

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - October 2020

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

They want your vote: Some brands have been very invested in customers exercising their civic rights. *Marlboro* sent an [email](#) detailing a voting plan, with a link to helpful resources about voting during the pandemic. *JUUL* created a [Voter Action Center](#) on their website with localized information about voting and candidate information. They stressed the issue of legislation that restricts adult vapor access and encouraged the voter to make “your voice heard.”

Pumpkin fall fun: Opinions about the ubiquitous “pumpkin spice flavor” were very polarized on brand social media. *Cheyenne* cigars teased a [hypothetical](#) pumpkin spice flavor to fans on Instagram, while *Swisher* wanted to know who was pumpkin spice free. *Stoker's* posted a fake can of [pumpkin spice flavored dip](#) on Instagram “for all the sims in the house.” *Grizzly* took the wild path on pumpkin-related themes and their Instagram



includes videos of [destroying](#) pumpkins as part of their “pumpkin smash” event, which encouraged fans to upload videos to the platform.

New things to try: *Grizzly* announced via [email](#) the return of their Big Can for a limited time – a giant can that contains 6 cans worth of dip. They encouraged fans to post on social media with photos of the product as “sightings” of this rare can. The brand’s Instagram also featured a [video](#) about the product, showing it in someone’s hand as a spoof on Home Shopping Network ads. *Swisher* also showed off their shiny new limited edition [“camo” packaging](#) for their green cigars on Instagram.



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