

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - July 2021

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

Summer fun: Smokeless brands worked to fire up their followers this past month as summer started. *Velo* sponsored a 5,000\$ prize for the best art featuring their products on [Instagram](#). *Camel* wanted to remind fans that their snus is the best addition to summer fun on the beach, via an [email](#). Lucky Strike even invited customers to “freshen up” with their newest [magazine ad](#), the first promotion we've seen of their menthol packs! On the other hand, we also saw the news that “The Marlboro Ranch” has [changed owners](#). What will this mean for the future of *Marlboro's* Ranch-heavy marketing tactics?

Anniversaries: Besides celebrating the summer this July, certain brands also marked some major milestones. To celebrate 10 years of protecting the land with *Team Marlboro*, the brand announced the “Ten for 10” sweep-



stakes in an [email](#). Ten lucky entrants with environmental project plans for their communities will win 10,000\$.

Lucky Strike revealed a new [magazine ad](#) this month reminding us that “History Favors the Bold” with a memorial to their “150 years of Bold.” Unfortunately, the website link provided on the ad doesn't seem to function, halting any further exploration of this concept.

Tax hikes, yikes!: Brands rallied their supporters once again via emails and urged them to visit the “Own It, Voice It” campaign website to oppose proposed tax increases on nicotine products. *American Spirit* told their recipients that “you have the power” and *Camel* called this proposal “overreaching.”



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](https://twitter.com/trinketsantrash)