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it's

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keep

brain

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Do it for one minute,  
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**Baycrest**

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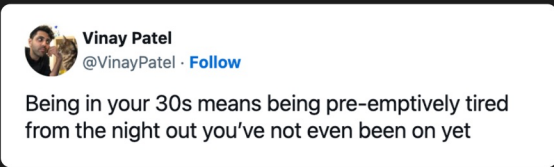
keep

brain

**Baycrest**

Cultural Context

Adults in their thirties are overwhelmed. They have no time. They juggle work, children, and various personal responsibilities.



Yet, this is also a crucial time for their cognitive health because they have less time for physical activity, proper nutrition, and maintaining healthy social connections—three factors that have a major effect on brain health. It becomes very important for Baycrest to raise awareness that it is absolutely possible to take care of their brain during the most intense period of their lives.

Insight

The insight is that taking care of your brain is much easier and more accessible than one might think, especially with eye exercises like the "vertical/top-down exercise," where the look alternates up and down for one minute, once a day. This movement plays a key role in improving our brain's neural pathways\*, boosting cognitive function, and enhancing mood and alertness.

Because simplicity is the key, we show people in their thirties how they can easily and quickly integrate exercises that promote cognitive health into their busy daily routines, improving their cognitive connections and reducing the chances of dementia by playing with a simple headline.

This idea addresses the brief by demonstrating that anyone can impact their cognitive health. It also shows that Baycrest's mission is to improve our cognitive health both in the short and long term, in an accessible and almost universal way. All Canadians benefit from the expertise of the cognitive health champion: **Baycrest**

And this idea translates very well into a campaign. Not only because there are many other eye exercises of this kind, but especially because this typographic placement would adapt perfectly to social media and banners with motion.

\*2023, Vancouver Coastal Health Research Institute, Dr. Miriam Sperling