

Hashtags as a Tool to Support Digital Marketing Campaigns International and MINA (Middle East and North Africa) Hashtags Of the Breast Cancer Awareness Campaign's

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Abstract:

Explore the role of hashtags in supporting online marketing campaigns is the aim of this research paper, particularly awareness campaigns related to health issues.

Awareness campaigns throughout the month of October, aimed at raising awareness about the importance of early detection of breast cancer in women, are among the campaigns that require significant support in the digital space.

Therefore, this study was conducted to identify, with the help of the **Google Trends tool**, the most popular hashtags used in three digital awareness campaigns in three completely different regions: the United States of America, the United Arab Emirates, and Algeria. from October 1, 2024, to the end of the month.

Keywords: Digital Marketing Campaigns; Breast Cancer Awareness; Hashtags; Google Trends.

Jel Classification Codes : M31; I11; I12.

ملخص:

تهدف هذه الورقة البحثية إلى استكشاف دور الهاشتاغات في دعم الحملات التسويقية الإلكترونية، وبشكل خاص الحملات التوعوية المتعلقة بالقضايا الصحية؛

تعد حملات التوعية خلال شهر أكتوبر، التي تهدف إلى زيادة الوعي بأهمية الكشف المبكر عن سرطان الثدي لدى النساء، وهي من بين الحملات التي تحتاج إلى دعم كبير في الفضاء الرقمي؛

لذلك، تم إجراء هذه الدراسة للتعرف على أكثر الهاشتاغات استخداما في ثلاث حملات توعوية رقمية في ثلاث مناطق مختلفة تماما: الولايات المتحدة الأمريكية، والإمارات العربية المتحدة، والجزائر، وذلك من 01 أكتوبر 2024 حتى نهاية الشهر.

الكلمات المفتاحية: الحملات التسويقية الرقمية؛ التوعية بسرطان الثدي؛ الهاشتاغات؛ غوغل ترندز

تصنيفات jel : M31; I11; I12.

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1. Introduction.

Digital marketing refers to the adaptation of traditional marketing methods, tools, and strategies to the internet, enabling the digital world to create new channels and forms of marketing.

Digital marketing campaigns aim to promote services or ideas through various digital platforms, such as social media. However, these campaigns may encounter common mistakes, such as a lack of goal-oriented strategies or confusion between the campaign's objectives and the company's vision.

Hashtags also play a crucial role in supporting digital campaigns, evolving from simple content categorization to becoming a social symbol that influences discussions and dynamics both within and outside digital spaces.

As is known breast cancer is one of the most serious diseases affecting women. With an estimated 2.3 million new cases globally in 2020, it has become the most commonly diagnosed cancer, surpassing lung cancer. Breast cancer ranks among the most prevalent types of cancer worldwide. (Essa Whieb & Adil Jaafar, 2024, p. 01)

Therefore, all awareness campaigns related to this topic and the month of October, or as it is known, Pink October, are circulating in the digital space with the most popular hashtags.

Study problematic:

Therefore how can hashtags be an effective tool in supporting digital marketing campaigns, especially in breast cancer awareness campaigns? What are the differences in the use of hashtags between international campaigns and those in the Middle East and North Africa (MINA) region? Can these hashtags contribute to increasing awareness and encouraging active participation in important health issues such as breast cancer?

2. Theoretical Framework for Digital Marketing Campaigns and Pink October.

2.1 Definition of Digital Marketing.

Digital marketing is defined as the adaptation of traditional marketing, its tools, and strategies to the internet. However, the specific characteristics of the digital world and the personalization of marketing have strengthened the development of channels, forms, and languages that have led to tools and strategies unimaginable outside the internet.

Today, digital marketing has become a comprehensive phenomenon that combines customization and distribution to achieve marketing goals.

The technological convergence and the proliferation of devices that connect us to marketing through the internet have driven us toward a new concept of digital marketing — one that is user-centered, more measurable, and prevalent in every space and interaction. (عليط و معزوي، 2022، صفحة 303)

2.1.1 Tools of Digital Marketing According to Experts:

- **Search Engine Optimization (SEO):** The practice of enhancing a website's visibility and ranking in unpaid (organic) search results for keywords relevant to its target audience.

- **Pay-Per-Click Advertising (PPC):** An online advertising model where advertisers are charged each time a user clicks on their ad.

- **Email Marketing:** A form of direct marketing that uses email to promote products or services to customers, serving as an effective tool for building relationships with customers and boosting sales.

- **Social Media Marketing:** The use of social media platforms, such as Facebook, Twitter, and Instagram, to promote products or services to a targeted audience.

- **Content Marketing:** A strategy centered on creating and distributing content that is valuable and appealing to the target market.

- **Website:** A collection of digital pages containing information in the form of text, images, animations, audio, and video, or a combination of these, accessible worldwide via an internet connection.

Influencers: Individuals with large followings on social media who can influence their followers to take certain actions. (Essa Whieb & Adil Jaafar, 2024, pp. 458-459)

2.2 Definition of Digital Marketing Campaigns.

Digital marketing campaigns are an organized and coordinated set of activities aimed at promoting a service, idea, or information. A digital marketing campaign utilizes a range of digital (electronic) tools to reach its target audience, such as social media platforms. (عبد الله محمد ملياني، 2020، صفحة 108)

Successful strategies are those that effectively align the choice of available media with their intended purpose, creating the necessary psychological impact to achieve their objectives. However, numerous common mistakes can occur when planning digital marketing campaigns, as identified by a group of researchers:

- Lack of attention to goal-oriented strategies.
- Confusion between the campaign's objective and the institution's vision for transformation.
- Failure to measure impact in alignment with commercial or economic considerations.
- Haste in planning and managing marketing campaigns.
- Insufficient focus on developing a content management and editorial strategy that facilitates effective communication.

Digital marketing campaigns are applied across various platforms, including:

- Social publishing platforms: such as blogs.
- Consumer service platforms: like Twitter.
- Social knowledge platforms: such as Wikipedia.
- Direct publishing platforms: like YouTube.
- Social networking platforms: such as Facebook.
- Social preference platforms.(السر علي ، 2018 ، صفحة 44)

2.3 Supporting Digital Marketing Campaigns by the Hashtags.

Hashtags have become a vital tool in supporting digital marketing campaigns, and hashtag-focused research has expanded significantly across diverse fields in recent years. In addition to marketing, hashtags are widely used in disciplines like communication, psychology, sociology, political science, computational social sciences, as well as medical and engineering fields, to analyze public conversations emerging on social media around specific topics.

This type of research benefits from technical advancements on digital platforms, which enable data scraping and the storage of information about who initiated a conversation and through which hashtag.

Though simply a label marked by a hash symbol (#), the hashtag has transformed language and communication for millions.

Beyond organizing content on the internet and social media, hashtags now carry broader social implications. Their role and impact have evolved from simply gathering related posts under a topic to becoming an "**ubiquitous symbol**" that drives discussions and influences dynamics within and beyond digital spaces. (La Rocca & Boccia Artieri, 2022, p. 01)

2.4 Overview of Pink October:

Breast Cancer Awareness Month (BCAM) is a global health initiative held every October to increase public awareness about breast cancer and generate funding for ongoing research. The campaign emphasizes the critical role of self-examination and regular screening, while also highlighting available resources that encourage individuals to adopt preventive behaviors.

Although some critique the intense focus on breast cancer within these and other awareness initiatives, it is widely acknowledged that these campaigns have led to significant advancements in patient care. By fostering greater prevention efforts, screening practices, treatment knowledge, research funding, and political support, BCAM has positively impacted the landscape of breast cancer care.

The internet has become an essential tool for health information, with those who search online for information about personal health issues being 60% more likely to consult a healthcare professional than those who do not. In the context of cancer, online resources are increasingly utilized, with recent studies showing that 63% of cancer patients use the internet as a source of oncological information. This trend has been effectively harnessed by advocates to raise awareness of various types of cancer. (Glynn, C Kelly, & Karl J , 2011, p. 01)

2.4.1 The Marketing Mix for Pink October Campaign.

This approach is known as "pink marketing," wherein the four elements of the marketing mix (product, price, promotion, and distribution) are adjusted to align with women's characteristics and personality, focusing on emotional factors that resonate with them. This type of marketing is designed to match women's preferences and present the product in a way that appeals to them: (طرشاني، سي علي، و زير، 2023، الصفحات 416-417)

- **Pink Product:** This refers to any product or service whose characteristics align with the preferences and desires of women and fulfill their needs. Whether the product is intended for a woman, her family, or even her partner, it is typically presented in a way that strongly influences the purchasing decision.

Pink products differ from products directed at other consumer segments, as men tend to prioritize the functional and logical aspects of the products offered, considering their utility and tangible features. Women, on the other hand, tend to respond more to the product's sensory characteristics, which appeal to their emotions and intuition, rather than purely rational aspects.

Women tend to seek information and details related to products and their features more extensively than men.

They demonstrate a strong interest in every detail and piece of information. For instance, when purchasing clothing, women examine the quality of the fabric, the clothing's alignment with current fashion trends, and the appropriateness of the clothing for various occasions.

Women often exhibit a greater interest than men in the appearance and number of details presented in the same category.

They are more likely to seek uniqueness in clothing and, similarly, mothers carefully examine the ingredients of food products they purchase for their children. They exercise significant caution with products for their children and refrain from purchasing any item for them unless they verify its safety.

- **Pink Price:** This represents the amount paid by female customers to obtain a product, reflecting the variation in women's perception of pricing compared to men. Women tend to emphasize the pricing and consider whether the product's price aligns with its perceived value. For example, women may view a higher price as justified when there is a perceived match between the product's true value and its role in fulfilling essential needs, regardless of men's perspective on pricing.

- **Pink Promotion:** It is widely known that women respond more emotionally than men when choosing products do.

Marketing campaigns aimed at women emphasize emotional appeal more than rational aspects, as women are less likely than men to rely solely on logical factors when making purchasing decisions. Although women exhibit rationality in evaluating products, they are often more influenced by emotional cues.

- **Pink Place:** This refers to the location where a product is sold to female customers, taking into account their preferences for colors and styles in both the exterior and interior designs. Men tend

to focus more on the material aspects of stores, such as the availability of parking spaces and the store's inventory levels. In contrast, women place greater emphasis on the store's design.

2.4.2 Factors Influencing Health Belief in the Pink October Campaign.

When applied to raising women's awareness about the importance of early detection of breast cancer, the campaign is based on several factors: (خامت، 2019، الصفحات 336-337)

-Susceptibility and Perceived Severity of Risk (Perceived Susceptibility to Disease): This reflects the extent to which a woman believes in the possibility of contracting breast cancer. This can be achieved through awareness campaigns in social marketing that focus on highlighting disease cases and risks, etc.

-Perceived Threat: The woman's awareness of the severity of the threat and the likelihood of it occurring (perceived risk of contracting the disease and not discovering it early), which, in turn, consists of two factors: imagining the severity of the threat posed by breast cancer and adding the risk of not detecting the disease at early stages.

-Perceived Benefits: The extent to which the woman realizes the health benefits associated with the performance of health behavior related to early disease detection.

- Perceived Barriers: These consist of the various obstacles and barriers that a woman might face, preventing her from engaging in the desired health behavior. These include financial and non-financial costs (such as fear and anxiety).

The role of Pink Social Marketing lies in addressing these barriers by correcting misconceptions and providing motivating factors that encourage the desired behavior.

- Self-Efficacy: Refers to the woman's belief in her ability to adopt the desired behavior (health behavior).

- Cues to Action: This refers to the various practical and educational strategies aimed at enhancing awareness of the importance of health behavior among.

3. The Practical Aspect.

3.1 "Real Men Wear Pink" Campaign – American Cancer Society for Breast Cancer Awareness.

Breast cancer impacts everyone, which is why the "Men Wear Pink" initiative, a group of influential community leaders, is committed to raising awareness and funds to further our mission of saving more lives than ever before from breast cancer.

When communities come together to battle breast cancer, incredible things unfold. Through the power of pink, "Men Wear Pink" has raised over \$40 million since its launch, supporting a 24/7 helpline for assistance and guidance, funding groundbreaking breast cancer research, and much more. (American Cancer Society. (n.d.). *Men Wear Pink*. Retrieved November 10, 2024, from <https://www.cancer.org/involved/fundraise/men-wear-pink.html>)

3.1.1 Hashtag #The Breast Cancer Awareness Month results on Google Trends.

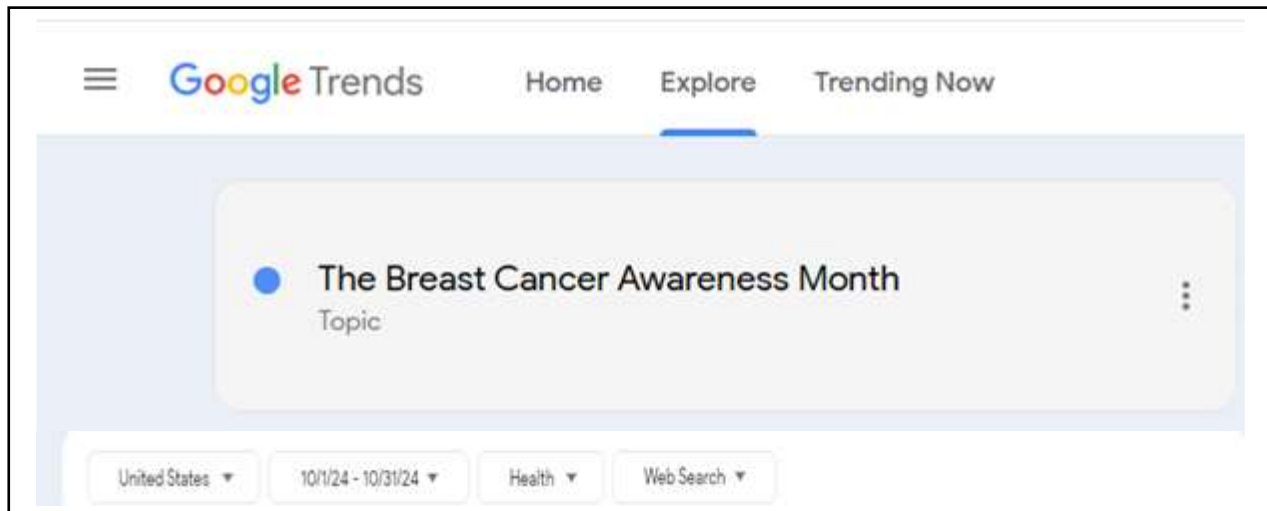
United States used the Hashtag #The Breast Cancer Awareness Month in its digital awareness marketing campaign for the following reasons:

-Education and Risk Awareness: #TheBreast Cancer Awareness Month helps educate the American community about the various risk factors for breast cancer, such as family history, diet, environmental factors, and more. This campaign aims to guide individuals toward making healthier choices that may reduce their risks.

-Encouraging Early Detection: #TheBreast Cancer Awareness Month campaigns focus on the importance of early detection of breast cancer, which can be crucial in saving lives. By detecting the disease in its early stages, when treatment is more effective, awareness campaigns highlight the significant role that regular screenings play in improving treatment outcomes and recovery.

-Community Solidarity: October sees widespread participation from all sectors of American society, from ordinary citizens to public figures and large corporations. This solidarity is expressed through wearing pink and organizing various events to raise funds that are dedicated to financing medical research and improving the treatment and prevention of breast cancer.

Figure 1. Trends related to the Breast Cancer Awareness Month hashtag



Source: Google Trends. (2024). Interest in breast cancer. Retrieved November 9, 2024, from <https://trends.google.fr/trends/explore?cat=45&date=2024-10-01%202024-10-31&geo=US&q=%2Fm%2F02x7s30&hl=en-US>

This image is taken from Google Trends, where the topic "Breast Cancer Awareness Month" has been selected for analysis.

It appears that the user searched for this term to gain insights into public interest and trends related to the Breast Cancer Awareness Month a set of filters applied in Google Trends.

The selected filters are:

-Location: United States, indicating that the data focuses on search interest related to this topic within this country.

- Time Period: October 1, 2024 - October 31, 2024, which is Breast Cancer Awareness Month (Pink October), providing data on public interest in the campaign during this period.

-Category: Health, showing that the searches related to the pink ribbon topic fall under the health category.

-Search Type: Web Search, meaning that the data is limited to searches conducted on the web.

These filters allow users to analyze search trends related to breast cancer awareness in the USA during October, providing insights into public engagement with this important health topic.

Figure 2. Google Trends line chart of the Breast Cancer Awareness Month hashtag



Source: Google Trends. (2024). Interest in breast cancer. Retrieved November 9, 2024, from <https://trends.google.fr/trends/explore?cat=45&date=2024-10-01%202024-10-31&geo=US&q=%2Fm%2F02x7s30&hl=en-US>

The graph from Google Trends illustrates the level of interest in the topic "Breast Cancer Awareness Month" throughout October.

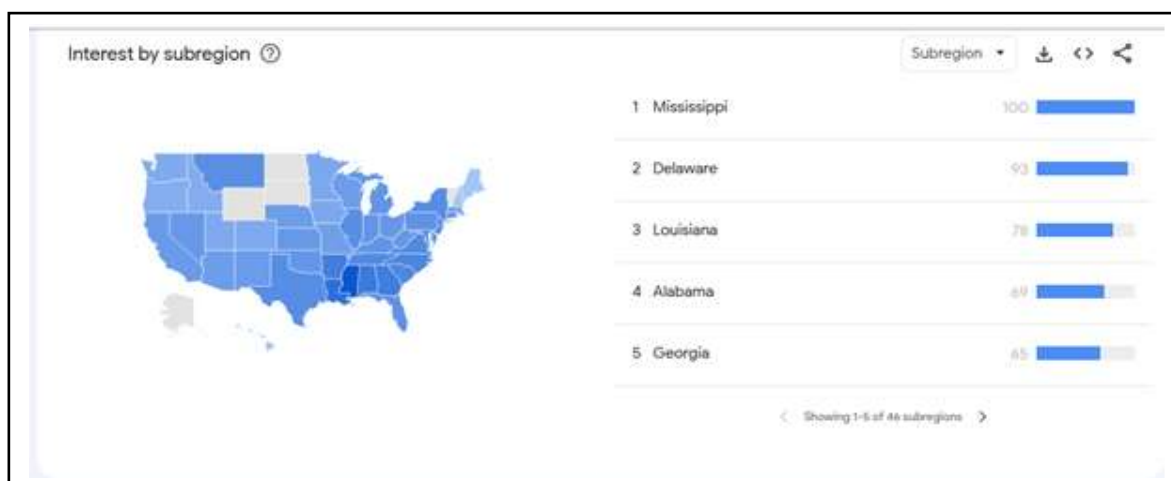
The interest starts at its peak (100) at the beginning of the month, indicating substantial public attention, which aligns with the launch of global awareness campaigns.

Over the following days, a steady and gradual decline in interest is observed, reaching significantly lower levels by the end of the month.

This trend suggests that most awareness campaigns and promotional efforts are concentrated at the beginning of October to capture attention, leading to a decrease in engagement as time progresses.

3.1.2 Tracking search volume, and regional trends to identify the geographical areas, where the hashtag has the highest usage impact.

Figure 3. Google Trends data concerning geographic interest related to the Breast Cancer Awareness Month hashtag



Source: Google Trends. (2024). Interest in breast cancer. Retrieved November 9, 2024, from <https://trends.google.fr/trends/explore?cat=45&date=2024-10-01%202024-10-31&geo=US&q=%2Fm%2F02x7s30&hl=en-US>

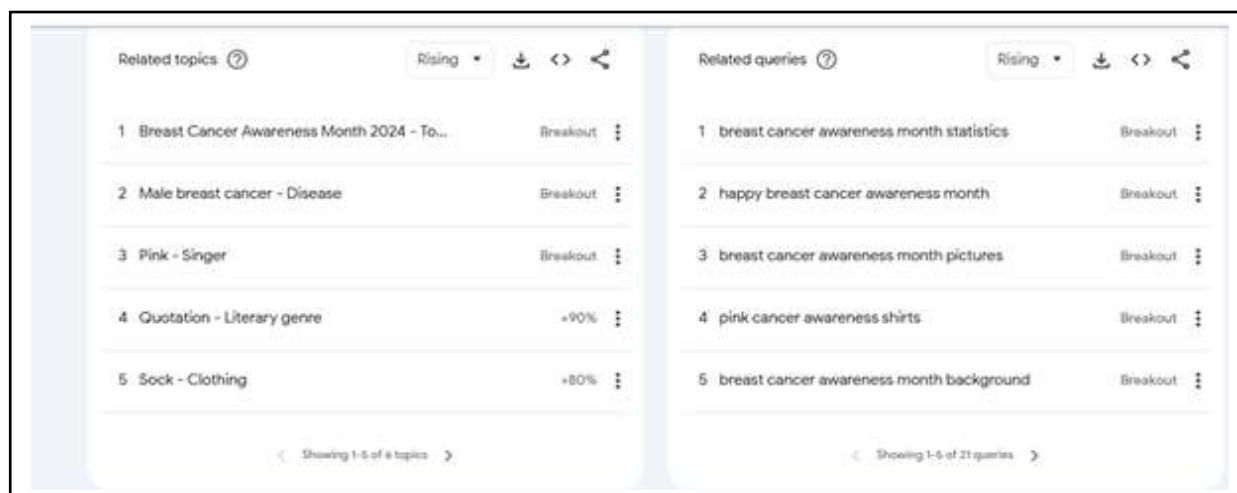
The chart from Google Trends presents the distribution of interest in the topic "Breast Cancer Awareness Month" by subregion in the United States.

The data indicates that **Mississippi** has the highest level of interest (100), followed by **Delaware** (93), **Louisiana** (78), **Alabama** (69), and **Georgia** (65).

This regional variation suggests that Southern states show a higher interest in breast cancer awareness.

The heightened attention in these states could be attributed to effective local campaigns or cultural and social factors that emphasize the importance of health awareness.

Figure 4. Google Trends data concerning topics interest related to the Breast Cancer Awareness Month hashtag



Source: Google Trends. (2024). Interest in breast cancer. Retrieved November 9, 2024, from <https://trends.google.fr/trends/explore?cat=45&date=2024-10-01%202024-10-31&geo=US&q=%2Fm%2F02x7s30&hl=en-US>

The image shows statistics from Google Trends related to "Breast Cancer Awareness Month." There are two sections: Related Topics and Related Queries, both ranked by rising popularity.

1-Related Topics:

Topics like "Breast Cancer Awareness Month 2024" and "Male breast cancer" have the highest breakout levels, indicating significant interest in breast cancer awareness, specifically in October.

Other topics such as "Pink - Singer," "Quotation - Literary genre," and "Sock - Clothing" might reflect searches related to support or fundraising culture (e.g., pink clothing or quotations) or contributions from the singer Pink to awareness campaigns.

2-Related Queries:

Queries like "breast cancer awareness month statistics," "breast cancer awareness month pictures," and "breast cancer awareness month background" indicate a public interest in visual and statistical information related to breast cancer awareness.

Additionally, the query "pink cancer awareness shirts" reflects the popularity of using apparel and visual symbols to promote awareness.

This analysis highlights the public's interest in various aspects of breast cancer awareness, particularly visuals, statistics, and cultural elements associated with Pink October.

3.2.1- "Time for Screening" Campaign – Algeria for Breast Cancer Awareness.

The Algerian Ministry of Health is committed throughout the year to carrying out awareness and educational campaigns for the benefit of citizens in general. However, during this global month, it intensifies its programs by continuing its work in coordination with various health directorates across the country.

This is achieved by organizing open days and awareness campaigns on the importance of early detection of breast cancer. Additionally, a medical caravan is dedicated to raising awareness and

screening for breast cancer, which will travel to various provinces across the nation. (وزارة الصحة الجزائرية.)

Retrieved November 10, 2024, from <https://sante.gov.dz/actualites/>

3.2.2 Hashtag **#octobre rose** results on Google Trends.

In Algeria, there are several reasons for the widespread use of the hashtag **#OctobreRose** in breast cancer awareness campaigns during October:

-Impact of Global Campaigns: Algeria is keen to participate in global initiatives, especially those related to public health.

#OctobreRose is part of an international campaign to raise awareness about breast cancer, which strengthens Algeria's connection with the international community.

-Cultural Sensitivity: The pink color and the hashtag have a positive impact in French-speaking communities (Algeria is a French-speaking country), which enhances the campaign messages and aligns well with the local culture.

Figure 5. Trends related to octobre rose hashtag



Source: Google Trends. (2024). Interest in "octobre rose". Retrieved November 9, 2024, from <https://trends.google.fr/trends/explore?cat=45&date=2024-10-01%202024-10-31&geo=DZ&q=octobre%20rose&hl=en-US>

This image is taken from Google Trends, where the topic "**octobre rose**" has been selected for analysis.

It appears that the user searched for this term to gain insights into public interest and trends related to octobre rose a set of filters applied in Google Trends.

The selected filters are:

-Location: Algeria, indicating that the data focuses on search interest related to this topic within this country.

-Time Period: October 1, 2024 - October 31, 2024, which is Breast Cancer Awareness Month (Pink October), providing data on public interest in the campaign during this period.

-Category: Health, showing that the searches related to the pink ribbon topic fall under the health category.

-Search Type: Web Search, meaning that the data is limited to searches conducted on the web.

These filters allow users to analyze search trends related to breast cancer awareness in the Algeria during October, providing insights into public engagement with this important health topic.

Figure 6. Google Trends line chart of the octobre rose hashtag



Source: Google Trends. (2024). Interest in octobre rose. Retrieved November 9, 2024, from <https://trends.google.fr/trends/explore?cat=45&date=2024-10-01%202024-10-31&geo=DZ&q=octobre%20rose&hl=en-US>

The image shows a Google Trends chart depicting "Interest over time" for a specific topic (likely related to Breast Cancer Awareness Month) throughout October.

The interest level peaked at the beginning of the month, reaching 100 (the maximum value), then dropped sharply to zero or very low levels for most of the month, with a slight increase towards the end of the month that didn't reach the initial peak.

Analysis:

-Peak interest at the start of the month: This spike reflects that October, as the beginning of Breast Cancer Awareness Month, attracts considerable attention, with many organizations and initiatives promoting the event.

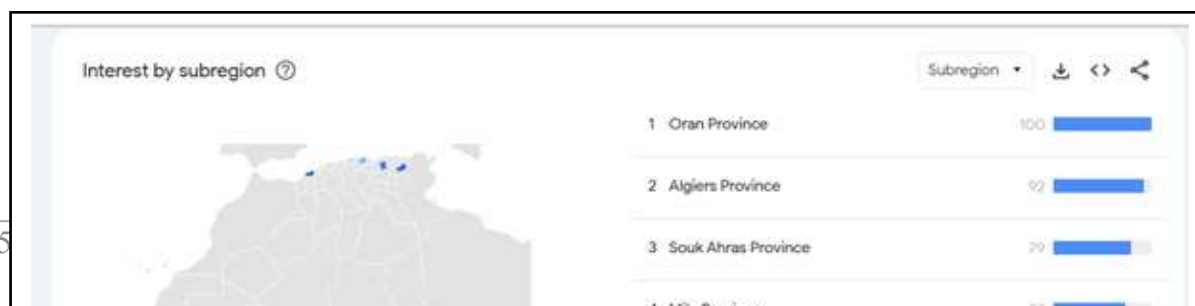
-Decline in interest through mid-month: The sharp decline suggests that enthusiasm and search activity might be limited, possibly waning after the initial days. This highlights a challenge in sustaining public awareness throughout the month.

-Slight increase near the end of the month: The slight rise may indicate renewed efforts at the month's end or campaigns reminding the public of the month's significance before it concludes.

This trend suggests the importance of consistent engagement strategies to maintain awareness and interest throughout the awareness period.

3.2.3 Tracking search volume, and regional trends to identify the geographical areas where the hashtag has the highest usage impact.

Figure 7. Google Trends data concerning geographic interest related to the octobre rose hashtag



Source: Google Trends. (2024). Interest in octobre rose. Retrieved November 9, 2024, from <https://trends.google.fr/trends/explore?cat=45&date=2024-10-01%202024-10-31&geo=DZ&q=octobre%20rose&hl=en-US>

The image shows the "Interest by subregion" distribution for a specific topic (likely related to Breast Cancer Awareness Month) across various Algerian provinces, based on Google Trends data. The provinces are ranked from highest to lowest interest.

-Highest interest in Oran Province: Oran ranks first with an interest level of 100, indicating a strong interest in the topic among residents.

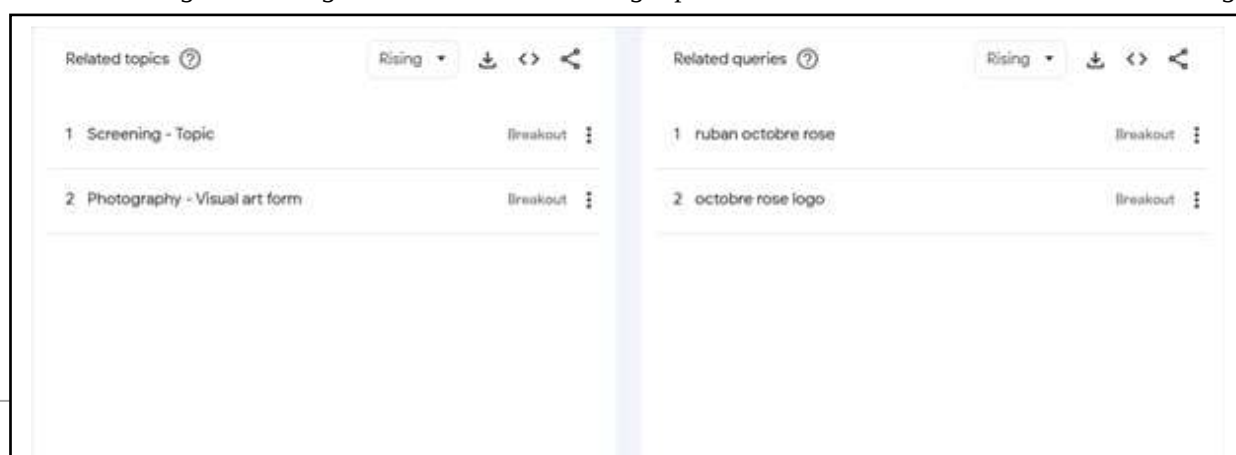
-Algiers Province ranks second: Algiers follows with a score of 92, also showing significant interest, likely due to the concentration of media and awareness initiatives in the capital.

-Moderate interest in Souk Ahras and Mila: Souk Ahras scored 79, followed by Mila at 73, reflecting a reasonable level of interest. These regions might be responsive to local campaigns or influential media coverage.

-Relatively low interest in Tizi Ouzou: Tizi Ouzou shows a lower interest level (14), potentially due to limited awareness campaigns or less exposure to the topic in the region.

This analysis suggests regional variations in public interest, highlighting the need for targeted awareness efforts to ensure broader engagement across all provinces.

Figure 8. Google Trends data concerning topics interest related to the octobre rose hashtag



Source: Google Trends. (2024). Interest in octobre rose. Retrieved November 9, 2024, from <https://trends.google.fr/trends/explore?cat=45&date=2024-10-01%202024-10-31&geo=DZ&q=octobre%20rose&hl=en-US>

The figure illustrates data from **Google Trends** related to topics and queries on breast cancer awareness.

The figure is divided into two primary sections:

1-Related Topics:

-**Screening - Topic:** This suggests that searches related to "octobre rose" often involve discussions about screening, likely referring to breast cancer screening campaigns during this month.

-**Photography - Visual art form:** This indicates that visual content, such as photographs and artwork, is frequently associated with "**octobre rose**," possibly depicting images of pink ribbons or breast cancer awareness symbols.

2-Related Queries:

- **ruban octobre rose:** This query is directly related to the pink ribbon, a universal symbol of breast cancer awareness.

- **octobre rose logo:** This query suggests that people are searching for the official logo or branding associated with "octobre rose" campaigns.

The figure provides insights into the online search behavior related to "**octobre rose**."

It reveals that people are interested in learning about breast cancer screening and are visually engaging with the topic through photography and the iconic pink ribbon symbol.

The search for the official logo indicates a desire for information about the specific campaigns and organizations associated with "**octobre rose**"

3.3Save Yourself with Early Screening" Campaign – United Arab Emirates for Breast Cancer Awareness.

It is a UAE initiative focused on breast cancer, falling under the umbrella of early detection of this disease.

Retrieved November 10, 2024, from <https://www.focp.ae/ar/our-> (معينة أصدقاء مرضى السرطان .برنامج صحة المرأة. It aims: [programs/womens-health/](https://www.focp.ae/ar/our-programs/womens-health/))

Raising Awareness and Cancer Prevention.

Early Detection of Breast Cancer.

Breast Cancer Treatment and Financial Empowerment.

3.3.1Hashtag #Pink ribbon results on Google Trends.

The United Arab Emirates used the Hashtag **#Pink ribbon** in its digital awareness marketing campaign for the following reasons:

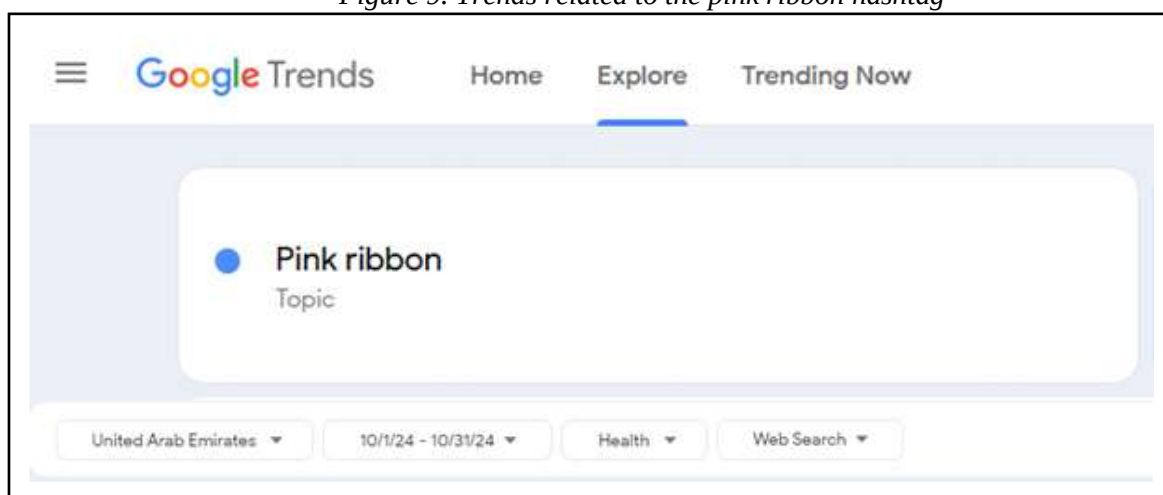
-**Intensive Breast Cancer Awareness Campaigns:** #PinkRibbon is a global symbol for breast cancer awareness, used by individuals and organizations in the UAE during Pink October campaigns to increase awareness about the importance of early screening and breast health.

-Government and Institutional Support: The UAE government strongly supports health campaigns, and many health authorities, as well as public and private institutions, adopt these initiatives, which helps promote the widespread use of the hashtag.

-The Effective Role of Social Media: Social media in the UAE plays a significant role in spreading health awareness, and with the growing number of users, **#PinkRibbon** has become an effective tool for participating in and supporting awareness campaigns.

-High Community Engagement: Local communities in the UAE are keen to engage with awareness campaigns, and **#PinkRibbon** is seen as a tool for expressing support and involvement, especially as it is associated with many community events and activities in the country.

Figure 9. Trends related to the pink ribbon hashtag



Source: Google Trends. (2024). Interest in Pink ribbon in the United Arab Emirates. Retrieved November 9, 2024, from <https://trends.google.fr/trends/explore?cat=45&date=2024-10-01%202024-10-31&qeo=AE&q=%2Fm%2F025rq6t&hl=en-US>

The image shows a page from Google Trends, where the topic "**Pink Ribbon**" is displayed.

This topic is closely associated with breast cancer awareness.

It appears that the user searched for this term to gain insights into public interest and trends related to the pink ribbon symbol a set of filters applied in Google Trends.

The selected filters are:

-Location: United Arab Emirates, indicating that the data focuses on search interest related to this topic within this country.

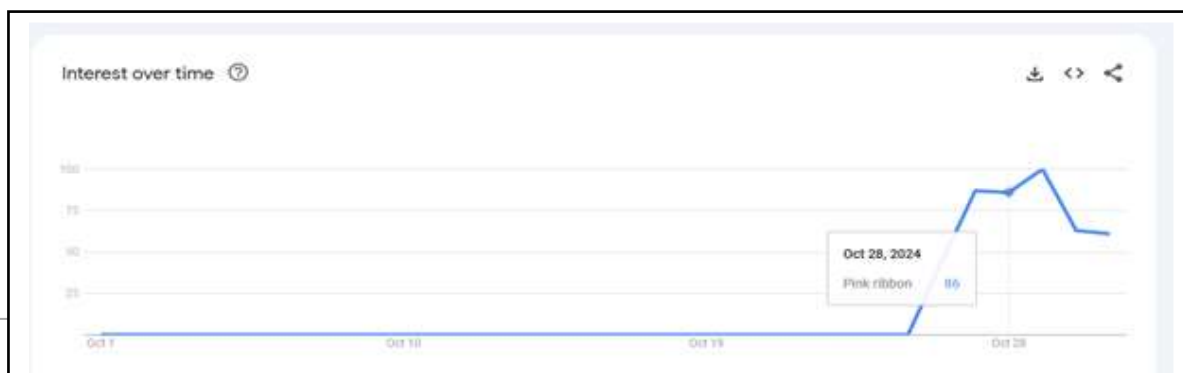
-Time Period: October 1, 2024 - October 31, 2024, which is Breast Cancer Awareness Month (Pink October), providing data on public interest in the campaign during this period.

-Category: Health, showing that the searches related to the pink ribbon topic fall under the health category.

-Search Type: Web Search, meaning that the data is limited to searches conducted on the web.

These filters allow users to analyze search trends related to breast cancer awareness in the UAE during October, providing insights into public engagement with this important health topic.

Figure 10. Google Trends line chart of the pink ribbon hashtag



Source: Google Trends. (2024). Interest in Pink ribbon in the United Arab Emirates. Retrieved November 9, 2024, from <https://trends.google.fr/trends/explore?cat=45&date=2024-10-01%202024-10-31&geo=AE&q=%2Fm%2F025rq6t&hl=en-US>

The image shows a Google Trends line chart illustrating "Interest Over Time" for the topic "Pink Ribbon" during October 2024 in the United Arab Emirates.

The graph indicates that interest was low or nonexistent at the beginning and throughout the middle of the month but spiked significantly around October 27, 2024, reaching its peak at 100 on October 28.

After this peak, interest slightly declined.

This late surge in interest might reflect the public's response to a surge in advertising or intensive campaigns in the last days coinciding with the end of "**Pink October**."

Many organizations often intensify their campaigns near the end of the month to reinforce the message and increase awareness.

3.3.2 Tracking search volume, and regional trends to identify the geographical areas where the hashtag has the highest usage impact:

Figure 11. Google Trends data concerning geographic interest related to the pink ribbon hashtag



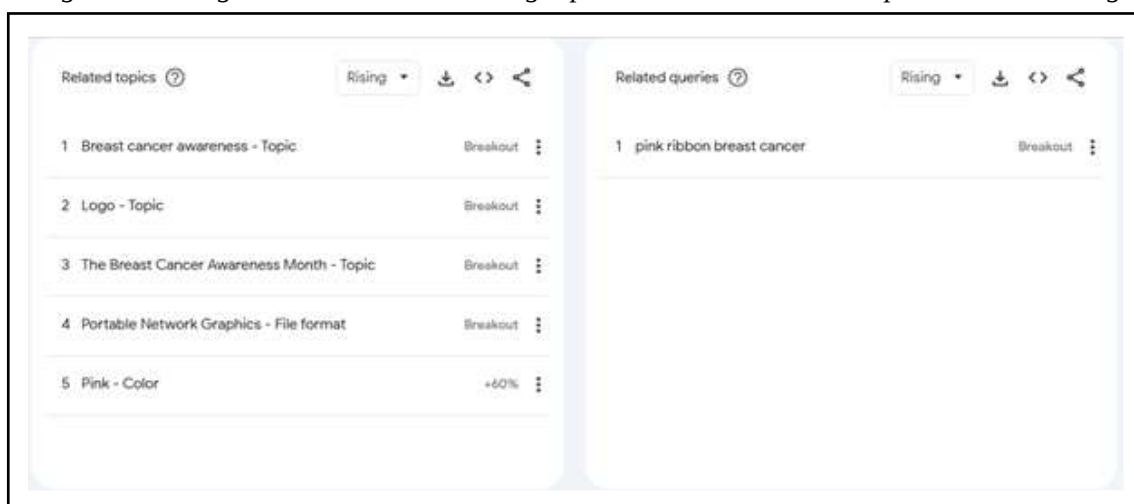
Source: Google Trends. (2024). Interest in Pink ribbon in the United Arab Emirates. Retrieved November 9, 2024, from <https://trends.google.fr/trends/explore?cat=45&date=2024-10-01%202024-10-31&geo=AE&q=%2Fm%2F025rq6t&hl=en-US>

The map displays the distribution of interest by subregion within the United Arab Emirates (UAE), focusing on specific areas such as Dubai, Abu Dhabi and Sharjah.

Dubai demonstrates the highest level of interest (score of 100), followed by **Abu Dhabi** (score of 90), and then **Sharjah** (score of 13).

This suggests that awareness efforts or engagement with breast cancer-related topics may be more concentrated in these urban centers, likely influenced by local events, media campaigns, or socio-economic factors in these regions.

Figure 12. Google Trends data concerning topics interest related to the pink ribbon hashtag



Source: Google Trends. (2024). Interest in Pink ribbon in the United Arab Emirates. Retrieved November 9, 2024, from <https://trends.google.fr/trends/explore?cat=45&date=2024-10-01%202024-10-31&geo=AE&q=%2Fm%2F025rq6t&hl=en-US>

The provided figure illustrate Google Trends data concerning topics and related interest to breast cancer awareness.

The visualizations can be divided into two main components:

1- Related Topics:

The left panel lists related topics and queries, organized by their rising popularity. It indicates the highest-engaged terms associated with breast cancer awareness.

Each entry is tagged as a "Breakout," suggesting a significant, rapid increase in search frequency.

- Key topics include:

- **Breast cancer awareness and The Breast Cancer Awareness Month:** This highlights the general increase in interest and engagement with breast cancer awareness initiatives.

- **Logo and Pink - Color:** These terms are indicative of symbolic elements associated with breast cancer, with "pink" widely recognized as the color symbolizing breast cancer awareness, often represented by the pink ribbon.

- **Portable Network Graphics:** The association with the PNG file format may relate to the sharing and distribution of logos or digital graphics used in breast cancer awareness campaigns.

2- Related Queries:

The right panel under shows a single breakout term, pink ribbon breast cancer, confirming the central role of the pink ribbon as an emblematic image associated with breast cancer awareness campaigns

4. Conclusion.

The study concluded that breast cancer awareness campaigns in the United States (US), Algeria, and the United Arab Emirates (UAE). Here's a breakdown of the key points:

Campaigns:

•**US:** "Real Men Wear Pink" by the American Cancer Society focuses on raising funds and awareness through male involvement.

•**Algeria:** "Time for Screening" by the Algerian Ministry of Health emphasizes early detection through open days, awareness campaigns, and a medical caravan.

•**UAE:** "Save Yourself with Early Screening" by Friends of Cancer Patients focuses on raising awareness, early detection, treatment options, and financial empowerment.

Hashtags:

- US: #The Breast Cancer Awareness Month
- Algeria: #OctobreRose
- UAE: #PinkRibbon

Analysis of Google Trends:

All three countries show a peak in interest related to breast cancer awareness hashtags at the beginning of October (Pink October), followed by a decline throughout the month.

•US: Highest interest in Southern states, suggesting stronger local campaigns or cultural factors. Public interest focuses on statistics, visuals, and cultural elements of breast cancer awareness.

•Algeria: Highest interest in Oran and Algiers provinces, potentially due to media concentration in these areas. Public interest focuses on screening and the pink ribbon symbol.

•UAE: Highest interest in Dubai and Abu Dhabi, suggesting urban areas have more concentrated efforts. Public interest spikes near the end of the month, possibly due to late-stage campaigns. Searches are related to the pink ribbon symbol and visual elements.

Results of the three campaigns:

- All three countries prioritize raising awareness about breast cancer and early detection.
- Campaigns utilize different strategies, such as male involvement in the US and financial empowerment in the UAE.
- Social media plays a significant role in all three countries.
- Maintaining consistent engagement throughout Pink October is a challenge.
- Algeria uses the French hashtag #OctobreRose due to the country's French-speaking population.
- The surge in UAE interest near the end of the month suggests a potential strategy for other countries to consider.

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