

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - September 2016

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

Smokeless tobacco emphasizes the smokeless. Both *General Snus* and *Skoal* framed its products as alternatives to smoking. An email from *Skoal* promoted its [apple, berry and citrus tobacco](#) blends and directed you to its website to “check out 29 ways (a.k.a. different flavors) to go smoke-free.” *General Snus*' [facebook](#) page took a different approach by portraying the snus user as the one who gets the girl while the smoker sits alone gazing at her from afar.



NJOY deemed bankrupt! Along with the [marketing flop](#) of its King Disposable product and pricey brand re-launch, *NJOY* mentioned the “substantial expenses” associated with the FDA’s new deeming regulations as reasons for the filing. *NJOY* users take heart; *NJOY* says that its products are still available in a majority of the largest supermarket and convenience store chains.

Meet Grizzly’s Dark Mint Dwayne. “He’s not into wine tastings, aroma therapy or any other of those mints out there” and perhaps is the first meme generator from the tobacco industry. Along with eight weeks of daily “mantastic” prizes like chainsaws and steaks to be won, you can view and “bump” (a.k.a. like - but much manlier) your favorite user generated memes. Although submission guidelines prohibit “offensive (content)...against any individual or group of individuals of a certain...gender” the most bumped meme states: “Here, I’ll put the seat down for you.” Other gems include: “I’ll let you get back to shaving your legs” and “Well this ain’t bubble gum sweet cheeks.” *Grizzly* should rebrand its mint as ‘Misogynistic Mint’.



Newport launched its Pleasure Lounge in order to increase its market share of America’s shrinking smoking population. Acquired last year by Reynolds American Inc., *Newport* is spending a lot of money to directly engage customers. After nearly doubling its sales force from previous owner Lollilard, *Newport* has enticed customers with \$1 a pack coupons distributed by brand representatives at the [Newport Pleasure Lounge](#), a mobile air-conditioned trailer that has appeared at summer music festivals across the country such as Las Vegas’ Electric Daisy Carnival and Rock on the Range in Columbus, Ohio. Direct mail received from *Newport* reinforced this engagement strategy with coupons in an airline-esque brochure for their wheels up promotion.



Awww, Captain Black, Winchester and General Snus you shouldn’t have. [Birthday](#) greetings were received by [direct mail](#) and [email](#) last month. All three included coupons as appreciation for our business and the sincerest wishes for another great year.



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