

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - October 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](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). If you'd like to To join our mailing list, click [here!](#) To download a PDF of this update click [here](#).

## Tobacco Updates

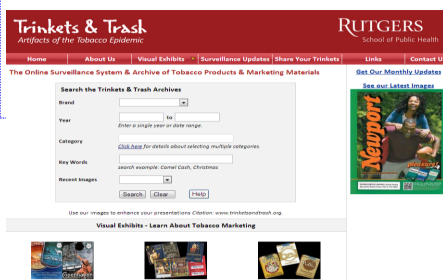
**..And I disapprove this message.** An influx of new tobacco advertisements landed this month including a new one from *Winston*. Now owned by ITG, *Winston* returned to magazine advertising after a long absence with an image evocative of [freedom and chance](#), fast cars and sexy ladies. The self proclaimed "Bold Choice" now features a soaring bald eagle on the packaging. [Fall is in the air](#) in *Pall Mall's* latest email featuring ombre-haired women sipping warm beverages in oversized sweaters, jean jackets and yoga pants. The [Grizzly Den](#) is back on tour, asking users to come visit it's tent at the NASCAR Can-Am 500 event in Arizona. If you have your email in hand, you'll get a free gift!



**What do big game hunting and New York City shopping sprees have in common you ask?** *Copenhagen* and *Virginia Slims* are offering contests on their websites that appeal to their coveted respective demographics. *Copenhagen's* "[Sure Shot](#)" features daily prizes for "bagging" deer, wild boar and elk. The hunting simulator provides statistics on distance and wind conditions and allows you to shoot or wait for the conditions to be more favorable to ensure a "sure shot". Upon taking your first shot, you are mailed a free jar of Rufus Teague® [meat rub](#) to "spice up what you take down." We were also mailed a King's Camo® reversible beanie after bagging a wild boar for an instant win. *Virginia Slims'* "[Style Spree](#)" offers a chance for you and a friend to go on an all expense paid \$25,000 shopping spree in New York City with a professional stylist and a hair and makeup tutorial (OMG I can't wait!!! lol). To get you ready for this epic event and help you discover your style, "chic style tips" are provided with you daily entry. After one gut wrenching decision between silver bling or a pearl necklace we were mailed a "chic scarf" as an instant winner.

**Big tobacco advocates against "unnecessary tobacco restrictions."** The National Association of Tobacco Outlets (N.A.T.O.), the group "working to protect the rights of tobacco retailers and adult tobacco consumers" launched the anti- Tobacco control legislation website <http://www.tobaccoordinances.info/>. The new site, known as T.O.T.A.L (Tobacco Ordinances: Take Another Look), claims to be a resource center for retailers and local elected officials alike in their pursuit of blocking local city council tobacco ordinances regarding age restrictions, flavor bans, taxation and marketing restrictions. In the video posted on the site, employees of a local convenience store explain how tobacco ordinances would drastically reduce their hours and incomes. N.A.T.O., whose board members consist of: *Altria*, *R.J. Reynolds*, *Swedish Match* and *ITG* executives, will be hosting educational seminars at the 2017 Tobacco Plus Expo. Local, state and federal legislation and regulation, as well as providing advocacy tips to combat them will be the focus. According to <https://www.opensecrets.org/> Altria's PAC has contributed \$810,000 to federal candidates this election cycle and RJ Reynolds' PAC has contributed \$369,500 this cycle.

**A Fireball Marshmallow a day will keep...**In perhaps one of the oddest pieces of direct mail we have ever received was this pack of [fireball whiskey-flavored marshmallows](#) from *Camel* in honor of hump day. Inside the package was mini card thanking us for checking out "The Hump" (*Camel's* quirky lifestyle related website).



## 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 on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)