

## GIMMICKS: BROWN BAG CAMPAIGN

Republican Scott Walker's campaign has spent thousands of dollars on food and beverages, including at high-end restaurants, even as it launches a public relations blitz to promote his claim that he's so frugal he packs his lunch every day.  
[Associated Press, 3/15/2010]

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### For Walker, meals aren't always a 'brown bag'

Walker wants supporters of his campaign for governor to join his "brown bag movement" to show how serious he is about cutting government waste and spending.

Someone ought to tell his campaign about it.

Walker's campaign has spent thousands of dollars on food and beverages, including at high-end restaurants, even as it launches a public relations blitz to promote his claim that he's so frugal he packs his lunch every day, an Associated Press review found.

[\[Associated Press, 3/15/2010\]](#)

### Walker Recycles Brown Bag Fundraisers

A Scott Walker fundraising gimmick involving a brown bag to exemplify his stinginess recycles an award-winning idea that was first used by Ohio Republican George Voinovich 12 years ago.

Reusing successful campaign tactics certainly isn't new. But Walker, a Republican candidate for governor, has taken the brown bag idea to a new level by making it the central theme of his campaign.

[\[Associated Press, 3/16/2010\]](#)

### Walker Recycles Brown Bag Gimmick

An anonymous Republican advised me that this new gimmick includes a direct mail component that is a total knock off on a 1998 Republican campaign. In fact, I am told that the Walker brown bag thing includes a mailing from SCM and Associates, a direct mail firm based on the east coast. This same firm did a very similar "brown bag" campaign in 1998 for U.S. Senator George Voinovich. It even included a brown bag accompanied by a letter from the candidate's spouse, bragging about his "thrift". Again, almost from beginning to end, the Walker gimmick follows the exact same template.

[\[Eye on Wisconsin, 2/19/2010\]](#)

