

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - October 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!](#)

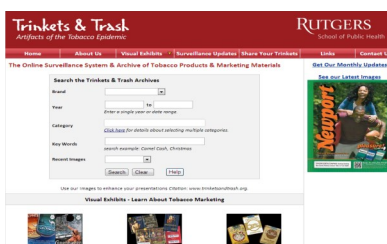
Tobacco Updates

Tag - you're it! *Swisher Sweets* cigars aimed to engage social media followers on the brand's Instagram page and Twitter feed this month. *Swisher* asked followers to "tag friends that shine like diamonds" in an Instagram post featuring a smiling woman offering a cigarillo to her friend. On Twitter, *Swisher* asked, "If you could share a #Swisher with any celebrity who would you smoke with? Tag' em." Favorite responses among the brand's Twitter followers included rappers (Ice Cube, Wiz Khalifa, Snoop Dogg), singers (Rihanna, Willie Nelson) actors (Kevin Hart, Seth Rogan) and politician Joe Biden. Finally, with Halloween approaching, *Swisher* asked its followers to tag the brand's Twitter handle in posts featuring *Swisher-themed* costumes.

Quit smoking one less cigarette at a time (at least until November 2nd). *Nincovium USA*, manufacturer of *Reynolds America Inc.*'s nicotine gum and lozenge brand *Zonnic*, announced on the brand's website that it will end operations on November 2, 2018. After receiving [emails](#) from *Zonnic* with [offers](#) for coupons as recently as this past September, the brand announced that subscribers to the brand's website would no longer be receiving emails or coupons for a free pack of their product. In a bon voyage to *Zonnic's* "loyal customers", the brand wished them "the best of luck on your journey to a smoke-free life."

Menthol on demand. *Camel* promoted new packaging for its *Camel Crush* capsulated cigarettes in [emails](#), [direct mail](#) and on the brand's website. Offered in menthol, menthol silver and regular, the brand proclaims "[one click changes everything](#)" because smokers can "change the moment with a burst of menthol for on-demand freshness."

Tobacco brands show their ink. On a recent visit to *Kool* cigarettes brand website, the usual group of happy and relaxed models were replaced by a single, serious, tattooed cellist. Direct mail from *Kool* featured the [same imagery](#) and implored users to "set your own trend." *Winston* featured a tattooed biker on its brand website for the launch of its *Winston Black* cigarettes. [Emails](#) and [direct mails](#) from the brand for the new product line kept with this inked trend. Meanwhile on Instagram, *Bo Vapes* and *Swisher Sweets* posted images of inked-up women enjoying a vape and a cigar, respectively.



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Tell us about any tobacco marketing we've missed

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