

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - September 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. 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

Beginning this month, *blu* has a new [magazine ad](#) campaign for the *myblu Intense* liquid pods. Touted as being “crafted for smokers,” the main tagline declares the pods to be “Unexpectedly Satisfying,” with different comparisons for different audiences — for instance, in *ESPN Magazine*, they reach out to [football fans](#): “Like when your team gives up a touchdown, but it’s called back for holding.” Satisfyingly direct advertising to the only audience who will understand such a reference!

But what can your pouch do for you? A *Grizzly* [direct mail](#) invited their fans to “Grab Life By the Pouch” and visit their Institute of Pouchology online, where the brand performs farcical experiments testing whether their pouch products could give you psychic powers, help you win at poker, or repel a 900 lb. gorilla. Grizzly scientists (aka “pouchologists”, seen below) [demonstrate](#) their studies in videos on the brand website. [Emails](#) throughout the month mentioned the tests to spark curiosity and drive people to the website. Hopefully, if the brand submits a modified risk appeal to the FDA, this important data will be included in their application.



Breaking news — amidst the step-down of Kevin Burns from the position of *JUUL* CEO (to be replaced by K.C. Crosthwaite, former chief strategy and growth officer at *Altria Group, Inc.*), the brand also [announced](#) it would suspend all broadcast, print and digital product advertising in the U.S. At the same time, we received our first piece of [direct mail](#) from the brand the day before this announcement was made. The simple, minimalist design echoes *JUUL*'s current marketing campaign, featuring adult customer testimonials and portraits (also shown in their recent [magazine ad](#) campaign).



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!

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