

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - March 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!](#)

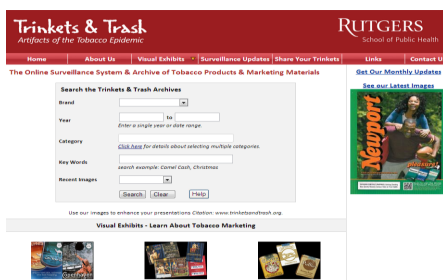
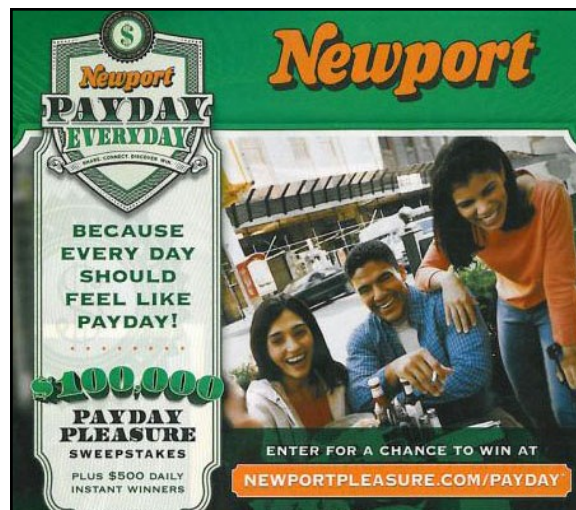
Tobacco Updates

E-cigarettes: Marketing to youth? A [study](#) published this month in JAMA Pediatrics reviewed 19 e-cigarette brand websites and found only one that required detailed registration to prove the viewer was an adult. We've noticed this trend in several sites: *Blu* only asks the viewer to click an "18+" button to view their products, advertisements, and content like "[The Greatest Films You Didn't See at the Oscars.](#)" *NJOY*, which has a similar button, offered coupons [before](#), [during](#), and [after](#) St. Patrick's Day via email. *Vuse* has the same "click to enter" mechanism. This month, they sent us an email for the new [Vuse Fob](#) (pictured on right), their "most convenient and informed" device yet, which monitors battery and cartridge status. *MarkTen*, at least, requested visitors say they were 21+ to enter their website and buy [menthol e-cigarettes](#) for nearly half off. *Logic* e-cigs went through a [redesign](#) and now sells cherry and vanilla flavors.

Strange cigar behavior. Trinkets discovered two cigar websites this month that had some unusual sales tactics. The first, [Altadis USA](#), has a logo of its major products — *Dutch Masters*, *Phillies*, and *Backwoods*, among others — with no other product info. Instead, it asks users to call their phone number to register for coupons. Meanwhile, the former website for *Prime Time* cigars has disappeared, replaced with a new [site](#) that claims to be completely unaffiliated with the manufacturers. Clicking on a product, like *Prime Time's* [Appletini](#) or [fruit flavored](#) cigars, redirects to another site entirely, [Gotham Cigars](#). If you know more about these sites, please email us!



"Extreme Nicotine" and other gimmicks. New cigarette brand *Red Sun* has a different marketing strategy — a promise that their products have the [highest nicotine content](#) on the market. Apparently, extreme addictiveness has become a selling point among young adult smokers, some of whom have even [tattooed](#) the brand logo on their body. Of course, *Red Sun* wasn't the only one demanding user interaction. R.J. Reynolds showed its influence on newly acquired *Newport*, adding a quiz to the "[Payday Pleasure](#)" sweepstakes and inviting users to post their "[Payday Splurge.](#)" *Marlboro* asked us to visit the website to spin their "[Matchup Menthol](#)" wheel in order to win free menthol cigarettes. *Grizzly* users played a game of online [pouch toss](#) for a chance to win cash prizes. Another menthol product, the recently debuted *Copenhagen Mint*, advertised \$5,000 [giveaways](#) to "launch your dream project" and offered [free rocks glasses](#). *Marlboro's* "[Capture the Unknown](#)" contest required a little more skill — users submitted photos around a theme, such as black and white, to win \$500 daily. *Virginia Slims* took a different approach, asking users to [vote](#) on a pack design based on four brightly colored pattern possibilities. "Bright Delight" was beating "Fiercely Golden" the last time we checked.



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Tell us about any tobacco marketing we've missed
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