

TEAM  
465

# START YOUR QUEST

FIND. FOLLOW. CONQUER.

∞  
Meta  
Quest 2

QUEST IS READY

**aaf** national  
student  
advertising  
competition

# Executive Summary



Since 2012, Meta Quest has made it easier for people to connect online and in-person through Virtual Reality (VR). When the parent company, Meta, acquired Meta Quest in 2014, the brand made great strides in the VR industry. The idea that Quest and Quest 2 are only for gamers has gradually followed the brand. However, we will demonstrate how this is a useful digital system for education, entertainment, communication, and connection. To change this image and showcase the multitude of ways the Quest 2 can be used, Agency 465 will incorporate the different methods that college students use to communicate and connect online to promote all aspects of the Quest 2 and its capability.

Agency 465 has created a campaign to directly engage with various parts of our audience which includes posters, social media ads, events on several college campuses, online events, and partnerships with retail stores. Through this campaign, Meta Quest will highlight the different and unique ways the system can be used. By strategically utilizing an array of media channels that college students use daily, the campaign will promote the events and experiences that are powered by the Quest 2 bringing together the physical and digital worlds.

With our bold yet welcoming campaign, "Start Your Quest" will bring together all types of users with varying knowledge of VR, allowing them to create connections through this digital space. The campaign will encourage the audience to step out of their comfort zone and join the brand in redefining what VR means for college students in their day-to-day lives. The Find, Follow, Conquer phases introduce and integrate VR technology to help raise awareness and perception of Meta Quest to our target audience.

This campaign will generate excitement and create a desire within our target audience, acting as a way to bring new and old friends together through VR. Both online and offline, we will show how Meta Quest can build and strengthen authentic relationships among college students.

## Our Objectives

- 1 Create a desire** for college students to make the Quest 2 one of their college essentials by showcasing the headset's potential for connection, creativity, entertainment and beyond.
- 2 Redefine what Virtual Reality means** for college students, creating a space for the audience to participate in VR on their own terms.

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# Research Methodology

## Methodology (Secondary Research)

- To further understand the market landscape, Agency 465 conducted secondary research that consisted of:
  - Brand History
  - VR and Tech Industry
  - Quest 2 Product Specs
  - Potential Competitors
  - College Student Habits and Preferences
  - Social Media Trends
  - SWOT Analysis

## Methodology (Primary Research)

- Agency 465 conducted primary research to better understand the target market and the use of technology in their lives. This included:
  - A survey to 582 current 16 to 24 year olds who are either attending or going into college.
  - 7 one-on-one interviews
  - A focus group of 15 current college students and industry professionals providing feedback on campaign concept and messaging.

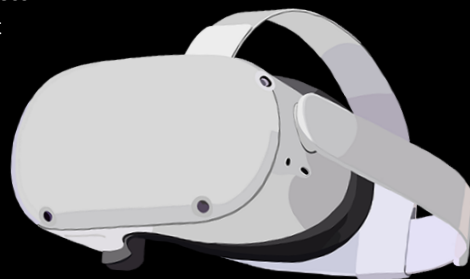
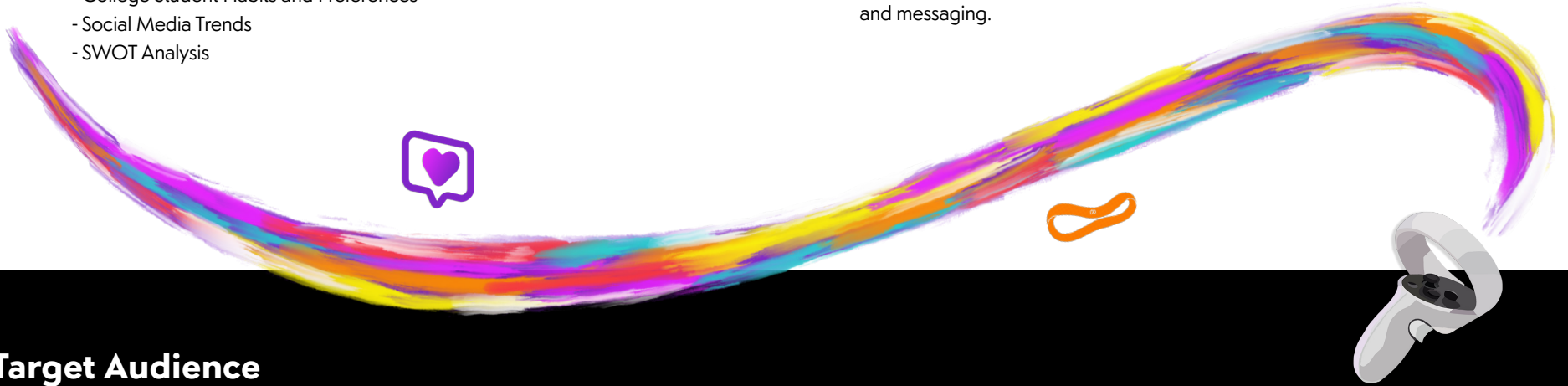
## Target Audience

Start Your Quest will target 18 to 24 year olds defined by their social nature and familiarity with technology. They have grown alongside their technology, starting with their parent's phones and receiving their own at an average age of 10.3 years. 73% of our survey respondents spend at least 3 hours a day on social media, and 22% spend over 5 hours. They regularly engage with friends, family, interests, and brands through social media and other digital spaces.

Our target audience expects genuine, seamless connections with their favorite brands. It's not enough to have an effective product. To generate true loyalty, brands need to be personable, responsive, and interactive. The audience is very comfortable with communicating digitally. They use apps like Snapchat, Instagram, Twitter, Facebook, Discord, Twitch, and YouTube as channels for content and communication.

While members of our target audience are often early adopters, 80% of our respondents say they only update their tech "when it's necessary." Barriers begin to build when new technology makes too big of a jump from what it used to be, causing more uncertainty than excitement. The target audience sometimes worries that new tech will feed into a dystopian future instead of contributing to positive changes in their everyday lives. While this is a substantiated fear, they have yet to realize that their current digital world isn't far off from the possibilities presented by virtual reality.

Our target audience is ready to adapt to anything that comes their way, with 2/3 of the generation stating that they have a good understanding of technology. However, their reluctance to update is one of the biggest challenges that Meta Quest needs to overcome, and the solution lies in the audience's familiarity with technology. With most of them already communicating virtually, they can be introduced to the benefits of VR as an extension of what they're already used to.



# Meet the Personas

After 582 survey respondents, Agency 465 segmented similar answers and traits into four key target audience personas. These four personas are Charlie the creator, Izzy the influencer, Grant the gamer, and Tyler the trainer.

**Experience:** Each persona has a different experience level with VR technology. Their expertise will impact how quickly they learn and integrate VR tech into their daily routine.

**Comfort:** With the experience, each persona has individual comfort levels with Meta Quest's brand perception. Their comfort will impact how they interact with Meta Quest's messaging and future events.

In addition, they each have a unique problem that prevents them from buying a Meta Quest 2.



**Charlie**  
The Creator, Age 18



Charlie is the person walking around campus with her headphones on and a sketchbook always in hand. Pursuing a creative career, Charlie is learning how to include technology with her college life. The Quest 2 will connect Charlie with her internet friends, integrate tech into her education, and provide an escape from her busy days.

**Problem:** Charlie is looking for a guide to teach her how to integrate Meta Quest into her personal, school, and professional life. Meta needs to convince Charlie that this is a worthwhile investment.



**Tyler**  
The Trainer, Age 22



Tyler is big on fitness, but he struggles to fit a workout between his classes and a part-time job. He uses the Quest 2 to squeeze in a workout in his dorm room before starting the day. He is now interested in incorporating technology and games into others' fitness routines since it is a fun, exciting way to work out.

**Problem:** Tyler struggles to find time in his busy schedule and doesn't know how Quest 2 can help him save time to do more of what he loves. Meta Quest needs to educate Tyler and bring him into the Meta Quest community.



**Grant**  
The Gamer, Age 20



Grant is excited about the ever-changing realm of VR and is curious about joining the newer metaverse space. He juggles his distrust of Facebook with his excitement to hop into VR and integrate it with his gaming setup. He uses the Quest 2 to entertain himself and stay up to date with friends. He plays multiplayer games with friends to unwind and relax.

**Problem:** Grant is distrustful of Meta and needs more encouragement and increased brand perception to be willing to join Meta Quest. Meta needs to cater to Grant's concerns and make information available and easy to find.



**Izzy**  
The Influencer, Age 24



Izzy values time with her friends and family, collecting new experiences, and is constantly searching for the next big event. The Meta Quest 2 is a great way to stay connected with her friends from high school and college. Izzy prefers face-to-face interactions and social media that she is comfortable with.

**Problem:** Izzy is unfamiliar with Meta Quest and how she would socialize with her friends with this tech. Meta needs to teach and encourage Izzy to join the metaverse space while meeting her on platforms she is comfortable using.



# Primary Research

## Survey

Agency 465 conducted an online survey questioning college-aged users about their experience, knowledge, and perception of the Meta Quest brand and the Quest 2 headset. We had **582** respondents. After analyzing the responses, we developed a stronger understanding of Meta's current positioning and next steps to develop our campaign.

**393 Females**

**114 Colleges**

**151 Males**

**29 High Schools**

**17 Non- Binary**

**21 Prefer Not to say**

## One-on-ones

We conducted seven one-on-one interviews to better understand what people believed about VR and the technology surrounding it. Most people like VR technology, thinking it will add a lot to the future of technology and connection, while some believe the opposite. Over half of our respondents like the option of customization for their tech, making it more personal to them and even easier to create a connection that way.

### Top Entertainment Platforms

PC  
Nintendo  
Xbox  
PlayStation  
\*VR was only 11%

### Top Gaming Genres

Sandbox  
Action/Adventure  
Role Play/ RPG  
Shooter  
Puzzle

### Deciding Factors When Purchasing a VR headset

Price  
Quality  
Word of mouth  
\*Most get it as a gift

## SWOT Analysis

### Strengths

- Market leader with a competitive price point
- Great for both beginners and experienced VR users
- Potential for brand repositioning beyond gaming

### Opportunities

- Introduction of new haptic and movement tech
- New VR applications for personal and professional settings
- Increasing commercial viability of the metaverse and other Web 3.0 technologies

### Weaknesses

- Lack of name recognition after the company's rebranding
- Affiliation with Facebook can be a concern for some users
- Audience sees little day-to-day value in the product

### Threats

- Other companies are rapidly expanding into the VR market
- Console and PC currently dominate the gaming market
- Opportunities for unsafe interactions and cyber security threats

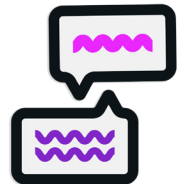
**"I think VR is a very intriguing concept. In video game usage, it can immerse players and really enhance gameplay."**

**-Survey Respondent**

## Problem Statement

The target audience is curious yet confused about new technology such as VR, Web 3.0, and the metaverse. They've heard of these new technologies, but they're scared of the perceived dystopian future connected to this tech. Our audience has limited time available outside of school and work, and they feel that they don't have enough time to learn how to use VR. Our audience views these technologies as isolating, not social. When they put the headset on, they see it as playing a singular game; they assume it doesn't involve connecting with their friends.

# START YOUR QUEST



## Campaign Overview

Connecting with friends and family has become easier with social media, but watching others' lives through a screen has made it difficult for college students to own their experiences. The "Start Your Quest" campaign creates a space for students to share their experiences and build lasting relationships. This campaign will generate awareness among the target audience through virtual and physical touchpoints, providing an empowering brand experience.

## Creative Rationale

The campaign's visual style is an extension of the Meta Quest brand. The core creative theme is based on "phygital essence," meaning bridging the gap between physical and digital worlds to create a unique and connected user experience. This is represented through a combination of sleek type, vivid colors, and moving organic lines, we call "phygits." The variety of icons illustration styles is used to encourage the user's freedom in the metaverse to define their own phygital experience. Every piece shows the movement of Meta Quest and frames Quest 2 as an enhancement to the user's daily life.

# Communication Tactics

Our pillars highlight the problems that the Start Your Quest campaign solves. There are four points we will aim to change or improve.

## Redefine VR Technology.

By redefining how 18 to 24 year olds view VR technology, they are able to create genuine connections through the Quest 2. Eliminating the misconceptions of VR and replacing them with positive experiences.

## Be an Outlet for Expression.

VR and the metaverse will be full of self-expression and fun, making the Quest 2 a tool in college student's everyday lives and toolbox.

## Create an Interactive Environment.

The campaign will leverage how the Quest 2 eliminates the distance between two users, tackling the misconception that VR is isolating. Meta Quest will bridge the gap between the digital and physical worlds through enhancing a "phygital" experience.

## Make VR a Tool instead of a Hassle.

VR is an accessible new technology that can make life easier. It's meant to simplify your busy schedule, and it's perfect for college students on the go.

## Find

(September 1 – October 15)

The audience embarks on their new adventure with Meta Quest, discovering what they've been missing out on in the VR space.

## Follow

(October 16 – November 27)

The audience recognizes the product's benefits beyond gaming, following their curiosity and getting directly involved with the Meta Quest brand.

## Conquer

(November 28 – December 31)

The audience takes action, closing out the campaign with holiday purchases and starting the new year with their Quest 2 headsets.

# Audience Engagement



## Creativity

With bright colors and energetic designs, we will inspire our audience to see all the ways they can use the Quest 2 and help them start their quest.

## Connection

Through college campus events, exciting announcements, and experiences for everyone, we will encourage people to come together to celebrate with old friends and make new, lasting relationships.

## Experience

Planned events will give the audience new encounters to experience with a VRcade and a Silent Disco, bringing new activities to their life and ways to spend their free time.

## Objectives

- Raise brand awareness
- Increase frequency of use by 20%
- Improve brand perception
- Increase headsets sales by 15%
- Grow brand engagement



# Social Media

Effective reach (paid digital): 93.9 million

Average effective frequency: 5.5

For each social media channel, the target audience personas who are reached through that platform are identified.

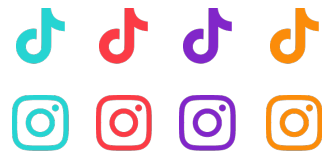
-  **The Creator**
-  **The Gamer**
-  **The Trainer**
-  **The Influencer**

## TikTok & Instagram

Entire campaign (paid + organic)

According to our primary research, **63.6% of our audience use TikTok, and 81.8% use Instagram.** These platforms will be the backbone of Meta Quest's social presence, with paid ads and organic content driving the tone of each phase.

**KPIs:** Audience engagement, follower increases, brand awareness, UGC (User Generated Content), high ad CTR



## Discord

Entire campaign (collaboration)

**19.5% of our respondents regularly use Discord.** With a Rich Presence Integration, Meta Quest users will be able to broadcast what they're playing on the headset. This will increase brand awareness among niche, interactive communities.

**KPI:** Increase in integration use over the course of the campaign



## YouTube

Entire campaign (organic)

**62% of Gen Z use YouTube daily.** The Meta Quest YouTube channel will be the home for event recaps, future updates, and other organic content, keeping the audience up to date on the brand's activities over the course of the campaign.

**KPIs:** Subscriber increases, event recap engagement and views



## Facebook

November 28-December 31

(Paid + Organic)

**20% of our Gen Z respondents and 74% of parents use Facebook. 90% of our surveyed Quest owners received the headset as a gift.** The campaign will use Facebook ads to acclimate parents to the Meta Quest brand, increasing their chances of gifting the Quest 2 to their college-bound kids.

**KPIs:** Event viewership, high ad CTR (click-through rate), social media engagement,



## Twitch

October 15-December 15 (paid)

Approximately **6.3 million of Twitch's daily users are Gen Z;** these users spend an average of 29 minutes on the platform per session. To reach this engaged audience, Quest will use ads throughout the Follow phase to promote events.

**KPI:** Event viewership, high ad CTR



## Snapchat

November 1-30 (paid geofilters)

According to our primary research, **74.1% of our audience use Snapchat.** However, the platform has had conflicts with Meta in the past. To avoid negative brand associations, the campaign will limit its Snapchat use to geofilters. These will cover 100K square feet on our 10 primary college campuses across the country.

**KPIs:** Filter usage



## Twitter

Entire campaign (social listening)

**20.5% of our audience use Twitter,** but Twitter makes up a negligible share of the mobile ad space. Meta Quest will share organic content and conduct social listening to assess Gen Z's ongoing responses to the campaign.

**KPIs:** Social media engagement, follower increases, brand mentions





### Key Performance Indicators (KPIs)

- Number of Google searches for brand name and related events
- Social media engagement, brand mentions, and follower increases
- Amount of UGC (user-generated content)
- Viewership of digital events and in-person event attendance
- Foot traffic and AR screen engagement through store partnerships
- Phone numbers collected
- UGC uploaded
- Number of headsets purchased

We will conduct focus groups with college students at the beginning and end of the campaign. We will assess current Quest 2 users for an increase in their frequency of use, and non-users for their changes in brand perception and purchase intent.

Post-purchase survey responses will give insight into the number of purchases coming from college students (or their parents) and the reasoning behind these purchases.

### Brand Positioning

Quest 2 is a leading VR headset that allows college students to escape, engage, and explore, all in one place. We accomplish this with top-of-the-line technology, a steady stream of new applications, and immersive connections that users can't find anywhere else. As Meta Quest transforms countless industries, we seek to transform the daily lives of college students as well. With Quest 2, users can take ownership of their experience and define what the new world of VR means to them.

### Tracking and Planning

**Later** will be used to schedule social media posts, including user-generated content.

**Salesforce Journey Planner** will be used to lead users on individual journeys, adapting based on their actions and unifying campaign messaging across platforms to deliver a consistent brand voice.

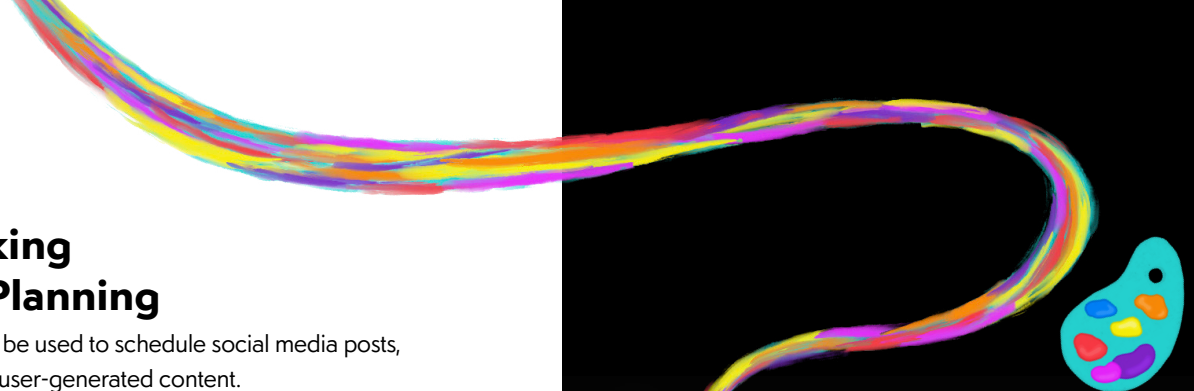
**CreatorIQ** will be used to discover and manage influencers and track sponsored post performance.

**QuestHQ** is a custom campaign software that tracks all relevant KPIs. The software will source data from external sources such as Google Analytics, Salesforce, and Meta Ads Manager, and compile it in a user-friendly dashboard. QuestHQ will deliver real-time updates from both digital and experiential channels, giving marketers a holistic view of the Start Your Quest campaign.

### Key Market Areas (KMAs)

We selected KMAs based on college population, the variety of institutions available, and primary research data. Each targeted college was chosen with enrollment numbers, national ranking, acceptance rate, campus life, and student culture in mind. A majority of the selected colleges have existing VR facilities, giving Meta Quest a group of early adopters who will influence the larger campus community throughout the campaign.

Athens, Georgia; Austin, Texas; Chicago, Illinois; Harrisburg, Pennsylvania; Lawrence, Kansas; Los Angeles, California; Nashville, Tennessee; New York City, New York; Orlando, Florida; Toledo, Ohio



## User Touchpoints

### FIND September 1 – October 15

#### Campus QUE

September 1 – October 15

**VRcade:** During the day, Meta Quest will hold an **arcade event at 10 total colleges** in our key market areas. At these events, there will be an information station that will have posters for upcoming events including the scholarship and Silent Disco.

**Silent Disco:** The Silent Disco will be an in-person and online event held on Horizon Worlds. Students can join for an **immersive audio and social experience**, connecting with attendees from another location. In-person, students can borrow Quest 2 headsets to use and experience the event. Food will be provided.

**KPI:** Event attendance, social media engagement, brand awareness, contact information collected, UGC

#### Upperclassmen Day

September 1 – October 15

The Upperclassmen event will target our audience before they leave for college. It will be a **fun, interactive learning experience** for them as they'll get to play against their friends in Beatsaber, interact with the Quest 2, and learn how to use Quest 2 for work, entertainment, fitness, and social connection.

**KPI:** Event attendance

#### Scholarship Announcement

September 1 | Winners announced December 31

Quest will offer a scholarship for students going into the VR, AR, design, or video game industries. College students and high school seniors will be able to apply for the scholarships. **There will be 18 winners total: 6 gold, 6 silver, and 6 bronze.** Each student will be able to submit an application from one of four categories: a written essay, video, visual art, and design.

**KPIs:** Number of submissions, positive brand perception

### FOLLOW October 15 – November 7

#### The QUE

November 4 – 6

The QUE (Quest Universal Experience) is a national VR convention hosted by Meta Quest. It will feature two simultaneous events in Los Angeles and New York. Visitors will **experience the diversity of VR technology** through panels, hands-on Quest 2 stations, and interactive virtual art displays, along with typical convention activities.

Visitors in one location can interact with those in the other through platforms like Horizon Worlds, demonstrating Quest 2's power to redefine the future of in-person events.

**KPIs:** Event attendance, event viewership, social media engagement, brand mentions, follower increases, phone numbers collected, UGC

#### Blueprint Premiere

November 6

Quest Blueprint is a creative and technical showcase that will announce Meta Quest releases and updates. Instead of being limited to games (like the competitor's showcases), Blueprint will show off **new applications for work, fitness, community, and more.**

Blueprint will be streamed on Twitch, YouTube, Facebook, Instagram, and the Quest 2 microsite, reaching each campaign persona on their preferred platform.

This promotion would become a highly anticipated seasonal touchpoint for current Quest 2 fans and future users alike.

The kickoff showcase would be streamed live from the QUE. **Social media content would generate hype for the event.** Blueprint Boxes packed with Quest merch would be sent to midsize streamers and given to randomly selected event attendees. Wearable items would have metaverse counterparts in Horizon Worlds.

### CONQUER November 7 – December 31

#### Best Buy/Dick's Partnerships

November 7 – December 31

**Best Buy:** Meta Quest has been a vendor for Best Buy since 2016. The electronics chain has 40 million loyalty members and offers excellent omnichannel experiences that will help drive sales in the 2022 holiday season. Meta Quest will introduce **new visuals into 300 targeted Best Buy locations** that will attract parents and college students with new eye catching displays that will highlight the diversity of uses the Quest 2 has to offer.

**Dick's Sporting Goods:** We are partnering with 175 targeted Dick's Sporting Goods locations to highlight the athletic uses of the Quest 2. Dick's has 20 million loyalty card members and wants more experiential retail experiences. Meta Quest will give customers a new in-store experience by setting up **Quest 2 pop-up shopping areas that will feature displays, demo videos, and AR screens.** The AR screen will allow visitors to interact with a VR space without putting on the headset.

House of Sports are stores that Dick's has developed to allow visitors to physically try out equipment and gear before making purchases. There are currently two locations and they see 93.7% more visitors than the average Dick's store. Along with having a pop-up area, Meta Quest will be hosting a Quest 2 testing area where visitors can either try the Quest 2 alone or take exercise classes with others.

**KPIs:** Foot traffic and AR screen engagement, number of headsets purchased per location



# Evaluation of Objectives

**Create a desire** for college students to make the Quest 2 one of their college essentials by showcasing the headset's potential for connection, creativity, entertainment, and beyond.

**How this is resolved:** By providing the target audience with the opportunity to redefine the meaning of VR and Meta Quest by allowing them to create their own world and discover how the Quest 2 headset can influence their lives for the better.

**Redefine what Virtual Reality means**

for college students, creating a space for the audience to participate in VR on their own terms.

**How this is resolved:** Through Campus QUE, Upperclassmen Day, and Blueprint, students see how to utilize their Quest 2 headset for entertainment, education, and connection.

# Conclusion

As the campaign closes, each target audience segment will start a new quest with their Quest 2. Charlie will use her headset to create immersive work, bonding with a new community in the process. Izzy will bring her social tendencies to the metaverse, encouraging her friends to follow her. Grant will make his headset a crucial part of his gaming setup and explore other ways to interact with his friends virtually. Tyler will begin to use his headset as a portable gym, convincing his exercise buddies to pick up a Quest 2 of their own.

Meta Quest's "Start Your Quest" campaign guides our audience from awareness to action, showing them how to assimilate VR technology into their daily routines. After being exposed to hands-on "phygital" experiences and compelling social media content, college students will be ready to conquer their virtual futures with Quest 2.

College events will create lasting memories and spark positive buzz around Quest 2. In-store activations will increase familiarity and find Meta Quest's target audience. The QUE will elevate Meta Quest above its competitors with its one-of-a-kind interactive environment. A dynamic social and digital marketing strategy will establish Meta Quest's position as a creatively rebellious, bold, and trustworthy brand. By overcoming their fear of the unknown and putting on their headsets, our target audience will build new skills, advance in their industries, and make new connections with peers who share their passions.

**Quest is Ready.  
To Find. Follow. Conquer.**

