

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - June 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. 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

Vuse and MarkTen news. It's been a big month for Reynolds American and Altria, with the [national launching](#) of Vuse e-cigarettes on June 23rd and the debut of MarkTen ads in magazines, ahead of their own national release still to come this year. Ads for both products make use of innovation and technology claims and themes, with Vuse ads highlighting its [digital processing](#) capabilities and MarkTen promoting its [four draw technology](#). Recent MarkTen ads (see right) have asked viewers to "look for it in select markets" and have used the tagline "Let It Glow," which has been criticized as a play on the hit song "Let It Go" from Disney's popular animated movie "Frozen." This just in—direct mailings are providing receivers with [free trial coupons](#). Pictures to come soon on trinketsandtrash.org.



Smokeless tobacco news. *Copenhagen* is offering users specialty craftsman pieces with their most recent gift offer and sweepstakes. Users can choose between a leather wallet, mini log coasters, or a coupon pack to be sent to their home and enter the [Country of Craftsman Sweepstakes](#) for a chance to win the grand prize – a custom bar hutch for the home. Other prizes include a custom glass set, growler, and wooden speaker. *Grizzly* is going strong in promoting their [Days of Roar Giveaway](#) with multiple [reminder emails](#) and a brand new magazine [ad](#) featuring a few photos of the 100,000 prizes users can win - featured prizes include a jet ski, camo golf cart, and travel trailer.

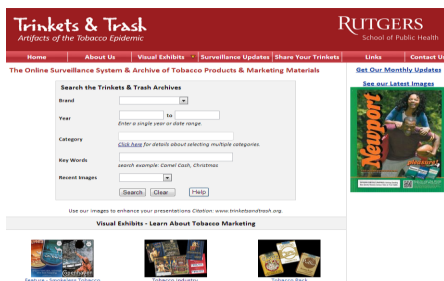
Let's hear it for the farmers. It's not often we sit back and think about who harvests the tobacco for the products we see every day, but this month American Spirit and USA Gold made sure to pay homage to the farmers who help get it all done. A USA Gold mailing highlighted the [tobacco harvesting process](#) and celebrated the dedication the brand's American farmers have in producing the highest quality tobacco products (see image, right). Meanwhile, American Spirit also made sure to honor their farmers in a mailing which touted their products as homegrown by [independent organic farmers on American soil](#). According to the mailing, this process is "a natural choice" (see image, bottom right).



Even more earth friendliness. American Spirit also sent users a gift of [wildflower seeds](#) to help users "add some natural color" to their yards. The seeds are clumped into three mini spheres, each made with recycled paper. In other efforts to be "green," Marlboro email invited users to sign up for a Wallowa River Valley preservation trip as part of its ongoing Team Marlboro promotion. The email also encouraged receivers to share their own ideas on how to "[green up the land](#)" in their own area. Twenty-five lucky winners will receive \$500 to fund their idea. For users without a "green idea," Marlboro is offering the [Big Dig](#) sweepstakes, where users can follow clues online to locate a \$1,000,000 prize hidden on Marlboro.com. Users have until July 28th to figure out where the money may be hidden and submit their final location for a chance to win.



In case you missed it. The CDC announced on June 24th that it will begin airing new "[Tips From Former Smokers](#)" ads this summer in an effort to continue encouraging users to quit. English and Spanish speaking ads will feature new participants who are suffering with disability and disfigurement due to smoking. The FDA announced an extension to the public comment period for its [proposed rule](#) on regulating e-cigarettes, cigars, and other tobacco products—[comments](#) are now due by August 8th.



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