

Meta Quest

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Territory: UK
Date: November 2022
Category: Computers/Tech
Environment: High Street
Format: Creative Solutions
Campaign Objective: Broadcast Awareness
Agency/Specialist: Direct/Spark Foundry



The Campaign

Meta's Reality Labs took over the Piccadilly Lights to promote its Meta Quest 2 virtual reality headset. The campaign, as part of Meta's "Wish for the Extraordinary" campaign, shows an astronaut reaching out of the screen, a rollercoaster, and an NFL player leaping towards viewers to catch a football.

The Outcome

- Pulsar Social Listening:
 - 600K digital impressions in first week
 - 100% Joy highest sentiment
 - 600 engagements
 - “Unreal” & “3D” most used words

What the client said

Chelsey Susan Kantor of Meta Quest said: "With this campaign, we wanted to capture the joy of having big, extraordinary wishes and actually having them come true with Quest 2. Whether that's suiting up and taking to the skies as your favorite SuperHero or simply spending the afternoon at the International Space Station – it's all possible with VR."