

Australia Day 2022

Interactive Digital Experiences

Ideas for Facebook/Instagram AR Filters,
Snap AR Lenses and Other Creative Tech Solutions.



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WHY SHOULD YOU CONSIDER CREATIVE TECH SOLUTIONS FOR YOUR MARKETING CAMPAIGNS



Bring
Commerce
to life



Try-
Before-You-
Buy Potential



Rich Media
& Information
Delivery



Reach 3.8 Billion
Users with
Creative Tech



60% to 100%
increase in
purchase intent



More delightful
experience
compared to
videos/banners



Be present in
the consumer's
space



Increase
Dwell
Time & Recall

AND
MUCH
MORE!

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CREATIVE TECH SOLUTIONS WE OFFER:



Augmented Reality & Camera Solutions

- Facebook AR Filters
- Instagram AR Filters
- Snapchat AR Lenses
- Web AR Experiences
- In-App AR Experiences
- Kinect Camera Experience



Branded Gaming Solutions

- Newsfeed SmartApps
- Swipe Up Games
- Facebook Playable Ads
- In-App Games
- AR Games



Other Creative Tech Solutions

- 3D-360 Virtual Stores
- Interactive Videos
- Messenger Bots
- WhatsApp Stickers Pack



OFFICIAL SPARK AR PARTNER



**OUR GLOBAL
STORY OVER
THE LAST 10
YEARS.**

**150+
Agency Clients**

**Projects Across
25 Countries**

**500+
Brand Clients**

**Team of 40+ Across
Strategy, Design &
Technology**

**1,500+
Creative Tech
Builds**

WHY SHOULD YOU WORK WITH US?

1,500+ builds over 10yrs.

Conceptualized, built and launched over 1,500 experiences across AR, gaming & more.

In-house team. No outsourcing.

We do not outsource anything, period. Full quality control as our in-house team works on strategy, ideation, design, 3D, development, and launch. No freelancers or part timers.

360 Campaign Approach.

Having launched hundreds of campaigns with different objectives, we also advise on what works, what doesn't and how to truly integrate a creative tech campaign with offline as well.

Platform knowledge & tech expertise.

Extensive platform knowledge + existing working relationships with all large social platforms. We're a technology heavy organization with deep tech and development expertise.

Serviceable Locations

Three primary markets where we are strong is Middle East/North Africa (MENA), South East Asia and India. But we've also executed a good number of campaigns in Europe and North America.

OUR WORK HAS BEEN FEATURED ON

facebook

The Drum

Ads of the World

AdAge

ad:tech

& many more!



POSSIBILITIES WITH SPARK AR FILTERS, & SNAP LENSES?



Augmented
reality games



Face
masks



3D objects static
& dynamic



Hand gestures
or activate
with hand



Head
movement



Facial
tracking



Mouth &
lip tracking



Scan to
unlock

AND
MUCH
MORE!

alivenow.in

WHAT'S THE BIG DEAL ABOUT AR RIGHT NOW?

**NO NEED TO
DOWNLOAD AN
APP TO CONSUME
AN AR EXPERIENCE.**

**DEMOCRATIZED AR,
THANKS TO SOCIAL
PLATFORMS.**

**BETTER
SMARTPHONES &
PROCESSERS =
INCREASED REACH
+ AR AT SCALE.**

**EMERGENCE OF WEB
AR & IMPROVED
SMARTPHONE
BROWSERS.**

**ONLY WAY TO
UNLOCK
GESTURE-BASED
MESSAGING AND
ADVERTISING.**

**IMMERSIVE,
WHOLESOME: DO
MORE WITH AR & 3D
VS 2D AND FLAT UI.**

AUGMENTED REALITY AND THE MARKETING FUNNEL.



WHAT KIND OF “EXPERIENTIAL MARKETING” ARE YOU ABLE TO UNLOCK WITH AUGMENTED REALITY?

FACE/HEAD TRACKING/HEAD TILT	  
FEET TRACKING	
HAND TRACKING	 
HAND GESTURES [1 FINGER, 2 FINGERS, CLOSE FIST, YOLO SIGN, ETC.]	
FACIAL EXPRESSIONS [BLINK, SMILE, NOD, OPEN MOUTH, POUT, ETC.]	  
SCAN A PRODUCT TO UNLOCK [OBJECT OR LOGO SCANNING]	  



Australia Day Quiz

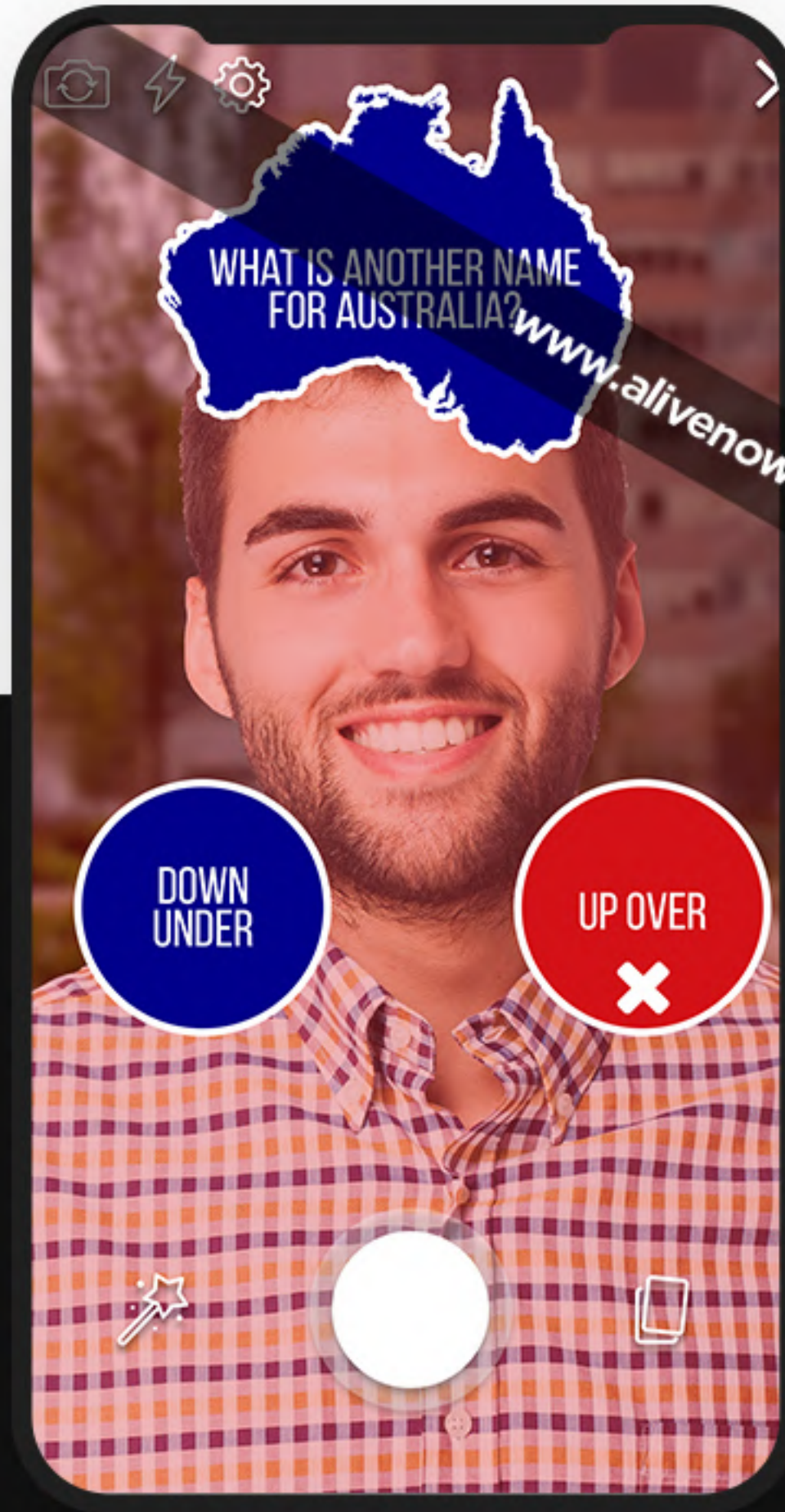
Tilt your head left or right to choose an option.

Try a similar AR experience that we've built.

CLICK HERE TO TRY

PLATFORM PUBLISHING
Social AR experiences.







Wave Your Flag Filter

Users can now celebrate Australia Day by virtually waving their flag. The filter also has a fun twist where the national anthem plays louder as the user waves the flag.

PLATFORM PUBLISHING

Social AR experiences.





Reveal The Australian Flag

Paint the Australian flag across the screen with your hands. Celebrate "Australia Day" with the national anthem in the background.

PLATFORM PUBLISHING
Social AR experiences.





Explore The Map In Your Hands

Showcase the rich cultural heritage of Australia on the Australian map. Scale the map with your hands and explore the wonders of Australia.

PLATFORM PUBLISHING

Social AR experiences.





Patriotic Poster

The user taps to record and a line passes across the screen and Australia monuments in the back along with the flag and a text reading 'Happy Australia Day' at the bottom. The filter will also apply the Australia flag colours on the user's cheek.

PLATFORM PUBLISHING
Social AR experiences.





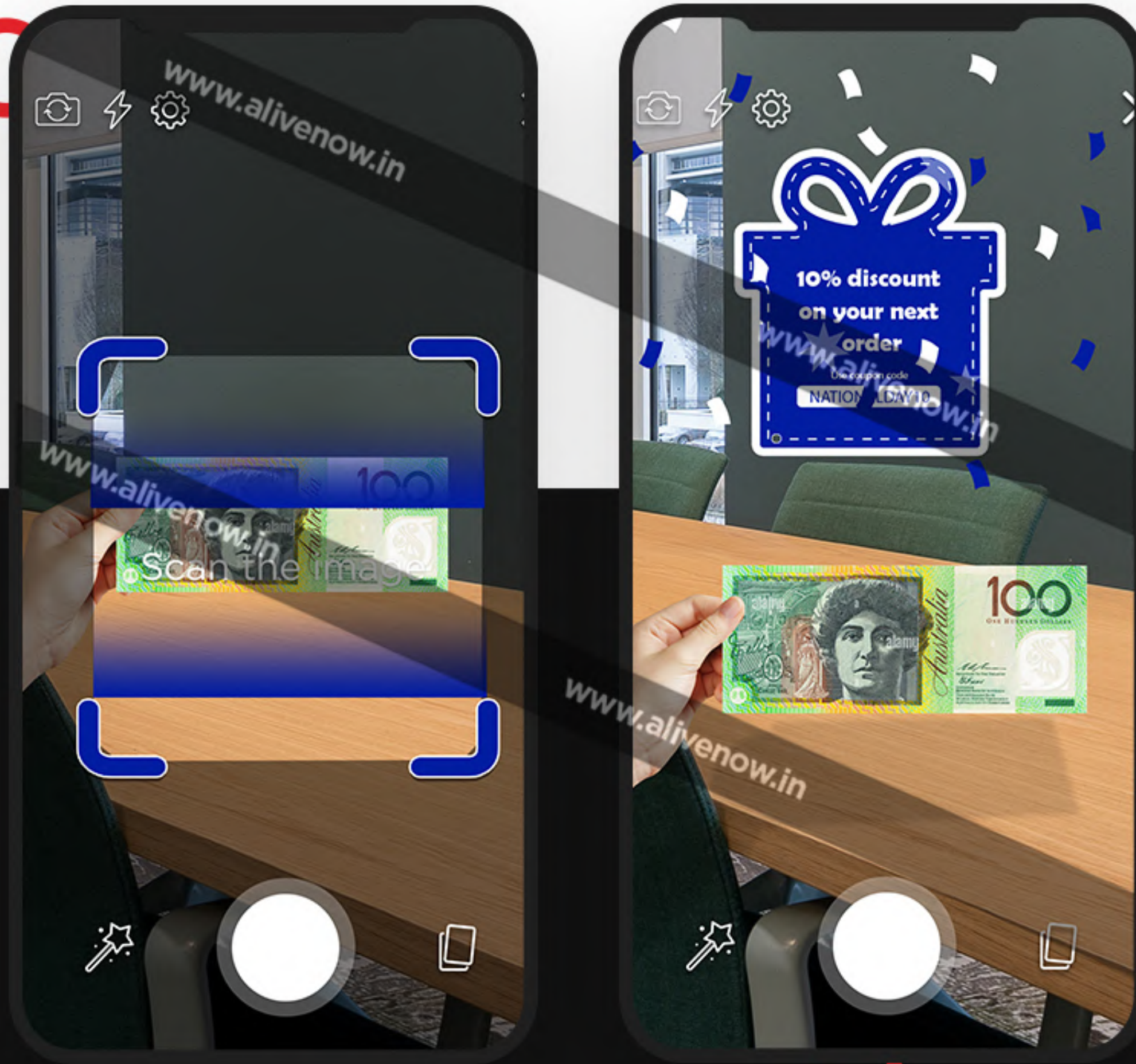
Australia Flag Colour Soundwave

There is a sound wave that appears on top of the user's head in neon. The soundwave will be in 'Australia Flag colour'. Once the user sings or hums or records a patriotic message, the sound wave will change accordingly and they can record this experience.

PLATFORM PUBLISHING

Social AR experiences.

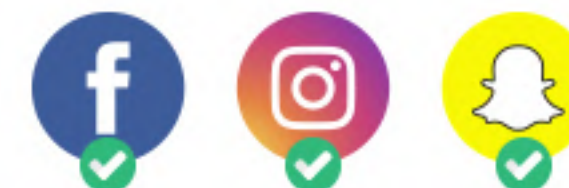




Scan The Dollar To Unlock Exciting Offers!

The user can scan the Dollar note with the filter and the offer they have unlocked appears on their screen.

PLATFORM PUBLISHING
Social AR experiences.





Australia Day Filter

A 3D model of the Australia is placed in the user's environment, wishing viewers a 'Happy Australia Day' with the National anthem playing in the background.

PLATFORM PUBLISHING
Social AR experiences.





Virtual Museum

Launch the filter in the rear camera to enter the virtual museum and move around your phone to see different elements. Tap on the hotspots to learn more about an event.

PLATFORM PUBLISHING
Social AR experiences.





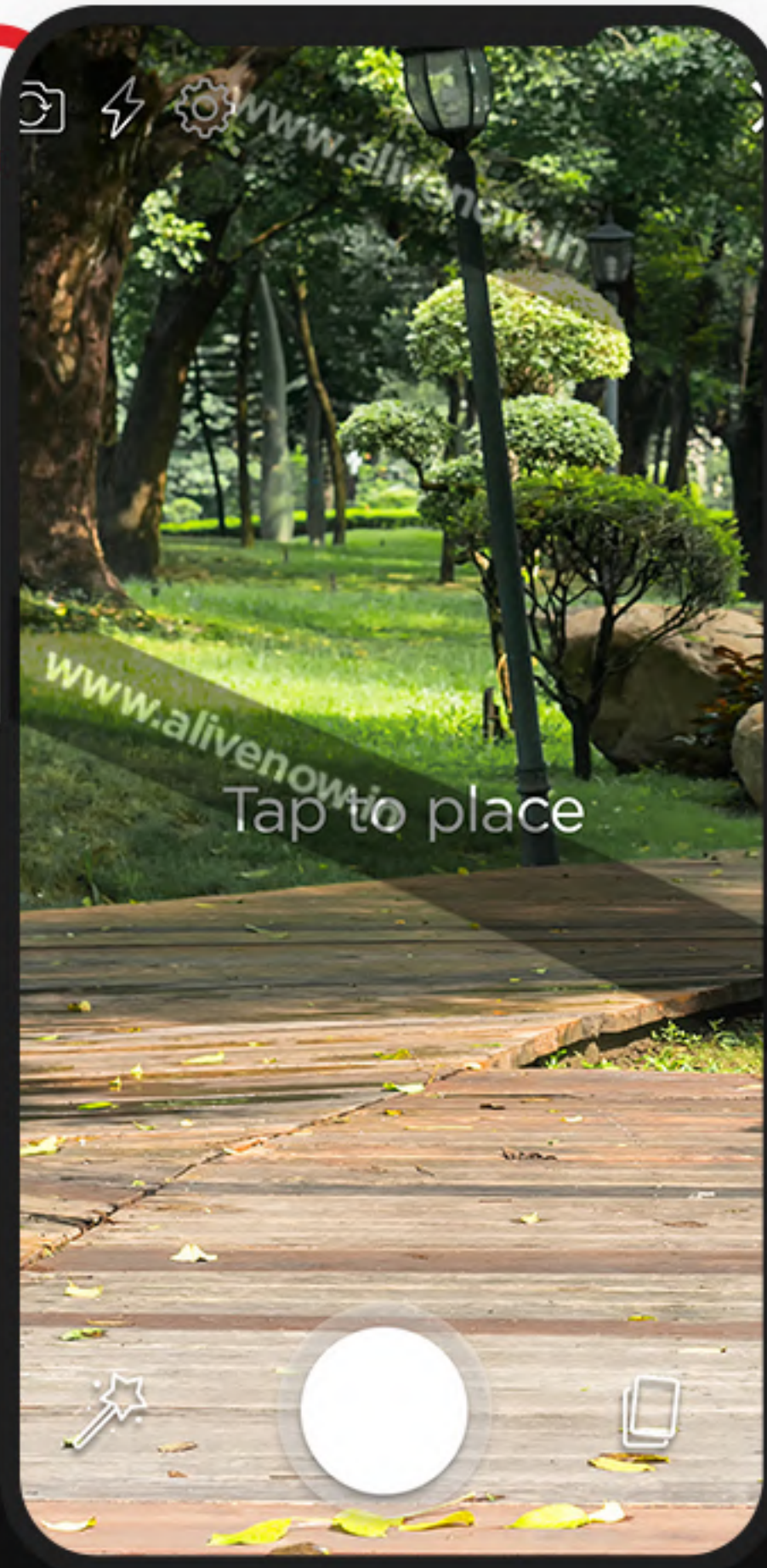
Sing The Anthem

Launch the AR filter and select the pattern of face paint of your choice. Hold the record button to start the national anthem music and sing it as the lyrics appear in a card on top of the users heads in augmented reality.

PLATFORM PUBLISHING

Social AR experiences.





Virtual Flag Hoisting Ceremony

Switch to the rear camera, place the flag pole on a flat surface and watch the flag hoist itself to the top. The flag opens and flowers fall down. The national anthem tune can be played in the background.

PLATFORM PUBLISHING

Social AR experiences.



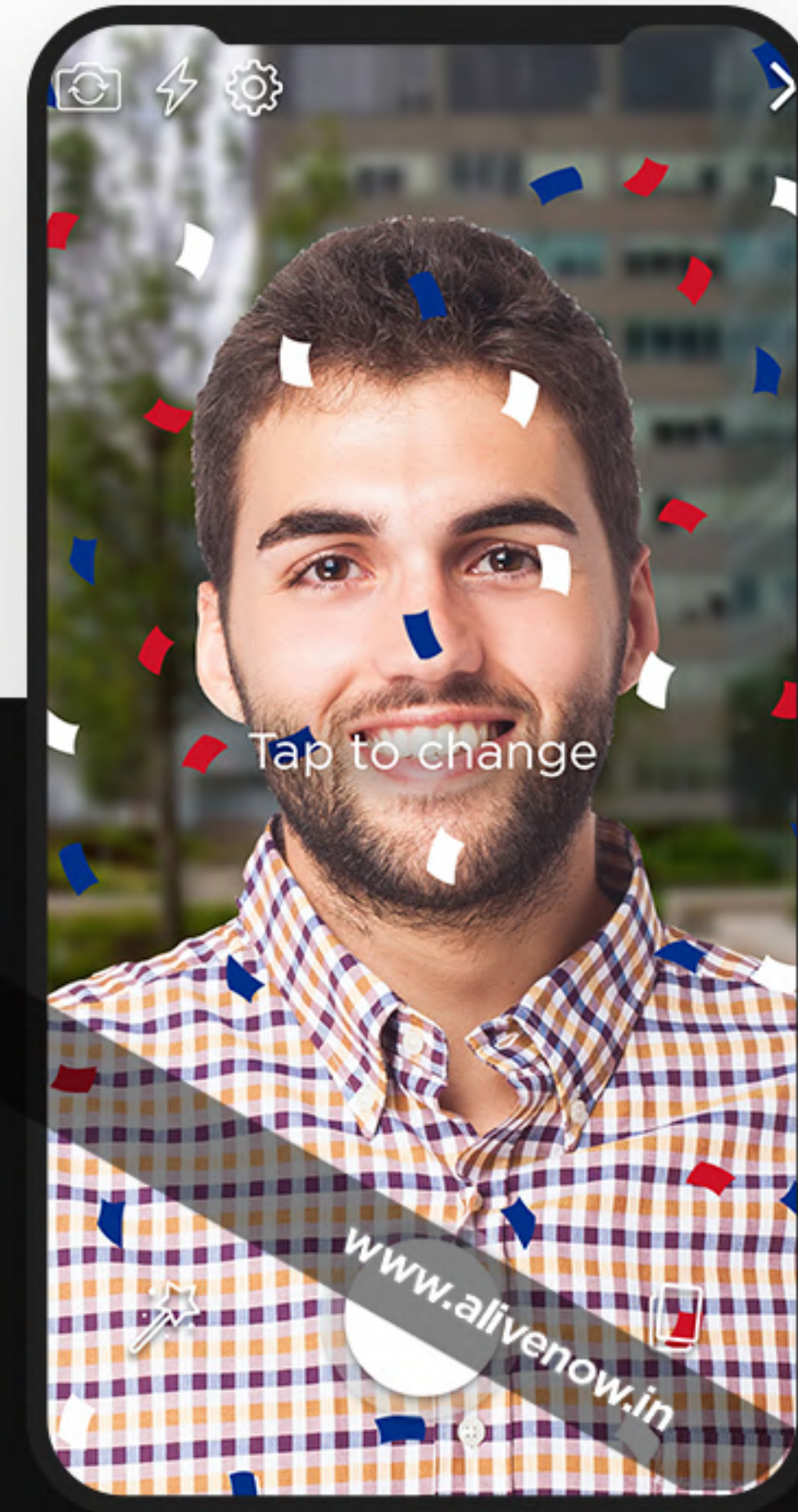
Australia Face Paint



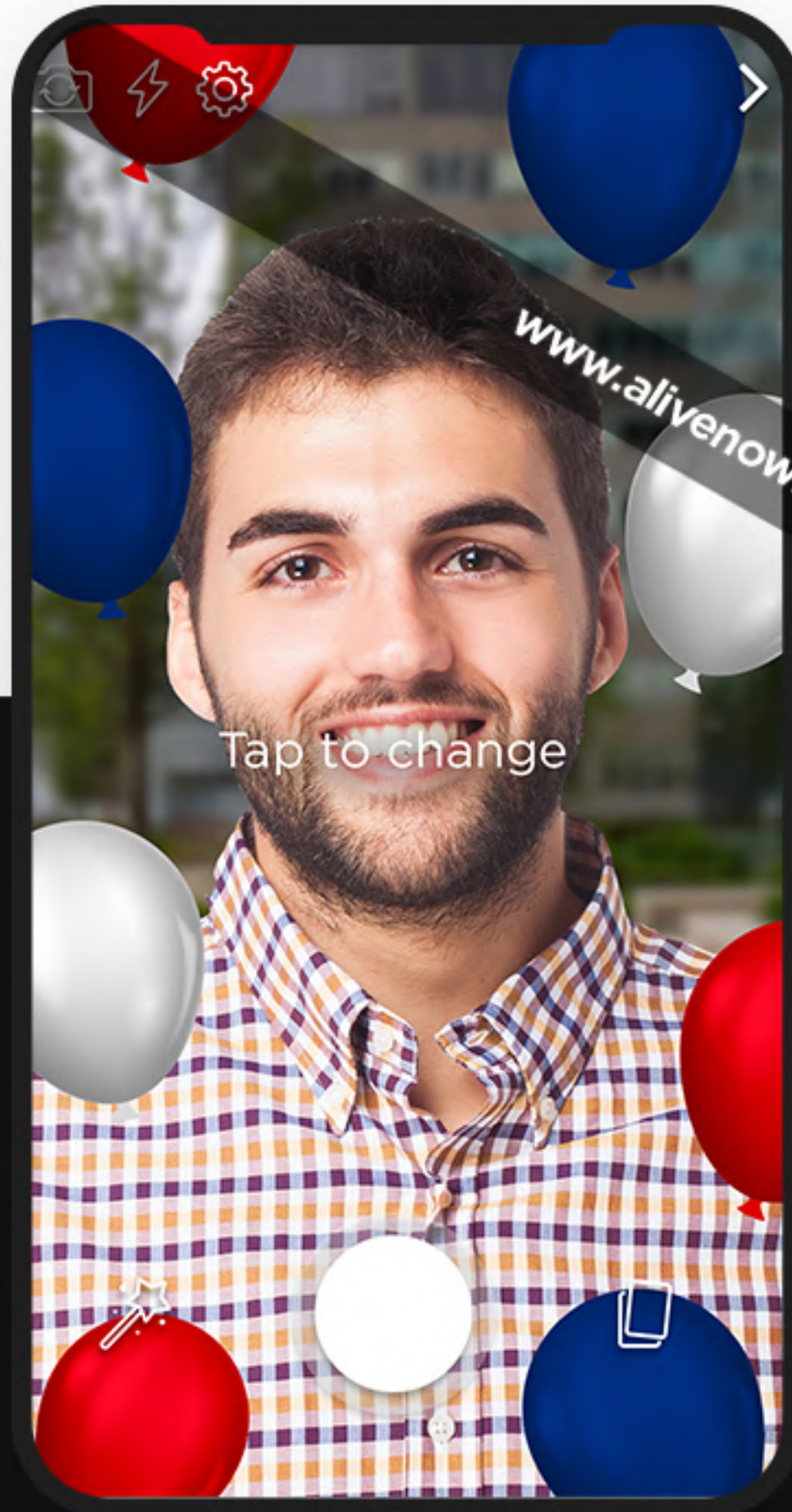
Australia Colour Glasses



Australia Colour Confetti



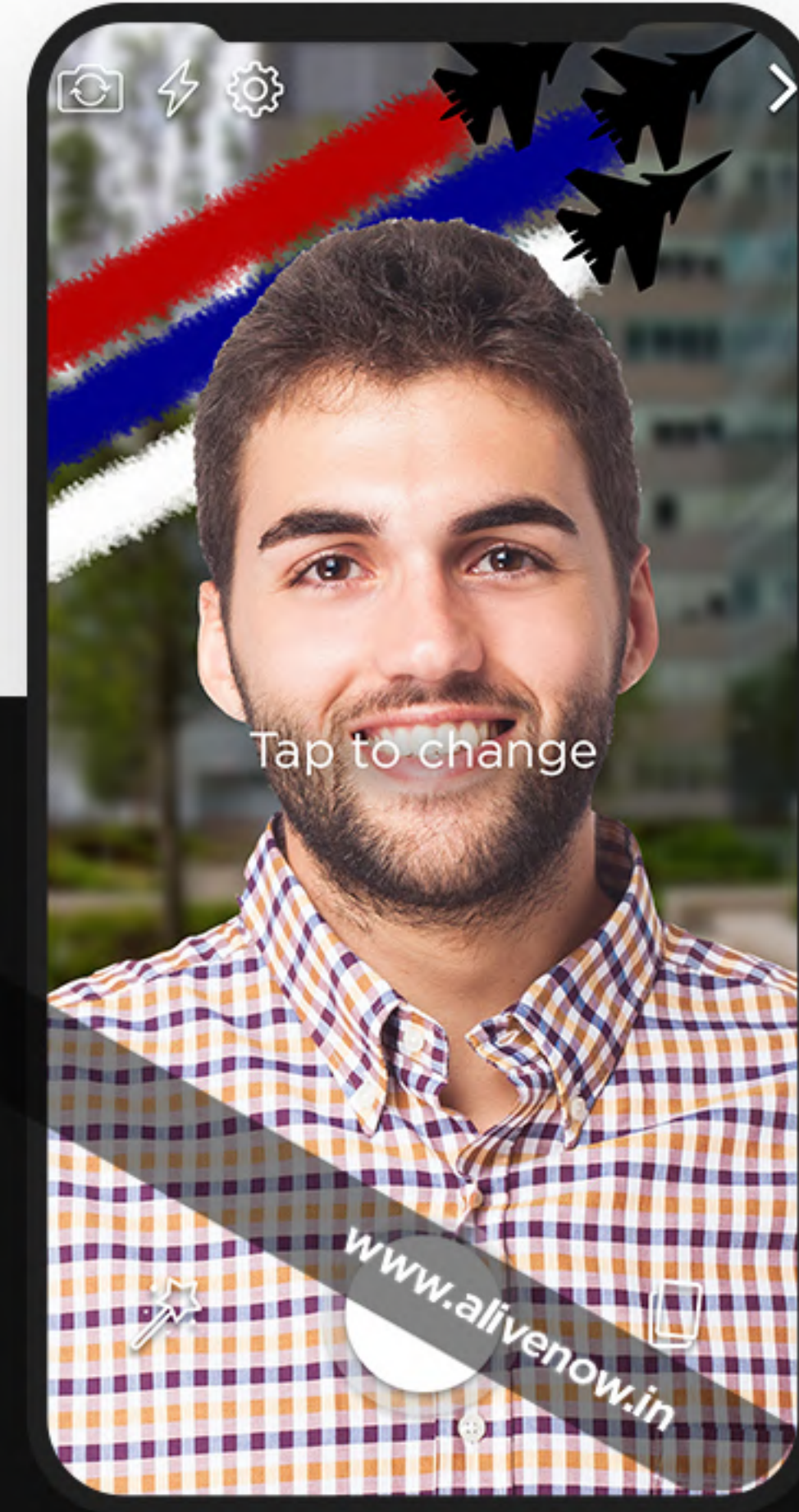
Australia Colour Balloons



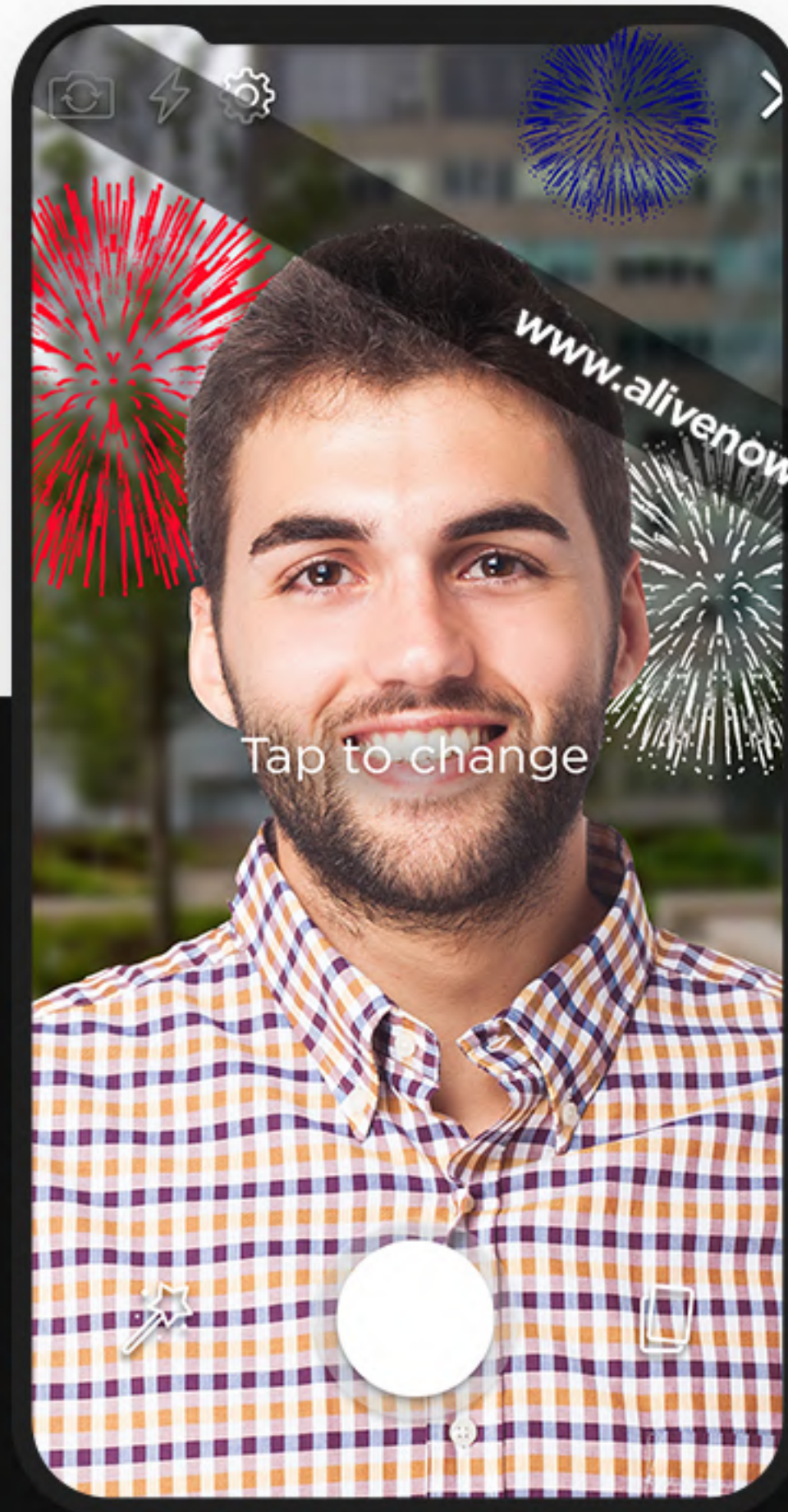
Australia Colour Lipstick



Plane Flyby with Smoke in Australia Colours



Fireworks in Australia Colours



Face Mask in Australia Colours

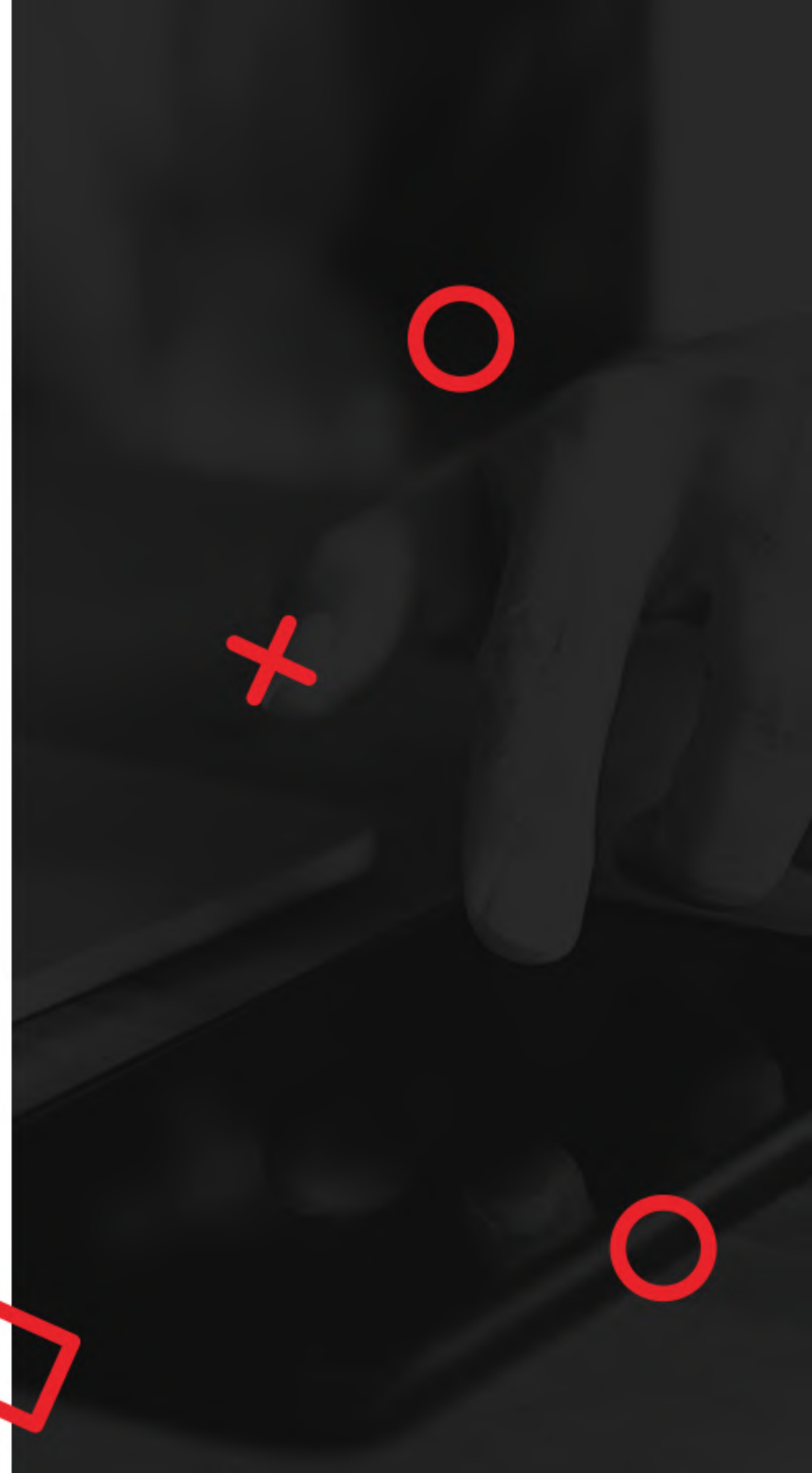


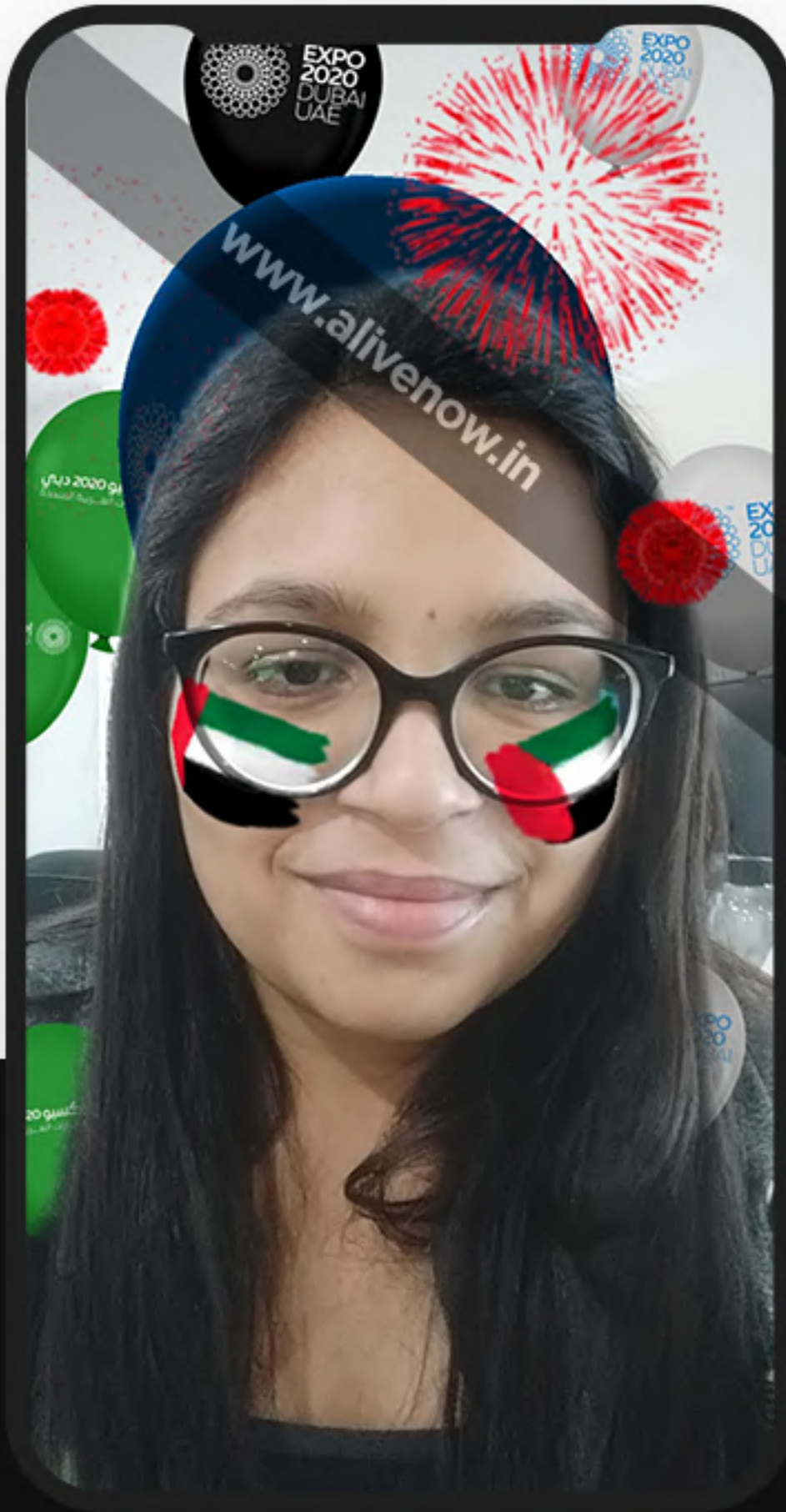
Background Segmentation with different Australia Cities





- » We can build these as separate filters or as a combination of different elements in the same filter.
- » For example the same filter can have the Australia face paint with confetti or Australia coloured fireworks with Australia Glasses.
- » We can integrate branding in different ways. Logos on the balloons, logo anchored to the face, etc.





WATCH HERE



WATCH HERE

Here are similar
National Day
Instagram AR filters
that we've built for
EXPO 2020 and
Panda.

INTERACTIVE GAMING EXPERIENCES

Rich branded games that are custom built and can be deployed across social, web and mobile platforms. Insightful analytics, true user engagement, increased brand recall and drive conversions to different objectives using fun games.

**NEWSFEED
SMARTAPPS**

Gaming experience that can be deployed across social, messaging platforms, your existing apps/websites and integrated with print.



Gaming solution built specifically to convert passive story viewers on Instagram and Facebook into an active and engaged audience.



An interactive gaming ad unit that opens in Facebook's newsfeed. Deployed as an ad unit.

Note : Newsfeed SmartApps and Swipe Up Games are solutions from alivenow and are not related or owned by any other company. Facebook Playable Ads is a unique ad unit offered by facebook, and as partners we build Facebook Playable ads as well.



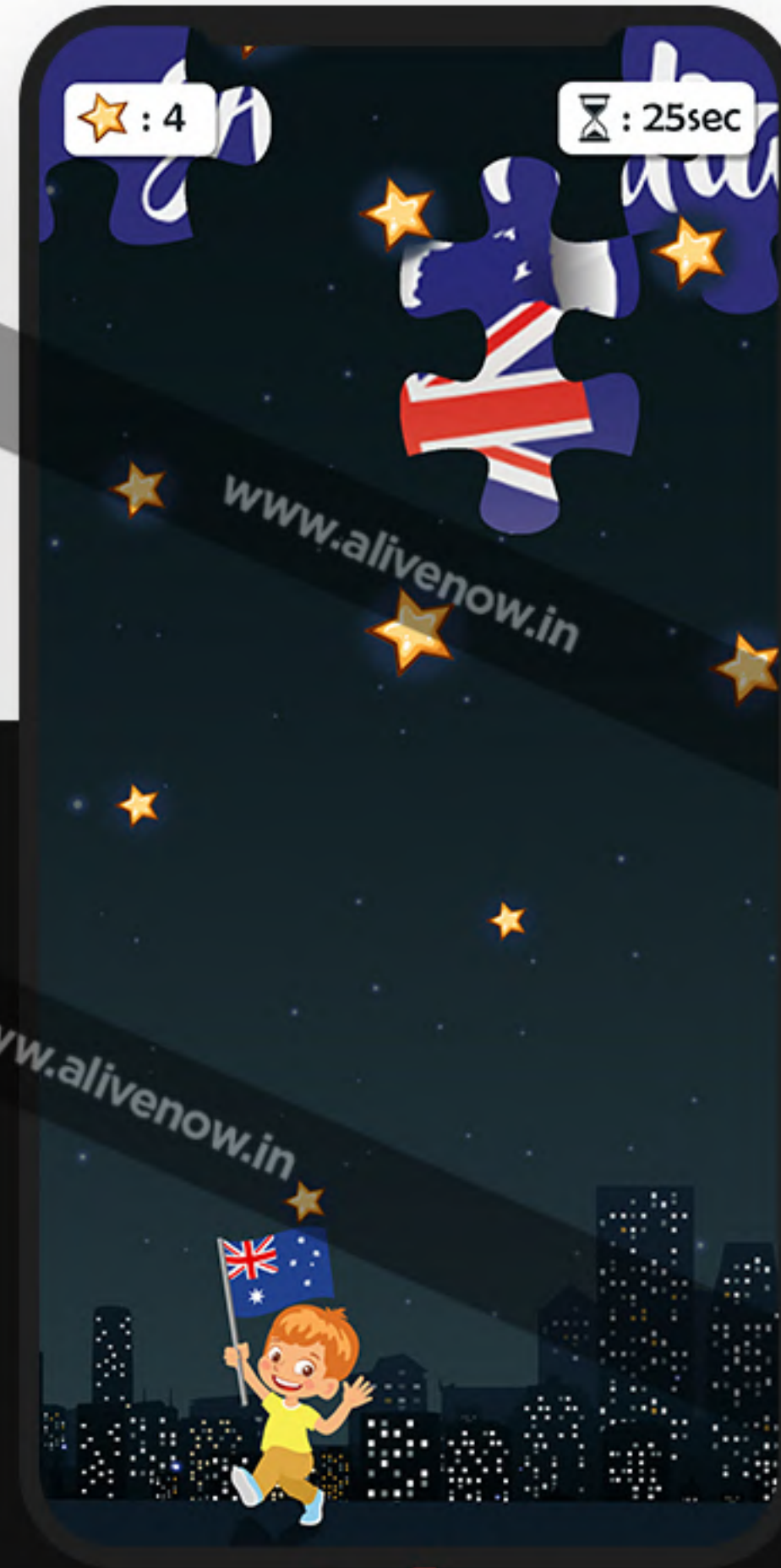


Customized National Day Poster

The user can upload an image and insert it in a template of their choice and share their National day poster with their friends and family.

Try a similar experience that we've built.

CLICK HERE TO TRY

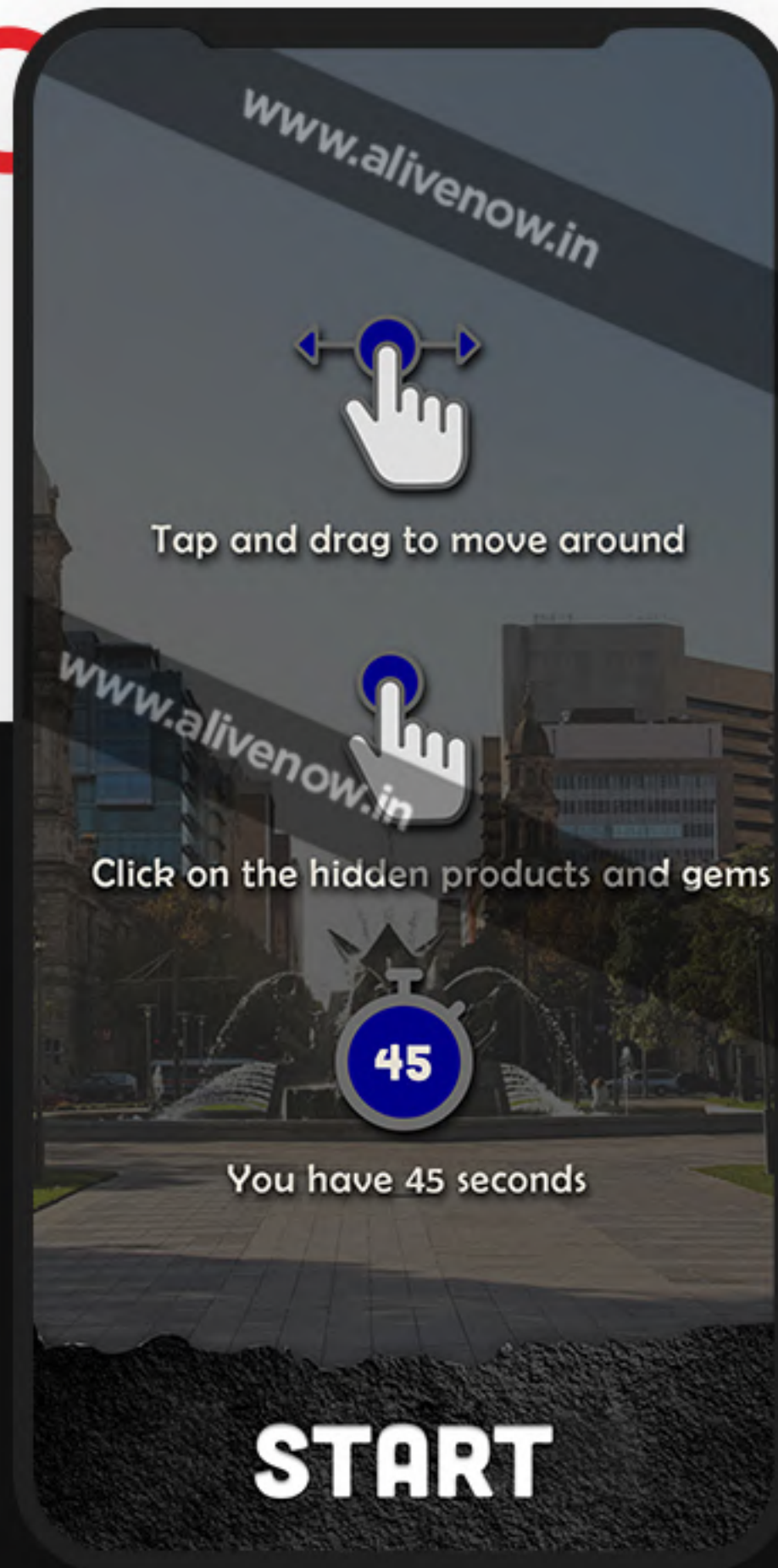


Catch the Stars Game

The user has to move the character left and right to catch the falling stars and products. As the user catches more stars, the background behind the character begins to develop and reveal an image of the Australia flag and the Australia monuments.

Try a similar experience that we've built.

CLICK HERE TO TRY

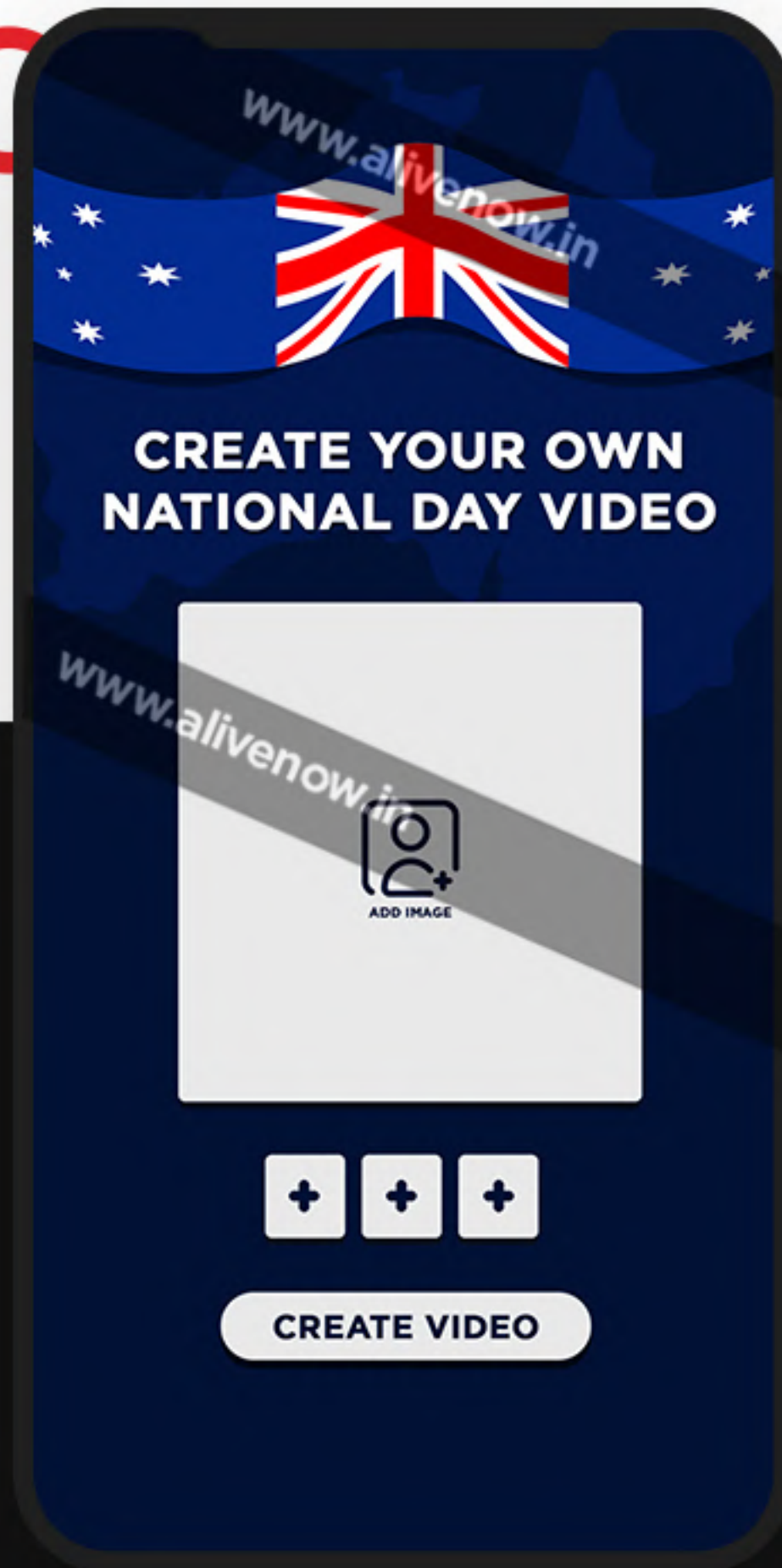


National Day 360 Hunt

The user has to swipe and look around to find all the hidden products and gems before the time runs out to win the game.

Try a similar experience that we've built.

CLICK HERE TO TRY



National Day Video Greeting

Create and share a customized video greeting on National Day with your friends and family.

Try a similar experience that we've built.

CLICK HERE TO TRY



Australia City Run Game

Run across different Australia cities and tap the screen to make the character jump to collect products and gems and submit your high score.

Try a similar experience that we've built.

CLICK HERE TO TRY



Spin The Australia Wheel

Tap and spin the Australia wheel to learn interesting facts about the Australia!

Try a similar experience that we've built.

[CLICK HERE TO TRY](#)

HOW DOES THIS WORK & WHAT NEXT?

- » Each of these ideas/concepts can be customized and built for your brand and based on your requirements.
- » We can come back with more ideas/concepts if you have a specific brief.
- » All AR filters have to be approved by the platform, which takes anywhere between 2-5 days.
- » Our team undertakes all the work from 3D design/modeling, to UI/UX design and tech/development work. We do not outsource anything, all work is done in house.

HOW DOES THIS WORK & WHAT NEXT?

- » Costs/timelines vary based on what idea/concept is picked.
- » We do not have any exclusivity with any brand/agency for any ideas.
- » Please respect the originality of the ideas and we request you not to copy our ideas/concepts.
- » Please visit our **website** to explore other innovative creative tech solutions like Web AR, Interactive Videos, WhatsApp Stickers and Messenger Chatbots.



We work with
brands and
agencies globally
across all sectors
and sizes!



Marriott



1+ ONEPLUS

VISA

SanDisk



Cheil

HAVAS
WORLDWIDE



agilvy

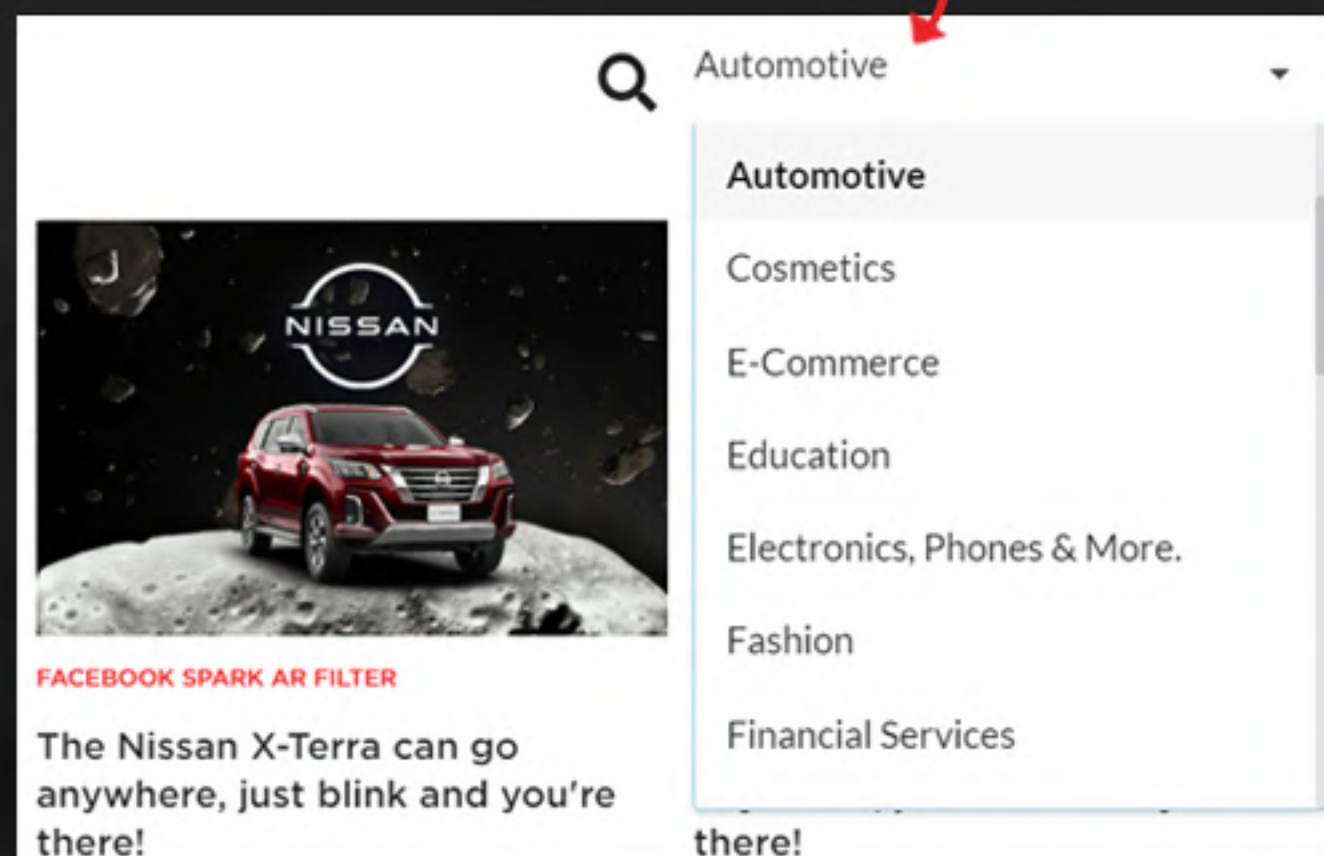


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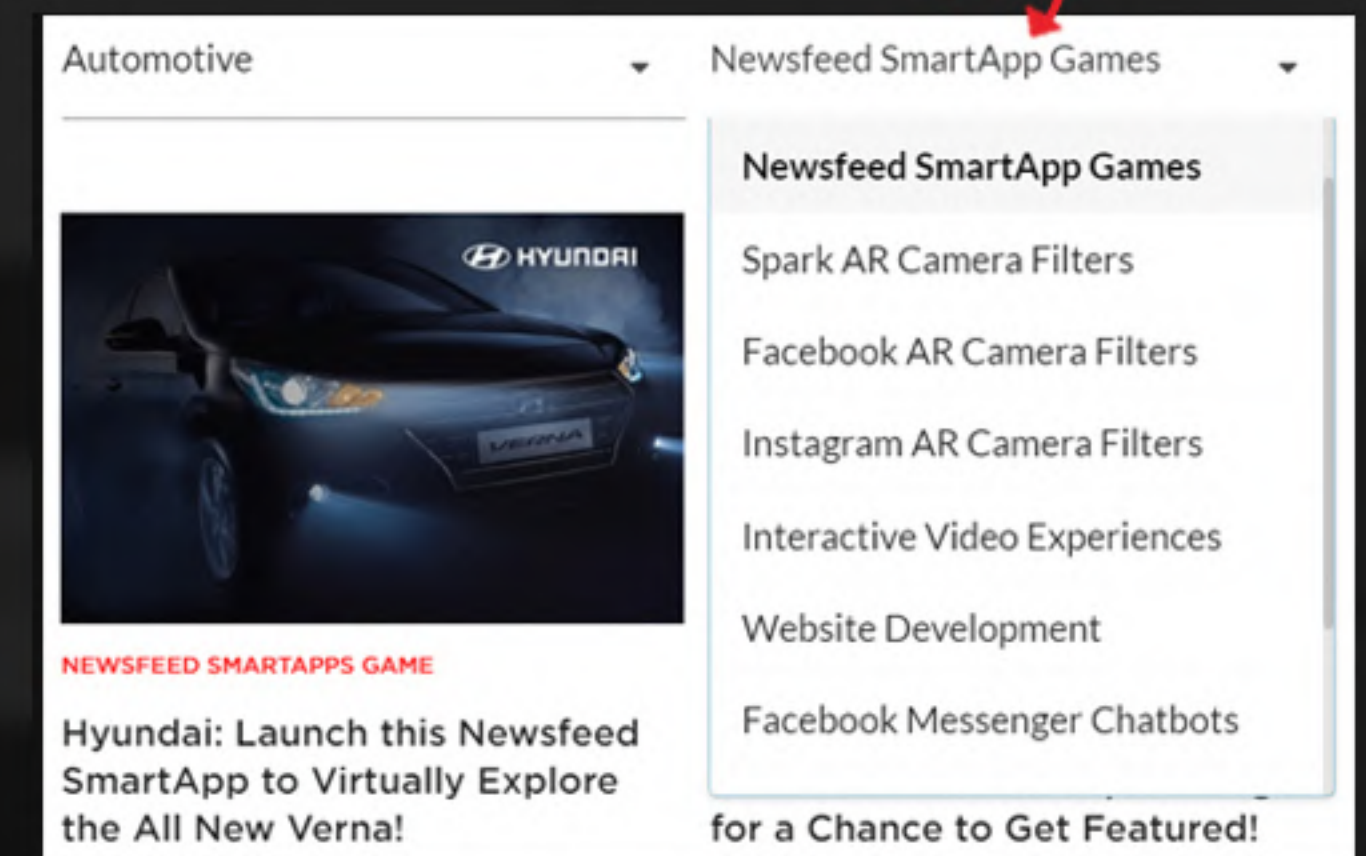
& more!

Visit our **PORTFOLIO PAGE** to explore hundreds of examples, search and discover campaigns by:

1 INDUSTRY

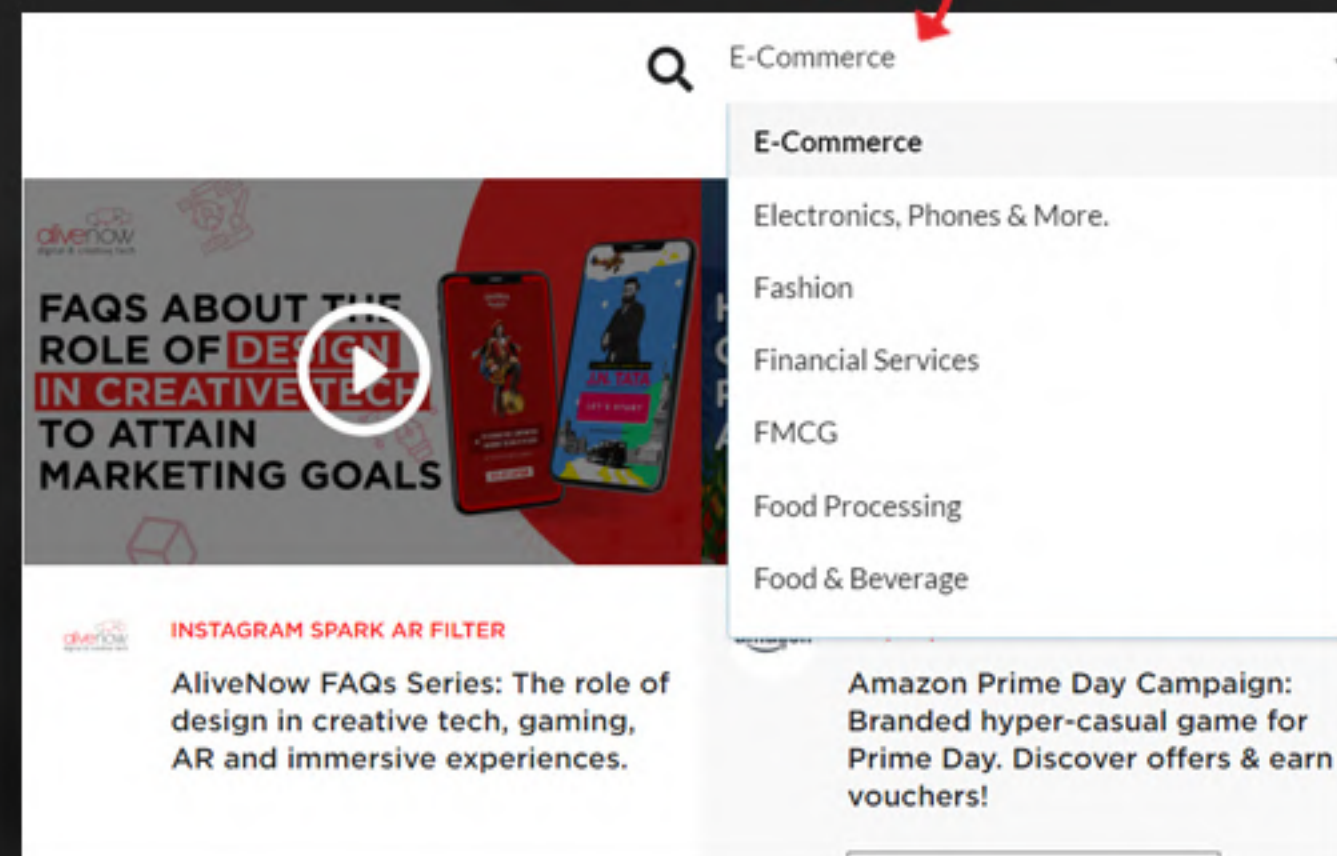


2 PLATFORM

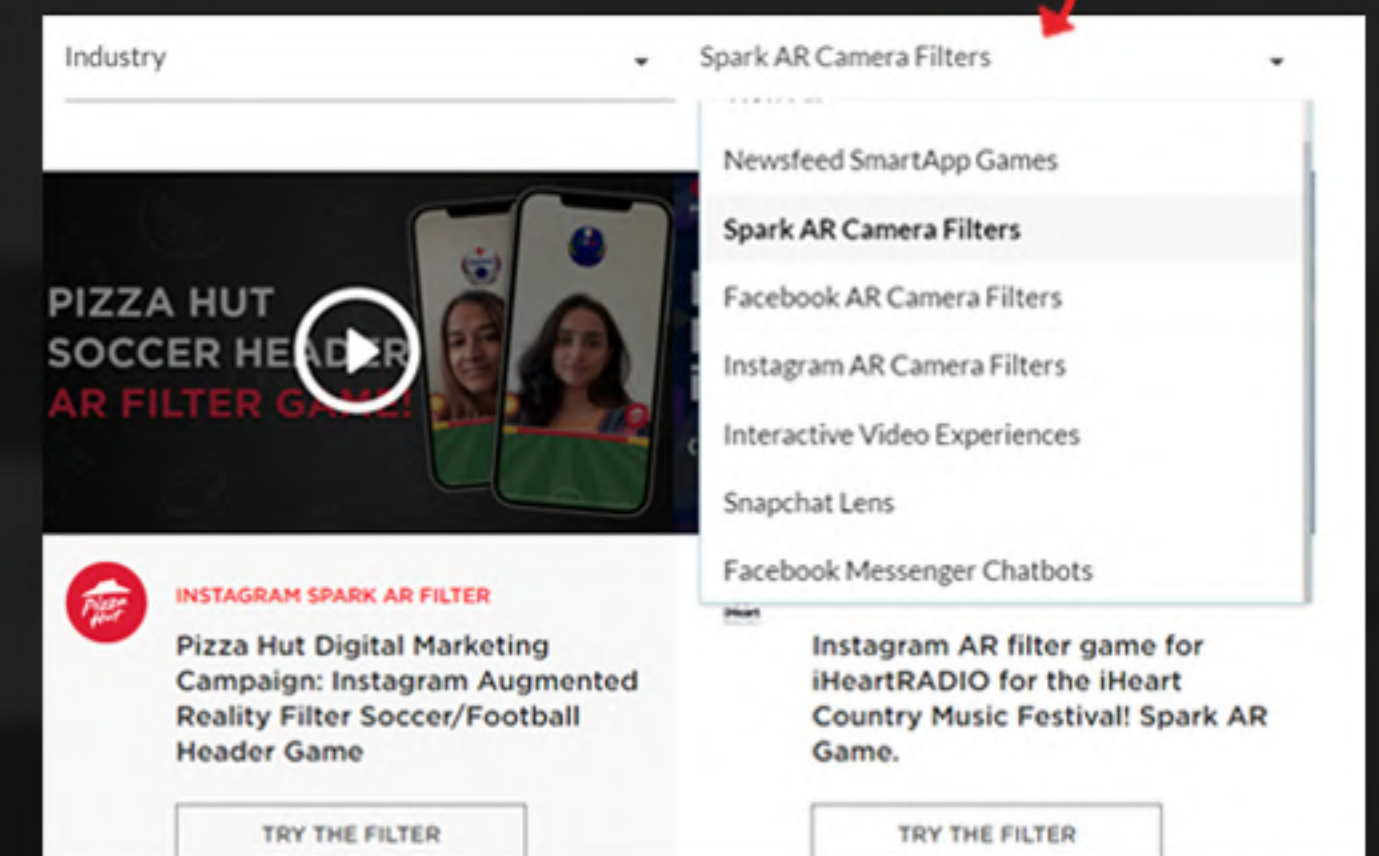


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM





THANK YOU!

contact@alivenow.in

Explore more work at **www.alivenow.in**

