

∞ Meta Quest 2



EXECUTIVE SUMMARY

It's time for a collective vibe shift

Virtual reality is in a time of radiant prosperity. The Metaverse is currently championing conversations about new tech, & Quest 2 is at the top in this era of advancement. As our world of tech thrives on, Quest 2 & Meta are not just keeping up, but leading innovations that determine the movements subjacent brands often follow. This top position in the VR sector comes with a tension to push the envelope even more, & be the first to do so.

Ambition is evolving

Quest has won the attention of open-minded consumers interested in the world VR has to offer them, but it's time for Quest 2 to take on a bigger challenge: breaking into the leisure time market with a target more passionate & determined about their free time than any other group in the world. After the COVID-19 pandemic took hold of leisure time possibilities for all, this 18-24 y.o. college student audience is coming back into the social world with a newfound craving for more meaningful experiences than ever before. To understand what defines a "meaningful experience" to this cohort of students, we must first put a finger on the pulse of college culture.

Here's what we found:

College students' saturation with a passive, predictable digital world has built an emotional block between themselves & the world of VR. In a time so paramount to youth-hood, so ingrained in culture, & so collective in nature, college demands its students to take a critical look at how they're spending free time. But attention economies in college are not embedded in productivity & efficiency. In fact, just the opposite. Across majors, interests, & career paths, college students unwaveringly place value in college culture. This shared value doesn't live in the world of academia & professionalism, but in the world of experience. But Quest 2 has not been associated with experience culture. Instead, this age group is quick to brand VR as a means of avoiding experience. These young culture absorbers are driving themselves away from the VR industry because of a belief that has a powerful grasp on their minds: VR is not for everyone.

But in that belief lies an opportunity

Now, college students are more connected, interested in more events & things, with more multifaceted identities than ever. The Infinite Collective is looking for an endless stream of opportunities that can secure their position in this hyper-connected group. These individuals aren't just looking for a 'classic' college experience, but an elevated experience that will catapult their adult lives into a world of never-ending excitement.

We'll turn that narrative around

What this target needs is an invitation to Quest 2's radically inclusive world. Making an emotional connection with the Infinite Collective takes an invigorating & charming reframe of what it means to be a VR user. Our campaign running from September to December 2022 will leverage our \$10M budget to reach the Infinite Collective where they are now. But by the end of the campaign, this cohort will transcend traditional college landscapes & celebrate Quest 2 for exactly what it brings to the table. From a campaign strategy centered around uplifting college culture, Quest 2 will incite the Infinite Collective to believe what has been in their souls all along:

It's time to reject regular. Quest is Ready.

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The current climate of virtual reality

Through 12 diverse methodologies:

- 500+ MRI SIMMONS DATA POINTS
- 10 FOCUS GROUPS
- 12 CONSUMER REPORTS
- 380+ SURVEY RESPONDENTS
- SOCIAL LISTENING
- SECONDARY QUALITATIVE RESEARCH
- 25 ONE-ON-ONE INTERVIEWS
- 11 VIRTUAL FISH CAUGHT
- COMPETITOR & CLIENT AUDITS
- 30 VIRTUAL FRIENDS MADE
- 3 METAVERSE WATCH PARTIES

A unique perspective on this cohort of 18-24 y.o. students was discovered.

THE ASK

Make Quest 2 a part of college essentials for 18-24 y.o. students & young adults by showing how Quest 2 keeps you socially connected & infinitely entertained. To accomplish that, we will achieve 3 campaign objectives that contribute to an overall strategy ownable by Quest 2 & relevant to this 18-24 y.o. cohort.

CAMPAIGN OBJECTIVES

1

Evoke desire

Call Quest 2 into existence of college essentials. Incite belief in the target that college gear without Quest 2 is missing something.

2

Overcome misconceptions

Introduce a world of VR ownable by the Quest 2 brand that transcends the target’s current perceptions.

3

Build a lifestyle

Embed Quest 2 in the target’s mind as a lifestyle brand for college youth culture.

To achieve these goals, a few category challenges must be recognized. The key barriers Quest faces are:

RELEVANCY

“VR is not for me.”

UTILITY

“There’s not enough for me to do in VR.”

ISOLATION

“VR has not been adopted by my friends yet.”

CULTURAL BAGGAGE

“VR is a gateway to dystopian societies.”

USAGE

“I don’t want to spend my limited leisure time on VR.”

To overcome these barriers & achieve campaign objectives, a unique charm must be ascribed to Quest 2.

As the relationship between young adults & tech grows more & more complicated, a critical look at this cohort’s reaction to digital interests is necessary.

Meta meets young adulthood

Modern technology is a familiar ground upon which this target connects, explores, & navigates their everyday lives. This 18-24 y.o. market has experienced the creation & rise of Facebook, the iPhone, Spotify, AirPods, YouTube, TikTok & more. These innovations have proven to the market that **their entire existence is an age of tech that will change the way their lives operate forever—and avoiding new tech will only prevent them from opening their minds to more tools of connection & entertainment that could categorically enhance everyday routines.** And, the need for endless access to new devices & platforms persists.

This cohort is...

72%

more likely than any other age group to pay “just about anything” for an electronic product they really want. ²³

54%

more likely than any other age group agree with the statement “I like to have a lot of gadgets.” ²³

This current 18-24 y.o. group is among the most open, technologically savvy, & innovation-aware individuals. Out of 258.3 million adults,

20.4 million adults utilize virtual reality for personal use ¹⁶

2.98 million of those adult users are **18-24.** ¹⁶

So what do the individuals that haven’t embraced VR think about it?

They don’t think that VR is for them.

76%

Reported a current disinterest in VR. ¹⁷

& made a distinct connection between VR & gaming

When selecting why they had not purchased a VR headset, respondents selected:

I am not a gamer (21%) & I am not interested / I don’t know enough about it (20%) ¹⁷

Allowing them to justify the argument that **VR is not for everyone.**

62%

Disagreed that VR is for everyone. ¹⁷

But there were moments of positivity in these responses:

76%

Agreed that VR is a tool for connection ¹⁷

For those who *did* purchase a VR headset, their top reason for making that purchase was that they were “excited to try the new technology” (46%). While *trying out* can be a core motivator for this audience to experiment, a resistance to celebrate new technologies still exists in this age group. Excessive dependency on tech has left the target feeling *defenseless against technology* instead of *empowered by it*.

This cohort is **97%** more likely than any other age group to spend less time sleeping because of the internet. ²¹

57% more likely than any other age group to agree that the internet has become a main source of entertainment for them. ²¹

72% more likely than any other age group to agree with the statement “I need to be connected to the internet from the moment I wake up to the moment I go to bed.” ²¹

While this age group is *44% more likely than other* to consider themselves early adopters of tech, it will take more than a simple sell to garner a full embrace of new devices from this cohort.

The VR industry is constricted by consumer fears

While this 18-24 y.o. cohort is perfectly aware of virtual reality, they have developed a hyper-resistance around what it means to subscribe to new technologies. Members of this age group spent their adolescence consuming literature & film about rapidly advancing technology creating dystopian societies. That connection between frightening tech & dehumanized lives exists as a gray cloud over the heads of this cohort. Unfortunately for virtual reality, this industry has yet to escape from within that barrier.

"I think seeing things in VR that you could've seen in real life could be saddening. Like, 'Wow I could've seen this actually, but I just have to use this headset.'"
- Sam

"I'm worried it won't be optional. Workers won't decide, CTOs will; moviegoers won't decide, theaters will. That kind of thing."
- Dean

This cohort carries a firm belief that regularly using VR will lead them to a **mundane future**. This group fears that if they *were* to subscribe to VR culture, they would fall into a boring, robotic, defeated community. This group justifies its hyper-resistance by the idea that VR would bore them or limit their experiences:

92% disagree "Interacting with others in VR would be the same as in person."¹⁷

66% agree "VR can push people to lose touch with reality."¹⁷

53% agree "VR leads to isolation."¹⁷

But these negative perceptions of VR have been proven *incorrect* by individuals of this same age group that were exposed to a VR headset even just *one* time:

"If we thought games on the 64 & PS1 were realistic & immersive back then, imagine how kids perceive VR. To them it must be reality. I kind of wish I could try it out as a kid."
- Ryan

THE UPSIDE

We know this cohort's perceptions about VR are moldable. Virtual reality is not completely rejected by this group, but until VR escapes the reputation it has been assigned, a firm resistance will remain.

44% agree "VR will eventually be as relevant as mobile phones & laptops."¹⁷

59% agree "VR is a fad or passing trend."¹⁷

This cohort sees VR as a significant piece of the future, but not *their* future. For the majority, openness to tech meets barriers when it comes to virtual reality. Despite a generational celebration of exiting the comfort zone, this 18-24 y.o. group remains stubbornly against letting radically new technology in.

Virtual reality sits outside the current bubble of the target's comfort because it carries with it a reputation of a controlled, mundane future.

So, why has virtual reality not already broken into the bubble?

The target is ready to level up from *just* watching

Virtual reality hasn't broken into the bubble yet because this cohort of 18-24 y.o. students is **oversaturated with passive tech**.
But that doesn't mean the opportunity for VR is gone. Why not?

Here's what we found:

The platforms & technologies that this cohort is reaching for *first* are **passivities**: passive activities. In our digital world, there's opportunity for everything: creating, sharing, playing, & discovering. But unfortunately for this age group, one option dominates their digital attention: scrolling. As this cohort transitioned from youth to adulthood, classic gaming apps have been replaced with new social medias & other utility platforms. As this cohort grew up, their digital world transitioned from a sense of magic to a sense of function, leaving this group feeling fatigued & disinterested with their digital routines.

"Staring at my laptop screen on a Friday night. What has my life come to?" -Amanda ⁶

"Stop asking me 'wyd' I am literally reliving the same day every day." -Marcus ¹

This sense of listlessness has been snowballing each time a TikTok is watched, a YouTube video is played, or a TV series is binged. College students have scrolled their way to oblivion & instead of *living* exciting experiences, they've used their time *watching* them.
This target is ready to transcend the world of watching. This target is done looking. They are ready to start doing.

In fact, they're ready to throw their entire mundane routine out the window.



These preferences find their way into every aspect of this cohort's lives.

109% more likely than any other age group to watch scary movies.¹⁹ **21%** less likely to watch documentaries.¹⁵

This cohort is looking to replace all elements of comfort with danger, preparing to be their most exciting selves.

This group is ready to transcend watching & reject comfort. While digital experiences will always be in their world, this cohort has recently recognized an experience gap they're not sure how to fill. Consumers are looking for something *beyond* what they've experienced with technology so far.

Virtual entertainment & interaction has a major piece of the target's attention economy, but a distaste for passively & endlessly scrolling leaves them open to a newer, more active opportunity. *It's up to Quest 2 to show this cohort the beyond-imagination world they can be a part of.*

Meta can democratize the world of virtual reality

This tech-surrounded, culturally aware cohort carries distinct opinions about virtual reality, & these thoughts are reinforced by the cohort’s **radical** ideas about powerful entities like Meta. In the target’s eyes, big brands carry a level of moral culpability. Focus groups, interviews, surveys & social listening indicated that the target is wary of Meta & Quest 2, **but as major-league as Meta is, there is a major-league opportunity to use that brand power for good.**

CURRENT BRAND PERCEPTIONS

Of survey respondents:

61%

stated they had a negative view towards the future of the Metaverse.¹⁷

55%

agreed with the statement, “I have no need for the Metaverse in my life.”¹⁷

29%

agreed with the statement, “I still do not understand what the Metaverse is.”¹⁷

We asked respondents, “What three words come to mind when you think of the Metaverse?”
Among 840 words, they answered:

overwhelming nightmare confusing distant scary too futuristic controlling¹⁷

but positive words appeared in these answers, too.

exciting freedom intriguing uninhibited impressive new¹⁷

“This Metaverse & Quest stuff is not for me. Reminds me of the matrix too much.” - Kim

Overall, the ideas surrounding Quest & the Metaverse have the cohort left feeling *lost & standoffish*.

Respondents consistently expressed confusion as to how Meta & Quest could play a monumental role in *their* lives. In a deep-dive of the Meta & Quest brands, here’s what we found: **Quest has higher awareness than any other VR headset.**

66% of survey respondents listed Quest as the first headset that comes to mind when considering VR brands.¹⁷

active members on Meta platforms each month.¹⁸ 3.6 BILLION

But the target doesn’t see this as the mutually beneficial relationship that it is.

“You all need to wake up & realize these big corporations don’t care about us.”
- Ava

The target has lost sight of the **essence of the brand**. Meta & Quest’s core value of connection has been buried under a pile of “tech for tech’s sake” products.

But a revival of this brand essence can break down the barrier between company & consumer. If there’s any company with the force to make that happen, it’s Meta.

Regardless of current brand perceptions, there’s a buried—but bright—hope for Quest. To uncover that hope, Meta & Quest must prove that they can offer this cohort something that no other VR, leisure, or lifestyle brand can provide: **Meta is the one brand that can democratize the user experience, & Quest 2 can kickstart this inclusion in the world of virtual reality.**

Quest has an opportunity unlike any other to catapult the target into the world of VR. Quest 2 can act as the catalyst that will launch users into an experience of their *own* design, **bringing the power back to the players.**

The undeniable brand truth is that **Meta is the paramount company that can radically include the masses, & Quest 2 is the force that has the power to enable their exploration.**

Meet the Infinite Collective

Across 18-24 y.o. students, there is a deeply-buried hope for the future. Their purpose has been tainted by a never-ending cycle of passive scrolling & mundane routines. As they enter & progress through their first era as young adults, a global pandemic has frozen their potential to be the in-the-world, fuller people that this cohort so deeply desires to be. Contrary to the optimistic outlook held by new young adults in the past, this group is feeling defeated:

They are **57%** more likely than any other age group to feel alone in the world.¹⁹

They are **12%** less likely than any other age group to feel alone in the world.¹⁹

They are **55%** more likely than any other age group to worry about themselves.¹⁹

But this cohort isn't ready to accept defeat just yet. They are ready to reject comfortability—for good. This age group isn't *just* looking for moments of excitement sprinkled in their lives, but a *never-ending supply* of momentous life experiences to build the dream life that was once taken from them. They're not just looking for fun; they're looking for revenge.

REVENGE EXPERIENCISM

After being dealt a hand of limitations stemming from the COVID-19 pandemic, this target is ready to punish those who wronged them. The secretly exciting & rewarding concept of “revenge” brings a taste of excitement *back* into the lives of this cohort, & they're ready to embark on their mission. Revenge experiencism is an emotional release of the target—an attempt to retaliate on inactivity & boredom that can fill the void of intensity in the lives of young adults. The desire to live dangerously is wired within us. For our target, this desire is back with a vengeance.

“My life is so boring, this story needs a new love interest or a major plot twist or something.”
-Henry

“After all these COVID protocols are over I'm literally never saying ‘No’ to anything ever again.”
-Lucy

This radically new approach to life not only opens a door for virtual reality, but a door for anything this cohort initially disregarded. With a pent-up desire for anything new & exciting, this group is **more receptive than they think they are.**

They are **53%** more likely than any other age group to enjoy taking risks.¹⁹

They are **35%** more likely than any other age group to want to try things ***no one else has.***¹⁹

Once this reception is earned, the Infinite Collective is ready to spread their interests to their ever-evolving network. They are more connected with more interworking identities than ever before. With a passion for hyper-individuality & an appetite for limitless life adventures, the Infinite Collective is Quest 2's key to becoming a cultural piece of young adulthood.

The Infinite Collective houses social butterflies, gamers, tech adopters, innovators & more. But across all groups are three crucial values:

CULTURE OVER CLOUT
The Infinite Collective is looking to curate their lasting identity, moving past trends & subscribing to products contributing to life's cultural milestones.

A REMINDER OF YOUTH
The Infinite Collective needs to be reminded of what being youthful means—not just in terms of attitude—but in regard to timeless products as well.

A RELEASE FROM RESPONSIBILITY
*With endless options to explore, the Infinite Collective needs a leading force to guide them to what they want: **a life of culturally abundant excitement.***

The Infinite Collective can be charmed into Quest 2

You asked us to position Quest 2 among college essentials. From observations, interviews, surveys & focus groups we found a pattern amidst all college essentials. Laptops, planners & sticky notes all live in a world of productivity & efficiency—things college students *need* to thrive in school. But across majors, interests, identities & ages, a common experience of prime importance was captured:

The culture of being a young & uninhibited college student.

The human truth is that this cohort will feel pressured to be “productive & efficient” for the rest of their working lives. It’s a culture *exclusive* college that presents memorable & unique moments—moments that are justified by being young, celebrated by a collective spirit, & motivated by the commonly shared notion that these are “the best years of their life.”

These candid & spontaneous experiences are the soul of the college student culture. Don’t be mistaken, this cohort doesn’t have clear eyes & full hearts. Their jovial spirit is *only* unlocked for products & services that perfectly align with an attitude of youth & spontaneity. The Infinite Collective knows that holding the identity of a college student is temporary & precious--& they aren’t willing to compromise that time. Passive activities, like scrolling on phones and bingeing shows slip into the cracks of this treasured experiences--only making the target *more* wary of pieces of tech that haven’t already invaded their time.

So what’s the barrier for Quest 2?

Right now, VR is not aligning with the beauty & adrenaline rush of young adulthood. While the target is receptive & open minded to new things, they haven’t seen that VR can fit into their lives in a world far from robotic, mundane routines. To raise the stakes for Quest 2 even more, this target holds stress around the idea that a piece of their youth was *already lost* during the pandemic. This bitterness around lost time paired with concerns about the future prompt the target *even more* to protect their college youthhood.

The opportunity?

Between the pessimism around present-day trials & the growing pains of entering adulthood is an opportunity to take back the lost time that this cohort shares. While the target has a *current* distaste for virtual reality, they haven’t realized that VR is their gateway to fun--yet. Any fantastic, extravagant, beyond-all-reason idea can **be** in VR. The Infinite Collective is invited to join this world--a world much *more* active, dangerous, open, and lively than scrolling on a phone or staring at a screen. The target just has to take the chance.

THE STRATEGY

Ascribe a charm to virtual reality by positioning Quest 2 as a brand with remarkable spirit.

Our campaign strategy will leverage big tactics ownable by Meta to undo perceptions around *what it means to be a VR user*. Through innovative executions, our campaign will prove that Quest 2 can close an experience gap for the Infinite Collective, granting them access to an enchanting, invigorating Metaverse.

The blueprint

Our campaign objectives & media strategies work cohesively to meet the target where they are *now*. Media strategies will place the brand in environments of saturated college culture & settings of excitement. Running from **September to December 2022**, the campaign will:

MEDIA

1 Evoke desire

Call Quest 2 into existence of college essentials. Incite belief in the target that college gear without Quest 2 is missing something.

Increase brand association between 'Quest 2' & 'college essential' from 10% to 35% across our target. Grow click through rate by 3% for Quest 2's content.

MEDIA: OOH placed on college campuses as well as experiential advertisements during the campaign's rollout phase will wipe pre-existing perceptions of Quest 2 & VR. Based on the target's effective frequency, our goal is to gain 550M paid & earned impressions with our \$10M budget.

2 Overcome misconceptions

Introduce a world of VR ownable by the Quest 2 brand that transcends the target's current perceptions.

Invoke curiosity among our target audience & increase consideration by 20%.

MEDIA: Throughout the campaign timeline, intermittent digital ads placed on our targets most used mediums will promote a connection between Quest 2 & college culture.

3 Build a lifestyle

Embed Quest 2 in the target's mind as a lifestyle brand for college youth culture.

Strengthen brand love & increase the number of brand promoters in our target from 21% to 45%.

MEDIA: Diverse selection of media vehicles to reach our target through the noise of other leisure time competitors.

Our **\$10 million** budget will work across sectors of college lifestyle to fund an original, relevant campaign. Media routes are reflective of the digitally connected & out-in-the-world attitudes the Infinite Collective hold. Executions will celebrate the paramount values of the Infinite Collective while energizing the cohort to seek more opportunities of exploration.

The Reject Regular campaign will spark the Infinite Collective's curiosity about what the world of Quest 2 has to offer. Creative executions will demonstrate an encouragement for curiosity & exploration by:

- 1 **Undoing perceptions that Quest 2 is *not* social.**
- 2 **Embracing the complexities & extravagance of the VR world.**
- 3 **Illuminating the excitement around what it means to be a VR user.**

Across executions, style & language choices will leverage the feeling of mystery & exhilaration to make the Infinite Collective feel more in-the-moment than ever before. The campaign tone is unserious but elevated with strong overtones of **camp** that will boost Quest 2's current brand positioning: ***Quest is where we go for experiences that expand our perspectives.***

Each execution will show Quest's ambition to **reject regular** & bring the Infinite Collective along with them. Interactive & social elements will saturate the campaign proving that Quest 2 is ready to **advocate for playfulness and erase the distance between the Infinite Collective & Quest 2.**

Executions will be:

- unexpected
- energetic
- camp
- fun
- expressive
- alive
- distinct
- clever

CREATIVE

Throughout virtual reality's existence, a reputation of productivity, function, & gaming dominate consumer's ideas of VR. To break out of these bubbles, a jolt of energy must cut through the over-saturation of utility. The *Reject Regular* campaign will completely revitalize the Infinite Collective's appetite for fun & will resonate with the Infinite Collective's paramount need to:

dethrone the serious
celebrate playfulness
& move ambitiously.

It's time to reject regular. Quest is Ready.

