Supplemental Tables

Measurement items of Cool and Hot Executive Function and Understanding Intent

Hot EF (M = 3.10, SD = 0.71, Cronbach's Alpha = .81)	Answering options
Have trouble calming myself down once I am emotionally upset.	1 (very often) to 4 (never or rarely)
Cannot seem to regain emotional control and become more reasonable once I am emotional.	
Cannot seem to distract myself away from whatever is upsetting me emotionally to help calm me down. I can't refocus my mind to a more positive framework.	
I remain emotional or upset longer than others.	
Cool EF (M = 2.54, SD = 2.07, KR-20 = 0.73)	First response below is the correct answer, the second is the intuitive answer
A bat and a ball cost $1.10 in total. The bat costs $1.00 more than the ball. How much does the ball cost?	5 cents, 10 cents, 9 cents, 1 cent
If it takes 5 machines 5 minutes to make 5 widgets, how long would it take 100 machines to make 100 widgets?	5 minutes, 100 minutes, 20 minutes, 500 minutes
In a lake, there is a patch of lily pads. Every day, the patch doubles in size. If it takes 48 days for the patch to cover the entire lake, how long would it take for the patch to cover half the lake?	47 days, 24 days, 12 days, 36 days
If John can drink one barrel of water in 6 days, and Mary can drink one barrel of water in 12 days, how long would it take them to drink one barrel of water together?	4 days, 9 days, 12 days, 3 days
Jerry received both the 15th highest and the 15th lowest mark in the class. How many students are in the class?	29 students, 30 students, 1 student, 15 students.
A man buys a pig for $60, sells it for $70, buys it back for $80 and sells it finally for $90. How much has he made?	$20, $10, $0, $30
Simon decided to invest $8,000 in the stock market one day early in 2008. Six months after he invested, on July 17, the stocks he had purchased were down 50%. Fortunately, for Simon from July 17 to October 17, the stocks he had purchased went up 75%. At this point, Simon:	Has lost money, is ahead of where he began, has broken even in the stock market, it cannot be determined
Understanding intent (M = 5.59, SD = 1.07, Cronbach's Alpha = .94)	
Stimulate people to want Oreo Cookies	1 (strongly disagree) to 7 (strongly agree)
Encourage people to buy Oreo Cookies	
Increase sales	
Sell products	
Make people think positively about Oreo Cookies	
Encourage people to feel positively about Oreo Cookies	
Persuade people	
Attract attention to Oreo Cookies	
Make people remember Oreo Cookies	
Increase people's liking of Oreo Cookies	
Familiarize people with Oreo Cookies	

Source: Authors own work

Power Analysis

Using G*Power (Faul *et al.*, 2009), a power analysis was conducted to determine how large the sample size needed to be in order to detect a small effect size (f^2=0.05) using multiple linear regression with nine predictors (this includes co-variates and interaction terms), α error probability equal to 0.05, and power equal to 0.80. The minimum sample size needed to detect this effect was 322.

Randomization Checks

The disclosure groups did not differ with respect to age ($F(1, 362)= 0.31$, $p= .576$), gender ($\chi^2(1)= 0.12$, $p= .733$), education ($\chi^2(1)= 1.13$, $p= .770$), English proficiency level ($\chi^2(2)= 1.08$, $p= .583$), YouTube viewing frequency ($F(1, 362)= 1.17$, $p= .280$), familiarity with the video ($\chi^2(1)= 3.09$, $p= .079$), familiarity with Dude Perfect's channel ($\chi^2(1)= 1.43$, $p= .232$), frequency of watching the channel ($F(1, 362)= 0.00$, $p= .974$), whether they subscribed to the channel ($\chi^2(1)= 1.96$, $p= .162$), brand familiarity ($\chi^2(1)= 0.34$, $p= .562$), brand use ($F(1, 362)= 0.04$, $p= .794$), brand interest ($F(1, 362)= 0.00$, $p= .981$), and the device on which they filled out the questionnaire ($\chi^2(4)= 1.79$, $p= .775$).

Manipulation Check

Participants were asked whether they recalled seeing text informing them about advertising in the beginning of the video (50.8% in disclosure condition vs. 13.7% in the non-disclosure condition) and they were shown stills of the disclosure in the video (83.6% in the disclosure condition vs. 62.2% in the non-disclosure condition) and a disclosure that was not

shown (84.7% reported not seeing it in the disclosure condition vs. 88.0% reporting that they did not see it in the non-disclosure condition).

Control Variables

Several control variables were measured including age, gender, level of education, native language, English proficiency level (the Dutch sample included 48.6% native Dutch speakers with 96.1% indicating they were intermediate to proficient/native English speakers), and also how often participants watched YouTube videos on a scale ranging from 1 (*never*) to 5 (*daily*) (*M*= 4.36, *SD*= 0.84), familiarity with Ping Pong Trick Shots (18.3% yes), familiarity with Dude Perfect's YouTube channel (36.3% yes), frequency of watching the channel Dude Perfect on a scale ranging from 1 (*never*) to 5 (*daily*; *M*= 1.30, *SD*= 0.62), whether participants subscribed to Dude Perfect's channel (7.4% yes), familiarity with Oreo Cookies (99.2% yes), brand use on a scale ranging from 1 (*never*) to 5 (*daily*; *M*= 2.43, *SD*= 0.73), and brand interest with six items on a 7-point scale ranging from 1 (*strongly disagree*) to 7 (*strongly agree*) for example 'I like watching or reading something about Oreo Cookies' (van Reijmersdal, Neijens, and Smit 2007; α= .77, *M*= 4.34, *SD*= 1.27).

References

Faul, F. *et al.* (2009) 'Statistical power analyses using G*Power 3.1: Tests for correlation and regression analyses', *Behavior Research Methods*, 41(4), pp. 1149–1160. Available at: https://doi.org/10.3758/BRM.41.4.1149.

van Reijmersdal, E.A., Neijens, P.C. and Smit, E.G. (2007) 'Effects of television brand replacement on brand image', *Psychology & Marketing*, 24, pp. 403–420. Available at: https://doi.org/10.1002/mar.20166.

Zero Order Correlations for All Variables of Interest

Variable	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.
1. CEF	.04	-.01	.40***	.14**	.21***	.14**	-.04	-.11*	-.07	-.04	.06
2. HEF		.06	-.09+	.02	-.01	.12*	-.09	-.05	-.002	-.19***	.11*
3. Disclosure condition			0	.11*	-.04	.17**	-.03	-.003	.01	-.02	.004
4. Country (Ned = 1)				.13*	.35***	.11*	-.10+	-.27***	-.27***	.30***	-.14**
5. Persuasion knowledge					.21***	.32***	-.04	-.04	-.08	.12*	-.05
6. Brand skepticism						.14**	-.28***	-.39***	-.45***	.09+	-.10+
7. Brand recall							.07	.01	-.07	.03	-.03
8. Purchase intention								.71***	.20***	.05	.08
9. Brand attitude									.33***	.01	.08
10. Video attitude										-.14**	.27***
11. Gender (female = 1)											-.42***
12. Dude Perfect viewing											

Notes: +p < .10, *p < .05, **p < .01, ***p < .001; CEF = Cool executive function; HEF = Hot executive function. Source: Authors own work