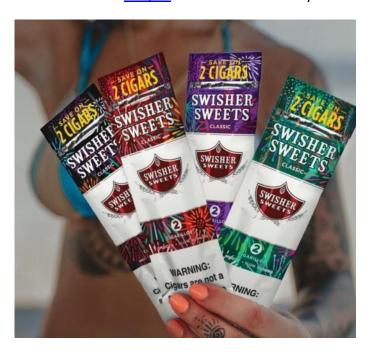
## Trinkets & Trash Artifacts of the Tobacco Epidemic

## 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 <a href="trinketsandtrash.org">trinketsandtrash.org</a>. If you have examples you'd like to share, e-mail us at <a href="trinketsandtrash@sph.rutgers.edu">trinketsandtrash@sph.rutgers.edu</a>. To join our mailing list, click <a href="here!">here!</a>

## **Tobacco Updates**

**Summer is here:** July was a festive month, as various brands sent patriotic wishes and summer fun to their customers. <u>Longhorn</u> and <u>Red Man</u> sent simple flag-themed emails. <u>Cheyenne</u> 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 <u>All-American Summer</u> sweepstakes to foster American pride, and <u>American Spirit</u> promoted <u>local environmental cleanup initiatives</u> for people to join. For those spending time in the kitchen, <u>Marlboro</u> emailed <u>recipes</u> 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 <u>social media</u>. <u>Zyn</u> 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 <u>Instagram</u> and email, with holographic foil and colorful fireworks.

**Supporting social issues:** Some brands made their positions on social issues known with various messages. <u>Logic</u> 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 <u>earlier social media move</u> supporting Black Lives Matter (BLM) with a <u>post</u> describing their "Inclusion, Diversity & Transformation Strategy." *Black & Mild* followed *Swisher Sweets* in <u>promises by email</u> 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 and stay in touch!

We're also active on Twitter! Follow us at: @trinketsantrash