

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - October 2021

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). To join our mailing list, click [here!](#)

## Tobacco Updates

**Farewell, summer sun:** With summer officially over, *Lucky Strike* promoted some limited time pack designs with a [Florida theme](#) and muted colors. The ad ran in a Florida magazine with the headline, "Hot sun, cool icons." The packs featured sayings like "Sunny State of Mind" and pictures of alligators and palm trees.



**Making the world a better place:** *Natural American Spirit* also ran a new ad for their organic cigarette packs using the phrase "[Farm to Pack](#)" to emphasize the close relationship between the brand and their farmers. The ad also uses the words "earth-friendly" and highlights the history the brand has with organic farming. This sends a strong message to consumers who value this sort of corporate accountability, however shallow it may be in reality.

Along these same lines, *Marlboro* sent an [email](#) to invite recipients to "join us in doing our part" for community welfare by converting their Rewards program points into donations to the Red Cross. *Marlboro* promised to match donations up to \$100,000 until the end of November.



**Big changes:** *IQOS* has announced on [Instagram](#) and their website that devices and HeatSticks will no longer be available for purchase in the United States due to the patent dispute with *RJ Reynolds*. Despite that, *IQOS* has continued to run magazine ads and even had a [new ad](#) within the past month featuring two women talking over coffee while one holds the device. Promising a change of the lifestyle variety, *Zyn* promoted their "Go For It" giveaway on [Facebook](#) and their website, with the opportunity to "win a unique experience to help you break away from your everyday." Entrants must tell the brand how they plan to get out of their comfort zone, with the chance to be featured in a future ad campaign.



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