

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - March 2022

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](http://trinketsandtrash.org). If you have examples you'd like to share, e-mail us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu). To join our mailing list, click [here!](#)

## Tobacco Updates

**Spring into action:** As a special promotion for the month of March, *on!* [offered](#) a 15\$ Apple gift code for referring a [friend](#) to register on the brand website. For an added bonus, the brand promised a 40% discount on a future purchase as well. To “celebrate life’s little victories,” *Grizzly* [invited](#) fans via email to join the brand on their Instagram account and share some “small triumphs” for a chance to win a prize.

**Nature springs:** With Earth Day on the horizon, *Natural American Spirit* began asking fans in [emails](#) for ideas for their “More Love Less Litter Challenge”—during April, they plan to ask people to complete the challenges for a chance to claim special offers. A [magazine ad](#) featuring new tie dye pack designs to celebrate the season was also spotted this



month, highlighting the brand’s 40th anniversary and commitment to supporting community partners in environmental projects.



**Spring refresh:** Other brands had some new looks to share as well. An email from *Lucky Strike* revealed some limited-time packs with the slogan “Stay Original.” A *Winston* [magazine ad](#) showed a whole new approach to the phrase “Tobacco & Water,” with “whole-leaf” tobacco and “North Carolina” water. The brand’s new packs have a more earthy, Americana feel to them, with emphasis on the brand’s establishment in 1954. Finally, an [email](#) from *Black & Mild* announced a whole new website redesign to a light and airy gold and white theme, far different from the wine-red and gold lounge theme of old.



## Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we’ve missed

Contact us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu) and stay in touch!

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