

# 48-Hour T-Shirt No. 3: "Veladone-Rx"



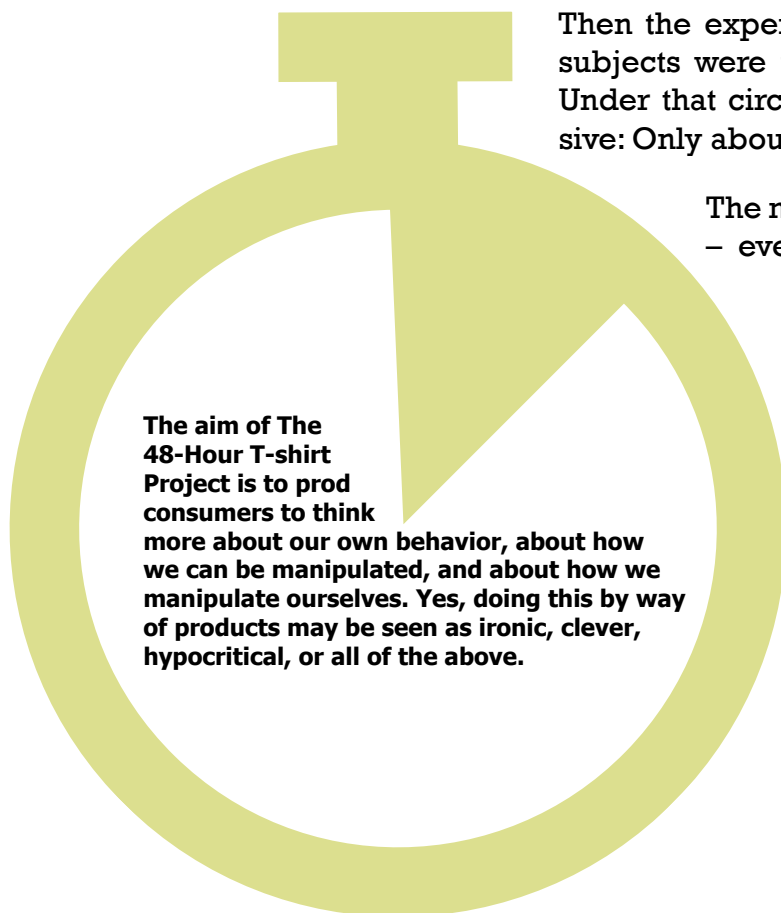
**Design by Angie Smith, MFA student in advertising design at Savannah College of Art and Design.**

This fictional pain-killing drug was part of an experiment conducted by Dan Ariely – the behavioral economics expert and the author of *Predictably Irrational* – and colleagues.

Subjects read a brochure explaining what a great painkiller Veladone is, and that it cost \$2.50 a pill. After a dose, almost all subjects experienced less pain (from electric shocks). In reality, Veladone was merely Vitamin C. Here, then, was the placebo effect in action.

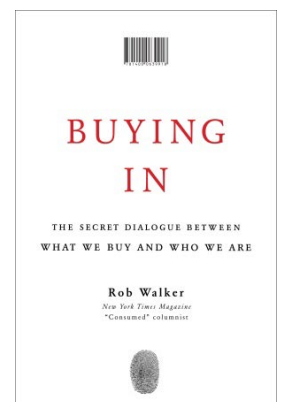
Then the experiment was repeated – this time a group of subjects were told that Veladone cost just 10 cents a pill. Under that circumstance, the result was much less impressive: Only about half the subjects experienced pain relief.

The moral, evidently, is that we get what we pay for – even when we're just paying for a placebo.



**The aim of The 48-Hour T-shirt Project is to prod consumers to think more about our own behavior, about how we can be manipulated, and about how we manipulate ourselves. Yes, doing this by way of products may be seen as ironic, clever, hypocritical, or all of the above.**

*The 48 Hour T Shirt Project is sponsored by Buying In: The Secret Dialogue Between What We Buy and Who We Are.*



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