



## NEWS RELEASE

### ***Trajectory brands new Canadian ‘brain fitness’ business***

**TORONTO – JUNE 16, 2010** –Trajectory’s brand experts have partnered with the renowned business accelerator, MaRS to create the name and identity for Cogniciti, a groundbreaking “brain fitness” enterprise.

“Cogniciti is a great client for Trajectory,” says Peter Francey, President of Trajectory. “They were looking for a relationship with a branding agency that was really responsive where they could work with senior people who could dive into their business proposition quickly. The fact that they were launching a new business meant that they relied on our expertise and experience to help them create a competitive and sustainable brand platform that can grow as their business evolves into the future,” says Francey.

Cogniciti’s suite of brain fitness business solutions is designed to maintain or improve cognitive abilities. “The Trajectory team was terrific at quickly gaining a deep understanding of the key strategic elements of our offering and then providing us with intelligent, creative ways to bring our brand to life,” says Veronika Litinski, General Manager, Cogniciti. “Trajectory created a unique, powerful name – Cogniciti – and a very flexible design approach for all our materials.”

Cogniciti is developing an evidence-based training to optimize the ability of knowledge workers to reason, remember, learn, plan, and adapt. Cogniciti’s training builds upon Baycrest’s rehabilitation program, which combines Memory Training, Goal Management Training and Psychosocial Training. Our brand promise, “Cognitive training that gives you a mental edge,” is backed by 30 years of research at Baycrest and the creative product design contributions of Cogniciti’s founding scientists. In 2009 an international scientific review panel ranked Baycrest researchers among the best in the world in the field of memory and aging.

Cogniciti’s training is comprised of two components. We start with an in-person workshop that teaches participants how to use memory strategies. The workshop introduces participants to an immersive game environment that is connected to the second element, a follow-on training delivered on-line and on a mobile

platform.

Over the past five years, the North American market for brain fitness has grown from zero to over \$200 million in products and services. Baycrest has over 50 scientists focused on understanding changes to the brain as it ages. Cogniciti was co-founded by MaRS Discovery District and Baycrest.

Cogniciti's first product, expected to be in the market early next year, is a personal productivity course designed to enhance memory performance at work.

**For more information please visit [www.trajectoryco.com](http://www.trajectoryco.com)**

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## NEWS RELEASE

### ***Newly created “Trajectory” combines brand strategy and design thinking to develop innovative brand solutions***

**TORONTO – APRIL 13, 2010** – The faces may be familiar but the model is quite fresh. The recent launch of Trajectory reunites the founders of the storied brand agency, Spencer Francey Peters, in an innovative venture that’s defining a whole new category of “purpose-driven” strategy and design services for businesses.

“You can’t create a sustainable commercial success without also developing a strong internal culture, engaging stakeholders and building communities around some clear sense of purpose, explains Trajectory President, Peter Francey. “Nobody seems to be bridging those divides in a strategic way. That’s why we created Trajectory,” says Francey. “Our clients have found that working ‘on purpose’ is a highly effective way to link business strategy, social responsibility and engaging the people that matter most to their success.”

Four of Trajectory’s founders – Peter Francey, Clark Spencer, Jeannette Hanna and Paul Hodgson, have a long and impressive track record of branding and design leadership as the founders of Spencer Francey Peters (SFP). From its debut in 1977, the agency grew to be a major international player with clients as diverse as Four Seasons Hotels and Resorts, Canada Post and the ROM. The foursome sold the business to Cundari in 2004. New to the leadership mix and one of the founders is Trajectory’s Chairman, Daniel Sawaya, a former senior executive with domestic and international general management and marketing experience. Daniel adds strategic insight from major global brands to Trajectory’s expertise. His ability to add a client’s perspective to the group’s work is also a great asset.

“I’m excited to be part of the new breed of agency,” says Sawaya enthusiastically. “The way we’re redefining brand fundamentals for companies who want to integrate business purpose with being socially responsible global citizens is very timely.”

What’s most compelling for Jeannette Hanna about Trajectory’s approach is the importance of *interdependence*: “No organization succeeds alone. Working on

purpose also means that you know where you fit into a web of relationships,” says Hanna. “In many respects, it’s the connections you create, the communities you develop and the collaborations you enable that drive real value today. Whether you’re a corporation, a not-for-profit like a university, or a place that’s focused on economic development, you need to address a whole ecosystem of relationships. That has big implications in branding.”

Since Trajectory officially opened in January 2010, business has been robust. One of Trajectory’s first clients, HollisterStier explains why they selected Trajectory for their branding objectives: “Our organization is growing at a rapid pace and we realized our need to partner with an agency who could help guide us through our strategic process. We are looking to expand internationally. Trajectory’s impressive body of creative work and proven history will be a great asset to us in our push to compete alongside some of the world’s leading pharmaceutical manufacturers,” says Shannon Jordan, Contract Marketing Manager for HollisterStier Contract Manufacturing. Trajectory has secured a list of prestigious clients such as HollisterStier, Cogniciti, Canadian Partnership Against Cancer (CPAC), University of Guelph and the Toronto City Summit Alliance.

The Trajectory team works with their network of experts in various complementary disciplines like organizational development and community engagement to round out its practice. Paul Hodgson, Trajectory’s creative lead, relishes the energy of innovative collaborations: “By building Trajectory around a small core of senior people we’re able to assemble unique teams of specialists to deal with the specific requirements of each project we undertake,” says Hodgson. “As well, we are the ones doing the work and therefore we can ensure the quality of everything we do.”

“We wanted to start something new that we can keep small,” adds Clark Spencer. “We had such great success with SFP and now it’s time for us to try something that addresses how much the world has changed.”

**For more information please visit [www.trajectoryco.com](http://www.trajectoryco.com)**

## **ABOUT TRAJECTORY**

Trajectory is a Canadian based company located in Toronto, Ontario. The company began in January, 2010 and currently has a list of clients that include HollisterStier based in Spokane, Washington; Cogniciti (develops and markets brain fitness products); CPAC (Canadian Partnership Against Cancer); The Centre Ltd., based in Bermuda, National Cherry Blossom Festival, Washington, DC; University of Guelph; Toronto City Summit Alliance.

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