

## Tory advertising you pay for

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You must have seen the adverts for Broadband, Changing energy providers, Pension changes, even for the infamous and under used Money Advice Service. Every week seems to bring another advert telling us how much the government is helping. The advertising industry calls them comfort adverts.

The idea is that you see lots of them and feel comforted that Dave and his dodgy mates are looking after you. They are on bus stops, cable TV, in the press, everywhere.

You might think the media would be screaming about using tax payer's money in this way, but the media are of course earning quite a nice sum out of these adverts. There have been a few of these adverts since 2010, but the heavy poster campaign has been stepped up as we approach the election. We shouldn't be surprised. Despicable Dave has shown himself as being up for any low trick to buy the election.

I do wonder why Ed Miliband hasn't been shouting about this at PMQs? These adverts must be costing millions. How many bogus benefit sanctions are needed to pay for these adverts?

All these adverts are designed to give you a warm cosy feeling about Despicable Dave. Don't fall for it, you're paying for it.

At a time when people and children are going hungry, it's criminal to be spending taxes on comfort adverts for the current Tory regime.

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