

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - March 2018

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

New vape brand touts its arrival on social media. *MYLÉ* had a brand launch party at the Ultra Music Festival in Miami Beach this spring and shared a video from the event on its Instagram, Twitter, Snapchat and Facebook pages as well as the brand's website. The brand claims "MYLÉ is not just a user friendly device, it's a lifestyle!" The *MYLÉ* lifestyle, evidently, is all about partying poolside with scantily-clad models while dancing to the hippest DJ's. Founded and designed in Italy, *MYLÉ* has an interchangeable pod flavor system that allows consumers to vape their desired flavor and nicotine dose.



Tobacco brands offer more frequent coupons via mobile devices. Emails from *Pall Mall*, *Marlboro*, *Grizzly* and *Skoal* informed consumers of greater savings when they accessed and utilized coupons on their mobile devices. *Pall Mall* is now offering **daily** mobile "rewards" compared to one a **month** by snail mail. *Marlboro* and *Skoal* are offering **bi-weekly** mobile coupons **compared** to one a month by snail mail. *Grizzly*, who

offers weekly mail coupons, is **doubling** up with bi-weekly mobile coupons. While some brands have increased their mobile to snail mail coupon ratio, *Newport* and *Camel* have **switched** exclusively to mobile. *Camel* informed users on its brand website that coupons will no longer be mailed to your door as of March 31, 2018. To ease the transition to mobile coupons, *Camel* posted a mobile-how-to infographic on its brand website.

HOW TO USE MOBILE COUPONS

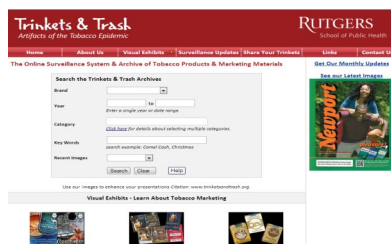
Log in to Camel.com using your smartphone

Tap GET STARTED on your Offers page

Swipe and select your coupon and then your store

Tap REDEEM NOW and show the cashier your screen within 5 minutes

Natural American Spirit combines its love for the earth with help for the homeless in Denver. This month, *Natural American Spirit's* website extolled the brand's efforts to aid Denver's homeless population by showcasing a video of the "Earthlinks" center. In the video, volunteers, surrounded by sunflowers in the center's garden, gave testimonials of how their work "helps people first connect with one another and then the earth." The Earthlinks program pays participants an hourly stipend that they can use from everything to groceries to housing (cigarettes?). In exchange for the stipend, participants help with bee-keeping, composting, growing food and flowers and crafting earth friendly products like cards, candles and soap.



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!

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