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TOBACCO MARKETING UPDATE

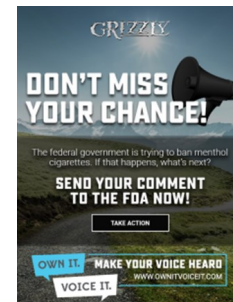
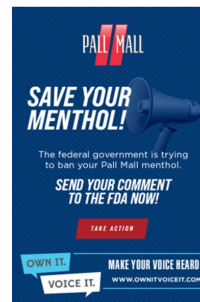
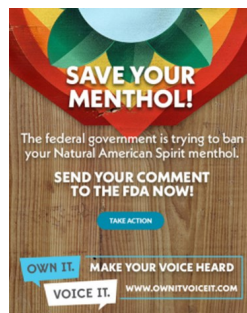
Reducing Youth Exposure to Tobacco Advertising and Promotion

What's New in Tobacco Marketing?

Grassroots Advocacy Urged to Oppose a Ban on Menthol Cigarettes and Flavored Cigars in response to the FDA

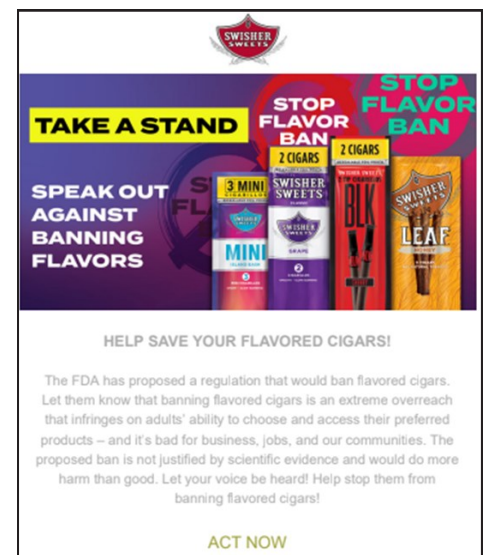
In response to the FDA announcement of a potential flavored cigar and menthol cigarette ban, brands like American Spirit, Camel, Pall Mall, Marlboro, Grizzly, Swisher Sweets, and Black and Mild (among others) urged their email subscribers to reach out to legislators to oppose a flavor ban on flavored cigars and menthol cigarettes. All advocacy emails are linked to websites including [Own It, Voice It](#) (website owned and operated by Reynolds American Inc.), [Citizens for Tobacco Rights](#) (website owned and operated by Philip Morris USA), and [Swisher](#) (owned and operated by Swisher Sweets). All websites had individuals fill out an auto form and click to send to legislators.

Right: Examples of advocacy emails received from Reynold America subsidiaries (left to right) American Spirit, Pall Mall, Grizzly, and Newports, directing receivers to take action and send a comment to the FDA and directing them to the Own It Voice It website.



Left: Email from Marlboro to “Help Stop a Menthol Ban” encouraging subscribers to submit a comments to the FDA and directing them to the TobaccoRights.org website.

Right: Email from Swisher Sweets encouraging readers to “Help Save Flavored Cigars”. The Act Now button in the email directs receivers to a prefilled email that they can send to their congressman.





TOBACCO MARKETING UPDATE

Questions or to subscribe:
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The Season of Rebranding

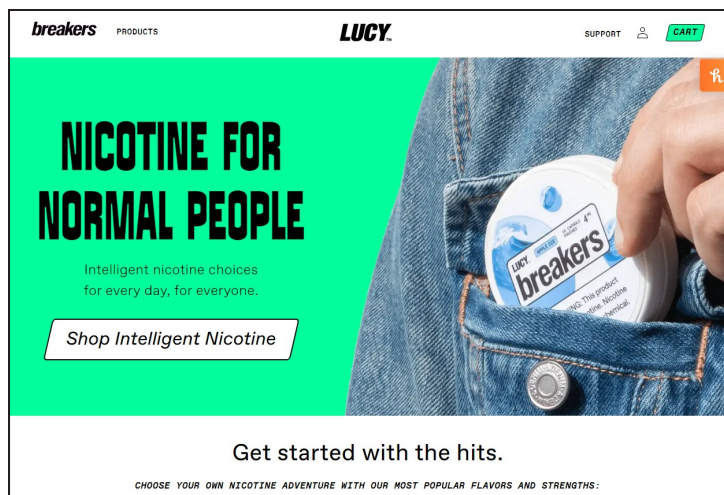
This year, several commercial tobacco brands have gone through a rebranding process. Established products such as Red Man Tobacco and recently launched brands such as Lucy Goods have undergone package redesigning, product renaming, and a website overhaul. Below are some of examples of rebranding.



Swedish Match, owners of the popular chewing tobacco **Red Man (left)** has been rebranded to **America's Best (right)**. This rebranding comes decades after the Red Man abused Native American symbolism for their packaging. Explaining support for “heightened awareness and our desire to be more inclusive”, the brand also received support from Principal Chief of the Cherokee Nation and President of the National Congress of American Indians.



Camel Snus launched a new look for their Snus tins in June 2022. Camel's rebranded tins were featured in an email campaign (**right**). The new product packaging features bright colors and removes the “Camel” name from the tin while keeping the recognizable camel logo.



The biggest rebranding surprise comes from **Lucy Goods**, who also rebranded, this time, their website (**left**), product packaging, and renamed several products. Lucy Goods shortened their name to Lucy and changed up the look of the website. Throughout the last year, much of their marketing has been focused on young, feminine and intelligent themes. Now, they are sticking only to the intelligence theme. Lucy also changed up the names of some of their products. For example, Lucy Breakers was previously known as Lucy Kapsels. You can check out the new website [here](https://lucygoods.com).