

Plain Folks



Plain Folks

- Definition:
 - Trying to show that a person or product is good for “ordinary” people, because a person is “just like you” and understands you.
 - NOT A CELEBRETY ENDORSEMENT!
- Pay attention to:
 - dress
 - speech
 - actions



Plain Folks



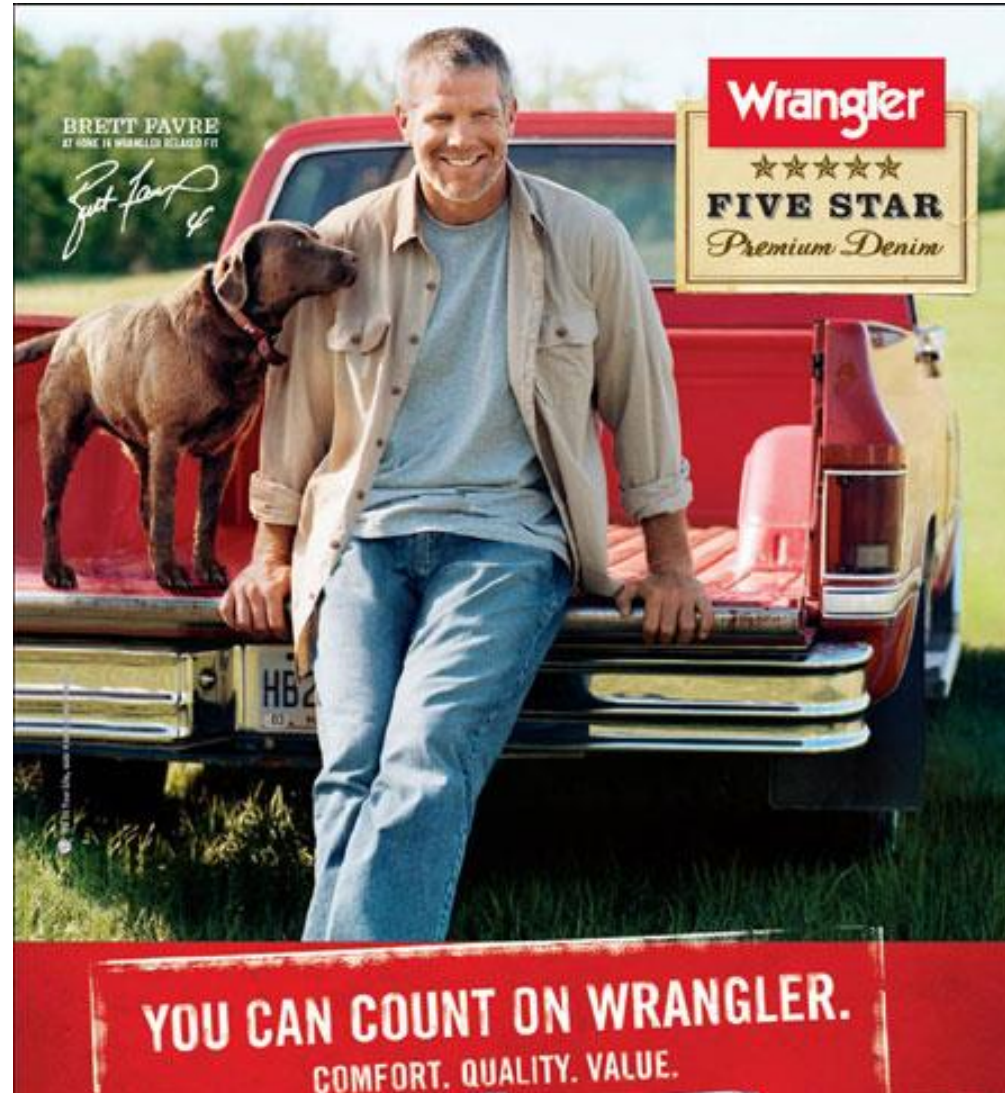
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Videos

- So Made the Farmer: <http://www.youtube.com/watch?v=AMpZ0TGjbWE>
- Mitt Romney “American Family”: <http://www.youtube.com/watch?v=sOuzLehD2k>

