

# YOU'VE GOTTA SEE THIS.



# OVERVIEW

## EXECUTIVE SUMMARY

Meta, formerly Facebook, is the world's largest and most popular social networking company with over 2.8B monthly active users as of 2022. Their latest "quest" expands beyond the limits of the physical world and into one in which our digital presence increasingly supplements reality: the Metaverse. Their cutting-edge virtual reality headset, Meta Quest 2, is pioneering the Metaverse with its engaging, high quality, and accessible virtual reality experiences. Compared to industry competitors, Meta Quest 2 boasts ease of access and versatility with its integration capabilities and stellar price point.

When it comes to college students, however, there is tremendous room for growth. Stereotypes of VR as an inaccessible gaming luxury have prevented the headset from establishing a prominent role in their lives. Our research reveals that Gen Z prioritizes dynamic, authentic, and responsible brands that support their desires to **engage, empower, and explore**. With the Meta Quest 2, college students can augment and reinvent any aspect of their lives, from elevating fitness and productivity to experiencing extreme sports and interstellar travel. We present Gen Z college students with the core idea that Meta Quest 2 gives them the ability to...

### "REALIZE NEW POTENTIAL EVERY DAY."

Through executions that deepen understanding of Meta Quest's capabilities in an everyday context, our campaign helps college students discover what they are missing. Once they step into the Metaverse and experience the magic the headset brings to their daily lives, users will recognize VR as essential. With Meta Quest 2, every experience is elevated and the unimaginable becomes the every day. It's a fusion of awe-inspiring and exhilarating adventures that'll leave you saying...

### " YOU'VE GOTTA SEE THIS. "

## OBJECTIVES

1 Convince Gen Z college students to try the Meta Quest 2, realize its value, and own one.

2 Define the Meta Quest 2 as a college essential; emphasizing its versatility outside of gaming.

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# RESEARCH METHODS

## OBJECTIVES

- Understand how Gen Z spends their time and whether or not they would like to participate in those same activities with VR.
- Gain insight into Gen Z's current perception of the Metaverse and VR.

### 400+ SECONDARY RESOURCES

Performed secondary research to develop industry and market overviews while supporting the findings of our primary research

### 800+ SURVEY RESOURCES

Created in-depth questions to survey target consumers aged 16-22 from multiple states and countries to learn how they plan to incorporate VR into their lifestyle.

### 121 FOCUS GROUP PARTICIPANTS

Composed and executed 20 interactive activities with students from all over the country to gain insight into Gen Z's media consumption, perception of VR, and opinion on the Metaverse.

### 36 UX SURVEYS

Recruited participants to provide feedback on the headset and its features in order to assess its usability.

### 525 SENTIMENT ANALYSIS ENTRIES

Evaluated customer reviews, press releases, industry articles, and social media to reveal the current market perception of Meta Quest 2.

### 12 COLLEGE VISITS

Visited 12 college campuses across the West Coast in order to collect college students' opinions about Meta Quest 2 and virtual reality.

# RESEARCH INSIGHTS

## 1. GEN Z'S INTERESTS

Gen Z's common interests become the baseline for the inclusive communities they build. Whether they are attending concerts, catching the latest movies, or cheering on their favorite sports teams, Gen Z prefers to do it all with friends. Because these events can be costly and inaccessible, college students are interested in attending them virtually with Meta Quest 2. Survey respondents also emphasized the importance of self-care through listening to music, spending quality time with friends, and exercising – all of which are now possible within virtual reality.

## 2. GEN Z'S PERCEPTION OF VR

Survey respondents perceive VR as the future of technology, but a general lack of awareness regarding its diverse capabilities has prevented them from adopting it.

**73%** of Gen Z respondents are intrigued by VR      **vs.**      **8%** of Gen Z respondents own VR headsets

Our sentiment analysis shows Gen Z currently has a **35% positive view** on Meta Quest 2 and VR in general, with high averages from user reviews but lower scores from social media and online articles. Clearly, those that have tried and own the headset see its value — the majority of Gen Zers just need to give Meta Quest 2 a chance to see all it has to offer.





## 3. UX INSIGHTS

Wearers found the headset easy to use, its interface intuitive, and its graphics exceptional. Their biggest concerns include insufficient battery life and physical discomfort after prolonged periods of use. Additionally, individuals who wear glasses may not find the experience as user-friendly. Overall, however, trying the headset firsthand greatly improved their perception of Meta Quest 2 and alleviated any preconceived judgments.

## 4. MARKET GROWTH

The VR market is projected to grow from \$6.30B to a whopping **\$84.09B** in the next 7 years, with an estimated **CAGR of 48.7%**. This growth is driven by investments in industries including automotive, education, healthcare, and aerospace.

**53.5%** Meta Quest 2's share of VR market

**48.7%** estimated CAGR

Meta Quest 2 captures the largest share of the VR headset market, positioning them perfectly to spearhead the transition to a more immersive future with Gen Z.

# COMPETITIVE LANDSCAPE

## META QUEST 2 ANALYSIS

STRENGTHS	WEAKNESSES	THREATS	OPPORTUNITIES
Widely recognized and reputable. Most affordable VR headset of its caliber. Diverse, pioneering selection of VR experiences can enhance anyone's lifestyle.	Little awareness around the possibilities of Meta Quest 2. Closely associated with Facebook, which has an untrustworthy reputation among Gen Z. Stereotyped as an inaccessible and impractical gaming luxury.	VR market projected to become saturated with big-tech competitors like Apple & Microsoft. Negative sentiment around data privacy in tech, especially in regards to Facebook controversies, has led to considerable wariness of the Metaverse.	<b>Affordability and convenience:</b> Most accessible headset on the market. <b>Novelty and excitement:</b> Creates both through social and immersive digital experiences. <b>Self-care:</b> Boasts diverse selection of health, wellness, and entertainment offerings.

## COMPETITOR ANALYSIS

COMPETITORS	BRANDS	STRENGTHS	WEAKNESSES
In-person concerts, sporting events.	LIVE NATION ticketmaster®	Immersive, social, real, and safe.	Pandemic safety concerns, high prices.
Tablets, mobile devices, gaming consoles.	iPad amazon kindle	Portable, established, and safe.	Not as immersive as reality or VR.
Other VR competitors.	VALVE INDEX VIVE HP REVERB G2	Clean reputations, moderate to high quality.	Expensive, non-versatile.

## TAKEAWAYS

While Meta Quest 2 is the **most affordable, convenient, and versatile** VR headset on the market, there is little awareness about how it can enhance college students' daily lives beyond gaming. To appeal to a college audience, Meta should emphasize Quest 2's practicality in **elevating students' everyday routines** and **helping them reach their unique potential**.

# CONSUMER INSIGHTS

There have been no other consumers as hyper-connected and open-minded as Generation Z. Though the demographic has grown up on digital platforms, they are just as committed to in-person activism and creative pursuits as they are to all things online. As digital-first consumers which love all things creative and interactive, virtual reality and Meta Quest 2 presents as-of-yet **untapped potential for every Gen Z college student.**



## WHAT DOES GEN Z...

### VALUE IN BRANDS?

For Gen Z, **diversity** is an asset, **sustainability** is a factor, and **consumption** is an ethical concern.

**76%** of Gen Z feels more positively towards brands which promote messages of social inclusivity and environmental awareness.

Additionally, these consumers value brands which are as **dynamic and authentic** as they are **responsible**.

**76%** stated they want companies to respond and learn from customer feedback.

Lastly, this audience favors brands that are dominated by **social media influencers** or inculcate a **strong sense of community**.

### SPEND THEIR TIME ON?

**Online** → Short Form Content

**66%** of Gen Z stated that short-form video is their favorite type of media, an inclination which is evident from their favorite platforms – think Instagram, Snapchat, and TikTok.

**Offline** → Creative Outlets

It's important to note that these consumers are just as creative in person as they are on social media.

**77%** spend their time offline engaging in at least one artistic activity, whether it's playing an instrument, drawing, or photography.

### WANT FROM META QUEST 2?

By factoring in **where** this demographic spends their time and **what** they spend their time on, we come away with three key takeaways to build our campaign on:



**Creative, shared experiences**



**Diversity and inclusivity**



**Dynamic content**

# GEN Z ACTIONABLES

One of Gen Z's defining characteristics is their ability to create inclusive communities centered around shared interests and social causes. Gen Zers are constantly expanding their circles and interacting with each other both online and in person. With a constantly shifting landscape of new fads and trends, there's no better way to resonate with Gen Z than to create communities that tap into their desire to be included in these new trends.



## ENGAGE

First, Meta Quest 2 must **ENGAGE** the audience with community-oriented executions in order to resonate strongly with Gen Z and entice them to **try the headset and see for themselves** what it's all about. VR is technology's next big thing, and there's no better option to help consumers engage with all it has to offer than Meta Quest 2.

Although the experience may seem isolating at first, there's so much more to explore together than users might initially think — creating another community for Gen Z to learn, grow, and ultimately **engage** within. Once these communities are established around the headset, Gen Zers will fall in love with its **wide range of social capabilities and its affordable price point**.

# EMPOWER

After engaging with VR, Gen Z can **EMPOWER** themselves and their peers. Gen Z values brands that are inclusive, socially aware, and conscious of **mental health and wellbeing**. Self-improvement is more important to this generation than any before. In short, Gen Zers are trying to become the best version of themselves, whether it's through education, fitness, or self-care.

Meta Quest 2 is a powerful learning and **productivity** tool, empowering users to work and learn both individually and collaboratively. Outside of the classroom, Gen Zers can unwind with the headset in whichever way works best: virtual workouts, meditation apps, movie streaming, or online gaming with friends.



# EXPLORE

Upon adopting VR, Gen Zers can **EXPLORE** beyond what is physically possible. Gen Z defines the future – their preferences continue to transform consumer landscapes. They are unabashedly curious and seek out products and experiences that leave them wonderstruck.

Meta Quest 2 **brings new opportunities**, with features changing the way we interact with each other and the world. Travel to cities in the blink of an eye. Tour the deep sea in 360 degrees. Discover galaxies in outer space. In the Metaverse, users can do it all and more – and this is just the beginning. **Dare to explore** with Meta Quest 2.

# CAMPAIGN STRATEGY

In the hands of every user, Meta Quest 2 becomes a portal, whisking them away to a destination where communities connect regardless of physical boundaries. VR rookies will quickly **realize** that within this world, the impossible becomes reality. This **new potential** is exhilarating.

## 1 REALIZE

Because VR has yet to hit the college mainstream, most potential users must first discover the merit of Meta Quest 2 and its power to transform the ordinary into the extraordinary before adopting the headset as a college essential.

As Meta Quest 2 brings VR into the mainstream, transforming the technology from an out-of-reach gamer luxury into a ubiquitous college essential, users will discover new utility in the headset **every day**. Meta Quest 2 has the potential to be whatever Gen Z makes of it.

## 3 EVERY DAY

Users will adopt the headset into their everyday routine, taking advantage of Meta Quest 2 in elevating every aspect of their lives. Each day brings unique adventures as users explore new facets of their own VR worlds.

# REALIZE NEW POTENTIAL EVERY DAY

Once they have adopted the technology, users will unlock new potential within the world of VR, constantly discovering novel opportunities. Whether it's exploring national landmarks in 360 degrees or meditating in the clouds, Meta Quest 2 can do it all.

## 2 NEW POTENTIAL

# CREATIVE STRATEGY

**YOU'VE GOTTA SEE THIS.**



## THE INTERPRETATION

We know that the Meta Quest 2 delivers Gen Z jaw-dropping, show-stopping experiences. But the Metaverse can't be described with words – it's something college students simply have to see for themselves.

## THE CONNECTION

Gen Z always seeks new, unbelievable experiences to share with each other, and the Meta Quest 2 offers a platform for extraordinary social events they don't want to miss out on.

## THE EXECUTION

Our campaign positions the Meta Quest 2 as an exciting social experience and actively encourages college students to try the headset themselves. They will see how VR can not only take them on indescribable adventures but can also become an essential tool to elevate their everyday lives.

# BUDGETING

## 22% EXPAND PERCEPTION

We want to educate our audience that the Meta Quest 2 has versatility in entertainment, productivity, and social interaction, disrupting the notion that the Meta Quest 2 is just a gaming headset.

Using Meta's brand equity, we can optimize our reach organically and efficiently by focusing our budget spending on the latter stages of the media strategy.

## 35% POSITIVE ASSOCIATION

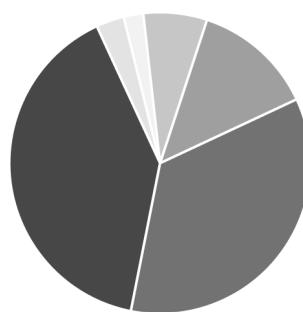
In order for Gen Z to have a positive association towards Meta Quest, they have to see the capabilities of the headset for themselves. This is why we allocated 35% of our budget towards providing more opportunities for our audience to try the headset, cementing Meta Quest 2 as an essential to the college experience.

## 40% UBIQUITOUS INTEGRATION

Most importantly, the highest budget allocation will be spent on incentivizing MQLs to buy the headset and integrate it into their daily lives, transforming our prospects into buyers.

## 3% ADTECH & PRODUCTION COSTS

## \$10 MILLION BUDGET



1.00%	\$100,000	Adtech
2.10%	\$210,500	Social
8.83%	\$883,000	Video
13.00%	\$1,300,000	OOH
35.07%	\$3,506,500	Guerilla
40.00%	\$4,000,000	Influencer & Partnerships

PLATFORMS	BUDGET	IMPRESSIONS	CONVERSIONS
Instagram AR Filter	\$210,500	84,200,000	41,174
Twitch	\$203,000	58,000,000	85,840
YouTube	\$230,000	30,666,667	51,520
Hulu	\$250,000	12,500,000	37,250
Bus Stop	\$1,300,000	289,000,000	92,770
Campus Pop-Up	\$3,500,000	343,128	18,495
Email	\$6,500	343,128	1,029
Spotify x Meta Quest 2 x Doja Cat	\$4,000,000	5,000,000	18,000
Adtech	\$100,000		
Production	\$200,000		
<b>Grand Total</b>	<b>\$10,000,000</b>	<b>479,709,795</b>	<b>345,048</b>

# FLOWCHART



# CREATIVE EXECUTIONS



# SOCIAL MEDIA

## SEE IT AND BELIEVE IT

For social media, our campaign includes an AR Instagram filter featuring the headset and our campaign tagline, "You've gotta see this," overlaying the front panel, aligning with our guerilla execution. Upon activating the filter, the headset will be imposed onto the user, and the front panel will flip through a range of captivating landscapes, from majestic mountain peaks to the bouldering crevices of Mars, providing a glimpse into the possibilities of the Metaverse. The user can tap the screen to land on a randomly selected landscape and can then further explore this landscape by switching to their back camera for an interactive VR experience.



front-facing camera



rear-facing camera



front-facing camera



rear-facing camera

# 500M

Instagram users actively use Stories as a form of creative self-expression and means of building community.

Aligning Meta Quest 2 with Instagram's filter feature showcases the headset's communal nature. While offering our audience an accessible taste of virtual reality, this filter holds **natural social potential** as users are inspired to share and compare which Metaverse they land on with their friends.

# OUT OF HOME

## GOTTA HAND IT TO YOU

Our OOH executions allow us to refine our campaign into one impactful image. On billboard and bus stop ads, we capture scenes of people **sharing the Meta Quest 2** with each other, which embodies our tagline. "You've Gotta See This" will also be written across the ad in bold letters for impact. These still images **play into the duality of our tagline**: they encapsulate the **wonder of Meta Quest 2**, a device with revolutionary capabilities far surpassing its portable size, while also alluding to Meta Quest 2's potential to **strengthen bonds and initiate social moments**.



Since

**90%**

of U.S. residents age 16 or older notice OOH advertising...

we will utilize both impactful bus stop ads and billboard executions to captivate our target demographic and demonstrate the wide-reaching versatility of Meta Quest 2. With a short window of time to captivate the audience, these powerful ads will communicate our message throughout major U.S. cities—New York, Los Angeles, Chicago, and Boston—with the highest concentration of college students.

# TV + VIDEO

## SHOW-STOPPING SHORTS

To capture the “wow” moments that Meta Quest 2 delivers to its users, our campaign uses humor, the element of surprise, and wacky universal experiences. These short commercials will be a series of satirical vignettes with parallel plotlines. The main character is using the Meta Quest 2 headset in an unconventional setting and then encourages someone unexpected to try it by telling them, “You’ve Gotta See This.” This showcases the **social and conversational nature** of the tagline, highlighting its unique strengths, and illustrates how moments with Meta Quest 2 are indescribable and **can only be understood through experience**.



These 30 second commercials will stream on the popular platforms Hulu, YouTube, and Twitch. With over 90% of users stating that YouTube makes them more aware of new brands, 62% of Twitch viewers engaging with streamers on a daily basis, and Hulu being 150% more effective than regular TV advertisements at developing recall, these short video advertisements will generate buzz and drive engagement for Quest 2.

The short stories in our commercials capture the essence of a You've-Gotta-See-This moment. They demonstrate how unbelievable and immersive the Meta Quest 2 experience is, so much so that everyone, even your dean, bartender, and coach need to try it. The commercial, while **aligning with Gen Z's sense of humor**, **tells the story of our tagline**, ensuring the campaign's impact is bold and unforgettable.

# GUERILLA

## A LARGER THAN LIFE EXPERIENCE

The emphasis of our campaign is that college students have to try Meta Quest 2 themselves. It's not enough for them to hear how great Meta Quest 2 is – the point is, "You've gotta see this." So we're bringing Meta Quest 2 to students' everyday lives. Guerilla events demand engagement – exactly what Gen Z college students are looking for – as 64% believe brands should provide personalized experiences. In trying the headset, our target demographic will develop a wholly positive association with Meta Quest 2.



Across the country at influential universities including UCLA, NYU, and Arizona State, we'll place **giant models of Meta Quest 2 in high traffic areas across campus**. The larger-than-life headset's front-facing panel will feature live feeds from each of the headsets behind the display being used, overlaid with our tagline "You've Gotta See This", which clearly captivates students as they walk by.



Students can try one of these five headsets and take an interactive personality-style quiz, the results of which give them **a unique Metaverse experience** that is broadcasted onto the front panel. Students will be able to shape their ideal adventure in the Metaverse, from yoga with Lebron James on Mt. Everest to the front row of Billie Eilish's World Tour. With their results, students will receive a card describing how Meta Quest 2 will help them remain engaged, empowered, or allow them to explore, and say to their friends, "You've gotta see this."

# PARTNERSHIPS

## INTO THE DOJAVERSE

Imagine yourself at a concert, your favorite artist singing your favorite songs, the venue beyond just an ordinary stadium — yet you never left the comfort of your room.

Meta Quest 2 is **partnering with Spotify** to enhance Gen Z's listening experience with the power of VR – an incredibly impactful partnership since more than 60% of our audience streams music daily, and 68.4% of these prefer Spotify.

Our Meta Quest and Spotify bundle, which pairs the purchase of Meta Quest 2 with a free 2-year subscription of Spotify Premium, will be positioned as an **essential technology kit for college students**.

The image shows a screenshot of the Spotify mobile application. At the top, the Spotify logo and a three-line menu icon are visible. Below this, the main content area features a purple header with the text "DOJA CAT" in white. Underneath the header, there is a section titled "Exclusive virtual show by DOJA CAT". A paragraph of text describes the offer, followed by three small thumbnail images of Doja Cat in various poses. At the bottom of the screen, there is a large, semi-transparent button with the text "GET STARTED" in white.

However, we're going bigger than that – after all, an audio-only experience hardly taps into Meta Quest's full potential. To further present the various innovative purposes of Meta Quest, the bundle also includes an **exclusive virtual concert with pop sensation Doja Cat** – a celebrity adored by Gen Z with a bold personality that aligns with our campaign.

Beyond Doja Cat's influence, college-age consumers will also have a higher incentive to purchase these bundles due to their limited availability and planned releases for the back-to-school and holiday shopping seasons. Meta Quest 2's placement as a college staple is also solidified by directly relating to Spotify, a brand many college students already consider essential.

The image shows a screenshot of the Spotify mobile application. At the top, the Spotify logo and a three-line menu icon are visible. Below this, the main content area features a purple header with the text "Spotify Premium Student x MetaQuest 2 Bundle" in white. A paragraph of text describes the bundle, followed by a list of included items: "✓ MetaQuest II", "✓ Spotify Premium", and "✓ DOJA CAT". At the bottom of the screen, there is a large, semi-transparent button with the text "BUY METAQUEST 2" in white.

The image shows a screenshot of the Spotify mobile application. At the top, the Spotify logo and a three-line menu icon are visible. Below this, the main content area features a purple header with the text "Spotify" in white. A paragraph of text describes the offer, followed by a list of included items: "∞ Meta Quest 2" and "MetaQuest 2 \$299". At the bottom of the screen, there is a large, semi-transparent button with the text "GET STARTED" in white.

# TEAM

## ACCOUNT SUPERVISORS



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## STRATEGIC PLANNING



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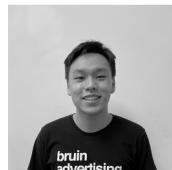


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