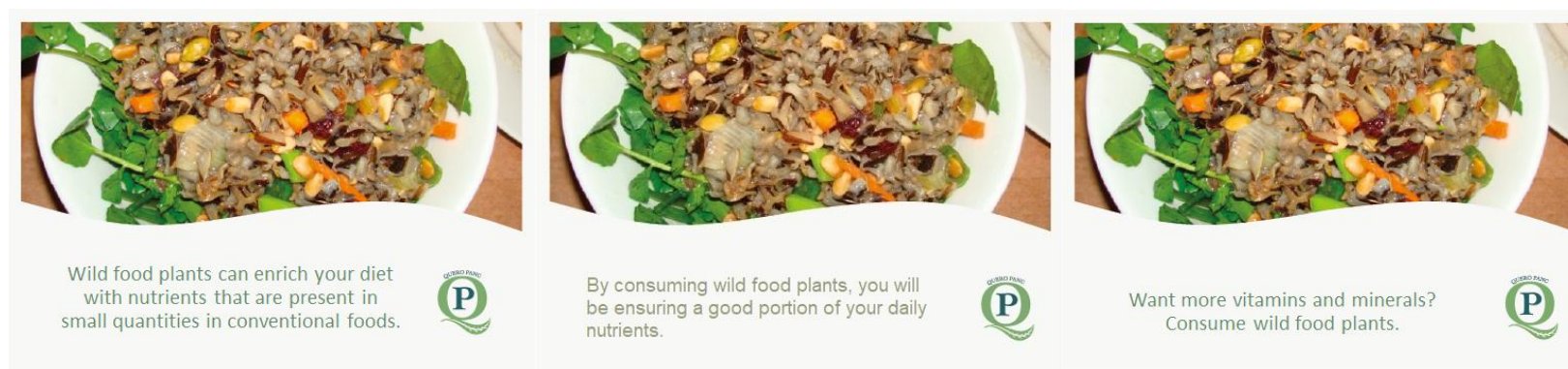
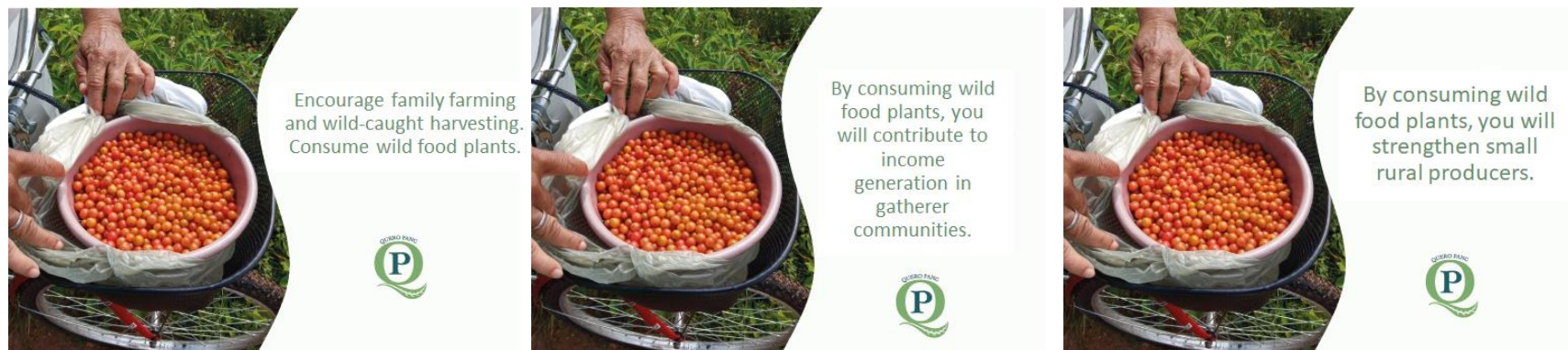


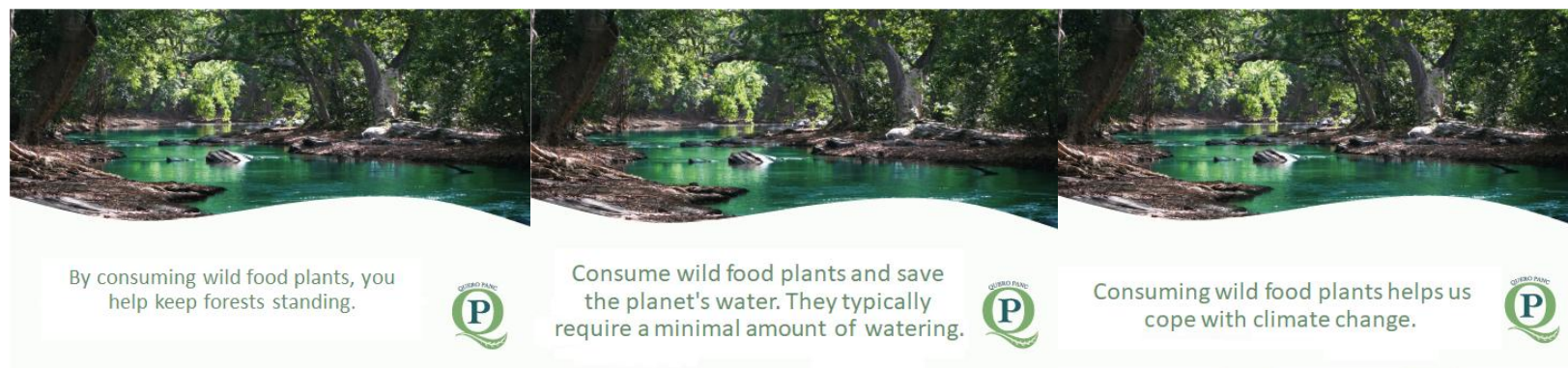
**Supplementary material 3** – Images of Advertisement treatments



**Supplementary Figure 1.** Plates of egoistic advertisements assigned to a sample of Brazilian undergraduate students.



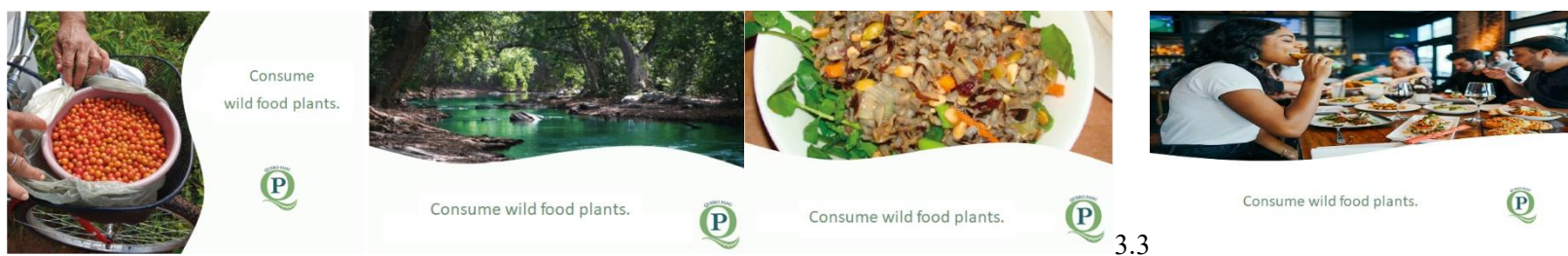
**Supplementary Figure 2.** Plates of altruistic advertisements assigned to a sample of Brazilian undergraduate students.



**Supplementary Figure 3.** Plates of biospheric advertisements assigned to a sample of Brazilian undergraduate students.



**Supplementary Figure 4.** Plates of hedonic advertisements assigned to a sample of Brazilian undergraduate students.



3.3

**Supplementary Figure 5.** Plates of control advertisements assigned to a sample of Brazilian undergraduate students.