

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - April 2016

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

Coupons rat race. Tobacco companies looked for any reason to give out coupons this month. *NJOY* might win the “most coupons” award — they sent out an [Easter](#) coupon, an [April Fool's](#) day coupon, not [one](#) but [two](#) spring-themed April coupons, and a coupon for the *NJOY Daily* for no reason at all. *Skoal* also sent out an April Fool's gimmick, thanking users for signing up for “No-Coupon month” with an [invitation](#) to pick up their monthly coupon. *Marlboro* offered [coupons](#) through their MHQ app in return for visiting new parts of their website. In the most stylish coupon category, *Virginia Slims* sent us [two coupons](#) with a fashionable, smiling model and [another two](#) with packs carefully arranged in a white bowl, surrounded by jewelry and flowers. *Camel* tried to compete with [direct mail](#) styled around abstract orange stripes and white logos and coupons for both their cigarettes and snus. *General Snus* went the email route, sending out an [invitation](#) to claim coupons on the website along with an ad to vote on the best of their four flavors. *USA Gold* kept it simple, sending out an [email](#) with a choice between three coupon options.



Cigar marketing steps up. The *Dutch Masters* [website](#) has returned! First-time registrants get a free t-shirt. *Swisher Sweets*, meanwhile, is luring users with [limited edition](#) flavors and a new [loose leaf cigar](#), although its “[breakfast edition](#)” turned out to be an April Fool's joke. They also have an ongoing [Artist's Project](#) on its website and Instagram featuring new music and a “[Swisher Sweeties](#)” web page with models scantily clad in Swishers merchandise.

New season, new promos. *Blu* has launched a new marketing campaign: “[You and Blu,](#)” accompanied by videos of people [herding cattle with helicopters](#). The rodeo feel of the video, set on a wide plain at sunset, is reminiscent of *Marlboro's* [cowboy](#) video series. They weren't the only ones to expand their advertising: *Copenhagen* published a new [magazine ad](#) to promote their mint flavor. It coincided with a new web page, “Men of Copenhagen,” that invites users to tell stories of doing the right thing. *Skoal* asked its users to describe something “not so new-and-improved” — something in their house that they fixed up. *Marlboro* [announced its plan](#) to plant one million trees, like the Aspens on the right, and asked users to plant as well for the chance to win a “wilderness adventure.” *Red Seal* offered users a [hat](#) for visiting their website, with a star and slogan “American Made and Proud of It” written on the front. Once you're on their website, you can look at the schedule for their “Shed,” which offers *Red Seal* merchandise at music festivals, rodeos and auto races. If you see the “Shed” at an event, please send us your pictures!



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