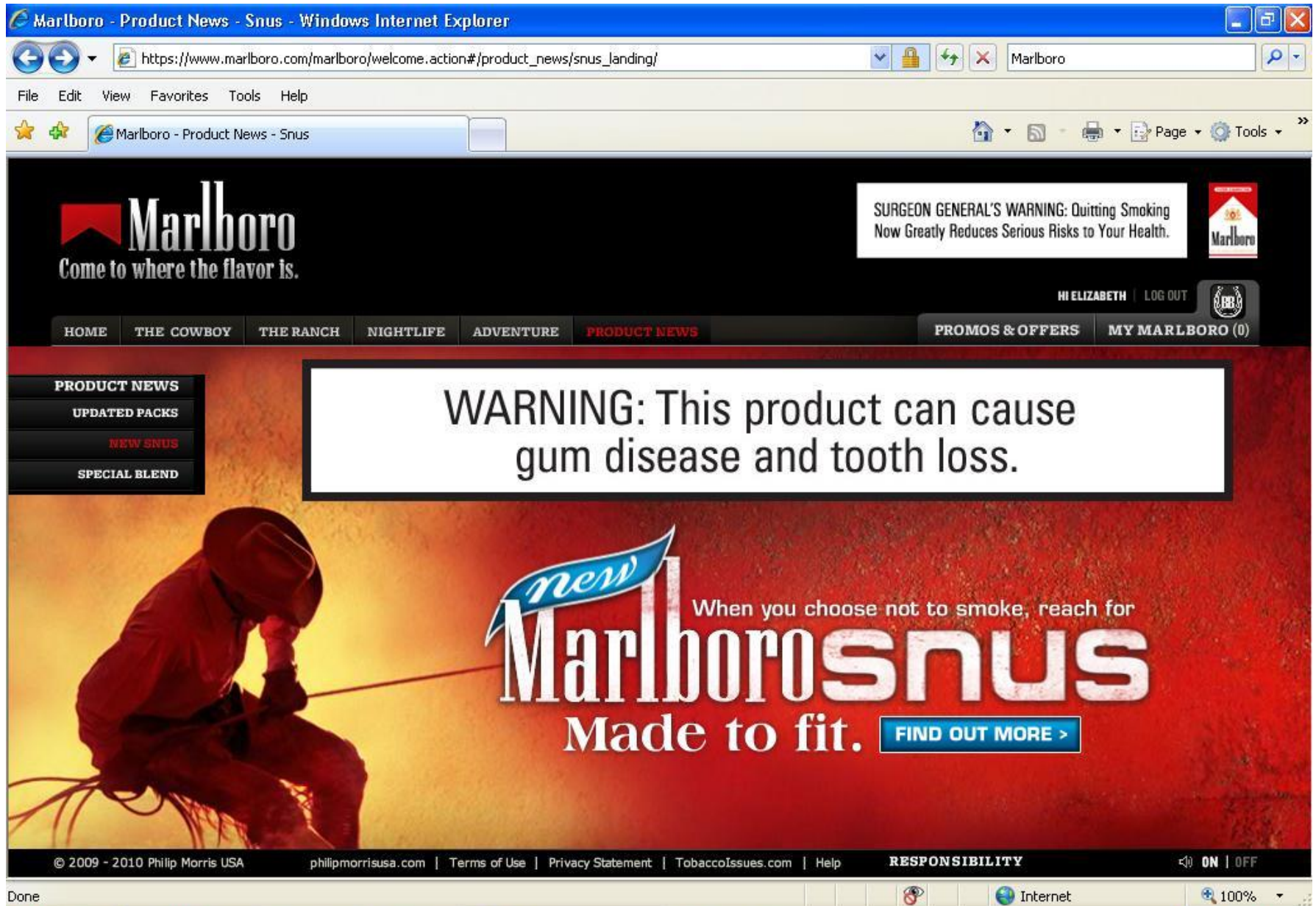
DISSOLVABLE TOBACCO

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

**WARNING: This product can cause
gum disease and tooth loss.**

Done

April, 2011



June, 2010


Camel SNUS - Windows Internet Explorer

https://sites.tobaccompany.com/CSN/

File Edit View Favorites Tools Help

Camel SNUS

Home RSS Print Page Tools



Boards | FAQs | Español | Retail Locator | Logout

SNUS

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WARNING: This product can cause gum disease and tooth loss.

April, 2011

Skoal® Smokeless Tobacco x

https://www.skoal.com/skoal/welcome.action

IT'S SMOOTH. IT'S SKOAL. HOME PRODUCTS COUPONS MY PROFILE LOG OUT

SHOW ME: FINE CUT LONG CUT POUCHES BANDITS **SNUS** X-TRA

ALL SKOAL NO SPIT.

The only snus with the smooth Skoal taste. Smokeless will never be the same. Guaranteed fresh.

GET YOUR COUPON

AVAILABLE IN:

<input type="checkbox"/> WINTERGREEN	<input type="checkbox"/> STRAIGHT	<input type="checkbox"/> CITRUS BLEND
<input type="checkbox"/> WINTERGREEN BLEND	<input type="checkbox"/> SPEARMINT	<input type="checkbox"/> APPLE BLEND
<input checked="" type="checkbox"/> MINT	<input type="checkbox"/> CLASSIC	<input type="checkbox"/> BERRY BLEND
<input type="checkbox"/> MINT BLEND	<input type="checkbox"/> RICH BLEND	<input type="checkbox"/> PEACH BLEND
<input checked="" type="checkbox"/> SMOOTH MINT	<input type="checkbox"/> CRISP BLEND	<input type="checkbox"/> CHERRY

*Place in upper lip. Spitting optional.



WARNING: This product is not a safe alternative to cigarettes.

Site Help | Contact Us | Privacy Policy | Terms of Use | Filtering Software | Responsibility | USSmokeless.com | TobaccoIssues.com

SMOKELESS TOBACCO © 2011 U.S. Smokeless Tobacco Co.

June, 2011

It's all about Taste & Aroma, and there's more than one way to enjoy. So have a look around, relax and enjoy your favorite Black & Mild.

**EXPERIENCE
A HISTORIC MOMENT
OF TRUE
ENJOYMENT**

Watch Video »

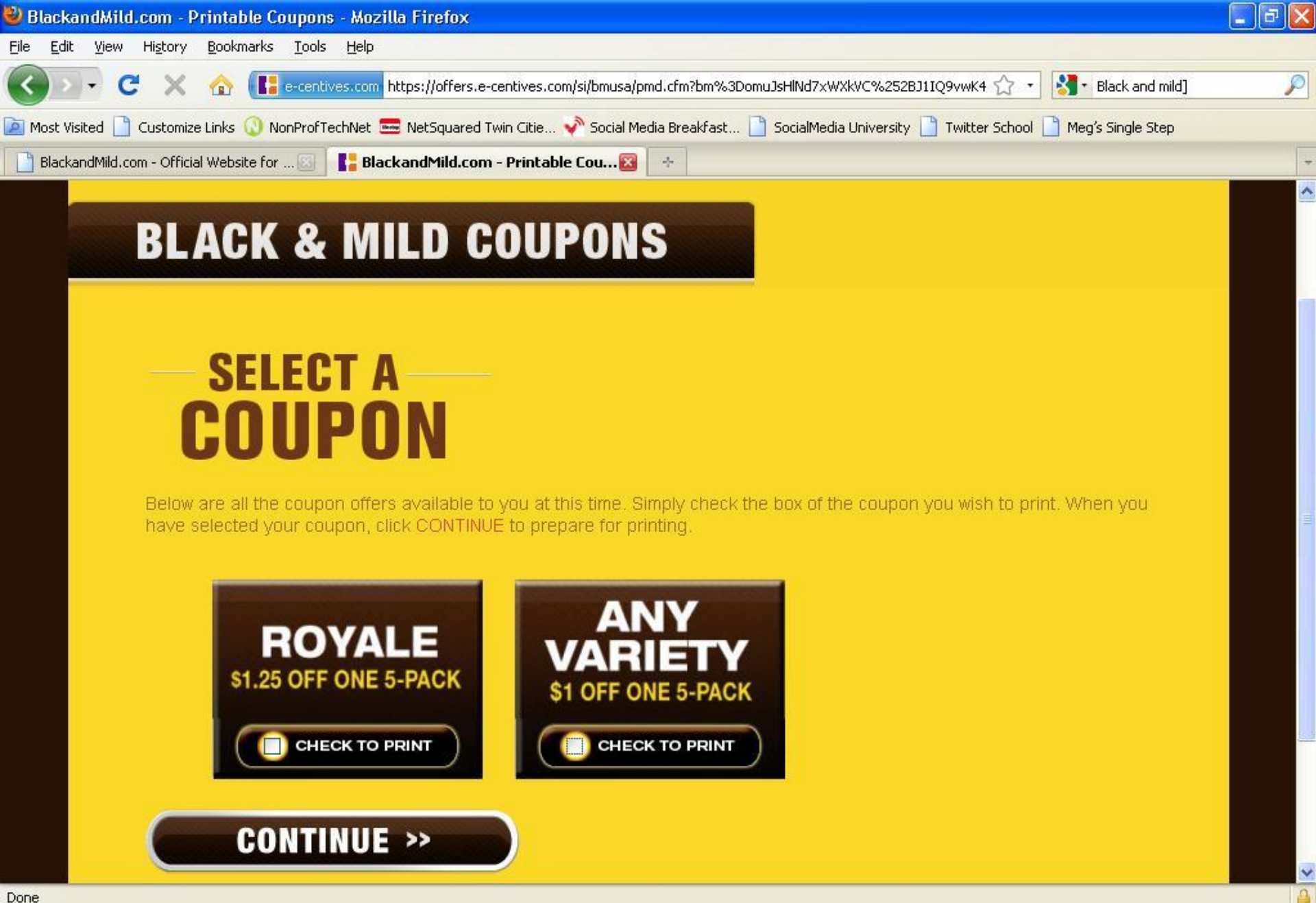


**ENJOY A BREAK
ON BLACK & MILD.
PRINT A COUPON >>**



The Lowdown >>

March, 2011



February, 2011

Facebook

- This is somewhat of a gray area.
- Tobacco companies seem to be avoiding Facebook...for the most part.

Camel Access on Facebook

apps.facebook.com/camel-access/index.php?installed=1

Keep It! Visit Site Google Translate Auto Driveaway - Wa... :O MAAASETHA'' I'... Electronic Gazette [I.AM] at Bukovel turshia Indonesia New Folder russia Other boo

facebook Search Home Profile Find Friends Account

Games
Maroon 5
More +

Sponsored Create an Ad

Tough Mudder
Probably the only 10+ mile race with a post-party. Probably "The Toughest Event on the Planet." You should probably become a fan.
Like · JC Clifford likes this.

American Express
We're giving away a MILLION Membership Rewards® points every day through 6/30/11. Click "Like" and enter now!
Like · Tori Hanigan likes this.

Electric Zoo Tickets News
madeevent.com
Pay ONLY 30% Down and buy your Electric Zoo tickets Today with Payment Plan. Limited Time Left for this Offer.

Get dirty for MS Aug. 20!
eventrtn.nationalmssociety.org
The perfect excuse to get seriously muddy for a seriously good cause: a world free of MS! Sign up now using code FBmud for \$10 off.

Seguí invitando a más amigos, para completar la figura

Cuadros completados: 0
Te faltan completar: 50

Estos son los amigos que ya forman parte de tu figura

DISCOVER MORE

SEGUIR INVITANDO

FUMAR PRODUCE CANCER Y ENFERMEDADES RESPIRATORIAS. Lo advierte el Ministerio de Salud Pública y Bienestar Social.

Bases y Condiciones

Desarrollado por SOCIAL CHERRY

Camel Paraguay's Facebook Page: June, 2011

Photos from Camel Paraguay Facebook Page

Access Party, 2011

Attendees had the opportunity to enter a contest to win a trip to China.

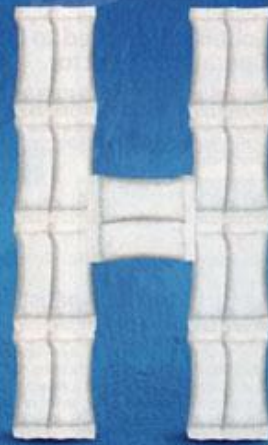


Print Ads

- Not as common as they once were, those ads that do run are often for newer generation tobacco products

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BREAK
FREE



New

NICE TO MINT YOU

Introducing Camel SNUS Mint. Try smoke-free, spit-free and drama-free tobacco enjoyment packed in a pouch, with a refreshingly crisp, new mint flavor. Now available exclusively in your area. Camel SNUS – the pleasure's all yours.

camelsnus.com*

*WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS.



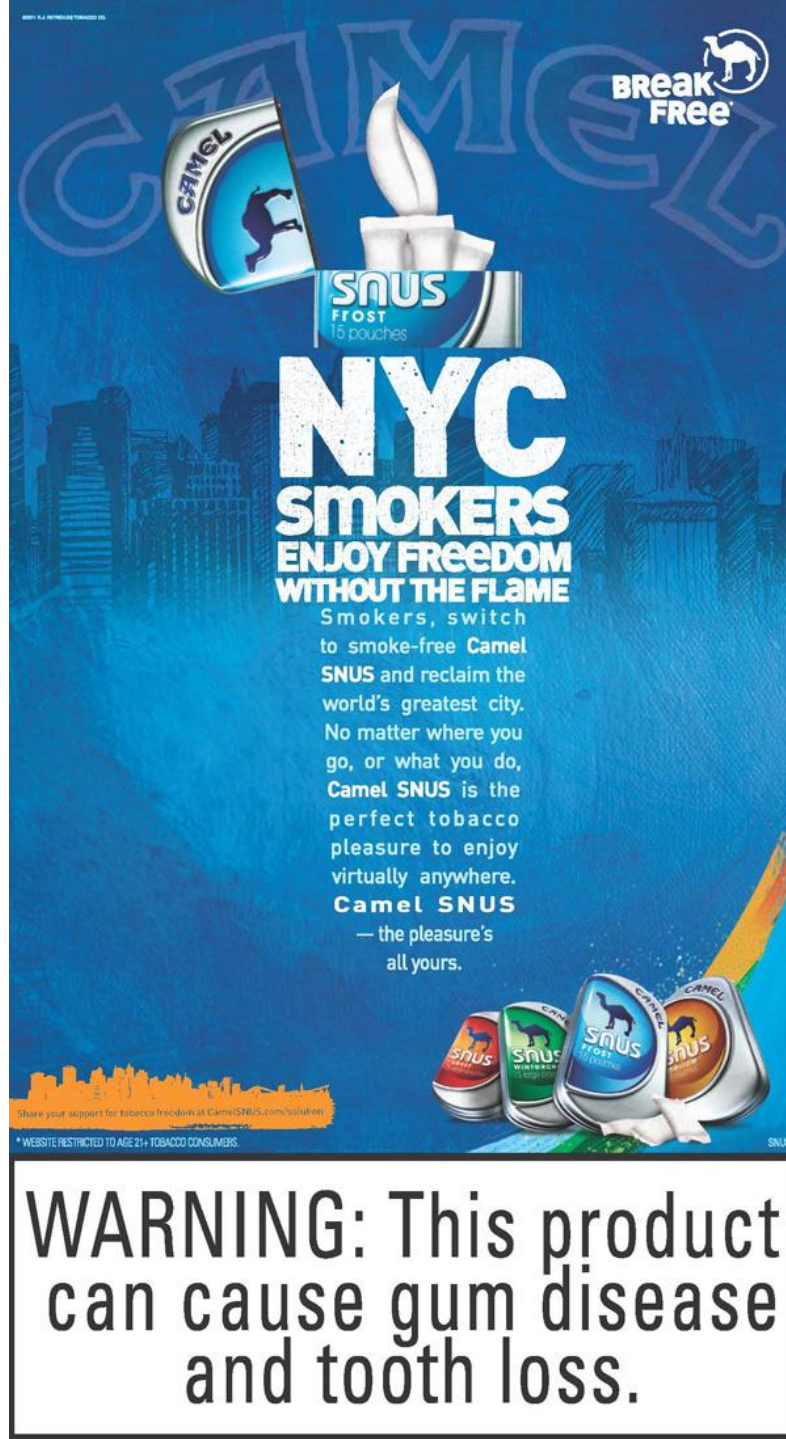
**WARNING: This product
can cause gum disease
and tooth loss.**

Camel SNUS Mint Ad
which was published in
free arts and
entertainment
magazines and LGBTQ
publications in the
Minneapolis, MN area
(April, 2011).

SNUS Mint is being test-
marketed in Minnesota.

Camel SNUS ad that appeared in NYC free publications as well as the Wall Street Journal and USA Today.

These ads ran as the City was implementing their outdoor smoke-free policy (May, 2011).



BREAK FREE

NYC
SMOKERS
ENJOY FREEDOM
WITHOUT THE FLAME

Smokers, switch to smoke-free Camel SNUS and reclaim the world's greatest city. No matter where you go, or what you do, Camel SNUS is the perfect tobacco pleasure to enjoy virtually anywhere. **Camel SNUS** — the pleasure's all yours.

Share your support for tobacco freedom at CamelSNUS.com/solutions

* WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS.

WARNING: This product can cause gum disease and tooth loss.

Direct Mail Marketing

- Important promotion strategy
 - Used to create and maintain customer loyalty
 - Vehicle for distribution of tobacco coupons



Free gift from Copenhagen: Camouflage hat and coupons.

June, 2010.

Free gift from Black
& Mild: Smoking
Jacket T-Shirt.

July, 2010



Free gift from Black & Mild:
Cigar box, ashtray, and
Zippo lighter.

May, 2011



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HAPPY-ier HOLIDAYS



SNUS

WARNING: Smokeless tobacco is addictive.

THIS HOLIDAY SEASON
MAKE EVERY MOMENT MORE ENJOYABLE

GOOD MORNING SUNSHINE
Wake up your morning ritual with a Camel SNUS. It makes enjoying your coffee that much more pleasurable.

HAPPY SNUS'N SPREE
Enjoy holiday shopping without the hassle or the hurry!

HOLIDAY CHEERS
This holiday party, pop in a Camel SNUS and make any seasonal shindig more fun.

UN-common COMMUTE
Drive time needs a detour. So give the green light to Camel SNUS.

©2010 R.J. REYNOLDS TOBACCO CO. (40) / 711480

WARNING: Smokeless tobacco is addictive.

Camel SNUS holiday mailing, December 2010



WE GUARANTEE YOU'LL GET IT.

EVERY CAN. EVERY DAY.

COPENHAGEN
SATISFACTION SINCE 1822

IF YOUR DIP ISN'T FRESH,
CALL 1-866-404-1822
WE'LL MAKE IT RIGHT.
GUARANTEED.

SMOKELESS TOBACCO

WARNING: This product can



SPECIAL OFFERS

50¢ OFF
ONE CAN OF ANY STYLE
Copenhagen
SMOKELESS TOBACCO



WARNING: This product can cause mouth cancer.

50¢ OFF
ONE CAN OF ANY STYLE
Copenhagen
SMOKELESS TOBACCO



WARNING: This product can cause mouth cancer.

75¢ OFF
ONE CAN OF ANY STYLE
Copenhagen
SMOKELESS TOBACCO



WARNING: This product can cause mouth cancer.

\$2.50 OFF
FIVE CANS OF ANY STYLE
Copenhagen
SMOKELESS TOBACCO



WARNING: This product can cause mouth cancer.

Copenhagen Mailing and Coupons: Feb, 2011

Tobacco Coupons

- An important tobacco company strategy, which is used to manipulate the price of tobacco products.
- Often coupons are used to encourage tobacco users to try a new tobacco product or brand extension.



Starting price of Camel SNUS as advertised: **\$4.04**

- "Get SNUS for \$1" manufacturer coupon

= FINAL PRICE: \$1.00

Register:3	Transaction#2059256
4/28/2011 4:59:29 PM	Adam H.
1 CAMEL SNUS MINT SINGLE	4.04
1 Manufacturer Tax	-3.35
Sub. Total:	\$0.69
Tax:	\$0.31
Total:	\$1.00
Visa:	\$1.00
Change	\$0.00
CARD TYPE: Visa	
Card Num : XXXXXXXXXX0750	
TERMINAL: 0050004161001	
TRANS TYPE: CAPTURE	
APPROVAL CODE: 61829B	
SEQUENCE #: 118070203	

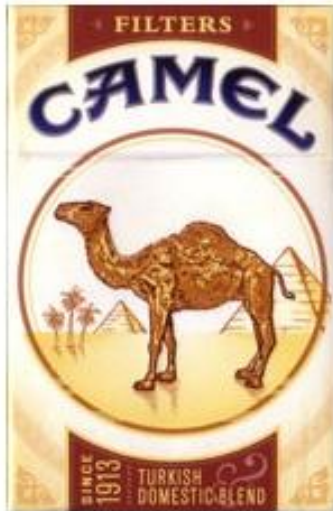


Register: 2	Trans Seq #: 822266
Store: # ---	
1 MARLBORO SNUS VARIETY PK	\$2.89
1 KING MARL SKYLINE BX FSC	\$4.52
Sub. Total:	\$7.41
Tax:	\$0.22
Total:	\$7.63
Discount Total:	\$0.00
Vendor Coupon	\$1.00
Vendor Coupon	\$1.00
Visa:	\$5.63
Change	\$0.00

Starting price of Marlboro cigarettes
as advertised: **\$5.52**

- \$1.00 off in-store discount on Skyline cigarettes
- \$1.00 off snus manufacturer coupon
- \$1.00 off cigarettes manufacturer coupon

= FINAL PRICE: \$5.63



Starting price of Camel cigarettes +
Camel SNUS: **\$11.10**

- \$1.91 off in-store discount on
Camel cigarettes

- Free SNUS with any Camel
purchase manufacturer coupon

- \$2.00 off Camel cigarettes
manufacturer coupon

Minneapolis , MN 55407-3634	
Register:3	Transaction#1447432
7/30/2010 3:57:12 PM	Adam H.
1 CAMEL MN SILVER BX SINGLE	7.06
1 W208-CAMEL PK (NT)- MN	-1.46
1 9R09-CAMEL PK (NT)- MN	-0.45
1 Manufacturer Tax	-2.00
1 CAMEL SNUS FROST SINGLE	4.04
1 Manufacturer Tax	-4.04
Sub. Total:	\$3.15
Tax:	\$0.31
Total:	\$3.46

= FINAL PRICE: \$3.46

Community Events/Festivals

- Tobacco companies often use community events and festivals as a way to promote new tobacco products.
 - Cinco de Mayo Fiesta, St. Paul, Minnesota, May 2010 and May 2011
 - Tobacco Companies offered the Fiesta thousands of dollars for the right to distribute tobacco coupons along the parade route. Fiesta organizers said “no.”
 - Moondance Jammin’ Country Fest, Northern Minnesota, Summer 2010
 - Camel SNUS bus was onsite

Tips for putting together your own “Other Tobacco Product” kit...

- Make sure you have a real need for a kit.
- Find out if you have any funding restrictions.
- Buy products from your local convenience store or tobacco shop.
- Be very careful when working with youth and new products—don't over share with youth (because you might actually do more harm than good).

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