

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - January 2016

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!](#)

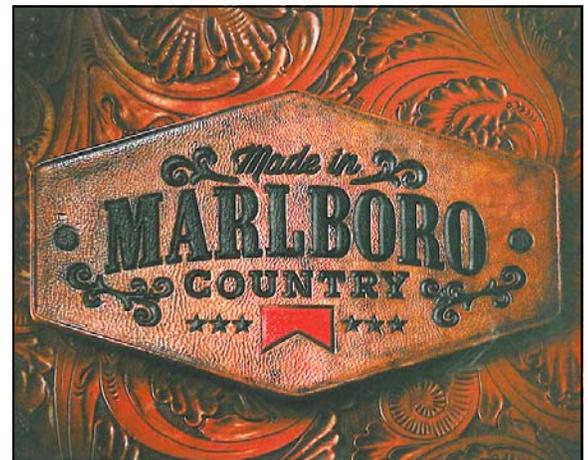
Tobacco Updates

New Year, New Addictions! E-cigarette companies took advantage of the new year to advertise their products to potential ex-smokers. NJOY offered to get consumers off of cigarettes and hooked on e-cigs with a [promo code](#) for \$1 disposable e-cigarettes. Another ad encouraged users to help their friends “[make the switch in the new year](#)” — and enjoy some more NJOY themselves with a 45% referral discount. General Snus told consumers to “[embrace change](#)” with a “more discreet tobacco experience.” And rolling tobacco maker Bugler told us to “[roll in the new year](#)” with a \$3 off coupon. Other companies focused on the winter weather: Blu sent out an [email](#) with a sand-made snowman sitting on a beach to advertise a sale on pina colada tanks.

Innovations in tech and products. Tobacco companies experimented with new ways to attract younger users this month. Vuse aimed for the younger e-cigarette crowd with [Vuse Connect](#), a device that links to the Vuse app to track battery and cartridge status. The Connect is available exclusively on the Vuse website for \$14.99. Blu appealed to smartphone users with a different strategy: they invited users to “[get social with Blu](#)” on their different platforms, from Pinterest to YouTube. Traditional brands debuted new ideas, such as Copenhagen, which promised a rollout of a [mint flavor](#) “coming March 2016 to a store near you.” They continued the build up with a trailer on their website, featuring fields of mint leaves and mood lighting.

Reynolds requests research. Trinkets received both [mail](#) and [emails](#) for a unique initiative for the tail end of 2015: a survey tracking usage of brands like among Vuse, Grizzly, and American Spirit. Participants could earn “special offers” and “a chance to win a \$1,000 prepaid gift card” by telling RJR their “favorites.” The ads came with surveys for the recipient and a friend.

Inviting engagement at every level. Discussions, events and competitions drew users to tobacco companies websites. Grizzly invited users to spend more time on [mygrizzly.com](#) by adding “[Tellin' It Like it Is Topics](#),” asking, “Duct Tape vs. Spray Lube: Which should every man’s toolbox include?” Copenhagen offered the chance to win a commercial-grade meat dehydrator for hunters, telling users to “[own the hunt](#).” Marlboro lured smokers to its website in December with an opportunity to share their story about Marlboro’s “[Conquer the Night](#)” event, promising a free gift to the first 9,000 users. The party continued into January, when they told consumers to enter the “[Made in Marlboro Country](#)” sweepstakes. Users could earn credit every day they entered the contest, similar to the Blu Nation Rewards on the Blu website. A 20-page [booklet](#) (cover image on right) depicted the prizes, including tents, canoes and fishing rods, and their different credit values — making sure even the sweepstakes’ losers earned some loot.



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Tell us about any tobacco marketing we've missed

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