Indiana’s Experience: Marketing of Dissolvables

Miranda H. Spitznagle, MPH
Some things never change.
Although this time, the guinea pigs are your children.

In 2002, we ran an ad expressing outrage that leading tobacco companies constantly use Indianapolis residents as guinea pigs to test their new tobacco products. My, how times haven’t changed. Indianapolis continues to be a laboratory for big tobacco’s experiments. Now, it’s happening again. In the coming months, a leading tobacco company will be using Indianapolis residents as guinea pigs to test their new dissolvable tobacco products – strips, sticks and orbs that are virtually undetectable when used in the workplace or the classroom. What’s horrifying is that, with sleek candy-like packaging and cool flavors, they’re targeting your kids! As a parent who loves your kids, let your voice be heard. Visit www.voice.tv to find out more about how your kids are being used as guinea pigs – and how to tell them enough is enough. LEAVE US ALONE! www.voice.tv
Camel Dissolvables

- Columbus, OH
- Portland, OR
- Indianapolis, IN
INDIANA POISON CENTER

News Release

Methodist Hospital
I-65 at 21st Street
Indianapolis, Indiana 46206-1367

For Release: Immediate
January 1, 2009

New Forms of Smokeless, Spitless Tobacco Put Users and Children at Risk

Tobacco companies are test marketing and debuting new “dissolvable tobacco.” These products are being promoted as an answer for smokers who are unable to smoke due to smoking restrictions in the workplace, at home and in social situations. Dissolvable tobacco may also be...
Which one is tobacco?
Which one is tobacco?
Which one is tobacco?
AWARENESS AND PERCEPTION AMONG YOUTH
What have you seen/heard about dissolvables?

- Wouldn’t recognize it as tobacco; Cops wouldn’t recognize
- No smell from tobacco
- Loophole for tobacco free areas
- Looks like a cell phone
- Give away as candy
- Targets teens because older people won’t switch
- Looks like pills, vitamins, dog food
- I would just take all of those pellets out and put it in an altoid can so that when I’m searched, all they’d find is altoids
Thoughts about the campaign?

• Older people already using cigarettes and won’t use it; Older people aren’t going to switch to this
• Obviously targeted to kids
• A way to not smell like smoke
• More targeted toward “new” tobacco users
MARKETING
Retail experience

Sunday, February 22, 2009, approx. 4:00 p.m.

• The yellow, rectangular "Dissolvable Tobacco" sign is posted waist-high beneath the handle of the door.
• I approached the counter and asked if they carried the dissolvable products. I was told that they did not.
• I spotted them behind the counter in the middle of the display and asked, "Well, what are those?" The clerk told me that they had the "pills" but that they do not yet have the dissolvable tobacco, meaning the Strips.
• He explained that everyone he knew who had "taken" the Orbs, which he described as "these diet pill-type things," has gotten sick.
• I paid $3.59 for each pack and paid .50 sales tax for the purchase. I did not receive any additional information or offers about the products.
Availability of Camel Dissolvable Tobacco Products
April, 2009

Camel Orbs = [Color]
Camel Sticks = [Color]
Methods of marketing

• Online presence
• Retail store coupons-customer card
• Direct mail-with purchase or free trial (May 2009-August 2010)
• Alternative newspaper inserts (mostly free)
• How-to guides
• Point of purchase sampling packs
Orbs

Camel Orbs, the all around Dissolvable. These tiny pellets give you the flexibility to enjoy a little tobacco when and where you want. Orbs come in Fresh and Mellow, so you can choose from the best of both worlds.

Just pop one in your mouth and let it dissolve. That’s it. Some people like to
Tried anything new lately?

Camel Sticks and Strips just hit shelves a few weeks ago, and we can't wait to hear what you think!

We understand the idea of dissolvable tobacco may be new to some of you. And for that reason, you may not know what to expect.

Many who have tried Sticks compare it to a cigarette experience, because you can hold it between your fingers and lips. Also, it's easy to control how much of the stick you want - just break it apart and save some to enjoy later.

With Strips, you'll get that cool, fresh flavor. So, menthol smokers, this may be a familiar taste to you.

Depending on your personal style, Camel Sticks and Strips got you covered.

So, give them a try. And tell us what you think. We'll be here.
Sep 15

Posted By: zomboy September 15, 2009 2:43 PM
i would really like to try...please... send them to michigan... i need it!

Sep 14

Posted By: roller4coaster20 September 14, 2009 2:08 AM
Okay RJ Reynolds when are we getting these in Florida?

Sep 11

Posted By: sublinetart September 11, 2009 9:13 PM
i really like the sticks, they are great in bars you cannot smoke in. the orbs dissolve pretty quickly tho. the packaging on the sticks isn't so great. i have had to break open two packs as they get stuck in opening. odd they are only for sale in certain areas, maybe since we (Portland) have stricter smoking laws now?

Sep 11

Posted By: oneguf September 11, 2009 7:10 PM
When will the Camel Sticks

Sep 11

Posted By: Luna September 11, 2009 5:26 PM
tired of sneeking around just to get a smoke!! I'm grown and i dont agree with all the new restrictions. When will these products be available in NC?

Sep 11

Posted By: g4bryan September 11, 2009 9:03 AM
sounds like me I use snus and would like to try some sticks or strips when are you coming to Tennessee?
Can't wait to try them! I talk on the phone all day and I'm not even a smoker. Since they are smokeless I am all for it!!!

I hope I can get a sample pack, I no longer drink so I have to go outside after meals. Here in Indianapolis you can only smoke in bars or over 21 places which is also where I used to get sample packs of new products.

This sounds great. I really wish they had included the military in their test market strategy. Working in the submarine fleet means smoking is even more restricted. I can't wait to get my hands on these.
Social Marketing? YouTube Videos...

“I wonder how many it takes to overdose.”

“All I’m saying is that if you’re going to have a nicotine habit, smokeless is better.”

“You can keep them hidden and they’re great for school. Sometimes I need more than one for a buzz.”
Email marketing
introducing

dissolvable tobacco

the best tobacco you never smoked

try one on us

WARNING:
THIS PRODUCT MAY CAUSE MOUTH CANCER

Direct Mail: May 2009
Instructional brochure displayed inside gas stations/convenience stores close to cash register.

Sticks will last 20-30 minutes.*

How to Open Sticks’ Child-Resistant Packaging

1. Shake to Load STICK
2. Press and Hold Button on Back
3. STICK Dispenses Here

* Individual results may
State and local response

• Raise awareness in the community
• School staff presentations
• News articles and news letters
• Surveillance

State and local networks that can partner with FDA
Ever use by product type, 2010 Indiana Youth Tobacco Survey

<table>
<thead>
<tr>
<th></th>
<th>Middle School-Male</th>
<th>Middle School-Female</th>
<th>High School-Male</th>
<th>High School-Female</th>
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<tr>
<td>Dissolvables</td>
<td>1.3%</td>
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<tr>
<td>Snus</td>
<td>4.1%</td>
<td>0.9%</td>
<td>13.8%</td>
<td>4.8%</td>
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<tr>
<td>Cigarettes</td>
<td>17.8%</td>
<td>15.0%</td>
<td>44.8%</td>
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</tbody>
</table>
Among current smokers, trial of dissolvable tobacco

2010 Indiana Youth Tobacco Survey

Overall: 9.7% (Middle School), 9.7% (High School)
Female: 4.0% (Middle School), 4.6% (High School)
Male: 13.0% (Middle School), 13.7% (High School)
Test marketing ended in January 2011

• News article in late Dec 2010-products to be pulled from stores
• Number of retail outlets still could get...9 outlets in Indy at that time
Summary

• Community concern
• Variety of marketing tactics
• Product education
• Dual use
• Test market reach beyond disclosed market
• State and community partnerships
• We need your help to respond to these new products