

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - December 2014

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!](#)

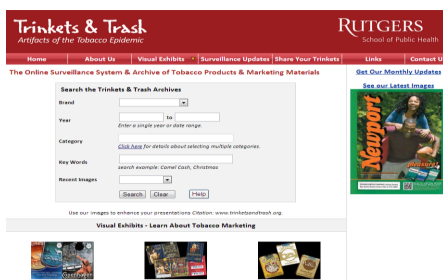
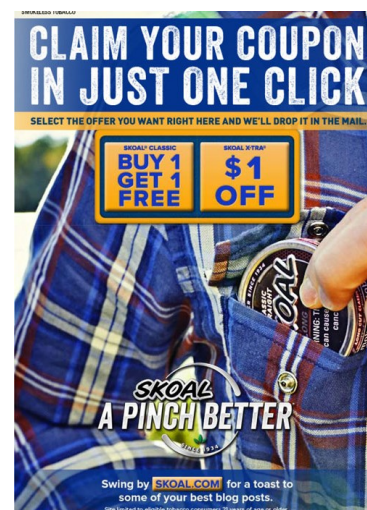
## Tobacco Updates

**Season's Greetings, Sweepstakes & Savings Galore!** Holiday greetings (and coupon offers) abound from tobacco companies this month, featuring images of Newport's cigarette pack adorned with a wreath (see right), Marlboro's snow covered cowboy [spurs](#), a "Home for the Holidays" instant win daily sweepstakes (for \$50-\$5000) from USA Gold, and a holiday themed message board on VirginiaSlims.com for sharing ideas on do-it-yourself gifts. Black & Mild reminded smokers that "'tis the season of a thousand different reasons to recline & [unwind in style](#) with Black & Mild" and [Red Seal](#) wished dippers a Merry Christmas with a coupon offer. L&M declared "Friendsmas" to be a new holiday (akin to the pop culture "Friendsgiving" trend) and included tips on its brand website about how to celebrate it with friends and leftovers. Virginia Slims' email also offered its receivers an online coupon along with a free download of "[gorgeous](#)", [holiday digital wallpaper](#). According to Camel, it's better to give than to receive. As part of its 43 day long "[Share the Spirit](#)" sweepstakes promotion, Camel will donate money to the Music Maker Relief Foundation for every daily click on their snus nation website "to support struggling blues artists and roots musicians in order to preserve, protect, and promote the musical traditions of the South." Marlboro Menthol put a different spin on the holiday season for those who celebrate the winter solstice with their "[Countdown to longest night of the year](#)" promo.



**E-cigarette Updates.** Popular e-cigarette brands such as NJOY and Blu also took advantage of the holidays to market their products. [NJOY](#) emailed ecig users with discount codes promoting their product as "the perfect gift or stocking stuffer for that special someone", while [Blu](#) featured an exclusive giveaway for registered website users ("12 Days of (a blu) Christmas") where members could use their rewards points to enter a drawing to win gifts like Beats by Dre headphones. In December Blu also advertised its new product [Blu PLUS+](#) product style, which features a bigger battery that promises to last 2x longer and provide an enhanced flavor and draw. Hot e-cig news! Vapor Tobacco Manufacturing (VTM) announced that it will be releasing a certified [organic e-cig liquid](#) named "eTron 3T." The liquid will have the USDA Organic Seal; it's been certified by the US Department of Agriculture's National Organic Program. VTM's organic e-liquid will consist of organic tobacco, organic glycerine and water.

**More Coupons and Gifts.** Not all gifts, coupons and promos were associated with the holidays this month. Moist snuff brand Skoal featured a new poker themed [print ad](#) this month and sent dippers an email which emphasized that their next coupon was "[just one click away](#)" (see image, right). Competitor brand Grizzly sent dippers a 30 inch wide [cooking oar](#) as a free gift for participating in its "[What's in the Pot?](#)" cooking related contest, which asked dippers to share photos of what they've been cooking. A Marlboro Menthol email promoted a new online lifestyle feature describing the flavors that make [Texas Truck Yard](#) restaurant famous and a gift offer, "Steak me home", for a free burger press. Finally, Camel direct mail offered smokers a \$1.00 off coupon specifically for updating their [user profile information](#) (by calling, going on Camel.com, or sending in an attached survey postcard).



## Happy Holidays from Trinkets & 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)