

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - October 2019

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

**That fall feeling:** Various brands welcomed the arrival of fall this month with social media posts and emails. A [Red Seal email](#) featuring a pumpkin asked recipients to share some of their Autumn hometown traditions by posting photos on the brand website. Fall foliage was a popular theme for Instagram and Facebook posts, seen from *Cheyenne* cigars and *ZYN Nicotine Pouches*. Followers could also join *General Snus* on a spooky "choose your own adventure" story on Facebook. Fall is in the air!



**The heat is on:** The pilot *IQOS* store [launched](#) in Atlanta, GA this October, and their digital marketing efforts have ramped up. We received [various emails](#) promoting the "heat not burn" product thanks to contacts at Georgia State, and even got to see some [external signage](#) from Georgia gas stations. While *IQOS* devices are only available to buy at the official storefront, the compatible [HeatSticks](#) that contain tobacco can be purchased at other retailers. Altria announced that the next store is opening in Richmond, VA; we're interested to see how else the brand will expand.

**Rewarding brand loyalty:** *Black & Mild* announced their new Aroma Rewards program through both [direct mail](#) and [emails](#), telling customers to watch out for specially marked packs. Codes on these packs can be redeemed online for coupons or VISA gift cards. Currently, *Skoal* also has codes available on specially marked cans that can be exchanged on the brand website, for a sleeve that keeps your beverage can and your dip can cold together. October 21st

kicked off the *Skoal* [Quality Time Sweepstakes](#), with weekly chances to win prizes to make the time spent with "friends you call brothers" more memorable. Prizes include everything from grilling gear to poker sets.



**Remember to follow us** on Twitter [@trinketsantrash](#) - we've been more active with tweeting recent industry events and marketing moves. Be sure to tag us if you find some interesting tobacco ads in the wild!



## 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](#)