

Trinkets & Trash

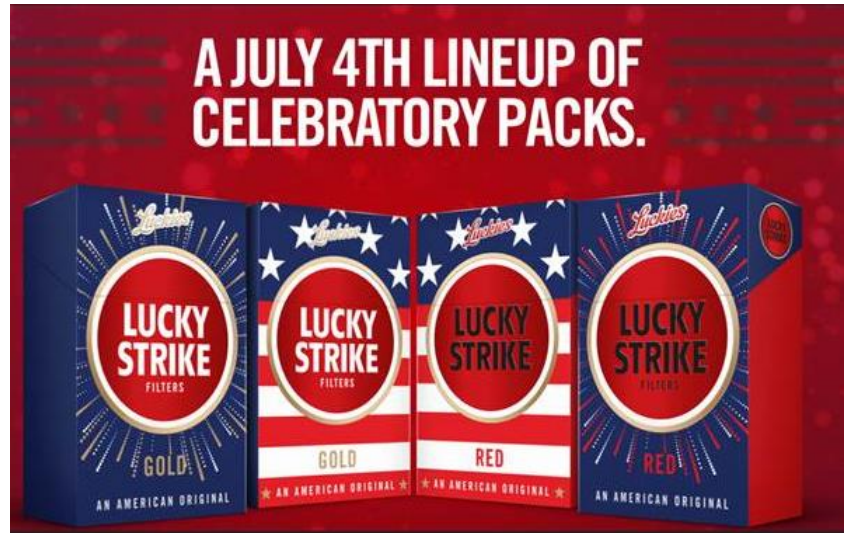
Artifacts of the Tobacco Epidemic

Surveillance Update - June 2021

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

Celebrating the season: Tobacco companies showed their support during various national events this June, and let everyone know about it on social media. *IQOS* [announced](#) that to commemorate Juneteenth, all *IQOS* stores would be closed that Saturday, 6/19. *Optimo* cigars made a [Juneteenth post](#) to remind everyone to "Reflect. Celebrate. Connect." on that important day. A week later for National Pride Day, the brand posted an [Instagram](#) to "Pass the Love" to "all the members of the #LGBTQ *Optimo* fam." Finally, to prepare for Independence Day, *Lucky Strike* cigarettes debuted "a lineup of celebratory packs," decorated with the stars and stripes and festive firework designs, promoted on the brand website.



Sweet sweepstakes: There were more reasons to celebrate this past month, as several brands had fresh sweepstakes and offers to take advantage of. To kick off their 20th anniversary, *Grizzly* released special can designs with QR codes that customers could scan for a chance to win prizes. Visitors to the brand website were invited to click daily to win. *Camel* also offered some limited time opportunities, like a random 500\$ prize event that people could sign up to be notified by text, as advertised in an [email](#). The brand also sponsored a [Double Hump day](#) event on June 30th, a 24hr prize event on the website where visitors could win coupons and gifts. The [Life is Sweet](#) promotion by *Swisher* also kicked off this month, and promotions could be seen in emails, the website, and on their social media accounts. Participants could win cash or even a luxury SUV. *Winston* also advertised a chance to win a 4x4 by including a QR code link in a [magazine ad](#) that ran in *Rolling Stone* and *Wired*; visitors to the website could exchange *Winston* Rewards points for contest entry tickets.

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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)