

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - January 2019

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!](#)

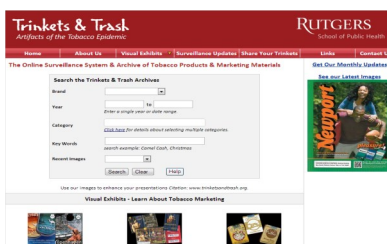
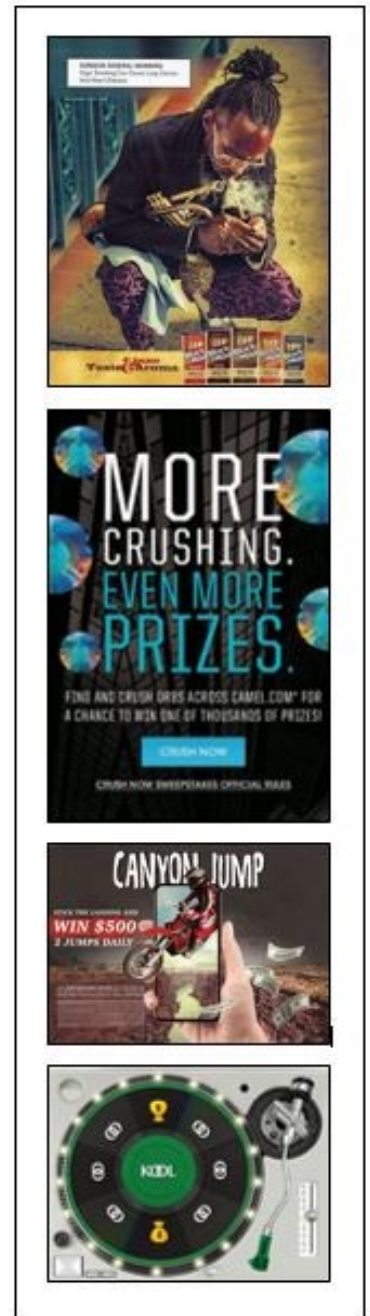
Tobacco Updates

All about the flavor. Cigar brand *Black & Mild* and e-cigarette brand *Blu* promoted flavor options in magazine ads this month. A [trumpet player](#) sparks a wood-tipped cigar in *Black & Mild's* ad in *Rolling Stone* magazine. Displayed across the bottom of the ad are the brand's wood-tip flavor offerings of Jazz, Casino, Wine and Sweets. *Blu* e-cigarettes ran an ad in *Out* magazine that displayed an up-close image of the brand's *myblu* device grasped by a [hand model](#) with the caption "True flavor. True feel." The ad directed users to learn more at the brand's website. *Blu* e-cigarette flavors listed on the brand's website include: Honeymoon, Neon Dream, Melon Time and Citra Zing. *Blu* also took to social media to promote its flavor offerings. On a Facebook post, the brand asks its followers "What flavors have you tried lately?" and asks them to post their responses on the Twitter hashtag [#bluNation](#).

Cigarette brand wants website visitors to stick around a little longer. *Camel* launched a [web-based](#) promotion that rewards users for viewing content on its brand website. Piggybacking on last fall's *Camel Crush* contest that promoted the new packaging of its encapsulated menthol cigarette line, the current contest [rewards](#) website users who search out and "crush" (a.k.a. mouse click) orbs that appear on [various pages](#) of the brand's website. Users can crush [orbs daily](#) to increase their odds at winning prizes including the \$25,00 grand prize.

Can I play too? *Marlboro* launched its "*Marlboro Rewards*" web-based promotion where users also rack up points to win prizes. Unlike the *Camel* contest, *Marlboro* has tied [retail](#) in to its promotion. Users who purchase a pack of *Marlboro* cigarettes can enter the [promotional code](#), found printed on the inner lid of a pack, on the prize portal of the brand's website, to earn rewards (100 points per pack). Similar to the *Camel Crush* promotion, *Marlboro Rewards* [sweetens](#) its prize pot for users who [watch videos](#), take surveys and sign up for text alerts on the brand's website.

Don't forget about us! Finally, *Winston* and *Kool* cigarette brands launched contests on their brand websites as well. Both offer users daily chances to instantly win \$500. Users have to [navigate](#) a motor bike rider over a [canyon](#) teeming with killer bees, dust storms and lightning in *Winston's Canyon Jump* contest. In *Kool's Kool Revolution* contest, aspiring DJ's have to estimate exactly when to stop the turn table to have the needle land on a bag of money. In homage the respective brand's users, the music that accompanies each contest is core-audience appropriate. *Winston's* motor bike rider preps for his run with hard rock and roll while the *Kool Revolution* turntable floats mellow jazz-inspired hip-hop.



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