

# Trinkets & Trash

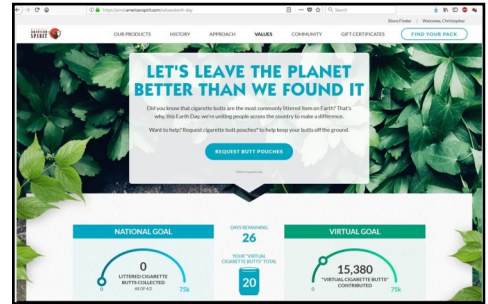
Artifacts of the Tobacco Epidemic

## Surveillance Update - April 2018

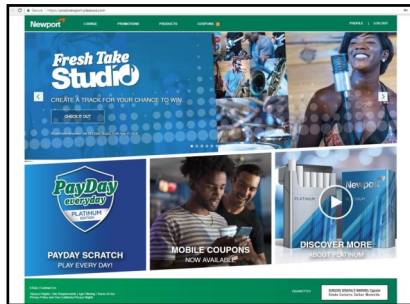
Trinkets & Trash is a surveillance project and archive that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. Visit us online at [trinketsandtrash.org](http://trinketsandtrash.org). If you have examples you'd like to share, e-mail us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu). To join our mailing list, click [here!](#)

## Tobacco Updates

**Brands urge smokers to properly dispose of cigarette butts.** *Natural American Spirit* and *Marlboro* launched campaigns on their brand websites this month to address cigarette butt litter. As a part of Earth Day 2018, *Natural American Spirit* prompted users to take a weekly trivia challenge to [learn more](#) about the issue and collect “virtual cigarette butts” to meet its project goals. For each correct answer users were credited with four virtual butts with an opportunity to collect a whole pack of 20 butts with five correct answers. Users could also request a free *Natural American Spirit* cigarette butt pouch to collect their “real” used butts. *Marlboro* users were [asked](#) to take a pledge to reduce cigarette butt litter on the brand’s website “Stand for the Land” campaign. Users could place a “litter stand” on a map and *Team Marlboro* field members would install a butt receptacle at the location.

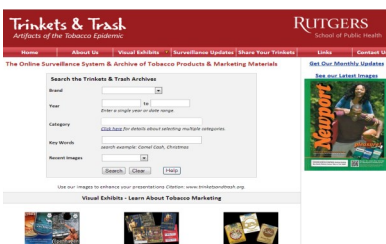
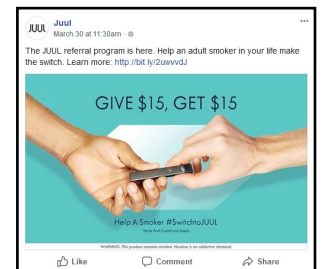


**Newport offers two contests on brand website to promote new Platinum menthols.** *Newport's* PayDay everyday Platinum Edition [offers](#) users daily chances to scratch off a virtual lottery card to win checks or gift card prizes ranging from \$25 to \$500. After scratching a PayDay ticket users can retreat to the “Fresh Take Studio” where they can make songs from a dashboard of nine vintage and modern pre-programmed drum, bass, keyboard, guitar, and accent loops. Users can create one song a day to [enter for daily instant prizes](#) like headphones, portable speakers and Spotify gift cards. Weekly grand prizes such as a \$6,000 concert get-away are also available. The website also features a short series of “Behind the Scenes” videos of the “band” members who provided the loops exclusively for the “Fresh Take Studio.”



**“Entering is as easy as a 2-step” in *Black & Mild's* Follow the Aroma Sweepstakes.** *Black & Mild* brand’s website [offered](#) a contest this month where users can “follow the aroma to a new scene” each week and pick from one of two prizes for chances to instantly win. Week one of the contest featured a “Fire Pits and Friends” scene “where the rich aroma of a campfire and a *Black & Mild* hang in the air”, where users could choose between either an outdoor fire-pit or a chrome cooler to possibly win. A \$10,000 grand prize is also available because, according to the brand, “there’s nothing like the smell of money.”

**E-cigarette and Vape brands offer rewards programs for customer referrals.** *Blu* electronic cigarettes and *Juul* Vapes introduced rewards programs to get existing customers to convince their friends to switch to vaping from combustible cigarettes. A Twitter post from *Blu* promoted \$10 in *bluNation* rewards for every friend they refer to *Blu*. A post on *Juul's* Facebook page directed users to the brand’s website where they can email up to 10 friends (who are adult smokers) to receive \$15 off their first *Juul* purchase. For each successful referral *Juul* will send a \$15 site credit.



## Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we’ve missed  
Contact us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu) and stay in touch!  
We’re also on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)