

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - September 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. 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

Creative Packaging Developments: *Grizzly* has released special edition cans in certain states—Pennsylvania, Georgia, and Oklahoma. The can designs were promoted on the brand's [Instagram](#) and feature unique thematic designs representing each state. As for cigars, *Captain Black* little cigars invited people to respond to a survey about proposed new pack designs via an [email](#). The email promises a “new look” but it is unknown if the heavy nautical symbolism will remain on the final pack designs after they gather public opinion.

Cigarillo Reward Programs: Some cigarillo packaging has also experienced changes to induce promotional interaction—namely, *White Owl* and *Game* cigars under Pinkerton Tobacco Co. *Game* cigars have already begun featuring codes to scan on the back of their pouches, while *White Owl* will follow soon. The code allows users to collect Bird Buck\$ (*White Owl*) or Game Rewards points, which can then be exchanged on the brand website for gear and accessories. In new products to anticipate, *White Owl* also announced their new Triple Grape flavor that will premiere in January 2022.

Staying Active with Brands: As “Festival Season” arrives and COVID-19 regulations loosen, some brands have taken the chance to incorporate the themes of music, gathering, and fun in their Instagram promotions. *Djarum* featured some [photography](#) of young adults enjoying the Life is Beautiful Music & Art festival in Las Vegas, while *Vuse* hinted at the theme in a more low-key [post](#). In the spirit of democracy, *on!* tried to rally consumers via [email](#) to send letters to their representatives in Congress, in rejection of proposed tax increases on nicotine pouch products. A link allowed people to send pre-composed letters through [Citizens for Tobacco Rights](#), an organization run by Philip Morris USA, U.S. Smokeless Tobacco Co., John Middleton, and Helix Innovations.



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Tell us about any tobacco marketing we've missed

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