

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - November 2021

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

**Giving time:** November was a month full of chances to win big. *Grizzly* sent an [email](#) to prep fans for a \$500 prize, to be released in the near future. Participants could sign up for a chance to get a notification about when to enter, and the first people to respond would win. Although we weren't quick enough to win, *Grizzly* loaded a mobile coupon to our account as a consolation prize. *Vuse* used Instagram to announce a [holiday giveaway](#) to subscribers, to win the cash equivalent of a year's worth of products. Subscribers who opt into brand texts can get extra entries. *Lucky Strike* had a [magazine ad](#) promoting the continuing Icon Show-down sweepstakes, with the chance to win a Ford Bronco and other daily prizes.



In a more altruistic direction, *Vuse* also stepped forward to honor veterans living with disabilities with a donation of \$100,000. Various individuals were featured on the brand's [Instagram](#) to share their stories of service. *NIIN* nicotine pouches even began a military discount program of 15%, promoted on [Instagram](#).

**Staying in touch:** In further attempts to increase contact with consumers in a modern fashion, *Natural American Spirit* introduced a new direct-to-consumer marketing tactic with [The Spirit Circle](#), a text messaging service. The Spirit Circle, as advertised on the brand's website and via email, alerts fans of deals and offers not available anywhere else. One [email](#) also promised a welcome gift at sign up.

**Advances in packaging:** Long a staple of cigarillo packaging, resealable packs have finally made an appearance on *Backwoods* packs, as promoted on their [Instagram](#). Resealable packaging is popular with users who use the cigarillos for blunts.



## 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)