

**WAIT
DIDN'T I
JUST SEE
THIS?**

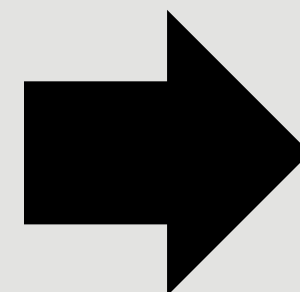
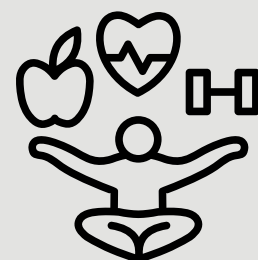
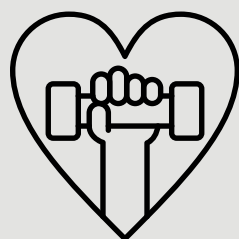
2025 YOUNG LIONS
COMPETITION -
PR CATEGORY

YOUNG LIONS
COMPETITIONS 

Baycrest

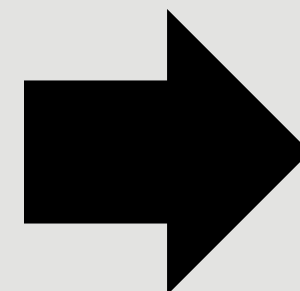
TARGET AUDIENCE

Adults 30+ who prioritize their health & wellness and are concerned with the potential of dementia.



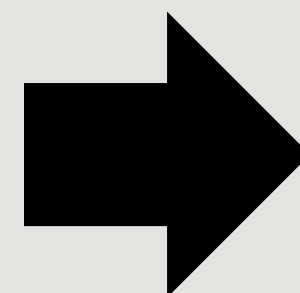
69%

think about brain health issues but many don't care when symptoms arise.
(Cleveland Clinic)



1 in 4

believe that playing brain games is the best way to maintain or improve brain health.
(National Institute of Health)



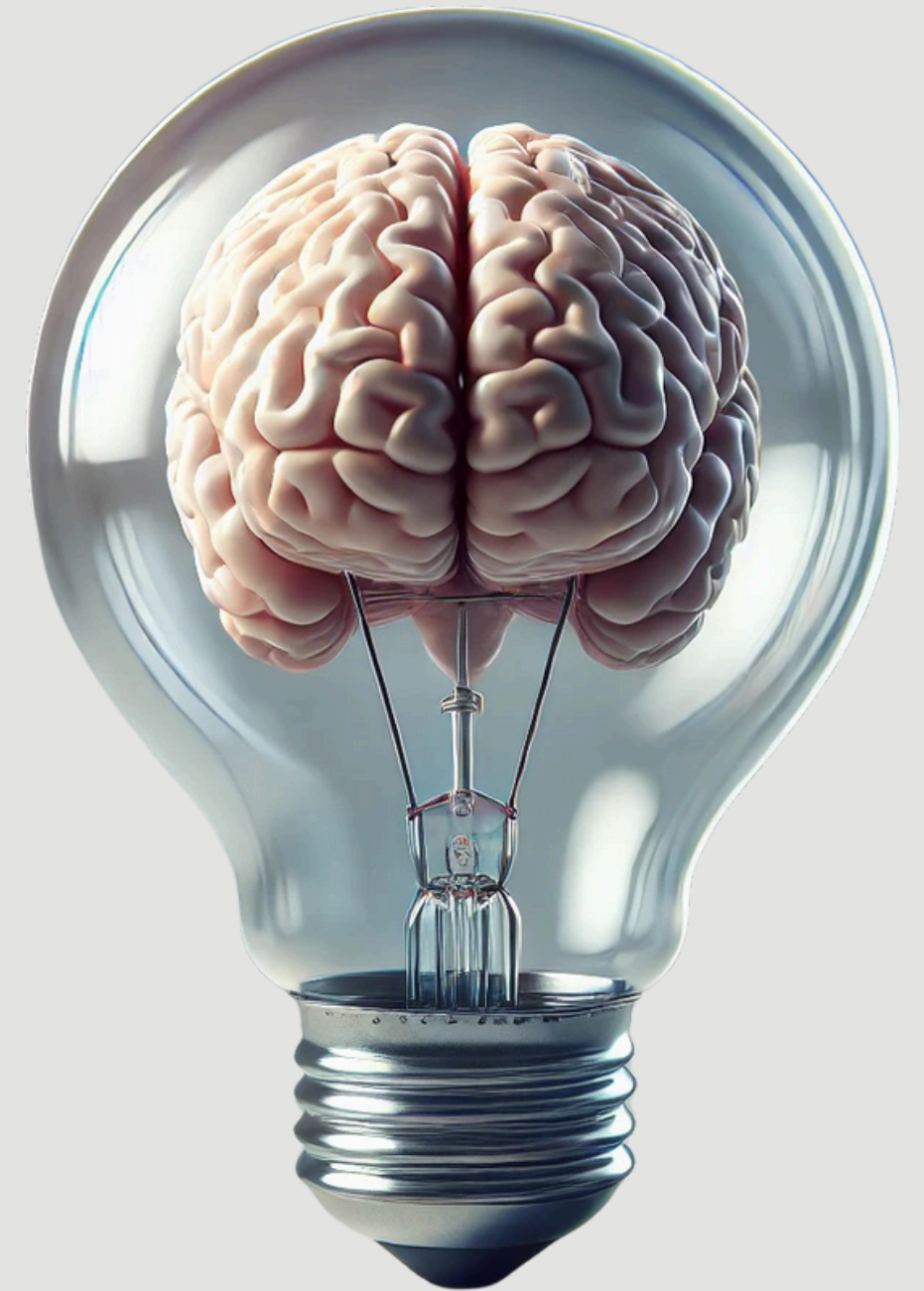
52%

of people turn to social media for health, fitness & wellness tips.
(National Institute of Health)

INSIGHTS

Canadians face a lack of **awareness and hesitation** to address dementia risk factors and early warning signs.

To successfully elicit behaviour change, it is necessary to use fun and creative ways to deliver messages (such as interactive tools or gamification) to increase people's motivation to act on the information.



THE IDEA

What if we made people question their brain health, challenging their processing and cognitive abilities to spark a call to action for reflection?

We'll take over the world's most popular word game, making players ask,
“Wait... Didn't I just see this?”.

National Institute on Aging: Individuals with dementia often experience cognitive impairments that cause difficulty in processing information, leading to confusion.

YOUNG LIONS
COMPETITIONS 

Baycrest

WORDLE TAKEOVER

The New York Times: In 2024, 5.3 billion Wordle games were played throughout the year, averaging about 14.5 million games per day.

This summer, leading up to World Brain Day on July 22nd, Baycrest will team up with the global sensation **Wordle** for a one-of-a-kind, brain-teasing experience. Unlike the typical game format where a new word is selected daily, we'll have the daily Wordle answer remain the same for an entire week: **"BRAIN"**.

Why? Because confusion is a daily reality for those with dementia. This twist will challenge players' cognitive function, sparking confusion and curiosity. As they wonder, **"Why is this happening?"** it will ignite conversations about brain health and draw attention to an important cause in a fun, unforgettable way!"



Narrative Research: 10% of Canadians are avid Wordle players, never missing the daily word game, while an additional one-in-ten play regularly, but not every day.

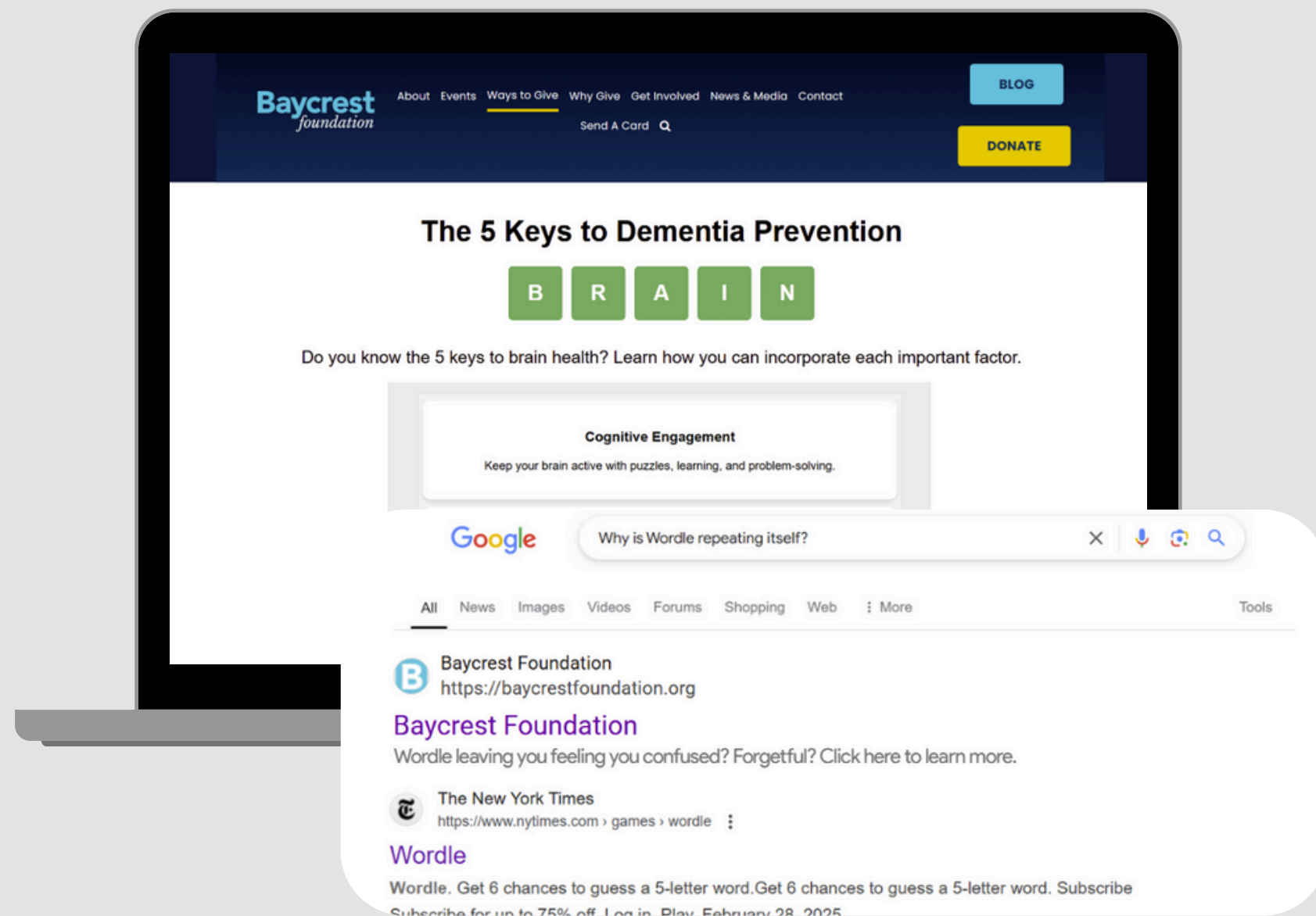
YOUNG LIONS
COMPETITIONS 

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CALL TO ACTION

On World Brain Day, July 22nd, after a week of our Wordle takeover, players will finally discover why “**BRAIN**” has been on repeat. The pop-up revealing their score will finally share the story behind this social experiment, directing players to a custom landing page on Baycrest’s website.

By connecting Baycrest to the solution, players are reminded that they have control over their long-term brain health by taking action today with five easy tips —**turning curiosity into action**.



Before this reveal, we anticipate players and media alike will turn to **Google** asking “**What’s happening with Wordle?!**”.

To satisfy internet crime solvers, we will takeover the top ad spot for all “**Wordle**” Google searches.

The copy will say “**Are you confused? Click here to learn more**” directing users to the custom Baycrest landing page, where their confusion is met with an important reminder about brain health and dementia prevention behind this fun, mysterious game campaign.

MEDIA ROLL OUT

This will play out as a 3 tiered media plan.

1 Organic Pick-Up

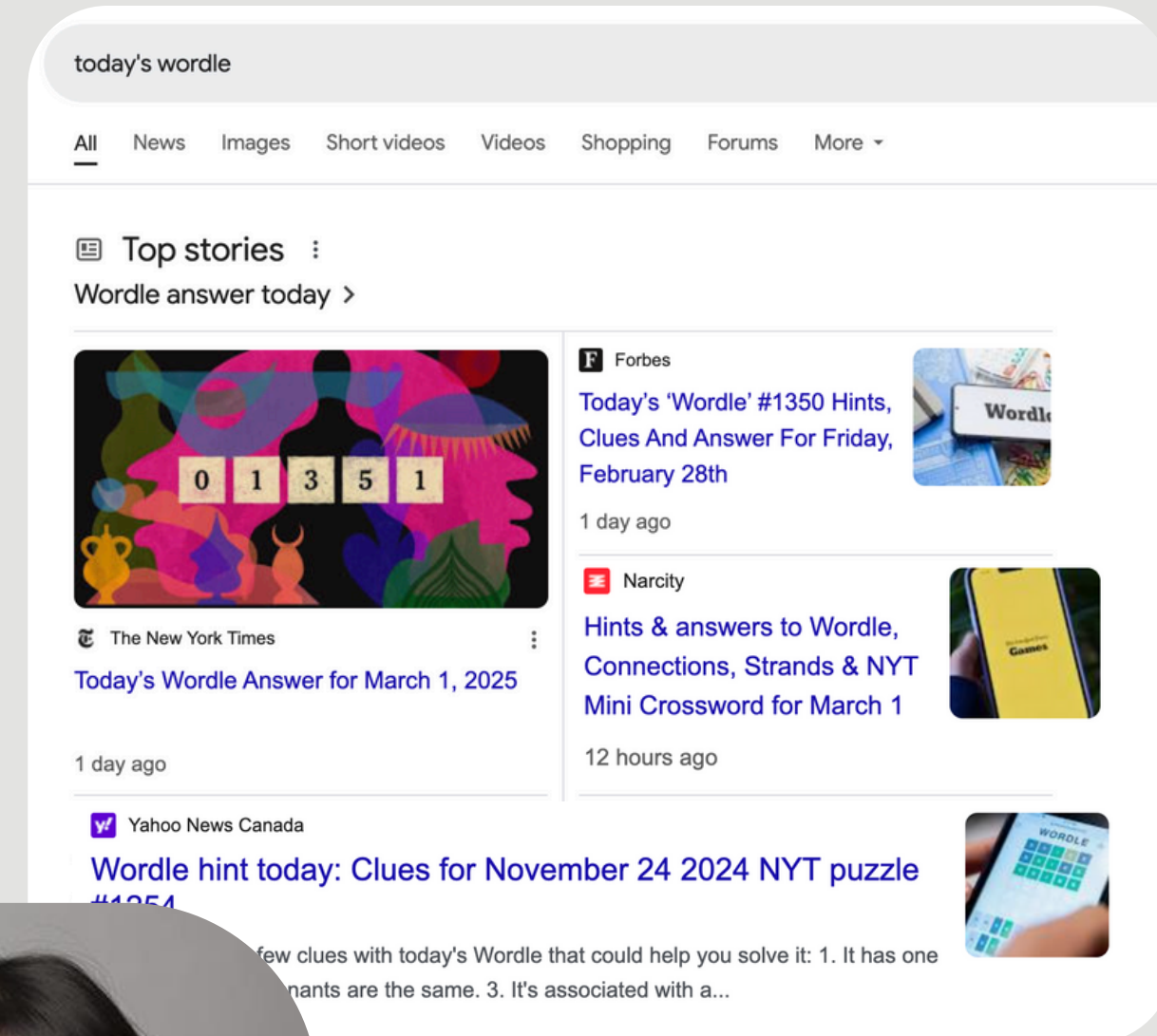
In 2024, an average of 200 articles were shared weekly from top-tier outlets including Forbes, Narcity, and Yahoo! News offering tips and tricks to help solve the daily Wordle. With this consistent coverage, it won't be long before both players and outlets catch on to the repetitiveness, sparking conversation and curiosity around what's going on as people ask "Wait... Didn't I just see this?".

2 Reactive Pitch

Active media monitoring will be conducted, during which we will issue our reactive pitch. This pitch will provide additional details about the stunt and offer Dr. Jean Chen, a Baycrest spokesperson, for interviews to explain the reasoning behind this stunt.

3 Grand Reveal

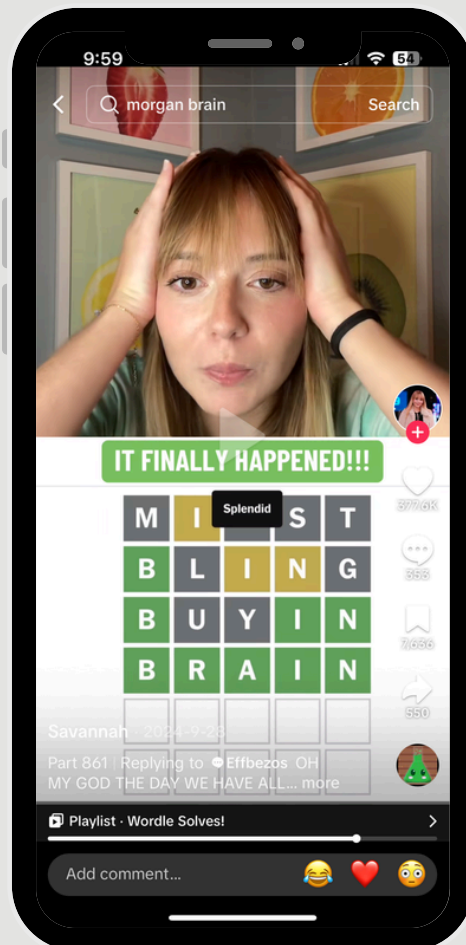
On World Brain Day, we will conduct a press tour with Dr. Jean Chen where she will reveal the full story through radio & broadcast interviews. Chen will finally debunk the mysterious Wordle repeat and connect the campaign's creative execution to the critical importance of dementia prevention and Baycrest's leading innovative research.



SOCIAL EXECUTION

Organic Engagement

On platforms like TikTok and Instagram, gaming influencers regularly record their daily Wordle experiences. With the repetition of **“BRAIN”** in our takeover, we expect these creators to organically share their confusion, sparking widespread conversation and engagement.



@dailyxsav is just one popular gaming influencer who organically posts Wordle videos, generating impressive engagement.

▶ 4.9M
♥ 377.6k
🔖 7.6k



TikTok Search

As TikTok becomes a go-to search engine, users searching Wordle to uncover the mystery behind the repeating answer will be met with the message, **“Feeling confused by today’s Wordle?”**.

This will direct them to Baycrest’s custom landing page, highlighting the **5 keys of dementia prevention**. By turning social confusion into action, we’ll reach a massive audience and drive awareness of brain health in a compelling, interactive way.

Statista: In 2024, 49% of millennials in the United States had used TikTok as an online search engine.

BUDGET & KPIs

This campaign captured the attention of users increasing awareness of Baycrest & driving conversation about the importance of dementia prevention in young adults.



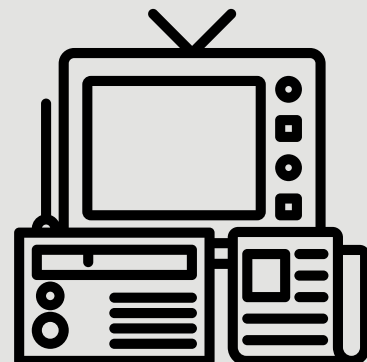
Partnership

\$150K

NYT Partnership Investment

100M+

Estimated
Game Players



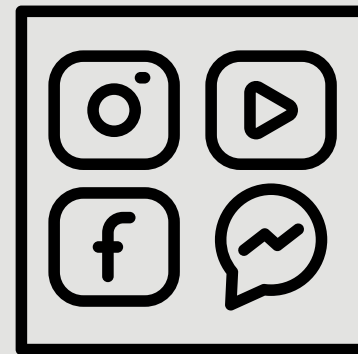
Earned Media

\$0

Organic Media Impact

500M+

Estimated Earned
Media Impressions



Social Media

\$0

Social Media Impact

150M+

Estimated Social
Media Impressions



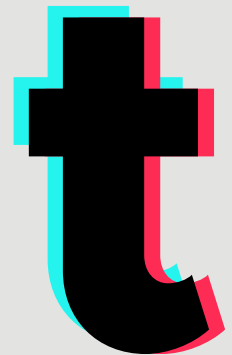
Google Ads

\$25K

Ad Cost

15M+

Estimated Ad
Reach



TikTok Ads

\$25K

Ad Cost

15M+

Estimated Ad
Reach

*All numbers are a reflection of current weekly Wordle mentions.

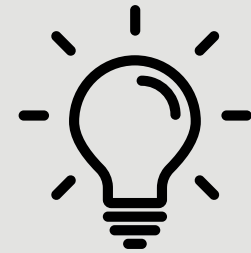
SUMMARY



AUDIENCE & INSIGHT

What if we made people **second-guess their brain health**, challenging their memory and cognitive abilities to spark a call to action for reflection?

We'll take over the world's most popular word game, *Wordle*, making users ask, "**Wait... Didn't I just see this?**".

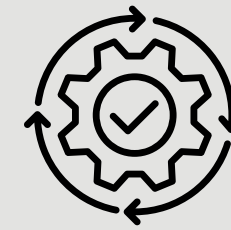


THE IDEA

Adults 30+ who prioritize health & wellness and **are concerned with the potential of dementia**.

Canadians face a **lack of awareness and hesitation to address** dementia risk factors and early warning signs.

To successfully elicit behaviour change, **it is necessary to use fun and creative ways to deliver messages** to increase people's motivation to act on the information.



EXECUTION

The execution plan leverages **media, social, and paid channels** to maximize reach.

We'll monitor Wordle-focused outlets for **organic coverage** while gaming influencers amplify **real-time reactions**.

A media tour will secure **top-tier coverage**, and targeted Google and TikTok ads will intercept confused players, driving them to a custom landing page that **reveals the campaign's brain health message**.



IMPACT

With a budget of \$200K, we will secure an estimated **780M impressions** across media outlets, social platforms, and brand owned channels.

Our **cost per metric of 0.26¢** provides a strong return on investment.

Ultimately, we will **establish Baycrest as a champion in brain health research and empower society to shape their long-term cognitive well-being** by taking action.

Wait...Didn't I JUST see this?

Written submission (max 450 words)

Describe the creative idea and its potential for industry impact (100 words)

This campaign transforms a globally recognized game into an interactive awareness tool, making players second-guess their own cognitive function. Never been done before, Wordle will repeat the word “**BRAIN**” for a week leading up to World Brain Day, sparking confusion and generating buzz. As players question the repetition, they engage with a critical message on brain health. With **14 million daily users**, this unexpected approach creates a viral moment, proving how gamification can drive public health awareness. By leveraging surprise and confusion, this viral moment ensures widespread discussion and highlights the importance of cognitive function in an innovative way. **(99 words)**

Describe the PR strategy, including target audience, target media, PR planning and PR approach (200 words)

Targeting adults 30+ who prioritize health and wellness, this PR strategy is designed to maximize confusion and media/social interest. Given Wordle’s massive player base and consistent daily media coverage from top-tier outlets, the campaign relies on organic engagement, search engine dominance, and player participation to drive conversation.

When “**BRAIN**” first repeats, we’ll actively monitor outlets who share daily tips & tricks on Wordle, capitalizing on organic media curiosity as players notice the repetitive pattern. Social media will play a crucial role, with niche-gaming influencers organically capturing reactions of confusion in real-time, sparking further engagement. Once the campaign culminates on World Brain Day, our Baycrest spokesperson led media tour will reveal the full story, securing media coverage that ties the campaign’s creative execution back to the importance of brain health. Additionally, Google and TikTok search ads will intercept users who turn to the internet for answers, directing them to a custom Baycrest landing page where the mystery behind the repeating Wordle answer will be revealed.

Ultimately, establishing Baycrest as a champion in brain health research and empowering players with an understanding of their ability to shape their long-term cognitive well-being by acting today through the five keys to dementia prevention. **(199 words)**

Describe the execution, including the implementation of PR activities, timeline, and scale (150 words)

The campaign will unfold in three strategic phases.

Pre-launch efforts will focus on securing Wordle partnerships, developing the Baycrest landing page, and preparing media outreach.

Launch day will ignite organic curiosity as players encounter the repeated answer, driving media coverage while search ads and influencer content amplify the mystery.

The final reveal on World Brain Day will transform confusion into action. A coordinated media push will solidify Baycrest's leadership in brain health, guiding audiences toward dementia prevention resources and donation opportunities.

As a globally recognized leader in aging and brain health, Baycrest warrants a campaign that extends beyond Canada, educating a worldwide audience.

With millions of daily Wordle players, this campaign is designed for scale, leveraging a simple yet disruptive concept to turn curiosity into action. By creating a moment of reflection on brain health, it empowers individuals to take control and implement the five keys to dementia prevention. **(149 words)**