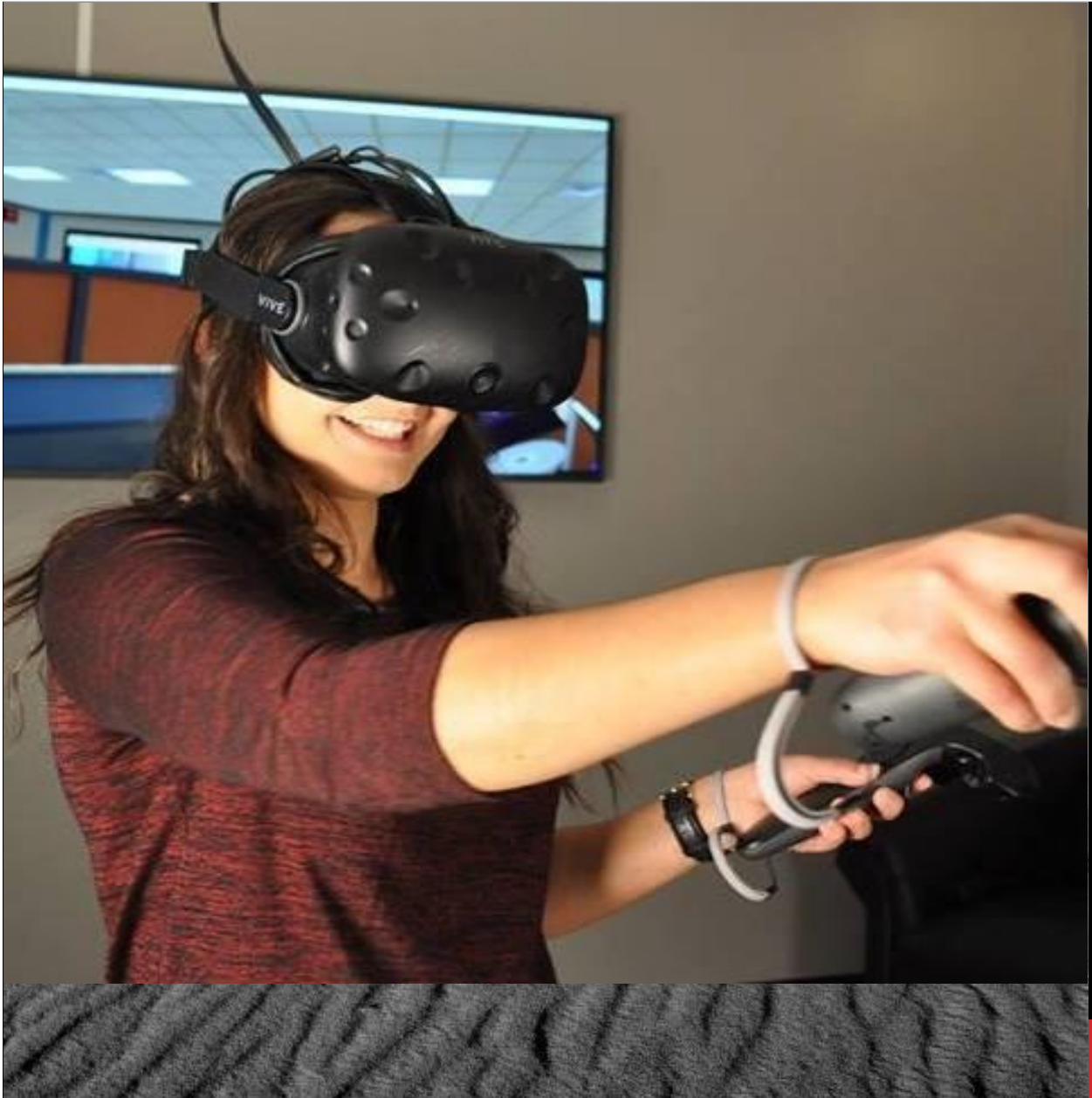


ZERO

REALITY

VR



ZERO REALITY VR

PRE-CAMPAIGN REPORT

The document talks about the Facebook campaign objective, structure and strategies for posting ads on Facebook.

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ZERO REALITY VR Pre-Campaign Report

1. Objective:

The **primary objective** is to *increase brand-awareness by driving more traffic to their Facebook page*. By establishing *Zero Reality VR* as an alternate means of entertainment, our **secondary objective** is to try and bring in more tourist population to the gaming centre.

2. Facebook Strategy:

Zero Reality VR has been active in Facebook wherein they have run Facebook ads for **Brand Awareness** and **Location Awareness**, but they have achieved CTR of only 1%. As per their page insights, we have derived following inferences for our strategy

- Most followers are Men - 78% compared to Women - 22%
- By Age, the most followers fall in the age range of 18-34
- Chennai, Pondicherry are major sources of traffic for the company

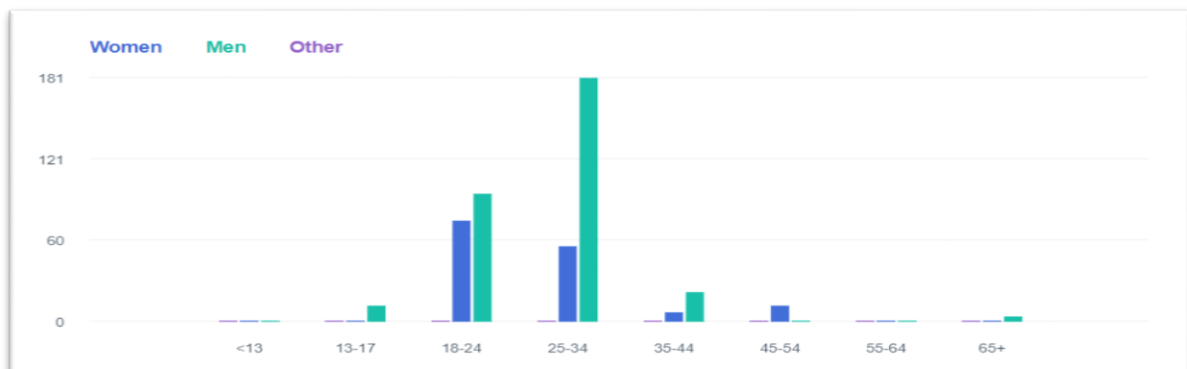


Diagram 1: *Zero Reality VR Demographic Insight Men vs Women*

Based upon the above findings, we will be focusing the major portion of our budget to Pondicherry followed by Chennai and then rest of world. The campaigns will be geo-targeted and adverts will be targeted on Men (13-34), Female (13-34) with affinity groups having interests on Games, Sports, Travel and Digital Activities.

We will be running the ads for a period of three weeks, with total budget of \$225. The major portion of the budget will be targeted towards *Men* in Pondicherry and Chennai. As part of pre-campaign activity, we have targeted our campaign majorly towards ‘Brand Awareness’ reaching to a larger group of people through video, text, image and slideshow ads. We will be designing the ads based upon the demographics of each prospective client.

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Objective - Brand Awareness with larger focus on people living in Pondicherry and Chennai

Campaign - Brand Awareness		Pondicherry Residents - People who live in this Location			Chennai Residents - People who live in this Location			International & Domestic Tourists - People traveling to Pondicherry
Ad Sets		Youth Audience - Male(13-34)	Youth Audience - Female(13-34)	Family Audience - Male & Female(35-65)	Youth Audience - Male (13-34)	Youth Audience - Female (13-34)	Family Audience - Male & Female(35-65)	General Audience - (13-65)
Budget	Week1	\$16.88	\$10.13	\$6.75	\$13.50	\$6.75	\$3.38	\$10.13
	Week2	\$16.88	\$10.13	\$6.75	\$13.50	\$6.75	\$3.38	\$10.13
	Week3	\$22.50	\$13.50	\$9.00	\$18.00	\$9.00	\$4.50	\$13.50
	Overall	\$56.25	\$33.75	\$22.50	\$45.00	\$22.50	\$11.25	\$33.75
Demographics - Age		13-34	13-34	35-65	13-34	13-34	35-65	13-65
Bidding Strategy - Daily Budget		Automatic			Automatic			Automatic
Targeting Audience	Interest; Behaviors	Interest: Games, Sports; Behaviors: Digital Activities			Interest: Games,Sports,Travel; Behaviors: Digital Activities,Travel			Interest: Games, Sports, Travel; Behaviors: Digital Activities,Travel
Total Budget - \$225								
Adverts	Ad - 1	<p>TEXT AD</p> <p>The Wait is over! The future is here! __ State of Art Experience in Virtual Reality: 3D VR Games @ZeroRealityVR Powered with World class VR Equipments, 4K TV/Lounge Check out with Exclusive Deals and Offer</p>	<p>TEXT AD</p> <p>The Game is Never Over! __ Challenge your mates and be a winner! __ Experience the Adrenaline Rush with 3D Realm #37 Diverse 3D Games #4K TV/Lounge #4-6 per Lounge Test your skills with World's Best Virtual Reality Experience @ZeroRealityVR</p>	<p>IMAGE AD</p> 	<p>VIDEO AD</p> <p>Are you afraid of heights? Walk on the Plank at Zero Reality VR. THE SCARIEST FUN!</p> 	<p>SLIDESHOW AD</p> 	<p>CAROUSEL AD</p> 	
	Ad - 2	<p>VIDEO AD</p>  <p>Zero Reality VR: ZERO REALITY VR PONDICHERRY New Amazing Virtual Reality Experience Center in Pondicherry! Enjoy VR with your family and friends this Diwali. Open all days. Book your lounge now!!! No:13, Aurobindo Street, Pondicherry - 1. Call: 0413-2222393, 7010064866.</p>	<p>TEXT AD</p> <p>Bored of your routine life!? __ All day spent with basic regular things!? __ Come and Get Refreshed with an all new Experience in Virtual Reality __ Now in Pondicherry..visit @ZeroRealityVR</p>	<p>TEXT AD</p> <p>Fed up of Beaches, Museum & historical places??? Visit Pondicherry for the new Adrenaline Rush __ Entralled in Virtual world and Show your skills with all real-life movements @ZeroRealityVR __</p>	<p>TEXT AD</p> <p>Weekends..Friends..Need an outing?? __ Come along and enjoy the World Class Experience in Virtual Reality __ 3D VR Games Powered with World class VR Equipments, 4K TV/Lounge @ZeroRealityVR</p>	<p>TEXT AD</p> <p>Looking for a short trip full of fun and enjoyment?? __ Explore the all New Virtual Reality Entertainment with World's Best VR Technology in Pondicherry! __ Get your family and enjoy the 37 Diverse 3D Games with world class equipments and 4K TV/Lounge and many more.</p>	<p>TEXT AD</p> <p>Planning a trip with your Grandparents?? There is something more for You..for the future generation!! __ Visit Zero Reality VR for World's Best Virtual Reality Entertainment with the latest technology __ #37 Diverse 3D Games #4K TV/Lounge #4-6 per Lounge @ZeroRealityVR</p>	