Trinkets & Trash
Artifacts of the Tobacco Epidemic

Surveillance Update - February 2022

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

Staying Original: *Lucky Strike* has started a new magazine ad campaign, continuing their theme of "originality" flavored with nostalgia. With black and white images highlighted only with the colors from *Lucky Strike* packs, one ad shows some people in classic denim looks in a jacket and overalls; another features hands playing electric guitar. Both ads direct viewers to access mobile coupons on the brand website.

Staying Relevant: New things have been happening with nicotine pouch products, and we've seen recent pro-

motions from snus brands that we haven't heard from in a while. *Camel Snus* sent an email promoting a text alert program with an exclusive coupon for signing up. *Skoal Snus* sent an email highlighting their flavorful products. *Rogue* has been keeping it fresh with email marketing for their nicotine pouches, with photos of young adults spending time together. A recent email from *Rogue* has even hinted at new flavors coming soon.

Staying Together: *On!* nicotine pouch ads have also been focusing on social time, perhaps as COVID-19 regulations weaken. A festive "game day" email from *on!* showed friends watching football together. *Grizzly* also sent a football-themed email promoting their "weeklong drama" on Instagram that chronicles the brand's attempt to break the record for the longest paper football field goal ever made.

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!
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