

Camel Crush and Kool Burst

Apparently, more smokers want to experience a rush of menthol flavor when enjoying a cigarette. Take a look at the content from the "Open Circle" portion of the official Camel website (www.camelsite.com):

"Some Non-Menthol adult smokers like to mix things up between menthol and non-menthol - Something that hadn't been possible with any one product they'd tried so far."

The text goes on to explain some research Camel did with a pack of cigarettes that would contain both menthol and non-menthol cigarettes. Smokers rejected this idea, so Camel moved on to a new solution: "We've put a little capsule in the filter filled with fresh menthol. Squeeze it until you hear a 'click' - the regular non-menthol blend becomes a new, unique menthol smoking experience."

This describes both the Camel Crush and Kool Burst cigarette. Currently in trials in the United States, it is already marketed in Japan as a minty treat, emphasizing the "power" of the menthol filter.

Source: [www.http://www.camelsite.com/opencircle/](http://www.camelsite.com/opencircle/)

"Pleasure for Wherever"

Snus is in no way a new product, as it originated in Sweden over 200 years ago. However, Camel is trying to teach old smokers some new tricks for using snus in the United States. Camel Snus is currently test-marketed in 17 states.

When smokers visit www.SNUScamel.com, they are shown an instructional video by Swedish spokesmodel "Inga". The sole purpose of the video is to illustrate the proper way to use snus and gain the maximum enjoyment when using it. Inga helpfully suggests places that snus is best used, including planes, board rooms, and dance clubs. At the end of the video, Inga is sure to mention that, indeed, Camel Snus is "pleasure for wherever."



Source: www.SNUScamel.com

New Tobacco Industry Marketing Techniques

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Something Old, Something New

It seems our friend Inga from the Camel Snus website is multiplying. At events in test markets throughout the country, Snus is being promoted at bar events with booze, women in costume, and free samples. While events at bars and nightclubs to promote tobacco has been happening for years, they have expanded to be much more elaborate than a few interns handing out coupons and swag.

Camel No. 9, a brand of cigarettes marketed exclusively to women, hosted "Girl's Night Out" events complete with makeovers, free beauty products, and pink decor. Many tobacco companies, including the makers of Kool and Marlboro, are featuring independent musicians in promotional CDs, DVDs, live concerts, and websites. For example, Kool sends smokers on its mailing list compilations CDs with songs from Common and The Roots, artists popular with young adults. The photo on the left was taken at a Camel event featuring alternative band The Flaming Lips. Camel logos are clearly visible.

Whether its reaching young people, at home via the internet or in person at a bar, the tobacco industry using every marketing tactic at their disposal to get them smoking and keep them addicted. Using musicians and models to sell cigarettes is a new technique public health professionals will need to be aware of for years to come.

Photo Source: www.smokerswelcome.com

