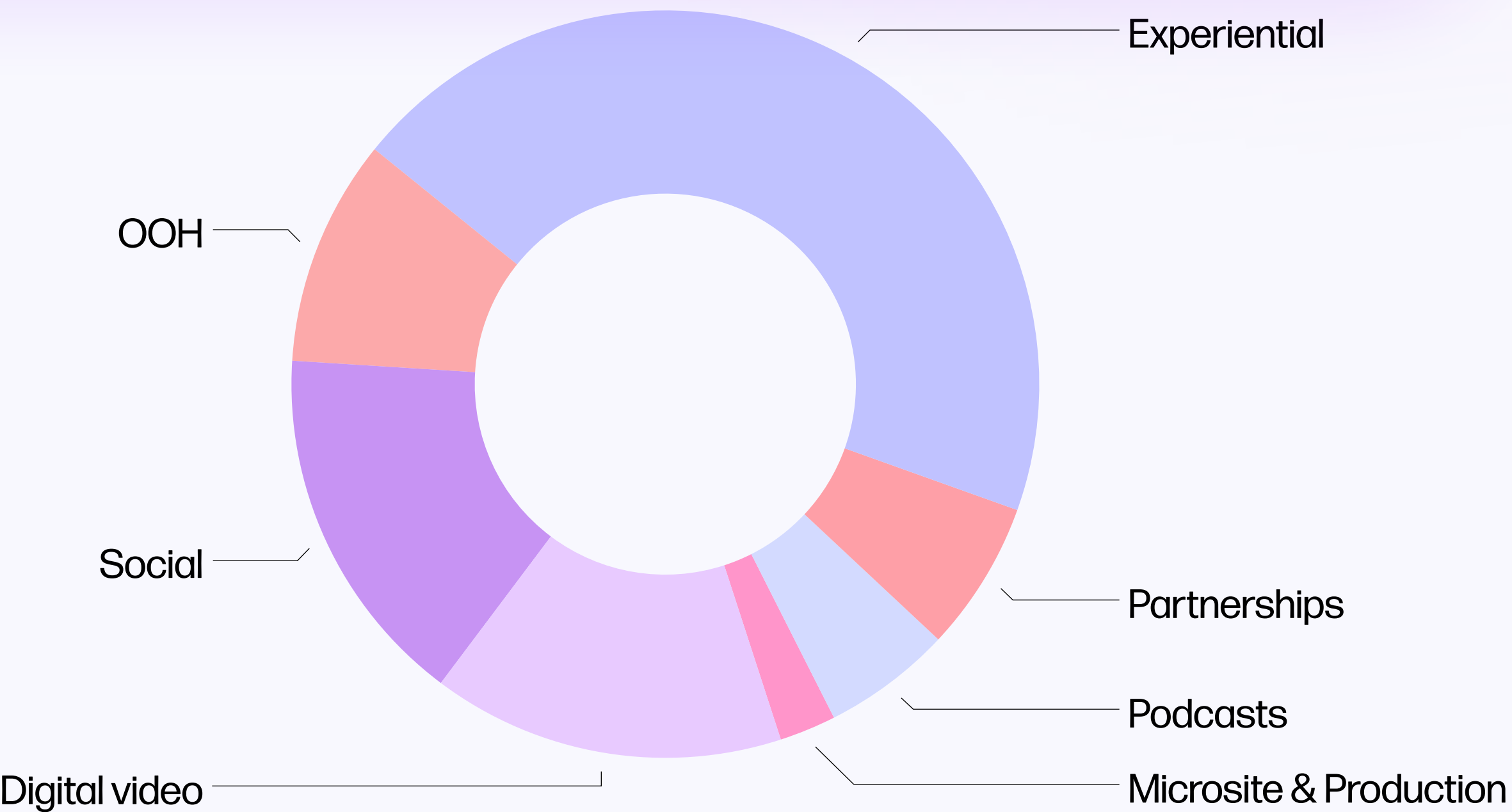
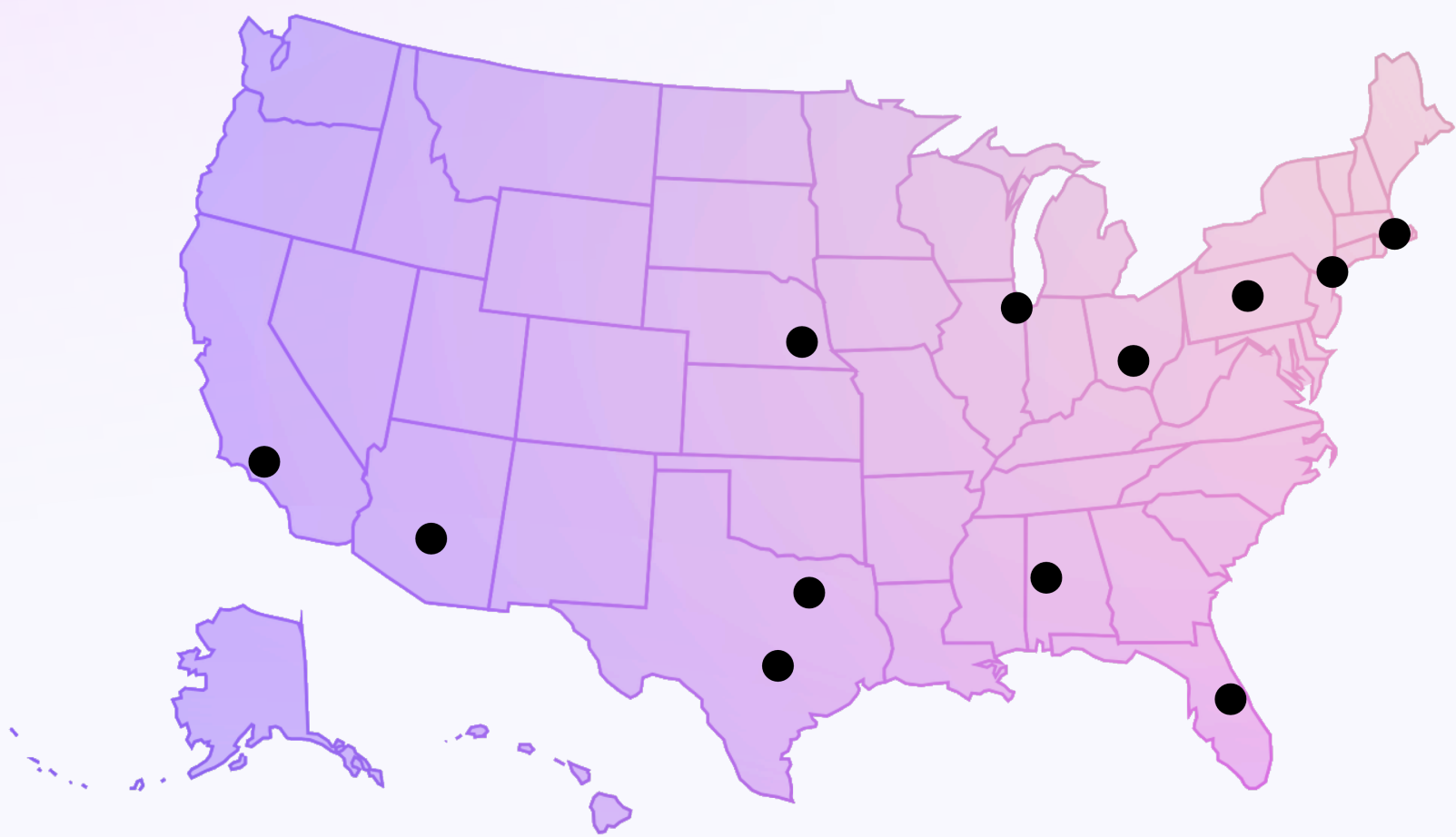


The Reject Regular campaign will have an effective frequency range of 16 based on Joseph Ostrow's model. Excessive advertising frequency for new technology is common & the campaign will follow this trend.



Experiential executions take up the largest percentage of the campaign budget. Social media is our second largest category with executions living on the target's choice platforms: Snapchat, Instagram, Twitter & TikTok. Online video on our target's most used mediums will drive a newfound perception of Quest 2 with our preroll video & clips from The Quest of Both Worlds featured on YouTube. Our dual approach of creating in-person & virtual experiences will peak the interest of our target audience & create a realm of discovery that is truly immersive.



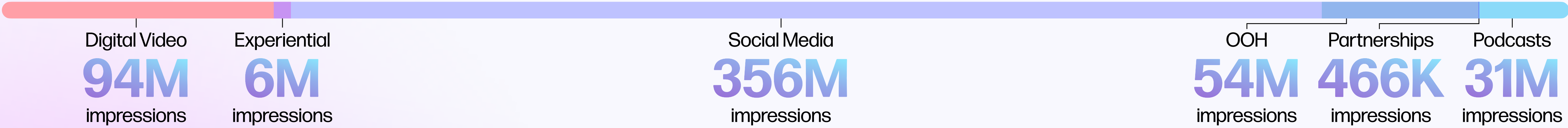
- DMA's**
- New York, New York
 - Chicago, Illinois
 - Dallas, Texas
 - Los Angeles, California
 - Boston, Massachusetts
- College DMA's**
- Austin, Texas
 - University of Texas - Austin
 - Colombus, Ohio
 - Ohio State University
 - Orlando, Florida
 - University of Central Florida
 - State College, Pennsylvania
 - Penn State University
 - Tempe, Arizona
 - Arizona State University
 - Tuscaloosa, Alabama
 - University of Alabama
 - Lincoln, Nebraska
 - University of Nebraska - Lincoln

The Reject Regular campaign targets a mix of high population, urban DMA's & college campuses to effectively reach our target where they attend school and travel home for the holidays.

BRAND PARTNERSHIPS



30,600,000 18-24-year-olds in the United States.



Reject Regular is an experience-centric campaign that utilizes multiple touch points to reach the Infinite Collective. Our campaign plans to upend current brand perceptions of the target audience by invoking curiosity & ascribing a charm to Quest 2.

45% of the budget is allocated towards experiential executions that will captivate our audience in places they don't already associate with Quest 2. Executions are paired with promotions on social media, OOH, & digital video to meet our target on some of their most used platforms.

The Reject Regular campaign, running from September through December, is designed to pulse during the holiday season when new technology is most desired by our target audience. Our media schedule is carefully curated to keep the Infinite Collective continuously surprised, intrigued, & ready for Quest 2.

2.25% of the budget will be set aside for production and price changes.

543M+
paid impressions

240M
earned impressions

783M
total impressions

\$10M
campaign budget

	SEPT.	OCT.	NOV.	DEC.	Cost	Paid Impressions
Digital Video						
Hulu					\$750,000	18,750,000
YouTube					\$550,000	45,730,000
Twitch					\$225,000	30,000,000
Social						
Instagram					\$625,000	144,612,000
TikTok					\$200,000	54,976,500
Snapchat					\$450,000	131,100,000
Twitter					\$300,000	26,100,000
Out-Of-Home						
Avatar Digital Displays					\$42,000	6,226,752
Digital Billboards					\$750,000	36,585,365
Terminal Digital Screens					\$190,000	11,885,776
Experiential						
Qube					\$1,400,000	680,000
Quest Drop					\$140,000	135,220
The Quest of Both Worlds					\$1,725,000	5,200,000
Quest Drive-Thru					\$860,000	68,568
Crime Junkie					\$240,000	18,600
VR Crime Scene						
Partnerships						
Quest Full Circle					\$350,000	380,684
Studio Time (Outreach)					\$300,000	86,240
Podcast						
Crime Junkie					\$558,000	31,000,000
Microsite					\$20,000	
					Production: \$225,000	
					Total: \$10,000,000	543,535,705