

∞ Meta Quest

META QUEST 2

TEAM 317

FROM MENLO PARK CALIFORNIA
1600 WILLOW RD.

aaaf national
student
advertising
competition



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THE DOWNLOAD

Possibilities once imagined are finally here. Current technology can take a dorm room to the moon in an instant. Each facet of modern life is streamlined. Whether it's widely accepted or not, the future is here.

Meta is an industry pioneer for widespread, accessible technology. Since its launch in 2004, Facebook has adapted to keep up with current culture. As society enters the next phase of the digital evolution, **it's only natural that Meta leads the way** — but it won't be easy.

Nearly 72% of United States (U.S.) internet users do not trust Meta³⁸¹. According to Team 317 research, the majority of consumers say Meta Quest 2 is "not for me." Product comprehension is low among the target audience, leading to a skewed perception of Meta Quest 2. **They think it's only for gaming.** The target doesn't see Meta Quest 2 for what it could be — **the optimal tool for social connection.**

This campaign targets U.S. 18-24 year-olds who are in or entering college, a total of 10 million people. The target is comfortable navigating online relationships, craving virtual and in-person connection.

It's time for the target to step into a new adventure, and Meta Quest 2 is equipped to guide them. Meta Quest 2 has the unique opportunity to deliver an eye-opening experience for first time users. **Ninety percent of first time users say they would use the headset again¹⁹¹.** By putting them in the headset and creating memorable interactions, this campaign will increase positive sentiment and headset ownership among the target.

Team 317's strategy took an integrated marketing communications approach to inform the target about the capabilities of Meta Quest 2. This campaign will optimize the target's exposure to the product. Meta Quest 2 will reach college students across the country, with experiences and digital connections that create a sense of urgency, mystery and surprise. **The target is suffering from a lack of understanding,** and has yet to see Meta Quest 2 is right in front of them — ready for the taking.

DON'T MISS OUT. QUEST IS READY.

THE CHALLENGE

The target seeks experiences that bring excitement and connection. However, **they are unaware** of the opportunities for the social interaction and entertainment Meta Quest 2 offers outside of gaming. The target doesn't realize **Meta Quest 2 is the essential piece to their college starter pack**. They don't know what they are missing.

THE END GAME

This campaign will achieve these objectives by January 2023.

Campaign Goals

- + Maintain market share of 75% as competitors emerge³⁹.
- + Increase VR headset ownership among 18-24 year-olds from 10.5%⁸³⁷ to 15%.
- + Increase positive sentiment for Meta Quest 2 from 23%⁶⁴⁹ to 40%.

Media Goals

- + Achieve minimum target reach of 90%.
- + Maximize campaign frequency to overcome misconceptions about Meta Quest 2.

THE PROFILE

10 million 18-24 year-old college students⁴⁰¹

focused on being **socially involved**, prioritizing **in-person connections**, and **seeking validation** within close circles. These Gen Z tech-natives follow influencers to stay relevant with media trends and mainstream tech²⁴⁶.

THE QUESTIONS

- + How does the target socialize?
- + What is the target's current perception of Meta Quest 2?
- + What are the target's barriers to purchase and use Meta Quest 2?

THE CACHE

739

SECONDARY
SOURCES

38

IN-DEPTH
INTERVIEWS

10

CONCEPT-TEST
PARTICIPANTS

6

VRCHAT
INTERVIEWS

60

FOCUS GROUP
PARTICIPANTS
across 10 focus groups

1,556

SURVEY
RESPONSES
across 2 surveys

697

HOURS SPENT
IN VR

6

MONTHS OF
SOCIAL LISTENING
with 913K mentions &
audience reach of 4.4B

“VR is the Wonderland into which Alice walked.”

Ivan Sutherland, computer scientist⁶⁶



DOWN THE RABBIT HOLE

From the earliest conceptions of virtual reality (VR), the developers of the industry set out to build technology that people never thought was possible.

Consumer headsets from the 1990s were commercial failures due to clunky and expensive technology³⁹⁷. In 2010, Oculus released a prototype for the Rift headset. This technology re-inspired enthusiasm for VR headsets. In 2014, Meta purchased Oculus for \$2 billion, **anticipating the large market and consumer potential of VR**¹⁹⁸.

Following the Oculus Rift launch in March 2016, the VR market grew to \$4.8 billion by 2021²⁶, and is projected to be worth \$20.9 billion by 2025⁷⁴⁸. VR gaming is responsible for \$1.4 billion in revenue²⁶.

As of 2021, only 18% of the U.S. population owned a headset⁷²⁴. Primary consumer barriers include **low content offerings** (27%) and **uncomfortable user experience** (19%)²⁵⁵. While current technology has surpassed the earliest forms of VR, there are still obstacles for developers to overcome. However, with new technology and backing from Meta, the future of VR is now.

BROWSER HISTORY

IF YOU GIVE GEN Z A COOKIE

The target's online habits lead them to a specific view of the world. Data-driven algorithms have segmented users by where and how they are engaging online. **They only care about the topics relevant to their interests**⁷¹. Gen Z wants platforms to be customized for them, with 62% saying they prefer targeted information²⁴³. If it's not on their For You Page, it's not relevant.

OK BOOMER

Gen Z dominates pop culture through the internet and has the jurisdiction over what's in and what's out. By the time a trend reaches other generations, it's already uncool — **excluding those who can't keep up**. For Gen Z, speaking a digital language comes naturally. Their absurdist humor evolved from repeated exposure to dynamic online discourse. Memes keep the target connected, and **60% of Gen Z believe social media friendships are just as strong as real-life relationships**⁶⁸⁰. Inside jokes are curated by influencers, who guide the target to what is popular²³⁵. Fast-paced content keeps Gen Z coming back to social platforms.

GIVE ME A BREAK

The internet has become a place to archive and broadcast personality. For Gen Z, there's an immense pressure to express themselves on every platform. This leads to 45% of this generation feeling overwhelmed by social media at times³³. Cancel culture is alive and well. There is an expectation of accountability in order to avoid exile⁷⁵⁴. This overwhelming influence has led **80% of Gen Z to prioritize in-person experiences**⁶⁷⁶, resulting in them being five times more likely to take a digital detox than other generations⁷²⁸.

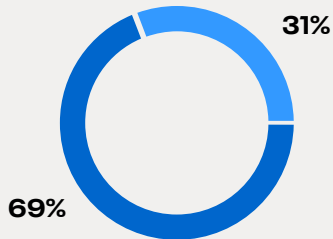
THE POWER OF THE POST

The influencer market has grown dramatically in the last few years, from \$1.7 billion in 2016 to \$13.8 billion in 2021⁶¹¹. Influencers are powerful, as 76% of Gen Z follows at least one on social media, and **58% of 18-24 year-olds have made a purchase based on influencer or content creator recommendations**^{245, 289}. Gen Z listens to influencers, with 52% indicating they trust their advice on products and brands²⁴⁶.

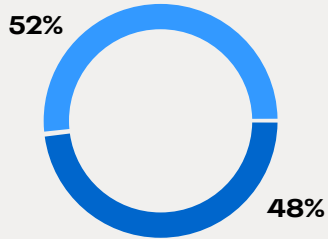
INSIDER EXPOSÉ

Insiders, 10 million members of Gen Z, are at the epicenter of internet culture. Inside every joke and trend, they enjoy the power of being socially relevant. They quickly adapt to the next big thing to maintain popularity, **but they do it in their own way**. Living notification by notification, Insiders are constantly aware of what their friends are doing (without them).

ARE YOU AWARE OF OCULUS/META?



ARE YOU AWARE OF THE QUEST 2 HEADSET?



● YES
● NO

Source: Team 317 Primary Research

BRIGHT FUTURES

Meta Quest 2 has brought VR into a completely new light, **the next evolution of social experiences**. Meta Quest 2 removes boundaries to bring people together⁴⁰¹.

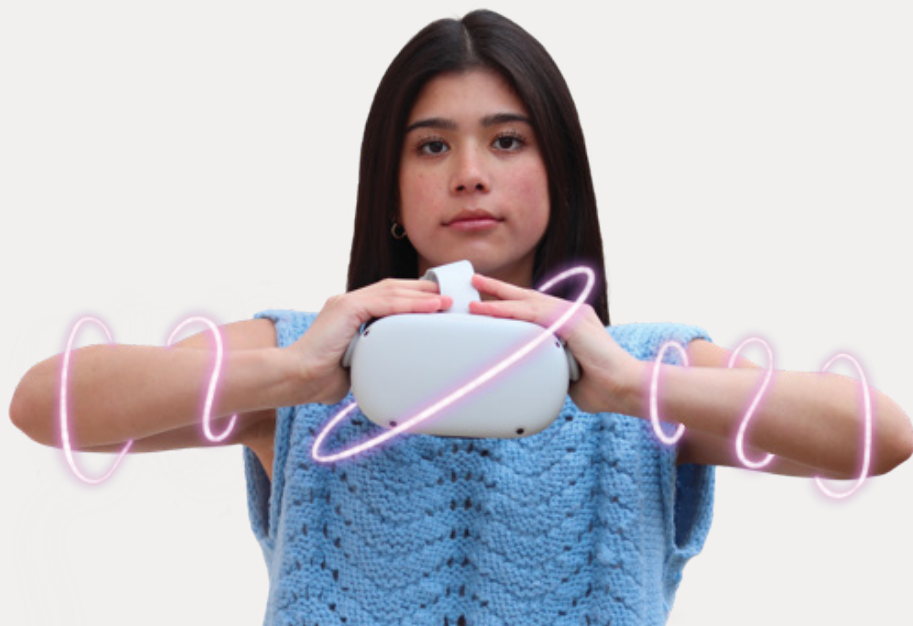
As the adventure guide, Meta Quest 2 leads people into a new virtual playground. Developing platforms like Horizon Worlds, Meta Quest 2 empowers early users to create experiences within VR. In October 2021, Meta Quest announced a \$10 million Creator Fund **focused on educating and supporting developers** who are fast-tracking VR experiences¹⁹³. The vision Meta Quest holds for VR cements its leadership in equipping users to enter the digital renaissance with their friends.

META-AVERSE

Meta has its sights set on building its own metaverse. The departure from Oculus (January 2022) to **Meta Quest aims to make the metaverse synonymous with the brand**¹⁶⁰. Unfortunately, brand trust in Meta fell from 11% to 6.2% post rebrand from Facebook⁵⁵⁵. Skepticism comes with any new technology, but the public is concerned about Meta Quest ushering society into VR. Only 25% of Gen Z said they have a favorable opinion of Meta⁴⁸⁵. Its rebrand is unnecessary and confusing **to those who don't understand the purpose**. Ditching the recognizable Oculus brand **erased much of its clout as the poster child of contemporary VR** — hindering its comprehension among the target.

A new online environment comes with new infrastructure. The metaverse will be built on Web 3.0, NFTs and cryptocurrencies — all terms that only came into the public vernacular in the last couple of years⁸³¹. Definitions of the metaverse and Web 3.0 are still conceptual. **Only 13% of U.S. adults reported knowing what Web 3.0 means, while 54% haven't heard the term at all**¹⁵⁷.

Meta Quest has had an exciting vision for VR since the beginning. However, the widely-percieved dystopian tech hellscape is less than inviting. It's the threat that the very idea of reality is under attack, the fear that the individual will lose all control.



"... where the very idea of reality is undermined by the possibility that it might be a simulation."

Ian Bogost, The Atlantic⁸³

I NEED A HERO

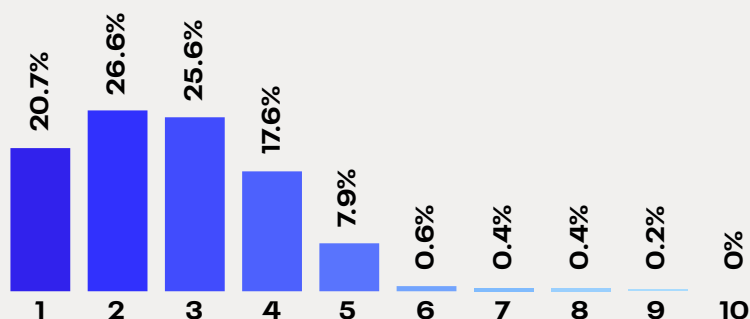
Meta Quest 2 offers an immersive experience with high-res visuals. It is portable and intuitive for the lowest market price at \$299⁴⁷⁵. This **headset connects a diverse audience to the world of VR**. Meta Quest 2 offers a community unlike anything Insiders have experienced before. Only 23% of U.S. adults have tried VR, but of those who have, 90% would do it again¹⁹¹. The first time users try on a headset, their perception completely shifts. **It leaves them wanting more.**

"I don't think a lot of people understand the full platform. You really need to try a headset to get an idea of it."

James, 21, CA³⁷⁹

GEN Z'S FAMILIARITY WITH VR

(SCALE FROM 1 NOT AT ALL FAMILIAR, TO 10 EXTREMELY FAMILIAR)



Source: Team 317 Primary Research

Unfamiliarity allows Meta Quest 2 the unique opportunity to surprise Insiders. With platforms like VRChat, Horizon Worlds, YouTube VR and FitnessXR, Meta Quest 2 caters to the interests of Insiders. VR can fit into the lives of Insiders beyond gaming, **offering a new medium for social connection, productivity, entertainment and fitness**⁴⁰¹. Seventy-nine percent of Gen Z cited health and wellness benefits as "important" in the products they purchase⁴²¹. Meta Quest 2 is accessible to Insiders, as it is sold at top retailers like Target, Walmart, Amazon and Best Buy⁵⁶⁶.

LEVELS TO YOUR LOVE

More than a third of current users are high school or college students between the ages of 16-24²⁴⁵, with an expendable income source. Out of current users, 70% have purchased a game⁵⁴³, but are aware of what else Meta Quest 2 has to offer.

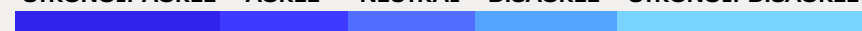
"VR is bigger than what I thought it would be when I first joined. There are a lot of worlds, entertainment and games."

Kaylee, 19, FL⁴⁰⁸

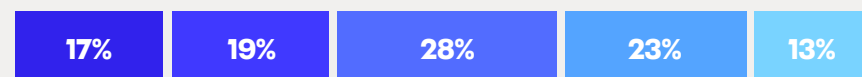
Only 39% of Meta Quest 2 users pick up the headset weekly, **a low usage in comparison** to essential tech such as phones and laptops³⁷¹. Out of all current users, 77% crave more social engagement on Meta Quest 2, asking, **"where the hell are my friends?"**³⁹¹

BARRIERS TO USING VR

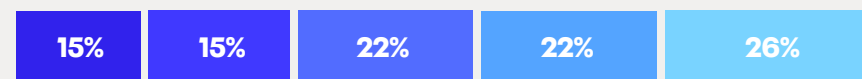
STRONGLY AGREE AGREE NEUTRAL DISAGREE STRONGLY DISAGREE



THERE IS NOT ENOUGH TO DO ON VR



MY FRIENDS AREN'T ON VR WITH ME



Source: Team 317 Primary Research

LIVING IN THE LONG TERM

Meta Quest owns an estimated 75% share of the standalone headset market³⁹, and is projected to sell nearly seven million headsets in 2022⁸⁰². Since the launch of Meta Quest 2 in 2020, the Quest Store's monthly revenue more than quadrupled, **surpassing \$1 billion in total sales**¹³¹. Despite the milestone, Meta loses money on each headset sold. This reflects Meta's focus on building a "self-sustaining ecosystem" rather than just selling headsets²²³. Priced strategically lower than similar headsets, Meta Quest 2 has a **clear competitive advantage in the market**⁵⁷.

GET YOUR HEAD(SET) IN THE GAME

As VR becomes increasingly popular, more companies are releasing headsets. Valve Index, HTC Vive and PlayStation VR are other popular headsets in the market²⁷⁸. These headsets are console or PC-powered making them more restrictive or difficult to use²⁷⁸. Meta Quest 2 is **by far the most affordable, but does not compromise on technology**. Apple has rumored plans to release a headset within the next year. As of 2021, Apple brand loyalty reached 92%⁸⁰³, an all-time high **posing a potential threat** to Meta Quest 2.

COMPETITIVE LANDSCAPE + SWOT

COMPETING FOR QUALITY TIME

Meta Quest 2's biggest competition is the time insiders spend on other social platforms. Gen Z spends 74% of their free time on a mobile screen, and an **estimated eight hours per day** across multiple screens, not including VR²⁴⁵. When asked why they chose other digital platforms over VR, one focus group participant said:

"I see how it is a more engaging medium ... but it's too much of a novelty to use it as a communication method."

Marcus, 24, NE²³³



THE MAINFRAME

STRENGTHS

- + Large market share³⁹
- + Untethered⁹⁰
- + Versatile use⁹⁰
- + Low cost⁹⁰

WEAKNESSES

- + Unknown capabilities
- + Limited perception of content
- + Association with Meta
- + Brand name confusion⁷³⁹

OPPORTUNITIES

- + Unique first-time experience¹⁷¹
- + Versatility of user-generated content⁴¹⁰
- + VR market growth potential⁷⁴⁷
- + Quickly-evolving VR technology⁷⁴⁷

THREATS

- + Emerging competitors⁵²²
- + Growing interest in real-life experiences²³⁶
- + Negative societal association with VR⁵³⁶

MEET ME IN THE METAVERSE

Insiders put a lot of their lives online. Searching for new ways to express themselves, Insiders work to stay in the loop on the next big thing. The target **participates in internet culture**, often through the lens of influencers⁵²⁶. Insiders value social connection above all else and long to carve out their own place in the world.

MIA

Mia just moved into her sophomore dorm and instantly connected with the girls on her floor. She stays fit by longboarding to class rather than driving. Mia uses the TikTok algorithm to her advantage, finding new music and fashion trends via influencers. She loved her wired earbuds, but as soon as her best friend got the Apple AirPods, she had to make the switch. Mia doesn't know much about VR other than her little brother uses it to play Roblox.

JACK

Jack wants to experience the larger world. He didn't know anyone at his new college and felt isolated after being used to a town where everyone knew his name. Although he's not averse to trying VR, he doesn't think there is enough to do other than gaming. Jack gets excited about incorporating new technology into his life to connect with his friends and push his creativity further.



LET'S GO ON A QUEST (2)

At the end of this campaign, Meta Quest 2 will **be the VR hero** in the Insider's social lives. By informing Insiders' perceptions of VR, Meta Quest 2 will move them out of the dark and into the light.

1. IN THE DARK

Insiders are blind to the possibilities available on Meta Quest 2. They are aware of the product itself, but are unaware of what it has to offer outside of gaming. They don't know what to do with the headset, **making it easy to ignore**.

"I'm not a gamer. I'm just a girl."

Katrina, 22, NY⁶¹⁵

2. FLIP THE SWITCH

After trying Meta Quest 2 for the first time, Insiders will **break the preconceptions** they once had of the headset. Insiders will experience something new and exciting, but won't be fully convinced that Meta Quest 2 fits into their routine or social life.

"Before...I was skeptical. It can't be that cool. I put it on and it actually feels like you are in that world. It is pretty realistic."

Ethan, 20, KS³⁰⁵

3. ALL OF THE LIGHTS

Insiders will take Meta Quest 2 and make it theirs. They will **realize what has been right in front of them** the whole time and want to bring their friends along. Understanding what Meta Quest 2 can offer, Insiders will use it to advance social connection and entertainment. **They won't want to miss out**.

"I love VR. I can be in space in one instant, then be in some cartoon land, then go draw immediately after... You can do anything really."

William, 21, MO⁷⁹⁶

WHAT WOULD I EVEN DO?

Insiders don't know enough about Meta Quest 2, creating a gaming-only perception. With 46% of U.S. adults saying they "know the name but not much more about VR,"²⁸¹ they don't understand how Meta Quest 2 can play a part in their lives and social circles — and **they are not motivated to find out.**

"Haven't heard a ton about it, only really the gaming aspect."

Erica, 23, ND¹³⁹

FEEL THE FOMO

Research shows **60% of Gen Z is worried about missing out on fun with their friends**, and 51% felt anxious when they didn't know what their friends were doing²⁶⁹. Insiders are afraid of losing social relevance within their online and in-person relationships.

"I constantly feel as if I'm wasting my life. Everyone is living a better life and experiencing better things, while I'm... stuck in place. And if I really ask myself, I don't even want most of these things, but since others are experiencing them, I fear that I'm missing out on something that I should want."

@ramalauw on TikTok⁵⁶⁵

CURATED COMMUNITY

Insiders believe the interests and causes they care about are what brings them together, and they are **dependent on these communities**²⁴⁶. Belonging to an online community gives Gen Z a sense of unity in the world, with 74% saying it improves their well-being⁶⁸⁰.

"Social media can be a great thing, if you can focus on the bright side of things, it can be a great way to express yourself and connect with like-minded people if using it in a positive way."

Savannah, 20, TX²⁰⁰

THE MOTHERBOARD

CENTRALIZED MESSAGING SYSTEM

Meta Quest 2 is right in front of you. It's time for you to take it before you miss out.

BIG PICTURE

Don't miss out on Meta Quest 2.

POSITIONING SYSTEM

For Insiders, Meta Quest 2 is **the missing link for connection and entertainment**. Meta Quest 2 offers a community where current VR users are connecting like never before.

CODING LANGUAGE

- + Daring
- + Curious
- + Candid

THE CORE PROCESSOR

INSIDERS ARE APATHETIC TOWARD ANYTHING THAT ISN'T RELEVANT TO THEIR SOCIAL CIRCLES.²⁴⁶

This is it.

The moment you discover something incredible.

A shared feeling of anticipation. A pulsing energy.
The collective moment of "are you seeing what I am seeing?"
It's just as elusive as it is electrifying.

There's a new adventure in the waiting.

See an unfamiliar idea as an invitation to explore.
Step into the next big thing with your friends by your side.
Take this moment for exactly what it could be.

If you don't go now, you might just miss it.

WHY NOT NOW QUEST IS READY



EXPERIENCE META QUEST 2

To accomplish the campaign objectives, Team 317 set out to create a holistic media strategy that demonstrates a realistic and impactful use of the budget.

A \$10 million budget will support a highly digital, Gen Z-relevant and FOMO-driven campaign. This strategy will generate 317.8 M paid impressions, plus expected earned media impressions. The budget accounts for three countdowns leading to three milestone experiential activations. Each execution is supported by channel and content strategy, influencer strategy, as well as paid, earned and owned media.

TICK, TICK, BOOM.

In order to capture the essence of "Why Not Now" this campaign plays with the literal concept of time. **Countdown clocks, referred to as the Timekeepers, incite surprise, anticipation and FOMO, followed by the rush of adrenaline** when the clock strikes zero and the secret experience is revealed to the Insiders.

To better capture and engage with the audience, this campaign seeks to use brand partnerships, integrations and sponsorships to create genuine relationships with the Insiders. **Research shows 80% of Gen Z prioritizes in-person experiences** – emphasizing the importance of unique social interactions for Insiders to connect with Meta Quest 2.

The first execution begins in September, as the target heads back to school. This marks the beginning of the consumer journey. **A Timekeeper with Crypto.com Arena's address on it will be placed on three LA college campuses: UCLA, California State Fullerton and University of Southern California for a full week.** Based on designated market area (DMA) and high student enrollment within a close proximity, these campuses will provide the highest exposure for the event. The three Timekeepers will count down to the Lightspeed Concert – **a Meta Quest 2 x Dua Lipa concert, with Caroline Polachek as the opener.**





LIGHTSPEED

At the Lightspeed Concert, attendees will enter the arena through a giant inflatable Meta Quest 2, stepping into a world of sound and color for a once in a lifetime opportunity with their friends. **Lightspeed is free on a first-come, first-serve basis for students with university IDs.** The event will also be available to stream in the headset via Horizon Venues.

Due to the tremendous success of Travis Scott's virtual concert in Fortnite where 45 million people attended (as their avatars), this concert is guaranteed to be a success for Gen Z and the Meta Quest 2 brand.

Key influencers will post the Timekeepers on their socials, without revealing the concert. Digital advertisements will promote the event on Instagram, Twitter, TikTok and YouTube and the Meta Quest website. Lightspeed reinforces the central campaign message of "Why Not Now" and generates earned media across the nation. The national coverage of this event will give other college students the feeling of FOMO as they watch the earned media their friends are posting about the concert.

PROGRAMMING THE HYPE

The influencer strategy is a vital aspect in this campaign's dynamic digital media mix. **Based on their relevance, interests, and following, the chosen 18 influencers have large Gen Z fan bases and will break down negative perceptions of Meta Quest 2.** Highlighting interests such as tech, lifestyle, fashion, or fitness, the influencer network encompasses all tiers of influencer following on media platforms like: Twitter, Instagram, TikTok, Youtube and Twitch. Through Influencers, Meta Quest 2 will reach loyal and engaged audiences. Influencers help Insiders understand how a product or brand can fit into their lives.

MICRO

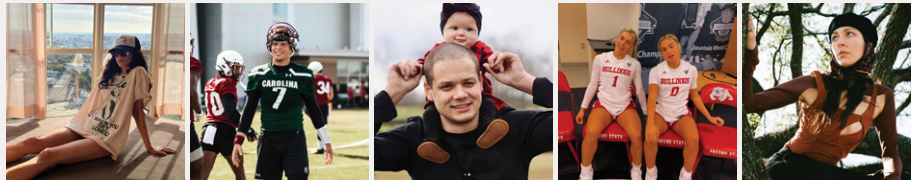


@kel.lauren
design

@davisburleson
fashion

@vatash
design

MID-TIER



@Indyblue_
lifestyle

@spencer_rattler
fitness

@erobb221
gaming

@thecavindertwins
fitness

@carolineplz
music

MACRO



@sykkuno
gaming

@annaxsitar
lifestyle

MEGA



@codyko
lifestyle

@anguscloud
lifestyle

@emilyzugay
design

@bosslogic
gaming, design

@lukassabbat
fashion

@niasioux
lifestyle, fashion

@xqcowl
gaming



LIGHTROOM

In order to flip the switch in the consumer journey, the second experiential activation meets Insiders where they are — college campuses. Each university is chosen for its proximity to a key DMA.

During September, the Timekeepers and shipping containers will appear on 30 major college campuses in high-traffic outdoor spaces. Timekeepers will start counting down the week before the Lightrooms are revealed.

Lightrooms will remain on the campuses until September 30. **Headsets will be available for sale at each event, allowing students the chance to try + buy.**

When the clock strikes zero, container walls will drop revealing the Lightroom – a glass dorm enclosure containing Meta Quest 2 headsets. With monitors on the exterior, passersby will watch as fellow students try the headsets. Users will get to choose their own experience: studying in VR, gameplay, exercise and socializing.

Influencers will promote the Lightroom in the week leading up to the event on their social platforms, and appear at the Lightroom events to engage with the target. With influencers both promoting and featured at the event, the target’s desire to participate will skyrocket, and will reiterate the “Why Not Now” narrative as the target is challenged to try something new.



Arizona State University, Auburn University, Harvard University, Idaho State University, Illinois State University, Kansas State University, Louisiana State University, Michigan State University, Montana State University, New York University, Ohio State University, Penn State University, University of Alabama, University of Colorado Boulder, University of Georgia, University of Miami, University of Minnesota, University of Mississippi, University of Missouri, University of Nebraska-Lincoln, University of Nevada, University of New Mexico, University of Oregon, University of South Carolina, University of Tennessee, University of Virginia, University of Wisconsin-Madison, Texas A&M University



SAUCE ME, BABY

Hidden within the Lightrooms are bottles of Sweet Baby Ray’s Barbecue Sauce and free bottled-shaped keychains. **Announcing Sweet Baby Ray’s as the “official barbecue sauce of the Metaverse,”** this integration plays on the popular meme regarding Mark Zuckerberg’s love for the sauce. Bringing to life this target’s affinity for inside jokes, Meta’s ownership of the internet meme will earn brownie points within the target. Insiders won’t be able to resist sharing the classic meme in real life.

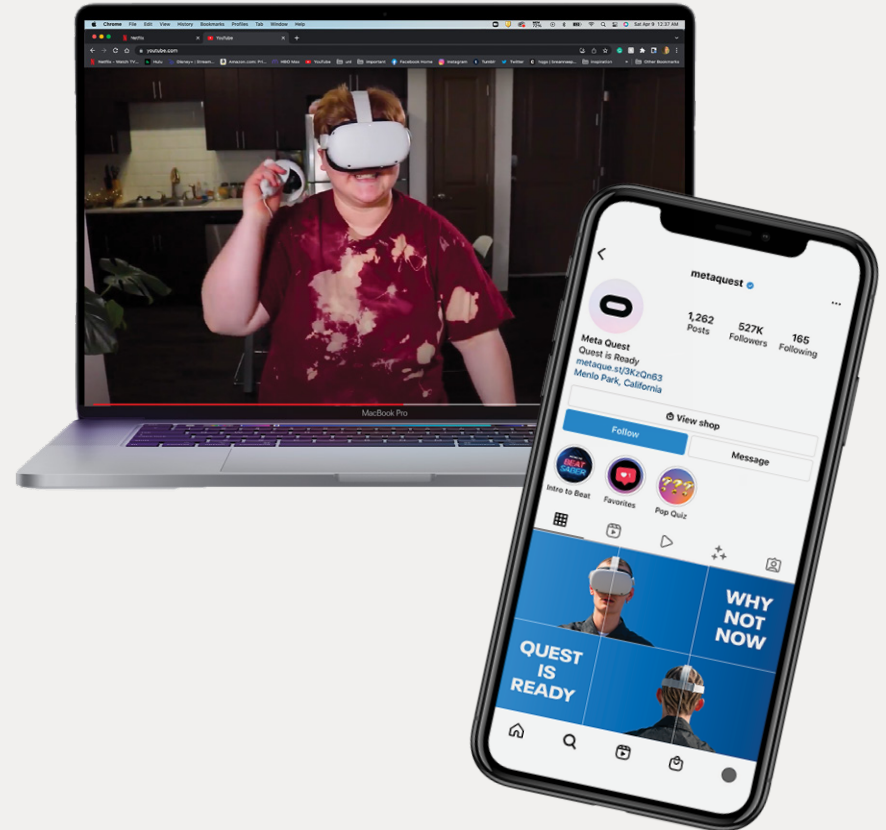
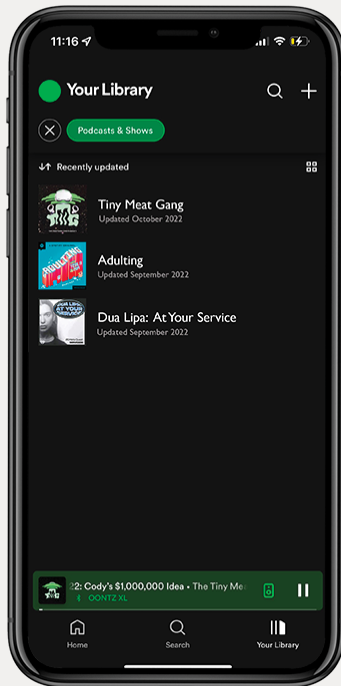


WHY NOT NOW QUEST IS READY

SHOP NOW

SOCIAL SOFTWARE

A combination of media tactics combined with social media will reach Insiders where they are already spending their time online. Meta Quest will place advertising across social media platforms and **sponsor three popular Gen Z podcasts: Nia Sioux's Adulthood with Teala and Nia, Dua Lipa: At Your Service, and Cody Ko and Noel Miller's Tiny Meat Gang** which has over a million monthly listeners, and a majority of them are Gen Z.



SYNCHRONIZED CYBERSPACE

As an integral part of Team 317's digital media mix, programmatic advertising will run on social, streaming, CTV, banner and search ads. With **62% of Gen Z preferring targeted information**, programmatic advertising is a very efficient way to reach this audience.

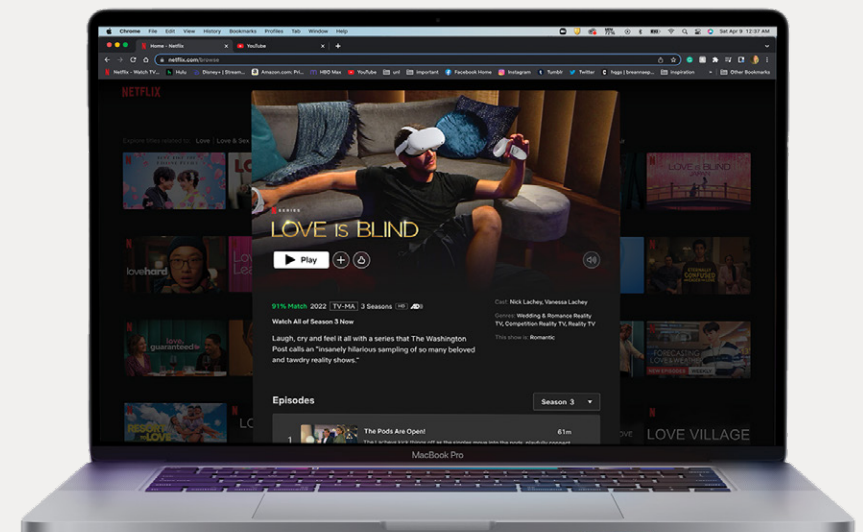
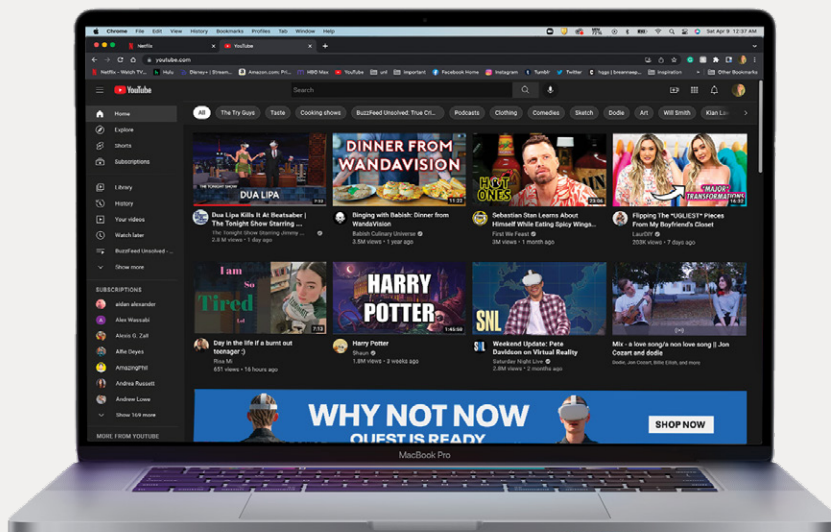
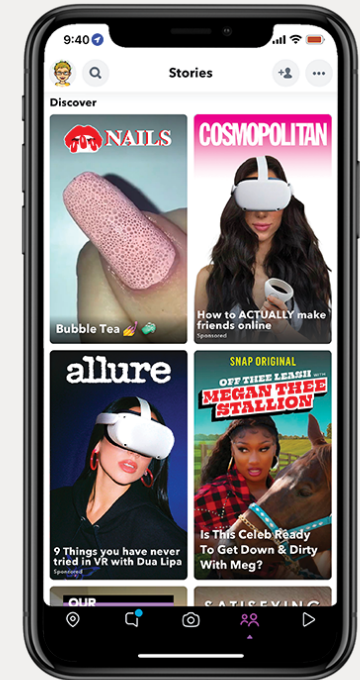
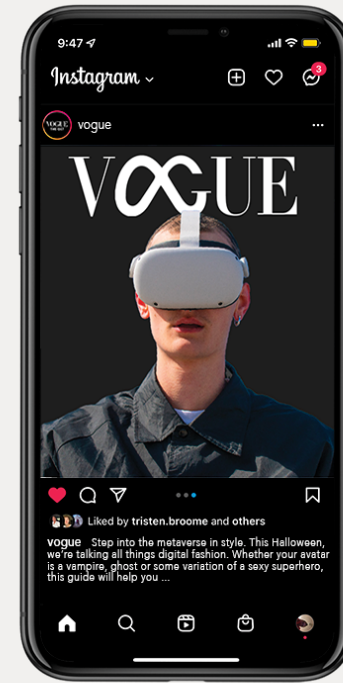
PITCH IT TO ME

Public relations pitches to Insider-popular shows such as Saturday Night Live and the Tonight Show with Jimmy Fallon will showcase Meta Quest 2's place in Gen Z feeds. These clips will be posted to the shows' owned social platforms including TikTok, Instagram and YouTube where Insiders can easily watch and share highlighted reels.

On **Saturday Night Live**, **Pete Davidson** will host **Weekend Update** using the Meta Quest 2, creating a one-of-a-kind experience for him and viewers. On **The Tonight Show**, **Jimmy Fallon and Dua Lipa** would play a multiplayer game of **beatsaber**, showcasing the fun of playing on Meta Quest 2 with friends.

Meta Quest 2 will integrate into **Love is Blind**, the popular Netflix dating show, featuring the product as a "first dates in the Metaverse" segment of the show. More than 71% of Gen Z subscribes to Netflix, continuing to engage Insiders with content and shareable moments.

Meta Quest 2 will become a relevant and useful piece of social technology if it is positioned purposefully within the fast-moving, pop-culture news cycle. Publications like **Cosmopolitan**, **Allure** and **Vogue** will reach Insiders on Snapchat and Instagram by sharing engaging content with a variety of storylines relating to Insiders' interests.



GOLDEN HEADLIGHT

The final phase of this campaign, All of the Lights, runs parallel to Black Friday and holiday shopping. This phase is defined by Insiders' eagerness for adventure and exclusivity. During the first week of November, the Golden Headlights execution will kick-off. In-store displays will launch at 300 Target locations. **Target is ranked a top retailer for U.S. adults, with 71% having a favorable opinion.** These locations will be within a 15-mile radius of college campuses.

The lucky Golden Headset winners can win anywhere the Meta Quest 2 is sold. **A total of 1,500 headsets at all Meta Quest 2 retail outlets across the nation will contain exclusive brand partnerships for Insiders.** In 1,000 of those headsets, there will be a QR code to redeem limited-edition merch by **Meta Quest x Lonely Ghost**: a popular fashion brand founded by travel vlogger, Indy Blue. Lonely Ghost's mission is to bring together individuals by their quirks, authenticity and uniqueness. Lonely Ghost merchandise is popular with college sororities and groups, making it relevant and beloved by the target. This exclusive merchandise will also be sold on the Lonely Ghost website, reaching Insiders where they are.

The remaining 500 winning headsets will contain certificates for \$4,000 in credit to **Pack Up and Go**, where Insiders will have their dream vacation planned for them. **This generation loves to travel, as 83% of them have taken a leisure trip in the past year.**

Providing Insiders a coveted trip or exclusive fashion experience builds the connection between Meta Quest 2 and social relevance. Earned and owned social will promote the prizes as Insiders prepare for holiday break and crave spontaneity. The Golden Headlights encapsulates Meta Quest 2's ability to offer exciting experiences, while stressing the urgency in taking advantage of the opportunity.



MEDIA OUTPUTS

- + Achieve minimum target reach of 90%
- + Maximize campaign frequency to overcome misconceptions about Meta Quest 2

DIAGNOSTICS

Sentiment

- + Track comment velocity, comment tone, reaction tone, shares + mentions

Reach

- + Track effectiveness of audience targeting variables
- + Track influencer reach efficiency

Frequency to Overcome False Perception

- + Track active audience engagement including headset trial, contest entry and post-event evaluation surveys

CORE COMBINATION

Team 317 allocates 40% of campaign spending to experiential tactics within this comprehensive owned, earned and paid media plan. An EventTrack research report said **91% of consumers were more likely to purchase the product or service after a branded event**. These branded activations put Meta Quest 2 in front of Insiders, allowing them to take the first crucial step on the consumer journey and lead to a higher likelihood of shared and earned media.

Digital and programmatic tactics will run alongside influencer promotions to support buzz from experiential events and **ensure national target coverage**. Gen Z spends an estimated eight hours per day across multiple screens. Placements on podcasts, Hulu, HBO Max, Snapchat, TikTok, Instagram, YouTube and Twitch will reach Insiders where they already spend their free time.

Influencer marketing is the way to Insiders' hearts. Seventy-six percent of Gen Z follows at least one influencer on social media. Team 317 chose 18 influencers, with varying levels of followings — three micro, six mid-tier, two macro and seven mega. Based on their relevance and following, influencers will connect Insiders with the campaign and events.

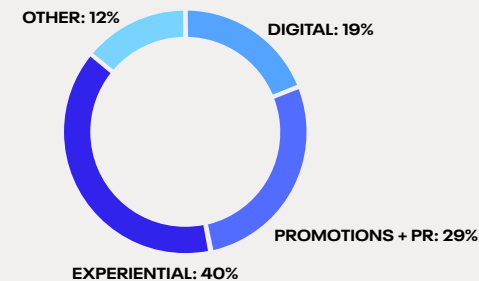
Public relations, social and digital tactics ensure each Insider will be exposed to Meta Quest 2, while experiential and sales promotions invite Insiders to try the headset for themselves.

MEDIA STRATEGY

INFLUENCER LEVELS



MEDIA MIX

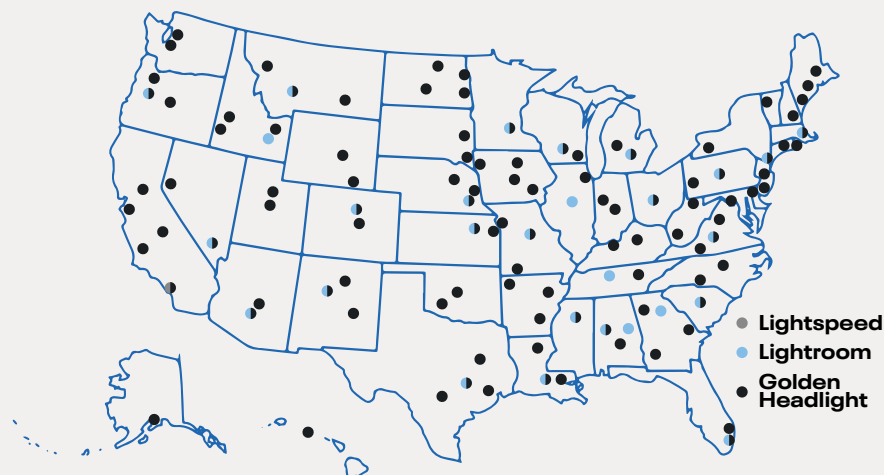


THE ROUTER

A series of experiential events will begin with the **Lightspeed countdown** concert. Happening in Los Angeles, the second largest U.S. metro for college students according to Bloomberg, Lightspeed will generate earned media and create FOMO among Insiders across the U.S.

Lightroom glass boxes will drop on 30 major campuses, spread across the U.S. to maximize regional coverage. The **Golden Headlight** is the final phase of the campaign. In-store displays will launch at 300 Target locations. YouGovAmerica found Target is ranked the top choice for U.S. adults, with 71% having a favorable opinion. These locations will be within a 15-mile radius of college campuses. A total of 1,500 golden headsets will be sold across the U.S., giving away merch and experiences from Lonely Ghost + Pack Up & Go.

The universities were chosen for their large enrollments of Insiders — accounting for major conferences including the Power Five, Big Ten, Big 12, Pac-12 and the SEC.



IMPLEMENTING THE CODE

From September through December 2022, Team 317 recommends a continuous media plan to move Insiders through their consumer journey. Each execution is strategically timed to keep Insiders engaged with the product. The Lightspeed countdown concert will launch at the start of the school year, when Insiders are returning to campuses, while the Golden Headlight will start on November 1, in anticipation for Black Friday and the holiday season.

With a budget of \$10 million, this campaign will generate 317.8 million paid impressions, including 37 million exposures for Insiders to try on the headset. Within four months, this campaign will inform the target’s understanding of the product and drive headset sales. A contingency budget of \$400,000 will give Team 317 the ability to invest in higher-performing tactics while the campaign is running.

PAID	OWNED	EARNED	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	BUDGET	IMPRESSIONS			
DIGITAL							\$1,873,512	236,870,000			
	Podcasts						\$659,000	106,470,000			
	Adulting with Teala & Nia						\$195,000	13,000,000			
	Dua Lipa: At Your Service						\$232,000	13,000,000			
	Cody Ko & Noel Miller: Tiny Meat Gang						\$232,000	80,470,000			
	Programmatic Advertising						\$173,735	70,900,000			
	General Campaign Advertising										
	Snapchat, Instagram, Twitter, Facebook, YouTube, Twitch, Hulu, HBO Max, Spotify, CTV, Banner ads, Search Ads										
	Golden Headlight Advertising										
	Influencers						\$1,040,777	58,500,000			
	Owned Social							1,000,000			
	Instagram										
	Twitter										
PROMOTIONS							\$2,821,165	29,524,870			
	Meta Quest x Dua Lipa Partnership						\$485,999	2,200,000			
	Meta Quest x Lonely Ghost Partnership						\$254,900	11,100			
	Meta Quest x Pack Up & Go						\$2,000,000	27,313,770			
	Meta Quest x Sweet Baby Ray's						\$80,266	75,744			
PUBLIC RELATIONS							\$118,600	41,399,000			
	Saturday Night Live (SNL) Media Pitch							\$17,868	5,000,000		
	Cosmopolitan Media Pitch								\$18,166	9,000,000	
	Love is Blind Media Pitch									\$25,666	22,500,000
	Allure - 9 Things Media Pitch						\$18,766	99,000			
	The Tonight Show Media Pitch									\$17,868	2,000,000
	Vogue Media Pitch						\$20,266	2,800,000			
EXPERIENTIAL							\$3,997,482	9,979,986			
	Lightspeed							\$2,279,292	69,500		
	Lightroom								\$1,059,690	924,256	
	Golden Headlight									\$658,500	8,986,230
OTHER							\$1,189,241				
	Video Production						\$219,500				
	Music Royalties						\$569,734				
	Contingency						\$400,007				
TOTALS							\$10,000,000	317,773,856			



ADELINE BURGER
Public Relations Director



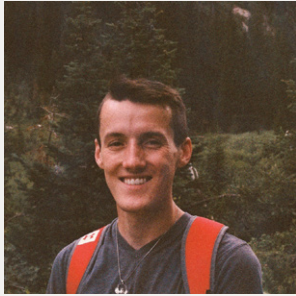
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