

Trinkets & Trash

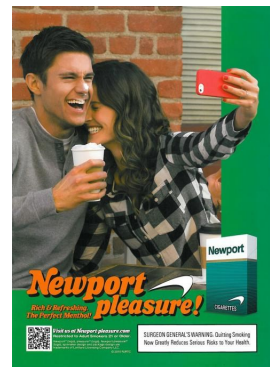
Artifacts of the Tobacco Epidemic

Surveillance Update - October 2015

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!](#)

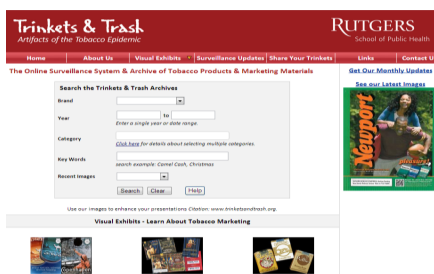
Tobacco Updates

Fall Themes Aplenty. The weather may be getting cooler, but Fall tobacco ads are still hot! *Newport's* trendy, new magazine ad has a couple taking a [silly selfie](#) while sipping what could be a pumpkin spice latte. *L&M's* email wants smokers to be "[warm, toasty and savvy](#)" by saving money with monthly coupons and providing tips on how to minimize heating costs "with a little furniture shuffle." *Virginia Slims'* email says smokers can "[have it all this fall](#)" with monthly coupons and new seasonal recipes "sophisticated enough for entertaining." In an [Oktoberfest](#) email, Green Smoke thinks "nothing goes better with a beer and a brat than the vapor volume and enjoyable flavor of a Green Smoke e-cig." *NJOY* sent multiple fall sale emails, one shows an [autumn landscape](#) promoting its online "buy 5 flavored e-liquids get 5 free" sale.



Salutations, Gifts and News. *Marlboro* [emailed an apology](#) to smokers who were not able to enter into its "Red Moon Round-up" online sweepstakes due to technical difficulties on its website. To make amends, Marlboro gave participants a second chance to enter and provided extra coupons online "as our way of recognizing your continued loyalty." Apology aside, all participants in the "Red Moon Round Up" received a personalized glass [ash-tray](#) just for playing. *Parliament* smokers received a code in their pack of cigarettes as part of its "In Code" sweepstakes, which could be entered on the website to receive a free, [portable USB charger](#). *Natural American Spirit's* direct mail contained an invitation to join the brand website's "[Cigarette Waste Brigade](#)." It came in a wooden envelope, which according to NAS uses less wood than a traditional paper envelope. A postage prepaid "cigarette butt pouch" envelope is included, with instructions for mailing your butts back to be recycled. American Spirit also sent website visitors a [thank you card](#) for voting on its website in its "Respect For The Earth program." *RJ Reynolds* is going national with its new [Vuse flavors](#)— crema, berry, mint and chai—which were tested in Colorado and Utah earlier this year. An RJ Reynolds spokesman says, "Adult smokers have told us they are interested in having flavors other than, and in addition to, traditional tobacco flavors, as this might help them ultimately consider switching to a smoke-free tobacco alternative like Vuse."

Dipping, Dogs & More! *Skoal* and *Red Seal's* recent ads both feature yellow Labrador retrievers. *Skoal's* direct mail has a man lying on a dock, holding a can of *Skoal* with his [yellow lab](#) and the message "long lasting flavor to get a little more out of the day." In *Red Seal's* coupon reminder email a man sits on the back of a truck petting his dog with the can of dip between them and like his [loyal four legged friend](#), his can is "a great dip always by your side." *Red Seal* also directs recipients to its website to chat with other dippers about their favorite part of fall. *Timber Wolf* and *General Snus* both sent out emails describing their tradition of quality tobacco [growing](#) and [production](#) process along with links to each website for coupons. *Grizzly's* [camouflage cans](#) are here for fall as hunting season begins along with new magazine ads for its [pouches](#).



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