

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - November 2018

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!](#)

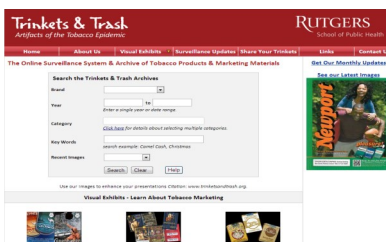
Tobacco Updates

Tobacco brands salute the troops, give thanks and offer deals for users. Holiday themed communications from tobacco brands were in abundance this month. *MYLÉ* vapor and *Stoker's* smokeless tobacco showed appreciation for military service on Veteran's Day in an [email](#) and Instagram post, respectively. *Red Seal* smokeless tobacco urged users to "spread some holiday cheer - and bring 25% more tobacco along for the ride" in a Thanksgiving [email](#). Black Friday and Cyber Monday [emails](#) from *JUUL* vapor, *Mark Ten*, and *Grizzly* urged users to [take advantage](#) of [price promotions](#).



Vape brand pulls the plug on its social media accounts. *JUUL Labs* announced on its Facebook and Instagram pages that the brand will deactivate said pages mid-month. The posts offer links to the brand's customer support team for product inquiries and website, where users can learn more about this decision. On the *JUUL* website, the brand cites "inappropriate material from third party accounts" is responsible for "more than 99 percent of all social media content related to *JUUL Labs*" and have no affiliation to the company. The vape brand will continue to use its Twitter page to exclusively relay "non-promotional communications" and its YouTube channel for posting testimonials of former adult smokers who have switched to the *JUUL* system. Finally, the brand proclaims "By deterring social media promotion of the *JUUL* system by exiting our accounts, we can better prevent teens and non-smokers from ever becoming interested in the device."

Cigarillos in The Big Easy. On a quest for gumbo, a Trinkets staff member came across an outdoor promotion for *Swisher Sweets Goodies 504 New Orleans Edition Cigarillos*. The [tent was perched](#) at the entrance to the Treme Creole Gumbo Festival. Visitors could purchase a sampler of all four flavored cigarillos at a special price of one dollar. Exclusive to Louisiana, the cigarillos' flavors and packaging were "inspired by city's tastes" and included: "Natural Leaf with a smooth, unsweetened tobacco taste and aroma; Chocolate Amaretto; Praline, a sweet Southern confectionery blend of nuts, sugar and cream tastes; and Strawberry Daiquiri, a tangy taste of one of New Orleans' iconic drinks." Along with a purchase of the cigarillos, *Swisher* was giving away a branded drink cozy to keep your beverage of choice cool in-between bites of the spicy gumbo. Hip-hop music pulsed from the tent, which kept in line with *Swisher's* ties to its' Artist Project, an "ongoing initiative to provide unique opportunities for artists to create, share and pursue their passion." In conjunction with The Artist Project, *Swisher* is sponsoring a contest on its brand website where users can enter for a chance to party in New Orleans at the NOLA Takeover concert featuring hip-hop artists Gucci Mane, MGK, Fetty Wap and Desiigner. In a video promoting the contest on the website, rapper MGK paid homage to *Swisher* for its support of the brand. "*Swisher Sweets* started The Artist Project to give back to the hip-hop community that made the brand what it is."



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