

Trinkets & Trash

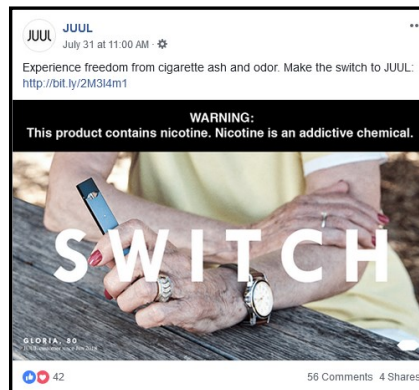
Artifacts of the Tobacco Epidemic

Surveillance Update - August 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. 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

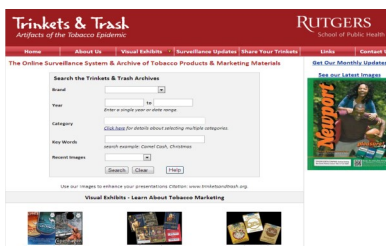
Vape brands target older audiences in social media posts. *Juul* and *Bo* posted images of older adults on their brands' Facebook pages this month. The *Juul* post encouraged smokers to switch to its brand to "experience freedom from cigarette ash and odor." In an excruciatingly-small-light-grey-font - against a white background, *Bo* touts that its "ultra-portable" light-weight device "shall find its spot in all pockets to vape in tranquility." These posts never found their way to the vape brands' Instagram pages, however.



The Oxford Natural Tobacco Company doesn't quite roll off the tongue. *Natural American Spirit* cigarette parent company, *The Santa Fe Natural Tobacco Company*, announced the move of the brand's headquarters from Sante Fe, New Mexico to Oxford, North Carolina in an [email](#) to customers. In a "farewell to the city that shaped us", the cigarette manufacturer praised its former home's "unique culture and history" that "inspired us to be deliberately different." According to the company, the move was made to "unite our team under one roof and move even closer to our partner growers."

Here's to the big 196! While many companies celebrate milestone anniversaries to remind customers of their brand's heritage, not many make a big deal on their 196th. However, *Copenhagen* smokeless tobacco brand is doing exactly that. An [email](#) from the 196 year old tobacco maker invited users "to be a part of our history" and join the brand in celebrating its 200th anniversary - upcoming in four years. Users are directed to the brand's website where they can learn all about "the millions of man hours" that went in to making *Copenhagen* for the last two centuries (well almost).

Make Moves. Own it. This phrase is splashed across the screen of videos created by users on *Newport's* brand website Fresh Take Studio Video contest. Users can create daily twenty-five second videos choosing from four style templates (e.g. in the groove, street views) and four soundtrack options (e.g. 80's synth pop, reflective chords). From there, users select five short pre-shot "scenes" to complete their [masterpiece](#). Each daily submission can net users instant win prizes like GoPro cameras and Samsung Tablets. The eight week contest also awards a weekly grand prize valued at \$8,000, such as a home theater package or an ultimate NYC escape.



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 on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)