



UvA-DARE (Digital Academic Repository)

"This program contains product placement": Effects of sponsorship disclosure on television viewers' responses

Boerman, S.C.

Publication date
2014

[Link to publication](#)

Citation for published version (APA):

Boerman, S. C. (2014). *"This program contains product placement": Effects of sponsorship disclosure on television viewers' responses.*

General rights

It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations

If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: <https://uba.uva.nl/en/contact>, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.

Television viewers are increasingly exposed to texts saying “This program contains product placement” and PP logos incorporated in television programs. These sponsorship disclosures aim to inform viewers about advertising that is embedded in television programs. This dissertation provides insight into (1) the effects of the characteristics of sponsorship disclosures, (2) the role of viewers’ awareness of sponsorship disclosures, (3) the effects of sponsorship disclosures on viewers’ processing of the television content (e.g., the activation of persuasion knowledge) and (4) the effects of sponsorship disclosures on the persuasive outcomes of sponsored content (e.g., viewers’ brand responses).