

AD BLITZ TO USHER REVERSAL IN FORTUNES FOR NEWT GINGRICH



Last month, Gingrich fell from being a front-runner to fourth place owing to a series of belligerent ads by Romney and his supporters. Another reason for Gingrich's debacle was his inability to raise money and fell woefully short when compared to his opponents. Thanks to a 5 million donation by billionaire casino mogul Sheldon Adelson, all that is now destined to change and its payback time for Gingrich. Gingrich has planned a series of ads that make scathing attacks on Mitt Romney and portrays him as a rapacious Capitalist. The advertisements, a counterpunch to the campaign waged against Gingrich, shows poignant interviews with people who were adversely affected by Romney's policies and business ventures. The first half-minute ad has voters censuring Romney, "I can't figure out what he stands for" says one, whilst another voices similar feelings saying, "I just don't relate to Romney." The ad then sings Gingrich praises and adds that, amongst all, he was the most likely to beat President Obama. Another ad shows an animated caricature of Romney relaxing in a room. A narrator's voice can be heard saying, "After five years of running for president, Mitt Romney has been cued up to be the GOP establishment's next guy in line, however, conservatives are fed up with the establishment picking our candidate for us. We want a candidate who holds to America's values and the Constitution." Apart from these visual ads, Gingrich's super PAC is also releasing ads on national radio. These ads are also targeting Rick Santorum along with Romney and promoting Gingrich, as the strongest and best amongst the Republican candidates. The radio ads have Joey telling, "If you really want to stick it to the bums in DC, it's Newt. The guy's a fighter and he ain't afraid to hurt nobody's feelings," He continues his praise of Gingrich by saying, "We need somebody who can knock some heads and tell these guys in DC, it ain't about them, it's about our country," he says in another. The last ad shows a woman mocking Santorum that he could not even win his Senate seat and that Romney "isn't one of us". Her voice rises a few pitches when she says with an air of finality, Gingrich "would whip Obama." The ad blitz is expected to help Gingrich to regain his lost momentum and usher in a change in fortunes that could see him winning a State again, after his last victory in the South Carolina primary on January 21. For this he will have to thank his personal and long time friend, Adelson and his wife, who along with their children are generously financing his campaign. In an interview to Forbes magazine Adelson said, "I might give \$10 million or \$100 million to Gingrich."

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