

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - March 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

E-cigs—sex and techs. Blu e-cigarettes aimed to make a provocative splash with a risqué ad in the 50th Anniversary of *Sports Illustrated's* infamous "swimsuit issue". The ad features a woman sporting a teeny, tiny bikini bottom bearing Blu's logo. The tagline ("Slim. Charged. Ready to Go") presumably refers to both the product, and the woman (see image, right). New ecig brand **Tryst** also burst on to the scene this month with its own "sex sells" ad, which features a retro drawn image of a sultry pinup girl who urges users to "Savor the Secret" with one of five Tryst e-cigarettes. Earlier this month, Vuse was named the official e-cigarette sponsor at South by Southwest in Austin, Texas. For Vuse, the **sponsorship** opportunity helped spread the word to the young, tech-friendly SXSW crowd about the brand's "revolutionary smart technology" and its advantages over traditional e-cigarettes.



Ready for Spring. Warmer weather, longer days, and more outdoor fun await us with the arrival of spring this month, and we're not the only ones who are excited about it. While Blu flaunted its branded bikinis, Newport ads also depicted young adults enjoying themselves on the beach (spring break, anyone?) and a young couple enjoying a warm day at the local race-track. A new Skoal ad shows users how to have a "pinch" of fun by enjoying Skoal and the company of friends near a bonfire. This represents the first print ad we have seen for Skoal in a mainstream commercial magazine since February 2009. Skoal is not only celebrating the weather but also the weekends with a new sweepstakes called "80 Days of Saturdays." Email invites users to enter the daily sweeps and to claim a free magnetic bottle opener gift. In other smokeless tobacco news, Copenhagen is giving users a chance to win a fully restored 1955 Chevy pickup truck this month with their newest online sweepstakes. For those who aren't fortunate enough to win the classic restored Chevy, Copenhagen gives them the opportunity to request a free Copenhagen tire gauge online.

Other Crushing Tobacco News. New Camel mail depicts an image of an attractive couple and urges readers to "embrace what's now" (which apparently includes snus) while other ads and mailings continue to promote its Camel Crush style. One of these ads (see right) features a large unfolded cigarette showing the location of the menthol releasing capsule. For little cigar users, Black & Mild helps to "inspire the unexpected" by giving away free ear buds to users when they head over to the music section of the website and listen to one of two jazz inspired tracks. Sadly, Santa Fe Natural Tobacco Company's branding as the "earth friendly" tobacco company (hello, irony) appears to be working with some. It was awarded "Steward" status by the North Carolina Department of Environment and Natural Resources for "exemplary environmental service," including its dedication to conserving North Carolina's natural resources and promoting economic growth within the state.



A screenshot of the Trinkets & Trash website. The header includes the logo and "RUTGERS School of Public Health". Navigation links include Home, About Us, Visual Exhibits, Surveillance Updates, Share Your Trinkets, Links, and Contact Us. Below the header is a search bar with fields for Brand, Year, and Category. There are also links for "Get Our Monthly Updates" and "See our Latest Images". At the bottom, there are three small images representing different tobacco products: "Tobacco - Impression Tobacco", "Tobacco - Impression", and "Tobacco - Tryst".

Keep in touch with Trinkets & Trash

Tell us about any tobacco marketing we've missed

Contact us at trinketsandtrash@sph.rutgers.edu and stay in touch!

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