

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - September 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](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!](#)

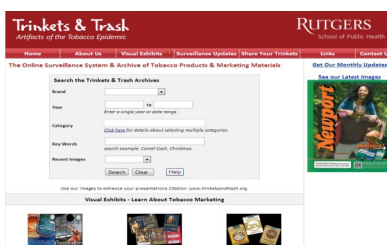
### Tobacco Updates

**Nanny state, anyone?** This question is asked on the pro-tobacco advocacy website [ownitvoiceit.com](http://ownitvoiceit.com), operated by *Reynolds America Inc. Services Company*, in opposition to a proposed ban on menthol cigarettes in the state of New Jersey. Emails from *Reynolds* cigarette brands - *Camel*, *Newport* and *Pall Mall* - directed users to go to the advocacy website to learn more about the proposed ban and find out ways to fight it. The emails urge users to “Act Now!” and “protect your choices” by telling legislators to **vote no** on the proposed menthol ban. Once on the website, users can send a pre-scripted email to their legislator to voice their opposition to the ban. The scripted email decries the perceived societal victimization of smokers. “Smokers have already been demonized enough...Telling adults what they can and can't do isn't what New Jersey is about.”

**While cigarette brands advocated for engagement in the political process, smokeless tobacco brands promoted patriotism right on their cans of dip.** *Red Seal*, *Copenhagen* and *Grizzly* are releasing limited edition cans that celebrate both America and the hardworking Americans “who give more.” *Red Seal* **emailed** users a reminder to go to its brand website to grab a free can lid of their choice commemorating American firefighters, farmers, construction workers or truck drivers. An **email** from *Copenhagen* urged users to pick up one of its stars-and-stripes-adorned-limited-release cans of its “100% American grown tobacco” at their nearest store. A *Grizzly* **magazine ad** informed users about their new “patriot” cans that “are so American, you may want to remove your hat.” The cans of “100% American dark-fired tobacco” feature an American bald eagle clutching a red white and blue shield with Old Glory in the backdrop.



**If patriotic cans weren't enough to get your red, white and blue blood boiling, Grizzly is offering users a chance to “Live the American Meme.”** Next month *Grizzly* will launch the “100% American World Championship Giveaway” on its brand website. As a prelude to the contest launch, users can create their own American themed meme utilizing a meme generator on the brand's website. Users can complete memes with phrases like “I'm so damn American...” and “Life, liberty and the pursuit of...” with their own ode to patriotic passion. The contest is dubbed as a “red white and blue battle royal” that will let Americans decide which is the “most American thing - in the world.” For six weeks in six rounds, users can vote weekly on what makes them the “most proud to be an American” from matchups like tailgating vs. classic rock or the lightbulb vs. extra bacon. American-themed weekly grand prizes include *Gibson Les Paul* guitars and *John Deere* tractors. The grand prize winner will get to show off their stripes in a 2018 *Unlimited Freedom Edition Jeep Wrangler*.



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