

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - January 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

**Smokeless Tobacco, Win More!** With winter upon us, email and direct mail ads reminded folks that *General Snus* allows them to stay “where you really want to be—inside with your friends” (see image, right). *Skoal's* website also played on winter themes, inviting dippers to comment in a blog about how they embrace the season (“how do you put the “win” in winter?”). While dippers might want to stay warm, Skoal knows their dip should be cool and sent participants of its “Better Days” contest a “can cooler” gift—a zippered pouch with a mini removable ice pack for keeping dip cans cool. It thoughtfully also includes a built-in bottle opener clip. *Copenhagen* sent a gift to dippers with a winter birthday—a set of four *carpenter's pencils* engraved with the dipper's initials and a special message. Camel Snus wants you to “start the year off right” with their “Small Wins Challenge.” What do you win in this promo? Nothing! You are assigned a small challenge (e.g., “make someone laugh”) and asked to share about it on the message board once completed.

**Virtual Coupons Delivered Instantly!** Direct to smart phone marketing keeps growing with more brands directing customers to their smart phones to redeem on the go savings. Tech savvy folks and young people can now access coupons from their favorite brands wherever they are. Skoal and Copenhagen both invited dippers to start getting coupons sent straight to their *mobile phones* (“More savings. More often. *More instant!*”). Marlboro also sent smokers a *direct mailing* explaining how they can now receive coupons twice a week to their phone instead of waiting for traditional paper coupons.

**Feeling Lucky? Need Inspiration?** *Camel* is encouraging people to try something new in 2015 with their “Inspired to Act” project. Each week a new challenge is unlocked, like “Find your stage” where users are encourage to find a local open mic night and sing. There is a message board to report back on how you did. Parliament emailed smokers about their “*In Code*” sweepstakes for a chance to win a \$500 Ticketmaster gift card towards their favorite music shows. Marlboro's new “*Hot Streak*” contest invites users to choose between two thematic items (e.g., ribs vs. tacos) and if your pick matches what most people think, your hot streak begins! The longer your “hot streak”, the bigger the prize you can be entered to win. “Hot Streak” participants received a *\$15 movie coupon* just for playing! Participants from Marlboro's previous contest, Red Aces Run, received a *personalized tin* with a deck of poker cards.

**Ecigarette news.** In keeping with the end of the holiday season and start of the new year, *Blu* featured a “*year in review*” slideshow on their website (featuring important Blu events from 2014), *Logic* sent a *holiday sale* email (including an image of a menorah and YouTube link to their new “Logic Pro” vaporizer), an *NJOY* email urged vapers to “help that *special someone* kickoff the new year on the right foot” by switching from cigarettes to ecigs. A new *MarkTen* magazine ad featured a *man playing a piano* and woman hugging him from behind with the message “play whatever you feel.” A direct mail ad sent receivers a coupon for a *free pack* of MarkTen cartridges and included an image of a couple in an urban setting with the tagline, “carry it like you're comfortable” (see image, right).



*Happy New Year 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!

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