

Trinkets & Trash

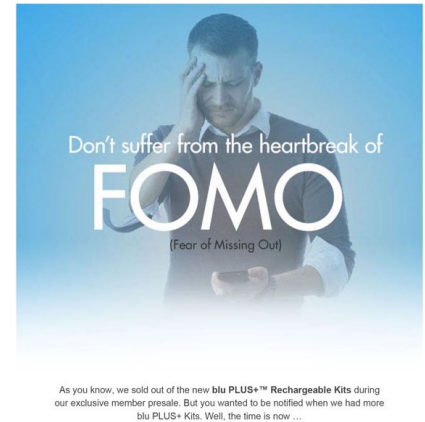
Artifacts of the Tobacco Epidemic

Surveillance Update - October 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. 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

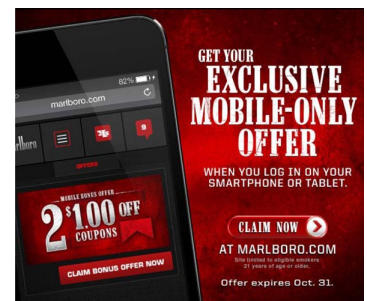
E-cigarette updates. *Blu* advertising has been busy keeping customers engaged—visitors to Blucigs.com can earn points by doing various online activities like visiting daily, watching videos, liking Blu on Facebook, and following Blu on Twitter and Instagram. Users can redeem accrued points for gifts like an **8GB USB memory stick** in the shape of a large e-cigarette. Blu email makes sure no one is suffering from **FOMO** (fear of missing out) by reminding Blu nation “members” to order blu+ PLUS rechargeable before it’s sold out. Blu’s email and website also advertises “must participate events” (like an Ocktoberfest in St. Louis, MO) “where Blu will be at.” Competitor brand *Green Smoke* introduced a new **paisley** decorated battery, a design which, according to the ad evokes “the feeling of the old west” (and is aptly named the “El Paso” style). Another Green Smoke email encourages users to go to the brand’s website and take a **quiz** (“how well do you know our flavors?”) for a chance to win a daily prize. Meanwhile, *MarkTen* is attempting to be environmentally conscious by sending their users envelopes to send back their used batteries.



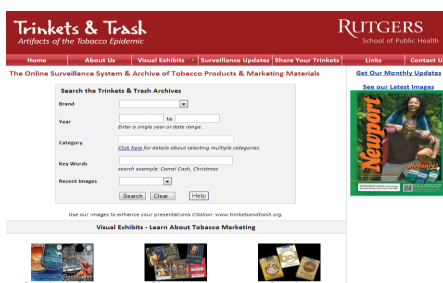
In other e-cigarette news...A recent *New York Times* [article](#) discussed the voluntary use of warning labels on e-cigarette products (not currently required) from MarkTen and Vuse, both made by cigarette companies (Altria and Reynolds American). According to the article, while these tobacco companies claim they are interested in “honestly” communicating about e-cigarettes, other experts suspect that the moves are intended to protect the companies from lawsuits, and “curry favor” with consumers and regulators by appearing open, honest and reasonable. In a subsequent [letter](#) published in the *NY Times*, 6 senators urged the FDA to require stronger warnings on e-cigarettes than the addiction warning proposed in its April 2014 deeming regulations.

Freebies, Deals and Sweeps. *Camel* [email](#) and [direct mail](#) invited smokers to “express what you are most passionate about and design a one-of-a-kind free poster on Camel.com.” Users were able to choose from expressions like “**be awesome**” and “**wise as I need to be**”. Out of clear concern about their smokers, (“Haven't heard from you in a while so we have something for you inside...”), a recent Camel mailing sent smokers one heck of a coupon for a **\$1 Camel pack**. And for first timers, Camel sent new users a coupon for \$3 off a pack of cigarettes. Other direct mail items received this month were a “deep south” **alligator** themed metal lid from *Red Seal* and a *Marlboro* “**multi-tool**” (think Swiss Army Knife) keychain. *Skoal* is promoting their “**Better Days**” sweeps (in email and magazine ads) where users can upload photos to win prizes daily, making their day “a pinch better.”

Mobile Marlboro. *Marlboro* is encouraging smokers to sign up via a mobile device for “exclusive” **mobile-only coupons** (e.g., see image, right) and promotions (the first 150,000 who sign in via mobile device can claim a **mystery prize**). Marlboro also promoted a mobile only game (“**Time Lapse**”) where the first 30 players ever hour can win a \$10 music gift card.



What’s new, what hot and what’s cool. She’s gone online, baby! Mail from *Virginia Slims* provided coupons, announced its new website and encouraged smokers to visit and sign up for future savings. *Swisher Sweets* introduced a **new pair of cigarillos**—the hot and spicy *Blazing Fire*, best complimented by its cooler sibling, *Arctic Ice*. Parliament has also taken a turn towards what’s cool. A recent [email](#) (which looks noticeably less beachy and more icy) describes new online features about music and nightlife in NYC, LA and Chicago, and provides links to cocktail recipes.



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)