Marketing of New Tobacco Products

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www.ansrmn.org
Brand Websites

• All of the biggest tobacco brands have websites
WARNING: This product is not a safe alternative to cigarettes.
April, 2011

WARNING: This product can cause gum disease and tooth loss.
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April, 2011
ALL SKOAL NO SPIT.
The only snus with the smooth Skoal taste. Smokeless will never be the same. Guaranteed fresh.

WARNING: This product is not a safe alternative to cigarettes.
BLACK & MILD COUPONS

SELECT A COUPON

Below are all the coupon offers available to you at this time. Simply check the box of the coupon you wish to print. When you have selected your coupon, click CONTINUE to prepare for printing.

ROYALE
$1.25 OFF ONE 5-PACK

ANY VARIETY
$1 OFF ONE 5-PACK

CONTINUE >>
Facebook

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

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

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
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-market 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).

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

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

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

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

WARNING: Smokeless tobacco is addictive.
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
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

= 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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