

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - July 2014

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

**Steven Dorff Takes on New York.** It looks like Blu's celebrity spokesperson Steven Dorff is taking advantage of all New York City has to offer this summer, as Blu's three latest magazine ads feature the actor posing in front of various NYC landmarks using Blu e-cigarettes. In Blu's first summer ad, Dorff is seen lounging in his robe in what looks to be an upscale NYC hotel room. In the second ad, Dorff is all business, sporting a suit on a rooftop with a view of NYC, including the new Freedom Tower. And in Blu's latest ad, Dorff is seen casually vaping at the Flat Iron Building wearing his signature sunglasses and black jacket. It makes us wonder, what will be the next stop on Dorff's NYC tour?



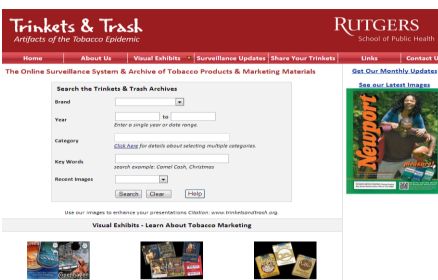
**Reynolds-Lorillard Merger.** In case you missed it, Reynolds American Inc. announced it would buy rival Lorillard in a \$27.4 billion dollar deal on July 15th, putting brands Camel and Newport under the same umbrella. Somewhat surprisingly, the deal also calls for selling top e-cig brand Blu (as well as cigarette brands Winston, Salem and Kool) to Imperial Tobacco (maker of USA Gold) likely in an effort to appease anti-trust reviews. Letting go of Blu suggests Reynolds has high hopes for its new e-cigarette product Vuse, which it launched nationally last month. The complex deal is not expected to close until the second half of 2015.

**New gifts to enjoy this summer.** Brands like Camel, Skoal and Copenhagen are helping users enjoy the summer with new gifts and offers this month. Camel Crush users received a free t-shirt and customized decal as part of Camel's "Customize Your Experience" website feature. Camel also sent tech-friendly users a USB flash drive that comes in the shape of a credit card, making for easy wallet storage. As part of their "Saturday Everyday" giveaway, Skoal users received a magnetic bottle opener which can be mounted on the wall or stuck to the fridge. Copenhagen sent users a free tire gauge to help them keep moving this summer. Meanwhile, other brands notified users of gift offers and potential prizes through e-mail, like Red Seal's free tin lid giveaway, Marlboro's "Capture the Unknown" photography sweepstakes, and Newport's latest "Wheel of Pleasure" contest.

**Enjoying the outdoors.** Brands like Parliament, Newport, and Skoal worked to keep the feeling of summer alive with plenty of images of smokers and dippers enjoying the outdoors. Skoal's latest two-page magazine ad (see right) features a young man at a lake fishing with his Skoal can close by. Newport's recent ads feature active smokers competing in a volleyball game and hitting the basketball court to shoot some hoops. And lastly, a Parliament direct mailing reminds users to relax, recharge, and enjoy the "perfect recess" by featuring users relaxing by crystal clear blue waters and white sands.



**T&T links with Legacy Library.** Information and images found on Trinketsandtrash.org are now linked and accessible from the Legacy Tobacco Documents Library (LTDL) at the University of California, San Francisco. LTDL is a highly regarded and utilized repository of thousands of previously secret tobacco industry documents. Visitors to LTDL can now find both documents and T&T images related to their searches. Check it out [here](#).



## Keep in touch with Trinkets & 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 on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)