



NEWSFEED
SMARTAPPS



OFFICIAL SPARK AR PARTNER
Spark AR





Automobile Launch Ideas 2021

Interactive Digital Experiences

Immersive & Engaging concepts
using Social AR, Web AR,
Gaming & Playables

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This deck contains ideas specifically for Automobile brands to try and create immersive experiences for their audiences. In this deck, we will take you over Facebook and Instagram AR Filters, WebAR, and Branded Game ideas. These ideas are to be treated as thought-starters and we'd be happy to discuss and come back to you with concepts specifically for a brief that you are working on.




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» alivenow is an official Facebook and Instagram Spark AR Partner.

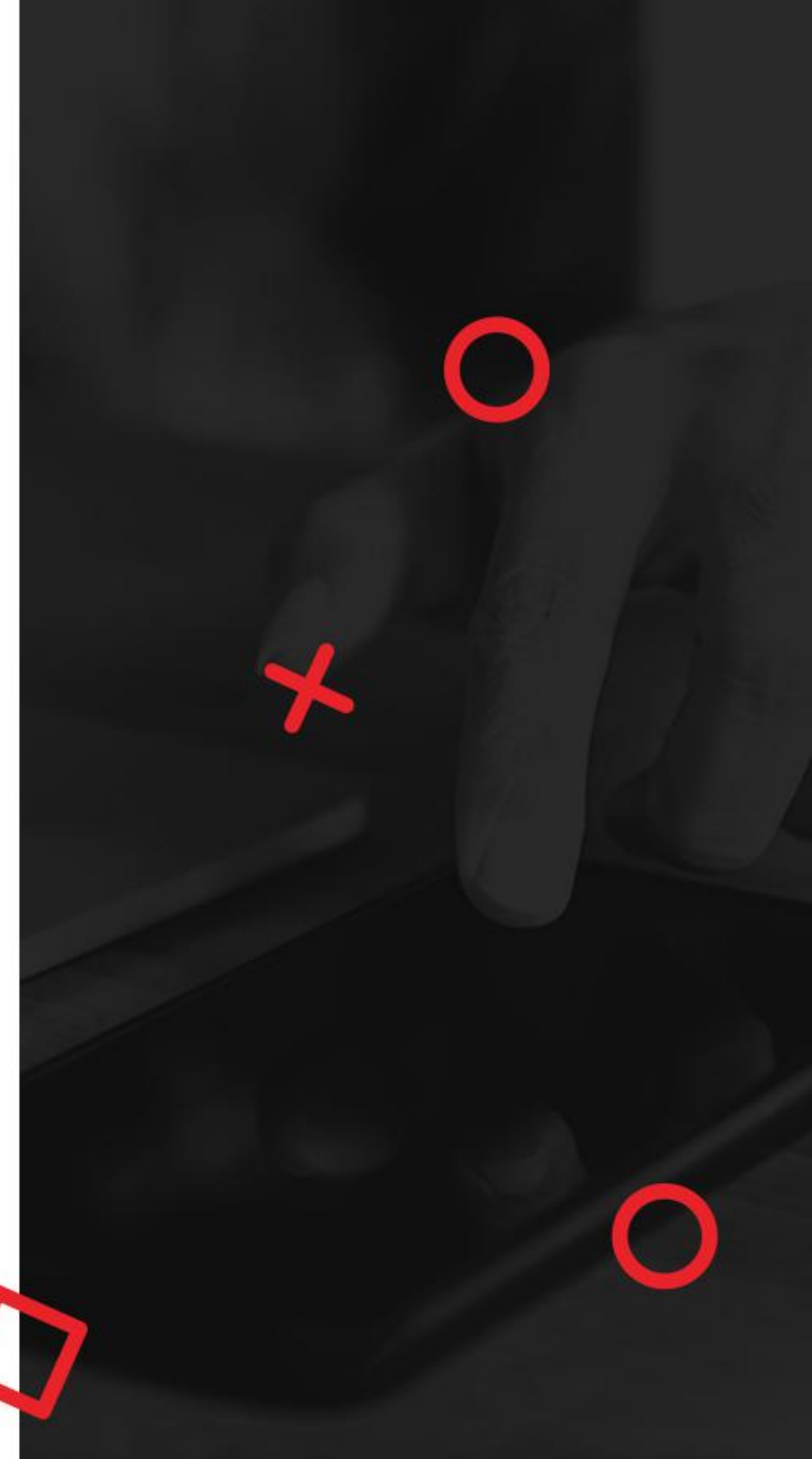


» We're a global creative tech studio building immersive experiences like branded AR Camera Filters, Facebook Playable Ads, Swipe Up Games, branded Newsfeed SmartApp games, Interactive Videos, Web AR experiences & more.

» Explore all our projects with working links on our portfolio page [**www.alivenow.in/Portfolio**](http://www.alivenow.in/Portfolio)



[**alivenow.in**](http://alivenow.in)



OUR CREATIVE TECH SOLUTIONS

OFFICIAL SPARK AR PARTNER



Spark AR



Instagram AR
Filters



Facebook AR
Filters



Web AR
Experiences



Swipe Up
Games



Facebook
Playable Ads



Newsfeed
SmartApps



Messenger
Chatbots



WhatsApp
Sticker packs



Interactive
Videos

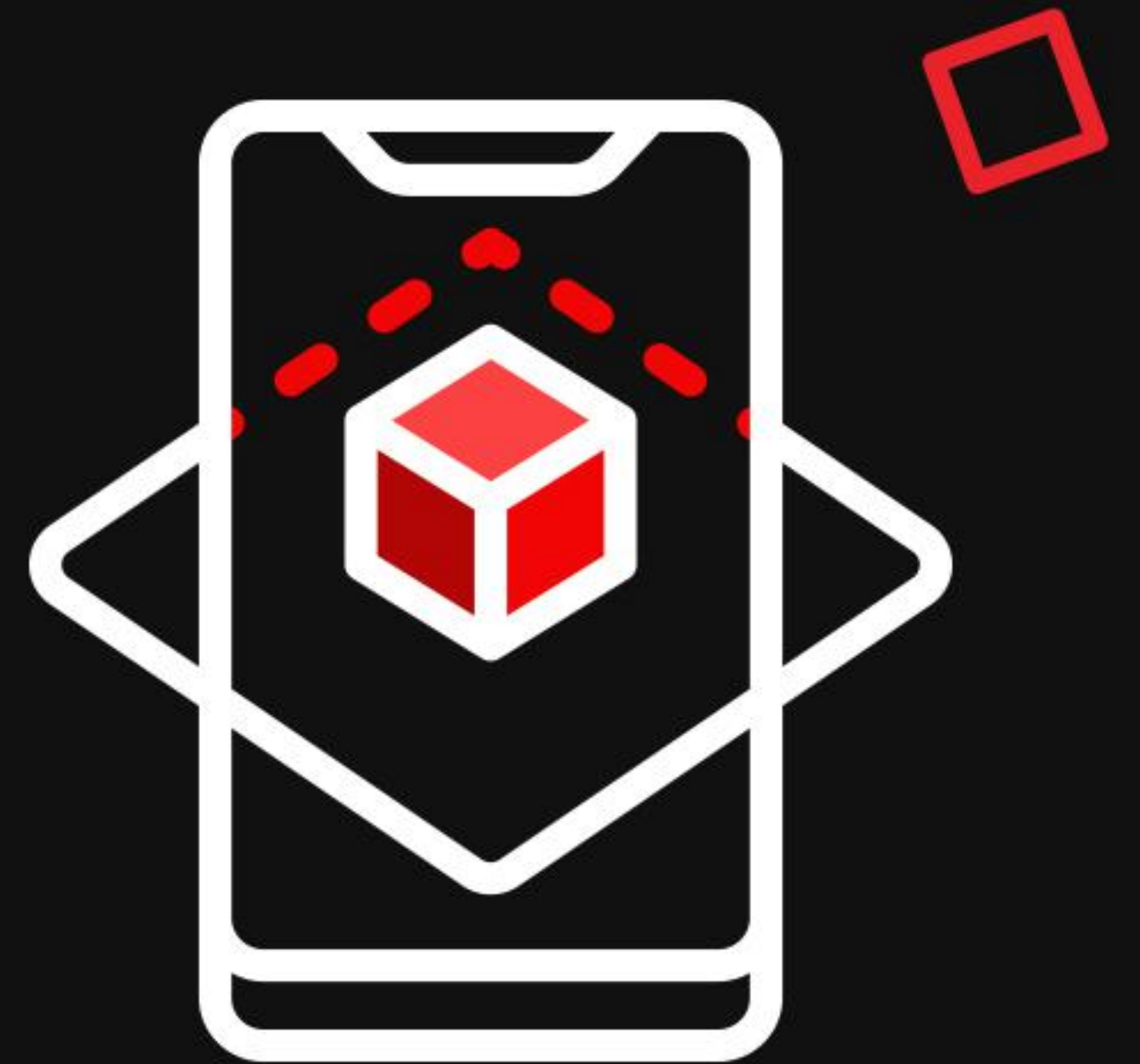
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AND MUCH MORE!

INSTAGRAM, FACEBOOK AR FILTERS, & WEB AR

Branded AR experiences on Instagram or Facebook using front or back cameras and leveraging various gestures like nod head, blink, smile and more. Ideas could be AR games, AR for engagement or AR for sending across a positive message.

[Learn More](#)



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POSSIBILITIES WITH SPARK AR FILTERS, & WEB AR ?



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!

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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.**

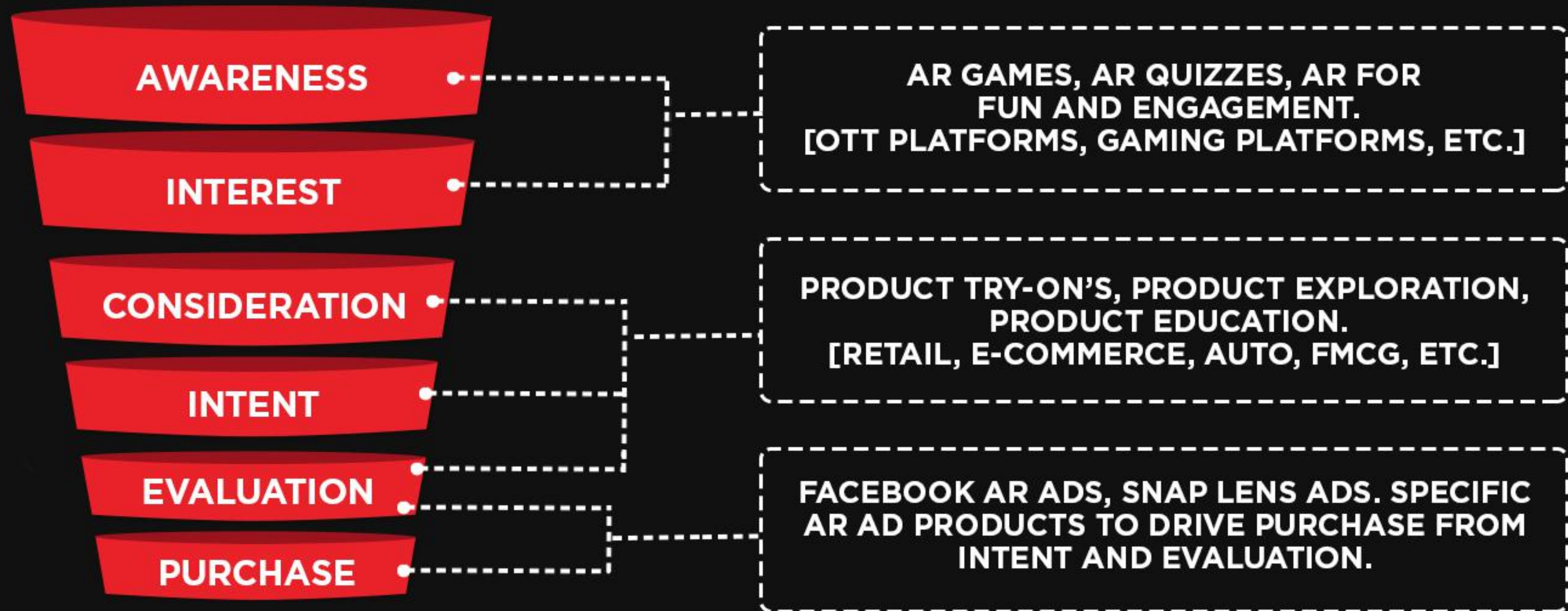
**BETTER
SMARTPHONES &
PROCESSERS =
INCREASED REACH
+ AR AT SCALE.**

**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			
FACIAL EXPRESSIONS [BLINK, SMILE, NOD, OPEN MOUTH, POUT, ETC.]			
SCAN A PRODUCT TO UNLOCK [OBJECT OR LOGO SCANNING]			
SURFACE TRACKING: PLACE A 3D OBJECT ON A SURFACE			
VOICE ENABLED GAMES			
PORTALS/VIRTUAL BOOTHS [ENTER A STORE/BOOTH IN AR]			
VOICE CHANGER			

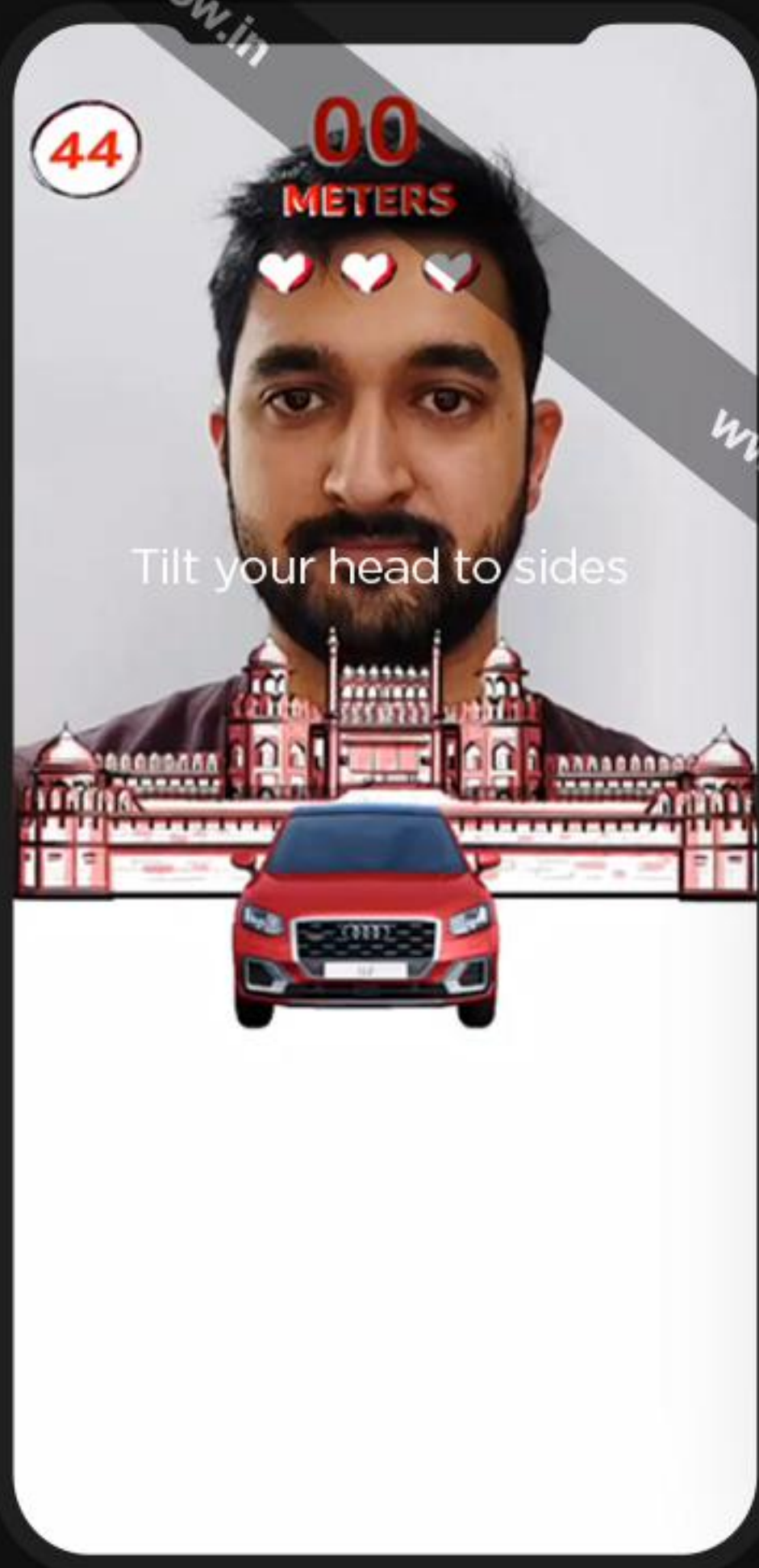


Blink to change features!

Reveal all of the car's features under your chin, by blinking your eyes!

PLATFORM PUBLISHING





City Racer

Move your head left/right to steer the car and avoid obstacles along the way.

PLATFORM PUBLISHING



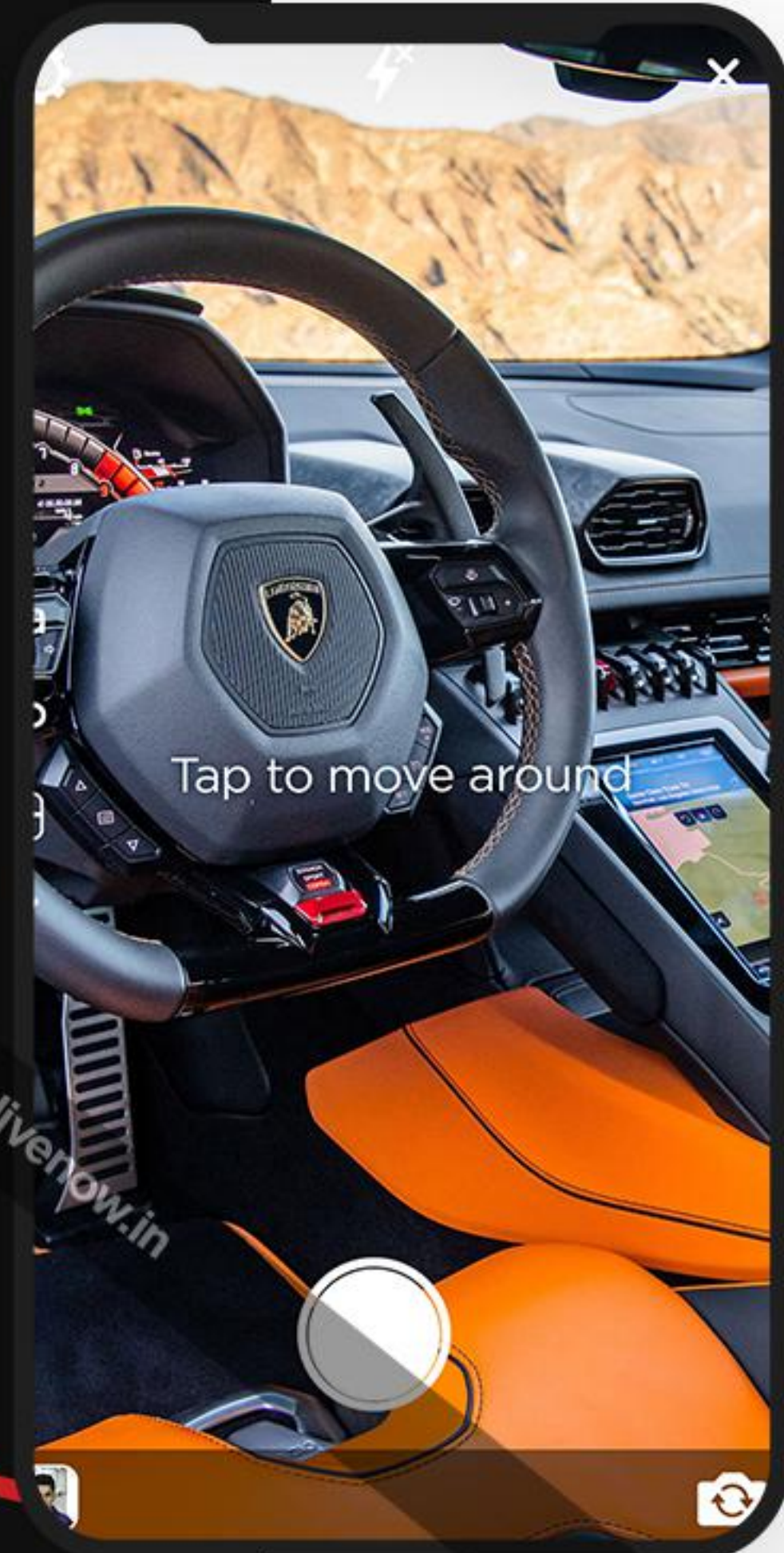
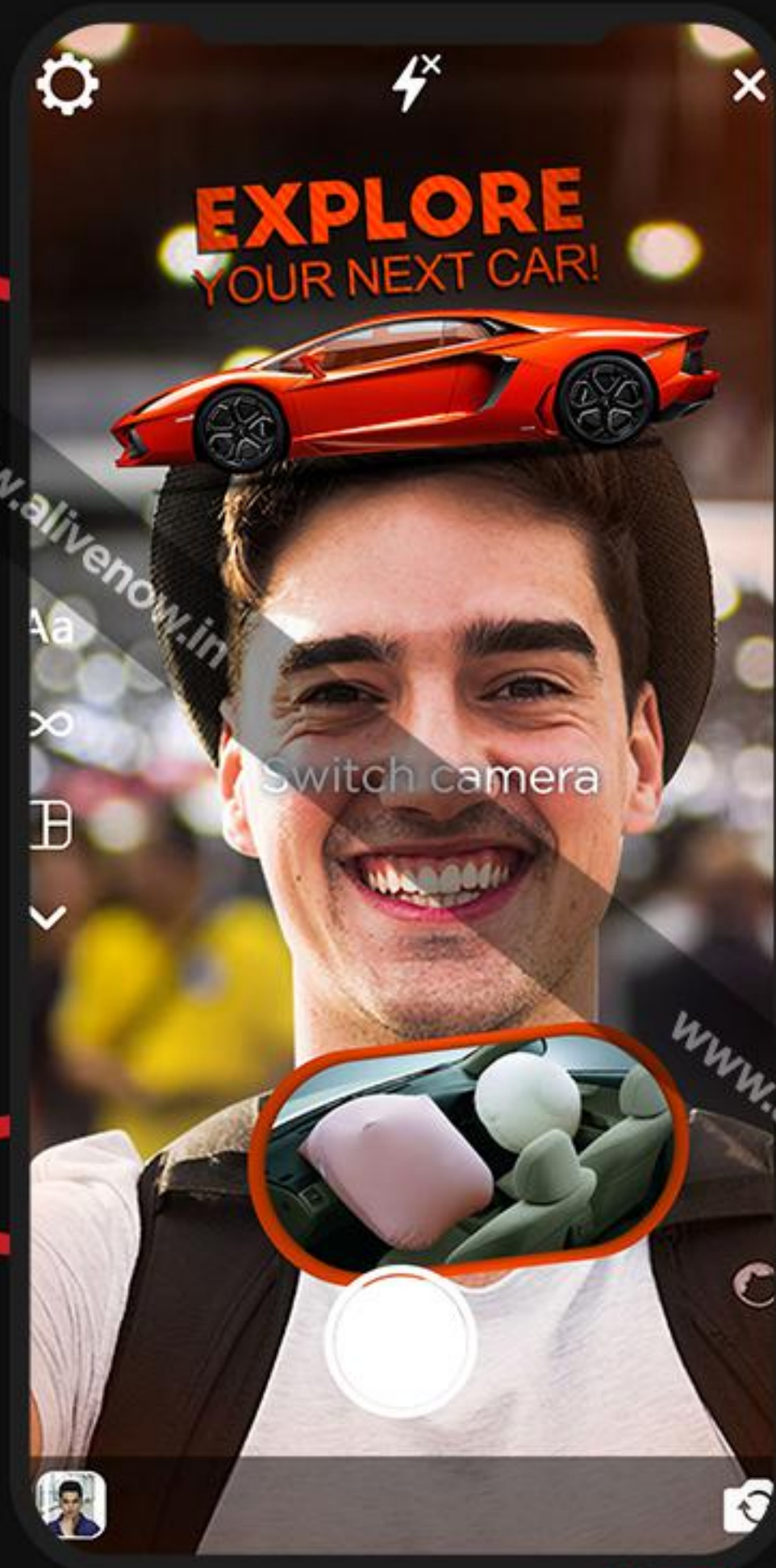
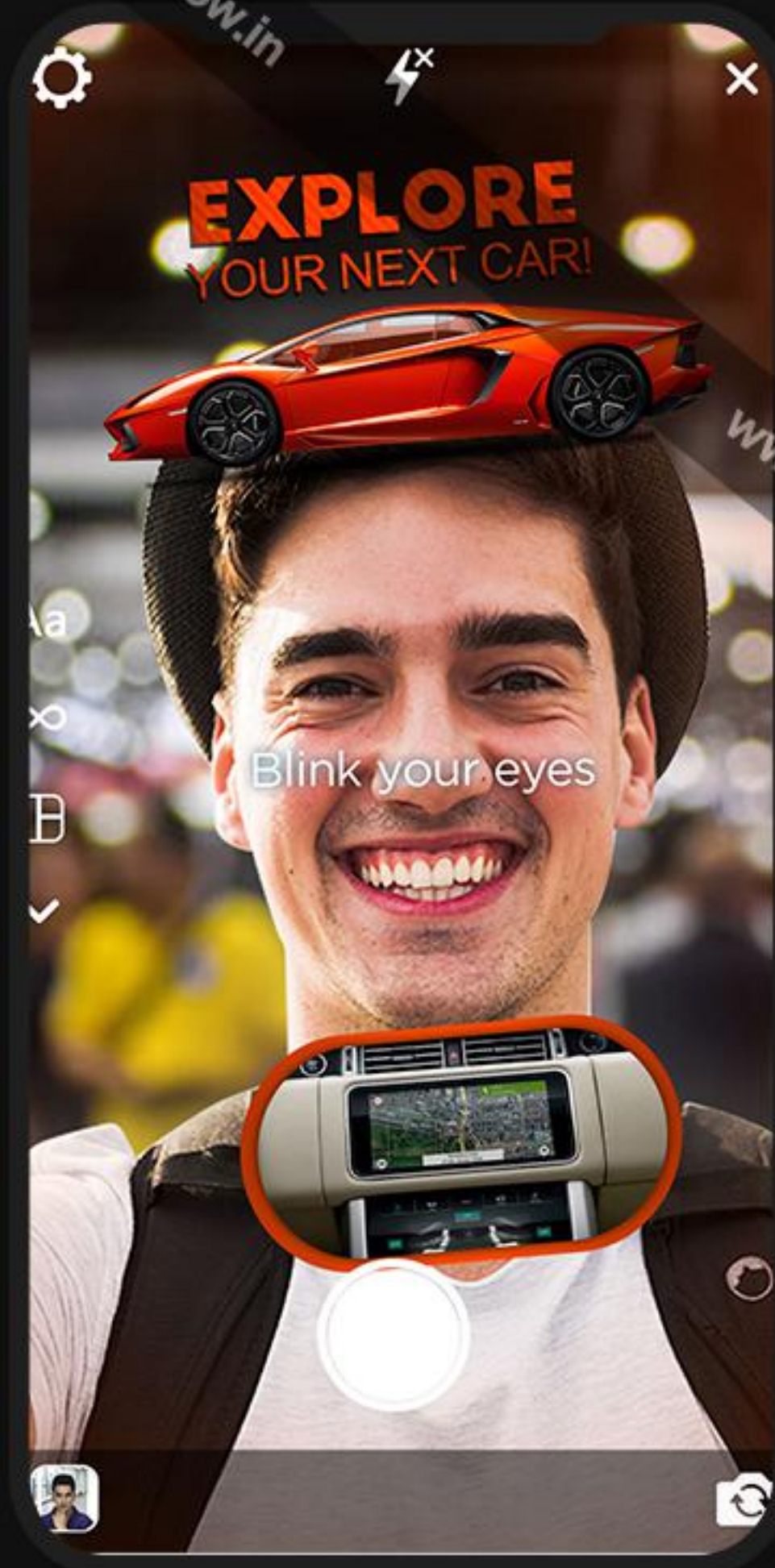


Experience your brand-new car!

Switch to the rear camera and place a 3D model of the car. You can also tap on hotspots to learn more about it!

PLATFORM PUBLISHING





Explore your Next Car!

Blink through all of the standout features of the car and switch to the rear camera to explore the interior of your automobile.

PLATFORM PUBLISHING



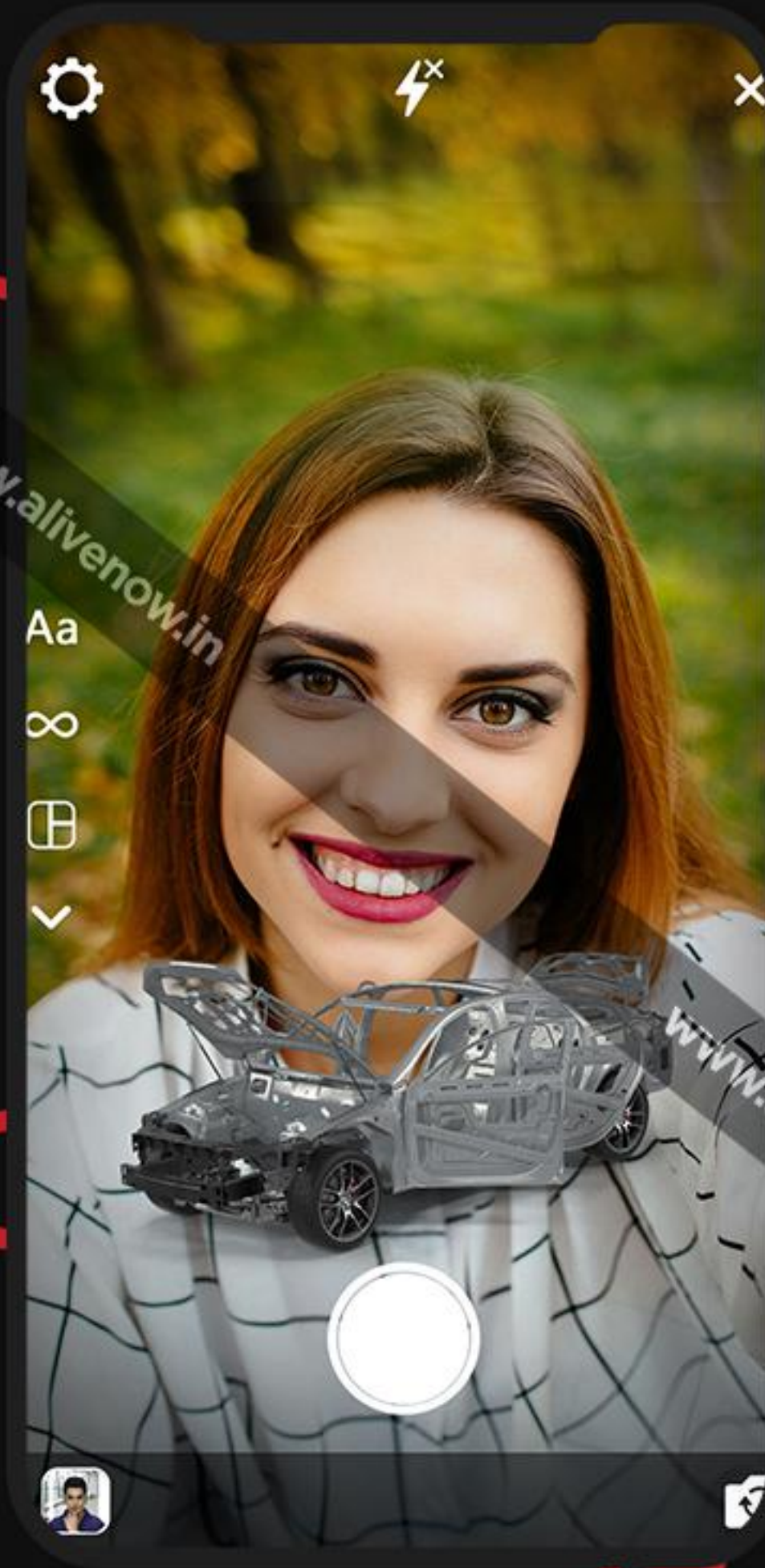
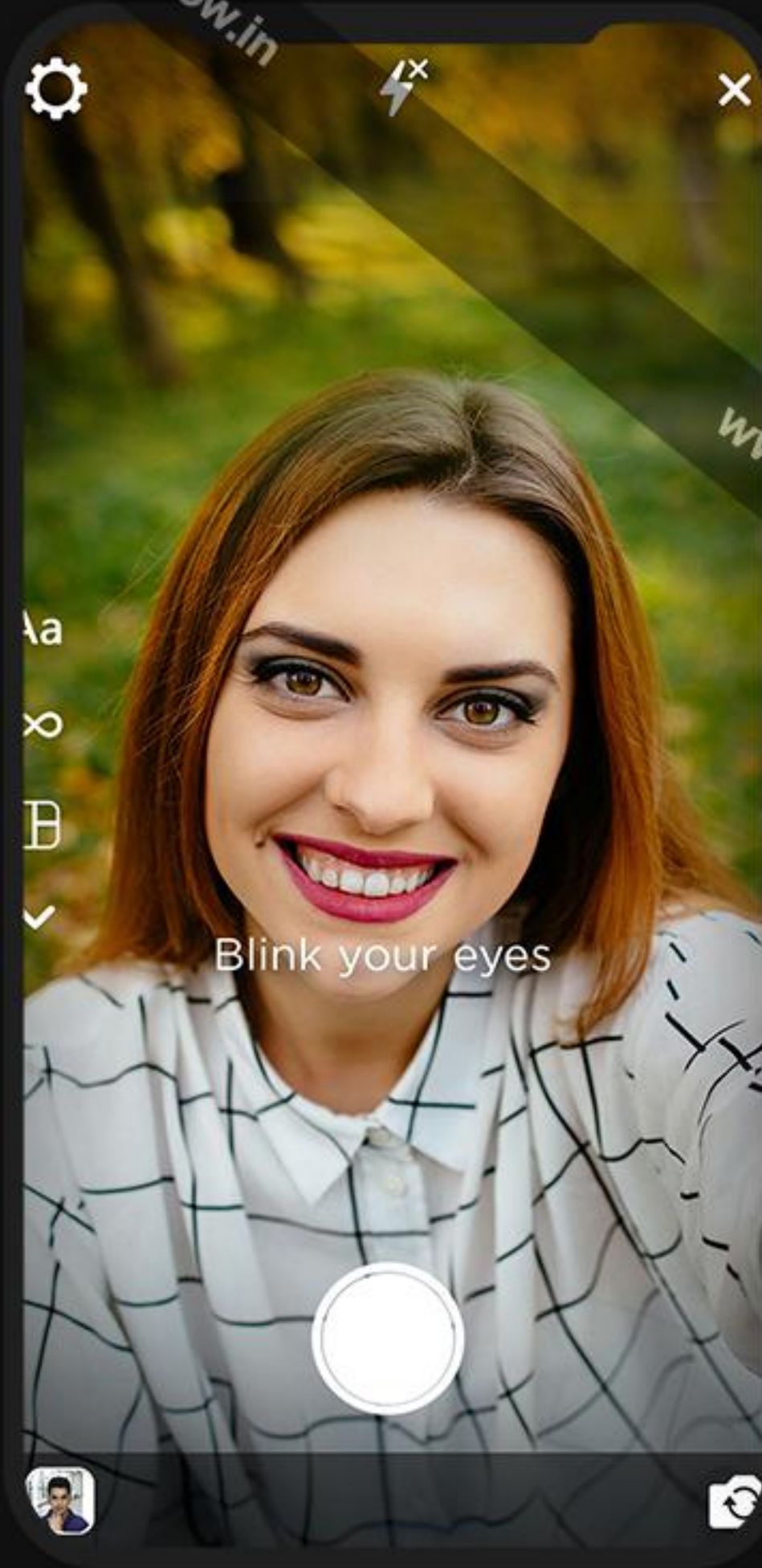


Rev your engines

Pose with this aesthetic filter and blink to rev your engine!

PLATFORM PUBLISHING





Car Assembly

Attach one car component at a time by blinking and finally reveal the final 3D car under your chin!

PLATFORM PUBLISHING



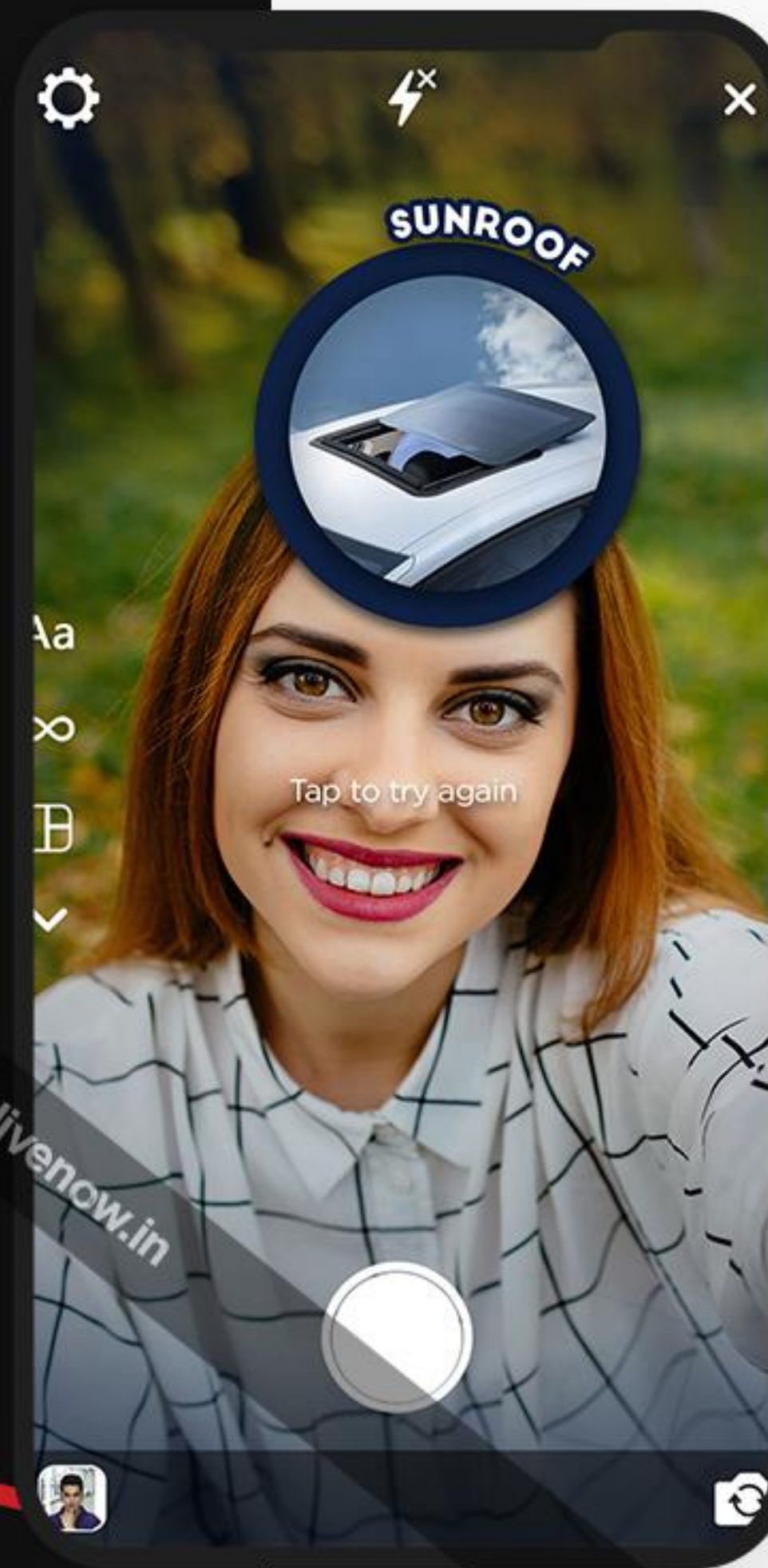
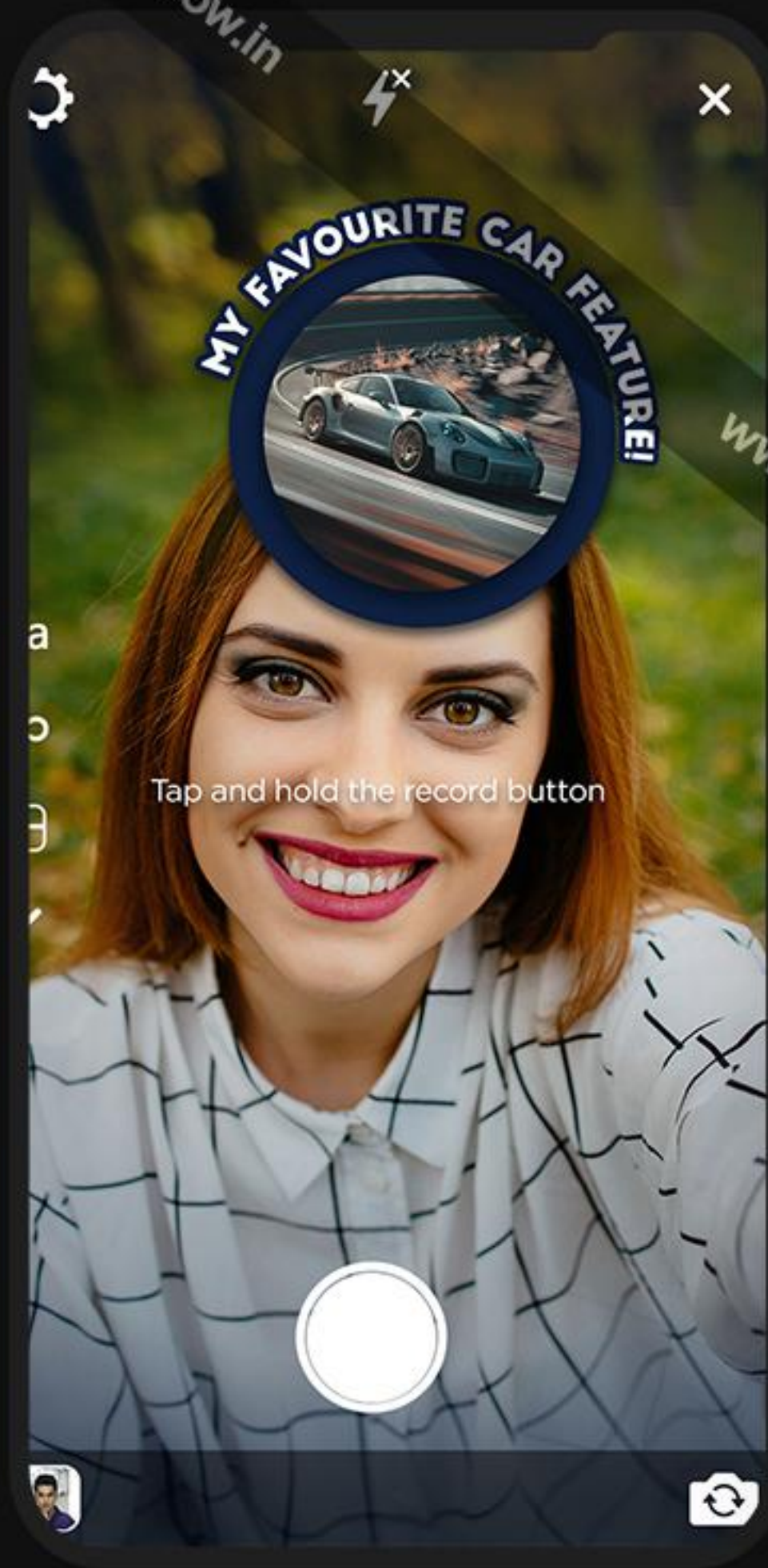


Going for a drive!

Nod your head to get a helmet and go for a drive through city or the mountains!

PLATFORM PUBLISHING



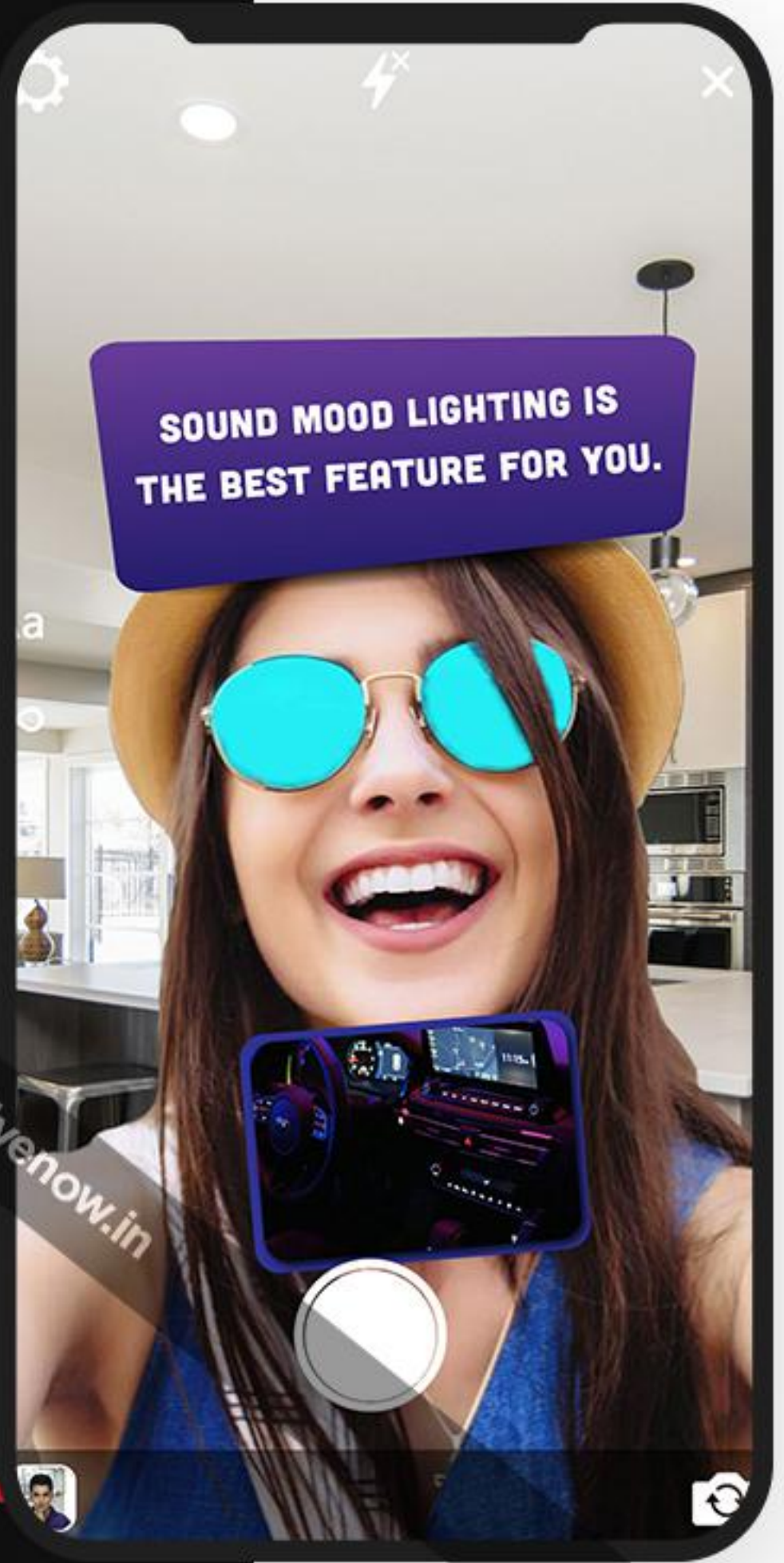
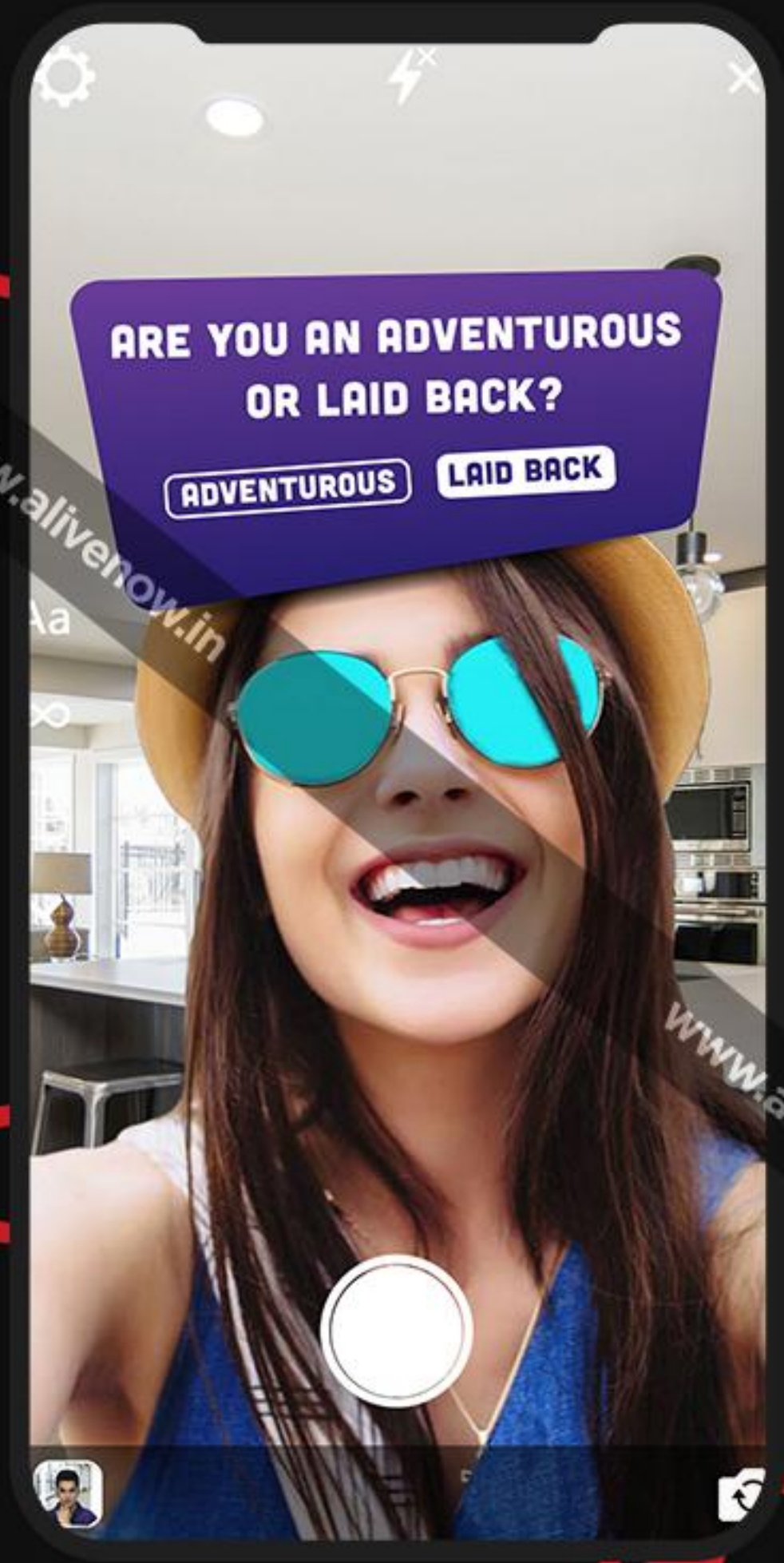
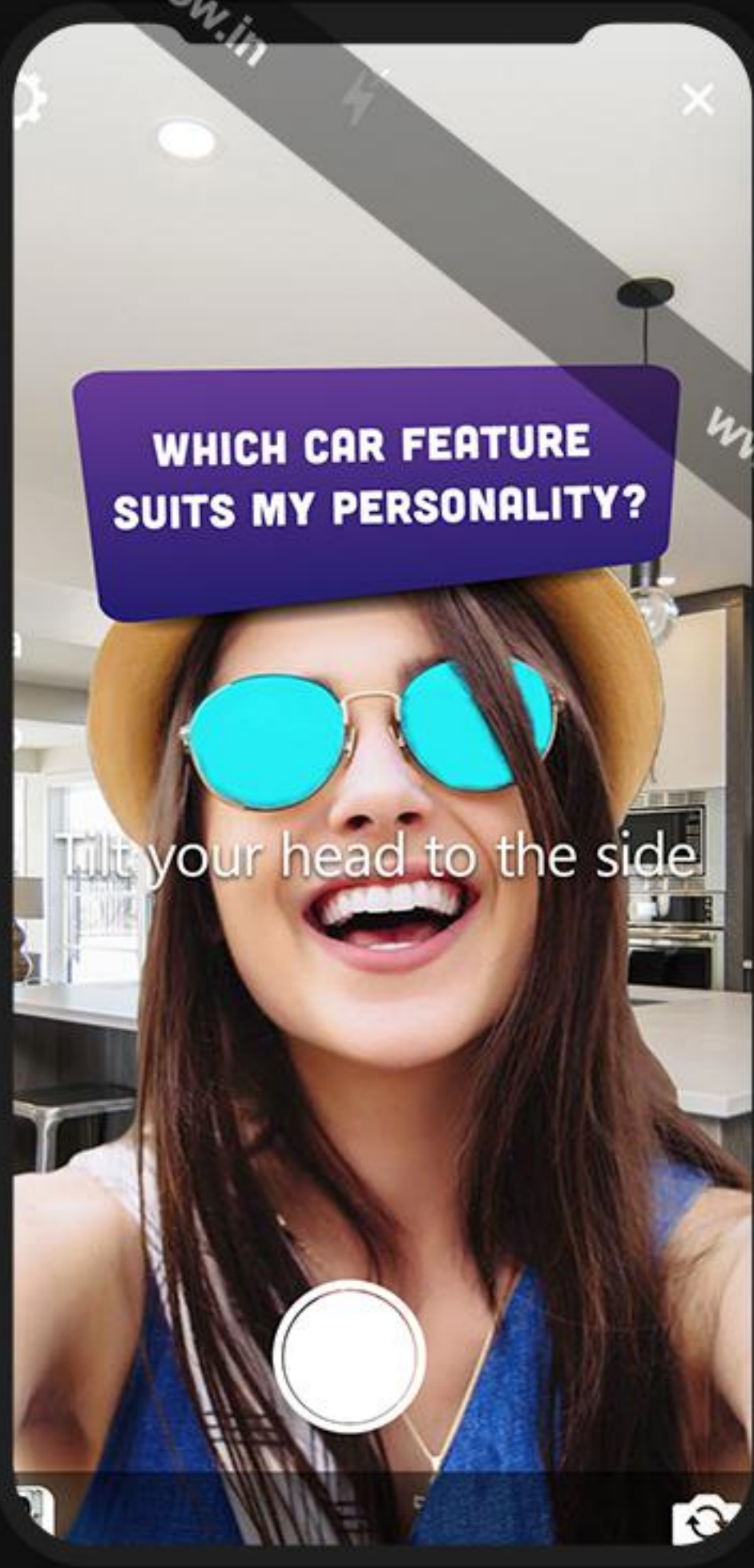


My Favourite Feature!

Press and hold to reveal a new feature of the car every time!

PLATFORM PUBLISHING



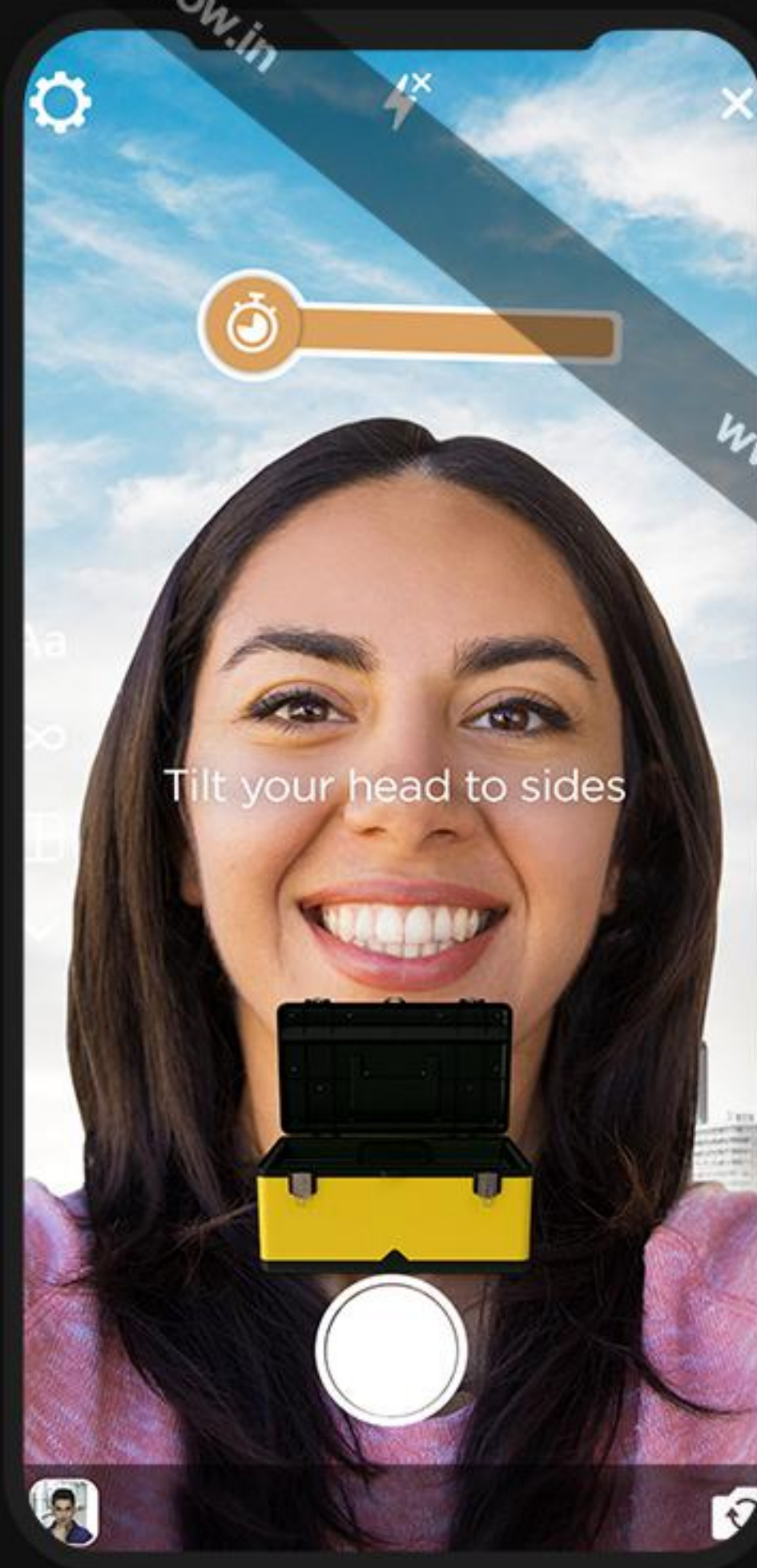


Head tilt quiz!

Tilt your head left/right to answer questions about your personality, finally revealing the car feature that best fits your personality!

PLATFORM PUBLISHING





Car Kit game

Move your head left/right and collect different car parts in the kit. After 30 seconds, if you've caught them all; the kit will reveal your car!

PLATFORM PUBLISHING

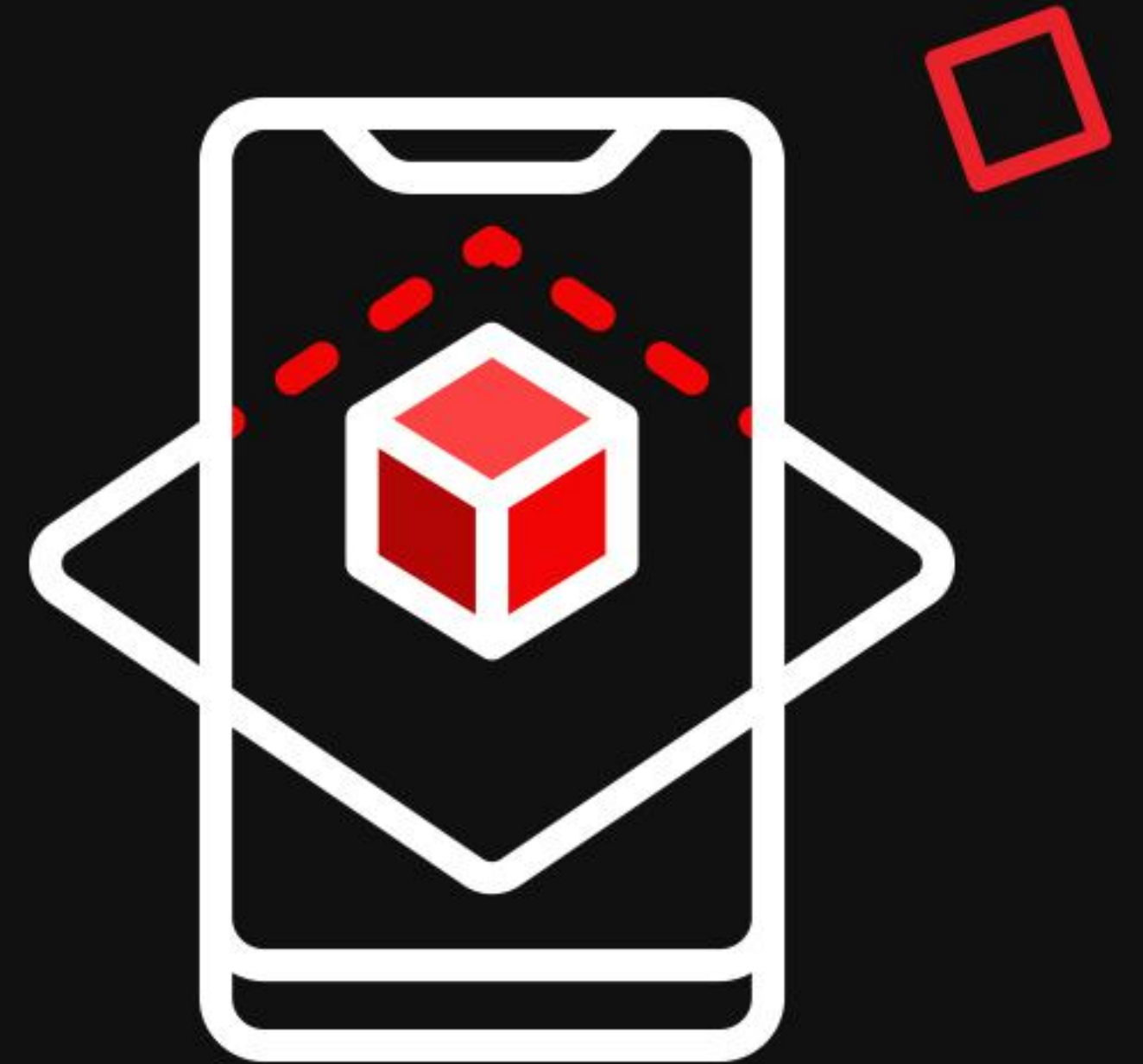


WEB AR

**The magic of Augmented Reality
on your smartphone's web
browser.**

With Web AR unlock a whole new world of augmented reality experiences on mobile web. No app required!

[Learn More](#)



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TREMENDOUS ADVANTAGES OF WEB AR!



No need to install any
new app



80-240% increase in time
spent on page.



Custom built 3D, it's as
good as real.



2.5 - 4x increase in
conversion rate
(e-commerce).



25-30% decrease in cart
abandonments
(e-commerce).



Lower returns due to
sizing/measurement
issues.



Product exploration
in 360.



AR enabled product
visualization results
60-100% increase in
purchase intent.



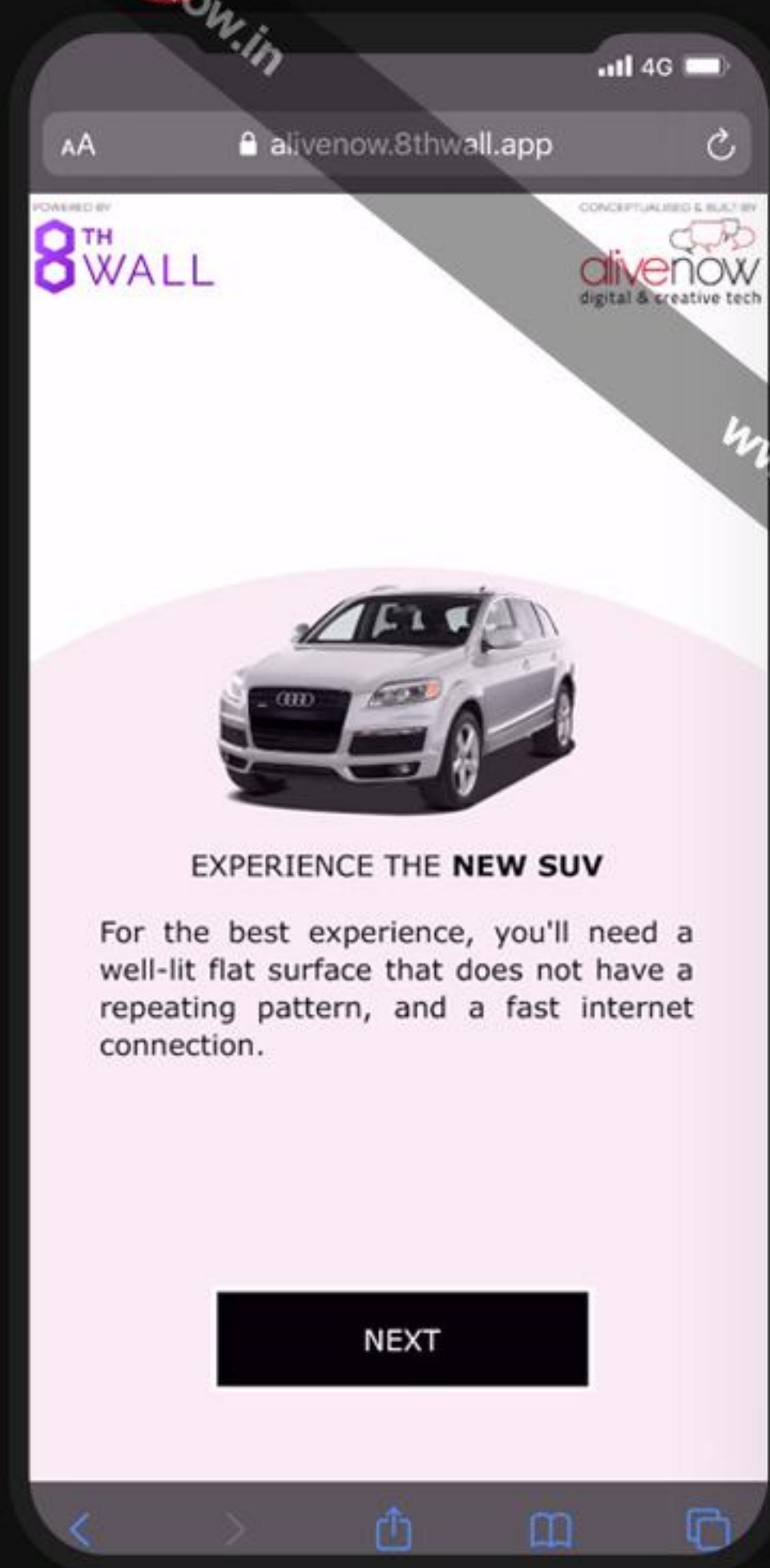
Single click, low friction,
high engagement.



Empowered customer &
higher brand recall.

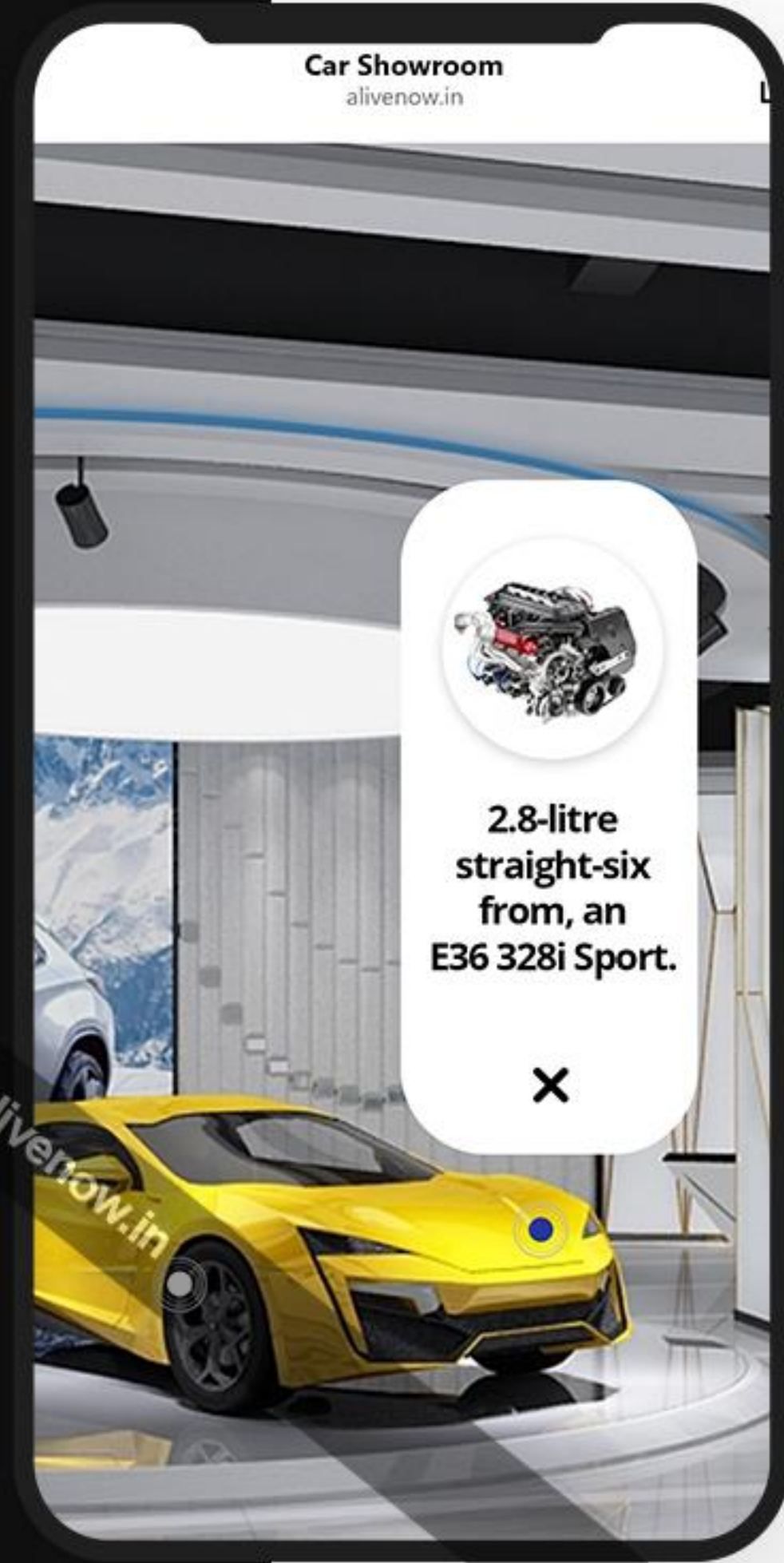


Life Size AR: Scaled to real
sizes for customers to try.



Exploring my car!

Place the 3D Car on a flat surface and explore all of it's colours!



Car showroom

Tap to place on a flat surface and explore the showroom by walking inside it and interacting with objects.



3D Brochure Experience

Tap to place a 3D brochure on a flat surface, interact with it for more details about the car and finally enter your details for the sales team to get in touch.

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 with.



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.



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BENIFITS OF SWIPE UP GAMES!



Stories is the new feed.
More brands are creating
stories than ever before!



Stories with Swipe Up
games result in higher
engagement.



Measure influencer
performance as they
launch the same game



Media rich promotion
capabilities.



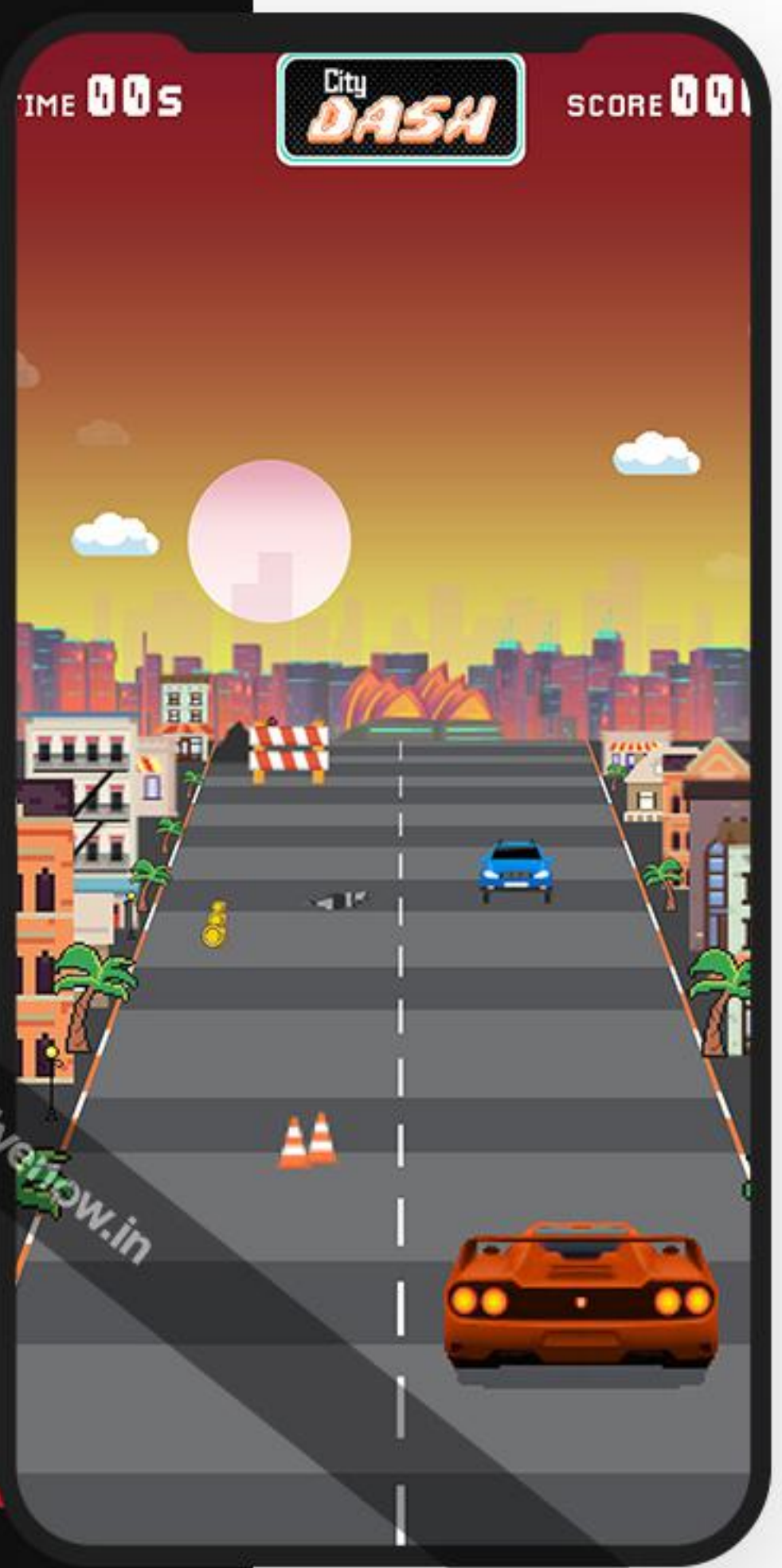
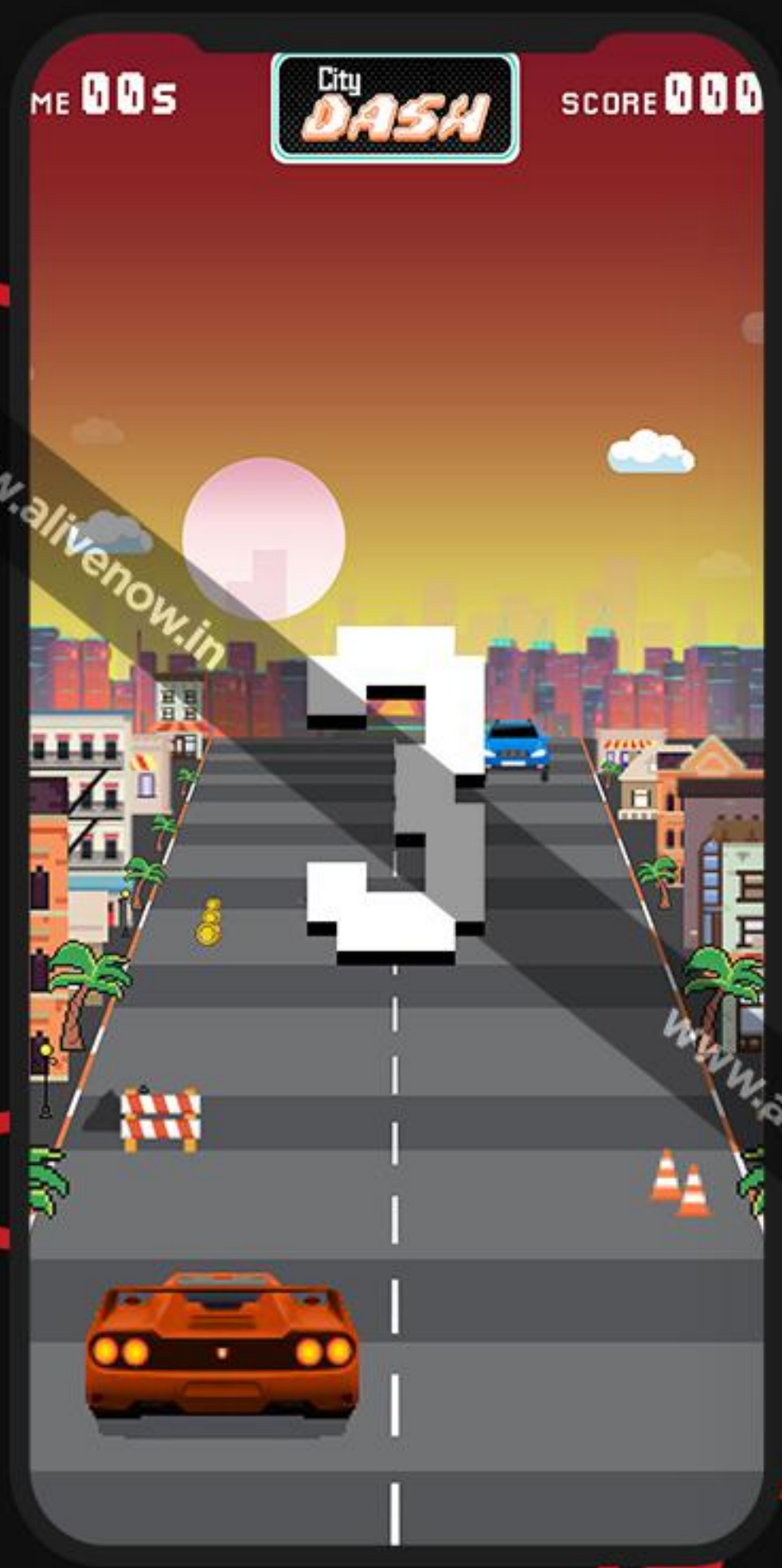
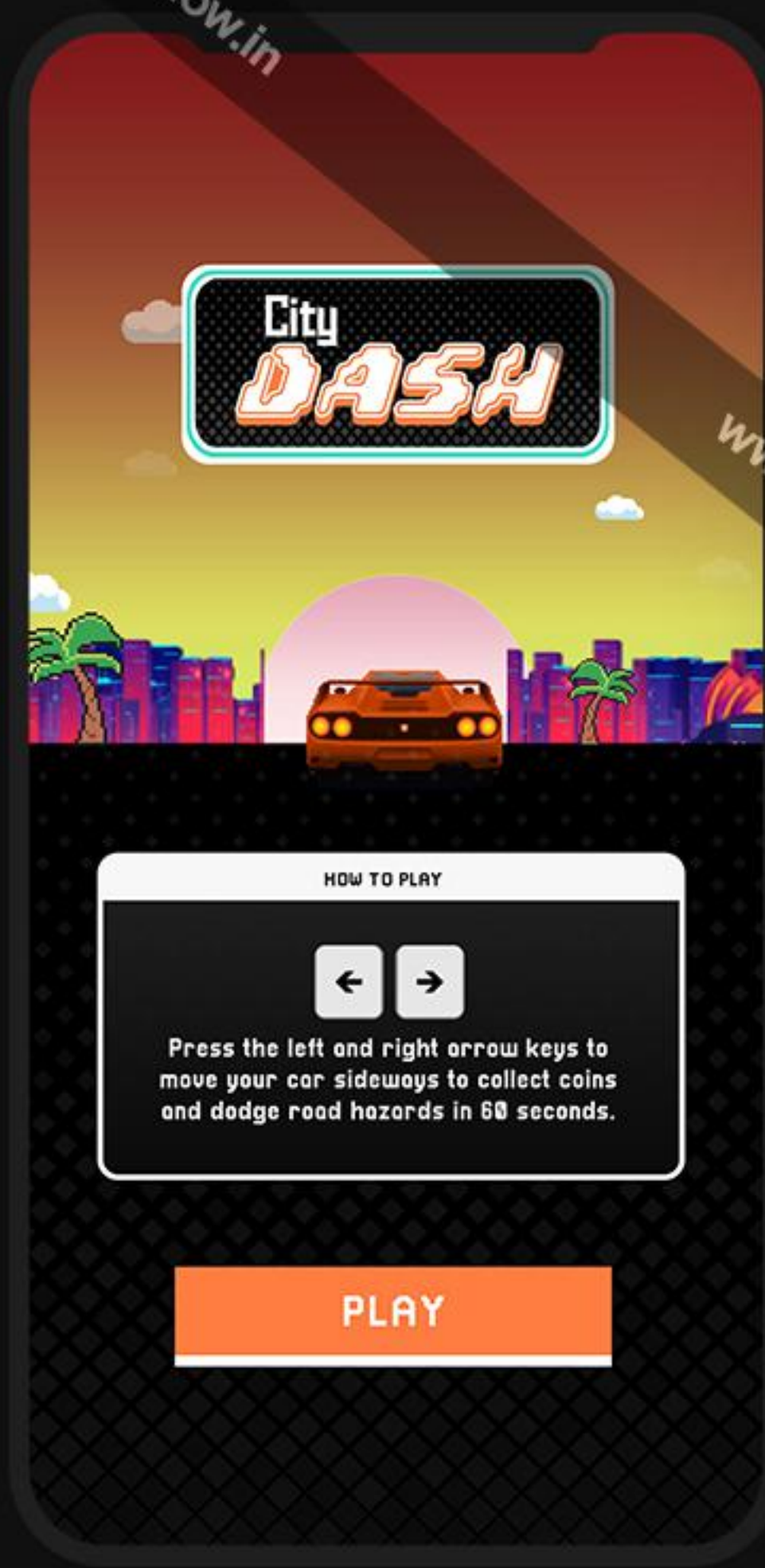
Built for mobile-first,
optimized for vertical
in-app/browser experience.



Ability to capture data
and generate leads.



Analytics dashboard
to assess Swipe Up
game performance



City Dash

Swipe left/right on the car to avoid obstacles and score high points!



CAR SHOWCASE



Interact with the 3D model of the car and find out more information about it

Explore

CAR MODEL



STARTING AT ₹50,000



33

HMY MPG

302

HORSEPOWER

8

TRANSMISSION

5

SEATS

Details

3D Exploration

360 DEGREE EXPLORATION



BOOK NOW

Car showcase

Interact with the 3D model of the car and find out more information about it! If you decide to go inside, don't forget to pan your phone in 360° to check out the interiors

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Swipe left/right to reveal the feature that best fits your personality.

Let's Start



2 of 10



5 of 10



Features that fit my personality!

Swipe left/right on questions about yourself to reveal the feature that best fits your personality.

CAR REVEAL



Swipe the puzzle
tile to reveal the car

PLAY

50sec



RE-SHUFFLE

Enjoy the trailer of the car



TRY AGAIN



Car reveal

Move the puzzle
tiles by swiping on
them to finally
reveal the car! If you
finish it within 60
seconds, we give
you a chance to
watch the trailer!

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.



alive now
digital & creative tech

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



SAMSUNG







THANK YOU!

adhvith@alivenow.in

contact@alivenow.in

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

