

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - July 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

Smokeless tobacco brands celebrate America on Independence Day. *Red Man* chewing tobacco [mailed](#) us a heartfelt reminder to thank a member of the military for their service this Fourth of July. It also included chewing tobacco coupons, stating "as we salute our military, we also salute Red Man's loyal customers that have kept Red Man America's Best Chew for almost half a century." *Red Seal*, "the dip that always uses 100% American grown tobacco" [emailed](#) us an offer for a free gift when you buy a can and enter the promotional code at its brand website. *Grizzly's* irreverent Fourth of July [email](#) informed us that "eating a turkey dog is just plain un-American."

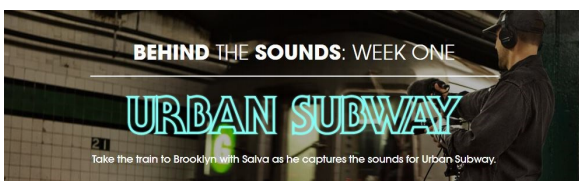
Tobacco brands utilize social media to promote travel, distribute coupons and introduce new product lines. An [email](#) from *General Snus* prompted the recipient to visit its Facebook page and learn about its "Scenic Route" feature



where picturesque roads across America are discussed, complete with a listing of *General Snus* retailers along the way. *Blu* asked its twitter followers to share their images of "stunning location(s) (they) would vape at?" In response to California's cigar tax increase, *Swisher Sweets* tweeted an offer for coupons exclusive to California residents "...to ease the pain, and put a little extra coin in your pocket." *NJOY* vape asked its Twitter followers to try its watermelon flavored daily disposable e-cig in a "#flavorfriday" tweet. On *Juul* vapor's #TobaccoTuesdays followers were asked to try its "rich, unmistakable, American Virginia tobacco."

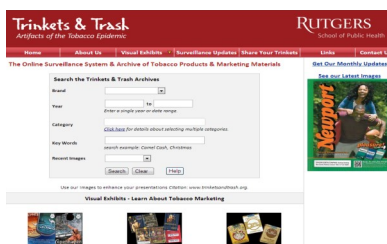


Birthday greetings and salutations. A Trinkets & Trash staff member's birthday did not go unnoticed from his good friends at the tobacco companies. *Swisher Sweets* [emailed](#) a birthday coupon because "no one's a better wisher than Swisher." *Skoal* [emailed](#) birthday greetings and coupon offers due to the fact that "Guys forget birthdays. But we don't." *Virginia Slims* hoped "you savor your special day by celebrating in a spectacular way" in an [email](#). *Natural American Spirit* sent an actual [birthday card](#) with a magnet printed on thin wood in the shape of a sun. "Each year is an opportunity to make a difference for yourself, your loved ones, and the world around you. Make it count and don't forget to enjoy the ride!"



Making beats Camel style. *Camel* launched its "Open Sound" contest this month on its brand website. Users can [create beats](#) daily from "everyday sounds" recorded at different weekly locations like a New York City subway or a late night diner. *Camel's* [music producers](#), TOKiMONSTA and Salva, "will remaster these sounds into usable melodies for you to drop your very own beat." Aspiring beat makers have a dashboard with the

week's themed sounds where they can experiment mixing the sounds to create their very own beat. [After recording](#) a beat (*Camel* allows for about 10 seconds of recording time), users submit it into the sound library. Each submission counts as a contest entry where daily and weekly [audio-themed prizes](#) like a professionally installed sound lodge for your home or a year of live concerts are up for grabs.



Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we've missed

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We're also on Twitter! Follow us at: [@trinketsandtrash](https://twitter.com/trinketsandtrash)