

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - February 2016

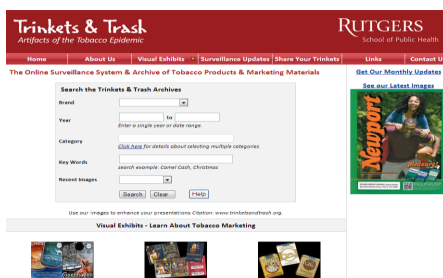
Trinkets & Trash is a surveillance project and archive that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. Visit us online at [trinketsandtrash.org](http://trinketsandtrash.org). If you have examples you'd like to share, e-mail us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu). To join our mailing list, click [here!](#)

## Tobacco Updates

**Brands aim for the young adult crowd.** Entertainment, smooth design and attractive users appealed to Millennials this month. *Black and Mild* invited users to a “[Feast for the Senses](#)” sweepstakes in New Orleans in time for Mardi Gras — and possibly in light of the city’s recent smoke-free law. *Marlboro* also included New Orleans in its “[Nights Out](#)” video series, along with a clip on New York’s [speakeasy](#) scene to appeal to young hipsters. *Marlboro* wants you to work for your coupon — an [email](#) tells you to look inside a one-minute video of a glamorous city night. *Blu* also began a video advertising campaign on its website for the new Blu Plus+. Young e-cig user [Katrina](#) tells us why the Plus+ works for her, while *Blu* asks us to submit our own Plus+ story with the [#plus-works](#) hashtag. In a magazine ad, *Blu* showed handsome “[Brad](#)” hitting the Plus+ and saying “*blu* Plus+ gives me everything I was used to and more.” *Camel* sent out an [email](#) announcing the new *camel.com*. The site combines all of *Camel’s* cigarette and smokeless products into a colorful slideshow.

**Timely ads.** As the temperature dropped, winter advertisements rose in popularity. *Blu* told us to “[cherry crush and chill](#)” this Valentine’s Day, referring to the popular “Netflix and chill” saying, with a picture of couple vaping together. *General Snus* also told us to “[embrace the moment](#)” on Valentine’s Day. On its website, *Skool* posted a picture of a snowboarder and asked users what they would do with a snow day. As part of its “Tellin’ It Like It Is” topics, *Grizzly* asked “[Snowboards Vs. Snowmobiles?](#)” It also appeared to aim for the indoors crowd with a series of slogans for its Wintergreen products, like “[perfect for the great indoors](#)” and “[The grizzly goes where it wants.](#)” These emphasized how its smokeless tobacco products, unlike cigarettes, could be used anywhere. *Blu* followed along the same lines with an email depicting a smoker sitting out in the cold, telling us “[don’t be this guy.](#)” *NJOY* continued to use pretty much any excuse for a flash sale, promoting discounts for [Mondays](#), [Fridays](#) and [Martin Luther King day](#).

**Inviting engagement at every level.** Tobacco companies tried to lure us to their websites with promises of prizes and engagements. *Grizzly* announced the winner of its [Land Grab](#) contest — a hunter looking for timberland in Pennsylvania — and began a “[Pack a better pouch, pick a better prize](#)” sweepstakes. It lists “obvious” choices of the best of different products offered as prizes, adding, “when you pack a *Grizzly* pouch, you pick America’s best for all the obvious reasons.” A *Copenhagen* ad brought us to the website to read about its new [mint flavor](#), coming next month. *Marlboro’s* [email](#), with a backdrop of running horses, asked us to visit its website to redeem a gold status offer. Both *Juul* and *L&M* advertised recipes on their brand websites. *L&M* gave [tips](#) for entertaining friends with party dishes, while *Juul* promoted its new e-cigarette with a “[flavor pairing](#)” of Persian cucumber salad and its limited time flavor, coco miint.



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