

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - September 2012

Trinkets & Trash is a surveillance project and archive at the UMDNJ– School of Public Health that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. For more images, visit us online at trinketsandtrash.org. If you have examples you'd like to share, e-mail us at trinketsandtrash@umdnj.edu. To join our mailing list, click [here!](#)

Tobacco Updates

New Grizzly Sweeps. Grizzly marketing continues to use humor and appeals to the average “guy’s guy”. Its new sweepstakes, the “Ultimate Man Cave Giveaway” offers prizes appropriate for a man’s designated “spot” or “cave” in his home, (e.g., flat screen TVs, dartboards and beer mugs), and a grand prize drawing for \$50K (see [ad](#), right). Once on the brand’s website, men can also participate in an interactive “tellin’ it like it is” discussion section, where they can vote on or write in their answers to important questions like “What are the rules of your man cave?” and “when are women allowed in the man cave?” Other recent Grizzly ads have featured customer created lines from the brand’s previous “Tellin’ it like it is” contest.

Other Smokeless News. Copenhagen launched its own new sweepstakes, the aptly named “Big Bucks” Instant Win Game, which users can enter by virtually shooting pictures of bucks on the brand’s website in order to win some “big bucks” (i.e., \$10K). Meanwhile two new videos posted on Timber Wolf’s website (titled “worth the wait” and “one at a time”) proudly described the brand’s process of aging its tobacco to achieve “great taste” and its attention to detail and craftsmanship in manufacturing its tobacco in small batches, one at a time. A recent [email](#) from the brand advertised its new disposable lid for its pouch style products, and its current Kentucky themed sweepstakes.



E-cigarettes. A new ad for Blu electronic cigarettes features an image of the pack surrounded by a city landscape, while smaller Blu ads have also been identified in the [commercial](#) advertisement section towards the end of magazines such as Maxim and Popular Mechanics. Cigar company [Swisher Sweets](#) also recently introduced its own line of e-cigarettes and e-cigars.

Marlboro’s Big Night. A September [email](#) advertised Marlboro’s “Biggest Night of the Year Sweepstakes” offering winners (and a friend) a jet setting VIP weekend to Las Vegas. For a chance to win, participants can respond to daily sweepstakes opinion questions (e.g., where does the best live music sound come from?) and/or participate in weekly contests (e.g., send in your best 5 song play list to get a club dancing). According to the site, “if you want to go VIP you’ve got to show us you deserve it.”

Other cigarette news. Recent Natural American Spirit ads have used clean and simple images of plants to promote their association with being “natural”, “organic”, and supportive of good farming practices (see ads, right). Newport email reminded smokers to enter the brand’s latest [Pleasure Draw](#) Sweepstakes for a chance to win a trip anywhere in the US, while a new magazine ad featured an image of an African American couple laughing and playing [football](#), just in time for the start of the fall football season. Also of note was a recent Pall Mall [direct mailing](#) which also included ads and coupons for Camel Snus and Grizzly smokeless brands along with Pall Mall.



Have you seen our updated website? Check it Out!

Tell us what you think & about any tobacco marketing we’ve missed

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