

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - December 2015

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

Holiday Happenings. Did you receive any holiday greetings from tobacco companies over winter break? We did! *Newport's* selfie magazine ads continue, this time the friend group is enjoying some "Holiday Pleasure!" at an [ugly sweater party](#). *Skoal's* December email asks "what better way to [enjoy the season](#) of giving than a little receiving" and provides a holiday coupon offer for the brand website. *General Snus'* direct mail urges users "don't just get through the [holidays](#) enjoy it." At *Marlboro*, "the works done [and] [the season's on](#)" with an email inviting recipients to claim monthly coupons, play games and download its MHQ app. *NJOY's* email announced its "[12 deals of Christmas](#)" sale where website visitors could save up to 84% off their purchase. *Red Seal* also emailed holiday "[savings for the season](#)" instructing smokers to claim coupons on its website. *Blu's* website offered a "Which [holiday office party](#) stereotype are you?" quiz for vapers to get into the holiday spirit.



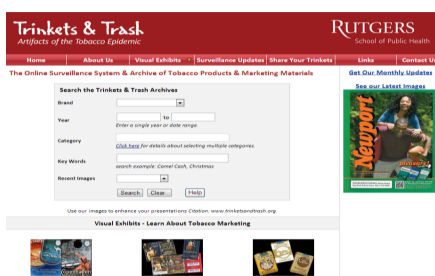
American Spirit Update. Despite the FDA's warning about [deceptive advertising](#), *American Spirit's* new magazine ad for *American Spirit Menthols* continues to market the cigarettes as [100% additive-free](#), organic natural tobacco and organic menthol along with an offer code to get a pack for \$2.00.

Freebies, Ecig & Food Pairings and More. Free camping gear, movie tickets and online promotions were some of the relationship marketing items that hit our monitors' inboxes this month. *Grizzly's* email announced website visitors could get a [free carabiner](#) just for stopping by. *Marlboro's* current birthday greetings come when users log into the website to claim coupons. While there, users are encouraged to log in with their mobile device to receive a free movie ticket (\$13.00 value). *Blu* is giving away a free purchase if users sign up for [auto-ship](#) on the website (automatic billing and repeated purchasing). An email from *Juul*, which had 3 chefs create food dishes to pair with its ecigarette flavors, suggests pairing the [bruule flavored ecig pod](#) with a sweet potato gnocchi recipe, with more pairings available on the brand website.

E-cigarettes Re-imagined During Sales Drop. E-cigarette sales continue to decline with the largest [sales drop](#) among "cigalikes", followed by larger, refillable vapor devices. According to the Wall Street Journal, "growing dissatisfaction among customers, inventory backlogs, new state laws and rising safety concerns are expected to cut the rate of e-cigarette growth" even more over the next year. RJ Reynolds' Vuse hopes to continue to lead e-cig sales with its new *Port* a "vapor [tank system re-imagined](#)." The *Port* is a refillable vapor liquid product with "the performance and satisfaction of a tank, with the simplicity of a cig-alike." *Port* prevents users from opening the top or the tank as the port and bottle must be locked together to refill the device, perhaps for safety as its other next gen products, *Vuse Fob* and *Connect*, have child-lock features. Reynolds is rolling out *Port*, which will be available in 8 flavors and 3 different nicotine strengths, in Pennsylvania test markets. **Please send us your pictures if you see *Vuse Port* in stores!**



Happy New Year from Trinkets & Trash!



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