

# Enhancing Health Marketing Communication for Breast Cancer Screening: Insights from Eye-Tracking and Facial Expression Experiments

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## **Abstract**

This working research investigates how marketing communication using promotional messages influences consumers' attention and emotional responses, with the ultimate goal of improving breast cancer screening outcomes. This empirical study reports on an experiment designed to explore women's reactions to breast cancer screening advertisements by integrating innovative measurement tools such as eye-tracking and facial expression recognition software. The primary objective is to examine how specific elements of screening advertisements capture visual attention and evoke corresponding emotional responses, providing actionable insights for tailoring digital health marketing communications to increase screening uptake. By exploring the potential of these technologies, this research seeks to transform traditional marketing practices within the context of health promotion, enhancing well-being related health marketing campaigns.

**Track:** Marketing Communication (including digital) and Branding