

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - November 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

Holiday Greetings and the like. Two brands paid homage to US veterans this month. **USA Gold** email included a thank you message to Vets, and **NJOY** held a "Special Salute to our Veterans" sale. USA Gold also tied in patriotic themes with the upcoming winter holidays, in a new print ad introducing its innovative Glide Tec pack: "This holiday season, **Raise the Flag** with those that matter most" (see image, right). The "slide up, light up" pack has consumers sliding their thumb up an American Flag on the front of the pack to open the lid and push up the cigarettes. The company's **CEO** refers to it as the most significant packaging launch in the brand's history. The ad comes with a detachable **prepaid postcard survey** (which one can mail in to receive coupons and special offers) and a coupon for \$2 off one USA Gold pack.



The Spirit of American Spirit. **Santa Fe Natural Tobacco Company** (makers of Natural American Spirit) also played the relationship marketing game, sending smokers a laminated wood postcard for their **half-birthday** with a thoughtful message: "May your half-birthday be filled with pleasant surprises." **American Spirit** mail also updated smokers about their pack's new look, delivered a \$3 pack coupon, and announced its donation of \$500,000 to the group **Keep America Beautiful** to help prevent cigarette litter.

"Vaping" Update. **Mark Ten's** new print ad shows a woman and man at a piano and directs readers to "Play whatever you feel" (see bottom, right). Meanwhile, competitor **Vuse** thanked users for registering for its Recycling Program and sent program instructions with a padded, pre-paid pre-addressed recycling envelope for sending their used PowerUnits and cartridges out for safe disposal. Those checking their email may have received a special **Hump Day "flash" promotion** email from **NJOY**, offering 35% off all of products for the first 100 customers to help them 'get ready for the weekend.' And in case you missed it, the **Oxford Dictionaries** announced "**vape**" as the new word of the year (beating out contenders like "slactivism"), recognizing the growing popularity of e-cigarettes.

RJR to launch Revo. RJR announced it is bringing back its "heat not burn" cigarette technology (sold from 2003-2007 as the brand Eclipse) under a new brand - **Revo**. "Revo" is a carbon-tipped cigarette which heats rather than combusts the included tobacco, and will be launched in Wisconsin in 2015 to gauge consumer interest.



They're Going Mobile. Following their cigarette counterparts, Copenhagen & Skoal's brand websites announced that "mobile coupons" are "coming soon" and listed a few hunting tips for the season. Longhorn, RedMan, and Timberwolf websites are now giving visitors the option to print coupons from the site immediately instead of ordering them online and waiting for them to come in the mail.

Adventure! Food! Music! Marlboro's new **Red Aces Run** Online Sweepstakes offers prizes for a trip to Baja, adventure vehicles and more while the **Copper Label Marlboro Black Edition** sweepstakes invites smokers to vote for their favorite featured band (and download their music) as entry into a weekly drawing for a chance to win guitars, headphones and more. **Grizzly's "What's in the pot?"** contest invites dippers to upload original photos of pot-cooked creations for a chance to win an outdoor stove.



Happy Thanksgiving from Trinkets & Trash!

Tell us about any tobacco marketing we've missed
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