

THE CONVERSATIONS CAMPAIGN

AGENCY 982

∞ Meta Quest 2

aaf[®] national
student
advertising
competition

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THE ASK

Just because technological advancement is possible, doesn't mean it is inevitable. This concept especially applies to society's adoption of new technology. Meta Quest is capable of playing a role in college youth culture, but it is not guaranteed. It must join the right people, in the right conversations, at the right time.

The time is now. Meta Quest has tasked Agency 982 with making Meta Quest 2 a coveted, essential product for college students. The Conversations Campaign will emotionally connect Meta Quest with this audience through their ongoing, relevant conversations. Quest is ready to elevate the shared moments that give life meaning.

CASE BRIEF MANDATORIES¹

- **"Make Meta Quest 2 a coveted, essential product"**
- "Leverage brand tagline 'Quest is Ready'"
- "Increase market penetration with 18-24 year-olds"
- "Include a provocative POV of Meta Quest's role in youth culture"
- "Show how Meta Quest 2 keeps you socially connected & infinitely entertained"
- "Solve brand, product, and category barriers"
- "Hero the headset"

RESEARCH METHODS

20
COPY
TESTS

24
CONCEPT
TESTS

580
SURVEY
RESPONDENTS

40
IN-DEPTH
INTERVIEWS

3
FOCUS
GROUPS

Agency 982 conducted primary and secondary research to fully grasp Meta Quest's current place in college youth culture. Research tactics led to a holistic understanding of the technology and supplies that Gen Z find essential for their college starter pack. Ultimately, Agency 982 sought the most effective way to demonstrate Meta Quest's relevance to college students.

Secondary research explored the VR market landscape and dove deep into its history to understand why Meta Quest 2 has yet to be deemed essential. Virtual reality requires advanced technology to create an immersive experience². Initial development served specialized functions - military training, surgical simulations, and mental health counseling³. Early visionaries dreamed of elevated social connection and infinite entertainment, but lacked the influence to integrate VR into society.

"I'm trying to establish a communication so powerful it goes beyond just sitting and talking together."

-WILLIAM KRUEGER, VIDEOPLACE DEVELOPER⁴

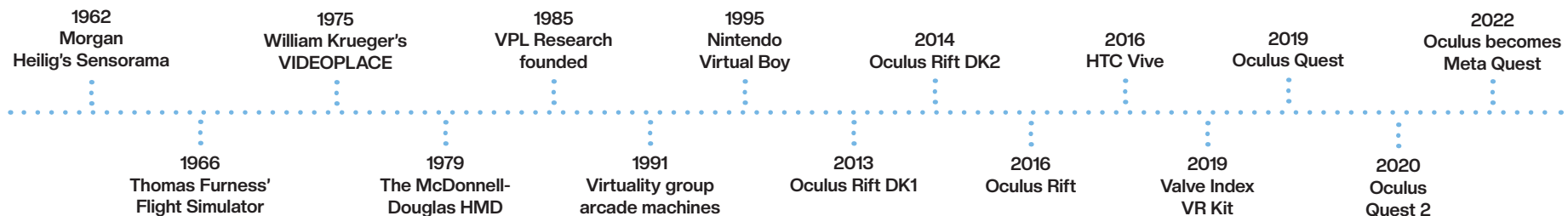
Most forms of social entertainment are Meta Quest 2 competitors, but virtual reality outshines all of them by putting the user fully in the moment. Meta Quest currently has 49.97% of market share⁵. However, the conversation surrounding virtual reality is limited to niche subcultures and hasn't penetrated the mainstream⁶.

"I mean, I think it's cool, but it's not something that I'm super into. I'm just not a very big video games type of person."

-EMILY, 24, INTERVIEW PARTICIPANT

The majority of college students are currently indifferent to conversations surrounding Meta Quest 2. To counter this disinterest, Meta Quest needs to speak their language and enter the spaces where Gen Z chooses to engage.

VR DEVELOPMENTS⁷



Gen Z communicates in likes, tweets, and snaps. Their social media fluency transforms the digital landscape into a place of connection and conversation⁸. In the digital clutter, they search for authenticity and trust, which they primarily find in the following three spheres of influence⁹.

GEN Z SPHERES OF INFLUENCE

DISCOVERY



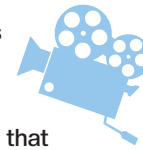
Gen Z curates their identity from a variety of unique and varied representations of self.¹⁰

Nostalgia is a powerful aesthetic for Gen Z because they have a love for discovering new ways to shape cultural pieces from the past.¹¹

ENTERTAINMENT

Gen Z ranks social media, gaming, music, and streaming movies as preferred forms of entertainment.¹²

They are indifferent to traditional entertainment and prioritize digital media that allow for social connection.¹³



PRODUCTIVITY

With the creation of virtual work spaces, Gen Z are more likely to integrate VR into their everyday lives.¹⁴

Gen Z views learning as an opportunity to socialize, both online and in-person.¹⁵



This age of access and connectivity allows Gen Z to curate their identities through hyper-focused conversations within these spheres of influence. Early adopters have embraced virtual reality, but the conversation has yet to influence mainstream college culture.

"I have never had an interest to seek it out for myself but if someone said, 'Hey, try this,' I'd be like, sure."

-ASHLEY, 22, INTERVIEW PARTICIPANT

Beyond initial curiosity, interviewees were apathetic towards Meta Quest 2 because they saw no connection between the product and their social circles.

"82% of Gen Z look to friends and family for advice on products."¹⁶

Gen Z trusts each other exponentially more than they would trust any brand. They use word-of-mouth marketing within their established spheres of influence to decide which products are essential.

TARGET AUDIENCE

Recommending products is one way Gen Z contributes to the digital conversation. They all have a desire to leave their mark on the world and make a meaningful impact in their social circle.⁷ This influence emerges in two types of networks - **deep and wide**.

MEET ZOEY

DEEP SPHERE OF INFLUENCE

Confidence
comes from
sense of identity

Caring,
empathetic, &
values friendships

GUIDES PEOPLE IN ELEVATED CONVERSATIONS

Will want to bring people to experience
Meta Quest 2 together

MEET ZAYN

WIDE SPHERE OF INFLUENCE

Confidence
comes from
life experience

Charismatic,
intuitive, & values
being heard

LEADS PEOPLE TO THE NEXT BIG THING

Will want to explore Meta Quest 2 and
introduce adventures to their circle

Agency 982 will target both of these personas who value self-expression and boldly invite others to identify with them. They shape the digital space through personalized interests, fandoms, and cultures.⁸

If there's a relevant conversation to be had, they start it. If there's a trend they choose to embrace, they share it. They believe in adding value to their spheres of influence, and use their digital toolbox to express themselves and empower others to join the dialogue.

WE CALL THESE
THOUGHT LEADERS

CONVERSATION STARTERS

Conversation Starters aren't yet motivated to introduce Meta Quest 2 into their circles because it doesn't add value to their conversations. They don't find it essential in their own lives, so why would they adopt it as part of their college experience?

Primary research indicates that education alone doesn't motivate college students to purchase Meta Quest 2. Isolated brand interactions are also not enough.

They are searching for something deeper than product features. Behind every headset, there is a user bringing this technology to life.

Meta Quest 2 will only become an essential product for *Conversation Starters* when it harnesses the power of shared human moments. Agency 982 discovered that these intangible moments are what make college so transformative. Students enter as one person and leave as another, carrying with them lifelong friendships, lessons learned, and “remember whens.”

However, without Meta Quest 2,
INTANGIBLES
 are tethered to reality.

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/medə kwest in'tanjeb(ə)ls/

noun

1. Human connections unrestricted by time and space.
2. Unforgettable experiences worth sharing with others.

Through The Conversations Campaign, Agency 982 will position Meta Quest 2 as the coveted, essential technology to create unlimited intangible moments.

BARRIERS

SOLUTIONS

VR conversation remains irrelevant to college students.

Messaging strategy will weave Meta Quest into existing college student conversations.

College students don't identify with Meta Quest.

Executions and promotions will access spheres of influence through *Conversation Starters*.

College students don't find Meta Quest 2 product features essential.

Agency 982 will leverage intangibles held through Meta Quest 2 as essential to the college experience.

THE BIG IDEA

THE CONVERSATIONS CAMPAIGN

Conversation Starters build their relationships through inside jokes on social media, unplanned dance parties, and late night talks with friends. They curate moments like these to create an unforgettable, personalized college journey. What's current with Gen Z is not limited to the present. They take what they've been given and rework it into something entirely new and uniquely theirs. They're taking up space and using their voice; they need a tool to give them the freedom to do anything, anywhere, with anyone.

.....

The time is now. Conversation awaits. Shared reality is here.

QUEST IS READY.

CHASE THE FEELING



QUEST IS READY
Meta Quest 2



FLIP THE SCRIPT



QUEST IS READY
Meta Quest 2



TAKE THE LEAD



QUEST IS READY
Meta Quest 2



Meta Quest 2 is the tool to experience unforgettable moments inspired by the past, present, and future. All executions target Gen Z directly by appealing to their affection for nostalgia while paying homage to modern styles and trends.

Print executions will feature two *Conversation Starters* sharing a dynamic, intangible moment with Meta Quest 2. The users are surrounded by objects reflecting activities possible in the headset. Headlines invite consumers into the conversation. Collage-style visuals parallel the eclectic, curated style of Gen Z.

Video executions present an exaggerated and humorous scenario where Meta Quest 2 is the solution to a college student problem. Retro-style production and audio speak to *Conversation Starters* and their daily challenges while breaking through the clutter with an ownable style.

CASE BRIEF GUARDRAILS²⁰

- “Campaigns lacking a unique insight other than ‘VR puts you in the game’”
- “Executions that are difficult to attribute to Meta Quest”
- “Ideas that play into VR stereotypes”
- “Using large production budgets as a crutch”
- “Executions that work only on TV and ignore brand actions and our owned channels, as well as FB + IG”

MEDIA AND EXPERIENTIAL STRATEGY

Agency 982 identified four key objectives to achieve campaign success:

: CAPTURE : EDUCATE & : ENCOURAGE : INSPIRE SHARED
: ATTENTION : DEMONSTRATE : CO-CREATION : EXPERIENCES

All media selections and campaign experiences will pique interest and invite college students to engage with Meta Quest. Agency 982 will educate participants and help them relate to Meta Quest. Executions and promotional activations will demonstrate exciting activities that align with their passions. *Conversation Starters* are empowered to co-create with Meta Quest after experiencing promotions and executions that incite conversation.²¹ Ultimately, The Conversations Campaign will inspire shared moments that can only be facilitated through Meta Quest 2.

The campaign will emphasize promotional activations and get headsets into the hands of *Conversation Starters*. Giving college students an intangible experience with the product guarantees conversations.²² Meta Quest 2 will show up on campuses and in communities in crazy cool ways that keep college students talking.

Agency 982 selected the following 25 spot markets based on areas with multiple colleges and a high 18-24 year old population.²³ All cities have nearby suburbs providing extended advertising exposure during academic breaks.²⁴

WEST

- Salt Lake City, UT
- Los Angeles, CA
- Denver, CO
- Seattle, WA
- Tucson, AR
- Portland, OR
- Sacramento, CA

MIDWEST

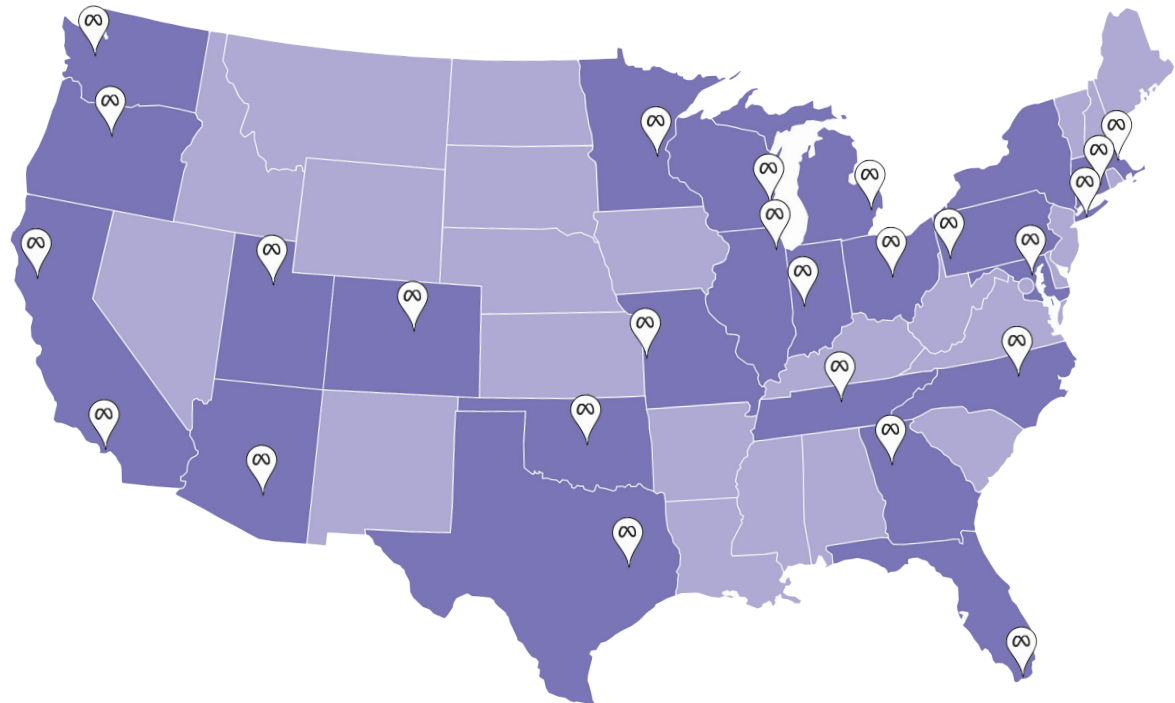
- Columbus, OH
- Milwaukee, WI
- Minneapolis, MN
- Chicago, IL
- Indianapolis, IN
- Detroit, MI
- Kansas City, MO

SOUTH

- Austin, TX
- Nashville, TN
- Miami, FL
- Atlanta, GA
- Oklahoma City, OK
- Raleigh-Durham, NC

NORTHEAST

- Boston, MA
- Philadelphia, PA
- New York City, NY
- Baltimore, MD
- New Haven, CT



CHANNEL AND CONTENT STRATEGY

Agency 982 will use a mix of social, streaming, and out of home advertising to reach *Conversation Starters* effectively and efficiently during the campaign.

Social media is the dominant platform for *Conversation Starters* to access, curate, & circulate content.



59% [of 18-24 yr olds] use social media three or more hours a day.²⁵

80% of Gen Z consults social media before making a purchasing decision.²⁶

Streaming platforms host content college students are eager to engage with and talk about.



44% of Gen Z stream three or more hours of video content every day.²⁷

"Even when Gen Z watches Netflix, they have their phones out. They are constantly bouncing between different screens."²⁸

Out of home media breaks through the clutter and provokes shareable content.

84% of Gen Z pay attention to outdoor placements.²⁹

91% of Gen Z reshare OOH ads on social.³⁰

Agency 982 will align Gen Z subcultures with Meta Quest 2 features by strategically recruiting influencers from categories that resonate with college student conversations.



COURTNEY ARRACINO
FITNESS
TIKTOK: 3 MILLION



CRIME JUNKIE
PODCAST
SPOTIFY: 500 MILLION
DOWNLOADS



JULIAN GREEN
FILM
TIKTOK: 3 MILLION



MADELINE AFORD
FASHION
TIKTOK: 2 MILLION



YES THEORY
TRAVEL
YOUTUBE: 7.3 MILLION



SAVANNAH JENNINGS
ART
TIKTOK: 7.4 MILLION



JO ANDO
FASHION
TIKTOK: 1.9 MILLION



THE HOCKEY BOYS
SPORTS
TIKTOK: 1 MILLION



ALI KABBANI
GAMING
TWITCH: 7.4 MILLION



LILY PICHU
MUSIC
YOUTUBE: 2.9 MILLION

"50% of Gen Z say they trust influencer recommendations."³¹

"70% of Gen Z have made a purchase based on influencer content."³²

76% of Gen Z follow at least one influencer on social media and 45% follow over 10.³³

CHANNEL AND CONTENT STRATEGY

Agency 982 will implement strategic experiential activations to drive further engagement with *Conversation Starters* in spot markets and beyond. Brand partnerships were selected for collaborative content due to their strong relevance among the target audience.

NEW HORIZONS KIOSK

To kick off the campaign, kiosks on college campuses will give students a live glimpse into the metaverse. 80% of Gen Z indicate special promotions make them more loyal to a brand.³⁴

DANCE CENTRAL STAGE

Local bars will get into the groove hosting Meta Quest dance experiences. 70% of Gen Z enjoy going to bars that are different, unique or interesting, while 64% are more likely to visit a bar for the experience.³⁵

COLLABORATION STATION

Students will reach the next level of productivity with Meta Quest when they reserve these study pods in campus libraries. Over 55% of Gen Z believe technology allows them to be more productive.³⁶

SPOT THE DIFFERENCE CHALLENGE

In the final month of the campaign, daily spot the difference collages on social media will reward the audience for their engagement with Meta Quest. 86% of Gen Z respondents look for exclusives and promotions including giveaways and contests.⁴⁰

GAMEDAY MOMENTS WITH META

Double decker Meta Quest buses will appear at college football games to create and capture moments worth talking about. Football is the most popular sport among Gen Z sports fans.³⁷

LET'S SHARE CSR

On October 10th, Mental Health Day, Meta Quest will make donations and start conversations to destigmatize mental health issues. 62% of Gen Z share promotions with friends to suggest that they also take part.³⁸

DRIVE-IN WITH BIG SCREEN

Meta Quest will appeal to Gen Z's love for nostalgia by bringing them a drive-in experience. 66% of Gen Z adults said they would be interested in going to a drive-in movie.³⁹

BRAND PARTNERSHIPS



STAY TUNED...

The Conversations Campaign makes Meta Quest 2 an essential part of college student trends, chats, and happenings. In our pitch, a few Zoeys and Zayns will show you why they need the headset to create the intangibles they crave for their college experience. They'll give you the rundown on our media placements and WOM worthy promotions. Let us take you to the drive-in, capture special moments in time, and invite you into a world of our creation. This may be the last page of the plans book, but it's the start of a never-ending story. So, grab your popcorn and Sweet Baby Ray's, because we're going to give you something to talk about.

MEDIA SCHEDULE & BUDGET

AGENCY 982

SOCIAL

	September	October	November	December	Impressions	Total Spending	% of Budget
Facebook	\$24,000	\$18,000	\$21,000	\$27,000	12,515,000	\$90,000	0.90%
Twitter	\$88,000	\$66,000	\$77,000	\$99,000	98,506,000	\$330,000	3.30%
Instagram	\$48,000	\$36,000	\$42,000	\$54,000	26,866,000	\$180,000	1.80%
YouTube	\$104,000	\$78,000	\$91,000	\$117,000	52,000,000	\$390,000	3.90%
Snapchat	\$56,000	\$42,000	\$49,000	\$63,000	41,998,000	\$210,000	2.10%
TikTok	\$104,000	\$78,000	\$91,000	\$117,000	39,000,000	\$390,000	3.90%
Tinder	\$24,000	\$18,000	\$21,000	\$27,000	9,000,000	\$90,000	0.90%
Influencers	\$119,316	\$119,316	\$142,673.50	\$116,618	50,767,751	\$497,923.50	4.98%

DIGITAL

Spotify	\$40,000	\$30,000	\$35,000	\$45,000	5,455,000	\$150,000	1.50%
Hulu	\$24,000	\$18,000	\$21,000	\$27,000	3,600,000	\$90,000	0.90%
Twitch	\$80,000	\$60,000	\$70,000	\$90,000	50,000,000	\$300,000	3.00%
Microsite	\$11,250	\$11,250	\$11,250	\$11,250	44,747,634	\$45,000	0.45%
SEO	\$15,000	\$15,000	\$15,000	\$15,000	1,720,000	\$60,000	0.60%
Keywords	\$9,500	\$9,500	\$9,500	\$9,500	4,000,000	\$38,000	0.38%

OUT-OF-HOME

Billboards	\$18,750	\$18,750	\$18,750	\$18,750	10,476,000	\$75,000	0.75%
Conversation Stops	\$165,517.23	\$40,517.23	\$50,646.54	\$40,517.23	2,631,750	\$297,198.23	2.97%
Retail Marketing			\$61,275	\$61,275	5,184,330	\$122,550	1.23%

PROMOTIONS

New Horizons Kiosk	\$1,200,124.50				39,263,590	\$1,200,124.50	12.00%
Gameday Moments with Meta	\$550,242.86	\$239,078.80	\$268,963.64		62,257,150	\$1,058,285.31	10.58%
Drive-In with Big Screen	\$1,205,053.30	\$170,982	\$142,485	\$170,982	38,575,725	\$1,689,502.30	16.90%
Dance Central Stage	\$212,712.50	\$92,990	\$92,990	\$139,485	5,177,000	\$538,177.50	5.38%
Collaboration Station		\$454,490			18,335,508	\$454,490	4.54%
Let's Share CSR		\$500,000			75,000,000	\$500,000	5.00%
Spot the Difference				\$255,000	38,059,702	\$255,000	2.55%

FEES

Production						\$240,000	2.40%
Staffing						\$400,000	4.00%
Contingency						\$308,748.66	3.09%

CAMPAIGN TOTALS	\$4,099,466	\$2,115,874	\$1,331,534	\$1,504,377	735,136,140	\$10,000,000	100.00%
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BUDGET
BREAKDOWN

Social Media 21.78%	Digital Media 6.83%	Out-Of-Home 4.95%	Promotions 56.96%	Fees 9.49%
\$2,177,923.50	\$683,000.00	\$494,748.23	\$5,695,579.61	\$948,748.66

Agency 982 will use Key Performance Indicators to measure the effectiveness of *The Conversations Campaign* through the lens of our four objectives. To quantify campaign success, we will use measurements from promotional events as well as social and digital media. Agency 982 will utilize the contingency budget to adjust monthly spending to maximize brand visibility and the amount of people in the headsets.

KEY PERFORMANCE INDICATORS

CAPTURE ATTENTION	EDUCATE & DEMONSTRATE	ENCOURAGE CO-CREATION	INSPIRE SHARED EXPERIENCES
Meta Quest Instagram Follower Increase	Collaboration Station Reservations on Microsite	CSR Post Shares	Participants in Spot The Difference Challenges and Finale
Coffee Cups Sold	Meta Quest Account Creations	Engagement (likes, shares, comments) on Influencer Posts	Drive-In Tickets Reserved on the Microsite
Talkwalker Social Media listening	HubSpot Service Hub	Number of Posts about Spot the Difference	Quests Sold (online and in-store)
Number of likes on Ads	Meta Quest Microsite Analytics	Cameras Registered on the microsite	Songs Danced to at Dance Central Bar Nights

SUMMARY

..... INFILTRATE GEN Z
SPHERES OF INFLUENCE

DISCOVERY

- New Horizons Kiosk
- Let's Share CSR
- Spot the Difference

ENTERTAINMENT

- Dance Central Stage
- Gameday Moments
- Drive-In

PRODUCTIVITY

- Collaboration Station
- Conversation Stops





CONVERSATION STARTERS



+

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META QUEST
INTANGIBLES