

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.



What If All Menthol Styles Went Away?

Lawmakers are considering a bill that, if passed, would prohibit the sale of the menthol styles you enjoy.

Let your legislators know you want to keep menthol cigarettes available for purchase.

Make your voice heard at: www.ownitvoiceit.com

OWN IT. VOICE IT. MAKE YOUR VOICE HEARD!



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)