

Surveillance Update - May 2023

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 products: *Swisher Sweets* has introduced a new product in their BLK line - the first wood tip cigars by the brand. They were advertised on the brand's official Instagram as being available in cherry and smooth flavor 5-packs.

New sweepstakes: *Kool* has partnered with the Rolling Stone-Chicago Music Festival, offering a VIP experience package to a sweepstakes winner. They ran a [magazine ad](#) in the May issue of *Rolling Stone*. Similarly, *Winston* [advertised](#) the Race Fan Sweepstakes in the May issue of *Sports Illustrated*, offering tickets to a racing event and various other prizes.

New advertising: In another instance of product cross-promotion, we saw *Copenhagen* promote *on!* nicotine pouches on their brand website. In magazine ad trends, *Grizzly* has returned with more snarky messages in their magazine advertising, commenting on [vegan eating habits](#) at tailgate parties and sneering at the [validity of small dogs](#).



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New packaging: A *Camel* [magazine ad](#) displayed *Camel Snus* in a new can design. The ad copy uses common snus claims, referring to the spitless, smokeless, and odorless nature of the product.



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Tell us about any tobacco marketing we've missed

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