

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - May 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

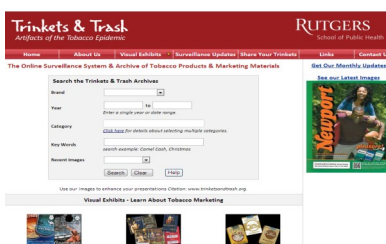
All that Jazz. *Black & Mild* featured wood-tipped Jazz flavored cigars in [two-page magazine ads](#) found in *Esquire*, *Men's Journal*, and *Popular Mechanics* magazines last month. A weathered trumpet on a wooden table under dim lighting set the tone for the ad. Non-flavored *Black & Mild* wood-tipped cigars were featured in ads in *Popular Mechanics* and *Rolling Stone* as well. On a visit to *Black & Mild's* brand website we also learned the cigar maker will release a Natural Wrap Wood-tip cigar in June 2018. We also noticed that *Black & Mild* is also [offering](#) buy-one-cigar-get-one-free coupons via direct mail.



This is the vape you've been waiting for. At least that's what *Blu* hopes as the e-cigarette brand released [magazine ads](#) with this mantra in *Rolling Stone* last month. *Blu* also took to twitter to [promote](#) its new *myblu* starter kit for only one dollar.

Marlboro Menthol explores the world of nightlife flavor in new contest. The Chasing Midnight sweepstakes on *Marlboro's* brand website [offers contestants](#) a chance to win a grand prize trip to one of twenty four nightlife hot spots (one for each time zone). After spinning a virtual globe, users land in an exotic locale like Tel Aviv or Ankara and are given a virtual nightlife tour of their destination including the best places to hear local music, go clubbing and grab a late night dinner. If users land on their [destination at midnight](#), they instantly win travel gear like *Apple* watches or *Sony* cameras. As a reward for trying the game, contestants are given a [free travel tripod](#).

Marlboro was not the only brand website playing games this month. *Skoal*, *Kool* and *Winston* also offered games for users on their brand websites. *Skoal's* Quest for the Best [invited](#) users to test their trivia knowledge of *Skoal* products. *Kool's* Kool Cascade featured a plinko game where users were given three chances daily to guide a chip through a virtual pegged board to win a \$500 gift card. In *Winston's* Let it Ride contest, users select a chip based on one of four *Winston* product styles that is then placed on a roulette wheel. Daily chances for [instant wins prizes](#) like dartboards and grills were available as well as the ultimate sports cruiser package grand prize.



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Tell us about any tobacco marketing we've missed

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