

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - June 2019

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

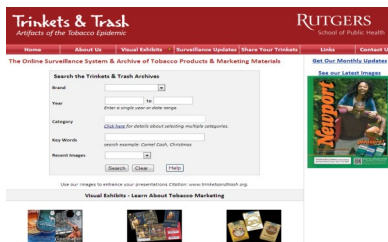
Menthol cigarette brands promote vacation sweepstakes. As summer approaches, *Newport* and *Kool* are offering users chances to win travel prizes on their brand's websites. *Newport's* Summer of Pleasure sweepstakes continues until the end of September with daily opportunities to win. At the conclusion of the sweepstakes, one winner will net \$100,000 to create their own summer experience. The website features videos narrated by local trendsetters that profile restaurants and bars from new destinations to discover every week. *Kool* is offering users chances to win in its Ultimate Escape sweepstakes. Grand prize winners can choose from four dream trips to either New York City, Hollywood, South beach or New Orleans. Daily prizes are also awarded and include concert tickets, clothing subscriptions, *Bose* wireless headphones and *FitBit* watches.



New packaging for the outdoorsmen and the artists. *Grizzly* smokeless tobacco and *Camel* cigarettes unveiled new packaging for products last month. The five camouflage-colored limited edition Gauntlet cans are adorned with grizzly bear claw marks and contain survival tips under the lid. An email from *Grizzly* promoting the cans warns users they may "come back from the store with a few scars." The paracord gauntlet can even comes with an attached corded bracelet. *Camel* has 'unpacked' its new designs for its packs of *Camel Crush* cigarettes. Emails from the brand display the artist inspired creations and link you to the brand's website to "get an inside look at these eye-catching designs".



Tobacco and water. In an apparent nod to the success of *Natural American Spirit* cigarettes, competing brands are marketing their products in similar fashions. Nat Sherman (recently acquired by Altria) unveiled its line of *Nat's* in magazine ads in *Entertainment Weekly*, *Esquire*, *Popular Mechanics*, *Rolling Stone* and *Vanity Fair*. The ad features images of the four different colored varieties of *Nat's* (Rich, Mellow, Rich Smooth and Menthol) with the copy "Tobacco. Water. Simply Nat's." The back of the packs read "We take only fine tobaccos and add water. The same way we've done for three generations." Advertisements for *Nat's* at the point of sale utilize the same marketing. After signing up on the brand's re-vamped website, we received a direct mailing from the brand that included an 'exclusive certificate' good for two dollars off a pack.



Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we've missed

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We're also on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)