

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - January 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



New Smokeless Experiences: *Copenhagen* introduced their new brick and mortar store in Tennessee via [email](#) and [direct mail](#). The brand promises a “one-of-a-kind experience” and insight into their product craftsmanship. *General Snus* has taken advantage of their [authorization](#) as a modified risk tobacco product and has started to use related language in their marketing materials. An [email](#) claiming lower risk guaranteed a “tobacco experience like no other” with a link to learn more from the newly redesigned brand website. Not far behind, *Camel Snus* has a pending MRTP application. We received [direct mail](#) promoting *Camel Snus* this month, a relatively rare occurrence the past few years. For comparison, T&T collected 3 emails & direct mails from 2017-2019 versus more than 40 received between 2014-2016. Perhaps we can anticipate increased snus marketing in light of a predicted granted MRTP order.

New Ban on Flavors: *Logic* and *Vuse* both sent emails informing their customers about the new FDA [ban on](#)

[flavored ENDS cartridges](#) besides tobacco and menthol. *Logic* came from a negative angle, announcing their [great disappointment](#) with the FDA’s decision and their reluctant compliance. *Logic* left customers with an assurance that their products are under review, so flavors may return in the future. *Vuse* took an [informative](#) approach, thanking the customer for continued patronage despite the setback. Both brands promised their continued commitment to high product standards.

New Year, New Fun: *Grizzly* invited fans to “[Fill in the Blank](#)” and win the chance to write their next ad. Inspiration to complete the phrase “Grizzly pouches are the ___ of pouches” could be found in humorous [videos](#) on the brand website. *Marlboro* began a new way to [win a Ranch trip](#) this year in Rush to the Ranch, with an opportunity to get text updates on your phone.



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!

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