

# Trinkets & Trash

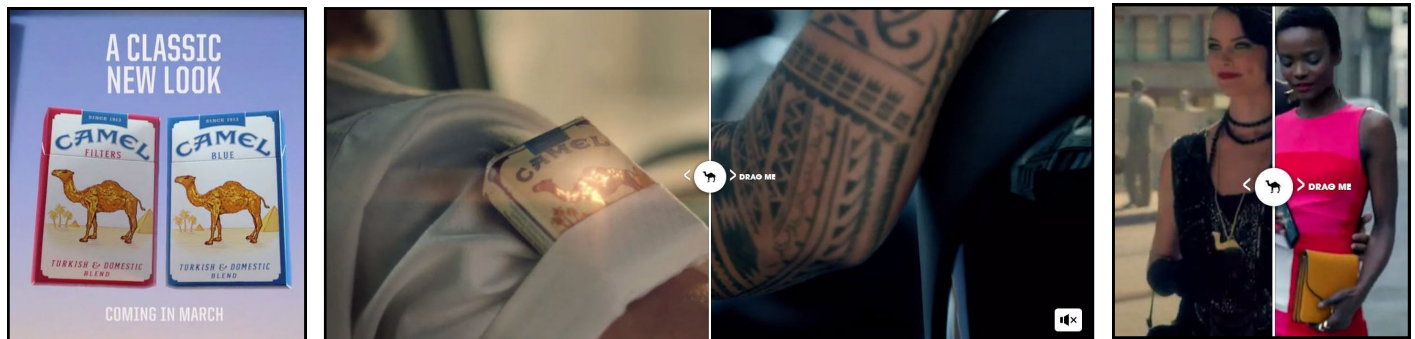
Artifacts of the Tobacco Epidemic

## Surveillance Update - February 2018

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!](#)

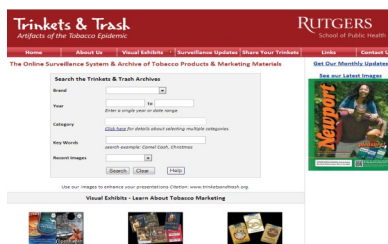
## Tobacco Updates

**Glory days.** *Reynolds* reminded users of its cigarette brands' heritage in videos, classic pack packaging and contests. *Camel* displayed an interactive video on its brand website to promote its 'Classic New Look' packaging coming this March. The 'Since Now' video allows users to toggle between juxtaposed scenes of vintage and modern daily life of *Camel* smokers. We received emails from *Camel* notifying us of the upcoming changes to the brand's website and links to the current video where we could 'Celebrate (our) place in (their) 105 years of originality.' Emails from *Pall Mall* directed us to its brand website to participate in a new contest that also harkened users back in time. The three month long 'Classic Then and Now Giveaway' has a weekly theme (gadgets, fashion etc.) where users can enter for a chance at daily (\$25, \$50, or \$100) and weekly and grand prizes (\$10,000) by selecting their preference for the modern vs. classic (portrait vs. selfie, bell bottoms vs. skinny jeans). Users can also track other contestants' entries and offer comments on the choices.



**May I suggest the riesling with your melon Vuse?** *Vuse Vapor* introduced a lifestyle-based section to their website this month. Its first offering on *Vuse World* is a video of New York-based sommelier Michael Madrigale and *Vuse's* owner Joe Dominique pairing wines with *Vuse* vape flavors. For the first course a 'bone-dry' riesling with a 'mouth-watering citrusy edge' is paired with *Vuse melon* flavored vape that embodies the refreshment of a melon and 'amps it up'. A 'smoky, mineral, savory-vibed' bordeaux is paired with *Classic Tobacco Vuse* due to its 'roasted and toasted' essence for the main course. To switch gears, a 'ripe and fruity' rose' that is 'perfect for the summertime' according to the sommelier pairs up with *Vuse nectar* due to its 'summer fruit element' that lingers in the nose. I hope you enjoyed your evening, please come again.

**Zig-Zag rolls out new website and product line.** The brand that is known for its tobacco rolling papers has expanded its portfolio to include cigar cones, cigar wraps and vaporizers. The 'cone-venient' cigar cones are sold in resealable packs of two that include a packing tool. *Zig-Zag 'Rillo Size Cigar Wraps* are designed for 'cigar smokers who prefer a smaller size cigarillo.' Both the cones and wraps come in pineapple, grape, dragonberry or 'straight-up' flavor varieties. The 'portable, simple and discreet' \$99 *Zig-Zag 335 Vaporizer* is out-of-the-package ready to vape loose tobacco, e-liquid or nicotine wax. The *Zig-Zag* website links users to its Instagram and Youtube pages where promotional videos show diverse young men and women partying, skateboarding, and of course, smoking cigars.



## 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)