

Trinkets & Trash

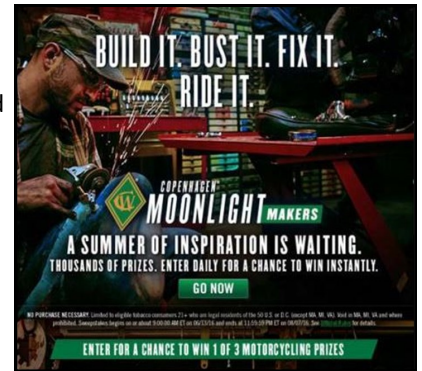
Artifacts of the Tobacco Epidemic

Surveillance Update - Summer 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

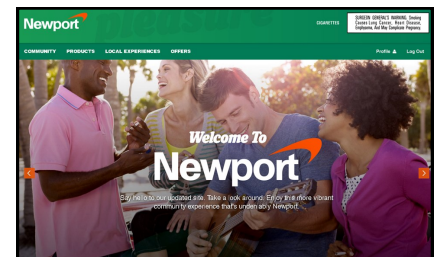
Summer contests feature slick videos of Americans hard at work. Two of the best-selling tobacco brands (*Marlboro*, *Copenhagen*) launched interactive giveaways on their brands' websites. *Marlboro* launched its '[Top Hand](#)' give-away, featuring a video profile of a different hard working American through Labor Day. To enter the contest, you need to watch a short video and then answer a question about its content. Prizes range from home brew kits to custom weekend getaways. Similarly, *Copenhagen's* [Moonlight Makers](#) features videos of dedicated American craftsmen working on their passion, refurbishing motorcycles or guitars at night after their day job. This handwork leaves them with no way to smoke, only pack a dip.



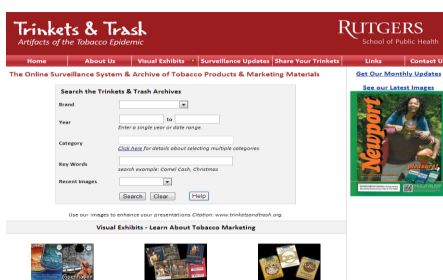
ATTN: Grizzly back on the grid. After *Grizzly* got off the Grid by shutting down its website for most of June, it came back with a revamped website featuring fancy, quick-paced graphics introducing its "[Off the Grid](#)" contest. The new home page flashes: 'ESCAPE', 'UNPLUG', 'DISAPPEAR', 'LOG OFF', 'GO ROGUE' on a background of a starry sky in between quick spliced images of people camping, fishing and hunting. Each week features a different 'Off The Grid' location like an igloo or desert island with a survival 'quick tip' video tutorial (eg. opening a can without an opener). Every day you are asked to choose between two prizes that would enhance the experience and your chances of survival.

I went on a ManCation and all I got from Skoal was this lousy plastic bracelet. Not to be outdone, *Skoal* launched their '[ManCation](#)' contest that introduces a cleverly named weekly theme (Seas the Weekend) and daily opportunities to enter by voting on your preferred 'guy-tinerary' for the trip. We were mailed a '[Multi-Function Utility Band](#)' after casting our first vote.

Big Tobacco News. *Newport* launched a new website and its visitors are voicing their displeasure. Comments in the on-line message board include dissatisfaction with the lack of games and general disappointment after the much-hyped launch. "Where are all the big promotions I was told to expect in August? This is the first time I have been able to access the site in 2 weeks. Don't make me look for another menthol cigarette." *Camel* takes consumer engagement further with its [Open Canvas](#) contest. Your art (as long as it does not include 'content related to health or health related topics or activities' in accordance with submission guidelines) is displayed on its website and voted on by the artists.



Vaping as an Olympic sport in 2020? The *Vape Capitol* (VC) [Cloud Championship 2016](#) is a vaping competition tour with 28 stops culminating with the \$10,000 championship in Las Vegas. Vapers compete in men's and women's 'Big Cloud' and 'Tricks'. The non-big tobacco VC provides "vapers with a platform for their voices to be heard and their skills to be showcased." A former smoker talked about the harms of cigarettes: "We turned to vape for a healthy alternative. We know that once you get off cigarettes, you want to be a part of something. Cigarettes don't offer the same kind of fun we have."



We've Moved! Keep in Touch with T&T!

Tell us about any tobacco marketing we've missed !
Thank you all for continued support of Trinkets & Trash! **The collection has moved, please send your Trinkets to:** Dr. Jane Lewis, School of Public Health, 683 Hoes Lane, Room 309, Piscataway, NJ 08854.