

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - January 2017

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

**Happy New Year from Trinkets and Trash!** *Marlboro* and *Virginia Slims* both sent us well wishes for the New Year. Nightlife themed direct mail from Marlboro included coupons for any menthol variety and exclaimed "[Here's to 365 new nights.](#)" An email from Virginia Slims offered a "[Year of Cheer](#)" promoting its new line-up of Fab Features on its website. *Camel* welcomes smokers to "the world of Turkish" with an intricate [origami-esque direct mail](#) piece. Turkish Blends will be back in stores in January 2017 with Gold, Royal, Silver, Jade and Jade Silver flavors. The dark and light green packaging of the Jade and Jade Silver let the proverbial camel out of the bag that it's really menthol.



**I'm a smoker, I don't need to wear a freakin' seatbelt.** *Winston's* re-entry to the ad world continues with a new promotional video debuted this month on [Winston's website](#). The teaser caption for the video reads: "You take the wheel instead of taking a seat. [You make the time, but only on your terms.](#) You reach for Winston, instead of anything less. That's why for more than 60 years, we've been crafting a rich, smooth smoke that's as bold as it is satisfying." In the video, fast cars and motorcycles transport rebellious young couples (who appear to curiously have a disdain for seatbelts) to a secret swimmin' hole where they revel in their freedom and of course smoke a lot of Winstons.

**Travel with Marlboro to combat the winter blues.** In *Marlboro's* new web contest "Majority Rules", "The more the community votes for each [adventure](#), the better the prizes get." The start of the eight week contest featured 16 adventures from which the "community" votes to narrow the grand prize down to one. Voters have to choose their preferred adventure from the likes of: "Colorado Wildlife Safari", "Racing School", "Pacific Northwest Sea Life Excursion" and more. Before choosing your adventure, users are prompted to "take a look around" and view it in virtual 360 degree panorama. In this view there are hidden adventure: tips, pics and videos. Basically the contest is Marlboro's take on Grizzly's "Get Off the Grid" and Skoal's "Mancation." Even one of the "Majority Rules" adventures is the "Off-grid" cabin where there are "No neighbors. No technology. No messing around."

**The same people who asked you to "Get Off the Grid" are asking you to use social media in the woods.** *Grizzly* launched the "Trophy Shots" app this month where hunters can "Bag, pose, post and show Grizzly nation you got game" because "If a trophy falls in the forest and no one takes a selfie, can you still brag about it?" In a promotional video for the app on the brand's website, users can expect "no sunsets, no food pics: just fins, fur, feathers and unfiltered fun." The self proclaimed "app for Grizzly Guys" promises to deliver "awesome outdoor content" as well as "tips from other Grizzly Guys."



## 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!

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