

Trinkets & Trash

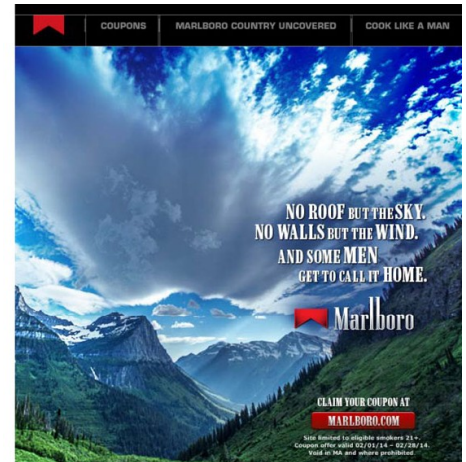
Artifacts of the Tobacco Epidemic

Surveillance Update - February 2014

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

Marlboro News. While Marlboro kept busy this month promoting new contests, gifts, and coupons, another former Marlboro man passed away—[Eric Lawson](#) died from chronic obstructive pulmonary disease, sadly joining other Marlboro actors who have died from smoking caused diseases. Yet the spirit of freedom and adventure is very much still alive in Marlboro ads – a recent [email](#) pictured a beautiful open landscape, referred to as a home with “no roof but the sky” and “no walls but the wind” (see right). This email also linked readers to “The Butcher’s Block”, a lifestyle feature on Marlboro.com providing tips on cooking meats “like a man”, and to the Marlboro Country [Uncovered Sweepstakes](#), where users look for hidden links throughout the website to enter. Another sweepstakes, [Marlboro Unlimited](#), offered smokers and a friend a coveted 4 day adventure trip to the Marlboro Ranch. Meanwhile ads for Marlboro Menthol style appealed to nightlife entertainment, where one coupon-carrying [mailing](#) depicted a band playing in a nightclub (“from first chord to last call...flavor makes the night”) and a second providing users a free set of [guitar picks](#) to be used for their personal “after hours action”.



Smokeless Tobacco News. Skoal.com helped dippers without a valentine find their “Skoalmate” by matching user preferences with Classic or X-tra styles because they believe “there’s a perfect can for every man.” Skoal also continued to celebrate their 80th anniversary with an [e-mail](#) to users letting them know Skoal Classic products would be available at reduced prices in participating stores. Copenhagen continued the celebration by sending their users a special [birthday gift](#), which included a bottle opener that doubles as a mini wrench. Grizzly continued to promote its new wintergreen wide-cut style (which claims to provide “bold, long-lasting flavor and an easy-packing dip”) with a whopping 3 page fold out [magazine ad](#). A [sweepstakes](#) associated with the new style challenges users to answer 13 interactive questions for a chance to win 13 available prizes.

E-cigarette News. In time with movie awards season, February posts on Blu’s online [blog](#) included a dedication to the “First Annual Blu Freedom Awards”, in which “coveted Vapys” were awarded to celebrities in various categories such as Best Use of Blu on a Talk Show, in a Music Video and in an Awards Show (won by Julia Louis Dreyfus for her “performance” at the Golden Globes). The brand Fin scored a touchdown earlier this month with e-cigarette users by providing a 25% discount towards their “bold” strength products in honor of “Super Bold Weekend.” Fin’s new [“rewrite the rules”](#) campaign also highlighted how users are free to experience e-cigarettes indoors or out, thus “rewriting” the rules of traditional smoking practices. Finally, in yet another recognition of their growth and profit potential, e-cigarettes were the featured [cover story](#) of a February issue of Bloomberg Businessweek, which used an eye-catching cover image of the “Marlboro Man” smoking an e-cigarette (right). The article cites projections that e-cigarettes sales could reach \$1.5 billion this year.



Other Tobacco news. The CDC is set to launch its nine-week 2014 [“Tips from former smokers”](#) campaign, which will include TV, radio, and print advertisements featuring real people talking about the high and often frightening price they paid for smoking. Earlier this month [CVS Caremark](#) announced its intentions to stop selling tobacco products in its pharmacy stores by October 1st, which would make it the first national pharmacy chain to go tobacco free.

The screenshot shows the website's header with the logo and navigation links: Home, About Us, Visual Exhibits, Surveillance Updates, Share Your Trinkets, Links, Contact Us. Below the header is a search bar with fields for Brand, Year, Category, and Key Words. There are also buttons for Search, Clear, and Help. A sidebar on the right says 'Get Our Monthly Updates' and 'See our Latest Images'. At the bottom, there are three small images labeled 'Tobacco', 'Tobacco', and 'Tobacco'.

Keep in touch with Trinkets & Trash

Tell us about any tobacco marketing we've missed

Contact us at trinketsandtrash@sph.rutgers.edu and stay in touch!

We're also on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)