Status Pivoting

Web Appendix
# WEB APPENDIX A

## STIMULI ACROSS STUDIES

<table>
<thead>
<tr>
<th>Study</th>
<th>Product Stimuli</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Study 2B</strong> – “26.2” Boston Marathon car bumper sticker</td>
<td><img src="image" alt="26.2 Boston Marathon car bumper sticker" /></td>
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</tbody>
</table>
| **Study 2C** – Car bumper stickers in alternative domains to the status threat | Display of car bumper stickers associated with:  
- a race or a walk you participated in  
- favorite charity  
- spirituality or religion  
- social values |
| **Study 3** – Mugs in the domain of the threat (a) and an alternative domain to the threat (b) | Incentive compatible choice between:  
(a) ![Mug](image1)  
(b) ![Mug](image2) |
| **Study 4A** –  
(1) A profile picture for a reunion website in the domain of the threat (a) and an alternative domain to the threat (b)  
(2) A key-chain with a beer opener (raffle) with engraving in the domain of the threat (a) and an alternative domain to the threat (b) | (1) Choice of a profile picture:  
- a picture with friends (the kind of picture you would put on Facebook)  
- a professional picture (the kind of picture you would put on LinkedIn)  
(2) Incentive compatible choice of a key-chain:  
(a) ![Keychain](image3)  
(b) ![Keychain](image4) |
| Study 4B – Taglines highlighting the domain of the threat (a) and an alternative domain to the threat (b) | Choice of a tagline that would increase sales for a new coffee brand called “Original Coffee”:
- “Original Coffee. The smell of success”
- “Original Coffee. Brings people together” |
| Study 5A – Bracelet charms in the domain of the threat (a), an alternative domain to the threat (b), and neutral domains (c) | (a) Pandora charms highlighting the threat domain:
   1. A+ student
   2. Curious cat
   3. Graduation hat
   (b) Pandora charms highlighting an alternative domain:
   4. Heart of the family
   5. Friendship
   6. Best friends
   (c) Pandora charms in a neutral domain:
   7. Sunburst
   8. Water drops
   9. Layers of lace |
| Study 5B – Bracelet charms in alternative domains to the status threat | Pandora charms highlighting athletics and sports:
   Yoga master
   Freestyle skater
   Sports fan |
**Study 6** – iPhone covers highlighting the domain of the threat \((a, c)\) and an alternative domain \((b, d)\)