

# RESTORE YOUR

Blurring digital memories today, to keep memories clear forever.

# MEMORIES

by Baycrest

## CAMPAIGN SUMMARY

Partnering with Meta, we'll blur Instagram and Facebook 'Memories' to mimic the effects of dementia, showing the impact of losing memories in real time. Users can restore their memories by completing brain-stimulating challenges, raising awareness of Baycrest's cognitive research and the importance of taking proactive steps to protect brain health.

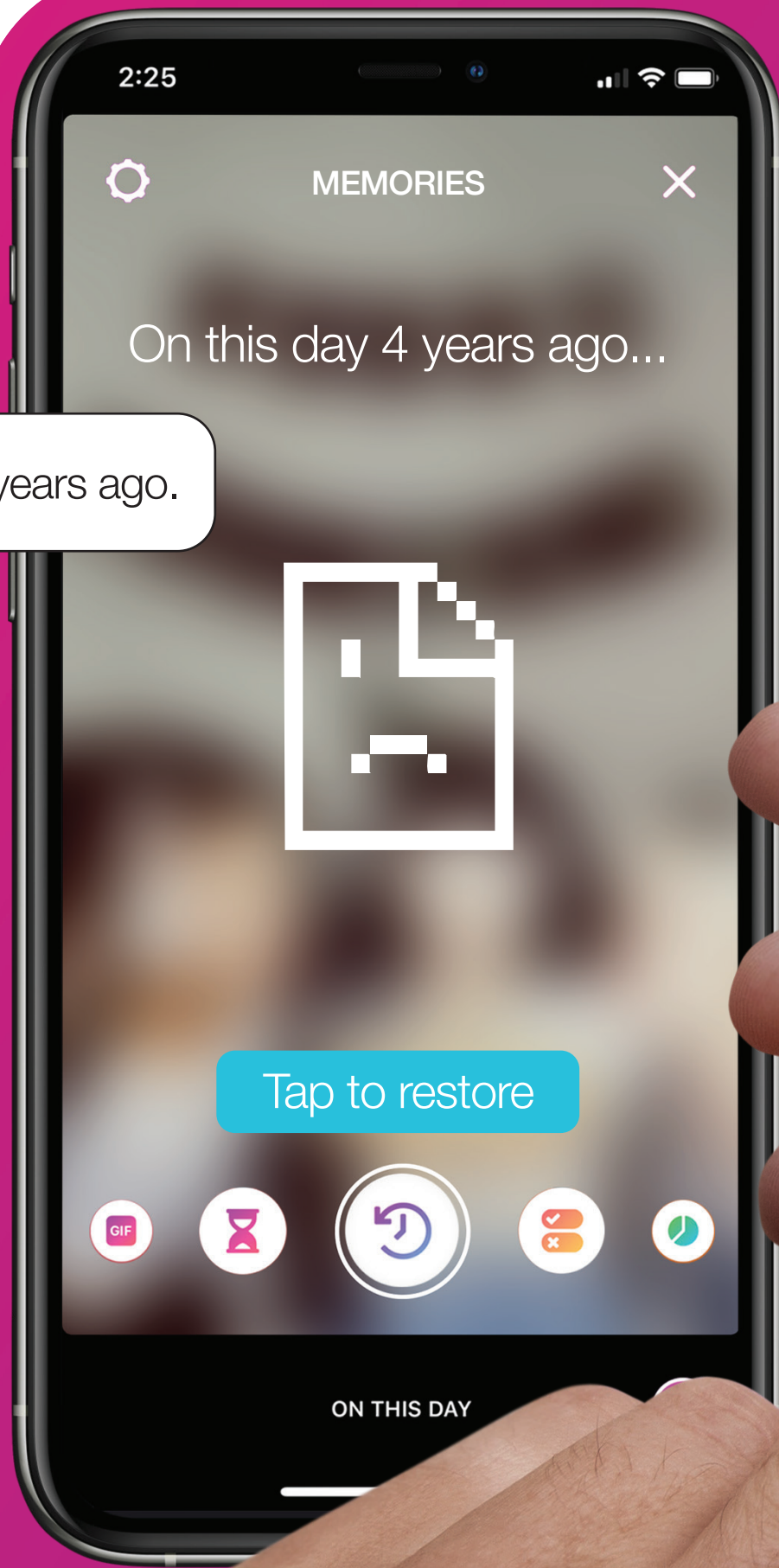
## INSIGHT

Our memories are precious to us. We need them in order to define ourselves and our lives. In the 21st century, people have come to rely on social media platforms like Instagram and Facebook to store these memories. They showcase the big and small moments that make up who we are, and in doing so, help to connect us to ourselves in meaningful and shareable ways. So, what would happen if we were to take them away?

## HOW IT WORKS

1. Users receive an "On This Day" notification from Memories, but when they open it, their past post will appear blurred. Unable to recognize or access the Memory, they'll feel a sense of confusion and disorientation – much like the experience of someone living with dementia.
2. A custom Meta feature presents a simple brain game on screen – pulling from a series of word scrambles, puzzles, sudoku and more. Users must complete the stimulating challenge to restore their Memory, reminding them of the power of taking small actions to promote brain health in the moment.
3. Their Memory is restored, along with a click-through to Baycrest's website to access more puzzles, information and an option to donate.

On this day 4 years ago.



1. Memories notification displays blurred post.



2. Baycrest brain challenge is presented.



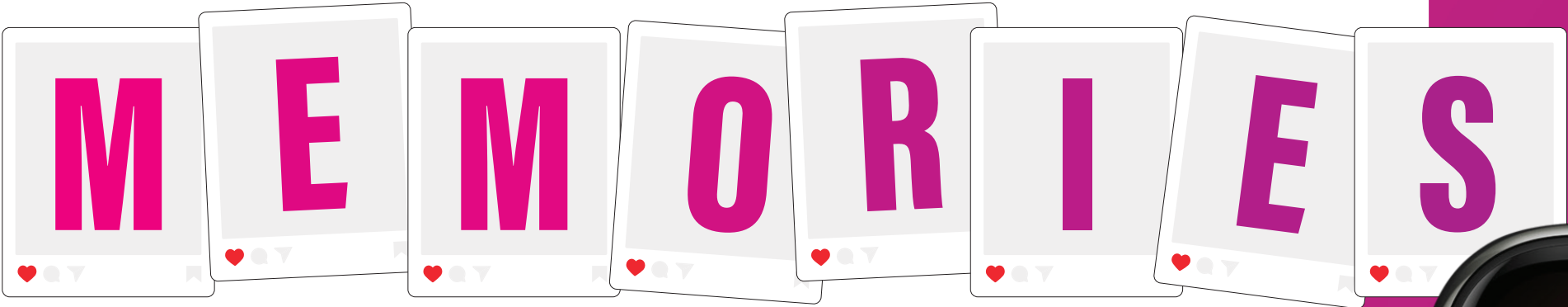
3. Memory is revealed with CTA to learn more.



We can also extend this campaign beyond our main Meta platforms, leveraging the Memories features on TikTok & Snapchat.



# RESTORE YOUR



by **Baycrest**

Blurring digital memories today, to keep memories clear forever.

## CAMPAIGN SUMMARY

Partnering with Meta, we'll launch a digital campaign that blurs 'Memories' posts on Instagram and Facebook, preventing our target from accessing their Memories, thereby illustrating the impact of dementia in real-time. Then, we'll give users the power to restore their Memories, by having them tackle a simple brain puzzle. Once users interact with the puzzle, their post will be unblurred. The restored Memory will include a prompt to click-through to Baycrest's website to access more puzzles, learn more about ways to prevent dementia today, and donate to Baycrest's research efforts.

Through *Restore your Memories*, we're creating an emotional connection with our target, leveraging their own personal Memories, on platforms they interact with daily, to raise awareness about Baycrest's groundbreaking cognitive research and to drive home the power of proactively nurturing your brain health.

## CREATIVE INSIGHT

Our memories are precious to us. We need them in order to define ourselves and our lives. In the 21st century, people have come to rely on social media platforms like Instagram and Facebook to store these memories. They showcase the big and small moments that make up who we are, and in doing so, help to connect us to ourselves in meaningful and shareable ways. So, what would happen if we were to take them away?

## SOLUTION

We're going to partner with Meta, using their Memories feature to create intrigue and bring awareness to the importance of proactively addressing our brain health. Our 30+ target is highly active on Meta. They've been archiving their memories on Instagram and Facebook for decades, with their social profiles serving as digital memory boxes. The Memories feature in Meta recalls posts from the past to resurface our memories. It shows us what we were doing "On This Day" years, and years ago – with a notification that brings back an image, video or a status update to your present-day feed. These platforms already have the functionality of reminding people of their memories, so we're strategically leveraging them for our cause.

## HOW DOES IT WORK

We're going to create intrigue, disrupting social users during their daily scroll, by partnering with Meta to block all Memories on their platforms. Users will be confronted with a blurred image of their post from the past, leaving them confused, disoriented and unable to access the memory – much like someone experiencing dementia.

This is where we will educate our target. We'll create a Meta feature that serves a series of simple brain-challenge games, like word scrambles, puzzles and sudoku, for them to complete in order to restore their Memory and inform them that with simple preventative actions to stimulate brain health, they can prevent dementia and hold on to their memories, for good. Along with the restored Memory, there will be a prompt to click-through to Baycrest's website to access more puzzles, learn how to prevent dementia today, and donate to Baycrest's research efforts.

