



TORONTO

THE #FADINGCITY

Vanishing Landmarks to Protect What Matters

THE PROBLEM

Dementia is on the rise, with cases in Canada projected to **increase by 70%** from 2030 to 2050.

Despite this, most Canadians don't realize they have the **power to reduce their risk**. While awareness of dementia is rising, there's still a major gap in understanding how lifestyle choices impact brain health.

Many see cognitive decline as **inevitable**, when in reality, evidence shows that proactive brain health habits can **delay or even prevent dementia**.

THE AUDIENCE

30+ year-old busy professionals, both male and female, who are navigating daily life without giving much thought to their brain health.

THE STRATEGY

FROM:

Seeing brain health decline as a natural occurrence, rather than something individuals have agency over.

TO:

Recognizing that small actions can accumulate to make a significant impact on healthy aging.

HOW:

Baycrest Foundation brings awareness to the small things people may notice missing in daily life, and how simple actions now can help prevent these larger changes in the future.

THE INSIGHT

People rarely notice gradual change until it disrupts their daily lives. We take what's familiar for granted—assuming it will always be there—until the moment it's gone.



THE IDEA

The #FADINGCITY—Toronto's most iconic landmarks vanish one by one, much like dementia, where the familiar gradually fades away, leaving residents confused and disoriented.

Baycrest unveils the reality: just as small changes can restore what was lost, simple actions today can protect brain health tomorrow. To bring back their beloved landmarks, Torontonians must complete the Baycrest BrainGuard Assessment—because prevention begins now.

PHASE 1: THE MYSTERY

"Toronto's Landmarks Are Vanishing—And No One Knows Why."

EXECUTION

DAYS 1-6: The infamous TORONTO sign at Nathan Phillips Square goes missing overnight. Over the coming days, more of the city's beloved landmarks continue to disappear, creating a growing sense of unease and disorientation. There are no press statements or branding from Baycrest, fuelling speculation over the unexplained stunt.

PR STRATEGY

Earned Media: Create Media Buzz

- Tip off journalists at The Globe and Mail, CBC Toronto, CP25, City News, Toronto Star, BlogTO, and Narcity.

Social Media: Ignite Online Sleuthing

- Seed Reddit threads (r/toronto, r/askTO, r/Canada) with intriguing questions like, "Did anyone notice the Toronto sign missing? Is this a city project?"



What's next? What's happening to our city...



Follow

SOS the dogs are missing from the Berczy Park Dog Fountain. Who is behind this!!?? #Toronto

Toronto's Icons Are Disappearing—And The City Is Left Searching For Answers.



IS THIS REAL!!?



PHASE 2: THE BIG REVEAL

"Toronto's Landmarks Will Return—But Only If You Put Brain Health First."

EXECUTION

DAY 7: Baycrest takes accountability for the stunt, replacing the missing icons with branded stickers that urge residents to take action via QR codes.

DAYS 7-11: To bring the landmarks back, Torontonians must come together and complete the Baycrest BrainGuard Assessment—demonstrating how small changes today can help protect brain health.

Notice something missing?

Scan to learn how you can help restore it.



Baycrest



#FADINGCITY 🧠🧠🧠🧠



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PR STRATEGY

Embargoed Media Briefing

- Offer exclusive interview to The Globe and Mail to break the reveal, followed by broad media push.

Hashtag Launch: Mobilize the Public

- Launch #FADINGCITY across all media platforms to focus the conversation, add meaning to the spectacle, and unite the public under a shared cause.



To my Leslieville Neighbours: PLEASE take the Baycrest Brainguard Assessment so we can restore the iconic Carlo's Coffee Shop sign! #FADINGCITY

Follow

5:19

5G 72

Baycrest

Take the Baycrest BrainGuard Assessment to bring back the Dogs at Berczy Park Fountain.

456

out of 3000 complete.

Take the Assessment

The #FADINGCITY

Baycrest taps into the biggest fear of aging—the loss of the things we love and cherish.

The Baycrest BrainGuard: A Brain Health Assessment

PHASE 3: THE RESTORATION

"Toronto Restores Its Landmarks—A City United for Brain Health with Baycrest Foundation."

EXECUTION

DAY 12–DAY 16: As Torontonians complete the Baycrest BrainGuard Assessment and reach the participation goals, the missing landmarks are brought back to life and illuminated in blue, symbolizing the commitment to dementia awareness.

PR STRATEGY

Final Media Push

- Invite journalists and key individuals who engaged online to cover the restoration event as a symbol of collective action.

Social Media: Celebrate the Win

- Share real-time updates as the city hits key milestones. Posting dynamic visuals of landmarks lighting up in blue, signaling community success, #FADINGCITY.

TORONTO Sign Restored in Glowing Blue, Thanks to Residents' Commitment to Brain Health



Brain health matters!! #FADINGCITY



Follow

We are SOOOO back Toronto #FADINGCITY 🇨🇦

GTA

8000+ Baycrest Brainguard Assessments Completed to Earn Back City Landmarks

KPIs & IMPACT

Earned Media & PR Reach

How far did the story travel?

Media Impressions
Press Coverage
Headline Count

Public Participation & Behaviour Change

How many people took action?

Baycrest BrainGaurd Assessments Completed
Increase in Brain Health Awareness
Increase in Brain Health Education

Social Media Virality & Engagement

How much conversation did this spark?

Social Reach
Engagement Metrics

Long-Term Influence & Scalability

How does this campaign live on?

Potential for Expansion
Sustained Engagement

WHY IT'S GREAT

💡 **Evokes Emotion** – The campaign takes the public on a journey—confusion sparks curiosity, curiosity builds empathy, and empathy drives action.

🚀 **Three-Phase PR Story** – A campaign that doesn't just inform—it unfolds, each phase cleverly building off of the last to keep the attention of the public.

📈 **Built for Virality** – The citywide disruption sparks organic conversation, driving widespread social engagement before the campaign even reveals itself.

👏 **Drives Community Action** – Instead of passive awareness, Torontonians actively participate, restoring their city by prioritizing brain health.

🌍 **Local and Global Scalability** – This campaign can transcend borders—any city, any landmark, the same powerful message.

Baycrest

Baycrest Foundation takes the lead in brain health, turning the metaphor of disappearing landmarks into a call for action. This campaign shifts dementia from something inevitable to something preventable, empowering individuals to take control of their brain health and inspiring a city-wide movement to protect it.

Creative Idea and Potential for Industry Impact

The **#FADINGCITY** campaign is an immersive experience raising awareness about brain health and dementia prevention. By making iconic Toronto landmarks disappear, it highlights how small changes in daily life can be disorienting—mirroring the reality of dementia.

Led by the Baycrest Foundation, the campaign turns disappearing landmarks into a call to action. To restore them, Torontonians take the **Baycrest BrainGuard Assessment**, gaining a personalized plan with simple steps to protect brain health. This shifts dementia from something inevitable to preventable.

With the power to inspire global change, this movement encourages cities worldwide to take action.

PR Strategy

The campaign targets busy professionals aged 30+, who are often unaware of how daily habits influence brain health. They typically don't think about dementia until symptoms appear, seeing it as a natural part of aging. The strategy is to change this mindset, showing that prevention starts with small, manageable actions.

To reach this audience, the PR strategy combines earned media, social engagement, and direct interaction. Major Toronto outlets like CBC, BlogTO, and CP24 will provide initial coverage. Social platforms like TikTok, Reddit, and X will drive the mystery and discussion surrounding the disappearing landmarks, building buzz through organic reactions.

The campaign takes the public on a journey—confusion sparks curiosity, curiosity builds empathy, and empathy drives action. Phase 1 creates intrigue by mysteriously removing landmarks overnight. Phase 2 reveals Baycrest's meaningful role in the stunt, building empathy as Torontonians are encouraged to complete the Baycrest BrainGuard Assessment to restore the landmarks. Phase 3 culminates in the return of the landmarks, illuminated in blue to symbolize collective action and the power of preventative care. A final media push ensures wide coverage, emphasizing the importance of brain health. This integrated approach drives lasting conversation on dementia prevention, maximizing both visibility and emotional engagement.

Execution

The sixteen-day execution will take part in three phases, each with a defined timeline to maximize engagement. Phase 1 (Days 1-6) begins with the gradual disappearance of Toronto's landmarks, such as the iconic Toronto sign at Nathan Phillips Square. The removal of landmarks will spark public confusion and intrigue, particularly through social media.

In Phase 2 (Days 7-11), Baycrest takes responsibility, revealing that the disappearing landmarks were part of a campaign to raise awareness about dementia. During this phase, media outlets

like CBC and CP24 will be briefed to break the news, while social media platforms will be used to engage the public with the #FADINGCITY hashtag.

Phase 3 (Days 12-16) culminates in the restoration of the landmarks, which will be lit up in blue to symbolize dementia awareness. The campaign's success could lead to scalability across Canada, and even globally, creating a widespread movement for dementia awareness and prevention.