

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - December 2013

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

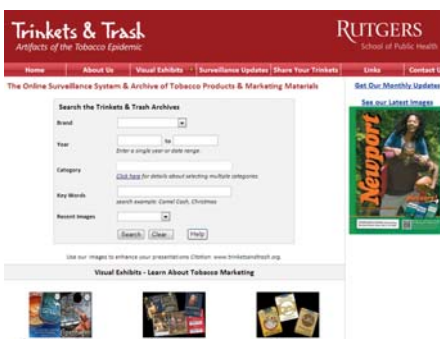
New Vuse ad, Playboy e-cig. Although R.J. Reynolds' Vuse e-cigarette is still under test-marketing in Colorado (with [expansion](#) to Utah planned for early 2014), a new [ad](#) began circulating in popular national magazines received outside those test markets, such as *Playboy*. The Vuse ad (see image, right) showcases its original and mentholated products, promotes its digital benefits (e.g., consistent puffs, counting functions), and highlights the fact that it is both designed *and* assembled in the USA (read subtext - not China). The same *Playboy* issue also advertised a new [Playboy](#) branded e-cigarette (see image, bottom right), which encourages readers to "live the good life with style".



Camel news – it's all about Snus. Camel has been busy this holiday season gifting us with a new [magazine ad](#) that encourages readers to "Discover, Embrace, and Refresh" with a Camel Snus Frost pouch, and with a new online game that promotes the Large snus pouch style. The game, aptly named "[Catch a Pouch](#)," challenges players to toggle a giant snus tin to catch as many "large" pouches as they can while simultaneously dodging regular sized pouches - inadvertently catching 3 regular sized pouches will strike you out of the game. The game forces the player to more keenly recognize the difference between the two size options.

See Newport in Action. Newport's website now features a short video that begins by describing how today's society has taken away from life's simple pleasures, especially from smokers "who often find themselves on the outside looking in." However, using young adult actors shown smoking, laughing, and having fun, the commercial asserts that *Newport* smokers are "uncompromising when it comes to savoring these moments of pleasure" and that Newport brings the "fun and sociability back to smoking".

Other Tobacco News. Grizzly is offering users the chance to create their own personalized [bumper sticker](#) at MyGrizzly.com. Grizzly will ship the completed stickers to participants for free so that they can let others know "who's the boss wherever the rubber meets the road." Meanwhile, Black & Mild sent users a slightly more classy [holiday gift](#) by direct mail — a lighter enclosed in holiday themed packaging. The package asks receivers to "enjoy this season with style" and invites them to write and share their most stylish toast on the brand's website.



Happy Holidays from Trinkets & Trash!

Keep in touch in the New Year!

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

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