

# CHECK, MATE

Reframing cognitive screening from a feared verdict to a shared move.

## PROBLEM

The greatest barrier to Alzheimer's care isn't a lack of science, it's a surplus of fear. Adults 50 and older avoid memory screening, choosing the comfort of denial over the perceived "ending" of a clinical result. This delay is catastrophic in the fight against dementia, because time is the only thing that matters.

## INSIGHT

Early cognitive change is often noticed, then dismissed, long before it's diagnosed.

## IDEA

*Check, Mate* shifts Alzheimer's awareness from fear to recognition. It follows two lifelong friends whose weekly chess game subtly changes over time, and unfolds through the quiet familiarity of noticing something different in someone you've known forever. By grounding early recognition in friendship, screening becomes not a moment of crisis, but an extension of care.

## CRAFT

Inspired by the handwritten notes people with Alzheimer's leave as memory aids for themselves and their loved ones, the delicate nature of paper became our metaphor: a medium that wrinkles and tears but can also hold memories. The film is intentionally wordless. Meaning lives in rhythm, gesture, and pause, allowing recognition to surface without instruction. Most Alzheimer's communications ask people to confront decline. *Check, Mate* asks them to notice change. That difference changes what action feels possible.

IN JUST THREE WEEKS,  
THE FILM DELIVERED:

1MM

COMBINED UVM IN  
PRESS COVERAGE

2:45

AVERAGE TIME SPENT  
ON LANDING PAGE  
(~2X LENGTH OF SPOT)

872

UNIQUE VIDEO VIEWS

9.1%

CLICK-THROUGH RATE

**"Check, Mate was created to spark conversations...  
a simple step can make a life-changing difference."**

-Sue Peschin, President & CEO: Alliance for Aging Research

**"The video underscores the power of early  
detection, diagnosis, and intervention."**

-Alzheimer's Drug Discovery Foundation

