

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

December 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](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). If you'd like to join our mailing list, click [here!](#) To download a PDF of this update click [here](#).

## Tobacco Updates

**Tech troubles.** On a recent visit to *Marlboro's* website, we were dismayed to learn that its MHQ mobile app for coupons and games is no longer available on Apple devices. But the site assured us that "Apple users can still get Mobile coupons twice weekly by visiting the Offers & Activity page of our website on a mobile device." Fellow Altria brand-mate *Copenhagen* emailed us about its [mobile coupon](#) capacity, but when we went to sign up, we were warned "...Verizon, T-Mobile and MetroPCS Customers: At this time, your carrier is not participating in text reminders. But you can still log in each week to claim your mobile coupon." Meanwhile, Altria's e-cig brand, *Mark Ten* kept it simple by letting you know in a Rolling Stone ad that you can [get coupons by calling](#) their 1-800 line.

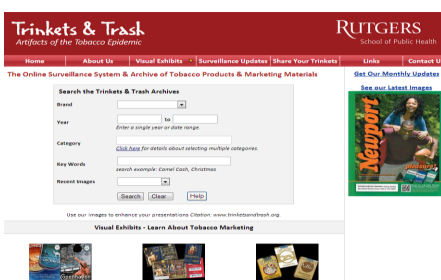
**Is the Marlboro Man riding off into the sunset?** *Marlboro* is not just cowboy hats and horses, it's fedoras and motorcycles too. According to the Wall Street Journal, the less expensive *Marlboro Black*, a "bold, modern take" on traditional Marlboros, is boosting its market share by appealing to millennials who reject the traditional, [uber-manly Marlboro Cowboy](#). Following up on these branding successes, Marlboro Black recently launched [Marlboro Slate](#), a menthol brand that boasts "There is flavor found where bold spirit thrives." The direct mail we received promoting Slate featured black and white imagery of culturally diverse urbanites working on their low riders, and artistic endeavors.



**Season's Greetings!** We used *Grizzly metal can lids* received this month to decorate our office palm tree. The 6-pack of metal can lids promoted their dark mint products, each printed with an industrial metal pattern. The card inside directs you to the brand website "to see what else Grizzly is packing," with the slogan, "A real man shows his metal." And you thought your office holiday party was interesting? Well then you haven't partied with the *Santa Fe Natural Tobacco Company's* [quirky crowd](#). The makers of *Natural American Spirit* sent us a holiday card that featured its employees' diversity as they reveled in the season. *Red Seal* smokeless tobacco sent us a less PC holiday greeting, a tractor outlined in Christmas lights, wishing us "[Merry Christmas from the Heartland.](#)" The mailing included two coupons and gift tags for presents. *Virginia Slims* and *Skoal* offered their customers brand appropriate lifestyle tips and guides for the holidays. Virginia Slims sent us an email reminding us to go to its website where you can learn how to make [chic DIY holiday](#) candle holders and wreaths. *Skoal* sent us mail including its "[Holiday Guide](#)" that offered tips on "how to...pump up a holiday pot-luck, give a great toast and win the holiday ugly sweater contest." In the spirit of the season, the mailer included a personalized coupon to "Buy one can. Get one can."



**Check out Trinkets and Trash's contribution to "E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General."** The [new report from the Surgeon General](#) details the tactics of e-cigarette marketing, utilizing examples from our archive to denote specific thematic claims used to attract new, and most importantly young consumers to their brands.



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