

YouTube Title: "Starburst Zombie Video" <http://www.youtube.com/watch?v=e5VvxqQ1kp4>

Video Length: 0:30 seconds

Chapter 19: Consumer Demand, p. 412

Topic: Choosing Among Products, p. 421

Key Terms: Determinants of demand, price elasticity, advertisement

Learning Objective 4: How consumers maximize utility.

Summary

This 2011 Super Bowl commercial for Starburst candy depicts the amazing contradiction of a candy being solid and a liquid all at once. The clip features a zombie, one of life's greatest contradictions, the living dead, and the well-known spokesman, a Scotch Korean (a contradiction himself). The two interact on the city bus and debate the effectiveness of the spokesman's advertising.

Economic Application

Advertising seeks to increase tastes for particular goods and services and therewith our willingness to pay. Because the Scotch Korean was boring, he was unsuccessful in his attempt to influence the zombie's taste for Starburst, which would have induced the zombie to purchase more Starburst. This clip can be shown to depict the power of advertising and that even nonsensical claims can be persuasive.

Multiple-Choice Question

What impact did the Scotch Korean's conversation have on the zombie's demand for Starburst?

- a) His demand decreased.
- b) His demand remained unchanged.
- c) His quantity demanded decreased.
- d) His quantity demanded increased.
- e) His demand increased.

Discussion Questions

What would be a more effective approach in advertising Starburst to the zombie?

Why did Wrigley's pay \$3 million to air this 30 second commercial during Super Bowl 2011?