

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - June 2016

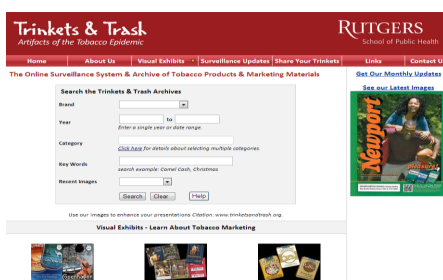
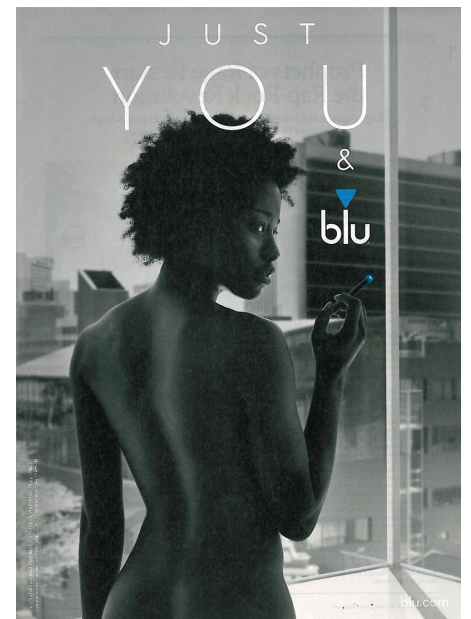
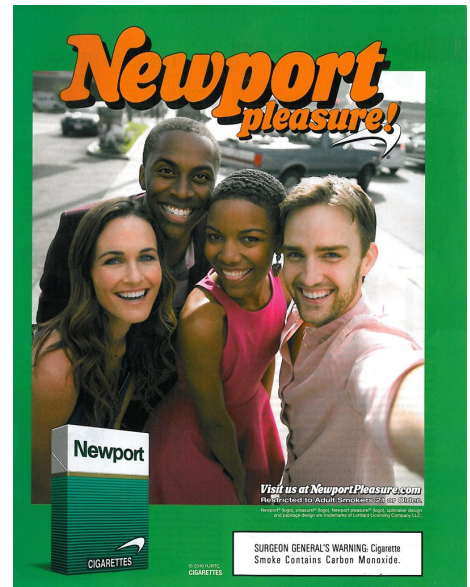
Trinkets & Trash is a surveillance project and archive that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. Visit us online at trinketsandtrash.org. If you have examples you'd like to share, e-mail us at trinketsandtrash@sph.rutgers.edu. To join our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

Tobacco Updates

If you can't keep 'em growing, keep 'em loyal. With smoking rates declining each year, tobacco companies have to strategize carefully about how to reach their core audience of potential addicts. Millennials are a frequent target, like in Newport's [selfie](#) ad (see, right). A new vape company called *Walking Vape* tried to hit fans of *The Walking Dead*, telling us to "[join the apocalypse](#)." One of the older e-cigarettes, *Blu*, offered its own allure in several magazine ads, such as one of a [nude model](#) (see image, bottom right). *Black & Mild* went for young music fans with limited edition "[rhythm & blues](#)" cigars. *Virginia Slims* tried to reach young women with the announcement of their fan-chosen package design, a "[bright delight](#)" pattern in green and yellow. Some companies, on the other hand, looked to appeal to Southern and rural users. *Red Seal* [bragged](#) about their donations to the American Farmland Trust, promising to keep "the heartland thriving" (while killing off its members with cancer). And several brands aimed to pander to their audience further, sending out a [survey request](#) with the lure of a \$1,000 gift card sweepstakes.

A great month for swag. All of the prizes and treats tobacco companies have been promising to send us finally arrived this month. *Red Seal's* hat [proclaimed](#) it was "American made, and proud of it." *Skoal* [congratulated](#) us on our "win-win" participation with free earbuds, delivered in shiny blue packaging -- but *Marlboro* was determined to outdo them with earbuds delivered alongside a [slickly designed pamphlet](#). It also promised our [gift](#) for their "stand for a million" campaign would arrive soon. Meanwhile, after months of telling us about the [quality](#) of their products, *Copenhagen* finally delivered a monogrammed [rocks glass](#). Of course, some companies preferred to capitalize on a new market by encouraging us to give gifts. *Juul*, for example, told us to condescend to our dads this Father's Day by "[enlightening](#)" them about the benefits of vaping.

Another month of faerie truths. Tobacco companies are not about to point out how their claims can be deceiving. Take *Havana Honeys*, which sent out [sun-soaked direct mail](#) to debut their new Latin-inspired flavors. Nevermind the fact that they're owned by [Scandinavian Tobacco Group](#), headquartered in Denmark. *Skoal* asked us not to let "[smoke break our rhythm](#)" while models played guitars -- nevermind the fact that mouth and throat cancer might put a damper on your music career. And sure, *Grizzly's* frequent promises to "[go off the grid](#)" this month did come to pass -- if you count taking your website down for a couple weeks the same as an actual descent into the wilderness.



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