

Trinkets & Trash

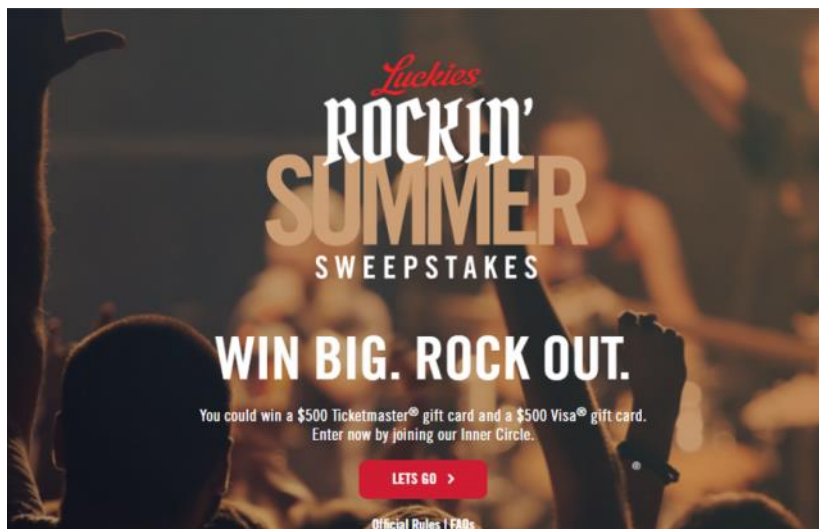
Artifacts of the Tobacco Epidemic

Surveillance Update - July 2022

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 savings and sweeps: Several brands unveiled new rewards programs and sweepstakes to kick off the summer. *VLN* began a rewards program on their website, which included a coupon and a chance to win \$10,000. *Game* cigars promoted their rewards program in business-to-business magazines as an important sales driver. *Lucky Strike* began the Rockin' Summer sweepstakes on their brand website, with a chance to win concert tickets and gift cards; visitors could enter by joining the brand's "inner circle," signing up for direct mail advertisements. *Blu* also ran the Best Backyard sweepstakes, where prizes include gifts to "upgrade your summer" with grills, lawn chairs, and gift cards.



Summertime sweet treats: New cigar flavor announcements hit our inbox this month. *Black & Mild* [announced](#) that the new blend "Royale" is arriving in August; the brand has previously marketed a cigar with the same name but a blue wrapper years ago. The email reveals a purple shade for the new release. *Swisher Sweets* announced a peach brandy variety of their Leaf cigars in an [email](#) as well.

American fun and sun: Some brands opted to welcome summer with advertising that was heavy on the American flag and light on the clothing. *Winston* ran a [magazine ad](#) in *Rolling Stone* and *Sports Illustrated* that featured a woman in short shorts on the beach with the headline, "The America We Love." *Swisher* promoted their Leaf Honey cigars in an [email](#) with two models posed suggestively in a pool.



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)