



∞ Meta Quest 2

QUEST IS READY LEAN WITH IT.

Meta Quest 2 gave Team 897 the challenge of creating a campaign that increases the market penetration of Meta Quest 2 through brand awareness amongst 18–24-year-old college students. Our team knew that getting this segment of Generation Z to trust and purchase this product was going to be challenging. But we were up for the task of making Quest 2 an essential part of their college starter pack. Quest 2 is making connectivity, entertainment, and finding new experiences more exciting than ever through innovative technology, intriguing software, and being by your side throughout the whole experience.

We're bending the status quo of virtual reality.

With the goals of increasing brand awareness and creating conversations about Quest 2, Team 897's campaign unfolds a strategy that goes above and beyond the requests of integrating Quest 2 into an everyday college essential.

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PRIMARY RESEARCH

In order to better understand our target audience's perception of Quest 2, we conducted a survey in which participants were asked a variety of questions to learn about consumer perceptions of the product, its benefits, affordability, and likelihood of use. Participants fell within our target audience and revealed insights to drive our message strategy.

VIA THE SURVEY, TEAM 897 FOUND THAT MOST CONSUMERS FOUND THE PRODUCT TO BE:

- Expensive
- Complicated without prior use or experience
- Bulky to carry around

THE SURVEY ALSO HELPED US IDENTIFY THAT OUR TARGET AUDIENCE STRUGGLES WITH:

- Content availability
- The product being underdeveloped
- Targeted too heavily towards gamers only

PAIN POINTS

Additionally, the team discovered that survey participants consider Quest 2 to be a situational product, meaning that it is useful only in certain environments. These insights led us to think outside the box and convey that Quest 2 is an all-in-one device that is useful in any situation...

AFTER RECOGNIZING OUR TARGET AUDIENCE'S PAIN POINTS VIA THE SURVEY, TEAM 897 DOVE INTO THE CASE STUDY PROVIDED AND DISCOVERED THAT OUR TARGET AUDIENCE WANTS TO:

- Increase their social connectivity abilities
- Have infinite entertainment at their fingertips
- Better understand the uses of Quest 2
- Reduce barriers of physical distance





ENTERTAINMENT

EDUCATION

SOCIAL/NETWORKING

NOT INTERESTED

FITNESS

GAMING

INTERESTS IN VR

Survey findings reveal that 40% of 18–24-year-old college students were most interested with the entertainment that VR could bring them, 35% were interested in gaming, 12.5% were interested in fitness, and 8.5% were interested in education. Surprisingly, few students were interested in the social aspect that VR can offer. Team 897 has made it their mission to highlight the different aspects that VR offers, including social.

**"WOULD BE COOL
IF I COULD STUDY
OR DO SCHOOL
WORK ON IT"**

**"EASY WAY TO
MAKE FRIENDS"**

**"QUEST 2 MAKES
ME FEEL LIKE I
AM OUT OF THIS
WORLD"**

**"VR HAS COOL
APPLICATIONS"**

CALLOUTS

From the survey, we asked recipients
for their overall opinion of VR headsets.
These were the major callouts.

**"I THINK THAT
IT'S OVERALL
A VERY
INTERESTING
FIELD AND
HAS A LOT OF
POTENTIAL"**

**"I WOULD
LIKE TO
TRY IT"**

**"I'D LOVE TO
GET INTO IT"**

"IT'S VERY FUN"

**"THERE IS
A WHOLE
WORLD OF
POSSIBILITIES
FOR WHAT IT
CAN DO"**



SECONDARY RESEARCH

The secondary research conducted by Team 897 solidifies the findings originated from our primary data:

(TechJury)

77%

of consumers who own a VR headset say they are interested in social interactions with other people in VR

97%

of students would like to study a VR course

(The App Solutions)

(GMW3)

18%

of educational institutions in the US who responded to a survey had "fully deployed" VR

46%

of colleges employ VR in some form on campus

75%

Gen Z believe that VR will become part of digital experiences in the next four years

(Digital Experiences)

52%

Gen Z said they expect to use VR to play and watch video and online games in the near future

43%

said they would use VR for movies

36%

said they expect to use new technology for live events

(Cognizant)



TARGET AUDIENCE

College is a place where cultures and personalities collide. As we target specific audiences, we realized that there is no unified college experience. Quest 2 caters to all students differently and supports them by being a part of their college starter pack. Additionally, students care about learning and trying new things, yet they are searching for something to elevate their connectivity, fitness, entertainment, and overall lifestyle. The case study provided by Meta Quest allowed us to develop three personas that encompass the college VR user who are ready to ramp up their college experience.



EXPERIENCE SEEKER

19-year-old male
Single
Business Major
Early Product Adopter
Needs to experience change

They know the world is everchanging and embrace challenges with disregard for consequences.



UNCONVENTIONAL CHALLENGER

21-year-old male
Single
Exercise Science Major
Schedule-driven
Craves activities that push their limits

They are health conscious but not the traditional gym goer. They want something that can entertain while improving their overall health.



COMFORTABLE SOCIALIZER

22-year-old female
Has a boyfriend
Public Relations Major
High-spirited
Easily adjusts to others' needs

For them, their social status and connectivity is everything, always looking for new relationships to complete their dynamic network.

COMPETITION

When looking at Quest 2's key features compared to competitors, our team discovered that there are many companies that offer virtual reality products, but no one pulls it off quite like Quest 2. While other companies focus their efforts on specific fields such as gaming, social, and fitness, Quest 2 brings it all together in a wire-free, all-in-one console. Quest 2 is the only company that has succeeded at offering this Type of all-in-one console where users can connect, game, exercise, and more all from one device. This allows Quest 2 to stand out amongst the competition and be at the top of the virtual reality marketplace.



CONSUMER JOURNEY

Through research and exploring the device and user interface of Quest 2, team 897 was able to figure out what, where, when, how, and why consumers purchase Quest 2. Based on these findings, we constructed a consumer journey map for our target audience. We developed a campaign that allows Quest 2 to build relationships with consumers at each point across the journey. Each touchpoint along their individual consumer journey as shown below:



THE BIG IDEA

Meta Quest 2 is the premiere option in the VR industry, leading with affordability, the most extensive library of apps and games available to download, and insatiable connectivity. However, current college students do not see Quest 2 as an essential item for their college experience. Our campaign is designed to show college students Quest 2 is an essential product to take with them throughout their college experience, focusing and enhancing Quest 2's most vital selling points:

INNOVATIVE

Quest 2 is a renaissance of innovation. Allowing students to partake in activities and visit places one could only ever imagine. The technology on which Quest 2 is based advances the learning experience while simultaneously increasing communication and sociability to a degree never seen before, with personability at the center of it all.

ENERGETIC

Quest 2 illuminates the energy every college student holds. Studies are essential to college students; however, college is also about new experiences, and Quest 2 is made for every step of the way. Quest 2 offers unique ways for students to express their energy in every situation. The energetic nature of Quest 2 ensures boredom is never near.

INCLUSIVE

Quest 2 offers built-in inclusivity and equity for all, which is deeply important to today's college students. Quest 2 demolishes barriers created by physical distance and enhances the way people interact with their surroundings and others. Quest 2 is the inspiring all-inclusive tech college students need.

Quest is ready to take your college experience to a new level. Whether you are connecting with it, sweating with it, or even studying with it, the opportunities are endless... All it takes is a move in the right direction...get ready to

LEAN WITH IT

