







Supplementary File

## Can an Awareness Campaign Boost the Effectiveness of Influencer Marketing Disclosures in YouTube Videos?

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**Table 3. Overview participants in the 14 experimental groups**

	Sponsored YouTube video: Liefs Lotte			Sponsored YouTube video: Furtjuh		
	No information video	Information video introducing	Information video introducing	No information video	Information video introducing	Information video introducing
						
No pictogram	<i>n</i> = 17	<i>n</i> = 42	<i>n</i> = 41	<i>n</i> = 12	<i>n</i> = 41	<i>n</i> = 39
	<i>n</i> = 41	<i>n</i> = 69	n.a.	<i>n</i> = 39	<i>n</i> = 63	n.a.
	<i>n</i> = 38	n.a.	<i>n</i> = 69	<i>n</i> = 39	n.a.	<i>n</i> = 73

*Note.* *N* = 623, numbers in cells represent number of participants in condition. n.a. = not applicable. Experimental design: 2 (awareness campaign: information video introducing the pictogram vs. filler video) x 3 (pictogram type: no pictogram vs. #AD pictogram vs. influencer pictogram) x 2 (video: 2 different sponsored YouTube influencer videos) between-subjects design.

## Videos used in experiment

### **Part 1**

*Awareness campaign*

Filler video: <https://www.youtube.com/embed/BcBXIF310GY>

Kijkwijzer #AD pictogram: [available upon request due to copyright]

Kijkwijzer influencer pictogram: [available upon request due to copyright]

### **Part 2**

*Filler video – Kalvijn*

Original video: <https://www.youtube.com/watch?v=07A3P3occ1Y>

*Sponsored video: Liefs Lotte*

Original video: <https://www.youtube.com/watch?v=dPdZX3Ui8Ow>

Published on July 18, 2021; 14,314 views\*

Conditions:

- No pictogram: [https://youtu.be/s2cM\\_qko5es](https://youtu.be/s2cM_qko5es)
- #AD pictogram: <https://youtu.be/8LYVx31EXHw>
- Influencer pictogram: <https://youtu.be/Qs9mMOKbDC4>

*Sponsored video: Furtjuh*

Original video: <https://www.youtube.com/watch?v=XT0vXXYxl4A>

Published on Dec 7, 2017, 450,152 views\*

Conditions:

- No pictogram: <https://youtu.be/iYDqx3sWJgg>
- #AD pictogram: <https://youtu.be/STPTkYQmbFA>
- Influencer pictogram: <https://youtu.be/4Z6fgRDmwZg>

\* Reported number of subscribers and views on July 18, 2022