

∞ Meta Quest 2

OPEN

GRID

QUEST IS READY.

TEAM #676

aaf[®] national
student
advertising
competition

OUR CHALLENGE & APPROACH

THE ASK

01

We were tasked with **introducing Meta Quest 2 to 18-24 year-olds (Generation Z)** by developing and integrating an immersive campaign with the purpose of creating positive brand experiences. **As a result, Meta Quest 2 should be adopted by our target as part of their essential college starter pack.**

THE CHALLENGE

02

After two years of isolation and life behind screens, Gen-Z has become so exhausted by their tech-heavy culture that the last thing they need, is another device they can't live without.

No matter the appeal of VR, we knew that presenting another device to this generation would require more than just gaming and entertainment. We needed to find what would take them from "no, thank you," to "I need to have that" on yet another social or digital platform.

Due to the abundance of technology and social network platforms, our audience feels how they form connections has lost its value. Our current digital connections have become less genuine, making our experiences impersonal. Forming meaningful connections with others is part of what helps us to connect with ourselves and our passions.

OUR HYPOTHESIS

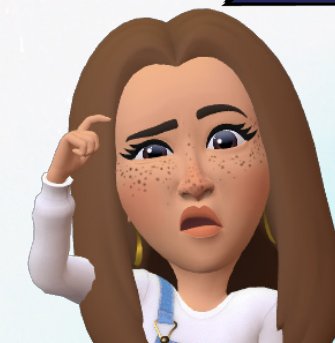
03

If we **disconnect Meta Quest 2 from the ongoing conversation about technology**, and create something that **adds such high value to their lives**, then **the fear of missing out** will rise above the barriers of owning another piece of tech.

"Felt like it was frying my brain of how saturated everything is."

"I sometimes feel overwhelmed by the access to everything that tech provides...It's hard to step back from that sometimes because it's so prevalent."

"Technology is fictional, just an instrument used to create a fake life and image."



THIS IS WHERE OUR QUEST BEGAN.

RESEARCH FINDINGS

APPROACH

Our research was guided by the question, “How can Meta Quest 2 be a high-priority experience for our target?”

To prove our hypothesis, we designed a multi-faceted research plan using a variety of methods that would allow us to compare responses and prove consistency in our findings.

In addition to secondary research, we conducted **two online surveys, four in-person focus groups, social media polls and postings, and numerous creative research methods** as our primary forms of research.



1,147
Survey
Respondents



44
States
Reached



18 Focus
Group
Participants



119 “Change
My Mind”
Participants



28,000
Social
Engagements

INITIAL FINDINGS

Our first survey established a baseline of consumer perceptions of Meta Quest 2 and virtual reality. One of our most significant findings was that although half of our respondents mentioned having tried VR, they noted it as only a one-time experience.

“It’s kind of scary because they are entering your private life. I will be talking about brands and see advertisements on social media days later”

In addition, Gen-Zers had several hesitations about the Metaverse and VR including stereotypes associated with gaming, the physical effects of wearing the headset, privacy issues and the overall reputation of Meta as the provider.

GETTING TO KNOW GEN-Z

Given these concerns, we wanted to dive deeper into our consumers’ lives to find out what they really care about. To test our hypothesis we launched a second survey. We removed VR from the conversation and focused solely on what matters to our target consumer in the context of college and young adulthood.

The results were profound, yet unsurprising. Although Gen-Zers feel overwhelmed with responsibilities, they still feel strongly about dedicating time and energy to their passions.

We received consistent feedback that, above all else, this generation cares about:

- **Real-life connections**
- **Meaningful experiences**
- **Making an impact**
- **Expanding their network**

This is a generation that feels digital and social media have put heavy constraints on their lives. Therefore, they seek liberation, and alternative ways to connect.



RESEARCH FINDINGS

A DEEPER UNDERSTANDING

To understand the importance of **real-life connections, meaningful experiences, making an impact, and expanding their network**, we presented Gen-Zers with a number of statements in context of the world around them. Of the statements provided, most respondents agreed with the following statement that resonated with their values:

“To me, liberation is synonymous with freedom. I associate the word as almost the same, the ability to do what you want, when you want, where you want.”

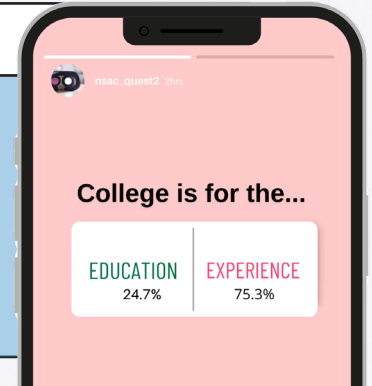
With this in mind, we decided to conduct four in-person focus groups to address the idea of liberation. The consensus from all focus groups was that you must be in control of your life.

“The more aware of what you can and can’t control, the more free you feel. Outside pressure that you don’t anticipate can strain your ability to grow or at least pose obstacles..”

Following our surveys and focus groups, we wanted to expand our understanding of our target consumer even further. To do this, we used Instagram polls, real life debates, and anonymous opinions through Yik Yak – all methods that our target is very familiar with, and that would give us different insights.

INSTAGRAM POLLS

Instagram polls provided us with qualitative insight on young adults’ perceptions. We posted a “this or that” series of questions on our stories, allowing our followers to choose an answer that resonated with them the most. We evaluated the **total percentages** of the story responses and used the unpopular responses as prompts for our creative research.



COLLEGE IS THE
BEST FOUR YEARS
OF OUR LIVES
CHANGE MY MIND

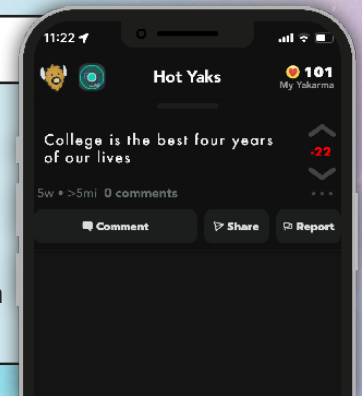


CHANGE MY MIND

“Change My Mind” was a creative research method where we wrote controversial statements on “hot” topics, encouraging students to approach us and ‘change our minds.’ Students were motivated to share their experiences, especially regarding the statement, “College is the best four years of our lives.” Respondents expressed that college is challenging because it is a time to **grow independently**. On the other hand, it is a time of **exploration**. This confirmed the four values that we uncovered in our second survey.

YIK YAK

We also used Yik Yak, a social media platform where users can anonymously post and react to each other’s postings. After receiving five downvotes, posts are deleted. When we posted the same statement we used in “Change My Mind,” it was deleted almost immediately. This proves our **research findings to be consistent**, whether these were derived from in-person or online methods.



SWOT

Next, we wanted to gain a deeper understanding of the industry and company landscape of Meta, to gain context for our qualitative consumer research. We conducted a SWOT analysis to identify the internal and external components of the brand on both a positive and negative spectrum.

STRENGTHS

- Range of Applications
- Immersive
- Quality of Product



WEAKNESSES

- Just Another Device
- Unknown Potential
- Mindset of Social Connections



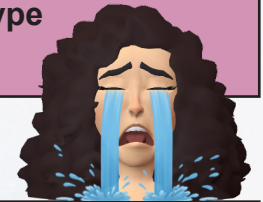
OPPORTUNITIES

- Expansion of Metaverse
- Personalized Potential
- Early Growth Stage



THREATS

- Reputation of Meta
- Attitude Towards Tech
- Stereotype



SUMMARY

Meta Quest is on the cutting edge of virtual reality. Meta Quest 2 is an industry-defining product, offering users an extensive library of games and an exploration of **immersive experiences**. The company has become the leader of its market because of its ability to create immersive spaces, allowing hybrid workplaces, mental health discussions, and fitness training to name a few. These same abilities have further allowed Meta to try and conquer the entertainment industry.

The majority of our target consumer has yet to see that putting on a Meta Quest 2 headset transports you into a new world, a feeling itself that unlocks a **new dimension of potential**. But our research findings prove that for most people that have tried Meta Quest 2, it's a **“one and done” experience**.

Our target consumers feel like they're drowning in technology and see Meta Quest 2 as just **another device to adjust to**. Social networking platforms have tarnished how this generation makes connections as they are losing value and authenticity. What the target doesn't see is the potential for real life, immersive experiences inside the Metaverse, that is Meta's not-so-distant vision for the future.

TAKEAWAY

Meta has a unique opportunity to alter these perspectives and demonstrate how Meta Quest 2 is an instrument of endless personalized potential intended to help foster connections, experiences, creativity, and the exploration Gen-Z craves.



OUR CONSUMERS

CONSUMER PROFILE

The transition to adulthood brings profound change for any Gen-Zer. Their new independence gives them the freedom to explore, which is exciting and scary at the same time.

One of our consumers' main priorities is their mental well-being and thus they make conscious choices about how and where they spend their time. Therefore, doing things that have an impact on the world around them matters to our target. For them, small actions make it feel attainable.

We identified two distinct consumer segments: **Identity Finders** and **Social Connectors**. For both, college is a stepping stone: a place to discover passions, create goals, and build a network of connections. However, they go about that in different ways.

SIMILARITIES

Both Identity Finders and Social Connectors are **independent** and value **like-minded people**. They are starting a new chapter in their lives and both are discovering new experiences. Their lives are busy, their **dreams are big**, and they strive to make an impact with everything they do.

HARPER “THE SOCIAL CONNECTOR”

21 Years Old
Magnolia, AR
New York University

“College is a time for change and figuring yourself out. If you're aware of something you think is holding you back, taking that conscious step is important.”

Harper is outgoing and values the life-long friendships she has made. She's a social butterfly at school and in her clubs. Her goal at college is to have as many experiences as she can and hopes to have the time to join a sorority to do just that. She loves social media and uses it to keep up to date on her favorite influencers.



ANDREW “THE IDENTITY FINDER”

19 Years Old
Morristown, NJ
Rutgers University

“I'm at a point in life when a lot of change and growth is happening. I don't know what it means at this point. It shouldn't be a conscious effort, it should just happen.”

Andrew is an introvert who loves gaming and spending outdoors, but also values his alone time. He wants to find a community of like-minded people. His friends describe him as shy, but he finds confidence behind screens. He wants to follow his passions, but sometimes lacks the courage and the time to do so.



CONSUMER JOURNEY

After profiling the consumer, we crafted a journey to define our target’s interaction with Meta Quest 2: from **Discovery**, to **Consideration**, **Adoption** and **Advocacy**. We modeled the steps in the consumer journey according to the responses we got from our primary research. Eventually, the consumer journey proved a valuable guide to designing our campaign structure.

“THE IDENTITY FINDER”



ANDREW

DISCOVERY

I saw an ad for Meta Quest 2 while watching my favorite gamer on YouTube.

CONSIDERATION

I want to be part of a like-minded community without the pressure of in-person interactions. Maybe Meta Quest 2 can help with that.

ADOPTION

Before I buy anything, I check the reviews to make sure I’m not wasting my money. I trusted people’s positive reviews and went ahead and made a purchase.

ADVOCACY

The Metaverse is the next evolution of entertainment, and I’m excited to see how this technology will change in the future.

“THE SOCIAL CONNECTOR”



HARPER

DISCOVERY

I saw AnnaXSitar on TikTok using Meta Quest 2 to meditate and help with her anxiety. I was surprised that VR provided more than video games.

CONSIDERATION

I’ve been really busy with school recently and I need something to help me decompress. I’ve been trying to prioritize self-care.

ADOPTION

I was hanging out with my sorority friends. One of them brought out the Meta Quest 2 and we started to use it. We played Beat Saber and I actually found it really fun.

ADVOCACY

College has brought a lot of new challenges. In high school, I was popular and knew almost everyone, but that will be tough at a college with so many students. VR can help me expand my social circle more than ever.

STRATEGIC NARRATIVE

ASK

Create a campaign that will position Meta Quest 2 for 18-24 year-olds as an essential part of a college starter pack.

CHALLENGE

Gen-Z is exhausted by the current tech-heavy culture. The last thing they need is another device they supposedly can't or shouldn't live without.

APPROACH

Disconnect from the conversation about technology, and create an experience enabled by Meta Quest 2 that will provide a lasting impact on our target's lives.

RESEARCH FINDINGS

What matters most to our target:

- Real-life connections
- Meaningful experiences
- Making an impact
- Expanding their network

INSIGHT

“Staying true to myself and to what I believe in liberates me. It allows me to have an impact.”

There is no place in the Metaverse at this time that offers an immersive experience that allows you to explore passions, build friendships, and share them with others. Therefore, Meta's reach is currently limited to traditional gamers and early adopters.

ROLE OF THE PRODUCT

It's imperative that Meta Quest creates a place that has intrinsic value to this target audience and gives them a reason to believe the adoption of this platform, and using Meta Quest 2, will be worth it.

In other words, the value the platform provides will outweigh the barriers they currently feel about the device itself, technology in general, and social and digital media in particular.

SOLUTION

Research has shown that web-3 designers are already building new worlds inside the Metaverse and expanding quickly with new ideas and opportunities.

So we asked, “What if we could offer a place that could be everything they care about inside a world already owned by Meta Quest?”

And of course, as the leader in this space, it's clear who needs to be first.



BIG IDEA

None of the ways we connect online can replicate the authentic experiences we crave. Our current digital connections are less genuine and the more connected Gen-Z is supposed to be, the less connected they feel. The freedom to explore and make connections without life's limitations helps them understand who they are.

INTRODUCING

OPEN GRID

QUEST IS READY.

A world built inside Horizon Worlds that centers the Gen-Z experience. Horizon Worlds was designed so that users can “connect with people all over the world and test their skills and imagination” in the Metaverse. Open Grid intends to do just that: **eliminate the barriers of connectivity** and foster **a like-minded community where Gen-Z can explore, connect, and create in ways they never knew possible.**



WELCOME TO OPEN GRID

HOW IT WORKS

Developed to bring the authentic connections and collaboration we have lost in the era of TikTok, Instagram, Snapchat and an ever-evolving world of socials, Open Grid helps Gen-Z explore their passions and build on their interests like never before. Whether they are there to expand their network, hang out with friends, learn something new, or find other like-minded people to join their quest, they'll find all of it on the Grid.

EXPLORE THE GRID

The facets of Open Grid are meant to draw out Gen-Z's passions and innate capability for collaboration. Open Grid will include three locations – **The Block**, **HQ**, and **The Studio** – each with their own direct application to support their goals.

No matter where you are or what you bring to the Grid, there will always be opportunities to connect, grow, and collaborate. Where you begin is up to you.

If you come looking to start a passion project, awesome! Want to meet some people that like the same music as you, that works too? The more you do, the more you will connect with others who care about the same things you do, and the more you'll get involved with things that matter to you.



WELCOME TO OPEN GRID

Not everyone's quest is the same. No matter where you start or where you're going, there's a place for you on the Grid.

THE BLOCK

The Block is home for all the events on the Grid. Throw wild events, showcase creations, and take part in a world meant to **grow with your engagement**. Keeping up to date with the bulletin is a must. Events posted by community members will always pop up, if you're too slow you might miss one! Attend weekly "Friday Fires" to kick back around the campfire, connect, and chat about what went down off grid. Look out for the biggest event to ever hit the VR world, the Block Party.



Harper explores this as a place to engage in the social activity she craves and, who knows, maybe discover some new passions through friends.

Andrew may not show up here first, but through the connections he makes at HQ and the Studio, will find a new crew to roll with.



HQ

HQ is where users can work on passion projects, host activities, meet like-minded people, and make an impact. The door is open for all. **It's the prime location for fostering collaboration and success**, where like-minded individuals gather and work together to bring their passions into an even greater reality through community engagement and support.



Harper won't stop here first, or second for that matter; but after meeting peers throughout Open Grid she will become a very active member in a community founded within the HQ walls.

Andrew will hit up the HQ first, excited and ready to create a community around his big ideas and concepts.



THE STUDIO

And finally, **The Studio** is where Gen Z can **explore new interests without any barriers to entry**. They can discover new passions through Meta Quest's partnership with MasterClass. Simply walk in and attend. With a rotating cast of the top masters in the world, there will never be a lack of entertaining and valuable sessions. Pick up something new, and apply it however you like. Check in each month for a hot new lineup of experiential sessions led by the world's best.

Harper and **Andrew** may both attend, depending on the current studio session being offered.



We aim to reach our target audience, 18-24 year olds, where they are currently consuming their media: through social channels such as TikTok, Instagram, YouTube and Snapchat. With a vibrant world so full of potential, Meta is ready to introduce Open Grid through a fully integrated campaign and show them why the Meta Quest 2 is now an essential to their college experience.

QUEST IS READY. ARE YOU?