Health Promotion Through Breast Cancer Awareness Advertisements: A Content Analysis

Mariam Shakeel

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ABSTRACT

Health Promotion Through Breast Cancer Awareness Advertisements: A Content Analysis

By

Mariam Shakeel

April, 24th 2017

Introduction: The role of media in the organizing of events which create awareness has contributed immensely in raising awareness about breast cancer (Komen, 2016). One in eight women is a victim of the disease (Puntoni, 2011). With increasing awareness, health has become a significant area of focus for Corporate Social Responsibility, which includes the various initiatives taken by corporations to contribute to their social, environmental and ethical responsibilities. This encourages health promotion efforts, such as breast cancer awareness advertisements and empowers consumers with improved lifestyle choices and social consciousness (Moreira, 2014) (WHO, 2008).

Aim: To analyze the content of breast cancer awareness advertisements by brands to study the messages communicated and understand the level of health appeal by various brand categories.

Methods: Breast cancer awareness advertisements from October 2015 and October 2016 on internet platforms belonging to men and women’s wear brand categories were selected. Out of the sixty (60) advertisements collected, a content analysis was conducted on thirty-five (35) of the advertisements. These were coded for basic characteristics and important themes such as mention of the brand’s products in text or image, health related appeal, information related to breast cancer, prevention measures, use of donations and gender oriented approach.

Results: Most of the awareness advertisements (94%, n=33) promoted the brand’s products through text, image or both. Only 23% (n=8) of the advertisements contained breast cancer related information and majority of the advertisements (83%, n=29) were gender oriented towards femininity. The Fisher’s Exact
test showed a statistically significant association between the different brand categories (makeup, jewelry, lingerie, athletics, others) and the level of health appeal in the advertisements (p-value 0.0062).

Discussion: Brands use breast cancer awareness advertisements to promote their products and increase sales. Online advertisements have a wide audience and the potential to spread useful health content, if the platform is utilized to its maximum potential by both corporations and nonprofit organizations for health promotion and education.
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Mariam Shakeel

M.P.H., GEORGIA STATE UNIVERSITY

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Health Promotion Through Breast Cancer Awareness Advertisements: A Content Analysis

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TABLE OF CONTENTS

LIST OF TABLES.................................................................................................................................................................01

LIST OF FIGURES.....................................................................................................................................................................02

INTRODUCTION.......................................................................................................................................................................03
  1.1 Background...........................................................................................................................................................................03
  1.2 Purpose of Study.................................................................................................................................................................04
  1.3 Research Questions.................................................................................................................................................................05

REVIEW OF THE LITERATURE...............................................................................................................................................06
  2.1 Cause Related Marketing and Health Promotion...............................................................................................................06
  2.2 Breast Cancer Awareness Marketing Campaigns..................................................................................................................08
  2.3 The Role of the Internet in Health Promotion.......................................................................................................................09
  2.4 Gender Based Marketing..........................................................................................................................................................10
  2.5 Symbols and Meanings of Breast Cancer Campaigns..........................................................................................................12
  2.6 Theoretical Framework.........................................................................................................................................................13

METHODS AND PROCEDURES..............................................................................................................................................15
  3.1 Description of Study and Selection Criteria..........................................................................................................................15
3.2 Methods of Data Collection and Analysis

RESULTS

DISCUSSION AND CONCLUSION

5.1 Discussion

5.2 Limitations

5.3 Recommendations and Conclusion

REFERENCES

TABLES

FIGURES

APPENDICES

Appendix A

Appendix B
List of Tables

Table 1.1 Categories, Variables, Description, Percentages and Frequencies Found in the Breast Cancer Awareness Campaigns

Table 1.2 Product, Price, Promotion and Placement Found in the Breast Cancer Advertisement Campaigns

Table 1.3 Result of Fischer’s Exact Test (Table of Brand Category by Health Appeal)
List of Figures

Figure 1.1 Advertisement with Health Related Appeal

Figure 1.2 Advertisement without Health Related Appeal
CHAPTER I: INTRODUCTION

1.1 Background:

Health promotion through innovative marketing campaigns that focus on the prevention of breast cancer may decrease potential victim fatalities due to the increased public knowledge and social responsibility they bring about. The role of media in the organizing of awareness events has contributed immensely in creating awareness about breast cancer; one of the leading causes of cancer deaths in the world (Susan G. Komen, 2016). The latest statistics show that one in eight women is a victim of the disease (Stefano Puntoni, 2011). According to the American Cancer Society, breast cancer can be caused by genetic factors, certain lifestyle choices such as increased alcohol intake, obesity, hormone therapy and a lack of physical activity (ACS, 2017). Awareness plays a major role in the successful prevention and recovery from breast cancer because early detection through self-examination, the avoidance of risk factors, and breast examinations by healthcare professionals can help fight the disease (Malgorzata Winiarska, 2016). Therefore, to save lives, organizations and corporations spend a great amount of time and money trying to spread information about the disease.

One of the best-known awareness events is the Breast Cancer Awareness Month held in October (Rosemary Thackeray, 2013). In order to increase awareness about breast cancer, various brands engage in social events, fund raisers and cause related marketing to promote breast cancer awareness during this month (Anne Brodericki, 2003). Cause related marketing is the association of profit making corporations with non-profit organizations in order to promote a social cause for mutual benefit (Pringle and Thompson 1999). The purpose of this marketing technique is to make improvements to the performance of the company and to contribute to a social cause (Stefanie Rosen Robinson, 2012).

Cause related marketing falls under the wide umbrella of Corporate Social Responsibility (CSR), which includes the various strategies and initiatives taken by corporations to contribute to their social, environmental and ethical responsibilities (Moreira, 2014). With increasing awareness, health has
become a significant area of focus for CSR efforts. This is why corporations try to get involved with health promotion efforts, such as breast cancer awareness advertisements to empower their consumers with improved lifestyle choices and a sense of social responsibility (Moreira, 2014) (WHO, 2008). For example, increased awareness for breast cancer usually leads to an early detection screening mammography, which can reduce the risk of the disease. In the evolving marketing climate, brand advertisements are not limited to traditional media outlets but also incorporate non-traditional channels such as websites, blogs and social media platforms.

Breast cancer holds a prominent place in the cancer industry for its promotion through mass media and cause related marketing (Kimberly A. Taylor, 2013). In recent years there has been a significant increase in breast cancer awareness efforts through health communication and messaging (Venke F. Johansen, 2013). Past studies of breast cancer awareness advertisement by corporations in collaboration with health related nonprofit organizations have focused on the effects of gender based marketing, use of indirect messaging through metaphors (Venke F. Johansen, 2013), and the misleading effects of unethical cancer advertising (Laura B. Vater, 2014). Research has also been conducted to understand the role of social media platforms such as Twitter and Facebook to analyze user interaction with health promoting organizations (Karley Abramsoni, 2015). Although studies are emerging to analyze different aspects of breast cancer awareness campaigns from various health organizations on the Internet, there is limited research focusing solely on the content analysis of breast cancer awareness advertisements by corporate brands (Anne Brodericki, 2003).

1.2 Purpose of Study:

The purpose of this research is to analyze the content of breast cancer awareness advertisements by multiple brands in order to understand to what extent the messages focus on raising awareness about breast cancer rather than serving as another avenue for brand promotion. This analysis will help us understand the relationship between brand categories (makeup, jewelry, lingerie, athletic etc.) and the promotion of health related information through breast cancer awareness advertisements.
1.3 Research Question:

To what extent do breast cancer awareness online advertisements by brands and corporations promote health in women?

Are breast cancer awareness campaigns being used as a tool by brands and corporations to increase product sales?

What is the relationship between the categories of brand advertised (makeup, jewelry, lingerie, athletic) and whether the advertisement contains any health related appeal?
CHAPTER II: LITERATURE REVIEW:

‘Health promotion is defined as the process of enabling people to increase control over their health’ (Moreira, 2014). Therefore, launching socially responsible product and marketing campaigns allows corporations to create awareness and promote public health efforts to large audiences which may lead to positive health outcomes. According to the current responsibilities outlined by the WHO, corporations are required to have a strong focus on health education, remain in line with public health agendas to impact lives at all levels of society, and recognize the social determinants of health to aid vulnerable populations (WHO, 2008). Literature shows that corporations have the ability to impact the health of individuals on a population level, through employer/employee relations and also via the products and services being offered to consumers.

2.1 Cause Related Marketing and Health Promotion:

Cause Related Marketing can be used as a productive tool to promote health through effective communication and education. It has been defined as a strategy which links a brand to a specific social benefit through an initiative in the community or by donations made through the sale of certain products. For example, a cosmetic brand may collaborate with a breast cancer related organization to donate a certain percentage of sales to further the cause of the organization in terms of research, education or treatment. Sometimes agreements are made to donate a certain percentage of product sales to a specifically defined cause (Moreira, 2014). Corporations in the United States have used Cause Related Marketing as a strategy since the 1980s; however, in recent years it has gained increased popularity due to the growing social consciousness of community members. It is responsible for consumer awareness, engagement and involvement with the brand. The nature of the campaigns launched differ based on factors such as the scope of the project, media platform used and the extent to which consumers get involved physically as well as psychologically with the brand (Anne Brodericki, 2003). Activities could include cause sponsoring, cause specific public service announcements and collaborated packaging between the brand and the benefitting non-profit organization (Cornwell, 2016).
The similarity of products with the associated cause affects the health related information that is being relayed by the campaign (Cornwell, 2016). This means that the nature of the product being sold should have some connection with the cause being supported. For example athletic products like running shoes may raise money to support diseases such as arthritis. This campaign may attract the desired audience involved in physical fitness activities. Similarly, breast cancer is largely associated with women, which is why feminine products such as cosmetics, jewelry and lingerie brands associate themselves with breast cancer efforts. Research shows that the similarity of products with the associated cause makes the association more relatable and helps improve the attitudes of consumer towards the product (Cornwell, 2016). According to Andrew et al, health information communicated by brands is more likely to influence consumers with low health knowledge (Andrews, 1998). From a public health perspective, this may be beneficial as it may encourage people to increase their knowledge based on health cues through branding. Companies often make use of cause related marketing to improve the image of its brand and to improve customer loyalty. Research shows that when a cause is added to a marketing promotion, it positively boosts the preference of the brand by consumers (Henderson, 2010).

However, cause related marketing does have a downside because in some instances it can be misleading. The cause cue effect is when affiliations of a brand with a noble cause and a non-profit organization can lend a seal of approval for the product being sold by corporations (Moreira, 2014). ‘Pinkwashing’ is a term used to describe the marketing of pink ribbon products to support breast cancer by companies, which sells products that may be associated with the disease (Sarah Mart, 2015). For example, KFC introduced a pink bucket of fried chicken and the promotion donated a small amount of sales to Susan G. Komen, a breast cancer foundation, for the sale of every bucket. This raised a valid concern in consumers and in public policy makers since the collaboration was in a way endorsing the sale of unhealthy foods, which is a risk factor for breast cancer (Moreira, 2014). There have also been several alcohol companies promising donations to breast cancer organizations. This association is alarming because alcohol poses a modifiable risk to breast cancer and has a negative influence on the disease. Not only does this make the actions of the alcohol companies
questionable but it also makes one question the credibility of the health organizations (Sarah Mart, 2015).

According to Adkins this strategy has little to do with philanthropy and is a way for corporations to increase sales and organizations to gain publicity (Adkins, 2000), which implies that both entities have an interest for some sort of gain. Although intentions are hard to measure, this association may make the corporation more successful and stronger, while the benefitting organization may be able to further spread awareness and increase donations (Anne Brodericki, 2003). This topic is a fertile ground for research, as some researchers argue that corporations have to be mindful of the fine line between increased sales along with goodwill and the danger of exploiting a cause for corporate benefits (Anne Brodericki, 2003). This strategy tends to involve the consumers’ core values, especially in terms of health causes, as consumers tend to build a relationship of trust with the corporation based on their associations. According to Broderick et al’s research, consumers donated to the Avon Tickled Pink campaign because of a personal value related to breast cancer awareness. This may have been in the memory of family or friends lost to breast cancer or in order to support a close family member who was going through treatment or had been a breast cancer survivor (Anne Brodericki, 2003).

2.2 Breast Cancer Awareness Marketing Campaigns:

Breast cancer is one of the most common types of cancer in the US with almost one million diagnosed cases and 410, 000 deaths from the disease worldwide annually (Jelena Cvijović, 2016). Public health efforts focused on women’s basic education can help increase knowledge and awareness about prevention methods. These include improvements in lifestyle changes, healthy eating habits and regular exercise. Prevention measures in turn, help increase detection through regular screening and mammography use (Fishbein, 2009). Due to the alarming rate of breast cancer incidence, numerous organizations are trying to raise awareness about the disease through marketing campaigns (Okorie Nelson, 2016).
Research shows that investment in marketing communication about prevention measures leads to a significant improvement in the general health of the population (Labonté R, 2008). Empirical evidence shows that over the years, marketing communication campaigns have helped improve screening use by increasing knowledge, awareness and understanding about the disease (Jesus M, 2013). The timely recognition of breast cancer can help reduce the mortality rates and contribute towards saving lives.

In terms of cause related marketing, consumers must be able to identify with the cause as well as the organization to be completely involved. Involvement not only refers to paying attention to advertisement campaigns but also making donations and being loyal to products. The study conducted by Broderick et al showed that consumers were able to connect with breast cancer awareness campaigns because they were able to relate to the disease at an emotional level. The level of engagement depends on factors such as personal experiences and the relevance of the cause for an individual. This is why consumers supporting the cause symbolized solidarity and advocacy for the brand. In addition, consumers intentionally chose to purchase products that supported women’s needs through cause related marketing strategies (Anne Brodericki, 2003).

2.3 The Role of the Internet in Health Promotion:

Non traditional media platforms such as websites, blogs and social media platforms have the potential to reach a large audience which is why marketing communication campaigns now extend beyond traditional platforms such as television, newspapers and radio (Schiavo, 2014). Media awareness campaigns play a vital role in health communication because these campaigns benefit largely from the Internet since they provide sources for interventions to change behavior in addition to spreading information (Okorie Nelson, 2016).

Breast cancer is the most popular type of cancer searched for on the internet (McCorkindale, 2013). The study conducted by Nelson et al showed that women believed that exposure to breast cancer awareness advertisements and campaigns can increase knowledge about the disease and prevent
further damage by encouraging women to learn more and take preventative measures. The results of a focus group discussion by Nelson et al showed that the women in the study believed that even exposure to the right words or a simple image related to breast cancer can push women to learn more about ways to prevent the disease (Okorie Nelson, 2016).

In addition, social media sites provide breast cancer organizations and corporations a platform to promote their campaign and gain consumers’ trust through notifications about the use of donations (Okorie Nelson, 2016). Emotional involvement with the consumers can be attained through social media by building marketing campaign communities which include customers, survivors and donors (Okorie Nelson, 2016). This community can help promote the campaign by further involving friends, families and those affected by breast cancer. Most breast campaign awareness campaigns are promoted through the month of October and in order to sustain community growth and encourage conversation, reposting advertisements, emailing reminders and encouraging the sharing of posts are necessary. However, a study conducted by Thackeray et al showed that in terms of health communication, the conversation ends up being primarily one-way and a greater emphasis is placed on fund raising instead of health promotion and education (Rosemary Thackeray, 2013). To create awareness, it is important for organizations to build strategies to lay emphasis on communicating the risk factors and prevention measures of the disease in addition to raising funds.

Sometimes this responsibility is turned into a corporate popularity contest, as breast cancer awareness advertisements become limited to encouraging users to ‘Like’ and share posts. While more popular campaigns increase donations, and therefore funding for research, the essence of the message provided focuses on fundraising rather than health education and preventative advice. For example, a study conducted by Abramson et al found that very few advertisements included health statistics and data on breast cancer on social media websites (Karley Abramson, 2015).

2.4 Gender Based Marketing:
Breast cancer has managed to form a very strong visual and symbolic identity over the years. Since the creation of the pink ribbon, the color pink has been strongly associated with the disease. During the month of October, brands launch breast cancer awareness campaigns, which include pink products and activities such as walks, auctions as well as seminars. Several landmarks around the world, such as Eiffel Tower and the Empire State Building, are also covered with pink lights during October to show their support for fighting the disease. The color pink has symbolized femininity over the years, which is why this association was initially made to beautify the negative stigmas that result as an aftermath of breast cancer. According to researchers, femininity has always been associated with beauty, which is why some believe that being swamped with beautiful pink products is a way to cover up the physical damages that are made to a woman’s body during her fight against breast cancer. It is a way to boost and reinstate the self-confidence of a woman by reminding her of her femininity (Venke Frederike Johansen, 2013).

Gender salience plays a significant part not only in health campaigns but in advertising too. In terms of breast cancer awareness, gender salience is defined by the Susan G. Komen foundation as visual elements, such as the pink color, pink ribbon and the use of only women and their faces (Michael Devlin, 2015). Although the color pink represents positive aspects of the female gender, some of these visual elements in the awareness campaigns reinforce the stereotypes of gender in our society by highlighting the importance of looking perfect and covering up imperfections with the help of cosmetics, clothes and jewelry, even if a woman is going through a major illness in her life (Venke Frederike Johansen, 2013). The symbols and meanings associated with breast cancer awareness campaigns may also end up having a reverse effect by focusing only on women. As a result, many people remain unaware that men can also be victims of breast cancer and that it is equally important for men to make lifestyle changes and avoid the risk factors of the disease.

According to the research conducted by Puntoni et al increased gender salience leads to lower perceived vulnerability from breast cancer by both women and men, and enhances defense mechanisms, which refers to the ability to process information in terms of memory as well as the
perceived risk from the disease. This can lead to reduced awareness about breast cancer and also fewer donations towards the cause. In their study, women remembered and were more open to gender neutral advertisements as compared to the ones with gender cues such as pink backgrounds and feminine visual elements (Stefano Puntoni, 2011).

2.5 Symbols and Meanings of Breast Cancer Campaigns:

While ‘official’ health communication messages carry with them an inherent professionalism and respect, breast cancer campaigns in conjunction with corporations do not always follow these standards. There is sometimes the tendency to cross ‘acceptable’ lines of modesty by using sexuality to promote messages. Not only is the idea of women’s perfection being promoted through visuals but it is also visualized by laying emphasis on sexualized images of her breasts. Apart from visuals there have also been offensive taglines in the past with messages that not only encourage saving breasts but also communicate inappropriate text that encourage acts of ‘groping and staring’ (Venke Frederike Johansen, 2013).

Objectification through these campaigns also comes through awareness activities such as breast shaped cakes at bake sales or the sale of breast shaped soaps. These acts may be offensive to a breast cancer survivor or someone who has had to go through mastectomy. In the pursuit to normalize breast cancer, awareness campaigns sometimes turn into glamorous events which may end up confusing carelessness with humor. However, Goffman explains that such practices help to normalize the disease and remove the taboos associated with it previously. In addition, some women feel that by involving humor and exposing their amputated torso with scars liberates them and helps them gain self-confidence to face the world (Venke Frederike Johansen, 2013).

A content analysis conducted by Vater et al showed that cancer advertisements in general lack information on risks, benefits and the availability of services. Instead, most advertisements adopt a fear or emotional appeal. This means that they either try to show the dangers of the disease or the emotional struggle associated with it. Cancer advertisements usually emphasize around the theme of
survival and hope instead of focusing more on providing information to help those who may be at risk (Laura B. Vater, Julie M. Donohue, Robert Arnold, Douglas B. White, Edward Chu, & and Yael Schenker, 2014).

2.6 Theoretical Framework:

Social marketing is the use of commercial marketing strategies and techniques to promote social change in society with the intent to influence positive health behavior. It is widely applied to the field of public health because it uses similar strategies in terms of placement, dissemination of information and outreach levels. Platforms used for outreach include traditional and non-traditional media such as television, print, newspaper and Internet (Evan, 2006). Digital platforms allow a far greater outreach and also provide the opportunity to tailor messages for specific groups within society. In terms of cause related marketing for breast cancer awareness, customized messages can be sent to loyal consumers as well as people associated with the related health organization. An important part of social marketing is health marketing which includes health promotion and marketing techniques. The main aim of health marketing is to improve the well-being of individuals and the society (Pralea, 2011).

Some of the commercial marketing methods used for social marketing include theories for receptiveness to messages, persuasion of consumers, and the 4 P’s of the marketing mix. The 4 P’s refer to the product, price, placement and promotion of goods, which are used to commercially market them for social causes. Raising awareness for breast cancer by spreading important health related information, encouraging prevention methods or raising funds for research all fall under the umbrella of social cause. Cause related marketing could make use of this mix since it not only focuses on the sales of products but also implements the organization of fundraising activities and social events.

When analyzing breast cancer campaigns it is important to understand that a marketing campaign extends beyond the advertisement. This is why analyzing the 4 P’s of the mix is necessary to develop a balanced, long term study (Pralea, 2011).
The product refers to the primary focus of the advertisement. In terms of a breast cancer awareness campaign, this could classify as the pink ribbon product, the social event or the proposed activity such as a fundraiser. Price refers to the monetary and non-monetary side of the strategy. It could refer to the price of the pink ribbon product or the amount being donated by the corporation to an organization. Non-monetary price refers to the time, energy and effort required by the consumer to engage with the campaign. Promotion refers to the way a campaign is being publicized. It refers to the commercial strategies being adopted to inform the target audience about the product. This helps create a demand for the product. A campaign is made up of research, creative brief, the message and the communication channel (Pralea, 2011). Placement refers to the distribution channel being used by the organization or the corporation. It can be a physical location of a campaign or a media channel. The place of a campaign is decided based on the habits of the target audience as well as their experience and satisfaction with the chosen platform (Schiavo, 2014). A marketing campaign could use more than one communication and distribution channel to promote its products and activities. This means that a breast cancer awareness campaign may be promoted through advertisements on its website, social media as well as magazines. However, the implementation of the campaign itself could be carried out through the purchase of pink ribbon products in store, online or at the venue for the organized social event (Pralea, 2011).

Therefore, the marketing mix is extremely relevant to health and social marketing since it has the potential to successfully strategize campaigns to maximize consumer involvement and participation. This encourages consumers to positively contribute towards social causes and also become more socially responsible and aware.

The main reason to conduct this research is to understand the extent to which corporations participate in promoting health through communication and education to their consumers. This will contribute to the direction and content of future breast cancer awareness campaigns and explore the avenues which can be used by these campaigns to increase the awareness of their audiences.
CHAPTER III: METHODS AND PROCEDURES:

3.1 Description of Study and Selection Criteria:

The research study consisted of a content analysis of breast cancer awareness advertisements on the Internet. A content analysis is defined as studying the meanings, context and references of text as well as images in the subject of study (Pooja Sehagal Tabeck, 2016). The internet was chosen as a platform because of its wide audience reach. To capture advertisements which fit the selection criteria, search terms included “Breast Cancer Awareness Ads 2016”, “Cancer Ads by Brands 2016” and “Pink Ribbon 2016”, which were entered in the Google search engine. Apart from accessing the advertisements on the brand’s website, the web search gave access to news articles and blog sites which had published these advertisements during the month of October in 2015 and October 2016. This timeline was selected in order to stay current and the month of October was selected as it is the breast cancer awareness month and most campaigns are being run at that time of the year.

The search yielded a total of 60 advertisements, of which 35 different advertisements without any duplication were then selected based on time range, brand category and subject. In order to streamline the search, the category of advertisements included women and men’s wear to include clothes, shoes, accessories such as jewelry and makeup. This category was selected to address the gap in existing research of breast cancer awareness advertisements and also to answer the research question regarding the relationship between different brand categories and whether they have a health appeal or not. The advertisements were only selected if they fell within this range of categories. Advertisements included in the study have been collected from the websites of the companies selling the included items under a particular brand name, blog sites, news articles and social media platforms. The date of the advertisement was determined from the website or the published date on the advertisement itself. An ID number was allocated to each advertisement for the purpose of coding. In order to be included in the study, the subject of the advertisement had to include breast cancer awareness. This could be in the form of words, images or symbols such as the pink ribbon.
To address relevant ethical considerations, an IRB Application for Designation of Non Humans Subject research was submitted. Once approved, the data were collected based on the outlined selection criteria.

3.2 Methods of Data Collection and Analysis:

A codebook was developed which was adapted from Sterling et al. that effectively covered the different components of the breast cancer advertisements being analyzed (See Appendix A for information on the codebook) (Kymberle L. Sterling, 2015). In order to further explain and define some of the terms being used in the code book, a coding manual was also developed (See Appendix B for information on the coding manual). The variables being measured included observed as well as latent variables. Observed variables included traits that could be directly observed, for example, the gender of the person portrayed and prominence of pink in the advertisements. On the other hand, latent variables are defined as those factors which cannot be physically observed or measured and are therefore, determined by the coder; an example would be objectification of women’s breasts in the advertisements (Bollen, 2002). The operationalization of the variables especially latent ones has been clearly outlined in the coding manual and are based on the discretion of the coder depending on the text, image and symbol in the advertisements. For example, the variable femininity was operationalized by looking for symbols and images such as dainty flowers, bows and the use of some pastel colors like lilac and baby pink.

The descriptive characteristics of the advertisements such as layout size, internet platform used and category of the brand were coded. In addition, information about the brand’s products being advertised in terms of the product itself, place or type of media outlet, price of the product being promoted and promotion in terms of activities marketed were also coded. Links for further information, options to donate to the cause, and the associated health organizations were added. Moreover, the advertisements were analyzed to study their health related appeal which can be defined as any visual or textual cues which provide information related to health, prevention and improved lifestyle (Valentin, 2016). Providing information about a disease such as breast cancer also falls under
the same category. Examples would include a person with an active lifestyle, an image of a heart with a check mark or symbols representing genes. The presence of words such as ‘cancer’, images of the pink ribbon and whether a call to action was included or not in the advertisements was also documented. Factors such as gender oriented advertisements through the prominent use of specific colors and the inclusion of models and celebrities were also carefully studied.

The content analysis was primarily quantitative since it measured the frequency of variables that breast cancer awareness advertisements displayed. The data analysis was conducted using SAS and the analysis comprised descriptive statistics of coded variables, and Fischer’s Exact test. These included frequencies and percentages of the major themes found in the study linked to breast cancer awareness campaigns by corporate brands, which helped to understand and identify the most prevalent themes. The Fisher’s Exact test helped understand the relationship between different brand categories and the level of health related appeal being promoted through their advertisements.
CHAPTER IV: RESULTS:

The study analyzed a total of 35 breast cancer awareness advertisements, out of which majority of the advertisements were posted on Blogging websites, followed by the brand’s website itself and then news articles. Out of all the advertisements 26% belonged to makeup brands, 20% to lingerie and 17% to jewelry, while 9% belonged to the athletic items category and 29% to others. The other categories included hair products, clothing items and shoes. Refer to Table I about more information on the variables coded, along with their descriptions, percentages and frequencies.

One of the main themes of the study was corporate profit making where most of the brands used the advertisements for the promotion of their own products with the breast cancer cause. More than three quarters of the advertisements mentioned the brand name in the form of text or logo and almost all of the breast cancer awareness campaign advertisements advertised a product of the brand. In terms of providing further information about the products, more than half of the advertisements promoted a text and image regarding the product, a little less than one third of them had an image of the product only and the amount that did not endorse any product information was almost none. Along with advertising products, some brands showed people portraying the product in action. Slightly over half of the advertisements (51%) solely portrayed the products, whereas the remainder advertisements used products and people in the advertisements. Only 3% showed people exclusively with no product and 3% of the advertisements did not show either. Often brands make use of advertisements to market more than one product and this was evident in more than half of the advertisements. An example of such an advertisement would be of the cosmetic brand Ulta beauty which portrayed a basket full of makeup items ranging from lipsticks, makeup brushes and eyeshadows palettes amongst other items. Refer to Table II for more information about the variables by product, price, promotion and placement in the advertisements.

The main purpose of the advertisements being studied was to analyze to what extent brands promote breast cancer awareness. Less than one third of the advertisements incorporated an option to ‘click for more information’ regarding the breast cancer awareness campaign being promoted. In addition, only
17% of the advertisements provided an option to donate money to the cause while majority of the advertisements did not have any such option. Some brands promised to make donations to the benefitting organizations, while others promised to donate a certain percentage of sales from a specific item. Donation varied by brand and ranged from donation of sales from 5% from every sale to 100% of all profits. Out of all the advertisements analyzed, more than half of them mentioned a donation of a certain percentage of sales, while the remainder of the advertisements did not mention how the brand would contribute towards breast cancer awareness. More than half of the brands, (54%) launched a special product which may have been limited edition or had an exclusive packaging to increase promotion and recognition of the awareness campaign. Only 9% of the advertisements mentioned the price of the special edition product being sold while majority of the advertisements did not. Besides promoting products, less than a third of the brands also organized fund raising activities or special events to raise awareness about breast cancer. In terms of contact information about the brand, over three quarters of the advertisements did not have any social media information, 6% had a link to Facebook and 9% for other social media channels. Only 14% had a website link while 86% of the advertisements did not have any web link at all.

Another major theme of this study was to identify whether brands try to spread health information regarding breast cancer through their advertisement campaigns. A little less than half of all the advertisements had health related information. Even though some advertisements were promoting the cause of breast cancer, 17% of advertisements did not use the word ‘cancer’. The pink ribbon is synonymous with breast cancer and a little more than half of the advertisements portrayed a pink ribbon in some part of the advertisement. These ads have the potential to promote health education to their consumers as well as different audiences about the disease. However, only one third of the advertisements contained additional information about the disease. Similarly, only 9% of the advertisements highlighted prevention measures related to breast cancer. Most of the advertisements, 63%, included a call to action for the audience in relation to breast cancer awareness while the rest of the advertisements had a subtler approach that only indicated to the reader a call to action. For example, the Lokai bracelet advertisement discussed how the brand was raising funds for breast
cancer and also indicated ways for the rest of the audience to join their efforts. Refer to Figure I to view the advertisement. Amongst the call to action terms, the most commonly used word was ‘Support’ which was used in 31% of the advertisements, followed by ‘Join’ at 29%, and ‘Cause’ which was used in 9% of the advertisements. The remaining ads used other words in less common frequencies. The trend showed that most brands link with a breast cancer organization to further their cause and almost three quarters of the advertisements mentioned the name of the benefitting organization. Only 9% of advertisements provided a link for further information about the campaign and the breast cancer organization. In addition, a little less than half of the advertisements mentioned what the donation would specifically be used for. From these 44% which mentioned the use of donations, 26% of the advertisements used the donations for research, 6% for education, 3% for treatment purposes and 8% as other.

Another common theme in breast cancer awareness advertisements is the focus on a gender oriented approach. In this study 83% of the advertisements adopted a feminine approach while the rest had a more neutral appeal. The color pink was dominant in most of the advertisements examined with 86% featuring pink. Some of the advertisements (37%) used a model to promote the products. The gender of the model used in one thirds of the advertisements was female, 3% used both male and female, and 63% of the advertisements did not use any model. In the advertisements which used models, 9% were celebrities. Along with having a gender oriented approach, breast cancer advertisements sometimes also issue objectification. From all of the advertisements, 20% of the advertisements prominently featured an image of breasts.

The result of the Fischer’s Exact test showed that there is a statistical association between the different brand categories (makeup, jewelry, lingerie, athletics, others) and whether the advertisements have a health appeal or not at a p value of 0.0062. As Table III shows, the difference in the row percent of almost all the categories is high showing that there is a difference between the categories and the health appeal in their respective advertisements. From the categories with health appeal, jewelry advertisements had the highest health appeal at 67%, whereas, lingerie advertisements had the lowest
health appeal at 29%. Refer to Figure I for examples of advertisements with and without health appeal.
CHAPTER V: DISCUSSION AND CONCLUSION:

5.1 Discussion:

The purpose of this study was to understand the messages communicated by brands when promoting breast cancer awareness campaigns. The research questions in focus were:

To what extent do breast cancer awareness online advertisements by brands and corporations promote health in women?

Are breast cancer awareness campaigns being used as a tool by brands and corporations to increase product sales?

What is the relationship between the categories of brand advertised (makeup, jewelry, lingerie, athletic) and whether the advertisement contains any health related appeal?

The major findings of this study showed that brands use breast cancer awareness advertisements to promote their own products and increase product sales. Moreover, online advertisements have a wide audience and the potential to spread useful health content. However, the platform is still not being utilized to its maximum potential by both corporations as well as nonprofit organizations for health promotion and education. In addition, the association of the color pink with breast cancer leads to a gender oriented approach with strong symbolic and visual representation such as the pink ribbon. Consequently, femininity is sometimes blurred into objectification by the use of glorified images of women who are models and celebrities to suppress the negativity surrounding breast cancer.

Moreover, the extent of health appeal being promoted in an advertisement varies in different categories of brand with categories such as jewelry and makeup promoting more aspects of health in terms of health related or breast cancer awareness information than the other categories included in the study.

The advertisements analyzed in this study use the internet as a promotional platform. The internet plays a huge role in health information and over 80% of internet users in America use it to learn more about health issues which in turn encourages them to receive formal care (Ronan W Glynn, 2011). Online advertisements have a wide dissemination of information and can reach the audience
repeatedly (Iana Ianakieva, 2016). In this study 43% of the advertisements were posted on blogging websites, followed by the brand’s website itself (37%) and online news articles (20%). According to the Guide to Community Preventative Service, scientific evidence shows that over time, multi component mass media campaigns have led to an increase in breast cancer screening. Mass media has been used as an effective tool for health promotion and the dissemination of health information (Ingrid J. Hall, 2012). Previous studies have shown that online advertisements can be used to persuasively relay important breast health information to women and have attracted attention to learn more about screening methods and prevention measures (Rebecca Johnson, 2013). However, in this study we found that only 31% of the advertisements incorporated an additional link to learn more about the breast cancer campaign. Research shows that organizations have not used internet platforms and social media to their full potential and are only focusing on one way communication. Therefore, it is important for organizations to promote dialogue to increase the potential of spreading awareness regarding breast cancer (McCorkindale, 2013). The majority of the advertisements, 86%, did not provide any social media contact information while only 9% provided additional information about the benefitting organization. This takes away the chance for people to connect with the brand as well as the organization. Research shows that as compared to other types of cancer such as lung and prostrate, breast cancer awareness campaigns increase online activity in terms of search related actions especially during the month of October. However, increased online activity does not always result in increased awareness or health seeking behavior (Ronan W Glynn, 2011).

Cause related marketing in terms of breast cancer awareness has been seen as a way to primarily increase profits before promoting a cause. In this study we found that 94% of brand advertisements used the breast cancer awareness advertisement to promote a product, while 57% of the advertisements promoted more than one product in a single promotion. According to the study by Elliot et al, brands use special products and packaging to promote goodwill about breast cancer and in turn increase their sales as well as profits while only donating a very small percentage in comparison to the cause itself (Elliott, 2007). This study showed that 54% of the brands introduced a special product or packaging to promote breast cancer awareness. In terms of price, 9% of the advertisements
informed the consumer the price of the limited edition product. To promote breast cancer awareness most of the campaigns emphasized on the sale of their products while only 20% of the advertisements focused on organizing fundraising or social activities. Also, in this study only 17% of the advertisements provided an option for consumers to donate money to the cause without making a purchase whereas 60% of advertisements mentioned the percentage of sales that were going to be donated from the sale of the product. The percentage donated varied from brand to brand and ranged from 5% of every sale to 100% of all profits. In this study, of those advertisements that mentioned a portion of their profit would be donated, 26% of the donations were for research, 6% for education, 3% for treatment and 9% for other. Mentioning to the audience who the money is being donated to and what it will be used for increases the trust and credibility of the campaign.

Popular advertisements have the platform to disseminate important health information to the masses. Over the years, communication has had the biggest role to play in spreading information about breast cancer (Tahereh Alsadat Khoubbin Khoshnazar, 2016). Lifestyle changes such as exercise and healthy eating can play quite a positive role in combatting breast cancer (Karen M Robinson, 2015) (Hsiu-Ho Wang, 2014). This is something which can also be easily promoted through messaging in advertisements of everyday men’s and women’s wear items like the ones analyzed in this study. However, in this study only 40% of the advertisements had health related messaging such as mention of ‘active lifestyle’ or ‘healthy diet’. In addition, only 33% of the advertisements had information related to breast cancer in terms of effects and symptoms of the disease, while only 9% of the advertisements promoted prevention measures like the ones mentioned above.

Based on the result of the Fisher’s Exact Test, there is a significant association between the category of brand and the level of health related appeal being promoted. The category of jewelry had the highest level of health related information at 67% while lingerie had the lowest promotion of health at 29%. Different brands have a varying marketing approach and even though all the categories are promoting the same cause, brands with a lesser focus on health can incorporate an overall more health oriented emphasis in order to further promote health awareness efforts. In sync with our findings,
previous research also shows that breast cancer awareness campaigns do not necessarily promote information on risk factors and treatment. If anything they focus more on coping methods and personal stories (Melinda C. R. Burgess).

Apart from promoting prevention measures, important health education messaging can also positively influence research, political action, and funding for the disease (Ronan W Glynn, 2011). The majority of the advertisements in this study, 63% included a call to action. This means that the message or tagline used words such as ‘Support’ (31%), ‘Join’ (29%) and ‘Cause’ (9%) to encourage people to get involved with the cause by advocating, supporting or fighting for women and those affected by it. The pink ribbon campaign has received criticism for overshadowing other diseases by taking over the marketplace (Glynn, 2011). In the US there are over 1468 breast cancer nonprofit organizations and 229 and 154 organizations for prostate and lung cancer respectively. In our study we found that 69% of brands associated themselves with specific breast cancer related organizations. Advocacy groups have critiqued these partnerships in favor of creating equal opportunities for all diseases (Ronan W Glynn, 2011).

Due to some marketing strategies, breast cancer is associated with shopping along with the color pink which represents cheerfulness (King, 2010). As a result, breast cancer is now widely associated with giving back by purchasing pink products or participating in pink themed activities. The focus on issues such as access to care or the effect of the disease on marginalized groups seems to be overshadowed by the power of consumerism (King, 2010). Research shows that the color pink was associated with breast cancer to endorse corporate motives. In this study 86% of the advertisements prominently featured the color and 48% used the iconic pink ribbon symbol. Activists critique that the color pink has been commodified by large brands and corporations to make profits while maintaining an image of goodwill (Elliott, 2007). Pink also strongly represents femininity which was visible in 83% of the advertisements.

Many women know that breast cancer treatment may result in permanent physical changes to their bodies and this may negatively impact how women feel about their looks. A negative body image
leads to low self-esteem and a lost feeling of femininity. This is why brands focus on creating an overall positive and feminine vibe with the use of the color pink and the wide promotion of women’s products. In an effort to promote femininity, communication may end up objectifying women’s bodies. Around 70% of women who are breast cancer victims feel distressed by the disease itself (Park H.Y., 2015). In this study around 63% of the advertisements used images of perfect looking models to advertise the campaign. In the advertisements 34% of the models were females and only 3% of the advertisements showed both male and female. Some advertisements (9%) also used celebrities. The use of celebrities alleviates this issue and creates acceptability in the minds of people. Breasts are a significant part of a woman’s body and signify beauty, sexual attractiveness, maternal instinct as well as fertility. This is why it is the responsibly of health communicators and marketers to be mindful of not crossing the boundary of objectification (Park H.Y., 2015). In this study 20% of the advertisements showed a close up of breasts or made them the focal point of the advertisement to create attractiveness and gain attention.

5.2 Limitations:

A limitation of this study is the small sample size of the advertisements selected and a larger selection will help in generalizability. There was limited access to the advertisements available on the internet and all of the promotions from October 2015 and October 2016 could not be accessed for this study. Moreover, using the Google search engine for the advertisements may have influenced the results by providing results based on web browser history. In addition, there was only a single coder for the study which may have introduced a bias based on a subjective view point to influence results of the interpretation of the content of the advertisements. In terms of analysis, only a quantitative analysis was carried out and a qualitative analysis of the content from the consumers’ perspective was not included.

5.3 Recommendations and Conclusion:
Future directions for this study could include a larger sample size for greater generalizability. In addition, this study only focused on online advertisements, multiple media channels could also be included to create a comparison of the content across channels such as newspapers, magazines, radio and online advertisements. Using anonymous global search preferences in the search engine may help obtain advertisements without any influence from personal web history. A wider selection criterion would allow the inclusion of a greater variety of advertisements from more brand categories than only the ones selected for this particular study. In order to create advertisements which promote health information, there needs to be a greater focus on prevention measures. In addition, the tone of the advertisements need to focus more on the risk of breast cancer for the consumers themselves instead of isolating them from the possibility of getting the disease. Research from the consumer’s point of view will help understand and carry out a qualitative analysis of buying habits as well as consumer’s perceptions in terms of health education and promotion. Future direction of studies could also focus more on gender objectification through breast cancer advertisements.

This study provides an overview of the content of breast cancer awareness advertisements by corporations. It seems reasonable to conclude that brands and nonprofit organizations still have a long way to go in terms of making full use of online platforms to begin a dialogue and create engagement with the audiences to promote health and education related to breast cancer. Brands also have a corporate social responsibility beyond profit making to promote well-being in terms of health and lifestyle changes. Breast cancer initiatives with pink ribbons and themes have been promoted through consumerism for decades now by encouraging consumers to purchase items, and it is essential to also adopt other creative methods to start a dialogue and create awareness as well as responsibility towards the disease.
Bibliography


Pringle, H. and Thompson, M. (1999), Brand spirit: how cause related marketing
builds brands, Chichester, John Wiley and Sons.


### TABLE I:
Categories, Variables, Description, Percentages and Frequencies Found in the Breast Cancer Awareness Campaigns

<table>
<thead>
<tr>
<th>CATEGORIES</th>
<th>DESCRIPTION</th>
<th>VARIABLES</th>
<th>PERCENTAGES</th>
<th>FREQUENCY</th>
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<tr>
<td><strong>CHARACTERISTICS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Size:</td>
<td>The measurement of the advertisement in pixels.</td>
<td>Leaderboard (728x90 pixels)</td>
<td>9%</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Half Page (300x600 pixels)</td>
<td>11%</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Large Rectangle (336x280 pixels)</td>
<td>29%</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Large Mobile Banner (320x100 pixels)</td>
<td>31%</td>
<td>11</td>
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<tr>
<td></td>
<td></td>
<td>Other</td>
<td>20%</td>
<td>7</td>
</tr>
<tr>
<td>Ad Location:</td>
<td>The internet platform used for promotion of ads.</td>
<td>Brand’s Website</td>
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<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Blogging Website</td>
<td>43%</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>News Article</td>
<td>20%</td>
<td>7</td>
</tr>
<tr>
<td>Brand Category:</td>
<td>The kind of products being advertised by a company.</td>
<td>Makeup</td>
<td>26%</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jewelry</td>
<td>17%</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lingerie</td>
<td>20%</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Athletic</td>
<td>9%</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Other</td>
<td>29%</td>
<td>10</td>
</tr>
<tr>
<td><strong>CORPORATE PROFIT MAKING</strong></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Name Mentioned</td>
<td>Mention of the name or logo of the company advertising.</td>
<td>Yes</td>
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<td></td>
<td>No</td>
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<td>Tag Line Mentioned</td>
<td>Mention of prominent words promoting the brand or the cause.</td>
<td>Yes</td>
<td>80%</td>
<td>28</td>
</tr>
<tr>
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<td></td>
<td>No</td>
<td>20%</td>
<td>7</td>
</tr>
<tr>
<td>Brand’s Products Mentioned</td>
<td>Mention of product through text or image.</td>
<td>Yes</td>
<td>94%</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No</td>
<td>6%</td>
<td>2</td>
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<td>Feature</td>
<td>Description</td>
<td>Yes</td>
<td>No</td>
<td>6%</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-----</td>
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<td>------</td>
</tr>
<tr>
<td>Product Information</td>
<td>Additional information about the products mentioned.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>No</td>
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<tr>
<td></td>
<td>Image</td>
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<td></td>
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<tr>
<td></td>
<td>Text</td>
<td>29%</td>
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<tr>
<td></td>
<td>Text and Image</td>
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<tr>
<td></td>
<td>Additional information about the products mentioned.</td>
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<td>No</td>
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<tr>
<td></td>
<td>Image</td>
<td>3%</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Text</td>
<td>51%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text and Image</td>
<td>3%</td>
<td></td>
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<td></td>
<td>Additional information about the products mentioned.</td>
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<td></td>
<td>No</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Image</td>
<td>43%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text</td>
<td>66%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text and Image</td>
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<td></td>
</tr>
<tr>
<td>Portrayal of Product and People in the Ad</td>
<td>Advertising through the use of people along with the products.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>No</td>
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<tr>
<td></td>
<td>Product Only</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>People Only</td>
<td>51%</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Product and People</td>
<td>3%</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Additional information about the products mentioned.</td>
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<td>No</td>
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<tr>
<td></td>
<td>Product Only</td>
<td>43%</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>People Only</td>
<td>66%</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Product and People</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>More Than One Product</td>
<td>Advertising multiple products in one ad.</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
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<td>57%</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>No</td>
<td>43%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Click Button for More Information on Breast Cancer Awareness Campaign</td>
<td>An option to gain more information on the campaign itself.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>31%</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>No</td>
<td>69%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option to Donate Money</td>
<td>A way to donate to the cause.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>83%</td>
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<tr>
<td>Percentage of Sales Being Donated</td>
<td>Brand donating a certain percentage of sales or profits from the campaign to the BCA campaign.</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>60%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special Product for the Cause</td>
<td>Is the brand selling a limited edition product for the campaign.</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>54%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>46%</td>
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<td></td>
</tr>
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<td>Mention of the items being sold for the BCA campaign on the ad.</td>
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<tr>
<td></td>
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<td>9%</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>No</td>
<td>91%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fundraising Event or Social Activity</td>
<td>Whether a special activity is being organized for the BCA campaign.</td>
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<td></td>
<td></td>
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<td></td>
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<td>20%</td>
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<td></td>
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<tr>
<td></td>
<td>No</td>
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<td></td>
<td></td>
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<tr>
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<td>86%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
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<td></td>
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<tr>
<td></td>
<td>Instagram</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Any information regarding social media links present.</td>
<td></td>
<td></td>
<td></td>
</tr>
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<td></td>
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<td>86%</td>
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<td>Facebook</td>
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<td>Instagram</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other</td>
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<td></td>
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<td>Any information regarding social media links present.</td>
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<td>86%</td>
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<td>Instagram</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>--------------------------</td>
<td>-----</td>
<td>-----</td>
<td>------------------</td>
</tr>
<tr>
<td>Website Link</td>
<td>Any website link present on the ad.</td>
<td>Yes</td>
<td>No</td>
<td>14%</td>
</tr>
<tr>
<td>Health Related Appeal in the Ad</td>
<td>Visual or text clues related to health and prevention.</td>
<td>Yes</td>
<td>No</td>
<td>40%</td>
</tr>
<tr>
<td>Mention of the Word ‘Cancer’</td>
<td>Specific mention of ‘Cancer’ in the ad.</td>
<td>Yes</td>
<td>No</td>
<td>83%</td>
</tr>
<tr>
<td>‘Pink Ribbon’ Image</td>
<td>Use of the ‘Pink Ribbon’ icon in the ad.</td>
<td>Yes</td>
<td>No</td>
<td>51%</td>
</tr>
<tr>
<td>Breast Cancer Information</td>
<td>Any information or facts related to breast cancer.</td>
<td>Yes</td>
<td>No</td>
<td>23%</td>
</tr>
<tr>
<td>Prevention Measures</td>
<td>Mention of ways to prevent breast cancer.</td>
<td>Yes</td>
<td>No</td>
<td>9%</td>
</tr>
<tr>
<td>Call to Action</td>
<td>Asking the viewer to make an action regarding breast cancer.</td>
<td>Yes</td>
<td>No</td>
<td>63%</td>
</tr>
<tr>
<td>Cause Related Keywords</td>
<td>Use of specific words for call to action for breast cancer.</td>
<td>Support</td>
<td>Join</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Cause</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Other</td>
<td>31%</td>
</tr>
<tr>
<td>Benefitting Organization</td>
<td>Mention of the organization being supported by the brand for the BCA campaign.</td>
<td>Yes</td>
<td>No</td>
<td>69%</td>
</tr>
<tr>
<td>Link for the Organization</td>
<td>Link or additional information about the benefitting organization.</td>
<td>Yes</td>
<td>No</td>
<td>9%</td>
</tr>
<tr>
<td>Use of Donations</td>
<td>Mention of what the donations will be used for.</td>
<td>Yes</td>
<td>No</td>
<td>43%</td>
</tr>
<tr>
<td>Putting Donations to Use</td>
<td>Breakdown of the use of donations.</td>
<td>None</td>
<td>57%</td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Research</td>
<td></td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Education</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Treatment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
<td>Yes</td>
<td>No</td>
<td>Total</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>------------------------------------------------------------------</td>
<td>-------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>Gender Oriented Image</td>
<td>Products, color, layout or imagery leaning towards a certain gender.</td>
<td>17%</td>
<td>83%</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Yes, femininity</td>
<td>86%</td>
<td>14%</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>Yes, masculinity</td>
<td>0%</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Pink Color Use</td>
<td>Prominent use of the color pink in the ad.</td>
<td>86%</td>
<td>14%</td>
<td>30</td>
</tr>
<tr>
<td>Model</td>
<td>Use of model in the ad.</td>
<td>37%</td>
<td>63%</td>
<td>13</td>
</tr>
<tr>
<td>Gender of Model</td>
<td>Whether the gender of the model is clear.</td>
<td>63%</td>
<td>34%</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>No Model</td>
<td>34%</td>
<td>63%</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>63%</td>
<td>34%</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Both female and male</td>
<td>3%</td>
<td>97%</td>
<td>1</td>
</tr>
<tr>
<td>Celebrity</td>
<td>Whether a celebrity has been used in the ad.</td>
<td>9%</td>
<td>91%</td>
<td>3</td>
</tr>
<tr>
<td>Image of Breasts</td>
<td>Prominent focus on breasts in the ad.</td>
<td>20%</td>
<td>80%</td>
<td>7</td>
</tr>
</tbody>
</table>

---

**GENDER ORIENTED/ OBJECTIFICATION**

- Gender Oriented Image: Products, color, layout or imagery leaning towards a certain gender. Yes, femininity: 86%, Yes, masculinity: 0%
- Pink Color Use: Prominent use of the color pink in the ad. Yes: 86%, No: 14%
- Model: Use of model in the ad. Yes: 37%, No: 63%
- Gender of Model: Whether the gender of the model is clear. No Model: 63%, Female: 34%, Both female and male: 3%
- Celebrity: Whether a celebrity has been used in the ad. Yes: 9%, No: 91%
- Image of Breasts: Prominent focus on breasts in the ad. Yes: 20%, No: 80%

Other: 9%
### TABLE II:

Product, Price, Promotion and Placement Found in the Breast Cancer Advertisement Campaigns

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>Percentages</th>
<th>Frequency (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product Category:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Make up</td>
<td>26%</td>
<td>9</td>
</tr>
<tr>
<td>Jewelry</td>
<td>17%</td>
<td>6</td>
</tr>
<tr>
<td>Athletic Items</td>
<td>9%</td>
<td>3</td>
</tr>
<tr>
<td>Lingerie</td>
<td>20%</td>
<td>7</td>
</tr>
<tr>
<td>Others</td>
<td>29%</td>
<td>10</td>
</tr>
<tr>
<td><strong>Limited Edition Product:</strong></td>
<td>54%</td>
<td>19</td>
</tr>
<tr>
<td><strong>Breast Cancer Information:</strong></td>
<td>23%</td>
<td>8</td>
</tr>
<tr>
<td><strong>Prevention Measures:</strong></td>
<td>9%</td>
<td>3</td>
</tr>
<tr>
<td><strong>PRICE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Item Price:</strong></td>
<td>9%</td>
<td>3</td>
</tr>
<tr>
<td><strong>Percentage Donated to Cause:</strong></td>
<td>60%</td>
<td>21</td>
</tr>
<tr>
<td><strong>Fundraiser or Social Activity:</strong></td>
<td>20%</td>
<td>7</td>
</tr>
<tr>
<td><strong>PROMOTION</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Logo:</strong></td>
<td>86%</td>
<td>30</td>
</tr>
<tr>
<td><strong>Pink Ribbon:</strong></td>
<td>51%</td>
<td>18</td>
</tr>
<tr>
<td><strong>Website Link:</strong></td>
<td>14%</td>
<td>5</td>
</tr>
<tr>
<td><strong>Model:</strong></td>
<td>37%</td>
<td>13</td>
</tr>
<tr>
<td><strong>Health Related Appeal:</strong></td>
<td>40%</td>
<td>14</td>
</tr>
<tr>
<td><strong>PLACEMENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Platform Used:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand’s Website</td>
<td>37%</td>
<td>13</td>
</tr>
<tr>
<td>Blogging Website</td>
<td>43%</td>
<td>5</td>
</tr>
<tr>
<td>News Article</td>
<td>20%</td>
<td>7</td>
</tr>
</tbody>
</table>
### TABLE III:

Result of Fischer’s Exact Test (Table of Brand Category by Health Appeal)

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>HEALTH APPEAL</th>
<th>HEALTH APPEAL</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NO</td>
<td>YES</td>
<td></td>
</tr>
<tr>
<td>Makeup</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>14.29</td>
<td>11.43</td>
<td>25.71</td>
</tr>
<tr>
<td></td>
<td>55.56</td>
<td>44.44</td>
<td></td>
</tr>
<tr>
<td></td>
<td>23.81</td>
<td>28.57</td>
<td></td>
</tr>
<tr>
<td>Jewelry</td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5.71</td>
<td>11.43</td>
<td>17.14</td>
</tr>
<tr>
<td></td>
<td>33.33</td>
<td>66.67</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9.52</td>
<td>28.57</td>
<td></td>
</tr>
<tr>
<td>Lingerie</td>
<td></td>
<td></td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>14.29</td>
<td>5.71</td>
<td>20.00</td>
</tr>
<tr>
<td></td>
<td>71.43</td>
<td>28.57</td>
<td></td>
</tr>
<tr>
<td></td>
<td>23.81</td>
<td>14.29</td>
<td></td>
</tr>
<tr>
<td>Athletic</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5.71</td>
<td>2.86</td>
<td>8.57</td>
</tr>
<tr>
<td></td>
<td>66.67</td>
<td>33.33</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9.52</td>
<td>7.14</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>20.00</td>
<td>8.57</td>
<td>28.57</td>
</tr>
<tr>
<td></td>
<td>70.00</td>
<td>30.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>33.33</td>
<td>21.43</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>21</td>
<td>14</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>60.00</td>
<td>40.00</td>
<td>100.00</td>
</tr>
<tr>
<td>Fischer’s Exact Test</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------</td>
<td>-----</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Table Probability (P)</td>
<td>0.0062</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pr &lt;= P</td>
<td>0.6683</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
FIGURE I:

Advertisements with and without Health Related Appeal

Figure 1.1: Advertisement with Health Related Appeal

Figure 1.2: Advertisement without Health Related Appeal
APPENDIX A

Code Book

1. Coder
   Mariam Shakeel

2. Advertisement Characteristics
   Ad ID. Number: ______________________________ (ID)

Basic Characteristics and Layout:

3. What is the Ad size?
   a. Leaderboard (728 x 90 pixels) (1)
   b. Half Page (300 x 600 pixels) (2)
   c. Large Rectangle (336 x 280 pixels) (3)
   d. Large Mobile Banner (320 x 100 pixels) (4)
   e. Other (5)

4. Where was the ad posted?
   a. Brand’s website (1)
   b. Blogging Website (2)
   c. News Article (3)
   d. Other (4)

5. Category of brand advertised:
   a. Makeup (1)
   b. Jewelry (2)
   c. Lingerie (3)
   d. Athletic (4)
   e. Other (6)

THEMES:

1) Corporate Profit Making:

6. Brand name mentioned (note: read ad carefully. The name/logo of the company is usually listed in bold print but can also be listed in fine print).
   a. Not mentioned (0)
   b. Mentioned (1)

7. Does the ad have a tag line?
   a. No (0)
   b. Yes (1)

8. Does the ad mention any of the brand’s products?
   a. No (0)
   b. Yes (1)

9. If yes to previous question then: information about the products:
   a. None (0)
   b. Text only (1)
   c. Image only (2)
10. Portrayal of product and people in the ad?
   a. No product or people (0)
   b. Product only (1)
   c. People only (2)
   d. Product and people (3)

11. Does the ad contain more than one product?
   a. No (0)
   b. Yes (1)

12. Does the ad contain a click button for more information about the breast cancer awareness campaign?
   a. No (0)
   b. Yes (1)

13. Is there an option to donate money to the cause?
   a. No (0)
   b. Yes (1)

14. Are a percentage of sales or amount from an item being donated?
   a. No (0)
   b. Yes (1)

15. Is the brand selling a special product/packaging for the cause?
   a. No (0)
   b. Yes (1)

16. Is the price of the item mentioned in the ad?
   a. No (0)
   b. Yes (1)

17. Is a fundraising event or activity being organized by the brand?
   a. No (0)
   b. Yes (1)

18. Social media site present?
   a. No (0)
   b. Facebook (1)
   c. Instagram (2)
   d. Other (3)

19. Website present?
   a. No (0)
   b. Yes (1)

2) Health Related Appeal:

20. Does the ad contain any health related appeal?
   a. No (0)
   b. Yes (1)
21. Is the word ‘cancer’ mentioned in the ad?
   a. No (0)
   b. Yes (1)

22. Image of pink ribbon?
   a. No (0)
   b. Yes (1)

23. Information/ facts related to breast cancer? (circle all that apply)
   a. No (0)
   b. Yes (1)

24. Does the ad mention prevention measures?
   a. No (0)
   b. Yes (1)

25. Does the ad have a call to action?
   a. No (0)
   b. Yes (1)

26. Are any of the following cause related keywords used in the ad?
   a. Support (1)
   b. Join (2)
   c. Believe (3)
   d. Cause (4)
   e. Other (5)

27. Mention of the benefitting organization?
   a. No (0)
   b. Yes (1)

28. Link for additional information about the benefitting organization?
   a. No (0)
   b. Yes (1)

29. Mention of what the donations will be used for?
   a. No (0)
   b. Yes (1)

30. If yes to previous question then circle all that apply:
   a. None (0)
   b. Research (1)
   c. Education (2)
   d. Treatment (3)
   e. Other (4)

3) Gender Oriented/ Objectification:

31. Is the image gender oriented?
   a. No (0)
   b. Yes, toward femininity (1)
   c. Yes, toward masculinity (2)
32. Does the image prominently feature the color pink?
   a. No (0)
   b. Yes (1)

33. Does the ad use a model?
   a. No (0)
   b. Yes (1)

34. If yes to previous questions then what is the gender of the model?
   a. None (0)
   b. Female (1)
   c. Male (2)
   d. Both (3)

35. Does the ad use a celebrity?
   a. No (0)
   b. Yes (1)

36. Does the ad contain an image of breasts?
   a. No (0)
   b. Yes (1)
APPENDIX B:

Coding Manual

Project Description:

The purpose of this study is to understand the influence of breast cancer awareness advertisements by corporations and the role they play in health education. The project will involve conducting an in depth content analysis of breast cancer awareness advertisements promoted through the internet from September 2015- October 2016.

This manual describes the process and procedures to be used in conducting the content analysis. The advertisements on the internet will be examined to understand the health related messages being promoted by the corporations.

Introduction:

This manual is designed to help you code the breast cancer awareness advertisements found on different internet platforms. You are required to study and analyze the content of the advertisements in terms of text, images, product placement etc. After studying the still advertisements, you will identify and code the discussions, images and references on the code sheet.

Section 1 of this manual describes the selection criteria used for the advertisements. Section 2 provides the basic instructions for viewing and coding the advertisements. Section 3 provides a list of study variables, definitions and rules to follow when coding the advertisements. The definitions are applicable specifically to this particular study. Before starting the coding process, please familiarize yourself with the study variables, definitions and rules.

Section 1: Study Methodology

The search for breast cancer awareness advertisements was conducted from January 8th - 25th, 2017. To capture advertisements which fit the selection criteria, the terms used were “Breast Cancer Awareness Ads 2016”, “Cancer Ads by Brands” and “Pink Ribbon 2016” which were entered in the Google search
engine. Apart from accessing the advertisements on the brand’s website, the web search allowed us to also access news articles and blog sites which had published these advertisements during the month of October in 2015 and 2016.

The search yielded a total of 60 advertisements which were then selected based on time range, brand type and subject. In order to streamline the search, the category of advertisements included women and men’s wear such as clothes, shoes, accessories and makeup. In order to stay current, the time line selected was from September 2015- October 2016 to include the last two breast cancer awareness months. An ID number was allocated to each advertisement for the purpose of coding.

Section 2: Basic Instructions for Advertisements:

- Review the coding manual and code book thoroughly before beginning the coding process.
- Study each ad carefully before coding it.
- Flag any coding elements that may illicit further questions.

Section 3: Study Variables, Definitions and Rules for Coding Content

The codebook has been divided into four sections: basic characteristics and layout, corporate profit making, health related appeal and gender oriented/objectification.

Basic Characteristics and Layout:

-This section contains the descriptive information for each advertisement.
-The name of the coder should be present at the top of each code sheet.
-Ad ID: each advertisement has an ID and should be marked at the top of the code book.
-The size of the advertisement needs to be measured using tools such as the Google Chrome Dimensions Extension where the standard web sizes are already outlined and can be applied to particular advertisement images.
-The web link of each advertisement has been saved and can be accessed to determine where the advertisement was originally posted and saved from.

-The advertisements belong to one of the brand categories listed based on the selection criteria. Select the category which fits best.

**Corporate Profit Making:**

-Carefully scan the advertisement and make note of whether the brand name or logo was present on the ad.

-A tagline is defined as a final line which creates a point about the brand’s product or cause. It is usually the most prominent words present on the page and may appear in bold or large lettering as compared to the rest of the text. It is usually a couple of words or one line long but may be a little longer in some cases.

-The brand’s product can be identified in terms of image or text.

-Information about the product includes any additional material besides the product’s name or image and may include special features or characteristics of the product.

-Note whether an image of the product is included along with a person or people promoting the product.

-Any part of the human body included in the advertisement will be counted as a person.

-Make note if more than one product is being advertised in one advertisement.

-In order to find the click button for more information you may need to open the web link for the particular advertisement. Please note that instead of a button there may be a link present.

-Note whether there is a link or button to make donations to the cause.

-Please zoom into the advertisements and read the fine print to note whether there is any additional information about the percentage of sales being donated by the brand.
- Please analyze the product names or images carefully to assess whether the brand is selling a limited edition product or special packaging to promote the cause.

- Take note of whether the price of the product being advertised is mentioned on the advertisement.

- Please make note whether the brand is organizing a fundraising event or social activity at a certain location.

- Please note carefully whether social media and website links for the brand are present on the advertisement. For social media please mark the platform present in the categories listed.

**Health Related Appeal:**

- Health related appeal can be defined as any visual or textual cues which provide information related to health, prevention and improved lifestyle. Providing information about a disease such as breast cancer also falls under the same category. Examples would include a person with an active lifestyle, an image of a heart with a check mark or symbols representing genes.

- The advertisements do not necessarily have to mention breast cancer and only the word cancer would also count as a ‘Yes’.

- Please make note that the pink ribbon has numerous variations. The ribbon as a part of a supporting organization’s logo will also be counted as a ‘Yes’ for the study.

- Prevention measures are defined as steps which can help prevent breast cancer. Please study the advertisement in detail to identify cues such as the promotion of healthy eating or active lifestyles.

- A call to action is defined as the intent of the advertisement to make the viewer conduct a certain act or take the instructed directive. Examples include asking them to ‘support the cause’ or to ‘join the fight against breast cancer’. Look out for cause related words such as support, join, believe etc.

- The benefitting organization may be mentioned in text or with a logo placed on the advertisements.
-Additional information about the organization may be in the form of a link, a button or contact information.

-Please read the fine print of the advertisements carefully to note what the donations are being used for.

**Gender Oriented/ Objectification:**

-As a coder please use your own discretion to identify whether the advertisement is gender oriented or not. This means that the product, colors, layout, use of imagery etc. could be leaning towards femininity, masculinity or may have a neutral approach. Please select the most appropriate option from the ones listed.

-Advertisements in which the color pink is quite prominent need to be included. A hint of pink will not count; only mark as “Yes” if pink is one of the most obvious colors in the advertisement.

-The use of a model in the advertisement is not limited to the face. Any part of the body included in the advertisement will be counted as a model for the ad.

-If the model used is also a famous celebrity then please mark “Yes” for both questions 33 and 35.

-Image of breasts refers to prominently featured breasts. This could include a camera angle focusing mainly on breasts or a suggestive image of breasts which may or may not be portrayed metaphorically. Metaphoric use of breasts may include objects which may look like breasts such as lemons or buns etc. If a woman’s torso is shown and the breasts are not the most prominent feature in the image then please mark “No” for question 36.