

new THE COLLEGE TRIP



Team #587

∞ Meta Quest 2

aaf national
student
advertising
competition

EXECUTIVE SUMMARY

Why is a tech-savvy generation not gravitating towards virtual reality? There are two key factors; hesitation and skepticism. First, many believe that VR is only for gaming and do not see it as an essential piece of technology, which keeps our target market (18-24-year-olds) from purchasing the Quest 2.

Virtual reality is no longer a fantasy. The Meta Quest 2 is here, and it is ready, more advanced, and accessible than ever.

We want Gen Z to know that virtual reality is an important new technology and can be used to improve their college lives in ways unrelated to gaming. Our campaign “The New College Try” encourages our target market to try VR by experiencing the Quest 2 however they want and embrace the modern era.

So join us and let's give it...

THE NEW COLLEGE TRY!

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OBJECTIVES

The Problem

The Quest 2 has had success with early-tech adopting 18 to 24-year-olds, but the overall market penetration within this demographic has been lacking. The root of the issue has been attributed to the target market's stance on the Quest 2. For them, the Quest 2 is not seen as an essential piece of technology for their college experiences.

Gen Z has doubts and fears surrounding VR. They only see it for gaming uses.

Campaign Challenge

Team 587 has been tasked by Meta Quest to make the Quest 2 an essential, coveted product for college students (18-24-year-olds) and those preparing for it.



RESEARCH METHODS & IMPRESSIONS

“ In my opinion,
VR is the future of
human advancement,
BUT
I've never had the chance to try the
headset. - Survey Participant

Team 587 studied 200 secondary research articles to gather information about the Target Market and VR, with a total of 542 impressions.

ON-CAMPUS VR TRIAL SESSIONS

Since our Target Market claimed not to have access to a headset, Team 587 held a campus-wide focus group to determine participants' attitudes about the Quest 2 after using one. We found that many participants were hesitant before using the headset but were enthusiastic about it.

COLLEGE ELECTRONICS SURVEY

To determine what technology college students deem essential, we sent out a survey to our Target Market. The majority of respondents brought their laptops for everyday use. Furthermore, the majority only bought a console for gaming. This survey confirmed that our target market does not see the Quest 2 as an essential or coveted item.

74



ON-CAMPUS
PARTICIPANTS

77



ELECTRONICS
SURVEY
PARTICIPANTS

23



FOCUS GROUP
PARTICIPANTS

126



META QUEST 2
SURVEY
PARTICIPANTS

28

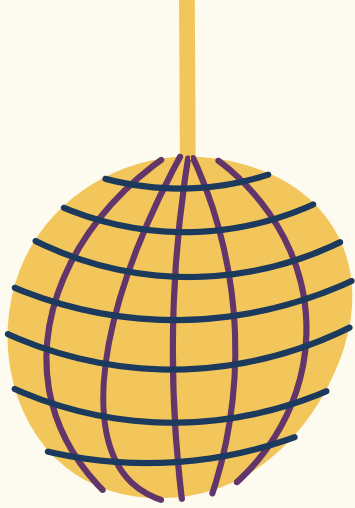


APP FOCUS GROUP
PARTICIPANTS

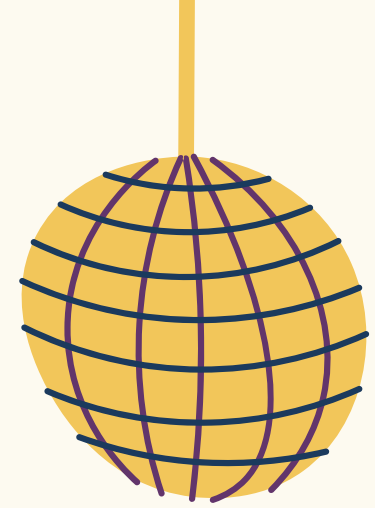
14



INTERVIEW
PARTICIPANTS



TARGET MARKET



The Hesitators

This group seems to be hesitant to try new virtual reality technologies. Part of the reason is that some people in this group have a fear of being immersed in VR, leaving what is going on in the real world to their imaginations. Moreover, many people in this group do not find a VR headset as an essential item to own. Even though the Quest 2 is the most reasonably priced headset on the market, the majority of Gen Z still sees the \$299 price as more than they can afford.



The Adopters

The Adopters like to be together in groups and love to socialize. They long to be connected to their friends and family in any form, whether online or in person. They are happy to adapt to new technologies in order to feel connected to others and quickly hop on recent trends. They advocate for social issues and their personal likes and dislikes. The Adopters tend to be brand loyal and are willing to spend any amount to feel connected to their communities.



TRAITS OF THE TARGET MARKET

**BASED ON OUR FINDINGS,
TWO MAIN TRAITS WERE DISCOVERED:**



Gen Z is not keen on VR

Although Gen Z is a knowledgeable tech group, there is still doubt about VR and its capabilities. As a result, we have conducted both primary and secondary research, and both revealed that consumers are hesitant to purchase the Quest 2.

According to a nationwide survey conducted in 2019, only 13% of the population uses VR at least once per month.¹ Consumers won't purchase new hardware without a wide range of content or apps, while developers are not interested in investing in VR without the user base. Loyalty must be earned, and their trust must be won.

Gen Z desires to be connected

Findings revealed that students' need to belong was positively related to their use of social media and smartphones, which facilitated their engagement in social activities. A whopping 99% of Gen Z spends most of their time on the internet in the United States, accessing it specifically through their phones.

Furthermore, 90% of adults ages 18- 29 look at social media platforms like Instagram, YouTube, and TikTok.² College students tend to fear missing out and use digital media to inspire them to engage in social activities. No matter the social event students attend, they most likely will post about it on their social media for their friends to see.³

INDUSTRY OVERVIEW

The Competitors

Despite being the dominant virtual reality headset, Meta Quest still has competitors in the industry to keep an eye on. These headsets include PlayStation VR, Valve Index VR Kit, HTC Vive Pro 2, and HP Reverb G2.

The Quest 2 stands out as the most consumer-friendly version when comparing and contrasting headsets with a reasonable and fair price point.

Gen Z Consumer Behavior

Gen Z are 'informed consumers' and will often research options before making a buying decision.⁴ They're the most likely to shop through social media platforms and place high importance on brand ethics and corporate responsibility.

Approximately 52% of Gen Z trust influencers for product and brand recommendations, while only 44% trust their favorite celebrities and athletes for similar advice.⁵



Benefits of Quest 2

The Quest 2 is a wireless standalone headset. All you need is the headset, the controls, and an internet connection.

Compared to most other headsets, they require you to plug it into a PC or gaming console to stream the high-quality visuals of the PC or game console's graphics card.

VR Market

The VR market is still relatively new. The virtual reality market is currently valued at \$6.1 billion and is expected to reach \$20 billion by 2025.⁶

Some of the growth factors are the rising demand for virtual training, 5G connectivity, and growing in-home activities amid COVID-19.⁷

INSIGHTS

To address the problem Meta Quest is facing in marketing the Quest 2, Team 587 has narrowed our findings down to two key insights:

Insight #1

Although this tech-savvy group is interested in new experiences, VR is something that hasn't crossed their minds. They have doubts and hesitations about VR since they don't know its capabilities.



Insight #2

Our Target Market is a group that likes to stay connected and longs to be in communities with others. They love to socialize, whether in person or online and crave meaningful social experiences.





BIG IDEA



Based on our insights, our campaign will center around communicating the essential use of the Quest 2 as well as highlighting that it's more than just a gaming device. Introducing...



Based on Babe Ruth's famous phrase, "Give it the old college try", "The New College Try" will roll with Gen Z's tendency to be trendsetters who crave individualism and connectivity.

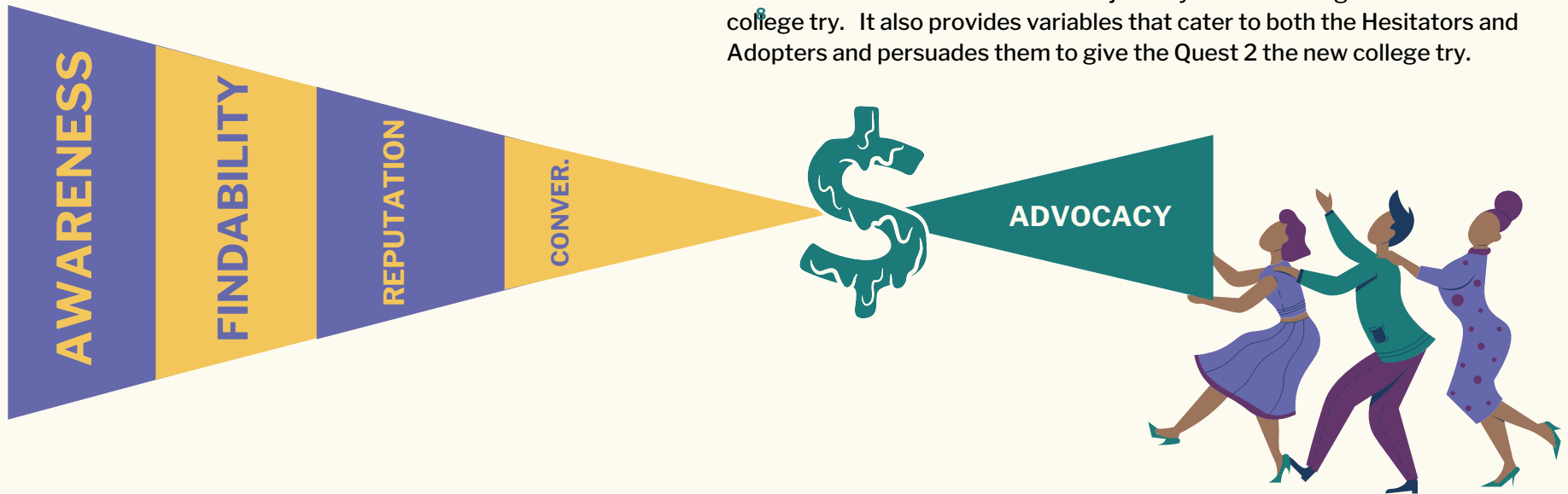
"THE NEW COLLEGE TRY"



STRATEGY

To overcome the challenges surrounding our problem, we will be using the **Modern Customer Journey Model**.

Rather than running on a specific timeline, this model represents the steps that each individual will take in their journey of discovering their new college try. It also provides variables that cater to both the Hesitators and Adopters and persuades them to give the Quest 2 the new college try.



AWARENESS

Awareness showcases how the Quest 2 is more than a gaming device. Since the Hesitators expressed a lack of opportunity with VR, we'll bring the headset to them around the country with The New College Tour and heavily promote the tour online and on the DMA campuses.

FINDABILITY

Since 41% of Gen Z are considered impulse buyers,⁹ find-ability uses programmatic advertising to meet Gen Z where they're already at. Ad placements will be on websites, social media, music streaming services, YouTube, and traditional advertising.

REPUTATION

In this phase, curious customers are seeking more information about the product. Enticing offers such as the Venture Key, recap videos from The New College Tour, and showcasing real people using the headset on social media will attract them.

CONVERSION

This phase is when the customer finally *buys* the product. This is where we will heavily rely on the Adopters to push the Hesitators to try the headset. We will heavily market the Venture Key offer and rely on online and in-store advertising to push our Hesitators and turn them in to Adopters.

ADVOCACY

For our target market to advocate for the Quest 2, students will receive a scholarship opportunity. They will write a 1,000 word essay about their experience with the Quest 2 and how they gave it the new college try and show off their love and the new opportunities of the headset.

MESSAGE STRATEGY

"THE NEW COLLEGE TRY"

We want to empower our Hesitators and Adopters to try a new approach to their college experience and step into something new. With a memorable and catchy tagline, "The New College Try" demonstrates Meta Quest's current persona as the adventure guide in the realm of virtual reality.

This campaign gives an "out with the old, in with the new" attitude, where Gen Z is literally throwing out the outdated. They'll throw out old trends, expectations, beliefs, and even tech, and will step in to the new (college try, that is). This campaign will highlight the fact that:

Gen Z is ready for the future and to move on from the past, and the Quest 2 can be the one to lead the way.

BEHAVIOR

- Friendly
- Adventurous
- Engaging

THEMES

- Empowering
- Nostalgic
- Futuristic

TOPE

- Confident
- Humorous
- Helpful

COLORS

Primarily deferring to a triadic color scheme with some accent colors, we hope to evoke a more retro theme while also pushing for the advancing contemporary feel of our Target Market



QUEST LOGOS

When looking at Quest's logo we want to replicate this campaign's look and feel to the smooth and suave look of the brand logo while also introducing a sense of nostalgia to correlate to the big idea's themes

∞ Meta Quest 2

FOONTS

Using primarily sans-serif fonts in association with the brand's font style, the point was to evoke a sense of playful yet serious balance in visual presentation

SHOWCARD LIBRE FRANKLIN
CAPS TF BOLD

CITATIONS

- ¹ Johnson, J. (2021, April 29). *Topic: Internet usage of Millennials in the United States*. Statista. Retrieved March 17, 2022, from <https://www.statista.com/topics/2576/us-millennials-internet-usage-and-online-shopping/#dossierKeyfigures>
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- ⁷ Fortune Business Insights. (2021, August 19). *Virtual Reality (VR) Market to Reach USD 84.09 Billion by 2028*. GlobeNewswire. Retrieved March 17, 2022, from <https://www.globenewswire.com/news-release/2021/08/19/2283207/0/en/Virtual-Reality-VR-Market-to-Rreach-USD-84-09-Billion-by-2028-Acquisition-of-NextVR-by-Apple-Inc-to-Incite-Business-Development-Fortune-Business-Insights.html>
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- ⁹ <https://linkinghub.elsevier.com/retrieve/pii/S0969698920313539>