## Trinkets & Trash Artifacts of the Tobacco Epidemic

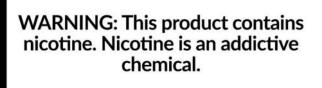
## Surveillance Update - July 2021

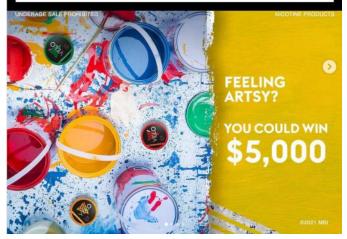
Trinkets & Trash is a surveillance project and archive that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. Visit us online at <u>trinketsandtrash.org</u>. If you have examples you'd like to share, e-mail us at trinketsandtrash@sph.rutgers.edu. To join our mailing list, click <u>here</u>!

## 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 <u>email</u>. Ten lucky entrants with environmental project plans for their communities will win 10,000\$.

*Lucky Strike* revealed a new <u>magazine ad</u> 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. <u>American Spirit</u> told their recipients that "you have the power" and <u>Camel</u> 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: <u>@trinketsantrash</u>