

ELON

edge

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PHOTO ILLUSTRATION BY WILL ANDERSON

Banding together

Silly Bandz craze reaches college campuses

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The popularity of Silly Bandz bracelets has defined it as the hottest new fad to don the wrists of today's youth, but the underlying reasons fueling the fad may prove to be even more intriguing.

The brightly colored rubber bracelets, a product of BCP Imports LLC, are seen as being original to the toy market because of their unique assortment of shapes. Children can collect everything from princesses to dinosaurs to amoebas. Silly Bandz are so popular that it is common to see children, or even college-age students, walking around with an arm covered in Silly Bandz and comparing with friends.

The more popularity an item receives, the more its perceived as valuable, said Steven Bednar, economic instructor.

"Fads serve to increase the demand for certain products, especially for children who don't want to be left out," Bednar said. "The amount they value the product increases due to the popularity of the product among their friends."

This trend has been observed with the hit toys of previous decades, from Tickle Me Elmo to Pokémon cards.

"Also, if it is known that a limited quantity of a good will be sold, individuals who value the good at less than the price might still purchase it, knowing that they can make a profit on the secondary market," Bednar said.

Toy company executives are taking notice including Gene Murtha, the former head of Main Street Toy Co.

"A smart business plan is to take a product and develop it into a brand," he said in a recent Wall Street Journal article.

Silly Bandz seems to be doing just that by constantly developing new ways to promote its product, such as releasing "Save the Gulf Silly Bandz" in the shape of popular sea creatures. The company's online blog credits the new bands as a way to raise money for wildlife and communities affected by the Gulf of Mexico oil spill. BCP Imports LLC will donate to both the National Wildlife Federation and the Greater New

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Do's and Don't's

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Elon University sophomore Kacey Stark named Miss Tennessee in National American Miss Pageant



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Local farm has been in family for over 200 years



... what is this anyway?

The Elon Edge is a new, magazine-style insert associated with The Pendulum that will be printed twice each semester in the fall of 2010. Each insert will feature writing and photography to fit different themes that apply to the Elon University community. Look for future editions coming later in the semester.