

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - February 2020

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

Call to protect menthol: Brands rallied consumers to fight against [HR 2339](#), a proposed tobacco regulation bill that would ban flavors— including menthol. [Camel](#) and [Natural American Spirit](#) used emails, while [Vuse](#) posted on Facebook, directing consumers to sign a letter to legislators via the [Own It Voice It](#) campaign (a subsidiary of Reynolds American Inc.). [Cheyenne](#) cigars sent an [email](#) providing more info about the bill, from a flavored cigar perspective, and how to contact local representatives.

Daily chances to win it all: Several daily sweepstakes began this past month, with some continuing the opportunities to win beyond February— even all year! [Winston](#) featured the “[North Pole Cornhole](#)” game that could be played on a computer or mobile device, inviting visitors to toss beanbags into a hole to win. [Camel](#) celebrated the new decade by beginning a time capsule daily event, featuring prizes “[Through the Decades](#).” This coincided with the release of limited edition specialty pack designs highlighting several decades. Not to be outdone, [Grizzly](#) began their [365 Everyday Giveaway](#), giving site visitors the daily chance to win cash for the rest of the year.



Fresh gifts and promo offers:

[Natural American Spirit](#) sent both a direct mail [card](#) and [email](#) wishing a happy birthday with a reminder to claim an extra “paperless gift certificate” online. [Blu](#) sent an [email](#) with a birthday promo code to get a free [myblu](#) liquidpod pack with a purchase through their online store. [Night Owl](#) announced a new initiative to send [free gifts](#) to random mailing list subscribers, and we were the lucky recipients of a branded [license plate](#) featuring the slogan “Light the NIGHT!”



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!

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