

In This Issue:

o Volume 51 o September 2024

- New Oral Nicotine Products From Copenhagen, Grizzly, Timberwolf
- Lucy Brings the Party to Their Email Marketing
- Blast From the Past: Fun-Filled Winston Advertisements



TOBACCO MARKETING UPDATE

What's New in Tobacco Marketing?

New Oral Nicotine Products From Copenhagen and Grizzly

Copenhagen and Grizzly announced new products in the oral product market this spring/early summer. Grizzly unveiled new nicotine pouches, which come in three minty flavors, and Copenhagen introduced new spit-free flavored tobacco pouches. Competition in this market is strong, and the brands' marketing aims to separate themselves from popular oral nicotine brands like Zyn.

The brands are known for their smokeless tobacco products—chew, dip, moist snuff—and their use of rugged, macho messaging catering to men who like to hunt and fish. Unsurprisingly, this hyper-masculine marketing extends to their new products.

Many of the advertisements go beyond the typical forest animals and fishing images to appeal to a customer's assumed masculinity. Copenhagen considers their spit-free tobacco pouch "a man amongst bros" (right). Who are the "bros?" Non-tobacco nicotine pouches like Zyn, which are generally associated with fraternities, sports stars, and other young audiences.

Grizzly encourages customers to "put those other nicotine pouches back in your purse" (left), using a stereotypically feminine symbol to steer their target audience away from other brands and let people with purses know this product isn't for them. They claim other nicotine pouch brands "sound like a yoga retreat."

This messaging works for the brands' other products, so it will be interesting to watch as they carry it over into the oral nicotine space.



Above: Email received from Copenhagen on May 10, 2024 about their new spit-free tobacco pouches. They consider their product "a man amongst bros."

Left: Email received from Grizzly on May 17, 2024 about their new nicotine pouches.



TOBACCO MARKETING UPDATE

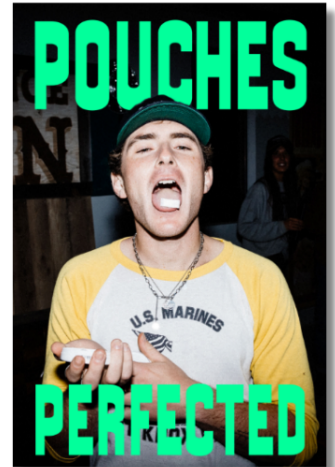
Questions or want to subscribe?
Contact Molly Schmidtke at
651-646-3005 or molly@ansrmn.org

Lucy Brings the Party to Their Email Marketing

Lucy’s recent email advertisements have been centered around partying. They feature dark scenes, neon lettering, and young people using their nicotine pouches in ways one might use party drugs—not how they are supposed to be used.



One ad labeled “Crowd Pleasers” (left) shows multiple hands reaching into a larger-than-life Lucy Breakers container to grab pouches at random. The container acts like a bowl of popcorn or, more concerning, a bowl of mystery pills passed around at a party. Another labeled “Pouches Perfected” (right) shows a young man holding a nicotine pouch on his tongue, much like how one ingests a tab of LSD. These subtle comparisons to other drugs and party-related images undoubtedly appeal to a young, college-aged audience.



Above: Email received from Lucy on June 26, 2024 promoting their “perfected” Breakers nicotine pouches.

Left: Email received from Lucy on May 17, 2024 promoting their Breakers, which are nicotine pouches that contain flavor capsules.

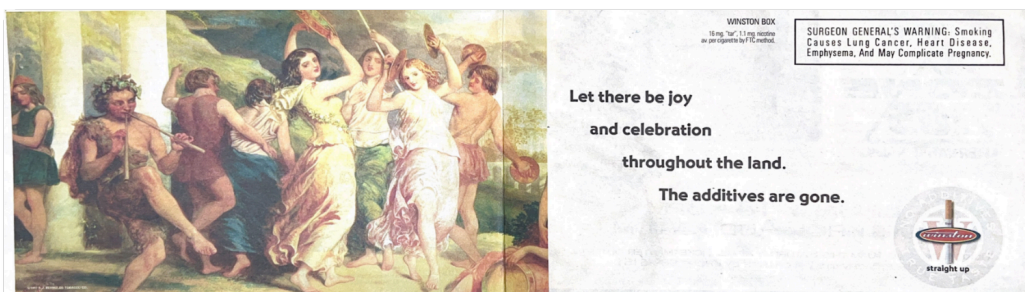
Blast From the Past: Fun-Filled Winston Advertisements

Fun-filled, party-themed advertisements like Lucy’s above are nothing new. Cigarette brands and other tobacco companies have tried to convince customers their products are “fun” and “worth celebrating” since day one. Advertisements often featured happy, seemingly healthy people engaging in fun activities while smoking, completely glossing over the nonglamorous sides of using the products.

These Winston advertisements are about joy and fun, whether that be hanging out and smoking with friends at a bowling alley (right) or celebrating the fact that Winston cigarettes are additive free. The advertisement from 1966 reminds us that many Minnesota bowling alleys allowed smoking until the [Freedom to Breathe Act](#) passed in 2007.



Above: 1966 Winston magazine advertisement promoting the flavor of their cigarettes.



Left: 1997 Winston magazine advertisement promoting their additive-free product.

Funding for this project is provided by the Center for Prevention at Blue Cross and Blue Shield of Minnesota.