



ALTER
YOUR
REALITY
QUEST IS READY

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TERMS USED IN THE PLANSBOOK:

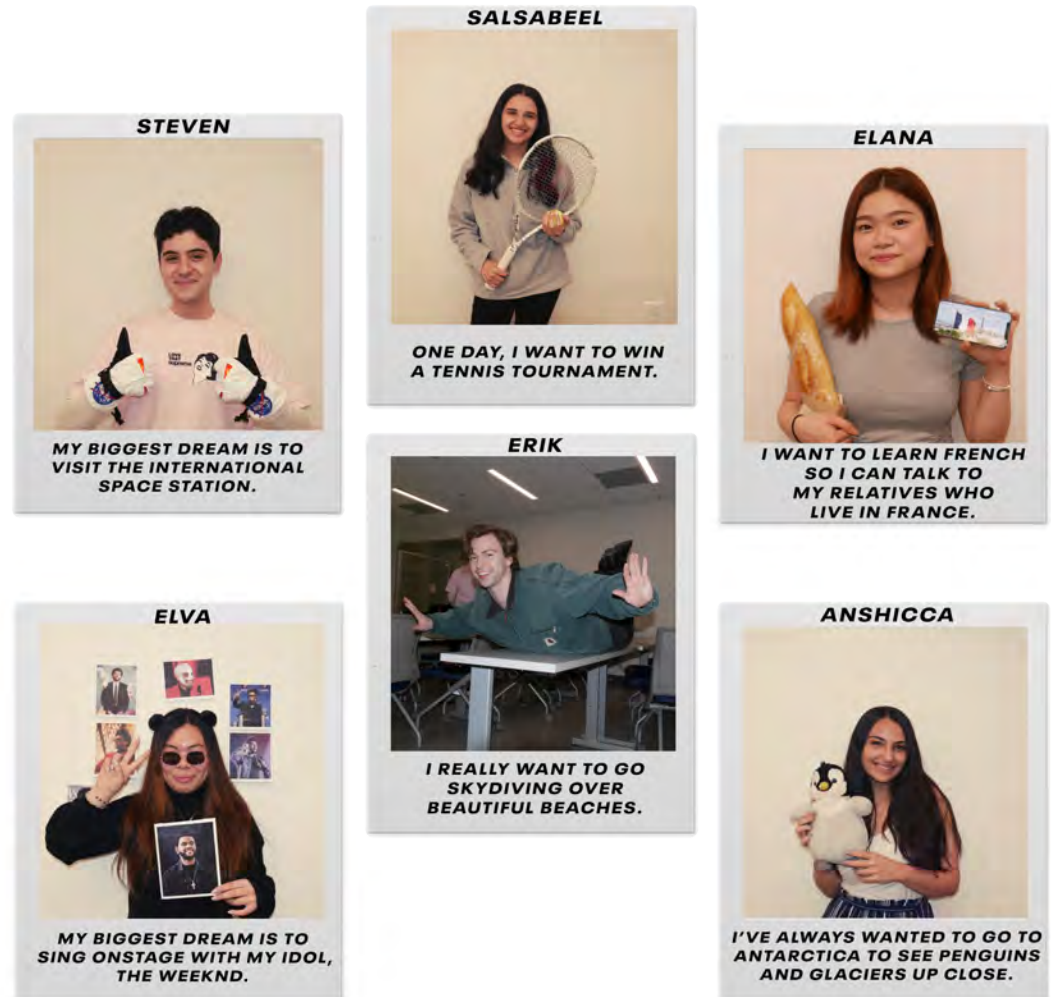
VR - Virtual Reality

Alter Ego Avatars - A portrayal of college students' alter egos as metaverse avatars.

Sensation Seekers - The 93% of 18-24 year olds that are driven by excitement and exploration of their environment.

When we mention Meta TV and MetaQuest.com, we are referring to the outdated Oculus TV and Oculus.com.

DREAMS **TEAM 384** HAS ALWAYS WANTED TO ACCOMPLISH



EXECUTIVE SUMMARY

The *Alter Your Reality* campaign shows how the Meta Quest 2 is more than a gaming device and demonstrates how it can become a part of the social and entertainment aspects of 18-24 year old college students while also enabling them to be more productive.

Research and analysis led us to create a campaign that concentrates our efforts and puts more media weight on those who are 18-21, college students, females, and Sensation Seekers.

- Sensation Seekers, 93% of 18-24 year old college students, tend to seek novel and exciting experiences. We separate them into Social Butterflies, the outgoing group, and Comfy Cohorts, the group motivated and influenced by the people within their social circle.
- 18-21 year olds enrolled in college make up 70% of the total U.S. 18-24 year old college student population.
- In order to make the most effective use of the budget, *Alter Your Reality* weights females slightly more in selected media because: (1) more 18-24 year old females are enrolled in colleges than males; and (2) they are more likely to keep in touch with friends and acquaintances.
- Lighthearted, fun, and imaginative creative executions feature Sensation Seekers' alter ego avatars discovering how the Meta Quest 2 can help them and their friends achieve adventures they have always dreamed of doing.
- All videos feature the signature Quest Startup Chime that opens a glowing portal for an alter ego avatar to hand the protagonist a Meta Quest 2 so that the adventures can begin.
- Paid media, including geographically and behaviorally targeted ads, reach Sensation Seekers on their favorite social media and video streaming platforms such as Instagram, TikTok, Hulu, and HBO Max. These all help drive awareness and garner interest about the Meta Quest 2's fun and exciting social experiences.
- MetaQuest.com/AlterYourReality, the campaign extension site, serves as the central hub for promoting and administering exciting programs; e.g., Quest of Love, a metaverse dating show; the Alter Your Reality College Tour; a Horizon Worlds College Community with an eco-friendly NFT giveaway; and the QR Code Hunt integrated throughout the campaign. All these drive Sensation Seekers to the culminating event, the Quest Expo.
- Taking place at the end of the campaign, the Quest Expo will attract Sensation Seekers from all over the country, virtually and in person, to take part in fun and exciting activities that relate to the Meta Quest 2's capabilities.
- Addressing 18-24 year old's anxiety over climate change, the Quest Expo will partner with Clean Air Task Force by donating 50% of ticket sales to support their efforts in advancing technologies and policies to decarbonize the global energy system.

An exciting strategy with lively executions provides the foundation for the *Alter Your Reality* campaign, enabling 18-24 year olds to realize that the Meta Quest 2 will keep them socially connected and infinitely entertained.



**80 IN-DEPTH
INTERVIEWEES**



8 SURVEYS



**700
RESPONDENTS**



2 CONCEPT TESTS

CHALLENGE: MOST 18-24 YEAR OLDS HAVE LIMITED KNOWLEDGE OF VR. THOSE WITH MORE KNOWLEDGE ASSOCIATE IT WITH GAMING.

What do you know about the Meta Quest 2?

71% of 300+ respondents claim to know **"nothing"** about Meta Quest 2.

"Nothing."¹

Stephen 22, New York

"This is the first time hearing about it ..."¹

Dayana 20, Texas

27% of respondents who had prior knowledge associate it with **gaming**.

"You can play video games on it."¹

Tatiana 21, New Jersey

INTERVIEWS

"I thought the [Quest 2] was more game centric and game focused ... I'm not really that interested in gaming."²

Ivette 24, New York

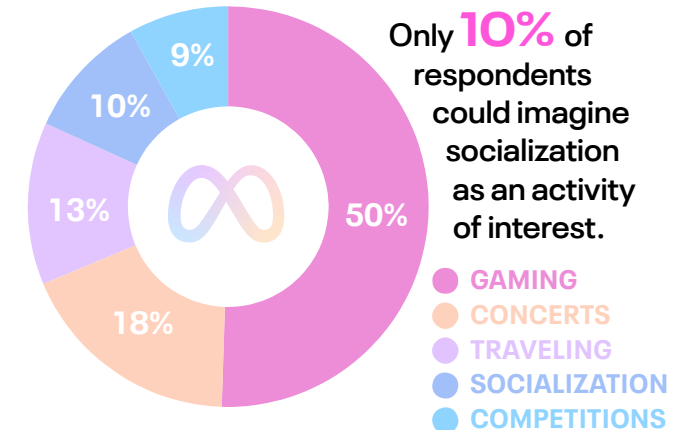
"My friends use it for gaming...that's all I know about it."²

Anson 22, New Jersey

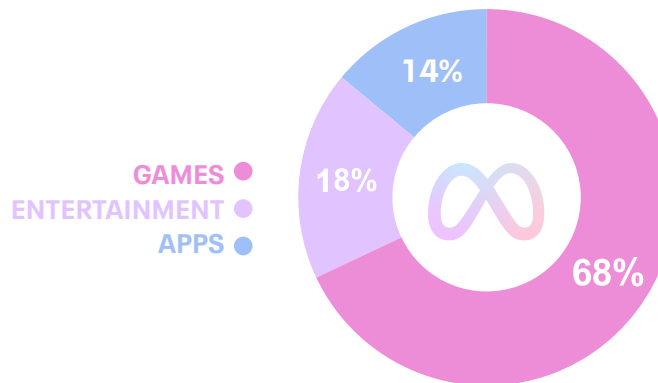
TEAM 384 SURVEYS



Most respondents could not imagine doing anything other than **gaming** on Meta Quest 2.



META QUEST'S LIST OF EXPERIENCES



68% of the available experiences to Quest 2 users are games.³

- Quest Experiences

67% of the most popular experiences supporting the Quest 2 are games.⁴

- Quest Experiences

85% of the top selling experiences supporting the Quest 2 are games.⁵

- Quest Experiences

THEY ARE UNAWARE OF THE MANY ADVENTURES THAT AWAIT THEM ON THE META QUEST 2.

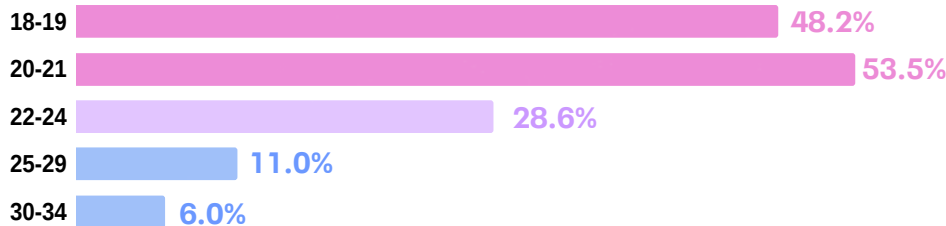
TARGET SWEET SPOT: 18-21 YEAR OLD SENSATION SEEKERS ...

Sensation seeking, otherwise known as the tendency to **seek novel** and **exciting experiences**, peaks during **late adolescence**.
Within this period, sensation seeking drives exploration of their environment. ^{6, 7} - Daniel Romer, Social Psychologist, 2010, 2017

More Than Half of 18-21 Year Olds Are Enrolled in College

Only 28.6% of 22-24 year olds are enrolled in college. ⁸ - Statista

Percentages of the U.S. Population by age that are enrolled in College (2019)



Percentage of College Students Who Are Sensation Seekers ⁹

- Simmons 2020

93% & 94%

18-24 year olds

18-21 year olds

Shared Attitudes (include but are not limited to): ¹⁰

- Trying things no one else has
- Wanting to have adventures
- Doing things on the spur of the moment

- Simmons 2020

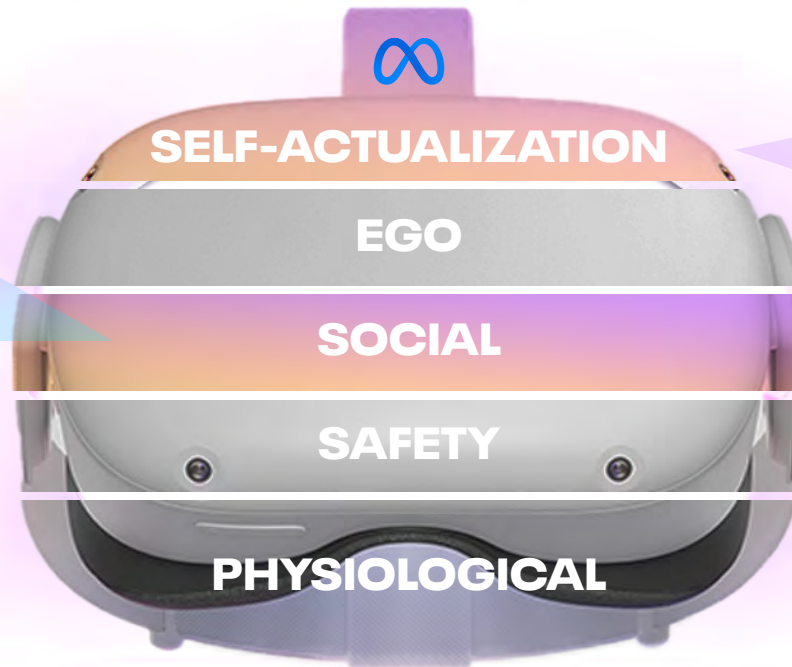
Sensation Seekers value socialization and self-actualization.

Through their **connections** to **valuable people and groups**, 18-21 year olds develop a **greater sense of self** as an individual and as a person. ¹¹

- State Adolescent Health Resource Center, 2021

"[Gen Zers] continually flow between communities that promote their causes by exploiting the high level of **mobilization** that **technology** makes possible They **don't distinguish** between friends they **meet online** and friends in the **physical world**." ¹²

- McKinsey & Company | 'True Gen': Generation Z and its implications for companies | 2018



Self-actualization takes place when **goals, wishes, and desires** are achieved. ¹³

- Carl Rogers | American Psychologist

Self-actualization occurs when a person's **"ideal self"** (i.e., who they would like to be) is congruent with their **actual behavior** (self-image). ¹³

- Carl Rogers | American Psychologist

... WHO ARE "SOCIAL BUTTERFLIES" AND "COMFY COHORTS" THAT CRAVE MEMORABLE EXPERIENCES TO SHARE WITH OTHERS.

OF THE 18-21 YEAR OLD SURVEY RESPONDENTS ...

20% prefer to **experience new adventures with people they meet through the experience.** ¹ - Team 384 Survey

The outgoing group in Gen Z. Social Butterflies are influential among their friends but also enjoy cultivating new relationships. Butterflies are driven and optimistic. They want to be the best version of themselves. ¹⁴

- Team 384 research

SOCIAL BUTTERFLIES

Jackson 21,
University of Miami

He is well known around campus because he is in several teams and clubs. Jackson is able to spark a conversation with anyone. He enjoys meeting new people, trying new things, and visiting new places.



75% prefer to **experience new adventures with people they know.** ¹ - Team 384 Survey

Comfy Cohorts heavily value their close relationships and enjoy being part of a community that shares the same interests. They tend to express themselves outwardly and are motivated and influenced by their social circle. ¹⁴ - Team 384 research

COMFY COHORTS

Tiffany 18,
UCLA

She is a creative who enjoys expressing herself through art. She is close to her family and friends with whom she often shares her project ideas. She enjoys posting her work on social media and follows influencers who share her interests.



OPPORTUNITY: SHOW META QUEST 2 AS THE PORTAL TO SET FREE THE IMAGINATION AND CREATE NEW EXPERIENCES TO SHARE WITH FRIENDS.

ADVENTURES BIG AND SMALL ARE MADE SPECIAL ON META QUEST 2.

Exciting Adventures Come Alive

Traveling the World on Wander

*Teleport anytime, anywhere in the world, with anyone. Unlimited exploration awaits!*¹⁵

- Quest Experiences



Attending & Holding Concerts on VRChat

*Dress up avatars and meet up with friends and fans to attend concerts or even hold one!*¹⁶

- Quest Experiences



Wingsuit Flying on Rush

*Soar through stunning environments with "just you and the mountain!"*¹⁷

- Quest Experiences



ALL THESE EXPERIENCES ALIGN WITH SENSATION SEEKERS' HOBBIES, INTERESTS, AND THE ADVENTURES THEY ALWAYS DREAMED OF DOING.

Most Often Mentioned Adventures¹

- Team 384 Survey

- Meet New People in New Places
- Perform at a Concert
- Travel the World
- Skydive
- Attend a Concert
- Go on a Helicopter Ride

Hobbies & Interests are Heightened

Watching TV & Movies on Skybox VR

*Heightened theater experience: pairing theater sized screens with breathtaking locale (e.g., overseeing the Grand Canyon, etc.) that can be shared with others.*¹⁸

- Alternativeto.net



Listening to Music on Spotify

*Simultaneously play music while enjoying one's favorite Quest experiences.*¹⁹

- VRScout



Interacting with Arts & Crafts on SculptrVR

*"Create and explore brilliant worlds with friends and strangers! Then destroy it all with rockets!"*²⁰

- SculptrVR



Most Often Mentioned Hobbies/Interests²¹

- Team 384 Research

- Watch TV/Movies
- Listen to/Make Music
- Play Sports
- Paint/Draw/Sculpt
- Visit Museums/Zoos
- Learn New Languages



PLAN: TRANSPORT SENSATION SEEKERS TO A WORLD WHERE THEY CAN UNLEASH THEIR INNER SELVES.

INSIGHT

Students in college are always on the lookout for new social experiences. However, they are uninformed that the Meta Quest 2 can transport them and their friends into new adventure-filled worlds.

MESSAGE

Meta Quest 2 provides you and your friends with the ability to enter worlds filled with new places, people, and adventures where you can realize your wildest dreams.

REASON TO BELIEVE

As the leading virtual reality device with a library of over 250 experiences, the Meta Quest 2 allows anyone to enjoy their wildest dreams, from skydiving to singing on stage to visiting dream destinations.

ORGANIZING IDEA

Videos feature various college students in everyday situations. Suddenly, their alter ego avatars appear through a glowing portal, transitioned from the Meta Quest logo, offering them the Meta Quest 2 headset. The tagline **'ALTER YOUR REALITY. QUEST IS READY'** is supered over their adventure and voiced over as the video transitions to a closeup of the Meta Quest 2 along with the website address and Meta Quest logo.

All executions play on characters who are transported into the metaverse and become their alter ego to meet their friends and others to accomplish an adventure they have always dreamed of doing.

POSITIONING

The Meta Quest 2 is the device for bringing people together virtually while pushing the limits of their imaginations without any real-life physical barriers.

tone

LIGHTHEARTED. FUN.
IMAGINATIVE.

Tagline

ALTER YOUR REALITY.
QUEST IS READY.

SONG

DREAMS BY BECK.

ALTER EGO AVATARS INVITE SENSATION SEEKERS TO REALIZE THEIR WILDEST DREAMS.

ALTER EGO: A PERSON'S ALTERNATIVE PERSONALITY. ²²

SETTINGS

Everyday life: student apartment, university halls, leisure centers

The Metaverse: electrifying concert, thrilling skydiving, fantastic adventures

SOUND

The Quest Startup Chime will be heard whenever the portal to the metaverse opens.

PRODUCED VIDEO & DISPLAY ADS:

Popstar, Spaceman, and Swiss Alps.

SUGGESTED VIDEO & DISPLAY ADS:

Pyramids of Egypt, Skydiving, and Tennis Champion.

Selected video adventures will continue in 60 and 90 second versions on MetaQuest.com/AlterYourReality.

WHAT WE WILL SEE

Videos show college-aged individuals living their normal life when suddenly an alter ego avatar appears through a glowing portal that was transitioned from the Meta Quest logo and hands them the Meta Quest 2 headset, inviting them into the metaverse. Putting on the headset, individuals become their avatars and are transported into a world of adventure where they can achieve what they have always dreamed of doing.



WHAT WE WILL NOT SEE

There are no gamer stereotypes such as a male playing violent games alone. There are no major celebrity endorsements, as the focus should be more on the user and the communities they create with the help of the Meta Quest 2. Lastly, there is less emphasis on technology; the campaign illustrates the headset itself as the portal to fun experiences.



THE **ALTER YOUR REALITY** CAMPAIGN ENGAGES COLLEGE STUDENTS 18-24 WITH AN EMPHASIS ON 18-21 YEAR OLDS.

WHAT

AWARENESS

Promote awareness of all the ways 18-21 year olds can use the Meta Quest 2.

HOW

Paid media targets 18-21 year olds on their most used digital media platforms to excite them about the Meta Quest 2.

ENGAGEMENT

Attract the target to engage in interactive content and fun experiences.

Entice the target to try on the Meta Quest 2 headset through exciting owned and earned media initiatives.

MARKET PENETRATION

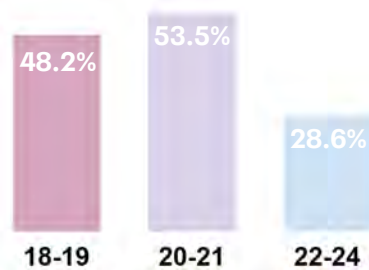
Increase positive attitudes about the Meta Quest 2 with non-gamer 18-21 year olds.

TARGET AGE & GENDER

Media buys emphasize 18-21 within the 18-24 target. More than half of 18-21 year olds are enrolled in college.

Only 28.6% of 22-24 year olds are enrolled in college.⁸

- Statista



Media weights females more heavily

55% of paid media buys prioritize females with 45% of buys directed at men.

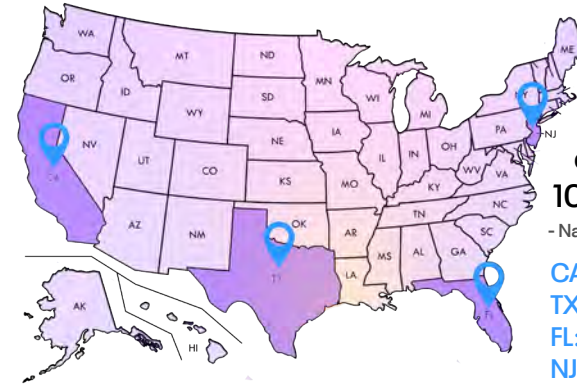
Female students make up 57% of total undergraduate enrollment (9.4 million students), and male students make up 43% (7.1 million students).²³

- National Center for Education Statistics 2019

Females are more likely than males to keep in touch with friends and acquaintances.²⁴

- Female index 120, Male index 94. Simmons 2020

STATES OF FOCUS



A focus on states with a consistently strong college enrollment over 10 years.²⁵

- National Center for Education Statistics 2020

CA: 2.71MM students
TX: 1.64MM students
FL: 1.07MM students
NJ: 414K students

PROGRAMMATIC

NATIVE ADVERTISING

Geographically targeted ads on popular platforms that capture Sensation Seekers at their desks and on-the-go.

"Gen Z, ages 16-22, spend an average of 4 hours and 15 minutes per day on mobile."²⁶

- GlobalWebIndex/Snap Inc. 2019

DYNAMIC PROGRAMMATIC

Behaviorally targeted mobile ads to garner the interest of Sensation Seekers on their most frequented sites.

ENGAGING QUESTS COME TO LIFE THROUGH A PORTAL OF MEMORABLE EXPERIENCES.

THE QR CODE HUNT AN INTEGRATION

Sensation Seekers race against each other throughout the campaign to find hidden QR codes to win a free Meta Quest 2 headset. The three separate races will take place in: *The Quest of Love*, *The Alter Your Reality College Tour*, and *Quest Expo*.

RATIONALE: A fun way to encourage campaign and brand engagement.

"More than half (54%) of consumers 18-29 have clicked on a marketing-related QR code." ²⁷

-The Drum/YouGov Study June 2021

THE QUEST OF LOVE MEET YOUR SOULMATE IN VR

A dating show that takes place in the Metaverse and opens a portal to what these young, single contestants crave: **genuine relationships**.

PLOT:

- Six men and six women begin their journey by putting on their Meta Quest 2 headset where they will meet for the first time as avatars.
- Each episode is designed to test the contestants on trust, compatibility, and attraction as they go on dates in VR versions of famously romantic cities.
- As the season comes to an end, tensions are high as contestants wonder if they will get to meet their chosen soulmate in real life.

RATIONALE: Supports how real connections can be made through the Meta Quest 2 headset.

Weekly on Hulu & Meta TV September 1st through October 6th.

The Quest of Love will have Instagram and TikTok accounts promoting the show.

THE ALTER YOUR REALITY COLLEGE TOUR FUN, FRIENDS, AND A CHANCE TO WIN

Throughout the fall of 2022 in four targeted states, students at 16 major colleges lineup to try out the headset and search for the QR code that gives them a chance to win a Meta Quest 2.

RATIONALE: A chance for college students to fall in love with the Meta Quest 2 and tell their friends.

Instagram will be used to announce which university the Alter Your Reality College Tour is going to next.

HORIZON WORLDS COLLEGE COMMUNITY AND ECO-FRIENDLY NFT GIVEAWAY

Create Horizon Worlds' official college student community where the 100 most engaged users are rewarded with eco-friendly NFTs distributed on the sustainable EOS blockchain that will unlock a portal of awesome perks throughout the campaign.

RATIONALE: To show college students that a sense of community can be fostered in this virtual landscape.

QUEST EXPO THE ULTIMATE META QUEST EXPERIENCE

An all-in-one event taking place in sunny Los Angeles on December 3rd & 4th that curates exclusive experiences that merge youth culture with the Meta Quest 2.

Activities include (but are not limited to):

- Interacting with The Quest of Love cast, relatable influencers, and even Mark Zuckerberg;
- Exciting Meta Quest 2 adventures like *Beat Saber* and *Rush*;
- A competition to win a free trip to Paris;
- A QR code hunt to award 20 Meta Quest 2 headsets.

The event will be livestreamed on Twitch.

RATIONALE: An opportunity for attendees to connect with fellow Sensation Seekers, take part in fun activities, and discover the exciting possibilities within the Meta Quest 2.

In partnership with Clean Air Task Force, a not-for-profit that supports technology and policies to decarbonize the global energy system, 50% of ticket sales will be donated to the cause.

RATIONALE: Approximately 7 out of 10 GenZers say that they feel anxious about the future when they see content addressing climate change. ²⁸ - Pew Research Center, May 2021

With this partnership, Meta Quest shows 18-24 year olds it is as concerned about the environment as they are.