

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - March 2019

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!](#)

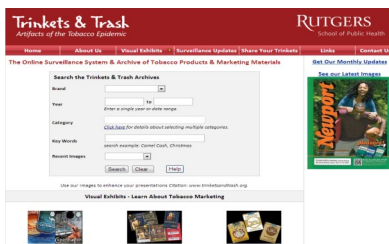
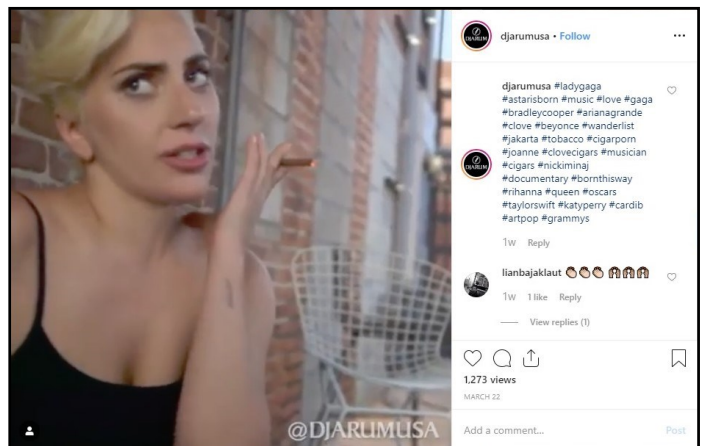
Tobacco Updates

Natural American Spirit makes a “promise to the planet” ahead of Earth Day. The cigarette brand unveiled its promise in a two page magazine ad found in *ESPN the Magazine*, *GQ*, *The Advocate* and *Vogue*. The “promise to the planet” includes: working to recycle half a billion cigarette butts by 2025, helping more farms go fully organic, and to continue reducing (their) waste streams. The ad directs viewers to the brand’s website to “be a part of the promise.” *Natural American Spirit* also sent emails to its users announcing the Earth Day initiative including an [invitation](#) to sign up for special notifications about Earth Day activities. The emails also prompted users to [request](#) butt-pouches to dispose of their discarded cigarettes as well as remind them to claim eco-friendly paperless mobile gift certificates.



“The Perfect Puff is Here.” This tagline ends *Vuse Vapor’s* television commercial aimed to draw attention to its new vape device, the *Vuse Alto*. The brand’s 30 second spot claimed the new device will “push the possibilities of vapor” to create an experience that “smokers really want.” Viewers are given an inside look at the device in which “every decision, every detail” was devised “for what smokers really want.” Although the commercial does not mention flavor options, the brand’s website promotes four choices: original, rich tobacco, menthol and mixed berry.

Who’s that girl smoking a Djarum Black cigar? Madonna and Lady Gaga were featured in videos on *Djarum Cigars’* Instagram page last month. In between sips of a martini, the [material girl](#) expresses herself by lighting up a *Djarum Black* cigar. The vogue star justifies her love of the vogue cigar while chatting with her makeup crew. No applause for Lady Gaga as she puffs a *Djarum* cigar in a [video montage](#) of a day in the life of the pop icon. Please just dance.



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Tell us about any tobacco marketing we’ve missed
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