

Supplementary Table 1. List of keywords used in the monitoring of TV, print, and online materials

General keywords			
Breastfeed/Breast feed	Formula milk	Maternal milk	Powdered milk
Breastfeeding/Breastfeeding	Follow-up/Follow-on formula	Milk	Teats
Breastmilk/Breast milk	Growing-up milk	Milk drink	Toddler milk
Breastmilk Substitute/Breast milk substitute	Infant milk/Infant formula	Milk supplement	
Bottles (and “baby”/“infant”)	Lactating mothers	Milk for pregnant women	
	Malnutrition	Mother’s milk	
Manufacturer/brand/product specific keywords			
1st choice	Hipp Organic Follow-on Formula	Nido Junior Organic	Similac for Diarrhea
Abbott	Hipp Organic Infant Formula	Nido Protectus	Similac For Spit Up Non-GMO
Alacta	Hipp Organic Kindermilk	Nuby	Similac For
Alactagrow	Hipp Organic Milk Supplement	Nuk	Supplementation
Alactamil	Hipp Organic Mixed Vegetable	Nutramigen LGG	Similac Gain Plus
Alaska Milk	Medley	Nutren Junior	Similac Gain School
Annum Concentrate	Hipp Organic Sweet Squash and	Pediasure	Similac Gain Two
Annum Materna	Chicken	Pediasure Enteral 1.0 cal	Similac Neosure
Appeton Weight Gain Junior	Isomil	Pediasure Enteral 1.0 cal with fiber	Similac One
Aprica	Isomil Two	Pediasure Enteral 1.5 cal	Similac Organic
Aqiva	Jersey Milk	Pediasure Enteral 1.5 cal with fiber	Similac PM 60/40
Avent	Kalbe	Pediasure Grow and Gain	Similac Pro Total Comfort
Beaba	Lactum	Pediasure Grow and Gain with fiber	Similac Pro-advance
Bear Brand	Lactum 3+	Pediasure Peptide 1.0 cal	Similac Pro-sensitive
Bear Brand ChocoMilk	Lactum 6+	Pediasure Peptide 1.5 cal	Similac Sensitive
Bear Brand Jr.	Lansinoh	Pediasure Plus	Similac Sensitive 20
Bear Brand Real Strawberry	Mam	Petite Creations	Similac Sensitive Non-GMO
Birch Tree	Mead Johnson	Philips Avent	Similac Soy Isomil
Bonakid	Medela	Pigeon/Pigeon baby bottle	Similac Soy Isomil 20
Bonakid Pre-school 3+	Milk Magic	Playtex Baby	Similac Special Care 20
Bonamil	Mimijumi	Pre Nan	Similac Spit Up
Bonna	Mom & Me	Prenagen Lactamom	Similac Tummi Care
Cerelac	Mom&baby	Prenagen Mommy Emesis	Similac Tummi Care Two
Cerelac NutriPuffs	Morinaga BMT Soya	Progress Pre-school Gold	Sustagen
Chicco/Chicco baby feeding bottle	Morinaga BMT-HP	Promama	Sustagen Junior 1+
Choco Milk	Morinaga Chil Mil Soya	Promil Aqiva	Sustagen Kid 3+
Comotomo	Morinaga Chil Mil-HP	Promil Four	Sustagen School 6+
Dr. Brown’s Baby/Dr. Brown Baby	Morinaga Chil School Soya	Promil Gold Four	Thinkbaby
Enfagrow A+ four	Morinaga NL 33 Non Lactose	Promil Kid	Tommee Tippee
Enfagrow A+ three	Nan Al 110 Lactose Free	Promil LF	Wyeth
Enfakid	Nan Optipro HW Four	Promil Organic	
Enfalac A+1	Nan Optipro HW One	Promil Pre-school	
Enfalac A+2	Nan Optipro HW Three	Pure Bliss by Similac	
Enfamama	Nan Optipro HW Two	S-26 Comfort Gold	
Enfamil A+ Catch up	Nan Optipro One	S-26 Gold One	
Enfamil A+ Gentlease	Nan Optipro Three	S-26 Gold Two	
Enfamil A+ One	Nan Optipro Two	S-26 HA Gold	
Enfamil A+ Two	Nan Sensitive	S-26 LF Gold	
Enfant	Nankid	S-26 One	
Enfapro	Nankid Optipro Four	S-26 Organic	
Farlin/Farlin baby mik bottle	Nestle	S-26 Promil Gold	
Fonterra	Nestogen	S-26 Promil Gold Three	
FrieslandCampina	Nestogen Four	S-26 Promil Organic	
Friso Three	Nestogen One	S-26 Promil Three	
Friso Tour	Nestogen Three	Similac Advance	
Frisolac One	Nestogen Two	Similac Advance 20	
Frisolac Two	Nestokid	Similac Advance Non-GMO	
Frisomum	Nestokid Four	Similac Alimentum	
Gerber	Nido Advanced Protectus 3+	Similac Breastfeeding	
Hipp Organic	Nido Advanced Protectus 5+	Supplement	
Hipp Organic Beef and Vegetable Medley	Nido Advanced Protectus Junior		
	Nido Fortified		
	Nido Junior		