

Will These Key PR Advantages Give Trump the Ultimate Edge Over Hillary Clinton?

Doug Simon, President & CEO of **D S Simon Media**, offer insights into Donald Trump's **public relations** advantages and how they might propel him to the presidency.

VlogViews:

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Message: Make America Great Again is much clearer than the message Hillary Clinton is putting out to the voting public.

Status quo vs Change: If this is a stay the course election the advantage would go to Hillary. Clearly, this seems to be about a change election. Advantage, Trump.

Clinching first: Trump will have fewer attacks within his own party to contend with short term.

Economic Populism: Trump's message is out-flanking Hillary's message from the left. She has to him from the left of her and from the right of her.

Underdog status: The media completely missed that he had a chance of securing the Republican nomination. If Hillary's team is smart they will build him up as the favorite and shine an even brighter spotlight on his past statements.