

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - November 2015

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

Tobacco Companies Give Thanks. Messages of thanks are plentiful from tobacco companies this month. *L&M* wants smokers to make this month “Novemberable” by throwing an appreciation party for their nearest and dearest and its website supplies tips for giving a heartfelt thank you and a recipe for turkey and waffles. *General Snus*' email has links to coupons and the note “we have thanks to give, too...and they come as savings.” *NJOY*'s Thanksgiving email gives thanks by providing special [turkey day promo](#) codes for up to 35% off their online purchase. *Blu*'s “Giving thanks to a Blu Thanksgiving” email encourages users to indulge with its e-cigarette and some [pumpkin pie](#) saying “Go ahead. Indulge a little.”

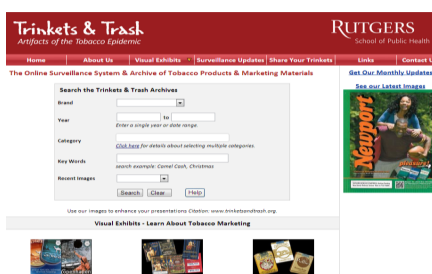


Exciting Prizes and Giveaways! *Marlboro*'s Rockin' Boot contest is back with a twist—new designs, styles and colors are available only to “mobile” designers who play on their handheld devices and are then entered in a drawing to win the boots plus additional gear like a Stetson. *Black and Mild*'s email and direct mail has users check out its website to “meet the sweet & sophisticated side of birch”, its new [wine flavored](#) birch tipped cigars and receive a portable USB charger with a faux wood finish. *Copenhagen*'s direct mail promotes “hunting mastery” in its “Own the Hunt” sweepstakes, where website users can hone their knowledge, share opinions, pick up expert tips, claim a camping-grade water bottle (just for stopping by) and enter daily to win one of 3 grand prizes. *Virginia Slims*' email and direct mail shows off its upcoming “revamped pack” design and to celebrate sent website visitors a “sleek new lighter.” Keep an eye out for new pack designs in the coming months! Camel's “In Focus” sweepstakes clicks on with a new direct mail piece containing a 3D pop-up image along with coupons and a color photo filter to give pictures a “punch of color.”

New Technology from RJ Reynolds. At its Investor Day in NYC on November 16th, Reynolds American unveiled a new couponing technology, “Spot You More”, using the “internet of things.” Spot You More will deliver coupons straight from customer's mobile device to the cash register. Reynolds will provide the stores with the hardware and the wireless internet connection. Spot You More is currently being pilot tested in 64 stores in Columbus, OH and Des Moines, IA. Also keep an eye out for new e-cigarette [products](#), including the Vuse Port, Vuse Connect and Vuse Fob.



We need your help! If you are in one of the pilot test sites and see the “Spot You More” device please let us know and send us a picture!



Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we've missed

Contact us at trinketsandtrash@sph.rutgers.edu and stay in touch!

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