

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - July 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](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

**Summer is here:** July was a festive month, as various brands sent patriotic wishes and summer fun to their customers. [Longhorn](#) and [Red Man](#) sent simple flag-themed emails. [Cheyenne](#) cigars went a step further, and gave email subscribers a chance to learn more about American inventions and enter a BBQ sweepstakes. [Copenhagen](#) began an [All-American Summer](#) sweepstakes to foster American pride, and [American Spirit](#) promoted [local environmental cleanup initiatives](#) for people to join. For those spending time in the kitchen, [Marlboro](#) emailed [recipes](#) for bread and a fruity drink with the promise of more to come.



**Fresh for the season:** Some stylish summer products were released, like a limited-edition *myBlu* device in blue, advertised on [social media](#). [Zyn](#) announced nationwide availability of their Citrus flavored nicotine pouches, “the flavor of summer.” [Swisher Sweets](#) promoted flashy limited-edition packaging for their Original Red cigars on [Instagram](#) and email, with holographic foil and colorful fireworks.

**Supporting social issues:** Some brands made their positions on social issues known with various messages. [Logic](#) stimulated customers via email to contact their representatives in Congress and protect the delivery of vapor products through the US Postal Service – especially important, according to the brand, in the current pandemic. [Swisher](#) followed

up from an [earlier social media move](#) supporting Black Lives Matter (BLM) with a [post](#) describing their “Inclusion, Diversity & Transformation Strategy.” [Black & Mild](#) followed [Swisher Sweets](#) in [promises by email](#) and on their website to address economic inequality with a Black-Owned Business Initiative. The hypocrisy of these two brands expressing support for Black lives is quite evident, considering their targeted marketing to Black people.



## 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 active on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)