

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - May 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](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!](#)

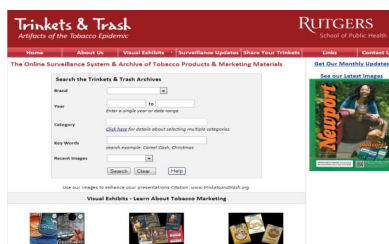
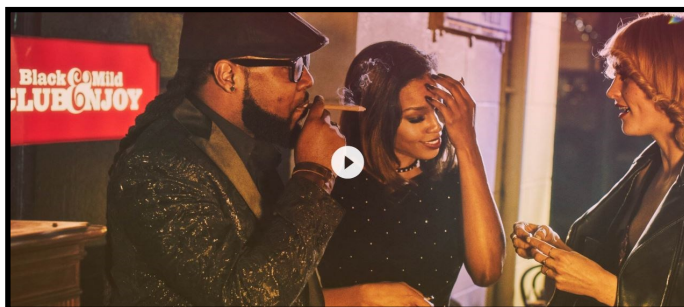
## Tobacco Updates

**Country Roads.** Winston cigarettes launched a new sweepstakes inviting users to its website to participate through direct mail and email. The [direct mail](#) also included a post card to make an entry though snail mail while the [email](#) linked users to the brand's website. The sweepstakes runs through the end of July when five grand prize winners will be announced and rewarded with a road trip of their choice featuring destinations such as fishing in the Florida Keys or dune bugging in the Nevada desert. The contest also offers users daily chances to win road trip themed prizes including coolers, backpacks and tents.



**Memorial Day.** Tobacco brands posted messages on social media platforms for the un-official kick off of summer. *Stoker's* smokeless tobacco brand and *Blu* electronic cigarette brand posted patriotic-themed images of their [tobacco products](#) next to [American flags](#). *Cheyenne* cigars posted an image of a pack of its new Xotic Berry flavored cigars beneath an American flag [adorned zippo](#) on the brand's Instagram page. *Swedish Match* smokeless tobacco brand *General Snus* chose not to go the patriotic route on its Facebook page, instead posting an image of a [lone bearded hiker](#) and asking its followers how they are planning to celebrate the weekend.

**Tips.** *Black & Mild* promoted the tipped feature of its cigars on its brand website, in magazines and in emails and direct mailings. The brand's website posted descriptions of its three styles of tips (plastic, wood and filter) for its cigars along with videos (see below) for the specific tip and available blends (used with that tip). The website also asks users to upload photos (showing them) enjoying a *Black & Mild* cigar. The brand also advertised its [sweet and regular](#) flavored filter tipped cigars in *Sports Illustrated* magazine. Emails from *Black & Mild* directed users to the brand's website to utilize a [store finder](#) to locate where they could purchase the different tipped varieties. Another email also directed users to the brand's website, this time to [request coupons](#) for either wood or filter tipped cigars. Finally, direct mailings [included coupons](#) for \$1.50 of a five pack of wood or plastic tipped Black & Mild cigars.



## 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 on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)