

BRAIN CHANGER

"PUT YOUR BRAIN IN THE GAME"

THE IDEA

A SEASON-LONG INITIATIVE WITHIN THE RAPTORS APP THAT REWARDS FANS FOR TAKING PROACTIVE STEPS IN DEMENTIA PREVENTION WITH EXCLUSIVE RAPTORS PRIZES, EXPERIENCES AND MORE!

THE INSIGHT

WHETHER IT'S WATCHING GAME FILM OR PRACTICING, RAPTORS PLAYERS TRAIN THEIR BRAINS JUST AS MUCH AS THEIR BODIES. COMBATING COGNITIVE DECLINE REQUIRES SIMILAR DAILY EFFORT AND TRAINING.

BRAND CONNECTION

TOGETHER WE INSPIRE CANADIANS TO KEEP THEIR BRAINS ACTIVE—THROUGH PHYSICAL ACTIVITY OR OTHER STRATEGIES TO IMPROVE LONG-TERM BRAIN HEALTH.



FRONT:
CO-BRANDED LOGO LOCKUP

PUT YOUR BRAIN
IN THE GAME

BACK:
CAMPAIGN SLOGAN

#1: SEE IT

A BOLD OOH CAMPAIGN LAUNCHES THE INITIATIVE, DRIVING AWARENESS AND ENGAGEMENT NATIONWIDE.

#2: WEAR IT

RAPTORS PLAYERS WEAR A PINK BRAIN-PATTERNED HEADBAND ALL SEASON, MAKING BRAIN HEALTH PART OF THEIR GAME.

#3: LEARN IT

FANS CAN TRACK BRAIN-BOOSTING ACTIVITIES—PLAYING BASKETBALL, COOKING HEALTHY MEALS, AND LEARNING FROM RAPTORS EXPERTS—TO DEVELOP LONG-TERM STRATEGIES FOR BRAIN HEALTH.

#4: REPEAT IT

BY STAYING ACTIVE AND COMPLETING CHALLENGES, FANS BUILD LIFELONG HABITS THAT STRENGTHEN BOTH BODY AND MIND—EARNING REWARDS ON AND OFF THE COURT.



IDEA

Brain Changer - A season-long initiative within the Raptors app that rewards fans for taking proactive steps in dementia prevention with exclusive Raptors prizes, experiences, and more.

BUSINESS OBJECTIVES

The number of people with dementia in Canada is projected to increase by 187% from 2020 to 2050. BrainChanger aims to raise awareness and promote early preventative lifestyle changes to reduce the long-term impact of dementia.

#1: AWARENESS:

- To launch the campaign, playful OOH assets will capture the attention of Canadians across the country.
- Throughout the 2025-26 season, Raptors players will wear bold, brain- patterned pink headbands on the court—leveraging high broadcast viewership to make a powerful statement about the connection between movement and brain health.
- League uniform restrictions on colour would create additional earned media coverage.

#2: ENGAGEMENT:

- Content: Workouts, nutritional tips, and healthy recipes from Raptors staff will empower fans to build a brain-healthy lifestyle.
- Challenges & Action Logs: Fans play brain games, track workouts, and other activities, building healthy habits through daily and weekly challenges.
- Community: Fans can view their friends' activities, view regional leader boards, and connect with local basketball enthusiasts for games in their community. They can also share their progress on social media using:
#MyBrainInTheGame
- Reward System: Virtual currency is earned by watching content, exercising, or cooking recipes, redeemable towards jerseys, grocery gift cards, up to lifetime season tickets.

SUCCESS METRICS:

- Awareness: 33% of Raptors fans aware of the campaign.
- Engagement: Average of 1.5 activity logs per user, per week.
- Active Unique Users: 50,000 per month.
- Reach: 1.5 billion impressions in year one of the campaign.

BRAND CONNECTION

Together we inspire Canadians to keep their brains active—through physical activity or other strategies to improve long-term brain health.



TARGET

- Mass Target: Adults 30+, 26.92M in Canada. 20% engage in moderate to vigorous physical activity weekly
- Growth Target: Young city dwellers, aged mid-20s to mid-40s, 2.29M in Canada. Predominantly women (53%), these individuals are the highest in-arena attendees and app/social media users.

INSIGHT

- Human Truth: Canadians recognize the impact of dementia but often hesitate to address early warning signs.
- Baycrest Truth: Brain health is shaped by everyday choices, not just aging.
- Raptors Truth: Mental acuity is key to basketball success, separating good players from elite ones.
- Strategy/Insight Statement: Whether it's watching game film or practicing, Raptors players train their brains just as much as their bodies. Combatting cognitive decline requires similar daily effort and training.

BENEFIT

BrainChanger utilizes far-reaching tactics and routine-creating mechanics to create consistent, regular action for long-term impact.

REASONS TO BELIEVE

- Behaviour Change: The campaign drives long-term behaviour change through professional athlete emulation, community engagement, fandom, and gamification, with incentives and measurable progress.
- Universal Appeal: Whether focusing on physical activity, diet, cognitive engagement, or social interaction, BrainChanger offers strategies for everyone.

GET/WHO/TO/BY

GET: Canadians (M/F 30+)

WHO: Have limited dementia prevention strategies

TO: Learn how to take action and improve brain health

BY: Broadcasting the message and offering an engaging way to take action.