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SKOAL

Promotion & Merchandising:

**Wearables, “New & Improved” Products,
Promotional Events and Retail (POS) Tools**

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History of Advertising Archives
Sauder School of Business**

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Table of Contents

Contents	Page
Branded Wearables & Gear	03
Miscellaneous Ad Items (eBay Aug 2016)	06
“New & Improved” Products	09
Promotional Events	11
Point of Sales Advertising & Sampling (Illustrated)	13

***SKOAL* Merchandising:**

Branded Gear & Wearables

Gear

Badges & Pins

Baggage Tags

Ballpoint Pen

Beach Ball (Skoal Music, inflatable)

Beach Towel (Skoal Music, Pro Rodeo)

Beer Can Cozy

Bottle Opener/Key Ring

Bottle Opener/Knife/Screwdriver (FREE)

Bumper Stickers (many)

Can Cover, decorative (FREE)

Can Holder (leather, for belt attachment)

Car Windscreen Sun Blocker (accordion fold)

Coffee Cups (china and plastic)

Coin Bank (Bandit Race Car design)

Cold Cup (insulated)

Cuspidors (several, aka mud jugs or spittoons)

Decals

Fishing Lure (branded)

Fishing Tape Measure (FREE)

Flashlight

FM Radio, pocket (FREE)

Golf Ball

Good Luck Token (Coin) – “Live Long & Prosper”

Gym Bag

Hat and Lapel Pins

Hunting Knife (branded on blade)

Key Chains & Rings (FREE)

Lanyard (branded)

License Plate

Marble (child toy, white w bandit in kerchief logo)

Money Clips

Mouse Pad (computer)

Movies (\$30 Credit Gift)

Music Speakers (miniature Hamburger style)

Outdoor Gear Catalog

Plate (Collectible Chinaware Souvenir)

Playing Cards (FREE)

Pocket Knife, Swiss Army style

Pocket Mirror (for “New” Citrus Blend)

Pocket Protector, Vinyl

Postcards (Racing souvenir)

Resin Figurine (Souvenir)

Shot Glass (Skoal, Harry Gant signature)

Spittoons (cf. mudjugs, hip flasks)

Stadium Seat Cushion

Stopwatch Timer (FREE)

Tire Pressure Gauge

Tote Bag

Towel (Bandit design)

Wallet (Woven steel, security, GIFT)

Wrist Band (Multi-function for outdoors)

Wrist Watch

SKOAL Branded Wearables

Badges & Pins (many)
Bandanas
Baseball Cap Strap Adjuster
Baseball Cap (Safari style covering neck)
Baseball Caps (many)
Belt Buckles (many)
Boxer Shorts (“Tune In” Skoal Music)
Camouflage Cap
Halter Top (female)
Iron-On decals (for DIY T-Shirts)

Jackets (many)
Kerchiefs
Logos (embroidered for DIY usage)

Shirt, athletic $\frac{3}{4}$ sleeve (baseball)
Shirt, casual button front
Shirt, denim
Shirt, dress (embroidered logo)
Shirt, pit crew style

Shorts (summer wear)
Ski Jacket (Event giveaway to sports writers)
Sunglasses (small logo on upper lens)
Sun Visor (bareheaded cap)
Sweatshirts (many)
T-Shirts (many)

Skoal Advertising Items

as Listed on eBay Aug 23, 2016 (~1,600 items)

Ads and Printed Material:

Catalog of Skoal Bandit Gear (1982)
Coupons (many, e.g. Buy One Get One)
Decals and Stickers (many varieties, e.g. rodeo, music, outdoors, racing)
Magazine ads (many)
Matchbooks
Meet & Greet Pass (Music Tour)
Postcards (event handouts)
Press Kits (1980s Bandit racing, music)
Retail Banners (e.g. Customer Appreciation Day)
Retail Decals (large)
Retail PUSH/PULL stickers
Retail signs (e.g. Hunting & Fishing Licences sold here)
Retail window or door stickers (printing on sticky side, or two sided)
Trading Cards (sports, e.g. racing)

Wearables and Pocket Items:

Baggage/Briefcase tag (embossed leather)
Ballpoint Pens
Bandanas
Baseball Caps (also painter's style)
Beer Bottle opener (giveaway w. purchase)
Belt Buckles (many varied designs)
Boxer shorts
Cap Adjuster (for baseball style caps)
Denim shirts (long sleeved and sleeveless)
Fire Suit (One piece gear for drivers and race pit crew)
Flashlight
FM Radio (giveaway w. purchase)
Good luck coin ("*Live Long -and- Prosper*")
Hat/Lapel Pins

Jackets, hoodies and windbreakers (many styles)
Keychain tags
Leather Can Holder for belt
Lid Cutters (designed for Skoal Can, *not* beer bottles, metal and plastic)
Money Clips
Patches (many varieties)
Pocket knives and multi-tools (many, e.g. free with purchase)
Pocket Lipstick Mirror
Skoal Can Covers (both metal and plastic)
Stop Watches (giveaway w. purchase)
Sunglasses (small logo on upper lens)
Sweaters and Crew neck shirts
T-shirts, polo shirts and “racing” shirts
Vinyl Pocket Protectors
VIP Pass (on lanyard)
Watches (quartz)

Other:

“Skoal Presents” LP Records (3)
 Note bene: For radio station use on Thanksgiving Holiday
 Charlie Daniels and Friends Thanksgiving 1982 Box Set!
Beach Ball (Skoal Music, inflatable)
Beverage Coasters
Bumper Stickers
Coffee Cups (ceramic) and Travel Mugs (plastic)
Dip Cups and Mud Jugs (portable spittoons)
Golf Balls
Mouse Pads
Playing Cards
Retail Change Trays
Retail Clocks
Retail Lid Cutters
Retail Lighted Signs
Retail Outdoor signs w. changeable price info
Retail Plastic Counter Mats (large, many varieties)
Retail Tin Signs
Retail Wall Mounted Lid Cutters (old, inc. “Happy Days”)
Seat Cushions

Shot Glasses
Souvenir signed photos
Tire Pressure Gauges (giveaway w. purchase)
Toy Model cars (e.g. 1/64 die cast)
Water-slide decals for toy model cars (1987)

Varieties:

Skoal
Skoal Bandit
Skoal Brother (1983)
Skoal Dash For Cash Futurity (Horse Racing in CA on belt buckle)
Skoal Motorsports (inc. stock cars, muscle cars, monster trucks, dragsters)
Skoal Music
Skoal Outdoors
Skoal Outlaw
Skoal Pro-Rodeo
Skoal Pulling Circuit
Skoal Shoot-Out (diverse competitions, e.g. dragsters, soccer (t-shirt))

Tie-Ins and Joint Promos:

Bass Pro Shops (Dip Cup promo)
Fishing Competitions (e.g. Great Plains Angler)
Musicians (e.g. Charlie Daniels, Lynyrd Skynyrd, Iggy Pop)
NASCAR
Pro-Rodeo
Statue of Liberty

SKOAL: New & Improved?

New Product Activity

- 1934ff SKOAL Wintergreen Flavored “High Grade Tobacco”
v. Happy Days (Raspberry; Mint) & Copenhagen (Straight)
-
- 1983 SKOAL Bandits (moist portion pouches)
- 1985 SKOAL Bandits – Mint added
- 1985 SKOAL Long Cut – Wintergreen & Mint added
- 1986 SKOAL Long Cut Straight
- 1986 SKOAL Bandit – Straight added
- 1988 SKOAL Bandit – Classic added
- 1988 SKOAL Long Cut – “Classic” and “Straight” added
- 1993 SKOAL Long Cut – Spearmint; Cherry added
“Break Thru Flavors”
- 1994 “New” SKOAL Fine Cut Straight
- 1995 SKOAL Flavor Packs (pouches) – Mint; Cinnamon added
- 2002 “New” SKOAL “Pouches Done Right” (3x bigger)
- 2002ff SKOAL Long Cut – Berry Blend; Vanilla Blend; Peach Blend added
- 2003 FreshSnap™ Can – Guaranteed Fresh (best before date stamped)
- 2003 “New” SKOAL Pouches - Berry Blend
- 2004 “New” SKOAL Long Cut – Apple Blend
- 2004 “New” SKOAL Long Cut – Frost (intense wintergreen)
- 2005 “New” SKOAL Long Cut – Peach Blend
w. endorsement from 2005 World Series player
- 2006 “New” SKOAL Bandits w. “discreet pouch”
- 2007 “New” SKOAL Citrus Blend (in both Pouches and Long Cut)
- 2007 SKOAL Edge – “bold (mean) new wintergreen”
(rebranding of “Frost”?)
- 2008 “New” SKOAL Straight Pouches
- 2009 SKOAL Long Cut available in 9 flavors
Apple Blend; Berry Blend; Cherry;
Classic; Mint; Spearmint;
Straight; Vanilla Blend; Wintergreen

Products to STOP SPITTING!

- 2006 SKOAL Dry – Regular; Menthol; Cinnamon
 Test Markets: Austin TX; Louisville KY
 “Good News” – dry, discreet packs w. “no spit”
- 2011 SKOAL *Spit-Free Tobacco Sticks* (in four flavors)
 Test market in four varieties: Kansas
 Blue (Menthol? Mint?)
 Brown (Straight? Regular?)
 Green (Wintergreen?)
 Red (Cinnamon? Cherry?)
- 2016 SKOAL Snus - Cinnamon; Citrus; Mint
 “*Spit Free Pouches*”

SKOAL

Promotional Events Employed

Contests/Sweepstakes

80 Days of Saturdays
“Be Your Own Boss” Sweepstakes (truck drivers)(1990)
Dash for Cash Sweepstakes (horse race)
Great Brotherhood Giveback
Heavy Chevy Sweepstakes (Chevrolet Camaro Grand Prize)
Lottery signage
Playboy Special Issue
Racing (NASCAR) Sweepstakes
SKOAL Floating Holiday
SKOAL Fund – “inspiring enjoyment since 1934”
Skoal (motor) Racing Sweepstakes
SKOAL Silverado Sweepstakes (1999 collecting address info)
Thrill of the Hunt Sweepstakes (deer hunting)
Weekend Warrior Sweepstakes
“Year of the Dipper” (w. “kick ass” prizes inc. 150,000 spittoons)

Music Sponsorships, etc.

Charlie Daniels Band (endorser, too)
SKOAL Presents ... (3 LP Thanksgiving Day Thank You to Country Music Radio Network (1982))
Contemporary Country Music CD
Lynyrd Skynyrd Endangered Species Tour (1994)
Rock the Rockies
Rock the Smokies
SKOAL Music College Events (“Bigger than you think”)
SKOAL Music – ROAR Tour (40 cities)
SKOAL Music – Tune In Campaign
Southern Spirit Tour (1994) (56 Cities)

Sport Sponsorships, Endorsements, etc.

Celebrity Endorsements (baseball, football, soccer, rodeo) (stops in 1986)
Fishing Association
Horse Racing (Dash for Cash)
Major League Baseball Pinch Hitter Award (briefly in late 1980s)

MLB Bobby Murcer Salute “Skoal Dippin’ Man”
MLB NY Yankees Tote Bag
Rodeo Sports and Events (many)
Ski Sports Writer Race
SKOAL Shootouts (various)
US Ski Team – Sports Medicine Program
US Olympics Official Sponsor (1980)

Motorsports (Skoal Bandit Racing)

Crushers (Monster Trucks)
Dragsters (Funny Cars)
Endurance (w Porsche)
F1 (Formula 1)
Motorcycles (Europe)
Pullers (tractors)
Sprint Cars (Outlaws)
Stock Cars (NASCAR)

MANY, MANY EVENTS ANNUALLY

E.g., a 1989 Schedule shows over 100 Car Racing events just for Hot Rods, Indy Cars, and Stock Cars:

NHRA (19)
PPG Indy Car (15)
Winston Cup (30)
NASCAR North (28)
NASCAR South (30)

***SKOAL* Retail (POS) Tools Employed**
Outside (location or visible from street)

Banners (e.g SKOAL Music 3' x 10')



Door decals and signage



Pennants (e.g. Skoal racing, special events)



PUSH - PULL door signage



Sidewalk/Driveway
Signage (two sided)



Signage (Metal) for
exterior posting



Signage for Windows



Window or Door Decals



Other Window or Door Signage (suction cupped to glass)



Windscreen Washer Bucket (for gas station convenience stores)



Interior Product Display

FREE Offers
(product premiums)



Metal strip signage



Price signage for
price promotions



Racks, dispensers



Miscellaneous interior signage

Metal Signage
(18" diam)



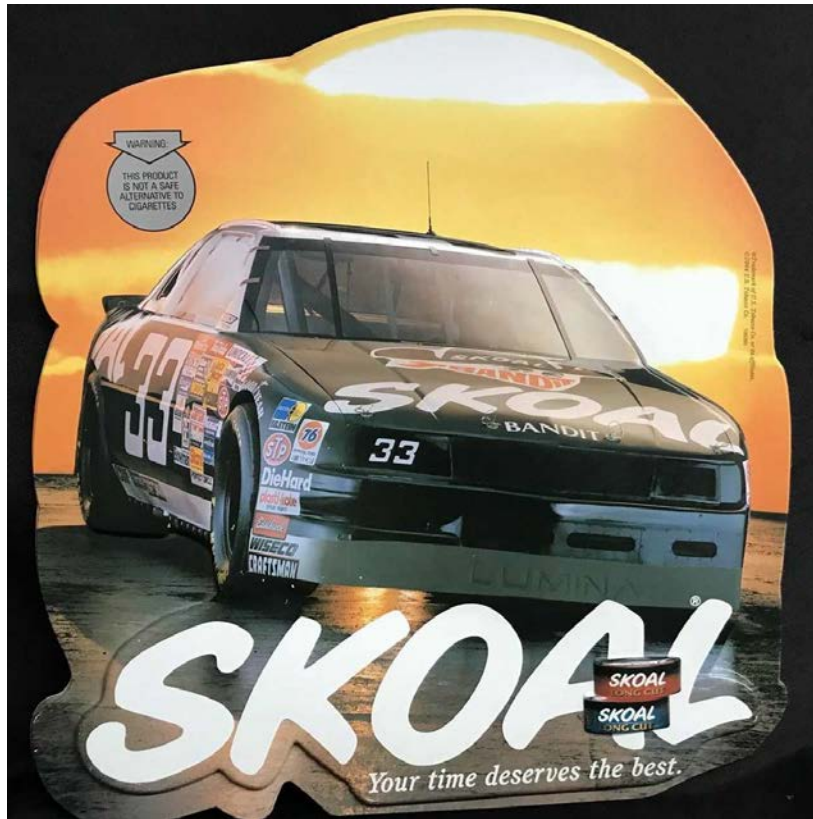
Calendars



Clocks



Reproductions
of Mag Ads
(large, metal)



Backlit Signage



Lottery Jackpot Signage



Check Out – Cashier

Countertop
change mats



Change Trays
(some with pens,
signage, flashing lights)



Countertop vending (special promo)



Matches Dispenser



Can Opener &
Label Cutter
(Wall mounted
tool)



Take a
Penny/Leave a
Penny cups

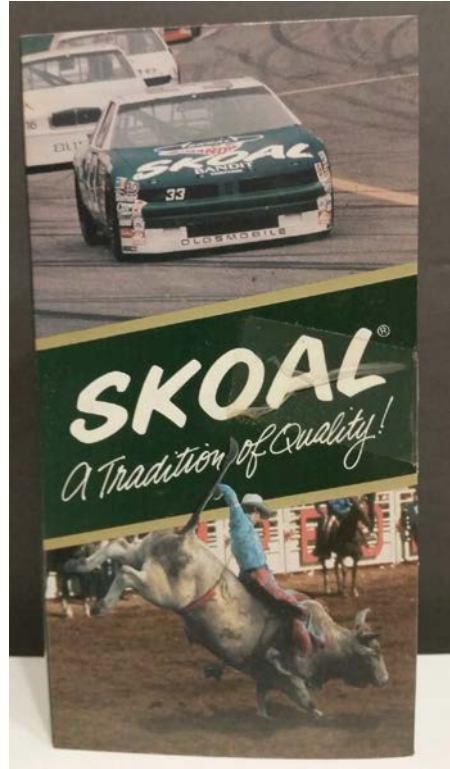


Action displays
(moving parts)



PRODUCT SAMPLING

Sampling Set



Sample Portion Pak



Sample Advice



Sampler's Gear

