

Baycrest

BRAIN BARRIER



INSIGHT

**Researchers now believe that
*40 per cent or more of dementia
cases can be prevented.**

*Source: Baycrest. "15 Things You Can Do Now to Reduce Your Risk."
Baycrest.

A background image showing a person's hands holding a smartphone, with a blue overlay. The person is wearing a grey sweater. The text is overlaid on this image.

CULTURAL CONTEXT

The problem is that only 34% of Canadians take action to reduce their risk of dementia before symptoms appear.

So how do we grab Canada's attention in an unexpected, buzzworthy way — that disrupts their daily routine?

IDEA AS A PRESS HEADLINE

“

Baycrest & Instagram log Canadian users out of their accounts, transforming the frustration of “Forgot Password?” into a powerful wake-up call for brain health

”

NATIONAL  POST

What is it?

A nationwide stunt that grabs Canadian Instagram users' attention by simulating one small experience of dementia to promote aging prevention strategies.

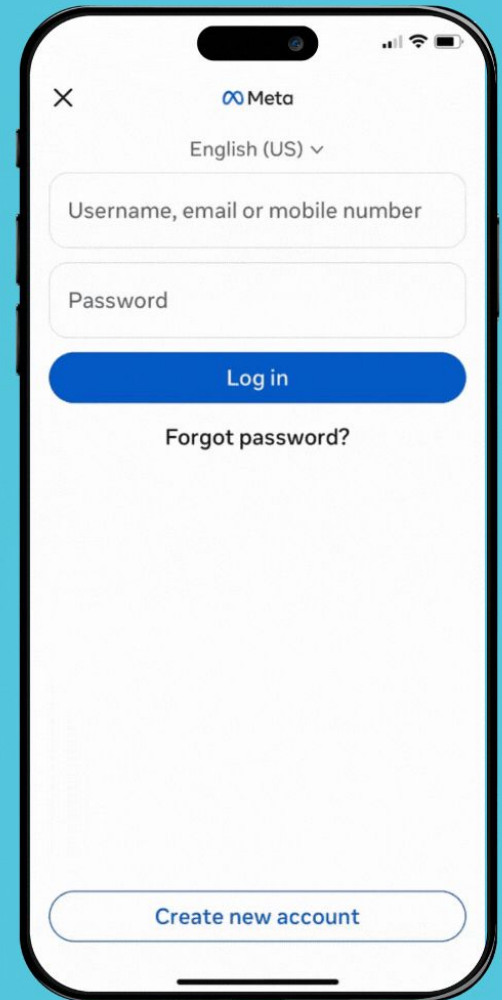
How it works?

On the morning of March 10, all Canadian Instagram users will be unexpectedly logged out of their accounts. After three failed attempts, a pop-up appears:

*"Struggling to remember? For millions, this is daily life.
Protect your brain health."*

Users can then opt-in to a daily brain teaser challenge from March 10-16.

Each completed daily challenge triggers a \$1 donation to Baycrest's brain health initiatives—turning awareness into action.



PR OVERVIEW

Objective

Drive earned traditional & social media coverage around dementia prevention by leveraging a disruptive Instagram stunt that highlights the importance of brain health.

Strategy

Execute a high-impact Instagram stunt to create an unmissable cultural moment that sparks media interest and social conversation.

On launch day, maximize coverage with real-time amplification of user reactions. Sustain momentum through daily challenges, interviews, and impactful storytelling, ensuring long-term engagement with Baycrest's brain health initiatives.

Headline to Land

"Baycrest hacks Instagram and logs all Canadian Users out of their account to mimic signs of dementia."

Channels

Online, social media and broadcast.

PR ACTIVITY TIMELINE & ROLLOUT

BRAND MOMENT	BRAIN BARRIER	
ROLE OF COMMS	INTRIGUE	EDUCATE
	Surprise with a disruptive stunt	Encourage education with an opt-in program engagement
MESSAGE	<p>//</p> <p><i>"Struggling to remember? For millions, this is daily life. Protect your brain health."</i></p>	<p>//</p> <p><i>"Opt into the daily brain teaser program, Brain Barrier, to better your brain health and donate to Baycrest"</i></p>
EXECUTIONS	National Consumer and Trade Pitching National Press Release	Paid Spokesperson/Influencer Partnership
TIMING	March 10th, 2025	March 10th – March 16th, 2025

MEDIA RELATIONS APPROACH

Strategy

Position Baycrest as a leader in brain health by sparking nationwide conversation on dementia prevention through a disruptive Instagram stunt that drives awareness, engagement, and donations.

Objective

Drive online conversation, then maximize coverage with a coordinated stunt, followed by a nationwide press release and pitching for real-time amplification. Sustain momentum with exclusive spokesperson/paid influencer interviews to drive impactful storytelling, ensuring Baycrest remains at the forefront of the brain health conversation for Brain Health Awareness Week.

TRADE



STRATEGY ONLINE

"Baycrest and Instagram Disrupt your Log-In: Memory Challenge Sparks Brain Health Awareness"

LIFESTYLE



TORONTO STAR

"Logged Out to Learn More: Baycrest and Instagram turn Brain Teasers into Brain Health Awareness"

BROADCAST



GLOBAL NEWS

"Baycrest CMO, Don Goudy, joins us to discuss Brain Awareness Week and their exciting partnership with Instagram"

PAID INFLUENCER + SPOKESPERSON APPROACH

Why Joan

At 77 years old, Joan MacDonald is proof that it's never too late to have agency over healthy aging. With over 1.9M followers, she's built a community inspired by her journey, showing that healthy habits can change one's life at any time.

Joan's Role

To advocate & spread awareness, demonstrating how brain training is just as important as physical fitness. Joan can:

- Be leveraged as a spokesperson in our media relations approach and
- Post a series of social media posts promoting the campaign and highlighting the benefits of opting-in.



WHY WE LOVE IT

UNEXPECTED.

Forgetting your password is a familiar feeling of frustration we've all felt, making this campaign instantly relatable.

BIG & BREAKTHROUGH.

A bold, daring stunt, which is hard to ignore, built for cultural virality and buzz.

DISRUPTIVE.

This campaign takes a common action and flips it on its head, forcing users to pause, think and engage in something unexpected.

EFFECTIVE.

A fresh and culturally relevant campaign that disrupts users' everyday digital experiences, sparking curiosity and conversation while promoting brain health awareness in a memorable, engaging way.

Creative Idea & Industry Impact

Baycrest and Instagram are teaming up to launch an exciting and disruptive stunt to spark conversation and increase awareness of brain health. On the morning of March 10, all Canadian Instagram users will be unexpectedly logged out of their accounts. After three automatically failed login attempts, they will see this message: *"Struggling to remember? For millions, this is daily life. Protect your brain health."* Users are then given the option to opt-in to a brain teaser challenge, where every completed daily series of questions donates \$1 to Baycrest's brain health initiatives. This campaign turns a moment of frustration into awareness, engagement and action, making brain health prevention an unavoidable topic this Brain Awareness Week.

PR Strategy

This campaign uses a disruptive stunt, earned media, and a third-party spokesperson/paid influencer to create a cultural moment around dementia prevention. It targets Canadian Instagram users who engage with digital experiences, caregivers, and aging populations. Target media outlets include marketing trades like Strategy Online, Adweek, and Ad Age; lifestyle/news outlets like Toronto Star, The Globe and Mail, and National Post; and broadcasters like Global News, CTV News, and CBC.

The campaign kicks off with the intrigue phase on March 10 when Instagram users are unexpectedly logged out, sparking online conversation. A national press release will share Baycrest's expertise and include spokesperson quotes, while consumer and trade pitching will amplify the campaign. From March 10 to 16, the focus shifts to education. Influencer @trainwithjoan will join the effort, posting on Instagram and giving interviews to keep the conversation going.

Success will be measured by real-time reactions, engagement across platforms, and media coverage. We'll also track participation in the brain teaser challenge, ensuring the campaign drives both awareness and action. The goal is to spark meaningful conversations around dementia prevention and encourage Canadians to take action for their brain health, one challenge at a time.

Execution & Timeline

We'll execute the campaign in two phases to maximize impact. Phase one will intrigue Canadians by disrupting their day-to-day Instagram usage. This will be done by logging out all Canadian Instagram users and triggering online discussions. Phase two, educate, will kick off through the introduction of the brain teaser opt-in challenge, where we'll tie engagement and awareness to direct donations, helping Baycrest continue its commitment to researching, innovating and educating Canadians. We'll focus on keeping the momentum alive with creative and compelling storytelling around brain health, leveraging expert interviews and influencer-driven content. This nationwide activation will create a highly shareable, disruptive and purpose-driven movement, positioning Baycrest as a leader in brain health awareness.