

Forgot your password?

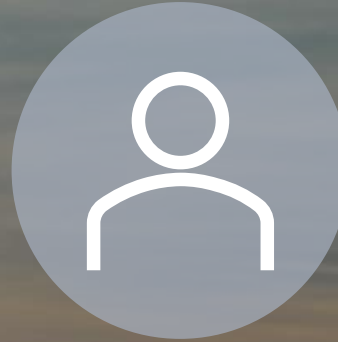
Email

YoungLions@GlobeandMail.ca

Password

BaycrestFoundation123

Enter



Canadian, Health-Conscious Professionals (30-54)

Audience Size: 5,309,000

Demographics

My busy lifestyle prevents me from taking care of myself as I should i135

Motivations

I want to get to the very top of my career i135

Security

~78% of Canadians had to reset a forgotten password in the last 90 days

Insight

Why am I struggling to focus at work like I used to?

Caught in the constant rush of work and everyday demands, people often overlook their brain health, slipping into a monotonous routine. Over time, this subtle neglect gradually weakens cognitive function, significantly increasing the risk of dementia.



ERROR: With these lives consumed by nonstop demands, how can we break through and seize their full attention for just a few minutes amid their hectic professional world?

Try:

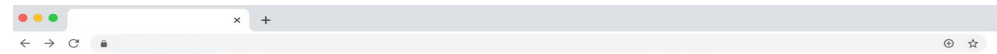
- Reaching them when they are in moments of their day where they have no choice but to wait and spend the time

Loading.....

Introducing, Baycrest's new *Chief Executive Booster (CEB)*



Baycrest will turn the frustration of forgetting your password into a meaningful opportunity to prioritize your cognitive health. Instead of waiting idly for a reset, you'll engage in a brain-boosting exercise, transforming those lost minutes into a powerful tool for reducing the risk of dementia and enhancing mental sharpness.



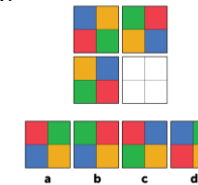
Forgot your password?

Don't worry, we'll send you a message to help you reset it.

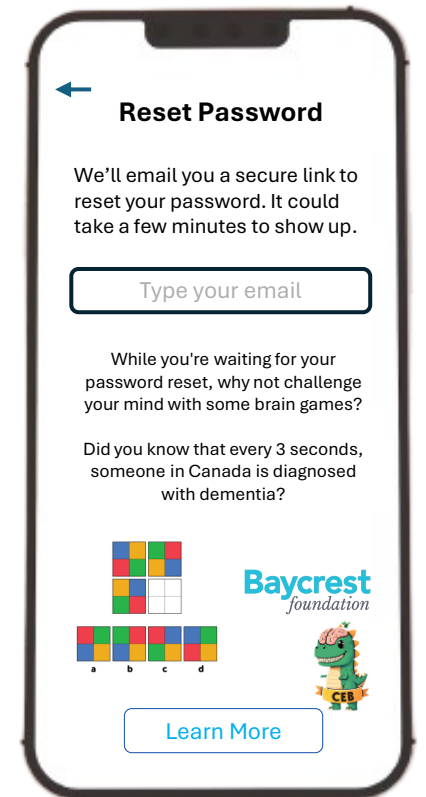
Enter

While you're waiting for your password reset, why not challenge your mind with some brain games?

Did you know that every 3 seconds, someone in Canada is diagnosed with dementia? It's a stark reminder to take proactive steps today for a healthier tomorrow.



[Learn More](#)



Harness the **untapped** space of the moments when passwords are forgotten

Instead of frustration, transform these pauses into a meaningful opportunity to prioritize your cognitive health. Baycrest will turn these common resets into a brain-boosting exercise, converting wasted minutes into a dynamic tool for reducing dementia risk and sharpening your mind.

Recovery Email



Apple ID / iCloud Products



New Device Login



People also ask :

What will the lasting impacts of this be?

This initiative taps into the [natural desire for self-improvement](#), turning everyday moments into opportunities for mental growth.

By making [cognitive health a daily habit](#), it reinforces the importance of sustained brain care.

As users witness improvements in sharpness, they're inspired to [adopt healthier, more mindful lifestyles](#).



Show more ▼

Engage your audience across multiple channels with brain-boosting games, providing entertainment and stimulation during moments when they're waiting or have downtime

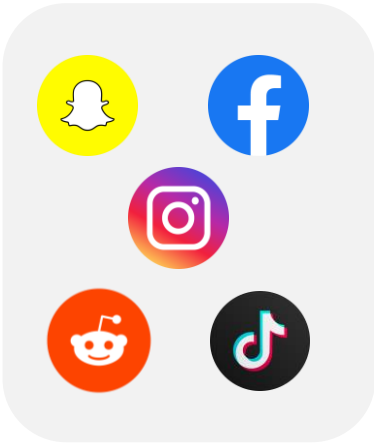
OLV



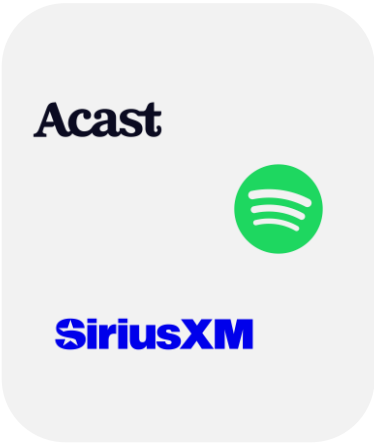
OOH



Social



Audio



Search



Non-branded keywords that relate to forgetting things

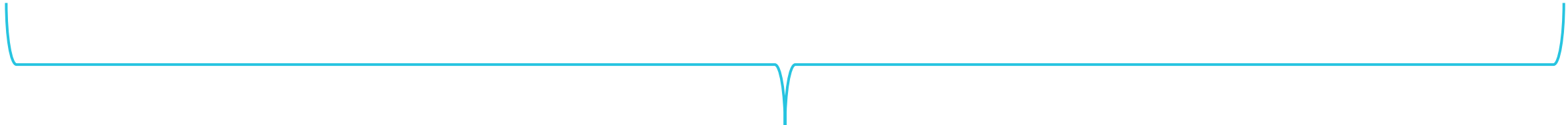
Audio

OOH

Social

OLV

Search



\$3M
Spend

+166M
Impressions

80%
Reach



Target

Canadian Health
Conscious
Professionals
30-54



Insight:

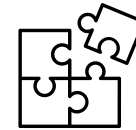


Busy professionals
neglect their brain health,
increasing their risk of
dementia



Strategy:

Reach them in
moments of their
day where they
have no choice
but to wait and
spend the time



Solution:

Reach
professionals
with Baycrest
Buddy



Results:

\$3M Spend
+166M Impressions