

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - February 2015

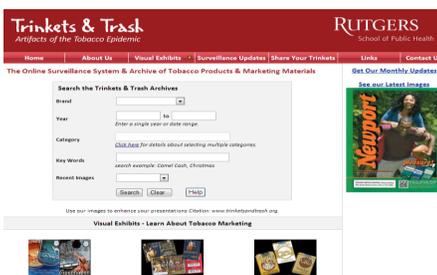
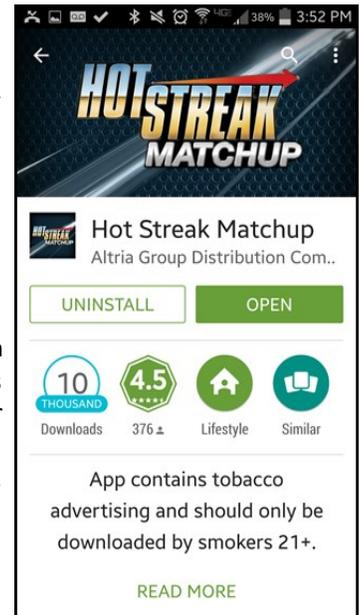
Trinkets & Trash is a surveillance project and archive that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. Visit us online at trinketsandtrash.org. If you have examples you'd like to share, e-mail us at trinketsandtrash@sph.rutgers.edu. To join our mailing list, click [here!](#)

Tobacco Updates

There's an app for that! Marlboro is the first brand to have a [game app](#) for your iPhone or android device, available from iTunes or the Google Play store. The app is for the "Hot Streak" sweepstakes described in our last update, where you choose a picture and if your choice matches the majority, your hot streak begins. The app enables users to play the game on their phone, but requires them to enter a pin each time. According to the Google Play store, the app had 10 thousand downloads within the first five days of its launch, and people who downloaded the game left positive reviews. In other Marlboro news, Marlboro mailed out a free bottle of the winning [barbecue sauce](#) from its Southwest Sizzle contest to all participants to heat up their winter.

Smokeless Salutations. General Snus' [Valentine's Day](#) email boasted that the "best gifts come in dozens, whether it's roses or a 24 pouch can". The rest of the message tried to appeal to user's romantic side, "a smokeless date night doesn't hurt either. It's a day meant for both of you after all." Email from Grizzly reminded the recipient to claim their weekly coupon and link to their website to have a discourse with fellow dippers about the current "Tellin' it like it is" topic. "Pick which bowl ([chili vs. gumbo](#)) is best to beat the cold." Other topics up for discussion included throwing a [superbowl party](#) versus attending one, and [car racing](#). Skoal told dippers it was reducing prices at stores on their classic dip products in order to celebrate its [81st anniversary](#). This email also invited recipients to visit Skoal.com for a monthly coupon and to "see what's going on."

E-cigarette Update Altria group recently announced it would be expanding its MarkTen e-cigarette line with [two new flavors](#), Fusion and Winter Mint, and with MarkTen XL, which "features 2x the liquid and battery strength" of its current product. They also emailed users promoting the brand's new [charge kit](#) that can charge your MarkTen ecig "on the go." Vuse also began test marketing [4 new flavors](#) (Crema, Chai, Rich Mint and Mint), currently available only in Colorado and Utah but to be released nationwide "soon." *If you've seen any advertising for these products, please drop us a line and let us know!* Blu gave advice on how to not be a "jerk or jerkette" in its article [5 things not to do with a Blu](#) electronic cigarette. Some ecig no-nos involve altering your ecig, making your own tobacco juice and vaping where you are not supposed to. In honor of Valentine's day, Blu Nation members received an email promoting the [Share The Blu Love](#) Valentine's Day giveaway - 50 people will win two bluPlus Rechargeable kits - one to keep, and the other to give to "your favorite adult smoker." New ads for Blu also asked vapers for tweet their opinions about their products online with the hashtags [#realtalk](#) for their Blu+ and [#400puffs](#) for disposable cigarettes.



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