

Trinkets & Trash

Artifacts of the Tobacco Epidemic

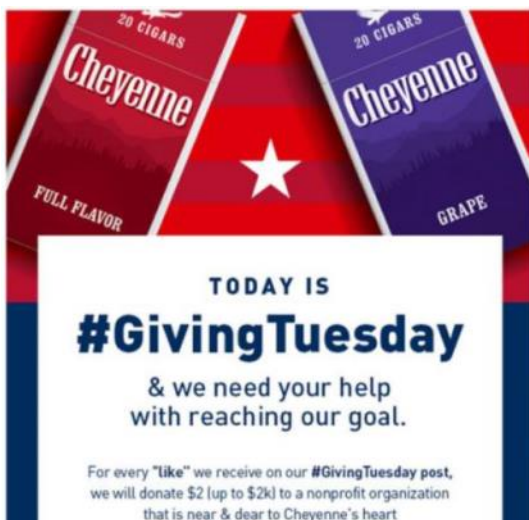
Surveillance Update - December 2019

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

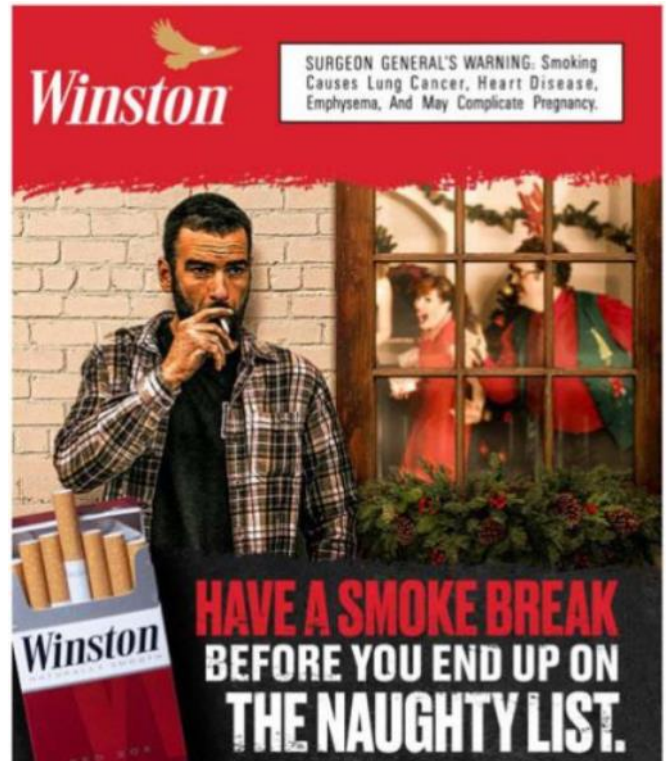
Spend time with favorite brands: There were some different approaches to enjoying the winter season. [General Snus](#) invited customers to “enjoy the outdoors on your own terms” with their smokeless products, showing a person on a snowmobile exploring a snowy wilderness. On the other hand, *Winston* encouraged their customers to “have a smoke break before you end up on the naughty list.” That [email](#) showed a lonely man smoking outside while holiday revels showed through the window. Regardless of your opinions on holiday cheer, they try to showcase the ways their products can help you escape.

Spirit of holiday giving: Several brands opened their wallets to match the generosity of online participants. *Marlboro* solicited [point donations](#) from their Rewards program members to be matched in a ‘global effort’ to ‘protect the land we all call home’ in a National Day of Giving on December 3rd. [Cheyenne](#) cigars had a [#Giving-Tuesday post](#) on the brand’s Instagram and matched



‘likes’ received with cash donations to a Veterans nonprofit. With a more active twist on the theme, *Red Seal* asked brand fans to post [holiday photos](#) or stories on their online message board that would trigger monetary donations to yet another Veterans organization.

Spreading cheer: Most brands opted to use email to send greetings to their customers, but we received a direct mail holiday card with a [festive rhyme](#) from *American Spirit* at their new location in Oxford, NC. [Cheyenne](#) cigars included a list of suggested charities to support along with their holiday email, while [Blu](#) reminded recipients to follow the brand on social media. General wishes for happy holidays were received from [Red Seal](#), [Red Man](#), and [Timber Wolf](#) smokeless tobacco brands.



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