

Trinkets & Trash

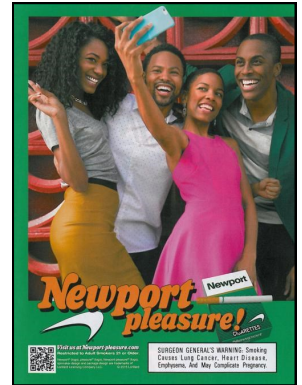
Artifacts of the Tobacco Epidemic

Surveillance Update - July 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. 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

Big Tobacco Business News. RJ Reynolds' [purchase of Lorillard](#) brings *Newport* and *Camel* under the same roof with *Blu*, *Winston*, *Kool*, *Maverick* and *Salem* going to the UK's Imperial Tobacco as part of the deal. The merger makes RJR the second largest US tobacco company next to *Marlboro's* maker, Altria. Keep an eye out for *Newport* advertising now that they are under RJR's umbrella. Traditional Newport ads show groups of attractive young people smiling and having fun, while doing social things like taking [selfies](#) (see image to the right). Will this advertising change under RJR? We'll be watching!



What's New? *Marlboro* re-vamped its website, increasing user generated content and involvement. The new site mimics Facebook allowing users to track their social activity and makes it easier to sign up for email and text message alerts. *Marlboro's* [interest in texting](#) continues with its "Capture the Unknown" promotion. Users text their photos to *Marlboro* in order to have them uploaded to its website where the "Top Uploads" will appear. Another new feature tracks processing and shipping of coupons and gifts consumers requested from *Marlboro.com*. [Emails](#) introducing *Camel White* are hitting smokers' inboxes in areas where they are available for purchase and to see *Camel White* point of sale advertising sent to us from monitors in [Colorado](#) and [Nebraska](#) check our website. Visitors to *Camel's* website were encouraged to "keep the creativity flowing" by designing a water bottle online using clip art and select catch phrases like "keeping it awesome." *Virginia Slims'* email offers a chance to enter to win a spa getaway that's "perfect for you" because "you deserve it!" Participants received free "fab" all natural, handmade [Nilla Butter-milk bath salts](#).

SLT Gifts and Contests. *Grizzly's Land Grab* contest wants users to "stake a claim" on its website. Users choose a location where they would like their dream house (beach front, lake front, off the grid, etc.) for a chance to win a weekly \$1000 prize or a \$50,000 grand prize. Email and direct mail from *Skoal* wants you to help build the "ultimate 4x4" vehicle in their cruiser vs. bruiser contest. Dippers can vote on *Skoal's* website for accessories to improve a 4x4. Lucky participants are entered for a chance to win the 4x4 and can request a free tire gauge just for playing. *General Snus'* "Snus Anywhere" contest has users watch a new video every two weeks on their website where actors "research" if snus can be used in certain settings like on a first date or while getting a tattoo. After watching the comedic video visitors to the website submit an idea about where snus can be used, receive a coupon for *General Snus* and are entered to win a \$5000 prize. *Copenhagen* sent website visitors a [keychain pocket tool](#) promoting its American Maker's sweeps.

E-cigarette News. Selfies are so passe! *Blu's* website and instagram features how to take a [#blufie](#)—*Blu's* version of a selfie, but showing your e-cigarette, with tips on how to get the best snap of the glowing blue light. *Blu* users can now add *Blu's* promotional events, like their presence at the [NASCAR World Truck Series](#), directly to their Google calendar/iCal from the brand website. *Mark Ten's* advertising continues to evolve from early ads showing only the product to those showing people—first a single young woman, then a young male and female couple to their latest ad of an older man using their product. *Greensmoke's* email announces its "swirling, whirling gears" battery to represent Charleston, South Carolina's "southern charm, ocean views and beautiful beaches." The designer battery matches its "smooth cream" cartridges, but the email assures users that it matches with other brand flavors as well.



A screenshot of the Trinkets & Trash website. The header includes the logo "Trinkets & Trash Artifacts of the Tobacco Epidemic" and "RUTGERS School of Public Health". Navigation links include Home, About Us, Visual Exhibits, Surveillance Updates, Share Your Trinkets, Links, and Contact Us. Below the navigation is a search bar with fields for "Search the Trinkets & Trash Archives", "Year", "Category", and "Key Words". There are also buttons for "Search", "Clear", and "Help". A small thumbnail image of a Newport advertisement is visible on the right side of the page.

Keep in Touch with Trinkets and 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)