

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - April 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

Skoal is back in mags. Our last [Update](#) noted a new *Skoal* ad in magazines (featuring friends enjoying Skoal around a [bonfire](#)), representing the first Skoal print ad we have seen in a mainstream magazine since February 2009. We've found another two new ads featuring men outside enjoying the spring, including a [second bonfire ad](#) and an outdoor [card game](#) (see right), suggesting that Skoal is officially back in magazines, potentially looking to compete with Grizzly's nonstop advertising (and sales). A direct mail [letter](#) from Skoal also informed customers that Skoal products will be sold for reduced prices in select stores in celebration of its 80th anniversary.



May's just days away. With Spring in full swing and the dog days of summer coming quickly, Skoal's not the only one looking to the outdoors. *Marlboro* decided to join the fun with its "[Countdown to Summer](#)" sweepstakes. An email invited receivers to enter the daily sweeps online for various summer themed prizes (e.g., plane voucher, grill, steaks), check out ideas for fun activities to do during the summer, and view a countdown clock to the first day of summer. *Grizzly* is inviting website users to spice up their food this summer by choosing a [hot sauce](#) blend and customizing their own hot sauce bottle on Grizzly.com.

On the Road Again. *Grizzly's* back on tour this summer and "headed to your neck of the woods," [traveling](#) across the US with deer & turkey shows, country music festivals, and racing events to promote the brand. A recent ad in Rolling Stone magazine (see bottom right) also advertised *Blu's* promotion of the [Freedom Project](#) concert tour, including a series of shows around the country by indie rock band Manchester Orchestra. Tour dates for both brands are found on their respective websites.

E-cigarette news. *Blu* has completely redesigned its [webpage](#) with a new look and updated features including a section dubbed the "Blu Nation™", described as a "one-stop spot for all of the coolest, funkier, most trendsetting people, places, things—and everything in between". The feature includes sections about technology, lifestyle, fashion and events (with info about upcoming events and pictures from previous ones). A legislation section allows vapers to follow e-cig policy issues (including in their own state) and be activated to stand up to such policies to "take back your freedom". The website also has a new rewards program, where users can sign up to start earning points and redeeming branded merchandise such as Blu t-shirts, glasses and tablet covers. This month smokers/vapers in NJ received an [email](#) from *Altria's* *Citizens for Tobacco Rights* group, asking receivers to oppose Governor Christie's budget proposal for a 75% tax increase on e-cigarettes. The email asks smokers to tweet or post a Facebook message to their legislator urging them to refrain from taxing e-cigarettes because regulators, "especially the FDA, need time to assess the appropriate scope of regulations for these products."



Other Tobacco News. *Camel* launched two new contests online to promote its Camel Crush style—an email invites users to enter the [Click Your Experience Instant Win](#) sweepstakes for quick \$25 or \$50 prizes, while the One Crush Away sweepstakes invites users to click on a virtual menthol capsule daily to enter to win \$100,000. *Marlboro* mailed out a [Zippo](#) lighter as a promotional gift to announce its Marlboro Black Book Photo Contest 2.0.



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