

LiveYoung®: one sip, one step at a time

Baycrest
foundation

evian.
Live young

insight: Research shows that 45% of dementia cases can be prevented/delayed by addressing health & lifestyle factors, however awareness among Canadians is low, they are not familiar with prevention strategies to offset rising dementia rates.

brand connection: from hydration to wellness - evian believes that small, daily actions are essential to lifelong health. Together, evian and Baycrest inspire you to LiveYoung® for your brain health by adopting simple, healthy habits. One sip, one step at a time.

idea: for dementia awareness month, evian's iconic bottle will have a new look, driving awareness on 5 steps to prevent dementia: **e**xercise, **v**itals, **i**nteraction, **a**ctivity & **n**utrition. Each bottle will inspire action with a daily challenge corresponding to each step. Consumers can access the LiveYoung® app via the QR code to empower themselves with brain-rejuvenation tips.

1

Purchase a limited edition evian bottle and complete the challenge on the label. 50c per bottle will be donated to Baycrest.

2

Scan the QR code to enter the LiveYoung® app. Unlock your corresponding step by entering the code inside your bottle cap.

3

Fill your virtual LiveYoung® bottle by purchasing all 5 limited edition bottles, completing challenges and unlocking each step in the app.

4

Track your progress in the LiveYoung® app and learn helpful tips to build healthy habits.

5

Once your virtual bottle is full, you'll be entered in the draw to win a mind & body retreat to the French Alps – the birthplace of Evian.





idea.

LiveYoung®: one sip, one step at a time

- During dementia awareness month, evian bottles will feature challenges linked to 5 key steps of dementia prevention.
- The challenges are simple and approachable, yet helpful to overall brain health when completed daily.
- 50c from each bottle will be donated to Baycrest to fund research.
- By scanning the QR code on pack, consumers learn about steps to prevent dementia. By collecting all 5 bottles, completing challenges and unlocking steps in the LiveYoung® app, consumers have the chance to win a wellness retreat to the French Alps – the birthplace of evian.

objectives.

	
<ul style="list-style-type: none"> - Strengthen evian's positioning as a wellness brand by linking hydration to brain health - ↗ market shares (vol) +0.1pt - ↗ HHP +0.05pt 	<ul style="list-style-type: none"> - Raise awareness of Baycrest's mission to educate Canadians on dementia risk factors & prevention

brand connection.

From hydration to wellness: evian believes that putting wellness first is essential to a healthy lifestyle. By inspiring people to adopt simple and healthy habits, evian and Baycrest will help Canadians take daily steps to support their brain health, reducing chances of developing dementia.

target.

'Active engagers':

- M/F: 30-50yo
- Fitness enthusiasts, who prioritize holistic health.
- Health is their top priority and exercise is key to their lifestyle. Yet, they want to take it a step further and think of the longer term.

Persona:

Lauren is a 37-year-old woman. She is active, working in Toronto. She practices yoga and follows a balanced diet. She proactively looks for new ways to improve her health yet feels overwhelmed by the amount of advice available and seeks simple, quick steps to incorporate to her life.

Insight & RTB.

Evidence shows that taking action with lifestyle intervention can prevent dementia, however there is limited public understanding of risk factors & prevention strategies.

Brand truth: evian inspires people to stay youthful, body & mind, by adopting simple and healthy behaviours.



Human truth: Canadians are not aware of small steps they can take to prevent the risk of dementia.

Category truth: Approximately 45% of dementia cases can be reduced by addressing modifiable risk factors.¹

evian isn't only about hydration, it's about shaping lifelong health, including brain health. With every sip of evian, you take a small yet significant step towards dementia prevention, turning daily hydration into healthy habits to rejuvenate your brain.

For the audience, it is a simple, engaging way to build brain-healthy habits. Plus, the chance to win a rejuvenating retreat to the French Alps.

evian is a trusted brand, committed to supporting your holistic health.

Partnering with Baycrest, the leader in brain health, ensures that advice and challenges are backed by research. By following healthy daily habits in a fun format, evian makes it easy for you to take steps towards dementia prevention.

GET active engagers

WHO don't actively think of brain health

TO make it a daily focus

BY using evian and the LiveYoung® steps to turn hydration into brain-rejuvenation

¹ Alzheimer's Research UK 2025