

Trinkets & Trash

Artifacts of the Tobacco Epidemic

November 2016

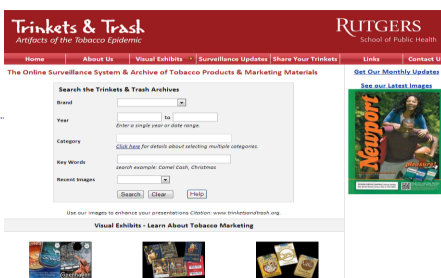
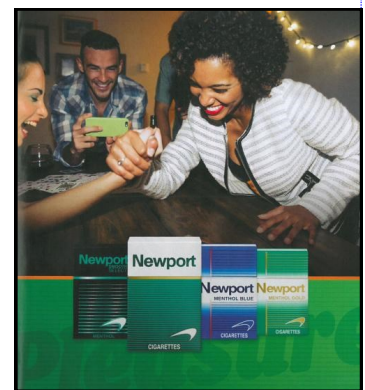
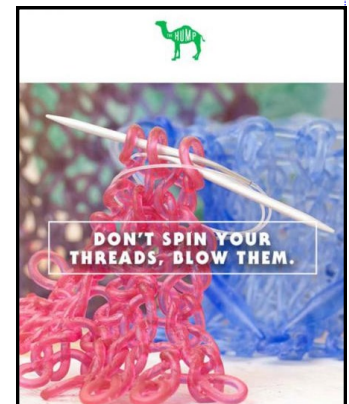
Trinkets & Trash is a surveillance project and archive that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. Visit us online at trinketsandtrash.org. If you have examples you'd like to share, e-mail us at trinketsandtrash@sph.rutgers.edu. If you'd like to join our mailing list, click [here!](#) To download a PDF of this update click [here](#).

Tobacco Updates

Big tobacco promotes products with NO tobacco. *Swedish Match (SM)* recently introduced ZYN, a [tobacco-free nicotine pouch](#). According to *SM*, ZYN is the “next-generation nicotine pouch that provides a smoke-free, spit-free and tobacco leaf-free experience.” ZYN is available in western states in six flavors and two nicotine strengths, all packaged in a child-resistant round can. *ITG Brands* will soon launch a new *blu* e-cig product, *blu Max*, which claims to provide “The Best Vaping Experience Ever”, right on its packaging! Its “[Responsive Draw Technology](#)” responds to the user’s rate of inhalation by illuminating the tip based on the strength of the draw. The *blu Max* will be sold in five flavors with a new “smart” liquid level indicator to let you know when you’re running on fumes. *Reynolds America* mailed us coupons for [free packs of Zonnic](#) nicotine lozenges. The mailer also directed you to the Zonnic website to check out their upgraded store locator to find a retailer near you.

Longhorn’s back to magazine advertising. After a long hiatus, Longhorn has returned to magazine advertising with its current “[Ultimate Race Day Giveaway](#)” ad in *Men’s Journal*. The ad directs readers to its website, where contestants can enter for daily, weekly and monthly prizes like home entertainment systems and grills. The contest runs through April 2017 and culminates with one lucky winner experiencing “the ultimate adrenaline rush” of attending races in Indianapolis and Charlotte on the same day chauffeured by private jet. The *Pinkerton* brand websites for *Timberwolf* and *Red Man* moist snuff and chew all carry this same sweepstakes. You can enter four times a day!

New Ad November! November brought us new ads and new promotions from different brands. *Camel’s* “[Knit your glass off](#)” email directs you to its website, with a cool pic, to learn about making woven glass, even though they advise viewers not to try knitting glass at home! *Virginia Slims* emailed smokers recipes for a [taste of Autumn](#). What says fall better than gingered carrot soup with lemon cream or zucchini boats with whipped goat cheese? Menthol is for ladies and Mint is for men according to *Newport* and *Grizzly*! Two *Newport* magazine ads this month feature [arm wrestling](#) scenarios, one of these in *OUT* with two women exclusively promoting menthol products and one in *GQ* with [two men](#) exclusively promoting non-menthol products. While still promoting their manly-mint-meme generator “Dark Mint Dwayne”, *Grizzly* added a new interactive feature on its website, “[Ads that don’t suck.](#)” Users can create the text for their own ads or vote on ones created by *Grizzly*. *Black and Mild* launched their wine flavored cigar with the [interactive website promotion](#) “Kickin’ It.” Users can enter daily by submitting a photo after answering a poll question displaying differently themed ways they Kick it like, rocking on the porch or strutting down the block. After entering, we were sent a free [mobile phone camera lens kit](#). To our surprise, we also received a smartphone wooden amplifier from *Black and Mild*. Enclosed was a card thanking us for “helping turning singles into hits” as a part of its “Club Enjoy” summer music on its website.



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!

We're also on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)