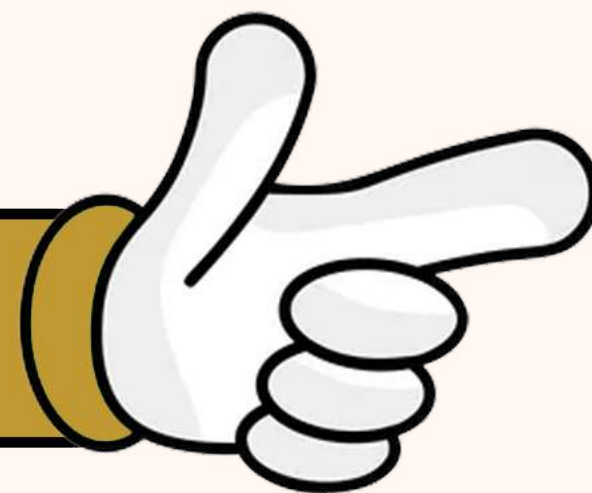


BY YOUR SIDE

media campaign



2025



Baycrest

THE AUDIENCE

ACTIVE • ENGAGED • CURIOUS

size
27M

- Canadians aged 30+
- Exposed to \approx 8,000 ads per day \Rightarrow we need to stand out
- 61% notice an OOH ad weekly
- $\frac{1}{2}$ live in a city of at least 1M people

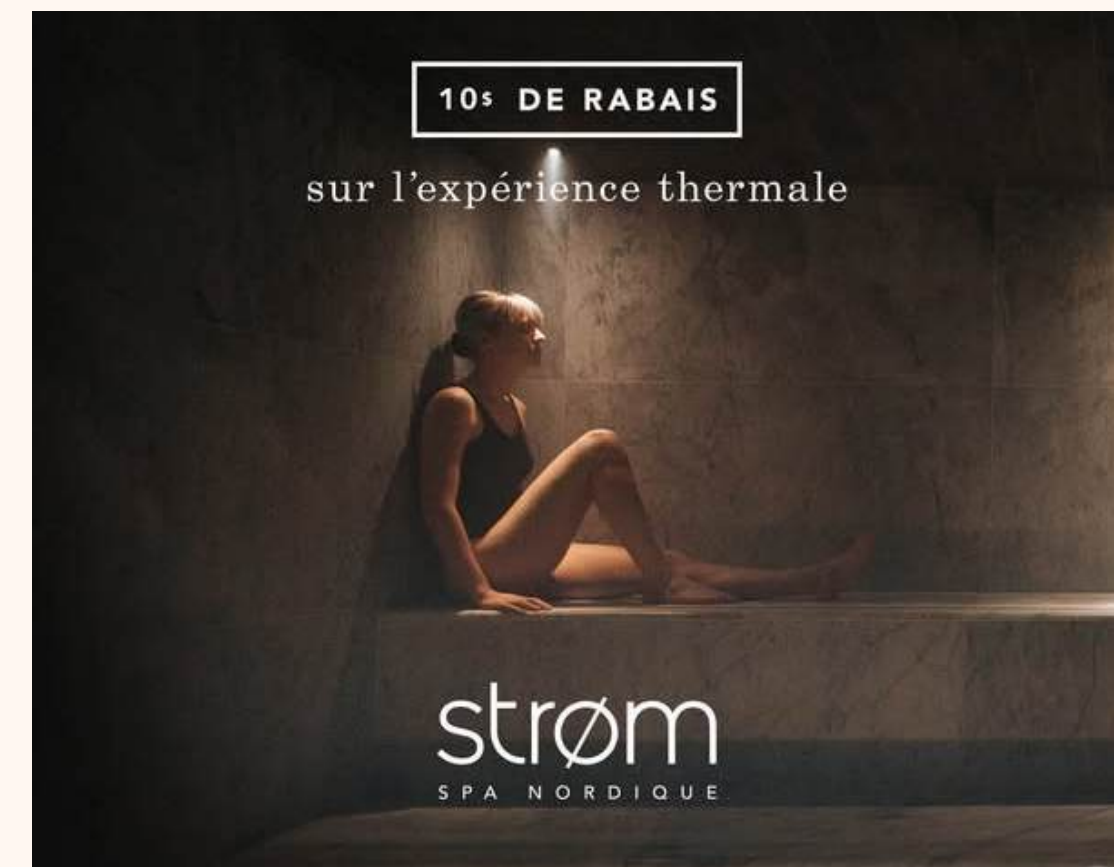
THE (MAIN) OBJECTIVE

Raise awareness about the importance of taking action today to reduce the risk of developing dementia

THE INSIGHT

Brands in the wellness sector already spend over a billion dollars annually on advertising across all media channels — promoting not only their products and services, but also behaviors that, coincidentally, can help prevent dementia

Wellness includes: healthy food, sports, volunteering/non profits, and more.
Source: Vivvix, Pathmatics (2024 - Canada)

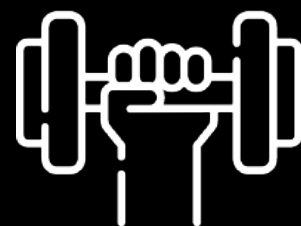


THE BIG IDEA

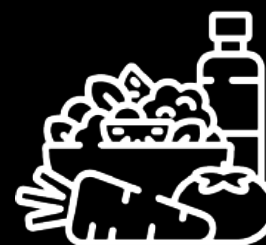
Turn every wellness ad
into a **Baycrest** ad



Cognitive
Engagement



Physical
Activity



Nutrition
and Diet



Social
Interaction



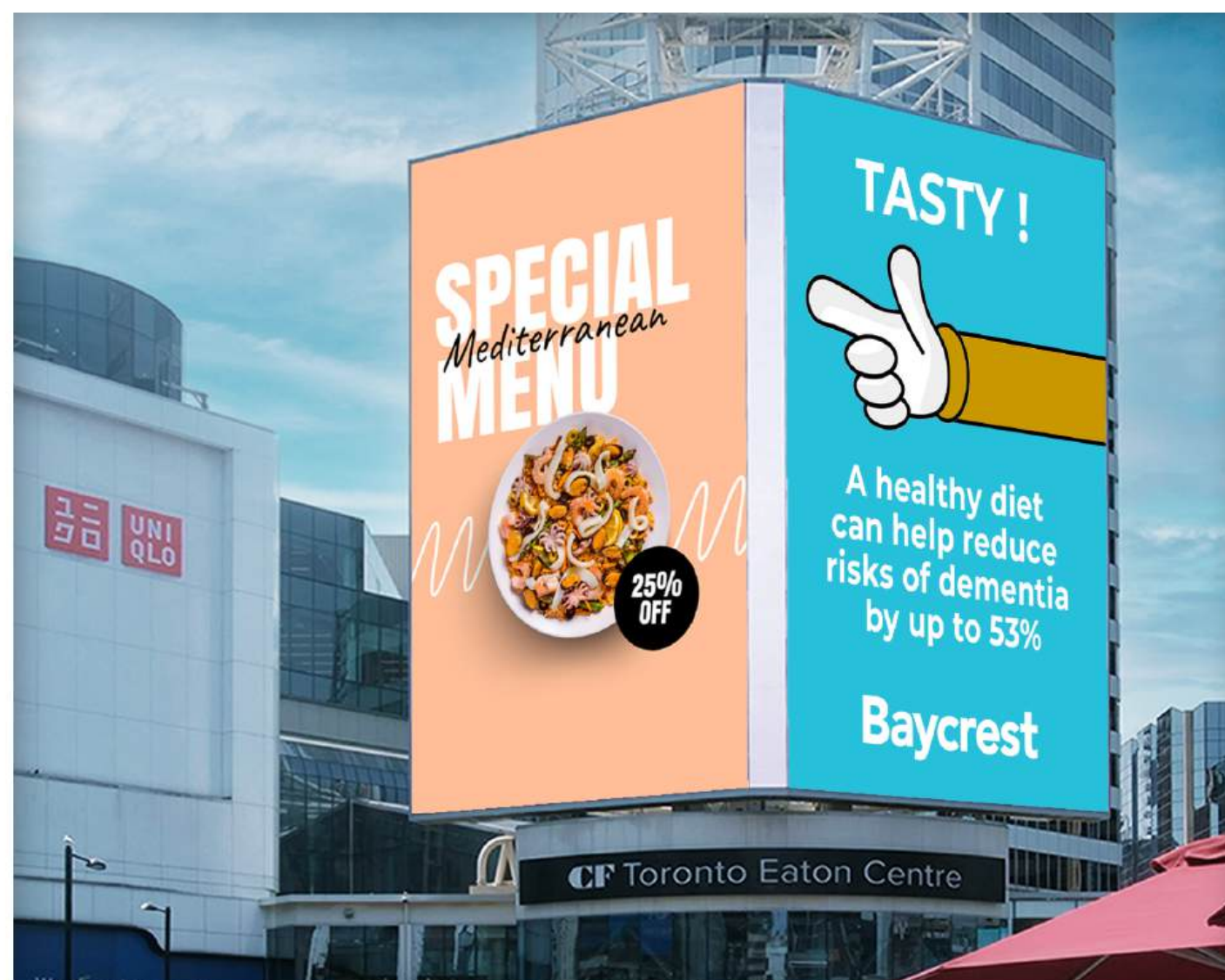
Health Conditions and
Lifestyle Factors

“ Putting the right ad creative in the right
context can double viewer attention ”

WARC, 2022

THE MEDIA STRATEGY

Through strategic partnerships, we leverage real-time DOOH data and AI machine learning to identify ads promoting healthy habits. Our creatives are then displayed simultaneously in close proximity, creating an intriguing narrative



Wellness ad detected in Dundas Square

- Use contextual placements to spark curiosity
- Use our creatives to educate



LEVERAGING OUT OF HOME

OOH and DOOH maximize reach and engagement by delivering high-impact visuals in high-traffic areas, ensuring effective audience awareness



These contextual arrangements are beneficial for both entities, as 71% of consumers claim to enjoy co-branded content

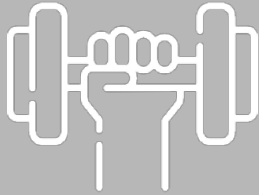
LEVERAGING PRINT

Print reaches an older audience in a highly credible environment while still allowing a contextual synergy to occur

LEVERAGING ONLINE VIDEO

by using sequencing

A wellness 6s pre-roll



A Baycrest pre-roll mentioning the benefits of the previous video ad



Video
streaming
content



Donors engaged through multiple channels donate over 3x more than those reached through a single channel

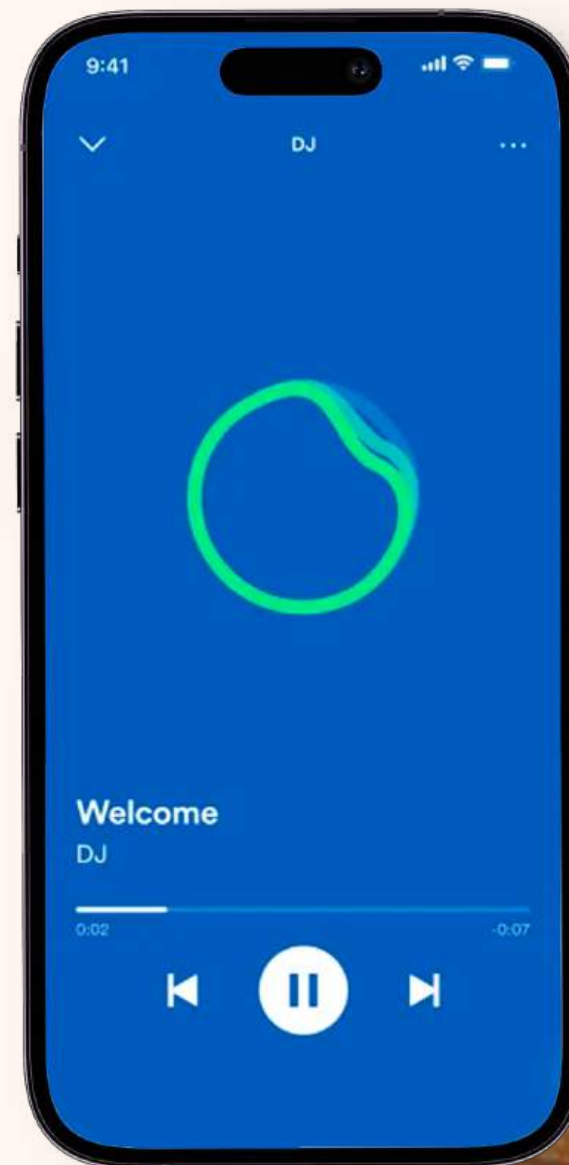
Source: Virtuous, 2021

THE INNOVATIVE MEDIA

Smart bus shelters equipped with Bluetooth Beacons detect nearby users and trigger Spotify's DJ, an AI synthetic voice, to deliver a hyper-contextual and custom awareness message when a wellness ad is displayed



Before the next song, as you pass this Lululemon poster — remember, yoga and exercise help reduce dementia risk!



THE RESULTS & MEASURING

200k \$ budget + bonification from local media partners

OOH and DOOH

- 90M+ impressions

Survey and foot traffic analysis
+ online mentions & picture sharing

Print

- 1M+ reach

Survey and brand lift analysis
+ online mentions & picture sharing

Digital

- 8M+ impressions

Engagement rate, VCR & CTR

Other media

- 10M+ reach

For Baycrest :

- +20% awareness about actionable steps to prevent dementia resulting in donation increase
- Simple, playful & clever campaign



Bonus : Bold commitment to Canadian media partners

AUDIENCE

27M Canadians 30+
Active, engaged &
curious

INSIGHT

Brands spend tons of
money promoting habits
that also, coincidentally,
help prevent dementia

BY YOUR SIDE

BIG IDEA

Making every wellness
ad a Baycrest ad

MEDIA STRATEGY

Leverage
multichannel
reach and machine
learning to place
our ads beside
wellness content,
to create a new
narrative

RESULTS

+100M impressions
+20% awareness on
dementia prevention

