

#JOINTHE META MOVEMENT

MAY 2022

THE NEW WAVE AGENCY

Caitlin Dawley, Grace Sablich, Kaitlyn Reilly, Lauren Malenchini

 **Meta 2
Quest**

EXECUTIVE SUMMARY

Ever wish you could just close your eyes and be somewhere else? Meta Quest's VR Headsets are designed to allow you to do just that. The virtual reality headset's transformative technology takes users to an immersive new reality in the digital landscape- the Metaverse.

With hundreds of VR universes to explore, the Metaverse has a community for everyone. Our challenge at hand is to overcome the misunderstanding that the virtual reality space is an isolating space, which we aim to overcome by introducing them to the limitless possibilities that lie within the diverse virtual reality communities in the Metaverse.

The Meta Movement campaign (Sep. 2022- Feb. 2023) is designed to introduce Meta Quest's VR Headsets as the leader in adaptive VR technology with a range of capabilities designed to go beyond a consumer's every need in the virtual space.

In this era of digital transformation, our target market needs a solid understanding of why they need to be spending more time in an unfamiliar digital space. The integration of VR into everyday life in order to create a virtual community for everyone is the focal point of our messaging. Whether it's gaming, fitness, entertainment, thrill seeking, or business oriented, our campaign is designed to attract our target to the diverse uses and capabilities of virtual reality and will encourage them to find their community in the Metaverse.

Be a leader in the virtual community, **Join the Meta Movement.**



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CAMPAIGN OBJECTIVES

Our main objectives are to increase brand awareness and recognition and to drive sales in the US market. We've created target solutions to benefit our target market. Those include:

Find Your Community: It can be difficult to find people who share your hobbies, passions and interests in the real world. We will prove Meta Quest 2 has a community for everyone.

Escape From Reality: Our target market live busy, stressful, demanding days. We will show how Meta Quest 2 can be a temporary distraction from reality.

A Message That Motivates: To capture the attention of our audience, we have crafted an action-oriented message consistent with Meta Quest's brand that will be promoted through relevant platforms throughout the campaign.

BRAND HISTORY

- Meta Quest, originally Oculus Quest, was founded by VR enthusiast Palmer Luckey in 2009.
- VR is on the track to change the way a consumer interacts with content which is exactly why Mark Zuckerberg, head of Facebook, bought Luckey's Oculus in 2014 for \$2 billion (Goled, 2021).
- Zuckerberg re-branded the new corporate name of Facebook to Meta which includes all of Facebook's other application services including changing the name of Oculus Quest to Meta Quest (Clark, 2014).
- The new name was to reflect how Facebook and its subsidiaries are paving the way for how consumers interact with media and tech in our digitized future.

MARKET INSIGHTS

- Meta Quest 2 competes in the Virtual Reality, Augmented Reality and Mixed Reality market, which is forecasted to reach \$30.7 billion U.S. dollars in 2021, and by 2024 will be close to \$300 billion U.S. dollars (Alsop, 2021a).
- Data insight from developers report that Meta has sold over 10 million Oculus Quest 2 headsets, which provides the best benchmark yet for sales since its launch in October of 2020 (Gartenberg, 2021).
- The Virtual Reality market is growing at an increasingly fast pace. The VR market size is projected to increase from less than five billion dollars in 2021, to more than 12 billion dollars in 2024, with Meta Quest 2 currently leading the way, (Alsop, 2020).
- The Virtual Reality gaming market is separated into seven gamer segments: Dedicated Gamer, Play-to-Win Gamer, Steady Gamer, Participant Parent, Story Seeker, Bench Player and Time Passer (Shahla and Bigham, 2020).
- Research has identified that experienced gamers are the most likely to purchase a VR headset, which has helped to define our campaign's target market.

COMPETITIVE RESEARCH

- With virtual reality technology on the rise, Meta Quest has been one of the most well-known names in this competitive industry. According to PCMag, the best VR headsets are Oculus Quest 2 (\$299.00), Sony PlayStation VR (\$499.00), Valve Index VR Kit (\$1,699.99), HTC Vive Pro 2 (\$1,399.00), HTC VIVE Cosmos (\$649.99) (Greenwald, 2022). At the moment, Meta Quest 2 remains the VR market leader because of its affordability and ease of use (Lynch, Pino, 2022).
- The Meta Quest 2 VR headset competes against virtual fitness platforms. Meta Quest 2's main virtual exercise competitors are Peloton, Hydrow, Tonal, and Lululemon mirror, but Meta Quest 2 allows for an interactive workout at a lower cost than its competitors.



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STRENGTHS

- Many consumers genuinely enjoy the Meta Quest product
- Meta Quest tends to be a cheaper VR option in comparison to their competitors
- Variety of games available for the headset that can appeal to various demographics, psychographics, and overall target markets.
- Multiple uses for the device, to appeal to a larger consumer market
- Wireless device, no need for any other tech accessories to use Meta Quest products

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WEAKNESSES

- Meta Quest's rebrand from Oculus is not a popular decision among consumers. Many users have formed connections with the original branding and don't understand the need for the change
- Association of Meta Quest with tech giant Facebook (Meta) brings upon a negative connotation to the ways VR will be utilized in the future
- Social media strategy is inconsistent among platforms and needs work to increase brand awareness of product
- Lack of awareness around the extent of product offerings

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OPPORTUNITIES

- Develop a TikTok-specific social content strategy to reach an untapped demographic
- Partner with influencers to demonstrate product and brand awareness
- Make Instagram content more relatable and interactive
- Fully integrate the rebrand of Oculus and Meta Quest on all platforms to avoid confusion
- Highlight the fitness opportunities of Meta Quest to reach secondary market
- Technological advances could put Meta Quest to use in professional settings

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THREATS

- Lack of acceptance of the rebrand. Many articles are still calling it Oculus. It is also confusing that Meta Quest's website is under oculus.com
- No explanation of product or brand on social media to help customers to understand the product
- No content posted on Tiktok, which is one of the most popular social platforms for both target markets
- Misconceptions about product use and offerings
- Not incorporating VR in other markets/reaching new audiences could impact Meta Quest's success

TARGET MARKET



PRIMARY MARKET

- 18-35 Year Olds
- Live in the US
- Both Genders, But Skews Male
- Average-Above Average Incomes
- Digital Natives
- Technologically Advanced
- Twitter Ideal Social Media
- Interested in Gaming
- Creative, Introverted, Passionate, Intelligent, and Curious
- Values a sense of community

Our agency decided on our main target market because gaming is the primary function of Meta Quest. Much of the communications and advertising the brand releases are correlated to video games. Once we discovered the interests of our main demographic we spent time researching gamers in the US. Our age range was chosen because 38% of US gamers are between 18-35 years old. Additionally 34 years old is the average age of gamers. Although our campaign will target both genders, the male demographic is currently more viable. Men are 3X more likely to purchase a game than women are. We also figured out that the market must be technologically advanced since they spend a lot of time using various tech equipment.

SECONDARY MARKET

- 25-45 Year Olds
- Both genders, but skews female
- Middle/Upper-middle Class, spends money on leisure/fitness
- Utilizes Facebook and Instagram
- Interested in Health and Wellness
- Prioritizes Convenience
- Balancing busy schedules
- Limited free time
- Career focused

We decided on a secondary market consisting of consumers who utilize Meta Quest for health and wellness purposes. Current communication and copy on Meta Quest's website encourage users to explore VR fitness and workout for its unique, one-of-a-kind features. Based on our market research, there are roughly 67,312,000 employed Americans aged 25-45, and 42% of them are working from home. This shift to working at home has caused the majority of Americans to find ways to stay active in the comfort of their own home and get creative with their free time. A convenient and effective workout program designed to meet their every health and fitness need is crucial to our secondary market.



#JOINTHE META MOVEMENT

Our action-oriented slogan will embody the mission of our campaign, and will effectively communicate to our target that Meta Quest 2 VR headsets take users beyond the constraints of reality. With limitless opportunities and hundreds of virtual universes to explore, Meta Quest 2 is the go-to community space for everyone.



LIVING ON A TIGHT SCHEDULE

Our target lives busy lifestyles on tight schedules. By showing them that they can escape from reality, and transport to a new universe with one simple device, we eliminate the notion that Meta Quest 2 is just another digital space to waste time in. We encourage them to think of Meta Quest 2 as a positive escape from reality, offering an abundance of opportunities and communities that allow them to create a new way of life in the Metaverse.



DIGITALLY ACCLIMATED

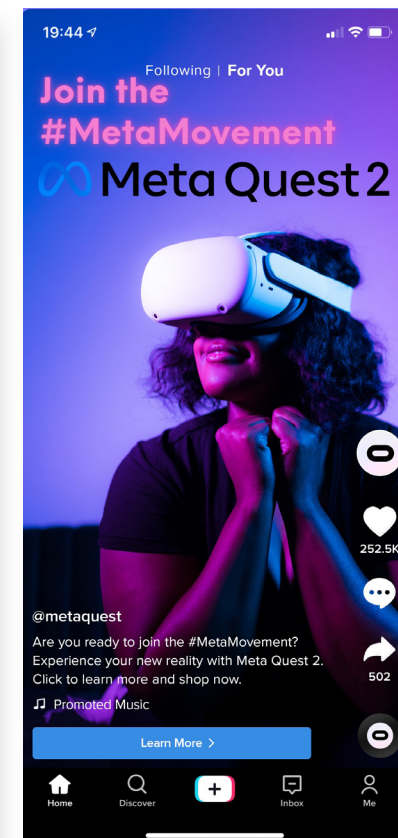
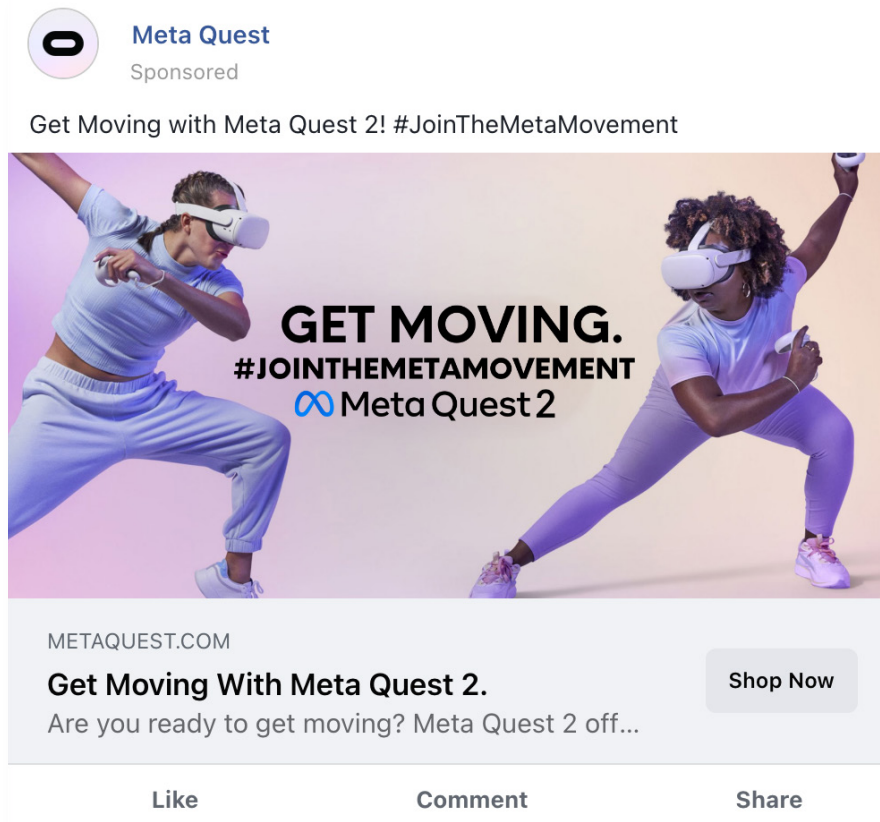
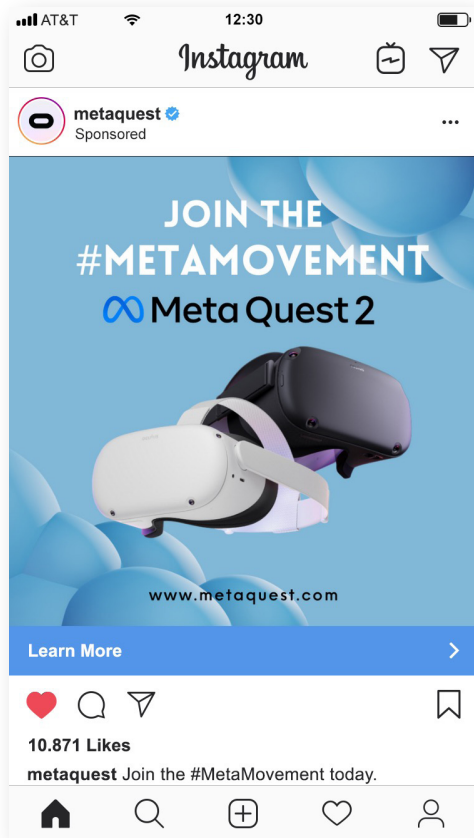
These people are digital natives, they're fluent with technology and take a modernist approach towards their lifestyles. Virtual reality is the next phase of innovative technology that is transcending our society into the future. We want to grasp the attention of these individuals and encourage them to experiment with the ways virtual reality can be applied in everyday life.



COMMUNITY ORIENTATED

We want to show that virtual reality does not have to be an isolating activity. Our target markets value finding ways to connect with like-minded communities, and building connections through shared interests, hobbies, and passions. The original role of virtual reality no longer exists as it begins to infiltrate into new markets. By redefining the traditional usage of Meta Quest's VR headsets, we are expanding our audience with the clear message that anyone can find a community in the Metaverse.

PAID AND ORGANIC SOCIAL POSTS



Facebook



Tik Tok



Twitter



Instagram

Paid social media content will be posted throughout the campaign on Instagram, Facebook, Twitter, and Tiktok. The imagery used in the paid social content matches the theme of the Meta Movement Campaign and the Meta Quest brand consistently.

RATIONALE:

- TikTok is the fastest-growing social network with a staggering **105%** user growth rate in the US over the past two years (Barnhart, 2022)
- **44%** of users shop for products on Instagram weekly
- **55.6%** of Twitter users fall between 18-34 years old

Organic content will also be posted throughout the duration of the campaign. We plan to make the organic content more interactive and engaging by using Instagram story assets, hashtags, and challenges.

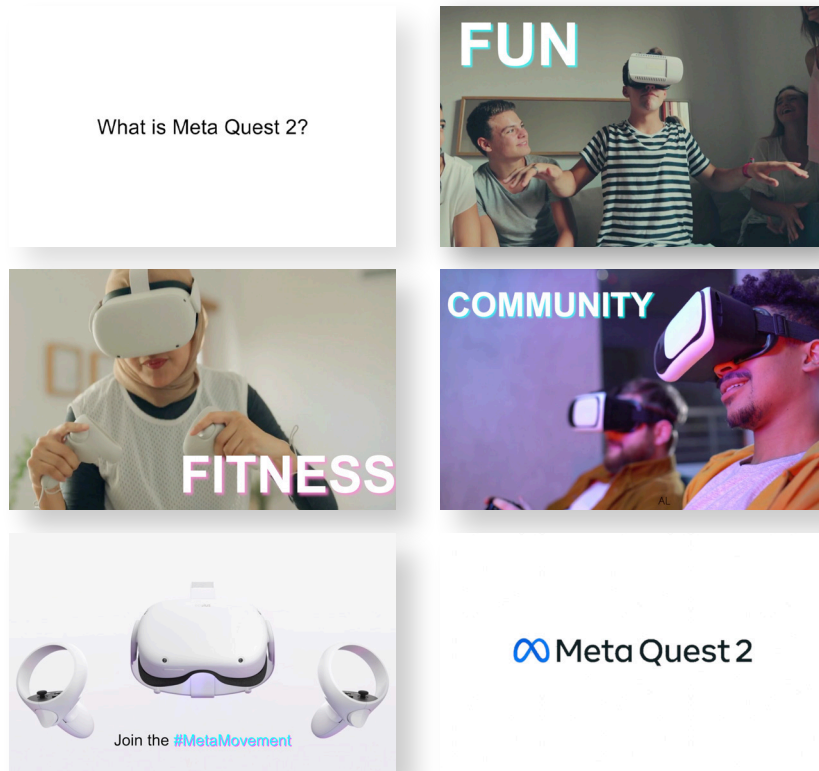
RATIONALE:

- Organic posts are relatively cheap to produce.
- The main platforms are primarily used by our target markets, therefore they will obtain a large number of impressions, drive traffic to Meta Quest's social media profiles, and increase brand awareness overall.

VIDEO AD

The 30-second ad spot titled “Defining MetaQuest” shows our target audiences what Meta Quest 2 is all about. Imagery showing Meta Quest 2 in action with defining characteristics gives the audience a look into all that Meta Quest 2 can offer.

The ad will be featured throughout the duration of the campaign on three television channels, as well as on the digital platforms Youtube and Twitch.




RATIONALE:

- 34.7% of Youtube users fall within our target market, and 40% of Twitch users do as well (Statista Research, 2020)

BANNER ADS





Banner ads will be displayed on popular websites including Steam, IMDB, WomensHealthMag, and BuzzFeed. The banners are intended to drive traffic to the Meta Quest 2 website and social channels.

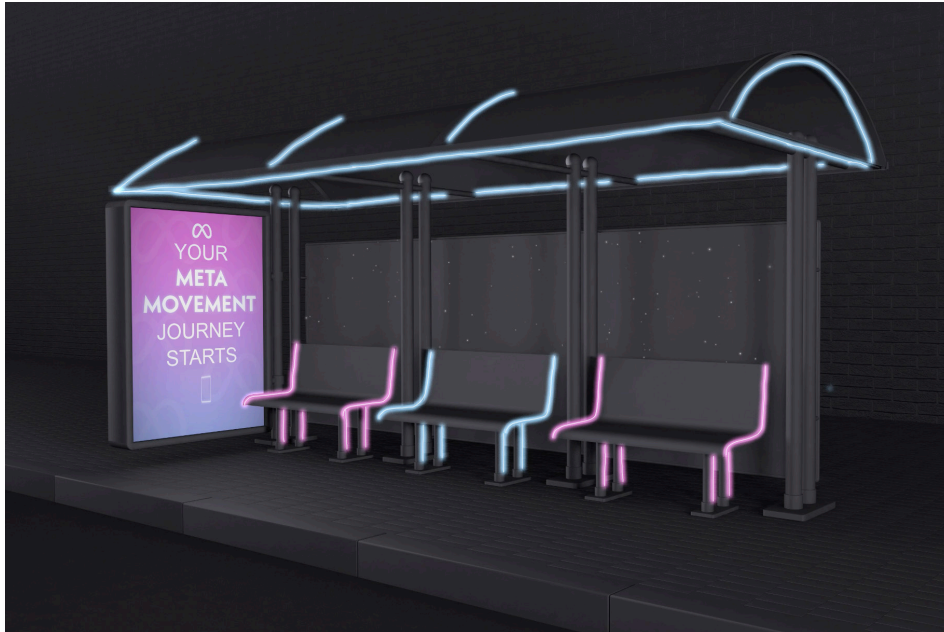
RATIONALE:

- Our target market includes digital natives that spend a lot of their time on websites





BUS STOP TAKEOVER



We will have interactive bus stop ads at specifically chosen locations. These ads will operate on a touch screen where the consumer can create their “perfect quest bundle.” In this bundle they will select a custom headset, game, and accessory package. They can then scan a QR code that will let them purchase their bundle. If they order through the QR code they will be offered discounts.

RATIONALE:

- These ads will encourage people to actively interact with the brand / the products
- It will drive sales with custom exclusive offers

Locations: Cities: Austin; Boston, Chicago, Seattle, Denver, Orlando, Charlotte

These locations were chosen because they are cities with growing millennial demographics

3D BILLBOARD



We will be placing 3D billboards at 7 chosen locations. These billboards will encourage people to join the Metaverse. They will demonstrate a user actively using the products and thereby being elevated from the standard 2D world.

RATIONALE:

- The 3D element of the billboard will help it stand out amongst surrounding ads
- VR is about immersion and the 3D illusion will replicate this effect, thereby providing an accurate experience of the brand

COLLABORATIONS 7.07 M IMPRESSIONS

GYM SHARK COLLAB



Meta Quest 2 and Gymshark will partner together to launch a line of workout gear promoting the concept of moving together and reaching your goals with the support of the community around you- virtual or in real life. The line will be called the Community Collective.

RATIONALE:

- The merchandise will unite the fitness, Gymshark, and VR community
- Presents Meta Quest 2 as an up-and-coming fitness resource

INFLUENCER COLLABS

MR. BEAST



Mr. Beast will be the guest of honor at the Meta Movement Experience in LA.

RATIONALE:

- Mr. Beast's channel is in the top 3 channels in YouTube's entertainment category with a **70%** audience retention rate (Strange, 2020)

MARKIPLIER



Markiplier will make 3 appearances in each city at the VR Arcade events.

RATIONALE:

- Markiplier's channel is the **#1** most popular gaming channel on YouTube for American-Based creators (Clement, 2022)

ZHC



Meta Quest 2 will sponsor two YouTube videos, where ZHC customizes a Meta Quest 2 headset for a giveaway.

RATIONALE:

- ZHC's videos average **100M** views a month, and **77%** of YouTube users are Gen Z and Millennials (Gahan, 2021)

GYMSHARK AMBASSADORS

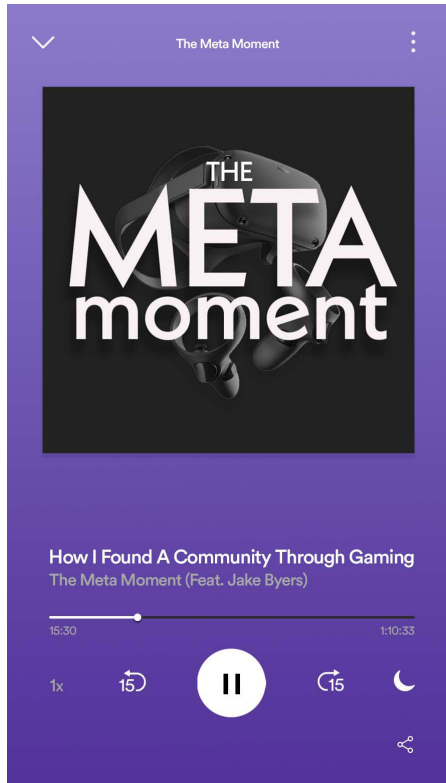


The GymShark couple will receive merch will provide a unique promo code for discounts on select merchandise.

RATIONALE:

- **72%** of customer's trust a business more if it has been recommended by an influencer they follow (Mosher, 2019)

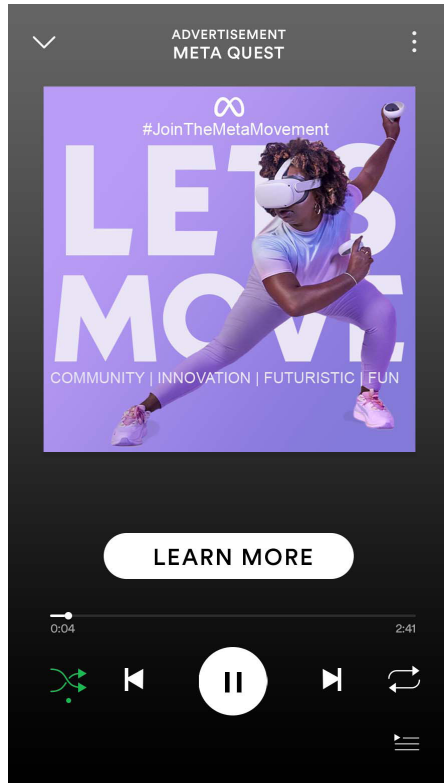
SPOTIFY TACTICS



Weekly, macro-influencers will share insight on their experience using Meta Quest 2 and the community they have found through their journey.

RATIONALE:

- Forecasts suggest podcast listeners numbers will surpass **160 million** in 2023 (Aslam, 2022)
- By podcasting we can communicate with the rapidly growing consumer audience



We will put out 10 second ad spots on Spotify which will play on the free version of the app in between songs and podcasts.

RATIONALE:

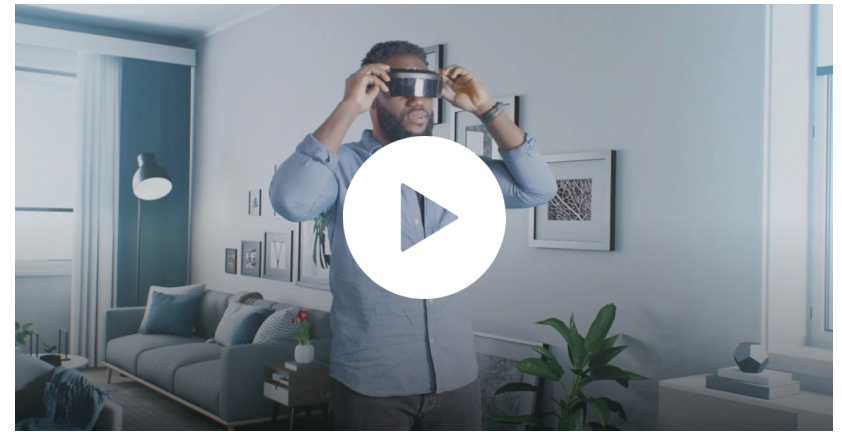
- **55%** of Spotify users are individuals between the ages of **18-34** (Götting, 2022)
- We can microtarget to specifically show our ads to users who listen to podcasts about gaming, fitness, entertainment, and community

SUPERBOWL AD

The 30-second ad spot titled “Reality Can Be Rough” is a more comical advertisement that will be featured during the 2023 Super Bowl. It depicts clips of people experiencing struggles in everyday life and how consumers can “escape reality” by using Meta Quest 2.

RATIONALE:

- The Superbowl drew **96 million** watchers in 2021, which makes it an ideal ad spot for gaining awareness about the re-brand (Citation)

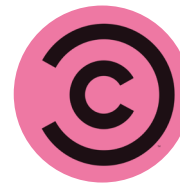


TELEVISION AD

The Ad featured in the storyboard earlier will also be shown on Comedy Central, NBC, and ESPN throughout the campaign.

RATIONALE:

- **47.9%** of Comedy Central viewers are 18-29 years old (Kunst, 2020)
- NBC is the **second most watched** TV network for adults between the ages of 19-29 in 2020 (Stoll, 2021)
- **35.7%** of ESPN viewers are 18-29 years old (Kunst, 2020)



Comedy Central





NBC



ESPN

META MOVEMENT EXPERIENCE

This event will take place on January 14th, 2023 in two locations across the United States: Los Angeles, CA (OUE Skyspace) and Boston, MA (State Room). At this event there will be 50 Meta Quest 2 headsets available for attendees to try on. There will also be a screen so that attendees at both parties can virtually see what is going on at the other location in real time.

BOSTON EVENT		LOS ANGELES EVENT	
			
STATE ROOM, BOSTON, MA January 14th, 6pm-10pm EST		QUE SPACE, LOS ANGELES, CA January 14th 3pm-7pm PST	
250 Guests		200 Guests	
Dinner and Open Bar		Dinner and Open Bar	
60 Paid Influencers		50 Paid Influencers	
30 Macro	30 Micro	25 Macro	25 Micro
Bostonian Hotel	Flights Paid For	Hilton Hotel	Flights Paid For
Featured Guests		Featured Guest	
Mark Zuckerberg	Mr. Beast	Palmer Lucky	

RATIONALE:

- Set a positive tone for the beginning of 2023 while helping raise customer loyalty
- Provide clarity about the re-brand to avid-consumers
- Demonstrate that VR does not have to be an isolating activity

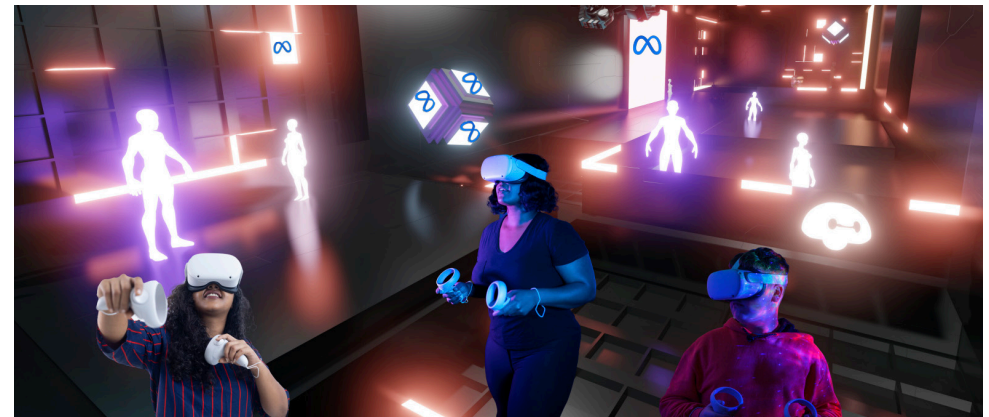
VR ARCADES

Meta Quest will host 3 VR arcade pop-ups, providing guests with a fully immersive virtual reality experience including an escape room, a VR laser tag experience, and a free roam area for players to experience the 60+ games and universes available on the Meta Quest 2 headsets.

The VR arcades will be advertised through geo-targeted social media ads in the surrounding areas of each city, as well as on Meta Quest's social media. The ads will promote the limited-time, out-of-home immersive VR experience, encouraging attendees to explore the many opportunities in the Metaverse community.

RATIONALE:

- Gen Z and millennials account for 71% of the people most likely to visit a VR arcade,
- 77% of users say they want more social interaction from VR (Kari, 2019)



LOCATIONS:

Boston, Chicago, Orlando

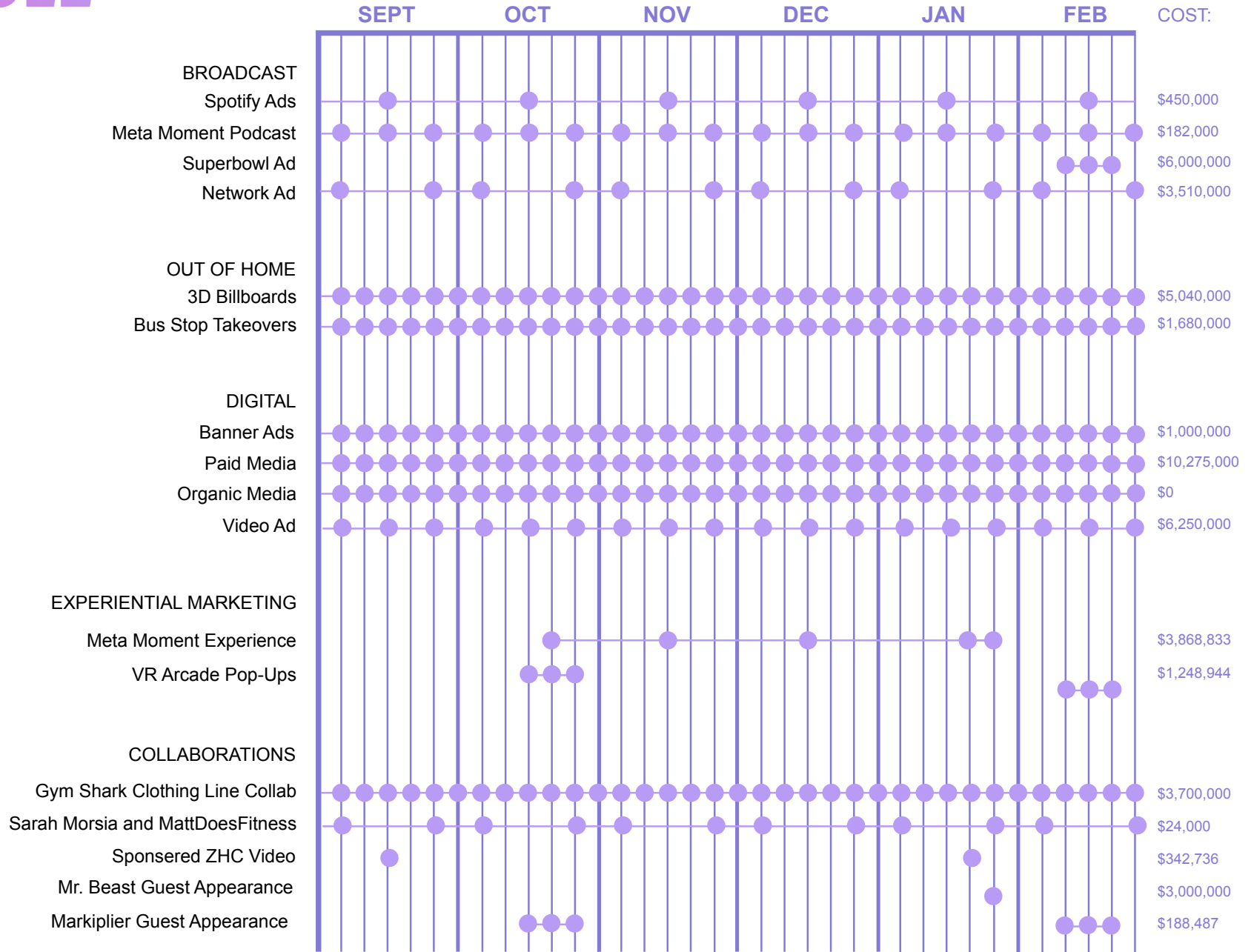
RATIONALE:

- Orlando is ranked in the top 5% of cities with the most gamers (Clement, 2021), Boston is the most highly concentrated city with millennials (McGuinness, 2017), and Chicago was in the **top 5 cities** millennials had moved to in the last two years (Scipioni, 2021)

SCHEDULE

SCHEDULE RATIONALE

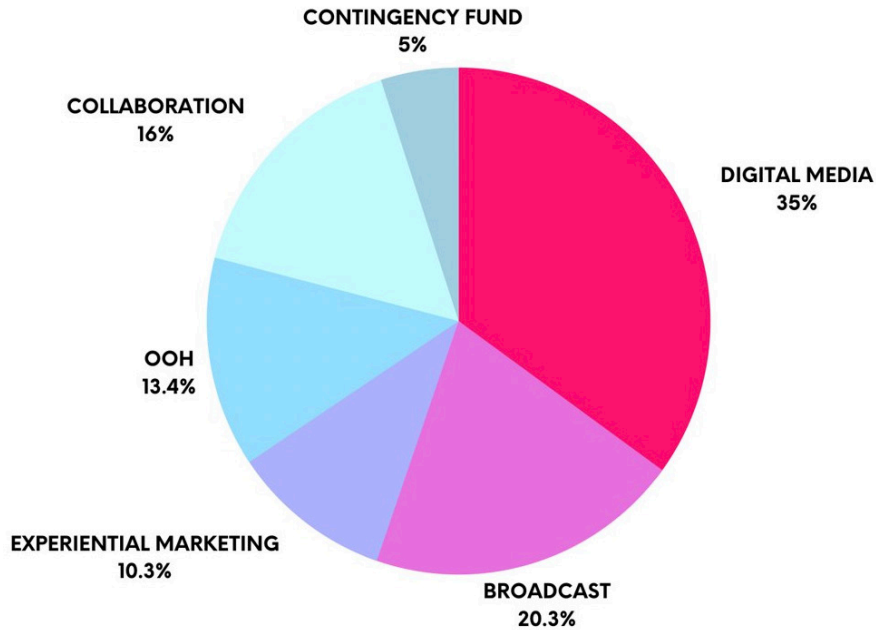
We have created a fully-integrated media campaign for the US market, which will run from September 1, 2022 through February 28th, 2023. We will introduce the campaign in September, and we have allocated a bulk of time and money in our schedule and budget to spend heavily throughout November and December to capitalize on holiday spending, which leads up to our Meta Moment event in January and Super Bowl ad appearance in February which will allow us to maintain momentum and excitement through the end of the campaign. To ensure the maximization of every dollar spent, we have allocated a \$2,500,000 contingency fund which we will utilize to adjust our spend at the end of each month.



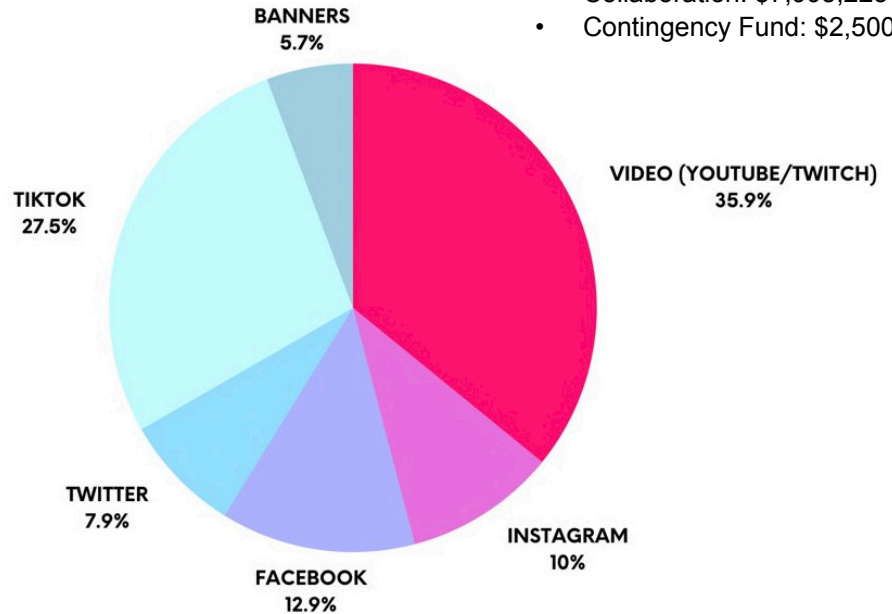
*We will utilize our optimization fund and adjust our spend at the end of each month in the campaign to ensure the maximization of every dollar.

BUDGET

CAMPAIGN SPEND



DIGITAL SPEND



Total Spend: \$50,000,000

- Digital Media: \$17,525,000
- Broadcast: \$10,142,000
- Experiential Marketing: \$5,117,777
- OOH: \$6,720,000
- Collaboration: \$7,995,223
- Contingency Fund: \$2,500,000

EVALUATION

Our six month campaign will be continuously evaluated and adjusted based on the highest performing metrics to ensure the most optimized return on investment. To evaluate the success of the “Join the Meta Movement” campaign, we will measure the performance of each tactic based on its contribution to our key performance indicators: Brand Awareness, Conversions, Attendance and Engagement.

To evaluate each tactic’s success we will monitor online conversations for feedback on events, responses to our national ads, and continuously track impressions, followers, engagement, shares, and conversions by utilizing data collected by Sprout Social, a social media metric analysis platform.

Total Projected Success

- 2,876,128,720 Total Impressions
- 6,320 Event Attendees
- 2,612,512,000 Brand Impressions
- 187,076,320 Engagements Generated
- 36,320 QR Code Downloads
- 870,000,000 Social Media Mentions
- 7,400,363 Online Conversions

CONCLUSION

The campaign addressed a universal misunderstanding about the virtual space: isolation. Given the evolving digital landscape of the tech-heavy era currently at play, it was crucial to accentuate the product features of Meta Quest 2 VR headsets that differentiate it from other gaming systems and digital media landscapes. Throughout our campaign, the team at New Wave Agency has shattered industry misconceptions, introduced new uses, and redefined the community aspect of the virtual world. We have successfully achieved the campaign's objective by communicating a messaging strategy that is community oriented, motivating, and accentuates the product's ability to help consumers escape from reality, in order to increase the number of Meta Quest 2 users among 18-34 year olds from the gaming and entertainment VR market segment, and 25-45 year olds in the health and lifestyle VR market segment using an integrated marketing strategy approach.

Our objectives were achieved by identifying where our two target markets overlap: Community seeking, busy schedules, and digital natives. Marketing to both audiences in one integrated marketing campaign allowed us to provide a comprehensive overview of Meta Quest 2's limitless capabilities.

- We utilized social media platforms popular among our target to keep them constantly engaged with our brand.
- We addressed the misconceptions surrounding our product by crafting community-oriented messaging and showcasing the positive attributes of our product.
- We partnered with highly credible and influential brands and public figures that resonate with our target market to increase their consideration and interest in our product.
- We created unique, one of a kind out of home experiences that allowed users to interact with our brand and product in a way that elevates their user experience.

The "Join the Meta Movement" Campaign captured the attention of advertisers and consumers across the United States. The six month long campaign successfully positioned itself as the leader in adaptive virtual reality by redefining the product's key assets, capabilities and offerings.

The team at the New Wave Agency is ready to welcome you to the limitless opportunities and communities in the Metaverse, so don't wait another minute and #JoinTheMetaMovement.

 **THANK YOU!**