

The impact of large-scale social media advertising campaigns on  
COVID-19 vaccination: Evidence from two randomized controlled trials

## **AUTHOR DISCLOSURE STATEMENT**

*for*

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*The study received IRB approval from MIT (Protocols 2106000397 – US and 2111000508 - France) and was registered in the AEA registry of social experiments (AEARCTR-0008711 – US and AEARCTR-0008902 - France). Facebook provided financial and logistical support by running the COVID-19 related ads free of charge, as well as by hiring a marketing company (Code3 Creative) to manage the ad campaign. This research was also supported by an administrative supplement to National Institutes of Health, National Institute of Aging award number P30AG064190-03 Sub: Project-001: 349273. APHP provided financial and logistical support for the French part of the study with administrative permissions and video production.*

*Besides this, the author declares that he has no relevant material or financial interests that relate to the research described in this paper.*