

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - April 2022

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

Change for the better: Natural American Spirit kept their fans moving with a month-long series of activities for Earth Day, as part of the More Love Less Litter Challenge. With reminders on the brand website and through [email](#), participants were invited to choose one (or several) of [40 challenges](#), like “plant a native tree” or “help a neighbor,” with emphasis on the environment and [community service](#). Participants could see a dashboard with their personal completed challenges and see total challenges completed across the country, to see how their “small acts of kindness” could make “a big impact on the planet.”

Old becomes new: *Lucky Strike* has added more magazine ads to their “Stay Original” ad lineup that now feature people—with ad copy that suggests that their products can help the consumer stand out in a crowd.

From the timelessly cool image of someone playing guitar (“[Original Makes a Statement](#)”) to the classic leather jacket-



wearing motorcyclist (“[Originals Go Their Own Way](#)”), the ads stress a unique sense of individualism that ties into the brand’s heritage claims.

A new *Grizzly* ad did a twist on an old “Tellin’ It Like It Is” series ad by reusing a similar line (“Therapy is a set of tools and an engine to fix”) with new imagery. Compared to the bare stylization of the [old ad](#) seen in 2015, the new [ad](#) shows a person actively working on a truck instead of attending therapy, presumably. While belittling the concept of therapy for a more ‘bootstrap’/DIY approach, the ad also incidentally dismisses the mental health needs of their target audience, primarily men.



Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we’ve missed

Contact us at trinketsandtrash@sph.rutgers.edu and stay in touch!

We’re also active on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)