

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - August 2013

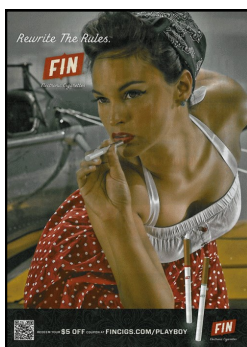
Trinkets & Trash is a surveillance project and archive that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. Visit us online at trinketsandtrash.org. If you have examples you'd like to share, e-mail us at trinketsandtrash@sph.rutgers.edu. To join our mailing list, click [here](#)!

Tobacco Updates

Smokeless News—Grizzly's sweepstakes moves the mancave outside for the summer - Mancave Giveaway Outdoor Edition spotlights various outdoor locations and your chance to win a grand prize (\$50,000) as well as instant win prizes of stuff that's "so good you may never go indoors again." Promoted through direct mail and e-mail and the Grizzly [website](#), potential mancaves include a fishing camp (where you could try to "reel in" a gift), a bonfire (where you "light your fire for an instant win"), duck blind and tailgating.

An August e-mail from **Timber Wolf** with a coupon announces that they've "reached a new low"—on the price of pouches. A website link helps you find a store near you.

Parliament's recessed tip — Direct mail from [Parliament](#) featuring a single female swimmer in a pristine pool of clear blue water promises an "escape from the ordinary" when you "discover the perfect recess" with their product's recessed filter. Coupons are accessible via a pull-out pouch at the end of the piece.

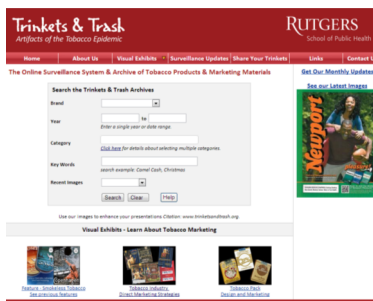


More E-cig TV Ads—Electronic cigarette maker FIN's "rewrite the rules" campaign features retro images "taking viewers back to an era when they were able to smoke freely." The campaign also includes TV spots and ads in magazines such as Men's Journal, Maxim, Rolling Stone, and Playboy with a Q code for accessing a coupon online.

Camel Dissolvables—Earlier this month RJR [announced](#) it was scaling back marketing of dissolvable tobacco products (Camel Orbs, Sticks, and Strips) after more than four years of test marketing. A spokesman said the products will remain in limited distribution in Charlotte and Denver and will be available through the Camel Dissolvables [website](#).

Blu e-cigs—In the meantime, Blu's new spokeswoman—Jenny McCarthy— is featured on Blu's [website](#) in an online video (which you can like, tweet, or e-mail) promoting the product and its new starter kits. Blu's point of sale ads include displays for the top of pumps at "pump your own" gas stations and "Smoking Permitted" signs in stores —including one found in the campus shop of a tobacco-free campus.

Trinkets & Trash Moves to Rutgers—Another reminder - Trinkets & Trash is now a part of Rutgers, the State University of New Jersey, and has a new e-mail address: trinketsandtrash@sph.rutgers.edu



Keep in touch with Trinkets & Trash

Tell us about any tobacco marketing we've missed

Contact us at trinketsandtrash@sph.rutgers.edu and stay in touch!

We're also on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)