

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - December 2020

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

**Keeping the spirit alive:** Brands had the usual holiday messages to send, but some took it a little further. *American Spirit* included a link in their [email](#) to watch an uplifting video on their website, plus the chance to claim coupons. The video shows family and friends having a fun time in the snow, and a personal holiday greeting from the American Spirit "family." *On!* nicotine pouches thanked their fans for being part of the family and included a special holiday discount code in an [email](#). *Rogue* nicotine offered free shipping in a "countdown to Christmas" [email](#), with their various nicotine products displayed on a festive Christmas tree background. *Swisher* sent an [email](#) promoting a 25% off sale on their branded clothing. Various brands had seasonal giveaways as well. *Logic* announced their Instant Win Game and Holiday Sweepstakes in an [email](#), with an array of high tech prizes like tablet computers and smart watches. *Cheyenne* cigars ran a [sweepstakes](#) to win a camera through their Instagram.



**Keeping it close to home:** Giveaways didn't end with holiday cheer. *Swisher Sweets* launched a new video series through their Artist Project, as described in an [email](#), bringing rapper DaBaby and 10K\$ to a lucky musician in Charlotte, NC. This Hometown Grant series will help fund several other artists around the country, chosen by artists already under the Artist Project label.

**Keeping it a little too realistic:** Recently, we've seen the release of some Limited Edition flavored products that may look a little familiar to those who enjoy holiday treats. *White Owl* cigars has debuted their Swirl cigarillos, a mixture of chocolate and vanilla that looks similar to a Pirouline wafer cookie. *Game* cigars released a limited-edition Swiss Roll flavor with an image of the eponymous snack cake right on the package. The information about these new cigars was featured on both the brands' websites.



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