

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - February 2021

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 & Limited Releases: Sometimes products need that fresh coat of paint to spark interest. Camel [revealed](#) the new look for Crush packs this month, featuring familiar colors in a paint-splatter design. Not as flashy but still significant, Black & Mild has re-released their Deluxe blend for a limited time only, described in an [email](#) as “aromatic” and “elegant.” The email also mentions that this experience is brought to the recipient by “Black & Mild Exclusives: Curated Cigars for Your Enjoyment.” No hints were found on the brand website or elsewhere that limited editions will continue to be released in this fashion.



Self-affirming flavored cigar messages: Cheyenne cigars wants to remind everyone to “BE YOU!” for their Be You sweepstakes, encouraging customers to be themselves...with Cheyenne cigars. In the name of celebrating customers and their passions, the brand is offering the chance to win a yearlong subscription to MasterClass, an online program that offers a variety of lessons from experts in lifestyle and creative fields. With statements like [“You’re living your best life. Time to embrace it”](#) and [“Be yourself. There is no one better”](#), recent sweepstakes emails from the brand are using strong messages usually associated with positive, self-affirming thinking among younger people. An [email](#) “calling out” Cheyenne’s Wild Cherry flavor tells the recipient to “cherr-ish yourself” and includes some self-love tips, including a link to enter and win a Zippo lighter.

Celebrating originality & experience: A combination of a new video series and year-long sweepstakes puts Camel at the head of “Originality.” The Originals video series introduced via [email](#) “celebrates fresh perspectives and the art of evolution,” featuring different artists and techniques. The Products of Originality [sweepstakes](#) hosted by the brand promises a “journey of innovation across time and trends,” with a new product explored every month—and a chance to win it. So far this year they have covered the history of the [e-bike](#) and the self-heating coffee mug. Marlboro also wants you to support small business and maker independence, highlighting Black-owned small businesses in their Rewards catalogue this month. In an [email](#), the brand introduced new prizes that customers can exchange for with their Rewards points on the brand website.



Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we’ve missed

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