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Interactive Digital Experiences for

Banking & Finance

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

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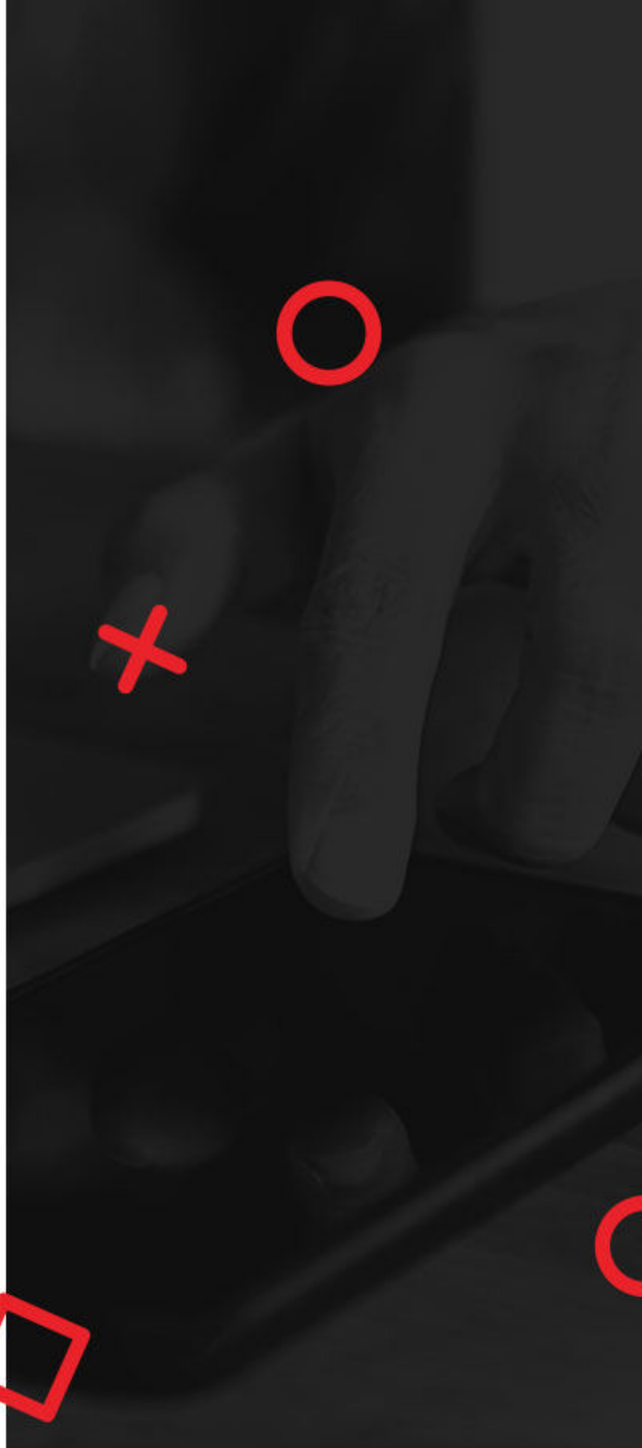

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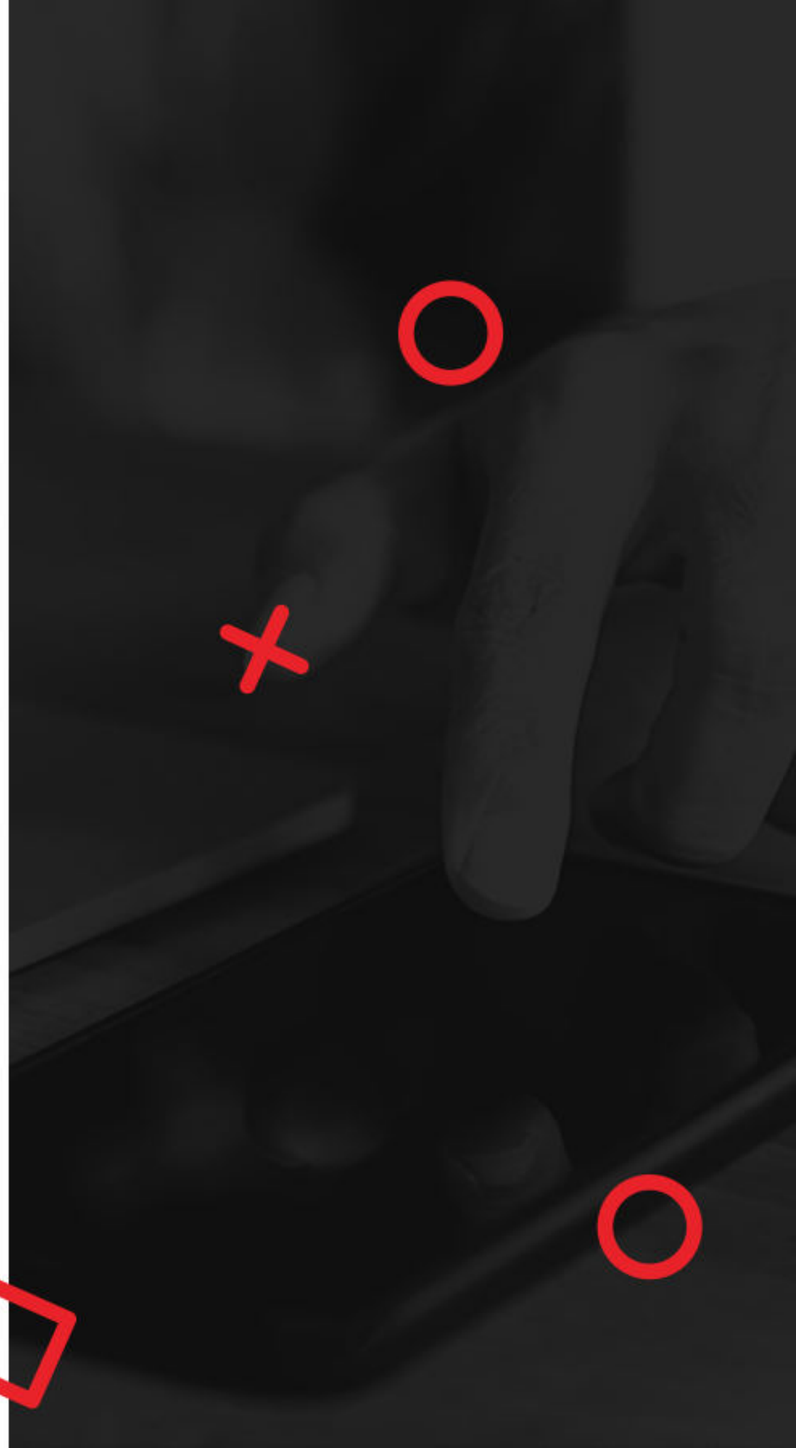
- How does this work and what next?
- Conclusion and contact information.



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- alivenow is an official Facebook and Instagram Spark AR Partner and a Snapchat Lens Creative 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**

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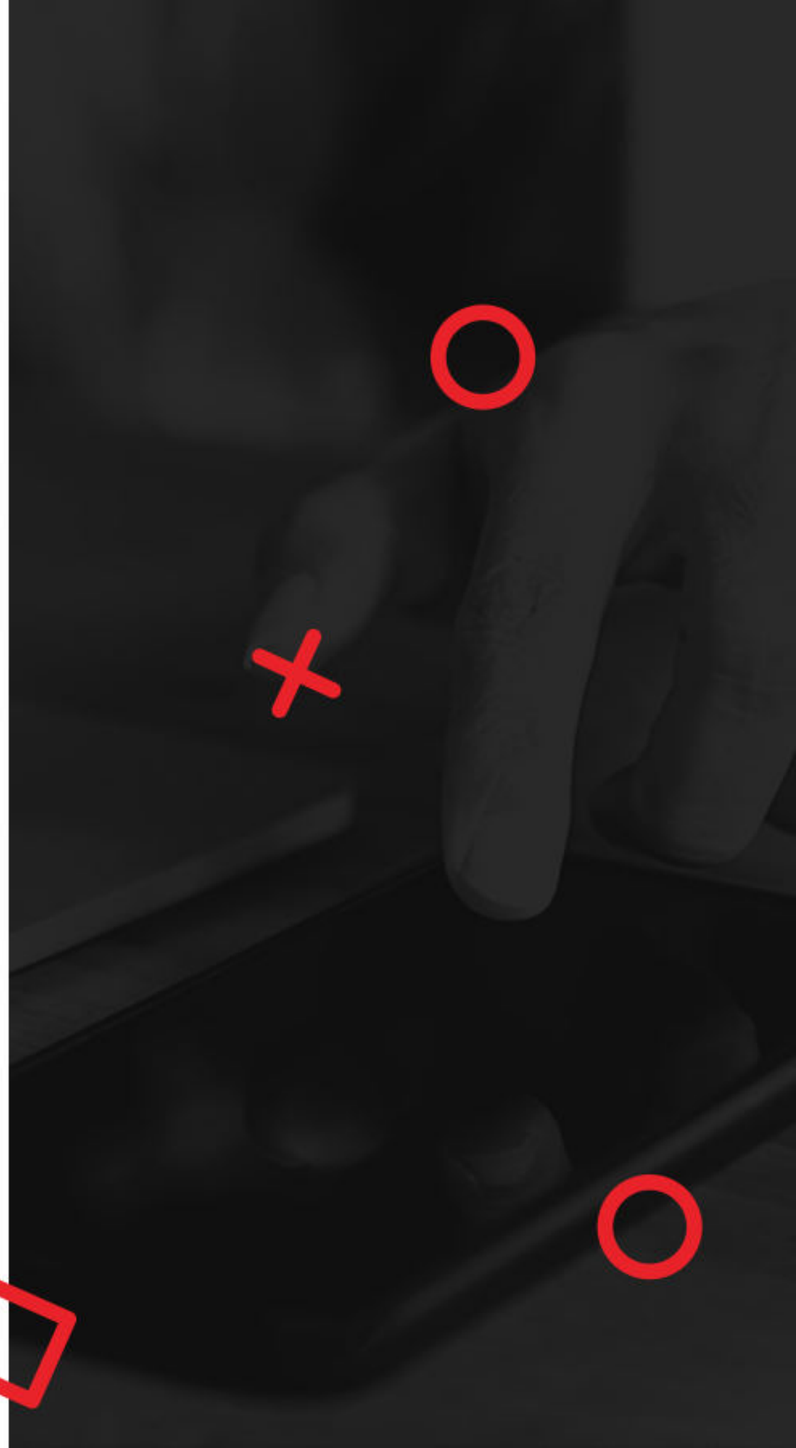


OUR CREATIVE TECH SOLUTIONS

8TH WALL OFFICIAL PARTNER

SNAPCHAT LENS CREATIVE PARTNER

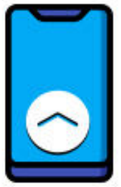
OFFICIAL SPARK AR PARTNER

Spark AR

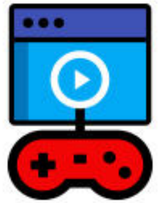
Instagram AR Filters

Facebook AR Filters

Web AR Experiences



Swipe Up Games



Facebook Playable Ads

Newsfeed SmartApps

Snapchat AR Lenses

Messenger Chatbots

WhatsApp Sticker packs

Interactive Videos

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AND MUCH MORE!

POSSIBILITIES WITH SPARK AR FILTERS, WEB AR & 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!

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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.

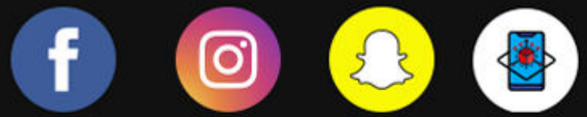
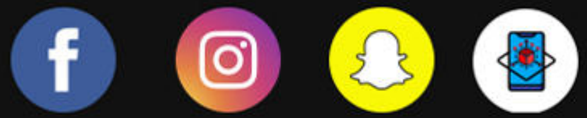
AUGMENTED REALITY AND THE MARKETING FUNNEL.

AR GAMES, AR QUIZZES, AR FOR FUN AND ENGAGEMENT.
[OTT PLATFORMS, GAMING PLATFORMS, ETC.]

PRODUCT TRY-ON'S, PRODUCT EXPLORATION, PRODUCT EDUCATION.
[RETAIL, E-COMMERCE, AUTO, FMCG, ETC.]

FACEBOOK AR ADS, SNAP LENS ADS. SPECIFIC AR AD PRODUCTS TO DRIVE PURCHASE FROM INTENT AND EVALUATION.

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]	

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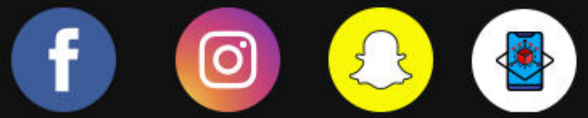
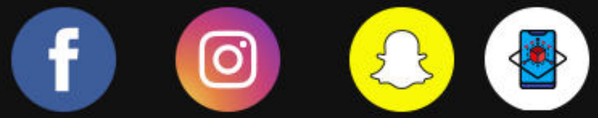
WHAT KIND OF "EXPERIENTIAL MARKETING" ARE YOU ABLE TO UNLOCK WITH AUGMENTED REALITY?

SURFACE TRACKING: PLACE A 3D OBJECT ON A SURFACE	
VOICE ENABLED GAMES	
PORTALS/VIRTUAL BOOTHS [ENTER A STORE/BOOTH IN AR]	
IMPORT YOUR OWN MACHINE LEARNING MODULES [SNAP ML]	
VOICE CHANGER	
TRACK AND CHANGE THE FLOOR	

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INSTAGRAM, FACEBOOK AR FILTERS, & SNAP LENSES

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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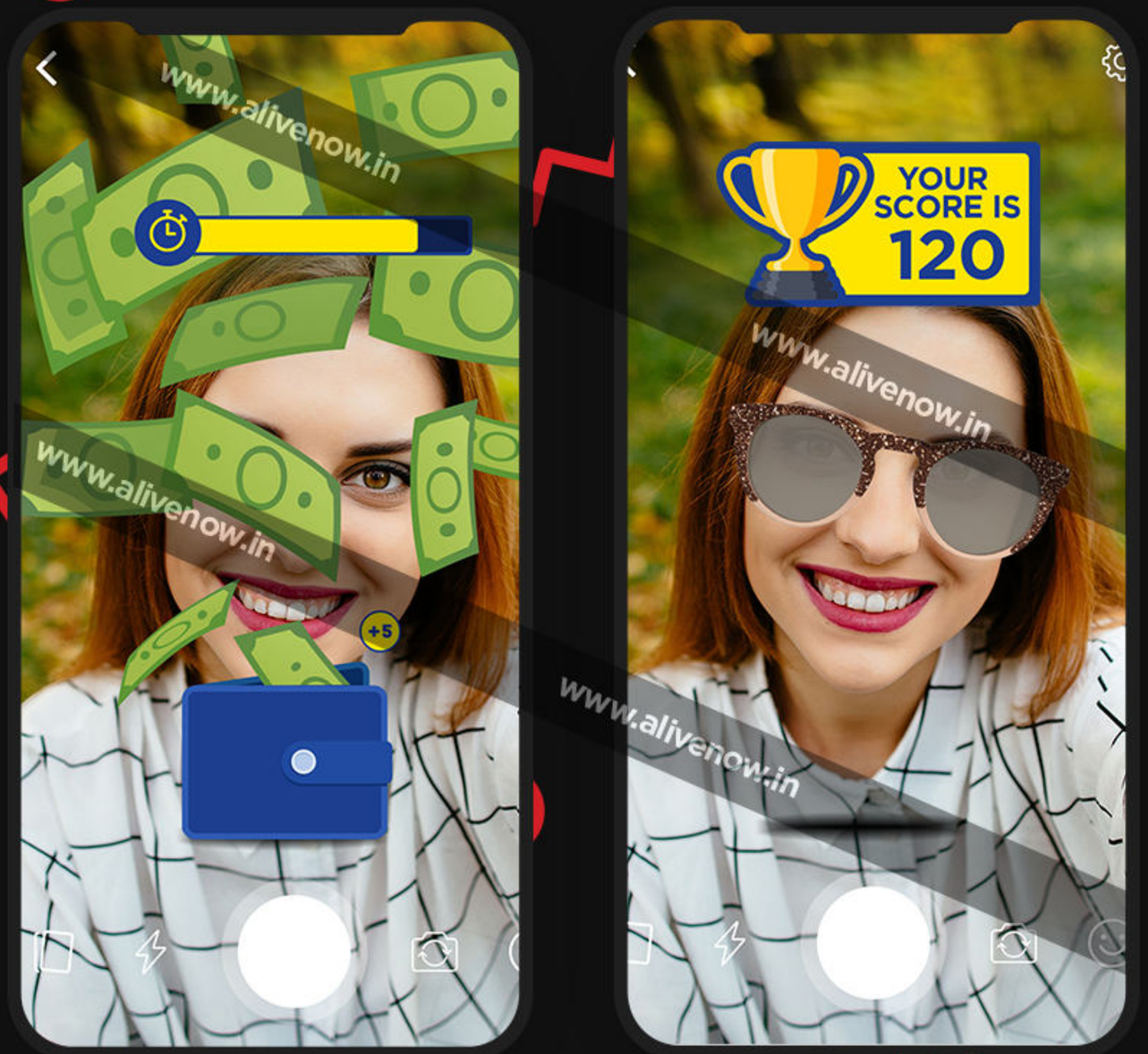

Collect the raining cashback!

Move your face left/right to move the wallet & collect money to make it rain!

PLATFORM PUBLISHING

Social AR experiences.

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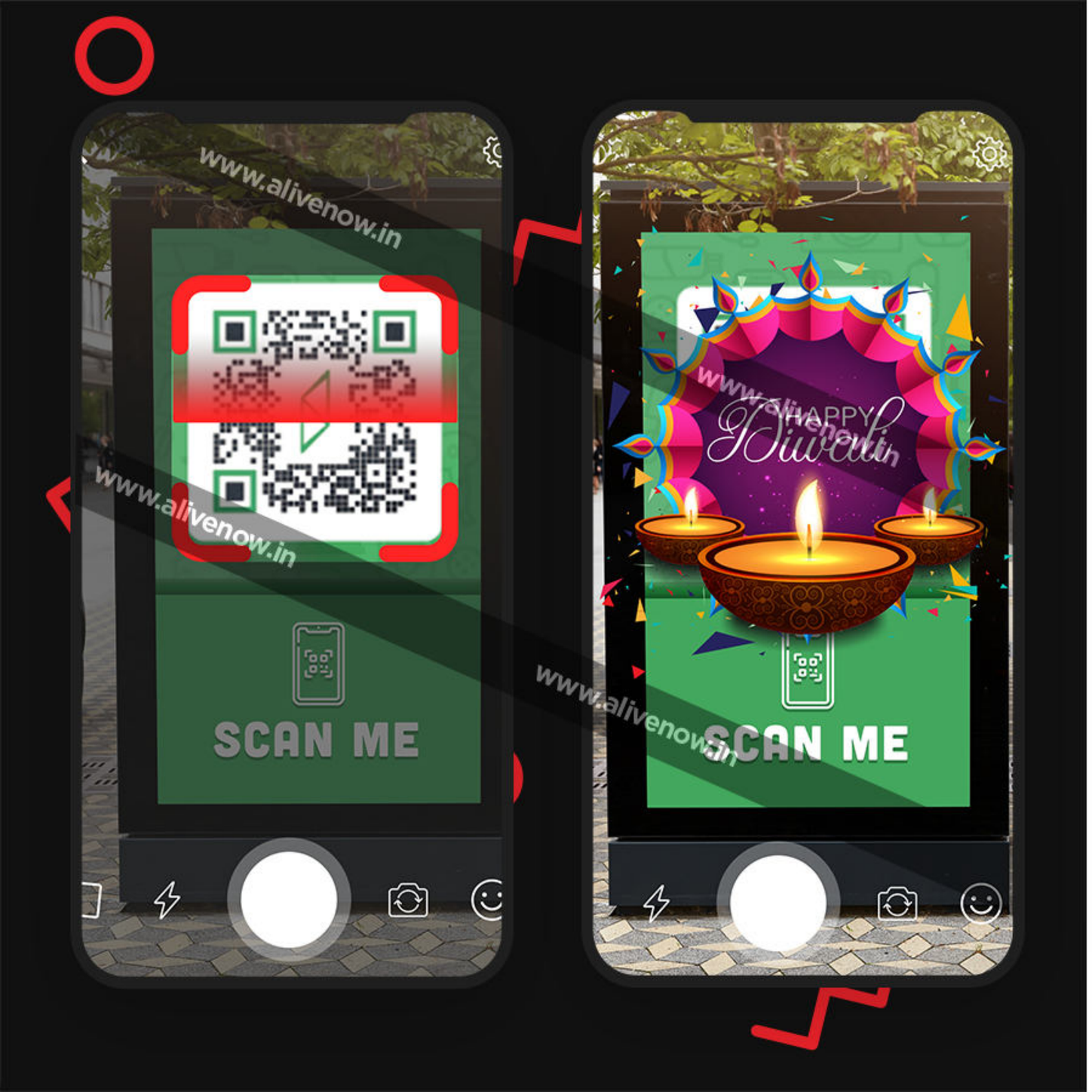

Tap on your screen and get themed messages

Switch to the rear camera pointing at purchase receipts and tap on the screen to get a pop-up message!

PLATFORM PUBLISHING

Social AR experiences.

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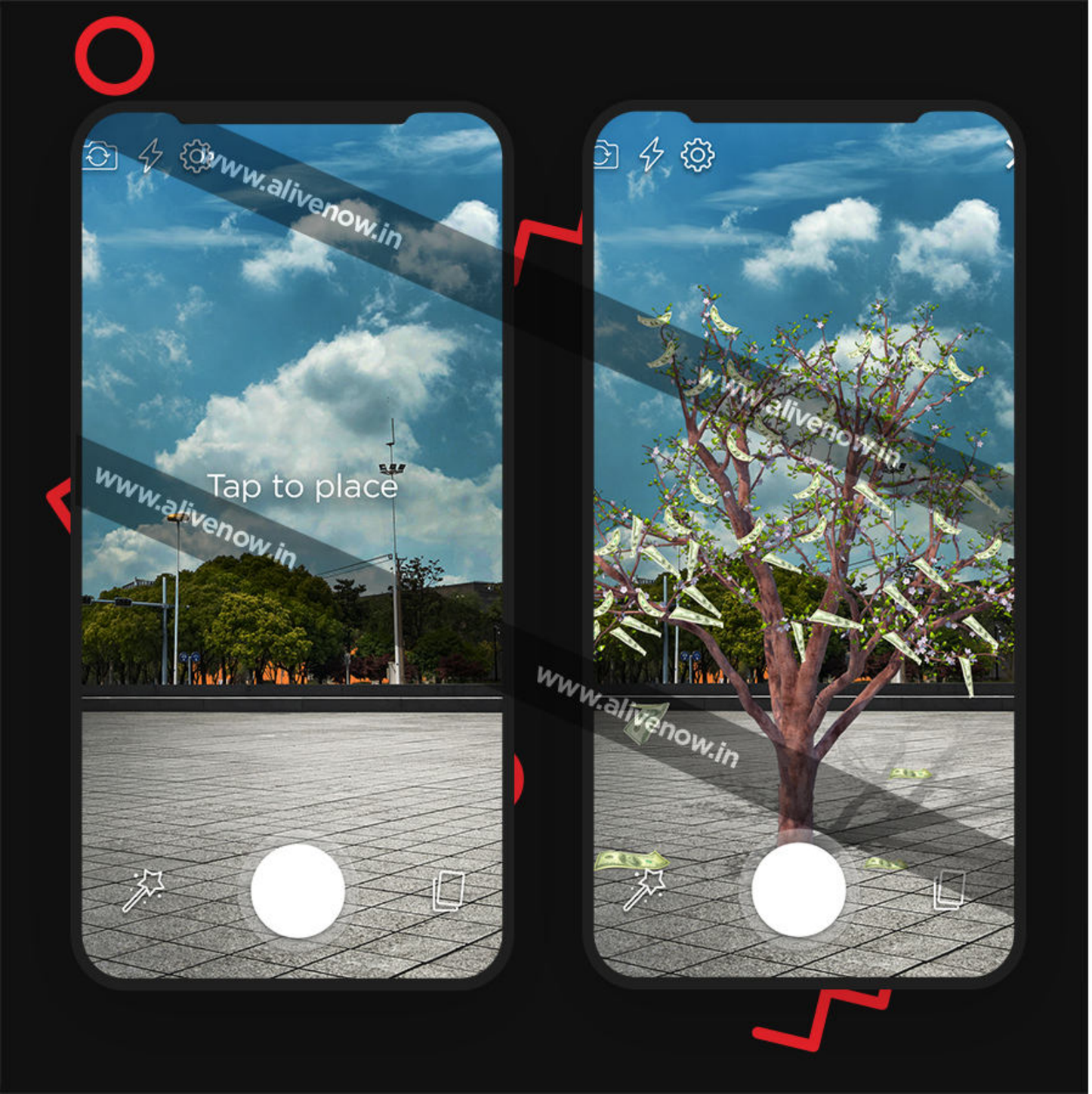


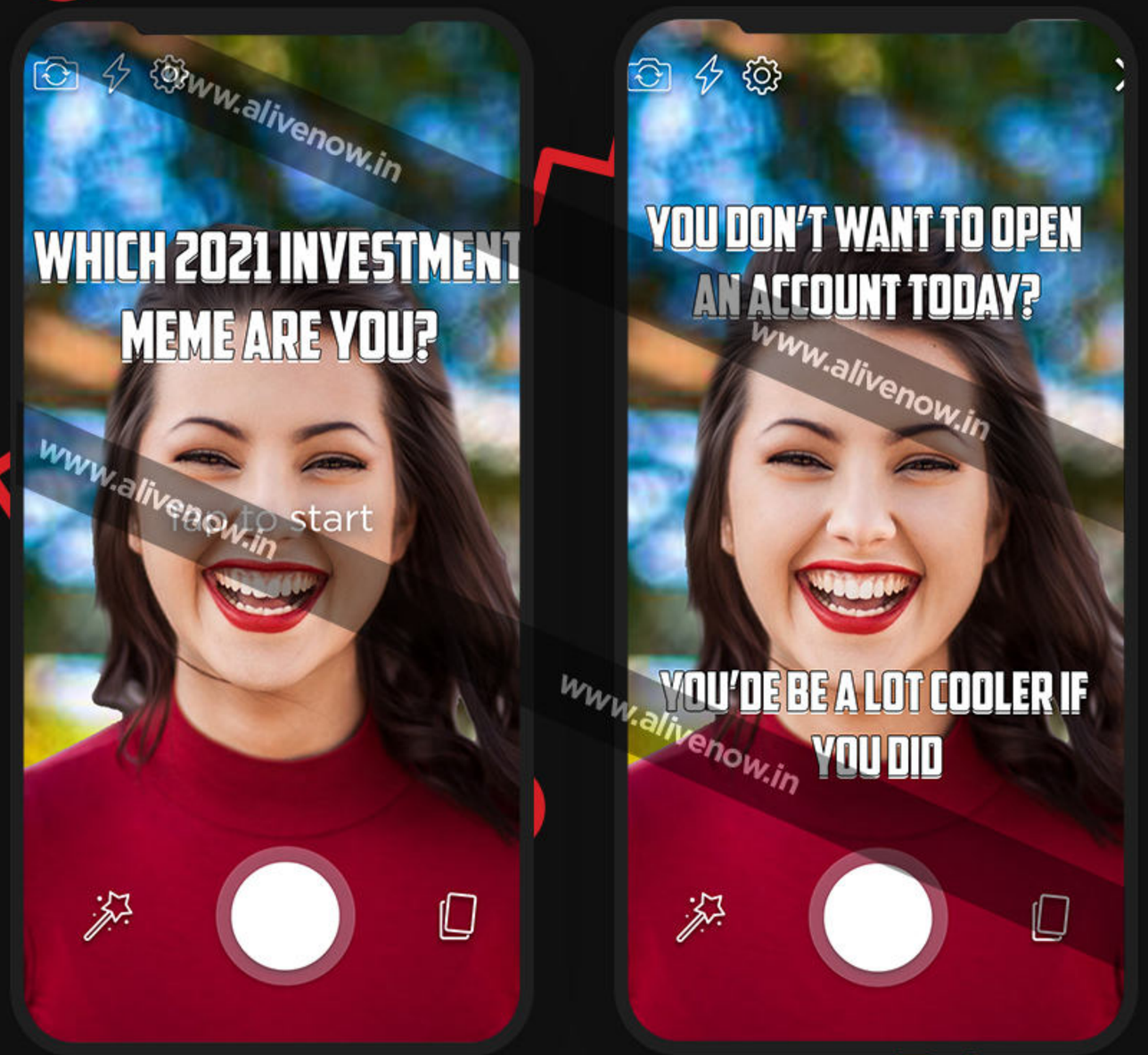
Plant a Money Tree

Switch to the rear camera and tap on the screen for a money tree to appear in your surroundings in AR!

PLATFORM PUBLISHING

Social AR experiences.

alivenow.in



Which 2021 investment meme are you?

Tap on the screen to find out your 2021 Investment Prediction!

PLATFORM PUBLISHING

Social AR experiences.

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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.

SwipeUp Games

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

Facebook Playable Ads

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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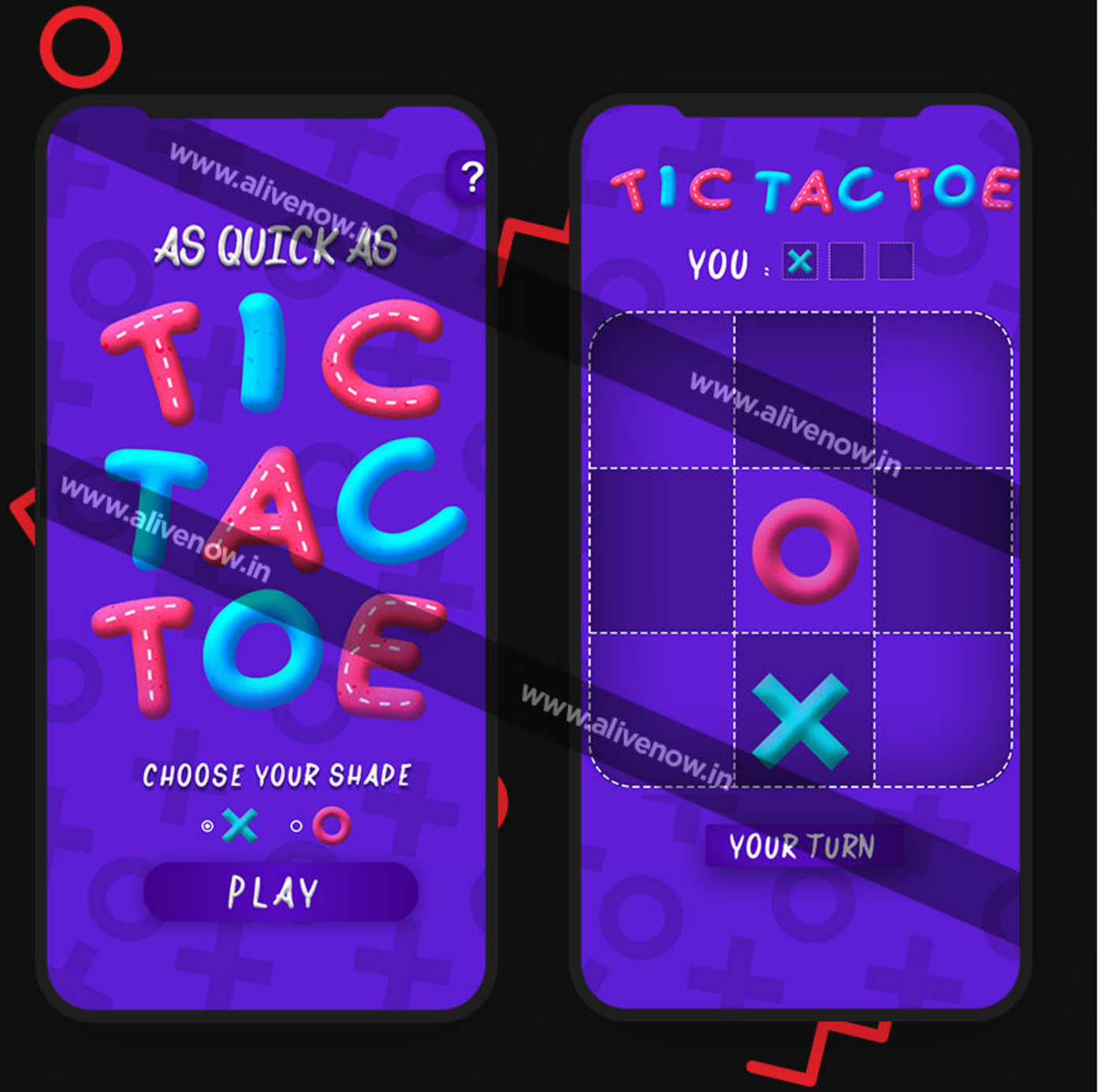

As quick as Tic Tac Toe

Since bank services are now faster, tap on boxes to mark your move in the game of tic tac toe and enjoy!

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CIBIL Score Ninja

Swipe your card left and right on the screen to cut fruits and logos to set high scores!

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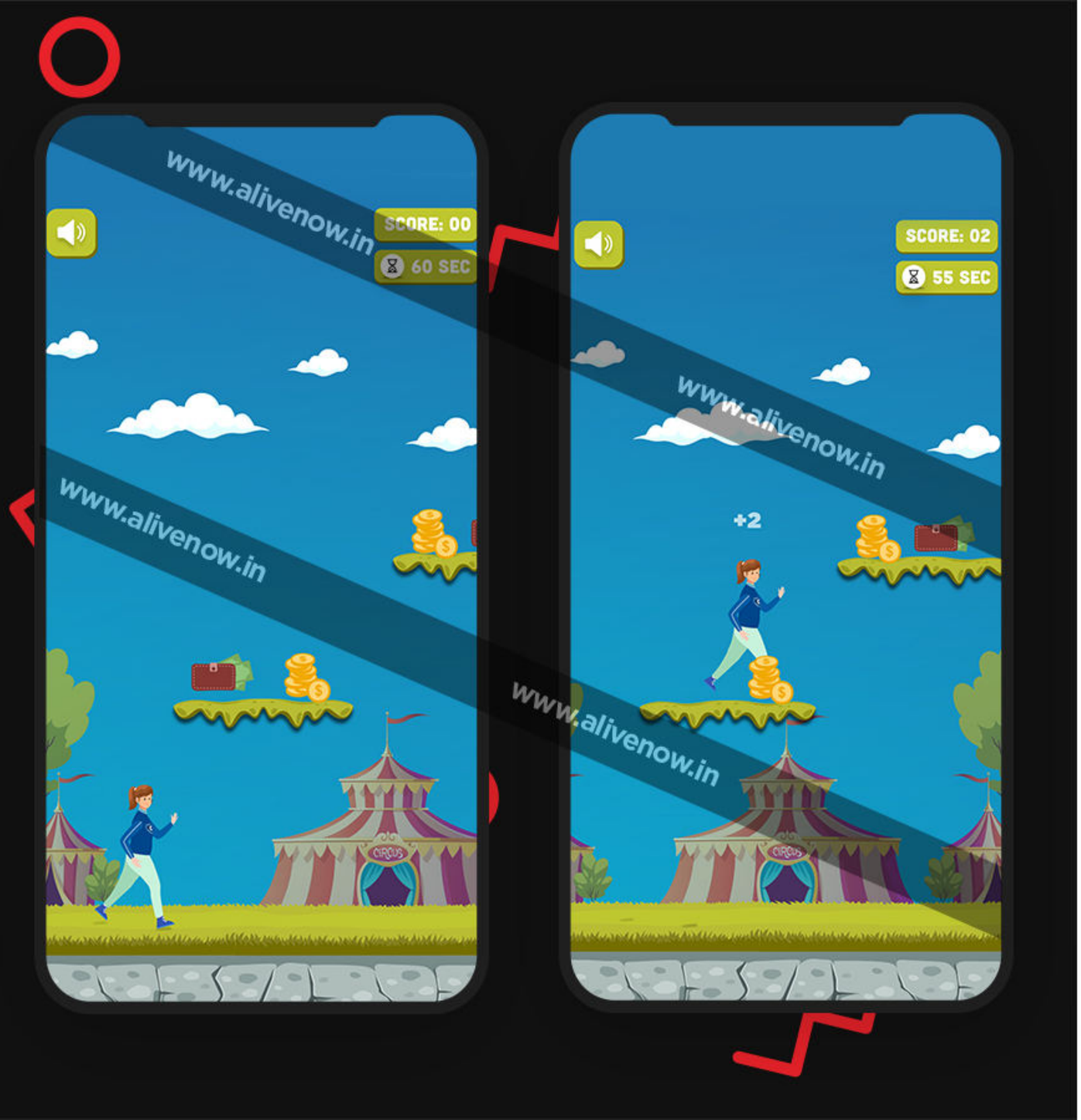

Jump and Grab your Insurance Benefits

Tap on the screen to make the running player jump on slabs to collect floating benefits and set a high score!

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What Type of Investor are you?

Answer a fun quiz and get to know your investor personality and your risk tolerance

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Chatbot Experiences

Chatbots are at the talking point of the business world now. The arrival of chatbots have opened up new realms of the customer engagement and new ways of doing business in the form of conversational commerce. It is one of the most useful technologies that businesses can rely on, possibly replacing the traditional models and making apps and websites redundant.

Learn More

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Advantages of a Messenger Chatbot!

Conversation is natural and seamless.

Send and receive images & other files.

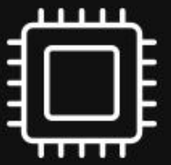
Make your conversations immortal.

No need for URLs or app installs.

Help users with complex purchasing decisions.

Push content to users on demand.

Perform text, number & date manipulations.



Messaging is a real-time process

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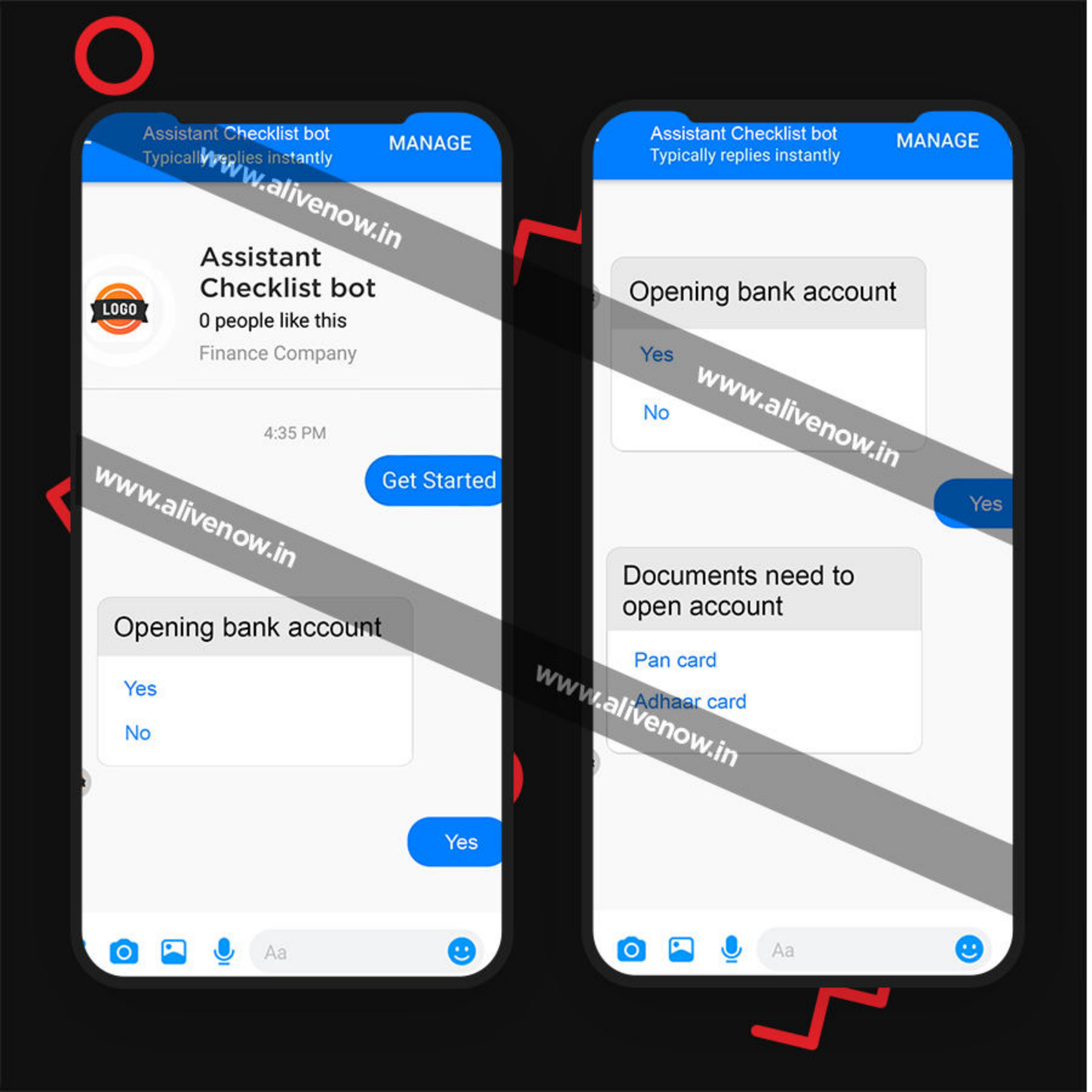

Assistant Checklist bot

Interact with the Chatbot to get the latest financial tips and get information about services you're interested in!

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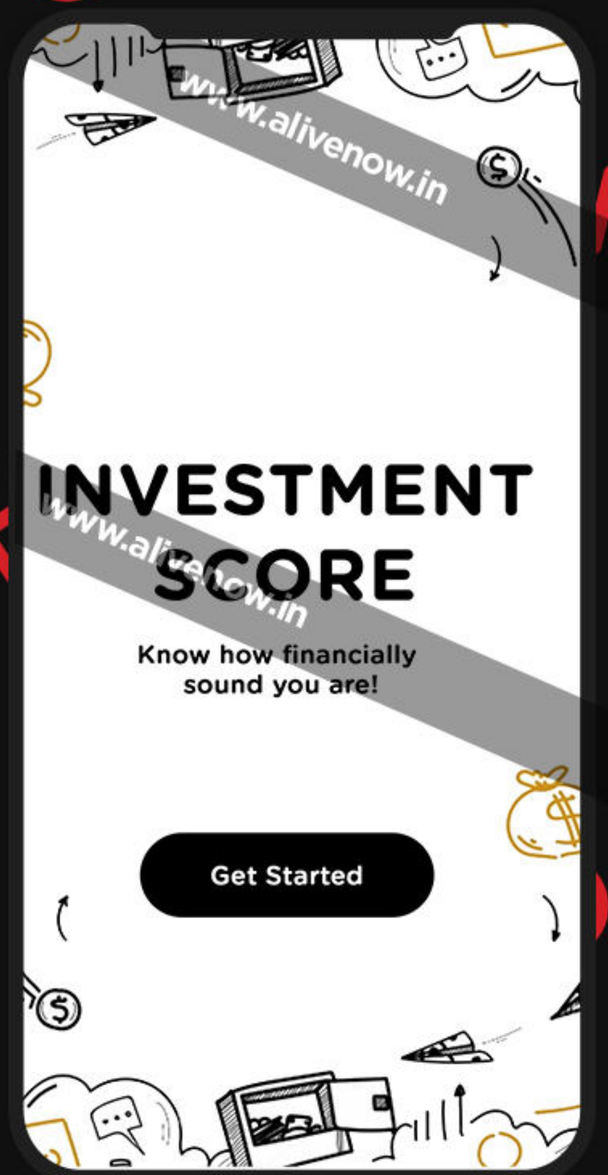

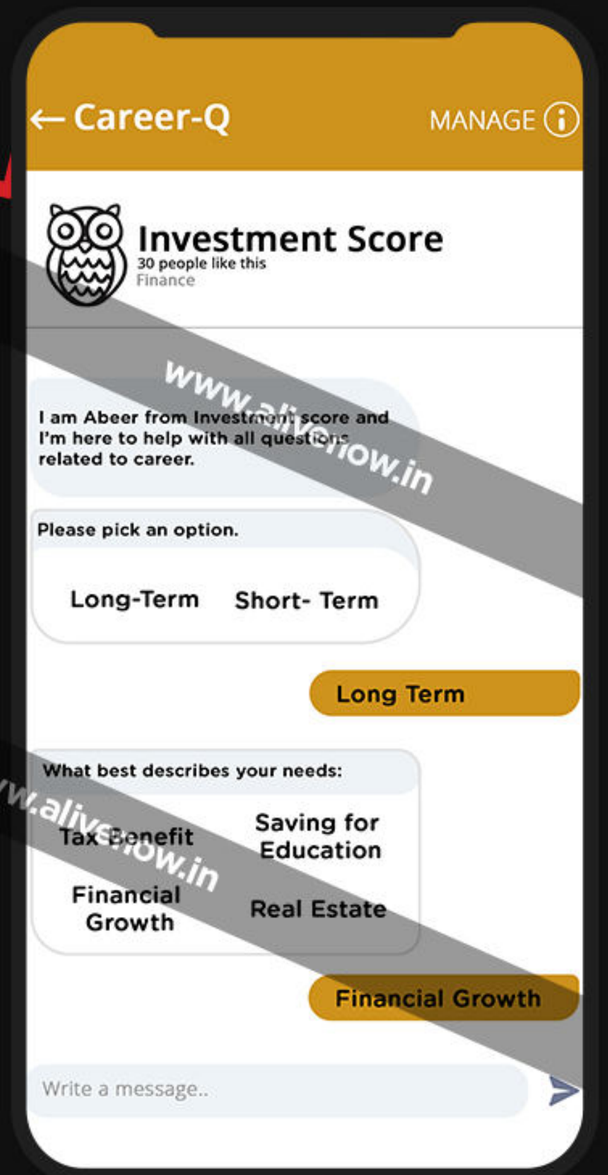

www.alivenow.in

What's your Investment Score?

Interact with the chatbot and answer a few questions to see how financially sound you are!

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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).

Single click, low friction, high engagement.

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

Empowered customer & higher brand recall.

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

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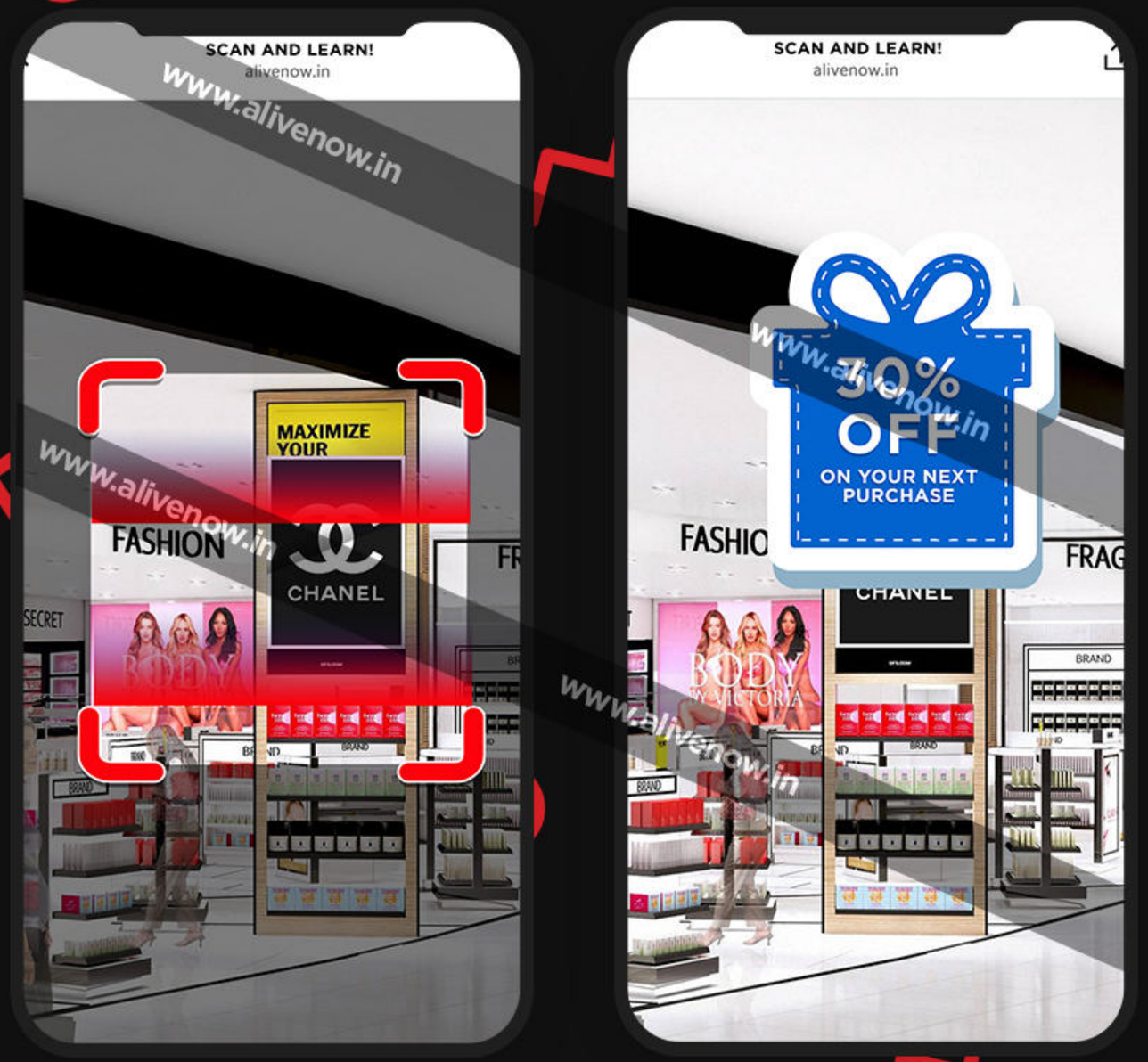

Scan and learn!

Scan the logo of a brand or store before purchase to learn and avail offers in store for you!

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Scan a Print Ad for a surprise!

Point the camera on a print ad and scan a code to see the full video advertisement on your phone.

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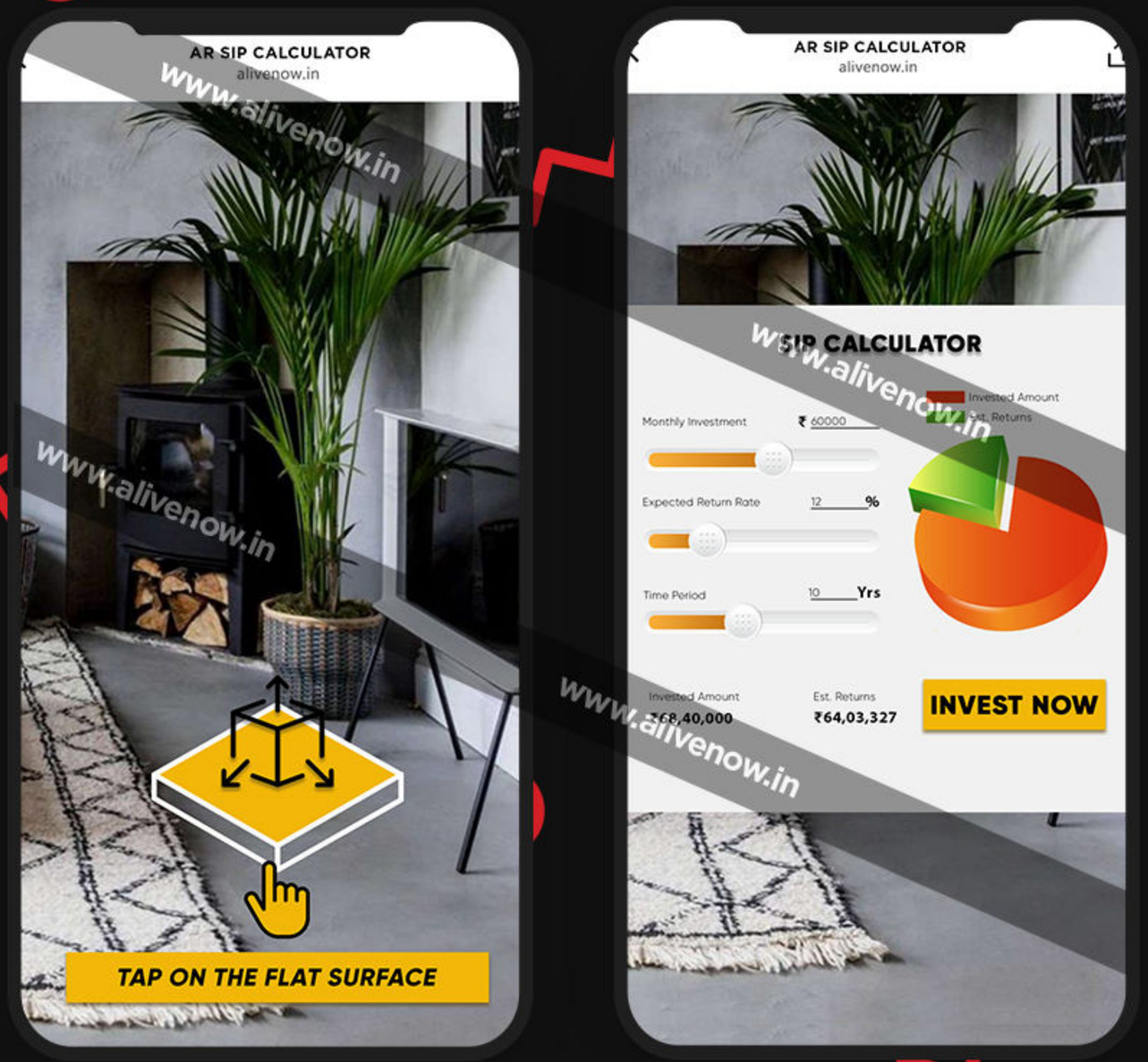

AR SIP calculator

Launch this WebAR Experience using the rear camera, tap on a flat surface for a SIP calculator to appear, feed in a value & learn about the estimated return through fun visuals!

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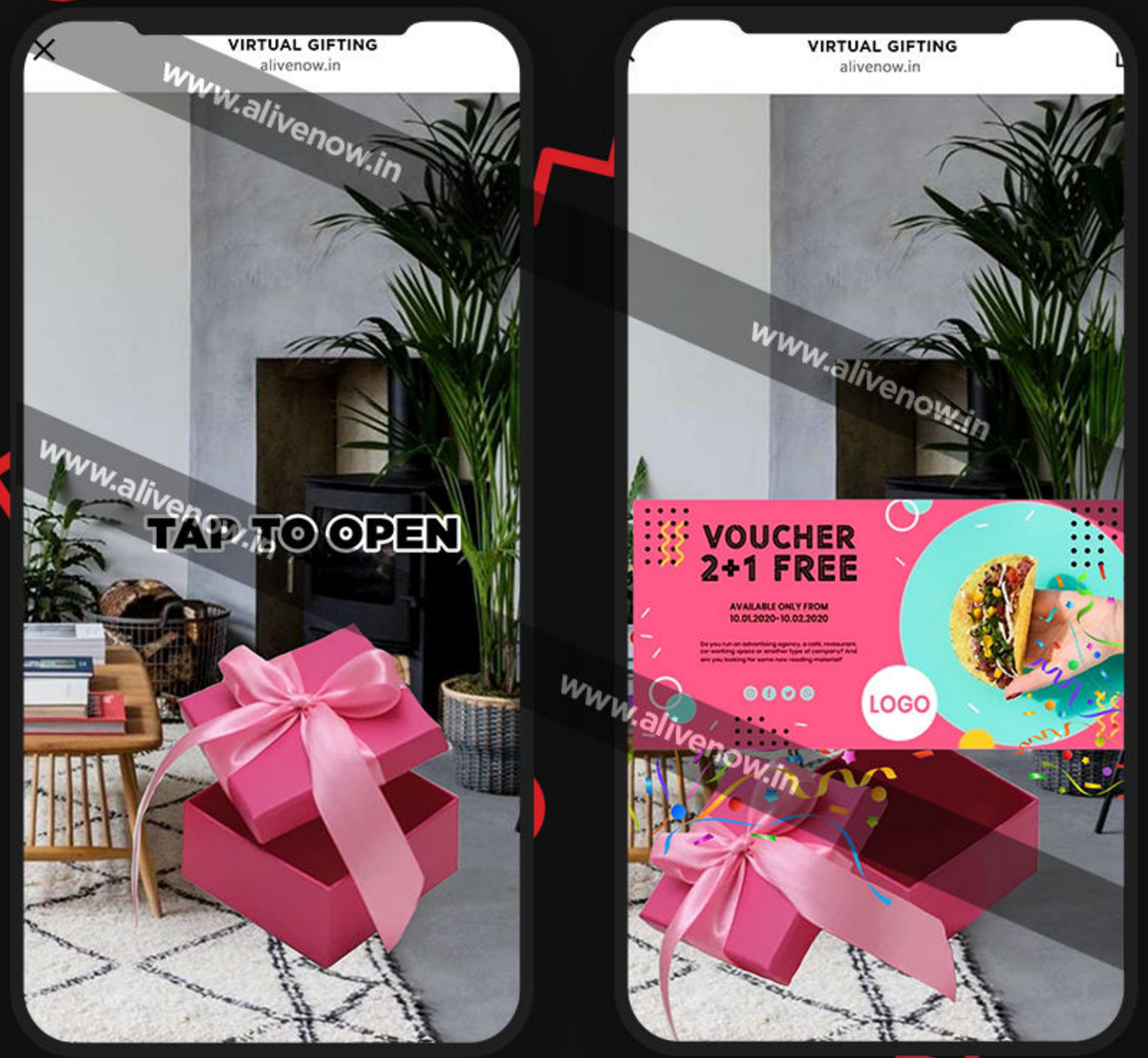

Virtual Gifting

Launch this WebAR Experience using the rear camera, tap on a flat surface to reveal a gift for your loved ones, including special coupons and informational cards!

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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.

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

Marriott
Dettol
ONEPLUS
VISA
SanDisk
durex
NIKE
GUINNESS
BEN & JERRY'S
HYUNDAI
i'm lovin' it
CHEVROLET
Starcom Mediavest Group
Publicis WORLDWIDE
Cheil
HAVAS WORLDWIDE
MINDSHARE
UM
Ogilvy
VML
DiDi
Edelman
JWT
& more!

THANK YOU!

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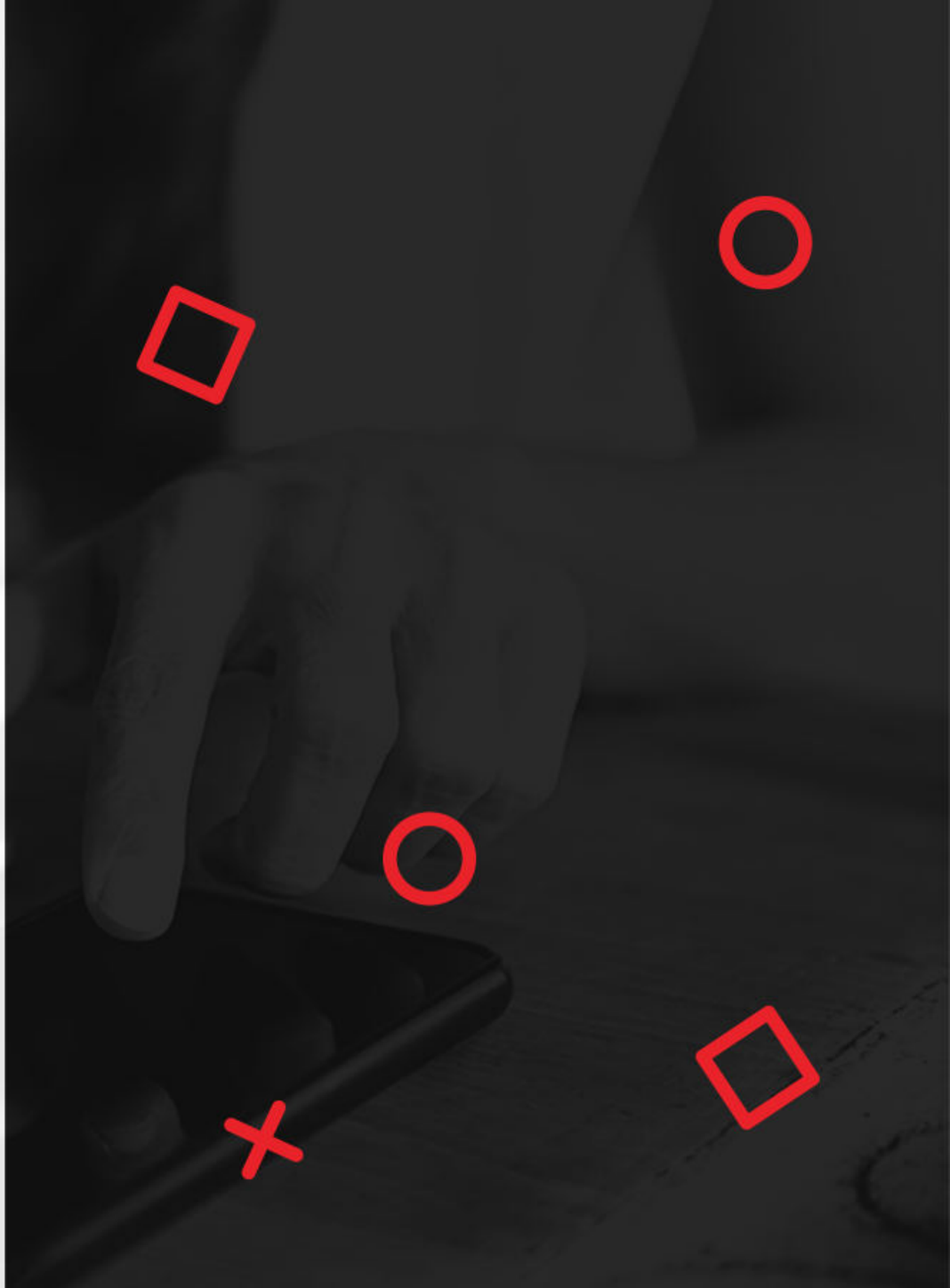
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