

S3 Appendix. Supplementary figures and tables.

Table S1. ANOVAs comparing the three technology groups (2D, 3D, VR)		
Item	F	p
Presence in the 2D, 3D and VR video game	5.104	<0.01
Attitude towards the video game	.365	ns
Arousal while playing the video game	.984	ns
Attitude towards the brands placed in the video game_nachos	.437	ns
Attitude towards the brands placed in the video game_chocolate	1.340	ns
Attitude towards the brands placed in the video game_smartphone	1.186	ns
Attitude towards the brands placed in the video game_energy drink	.748	ns
Memory_recall	8.514	<0.01
Memory_recognition	14.571	<0.01

Figure S1. Presence in the 2D, 3D and VR video game (F=5.104, p<0.01)

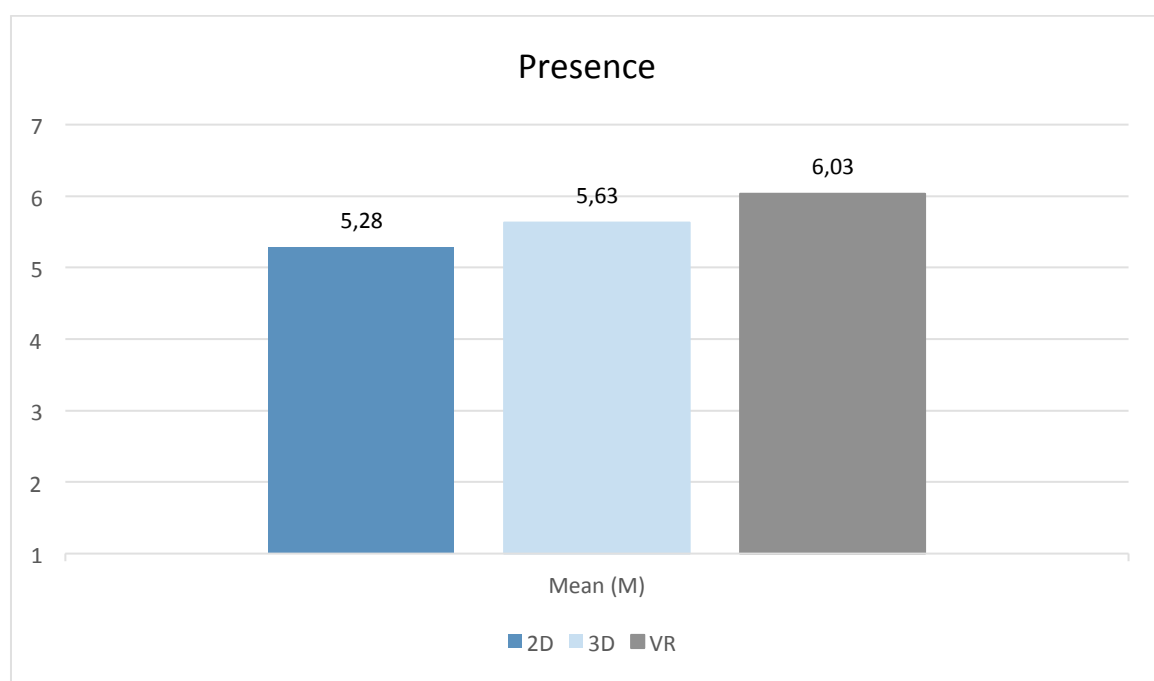


Figure S2. Arousal while playing the video game ($F=.984$, ns)

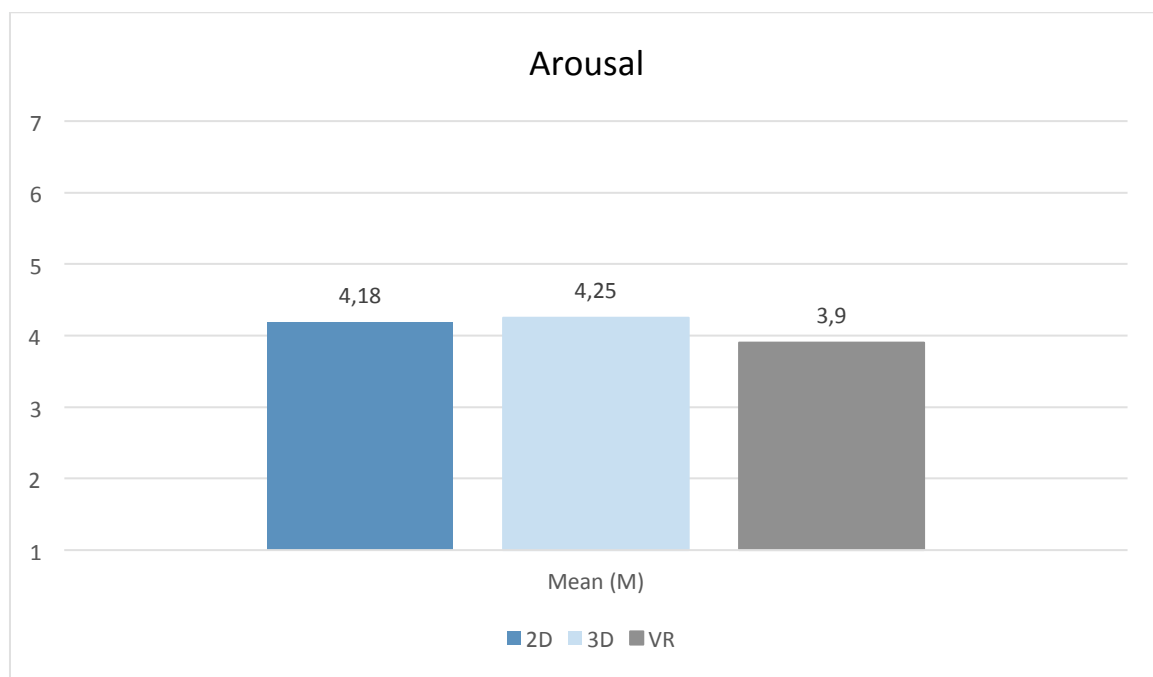


Figure S3. Attitude towards the video game ($F=.365$, ns)

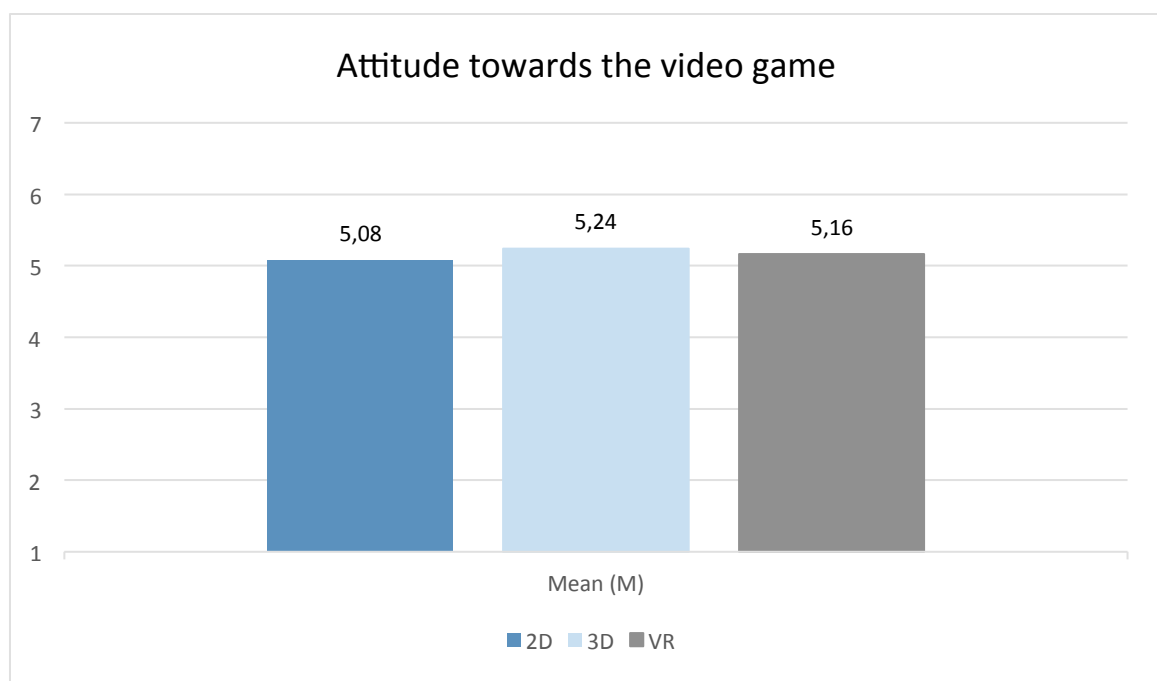


Figure S4. Memory for the placed brands (Recall: $F=8.514$, $p<.01$)

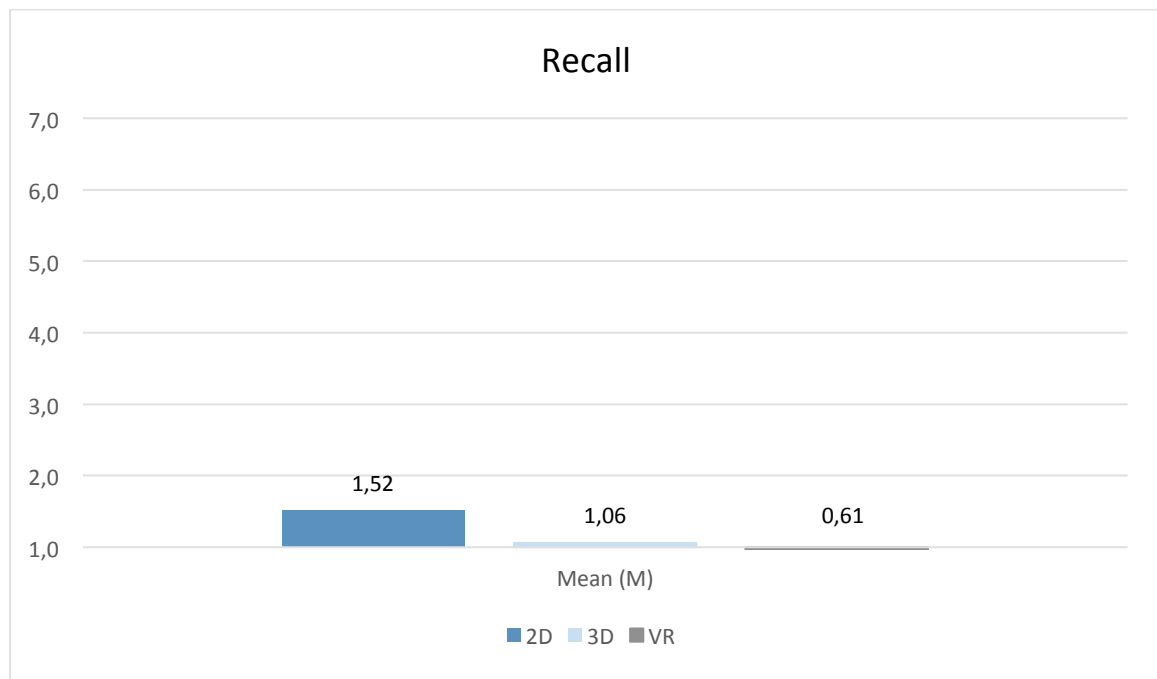


Figure S5. Memory for the placed brands (Recognition: $F=14.571$, $p<.01$)

