

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - September 2014

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

Welcome to Fall! This month Newport acknowledged the end of summer with one more [beach image](#)—a couple cuddling on a beach at night and keeping cozy with blankets and cigarettes—as well as the real start of fall, football season. Newport ads in issues of *Car and Driver*, *Men's Journal* and *Playboy* indicate that smokers can both enjoy watching football and “[score](#)” on their own with the “rich taste” of its non-menthol red style (see right). Marlboro sent smokers an update of its environmentally friendly [Team Marlboro](#) activities and opportunities in a “Fall Quarterly” email. Team Marlboro’s vision is to focus on “protecting the natural habitats of animals that share the land.” Activities range from keeping the forest litter-free and planting greenery to increasing the bee population. The email invites smokers to share ideas for maintaining their own local habitat—the best environmentally friendly idea will get \$500 to help make it a reality. Grizzly reminded audiences that it is “[Open Season](#)” in their new fall hunting themed ad, and announced the upcoming return of the “[Grizzly Outdoor Corps](#)” on October 1st, a campaign launched in 2013 which asked dippers to vote for which outdoor conservation non-profit organization Grizzly should donate to. We'll get back to you on their new mission in our October update.



New MarkTen Ads. New ads for MarkTen e-cigarettes moved beyond images solely focused on the product to inclusion of human models, including a close up image of a [man's hand](#) holding the product, and an image of an attractive [young woman](#) laughing and holding the product (see bottom right). Notably missing from the new ads is the previous “Let it glow” tagline, which received criticism for making youthful references to the movie, *Frozen*. Instead, both ads show a picture of the product’s USB charger, noting that the product allows for a “full draw” and is “fully rechargeable”. Direct mail for MarkTen has included coupons for a free MarkTen [e-vapor device](#), a free pack of [cartridges](#) and a pack of cartridges for only [\\$1](#).

Behold, a Big Blu Bulletin! Not to be left out, Blu used [email](#) this month with a Dr. Seuss-like rhyme (“Something’s coming. Something’s new. Something big. Something Blu!”) to tease customers about “something great” that would be coming their way. A follow up email sent later in the month introduced the brand’s [Blu Plus+ Rechargeable Kits](#), which boasts its technology as evolved to make the vaping experience more like a cigarette smoking experience. This is accomplished by more reliable and consistent “hits” through the improved technology of a longer lasting battery, prefilled tanks, improved flavor and increased nicotine strength. The company’s hopes are that because of these improvements, smokers will reach for a Blu Plus+ instead of a cigarette. The email invites the customer to order the new product through an “exclusive presale event” since he/she is a “top customer”.



Thank you for smoking (and dipping)! Tobacco companies used direct mail to send new and existing customers gifts and coupons of appreciation. New members to [Parliament.com](#) received a welcome gift into the brand’s “inner circle” – a Parliament blue butane lighter. [Black and Mild](#) sent website users a combined money clip & bottle opener (reinforcing the association with smoking and drinking), and Grizzly sent a [coupon](#) to new website members with a very Grizzly-esque message— “we appreciate huntin’, fishin’ and you joinin’” – Makes you feel warm and fuzzy inside, don’t it?



Keep in touch with Trinkets & Trash

Tell us about any tobacco marketing we've missed

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