

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - November 2017

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!](#)

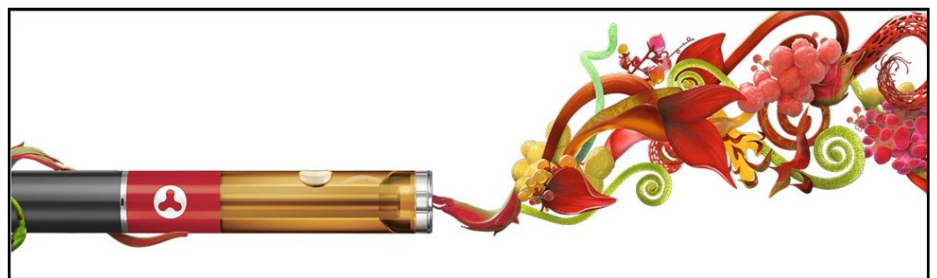
Tobacco Updates

General Snus takes marketing tips from *Natural American Spirit's* playbook. Facebook posts from *General Snus* smokeless tobacco invite users to "Follow us (*General Snus*) over the next few weeks as we take you on a journey from seed to can." Subsequent posts on the brand's Facebook espouse of its superior tobacco. "You made the careful decision when choosing the tobacco that's right for you. That's why we're careful when selecting the very best, non-genetically modified seeds and where to plant them." The catch-phrase "From seed to can", is eerily reminiscent of an [earlier slogan](#) used by *Natural American Spirit*, "From seed to cigarette."



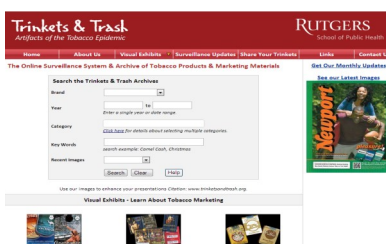
E-cigarette brand offers "a soft blend of silky summer fruit flavors" for its new device. *Vuse Vapor* in-

troduced *Vuse Ciro* which it claims is a "refined take on vapor flavors with more liquid, a ceramic wick and a conveniently clear twist and go cartridge, making changing flavors easier than ever." Flavor offerings for the *Vuse Ciro* include: original, menthol, mint (a "cool fresh mint flavor with a tobacco undertone"), melon and nectar.



Brands promote Cyber Monday for savings on E-cigarettes. *NJOY*, *MarkTen* and *Logic* sent emails to remind vapers of special online savings. All three included cyber promo codes with links to online stores. While *MarkTen* and *Logic* offered a mere 20% savings, *NJOY* upped the ante with a 67% off enticement using the promo code "switch."

Season of Giving for *Marlboro*. We received offers for three different *Marlboro* promotions this month - all with a relatively high price tag compared to typical freebies. The *Marlboro Menthol Neon Design* promotion offered users \$25 (redeemable in a e-code) when they returned to the site ten times to rate other users' creations. An email from *Marlboro Menthol* offered a \$25 (redeemable digital music e-code) if users went to its brand website to check out its *Marlboro Night's Out Vinyl Vibes* feature. With cash and music in hand, all we needed for a *Marlboro* sponsored date night was free movie tickets. *Marlboro Black* to the rescue. In an email promoting its *Winter Wilds* promotion, we were directed to the website where we could get FREE MOVIE TICKETS. Score - Thanks, *Marlboro*.



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)