

Trinkets & Trash

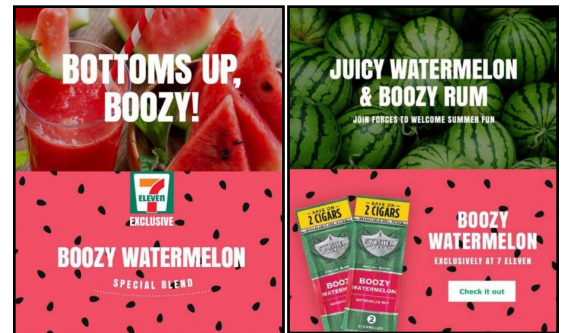
Artifacts of the Tobacco Epidemic

Surveillance Update - June 2018

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

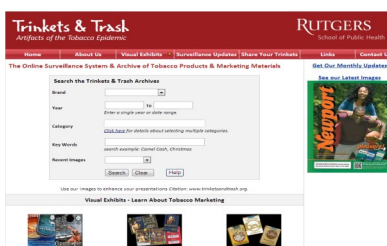
Summer flavor. Cigar and vape brands promoted new flavors for the summer. An email from *Cheyenne Cigars* alerted users to its new Sweet Mint flavored little cigars. Sold in cigarette-like packs of 20, the brand claims its "Sweet Mint cigar is bursting with a minty tobacco blend that adds something a little unexpected: a hint of sweetness." *Cheyenne's* brand website also featured a sweepstakes to promote the new flavor. The Sweet Mint sweepstakes offers users daily chances to win summer-themed prizes like waterproof Bluetooth speakers and fitness wristbands. *Swisher Sweets Cigars* emailed users to go to their local 7 Eleven convenience store to try its new Boozy Watermelon flavored cigars, sold exclusively at the retailer. Sold in packs of two, the cigarillos combine "juicy watermelon & boozy rum...to welcome summer fun." If cigars are not your thing but you still want watermelon flavored tobacco, a *MYLÉ* vapor email introduced iced-watermelon-flavored Lush Ice pods. It also included offers for two new colors for its vape devices, hot red and rose gold. *JUUL*, whose fruity flavors include Mango and Fruit Medley, posted an appeal on its Facebook page for users to share their story with the FDA on the importance of *JUUL* flavors. The post includes a link to post a comment on the FDA's regulations.gov comments section regarding its proposed rule on the regulation of flavors in tobacco products.



Gone Fishin'. This summer *Grizzly* smokeless tobacco brand is inviting users to go "Fishin' with a Mission" in a fishing-themed sweepstakes on its brand website. Promotions for the sweepstakes started this spring in emails, direct mail and magazine ads. Emails promoted limited edition fishing-themed tins for the brand's moist snuff. Direct mail prompted users to log on to the brand's website to learn about fishing habitat conservation efforts undertaken by the brand's environmentally altruistic wing, the *Grizzly Outdoor Corps*. June magazine ads in *ESPN the Magazine* and *Field and Stream* directed users to the brand's website to learn more about the sweepstakes as well as its conservation efforts. Magazine ads also promoted the new tins and were accompanied by the tagline, "Conservation keeps the fish biting." The brand's website features three videos on different conservation efforts headed by *Grizzly's Outdoor Corps*. In the sweepstakes, users have daily chances to cast three lures where they catch either small fish (for one entry), big fish (for two entries), lunkers (for three entries) and instant prizes (prize plus three entries). At the end of the contest the grand prize winner has their choice of two deluxe fishin' speedboats with trailers and optional boat wraps.



Summer Social. Tobacco brands are taking to social media this summer to promote summer events and contests. *ZYN* nicotine pouches promoted its #ZYNSummerTour on the brand's Facebook page. The post asked users to check over the next few months for dates and locations where users can meet brand ambassadors that will be bringing *ZYN's* "tobacco-free nicotine satisfaction" right to them. The first planned stop is Route 66 Raceway outside of Chicago. *Stoker's* moist snuff is promoting an Instagram only contest this summer. The inaugural *Stoker's* Diplympics offers prizes for best user comments using the hashtag #stokersdiplympics. The bronze will net users America sweatbands, the silver will fetch a beer pong set and the gold winners will reap a Bluetooth speaker.



Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we've missed

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