

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - April 2017

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

April Fools - Grizzly style. On a routine visit to *Grizzly's* brand website, we were greeted with an offer for a free sample of "Bonfire Cologne" that promised to "keep love burning" with scents of "smoldering, hand chopped North Alabama Spruce - plus a handful of dry leaves, a few pinecones, a foam cup and a splash of lighter fluid." When we eagerly clicked for our free sample of this irresistible eau de toilette, we quickly realized we were duped. "April fools hot shot" it proclaimed as it continued to taunt us by claiming "You should know by now that the only scent we care about is the sweet scent of premium dip."

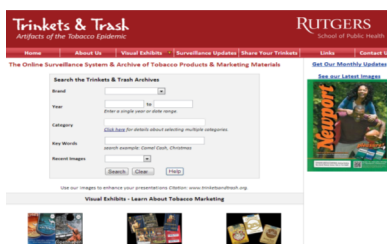


Black and Mild's promotion of its Sweets flavored cigars continued this month with the "Sweetest Spot" contest. Users of the brand's website can choose daily between [two unique prizes](#) every two weeks for a chance at \$15,000 in either a travel certificate or check. Bi-weekly themes included: "Cruise Control", where users were prompted to choose between a LED car ashtray or a wood gripped steering wheel cover and "All the Right Notes", where users were prompted to choose between a Seneca Bluetooth wooden speaker and a Casca Bluetooth beanie.

Marlboro offers contests covering most of the brand's portfolio. Three different *Marlboro* contests were available to users on its brand's website this month. *Marlboro's menthol* line-up was featured in its "[Top Shelf Flavor](#)" contest, where users were prompted to pick the appropriate menthol variety based on a quote from its master taste blender. *Traditional Marlboros* and the brand's social responsibility and corporate altruism were promoted via its "[Team Marlboro - Undivided](#)" sweepstakes where users were prompted to write about one of six locations they would like to visit on the Continental Divide Trail. Users must unlock the code to learn the mysteries of *Marlboro's Blend No. 27* and receive a \$2.27 coupon for a pack of the variety. Additionally, it offered a contest to visit the Marlboro ranch exclusively to email subscribers.



Spring swag. Gifts were abundant and diverse this month. *Virginia Slims* offered users the chance to [design their own](#) free monogrammed stationery. *Black and Mild* sent us a [phone wallet](#) for entering its "Sweetest Spot" contest. *Marlboro* sent us yet another [Zippo](#) for entering its "Top Shelf Flavor" contest.



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Tell us about any tobacco marketing we've missed

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