

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - May 2015

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!](#)

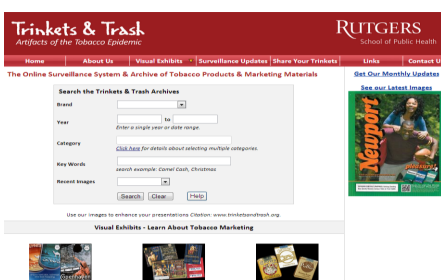
## Tobacco Updates

**Memorial Day and The Start of Summer!** *Virginia Slims'* [Come What May](#) email beckons "Summer's around the corner and we're making it all about you!", inviting recipients to the brand website to claim coupons. *General Snus'* email reminds users that "It's warm out there" but its snus is always chilled. *NJOY's* email asks "[are you ready for Memorial Day?](#)" with its Memorial Day Kick-Off Sale and coupon code to get 40% off a vape kit or e-liquid purchases. *Newport's* new [summer themed](#) magazine ads showed couples picnicking, fishing and hanging out outside and includes a scannable QR code that takes you to the brand website via your mobile phone. *Skoal* sent dippers an email announcing that one could win "[night vision](#)" in their "A Pinch Better" giveaway. The latest prize is a grill light spatula for "perfect grill marks from dusk 'til dawn."

**Retail Relationships, Support & Thanks.** *NJOY's* email announced special "in store only" sales (buy a multi-kit get two cartridges free) with retailers [Walgreens](#) and [Love's Country Stores and Travel Stops](#). *Red Seal's* email promotes its use of 100% American-grown tobacco to "[support America's farmers](#)" and invites recipients to claim coupons. *USA GOLD* sent a direct mail piece containing coupons and a heartfelt [thank you](#) to America's retailers. The message to "America's retailers" values their hard work and dedication to "keep their shelves stocked" to bring adult smokers and other customers the "products Americans love". Is this designed to entice retailers to put USA GOLD on their shelves? "Your Friends" at *Bugler* sent roll your own users a [letter of thanks](#) for requesting coupons. "Customers like you have made Bugler the #1 Roll-Your-Own Cigarette Tobacco for more than 80 years."

**New "Tips From Former Smokers."** [E-cigarettes](#) are featured for the first time in the CDC's quit smoking ad campaign. The magazine ad appeared in *Outdoor life* and introduces Kristy, a 35 year old smoker from Tennessee who "started using e-cigarettes but kept on smoking right until [her] lung collapsed." *Latina* magazine features a different ad in Spanish about Rosa, a woman who had lung cancer that metastasized to her brain.

**New Deals, Many Chances to Win!** In a departure from its classic black, white ads with a touch of red, *MarkTen* sent emails [full of color](#) to vapers announcing their XL e-vapor varieties classic, fusion, winter mint and menthol, which are now available on the brand website where customers can get five cartridge packs for the price of four. *Marlboro's* [reminder email](#) to claim this month's coupon on its website announces the start of "[The Way of the Bold](#)" instant game & sweepstakes (we already won a [personalized luggage tag](#)). "The Way of the Bold" promotion also contains weekly videos at [Marlboro.com](#). The first episode about motorcycle riding in Indonesia explains, "In 2015, *Marlboro Black* circled the globe in search of bold spirit." *Marlboro Gold* sent an email reminder to visit the website for coupons and an to vote on which environmental project should receive its \$25,000 [Team Marlboro](#) donation, Forest Renewal in Appalachia or Longleaf Pine Conservation?



## 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](#)