



anosognosia noun

: an inability or refusal to recognize a defect or disorder that is clinically evident

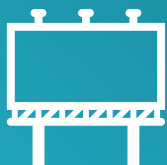
ano·sog·no·sia

a-nō-ˌsäg-ˈnō-zh(ē)-ə 



the audience – wellness driven adults 30+

media habits



90%

It is important to **continue learning new things** throughout your life.

74%

I like to **have control** over my routine, activities, and life decisions.

125

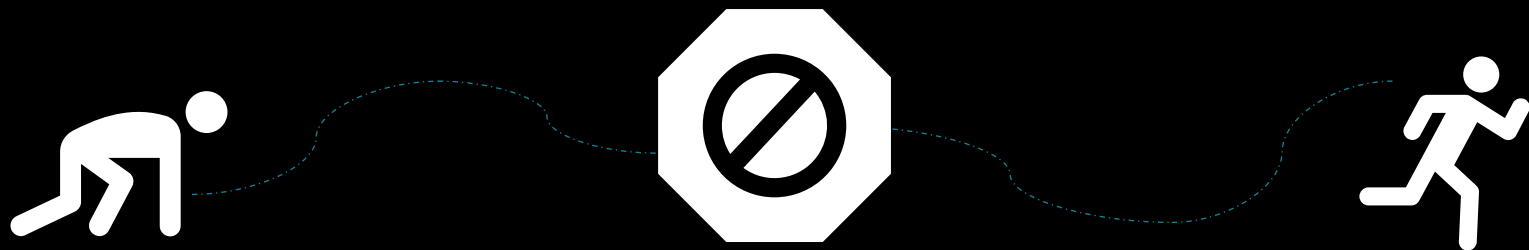
Sports and exercise is **essential** for my mental wellbeing.



Baycrest

the problem

28,000
Canadians under
65 are affected
by Early Onset
Dementia (EOD)



“

**Anosognosia occurs in
94.5% of early onset
dementia (EOD) cases.**

insight

Wellness Driven adults
know that dementia is
preventable.

So **why are they letting it**
steal their minds?

big idea

Aging feels distant, until it isn't.

What if we could show our audience
what it is like to experience
anosognosia?

Shed light

Show our audience what its
really like to experience
cognitive decline.

It can happen to you

Let's show them that without
prevention, we are all
vulnerable.



Baycrest



AWARDS
SHOW



SPORTSNET
BROADCAST



BREAKFAST
TELEVISION



execution

Partner with Rogers programs like **The Grammys**, **Hockey Night in Canada**, and **Breakfast Television** to introduce fictional personas being recognized or interviewed during the program as a notable person, creating public curiosity and media buzz. This simulates anosognosia, where memory gaps can cause unrecognition. The campaign raises awareness by immersing audiences in the unsettling experience of memory loss and confusion.

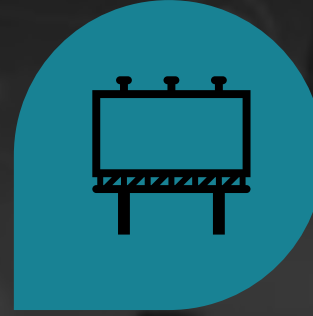


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supporting media

social amplification

Boost posts from fake personas' pages to highlight their recognition. Then, use paid ads to retarget users who engaged, reinforcing the campaign and driving more awareness and engagement.



out of home

After the broadcast execution, use OOH to visually showcase results and educate on dementia research, highlighting the importance of proactive brain health with QR code driving to baycrestfoundation.org.

broadcast

Develop a compelling 30-60 second brandsell ad for Canadian national broadcast, showcasing the impact of the execution through broadcast clips, audience reactions, and media highlights.



search

Leverage the "AI Overview" section on Google to raise awareness about brain health. For each persona in the broadcast execution, create an AI Overview replacing biographical information with details about anosognosia, its impact, and ways to be proactive about brain health with a link to baycrestfoundation.org.

Did you recognize **Jane Doe** on The Grammys on February 2nd?

It's okay if you didn't.

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Learn More >

Liked by johnathan_smith and others

baycrestfoundation Anosognosia occurs in 94.5% of early onset dementia cases. Here five ways you can help prevent cognitive decline:

1. Cognitive Engagement
2. Physical Activity
3. Nutrition and Diet
4. Social Interaction
5. Managing Health Conditions and Lifestyle Factors

social amplification

1,275,963 people searched for John Smith during Breakfast Television on August 21st



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out of home



broadcast

Google

who was on breakfast television

All News Videos Images Short videos Sh

AI Overview

Anosognosia, which is a lack of awareness or insight into one's own illness or disability, significantly impacts a person's ability to recognize their condition, leading to potential issues like treatment non-compliance, poor self-care, risky behaviors, and conflicts with others due to denial of their limitations, often hindering their recovery process and rehabilitation efforts.

Key impacts of anosognosia:

Treatment resistance:

Individuals with anosognosia may not see the need for treatment or actively resist therapy because they don't perceive their illness as a problem.

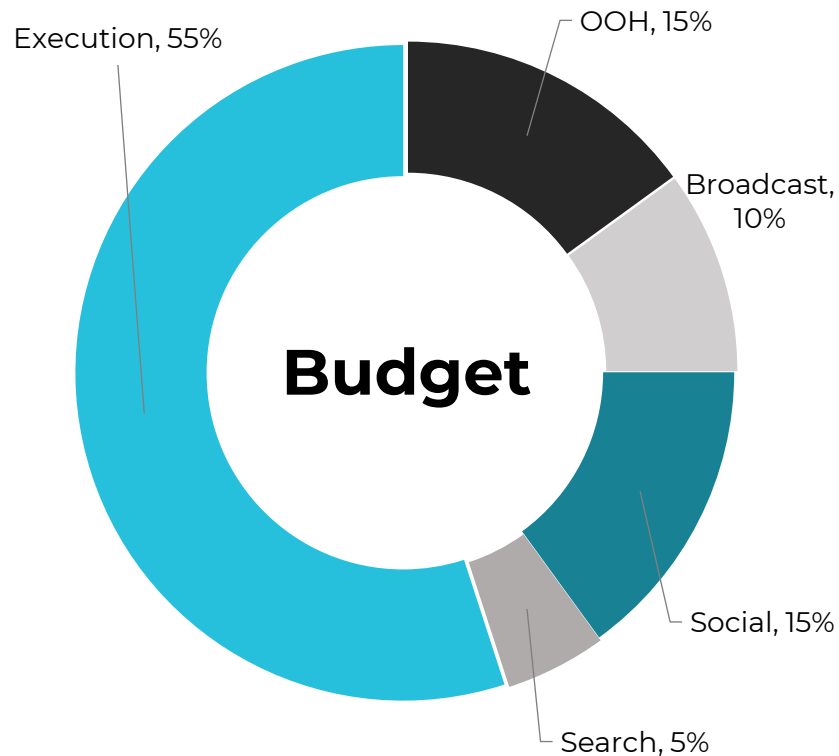
search

media activation

Through a multi-channel approach, the supporting media will highlight audience reactions and outcomes of the broadcast execution across Canada. This will inspire the adoption of essential lifestyle changes while bridging the gap between knowledge and preventative action of cognitive decline.

budget and KPIs

The majority of the campaign budget (55%) will be dedicated to Execution, while the remaining 45% will be allocated to Social, Out-of-Home, Broadcast, and Search. A key focus of this campaign is generating earned and buzzworthy media stemming from the Execution.



Paid Media

10M
Est. Reach

20M
Est. Imps

900K
Est. Clicks

Earned Media

30M
Est. Imps

400K
Est. Engagements

summary



the audience

wellness driven adults
30+.



the problem

47% knowledge to action
gap.



insight

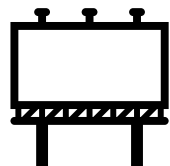
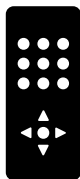
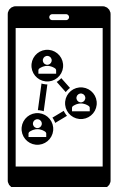
They know that
dementia is preventable.
So why are they letting it
steal their minds?



big idea

Show our audience what
it is like to experience
anosognosia.

supporting media



KPIs

paid media

10M reach

20M impressions

900k clicks

earned media

30M impressions

400K engagements



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