

Here, There, and, Er, Everywhere? The Camel Snus Test Market in Portland, OR

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Objectives

- 1. To identify the level of awareness and knowledge of a new type of tobacco product, Camel Snus, among adolescents and young adults in the Portland, Oregon market.
- 2. To assess and evaluate Camel Snus messages and the effectiveness of their advertisements and direct mail pieces on adolescents and young adults.

Objectives

- 3. To determine the most effective messages, messengers and communications methods that would discourage adolescents and young adults from trying Camel Snus.
- 4. To explore original messages and campaign concepts that discourage young people from trying products like Camel Snus.

Methods

- Qualitative design
- Consultant contracted to:
 - Recruit
 - Host
 - Video/audio record all focus groups

Participant Criteria

- Young adults 18-20
 - 4 groups, with all reporting smoking in the past 30 days; 2 groups/gender
 - 4 groups, with all reporting having smoked at least 1 cigarette, but not in the past 30 days; 2 groups/gender

Participant Criteria

- 4 groups of adolescents 15-17
 - 2 groups of boys
 - 2 groups of girls

WVU IRB

- Approved recruitment process, screening forms, questionnaire, discussion guide, and the consent/assent forms.

Awareness: Have You Ever Heard of Camel Snus?

- Yes 56%
- No 44%

Some who were aware of the product misunderstood what it was.

What is Snus?
 Snus is a tasty tobacco pleasure in a little pouch.
 We found it all the way in Sweden
 where they've been Snusing for about 200 years.
 (Over a million Swedes are likely to be doing it right this second.)

Small size, unlimited possibilities.

Pronunciation key: rhymes with loose, Bruce and goose.

How to Snus
 The ridiculously easy instructions

- 1 Place a pouch between your lip and your gum. (Don't suck, chew or swallow it.)
- 2 In seconds you will feel a pleasurable tingle.
- 3 Each pouch lasts 10-30 minutes.

NO SPITTING! (Believe it or not, no spitting is required when you Snus.)

Snus is refrigerated so it's fresh when you buy it. (But once you open it, you don't need to keep it in the fridge.)

Always dispose of your pouches and the properly.

Find out more about snus at www.snus.camel.com

Where and when to enjoy Snus

At a concert (right in front of security guards)...

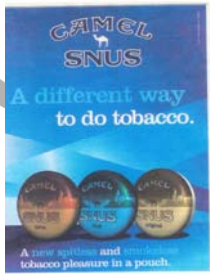
On a jet From Miami to LA...

Or in a club, a bar, or an overpriced tapas restaurant.

CAMEL SNUS PLEASURE FOR WHEREVER



- “[Pleasure for wherever] it’s smokeless...you can’t smoke, it’s becoming less and less places where you can smoke. Now they are trying to push smokeless tobacco as being an alternative maybe?” (teenage girl)



- “Ads are trying to make it sound better than it is.” (teenage boy)
- They are trying really hard to get new users.” (teenage boy)

Snus Experience

- Youth experience: None
- Adult experience: 7 men
 - Generally negative opinion

Snus Experience

- “I’ve had the frost and spice. They’re both pretty good.” (male smoker)
- “It tastes all right. It was way better than snuff.” (male smoker)

Snus Experience

- “After 10 or 15 minutes the taste is gone.” (male smoker)
- “I bought and tried it for like five minutes when I didn’t have any cigarettes and it was tasty like it had like a nice like beginning but then like later on it started to burn my mouth.” (male smoker)

Gateway Drug?

- “They actually started off with those [snus] and now they smoke cigarettes too. They just liked the taste of it. So they started with that and they had the frost [flavor] once and now they smoke Newport all the time.” (male smoker)

Are Snus up to Snuff?

- “It didn’t give me enough tobacco [i.e., nicotine], it was weak.” (male smoker)
- “He said that the ones in Sweden were like a hundred strength.” (male smoker)

Concept Testing

- 9 messages
- Presented in random order
- Each group then chose its top 3

Best Liked Message Concepts

- Pretty package, same poison. Spitless doesn't mean harmless.
- In the US, the tobacco industry is NOT required to tell you what is in their products, or what they may do to you in the future. Don't be a guinea pig for the tobacco industry.

1st Place: Pretty package . . .

- Strong support for this message among all groups, both genders
 - Short
 - To the point
 - Makes people think
 - Uses *poison*
 - "*Spitless*" seen as potentially more harmful

1st Place: Pretty package . . .

- *"It's telling you not to be gullible for a pretty thing."*
- *"...they're trying to make it all pretty and it's just the same thing..."*

1st Place: Pretty package . . .

- *"...it could be more harmful because you have it in your mouth longer."*
- *"...how've they've changed it like what is different about it?"*

2nd Place: "Not Required"

- Most unaware that ingredient listing is not required.
- This would catch people's attention.
- It would make people think.
- Reminded some of the Truth campaign.

2nd Place: "Not Required"

- *"I think it's interesting because I don't think about that a lot."*
- *"I think the message is good because it's saying they don't have to tell you what's in that, so there can be anything in it, especially if it's going in your mouth. There can be some nasty stuff up in that and it's in your mouth." (female non-smoker)*

2nd Place: "Not Required"

- *"What gives them special privileges?"*
- *"I'm kind of mad about that."*
- *"Kind of like the Truth...you all know about the Truth Campaign? Like those commercials with the baby monitor. I think this is kind of similar to it because it's giving you an actual fact that nobody knows and it's like shock value. It's what gets to people."*

Participant Recommendations for a Campaign: Media

- Television
- Billboards
- Radio: disagreement on its value
- Internet
 - My Space--mentioned in almost every group

Participant Recommendations for a Campaign: Media

- Make it visual
 - *"I think the visual is really big with these type of things. Because you hear so much, so many negative things about smoking as it is or tobacco as it is. But I think seeing it is more effective. Like the lady with the hole in her throat." (female smoker)*
 - *"I think definitely showing, you know our generation is definitely, their image is a huge thing, so if we can somehow associate Snus with an undesirable image." (male non-smoker)*

Participant Recommendations for a Campaign: Messenger

- Use an "average person"
- Government agency? no strong support
 - *"Pretty credible. Because they are government agencies, right." (said with sarcasm) (female non-smoker)*
 - *"They're already approving of this crap so they don't really have a whole lot of authority." (male smokers)*

Conclusions

- Strong support for 2 message concepts
 - Use "average" people with a serious tone
 - Use TV, billboards, Internet
- Slightly >half knew of the campaign, but some misunderstood what the product was.

Conclusions

- Of the 7 adult males who tried Camel Snus, only 1-2 “might” use it again
 - Complaints about the burning cessation
 - Complaints about it being too weak
 - Positive comments about the taste
 - Some discussion of Snus being good to use when smoking is not permitted

Conclusions

- Smokers and ST users will stay with what they currently use; 1 Snus user reported using it when at a movie.
- No evidence that the test market triggered any interest in our participants.

Test Market Observations

- Where was Camel Snus sold/not sold?
- Point of sale
- Cashiers
- Outdoor signage

Stores Not Selling Camel Snus

- Rite-Aid
- Safeway
- Upscale tobacco shop (with Portland’s largest collection of periodicals)
- Gas station shop
- Large convenience store

Stores Selling Camel Snus

- Mom and Pop shops
- Stores with primary inventory of tobacco, beer, pop, and snacks
- Drive-through store*

*This is where a participant’s younger brother (a minor) bought the product.

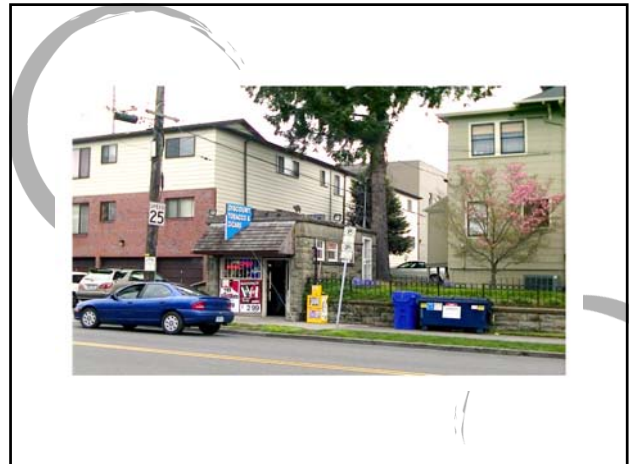
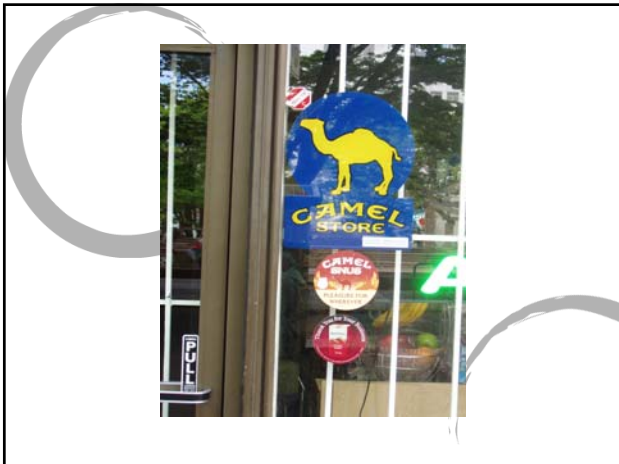
No Sale (Anymore)

- Liquor store 2 blocks from Portland Library
 - Sold Camel Snus for 6 months
 - Dropped the product due to poor sales



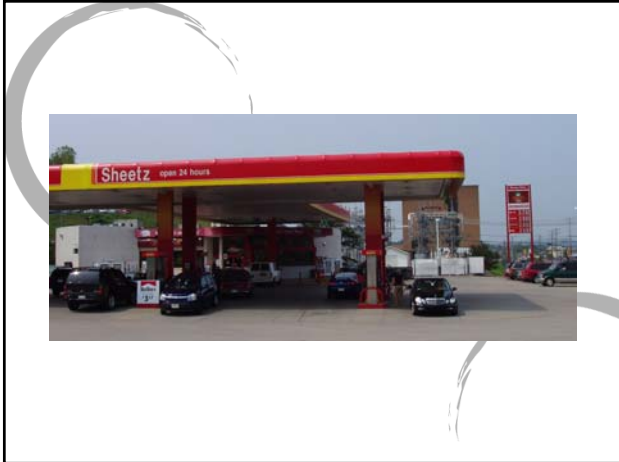
Cashiers

- Nothing is stored onsite
- Inventory is maintained by company sales reps
- 7 tins/flavor = 21 tins



Camel Snus Coda

- "Soft roll-out" in WV, PA, VA, ??
- Sheetz



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