

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - April 2015

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](http://trinketsandtrash.org). If you have examples you'd like to share, e-mail us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu). To join our mailing list, click [here!](#)

## Tobacco Updates

**April Fool's Pranks & Earth Day!** Skoal, NJOY and Greensmoke sent users emails on April 1 in celebration of April Fool's Day. Skoal's email apologizes to the dipper for [losing their coupon](#) in the subject line. The body of the email assures the user its just a prank and invites them to the brand website to claim their coupon and "have a little more fun today." NJOY wanted folks to enjoy a special [April Fool's day discount](#) saying "We hope you're enjoying the tomfoolery but these deals are the real thing." [Altria-owned Greensmoke](#) also sent notice of their 2015 April Fool's discount. The customer is prompted to the brand website to get 10\$ off a 45\$ purchase. In celebration of [Earth Day](#), Natural American Spirit sent an email inviting the recipient to join the brand in celebrating Earth Day by visiting the website and voting for an organization. The email announced "In honor of earth Day American Spirit is donating \$365,000 to organizations that support and protect the environment."



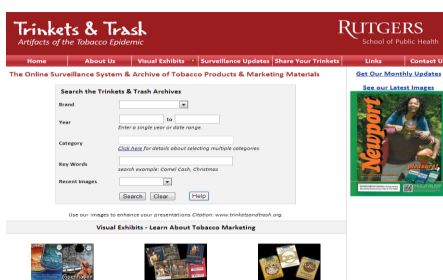
**Spring Salutations & More.** General Snus sent an email with the message "[this spring, start fresh](#)" to promote the "pure ingredients" that make up their products. The email included links to the brand website to see their product lineup, request coupons, and locate nearby retail stores. In honor of spring, Greensmoke created a new [green colored battery](#) with light green leaves in the shape of a heart. "Spring days are coming our way. Celebrate the new season with a new e-cig battery. Let everyone know how much you [heart] Green Smoke e-vapor." Vuse sent an email for vapers to click a link so that the recipient will be directed to the brand website to claim their [special trial offer](#) for Vuse e-cigarettes for only \$1. "Only Vuse is Designed and Assembled in the USA." Vaping on the go! MarkTen's Go Kit was promoted in an email. The [GO Kit](#) "includes a carrying case, 2 cartridge packs, 2 extended batteries and a USB charger. Available exclusively at the MarkTen e-vapor shop for only \$34.99."

**Do-It-Yourself Advice, Fishing & Hometown Pride.** Direct mail received from Grizzly promoting their "[Pro Tips](#)" Challenge. Participants are asked to share tips about questions like "What's the best way to fix a leaky pike?" on the brand website and are entered to win weekly prizes. "Share your top tips. Around the house, in the garage, on the road, in the wild, at the game and over the grill. 300 prizes 50 per week enter daily for a chance to win." The direct mail piece also included two coupons. An email from Red Seal promoted their 25% more tobacco for those who want to [spend more time fishing](#)." More in our cans. More time on the water." Also includes an invitation to join a discussion topic on the brand website, "What do you like best about your hometown?"

**Smokefree NOLA!** The Big Easy's smokefree ordinance went into effect on April 22nd. On April 28th, Marlboro's website puts the spotlight on the Crescent City in their [Nights Blended Blu Sweeps](#), encouraging recipients to enter the sweeps to win where one can win a trip to New Orleans! Coincidence? Let us know what you think!



**Gift Giving Generosity .** As thanks for visiting the Bar Team, Marlboro sends an offer via email for a free [Zippo lighter](#) in April 2015. The offer can be claimed on the brand website with the code provided. "Enjoy your nights out with a zippo lighter. It's our way of saying thanks for choosing Marlboro." Blu-Nation members were able to get Blu gifts for using their rewards points during their online Flash Sale! A monitor receive a Blu [hat](#) and a Blu [mug](#) for only 600 points! These items are regularly a combined 2500 points! Monitors also won a [wallet](#), [lighter](#) and [playing cards](#) Black & Mild's Rich Days & Smooth Nights Sweepstakes.



## Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we've missed

Contact us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu) and stay in touch!

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