

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - July 2018

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 Fourth of JULY!** Tobacco brands celebrated the holiday with patriotic-themed emails and social media posts this month. Smokeless tobacco brand *Grizzly* emailed a reminder on [fireworks](#) safety. A *Stoker's* smokeless tobacco email contained an image of the brand's logo illuminating the night sky in a firework's display. Vape brands *Mark Ten*, *NJOY* and *Juul* sent emails featuring [red, white and blue](#) pods, [fireworks](#) and reminders to take advantage of special Fourth of July [sales promotions](#). *MYLÉ* vapes posted a similar [flag-waving](#) promotion on its Facebook page. Cigar brands *Swisher Sweets* and *ZigZag* also took to social media to commemorate the Fourth. An Instagram post from *Swisher* featured a scene from a [back yard barbeque](#) with a woman with sparklers and a cigar in hand. *ZigZag* posted an all-American [smorgasbord](#) of imagery on its Instagram page (see right).



**Because they care.** The Fourth of July was not the only holiday celebrated by tobacco brands this month. A member of the Trinkets and Trash staff celebrated a birthday in July and received well wishes via email. *Black & Mild* reminded the birthday recipient "This is your day to savor." *Virginia Slims'* email included a prompt to go to the brand's website to learn how to make [luxurious](#) coconut rose hand cream in order to pamper yourself on this special day. A birthday email from *Grizzly* directed the recipient to the brand's website to [open a present](#) (which turned out to be bonus coupons). An email from *Natural American Spirit* included an invitation to view a [birthday video](#). After being re-directed to the brand's website, the recipient was greeted with this message. "This year we had some fun repurposing common household items to make you a one-of-a-kind birthday message. Enjoy!" After the surgeon general's warning, the video featured a rubber band ball traveling through a mousetrap-ish maze of household items ending with a domino cascade spelling out Happy Birthday.

**How many cans of dip fit in a 22 foot tall tub?** Users of *Stoker's* smokeless tobacco who correctly answer this humdinger can win an "all-expense paid trip to experience Nashville's most legendary music festival" accompanied by brand founder Bobby Stoker in "The World's Largest Tub" contest. *Stoker's* launched the contest last month after [hinting at something big](#) in earlier emails. Users who want to enter the contest are redirected from *Stoker's* brand website to [another website](#) dedicated to the contest - albeit with simpler age verification. Users can submit a guess once a week for entry for the grand prize. Randomly selected weekly winners can net a limited edition Mudjug Roadie. The most [spatially savvy](#) five contestants will be awarded the grand prize.



## 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!

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