



Amplify your Black Friday marketing with AR & hyper-casual games!

Super-charge your Black Friday marketing with interactive digital experiences using AR & gaming. Drive leads, revenue & engagement with these unique concepts!



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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!

alivenow.in

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!

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.**

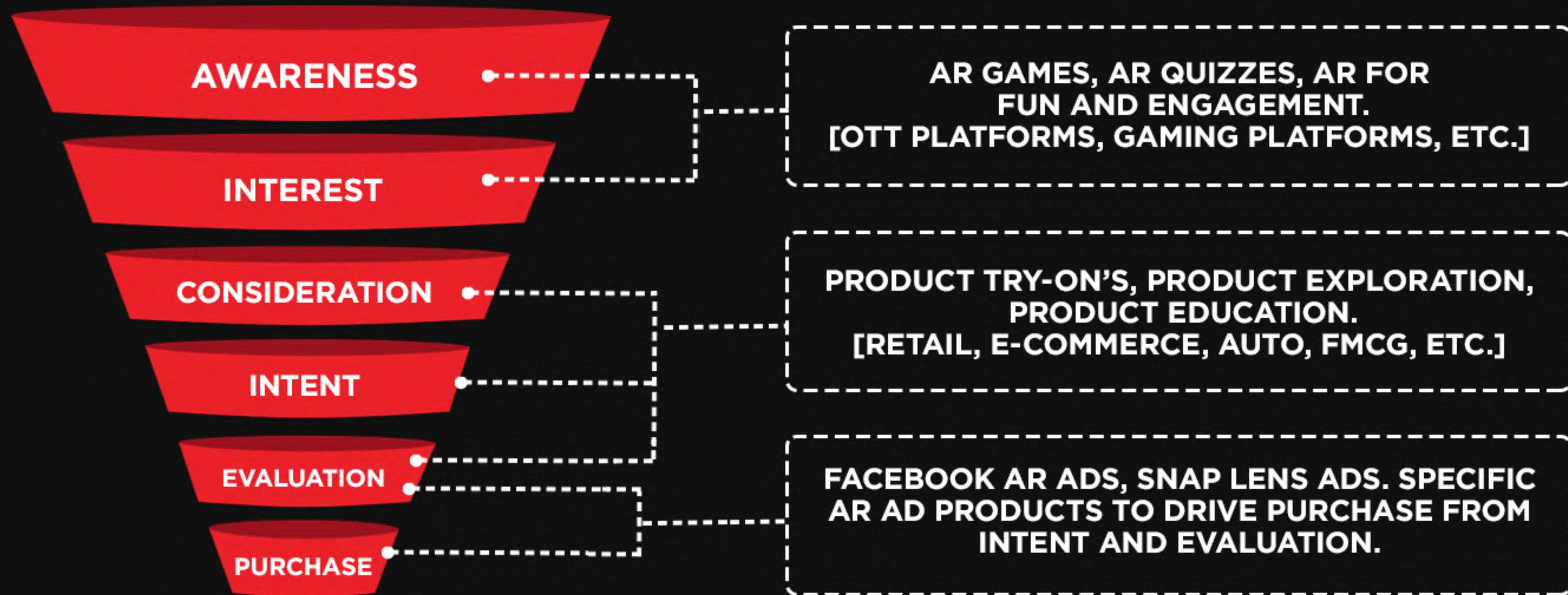
**BETTER
SMARTPHONES &
PROCESSERS =
INCREASED REACH
+ AR AT SCALE.**

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

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

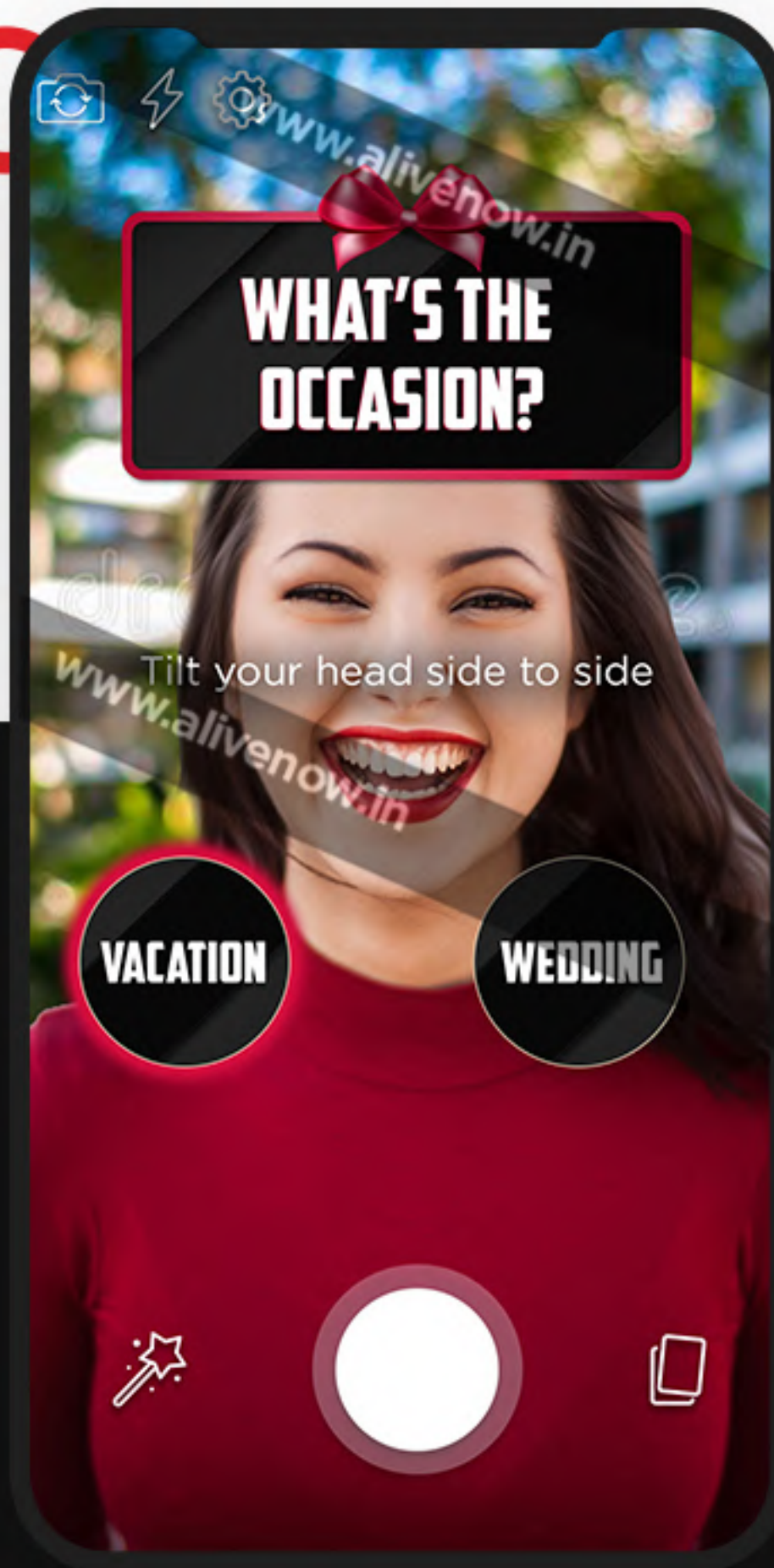
**IMMERSIVE,
WHOLESOME: DO
MORE WITH AR & 3D
VS 2D AND FLAT UI.**

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]	  



Get a purchase recommendation and win Black Friday discount code

Take this fun AR quiz, answer the questions by tilting your head left or right. Get a purchase recommendation along with a discount code for Black Friday.

PLATFORM PUBLISHING
Social AR experiences.



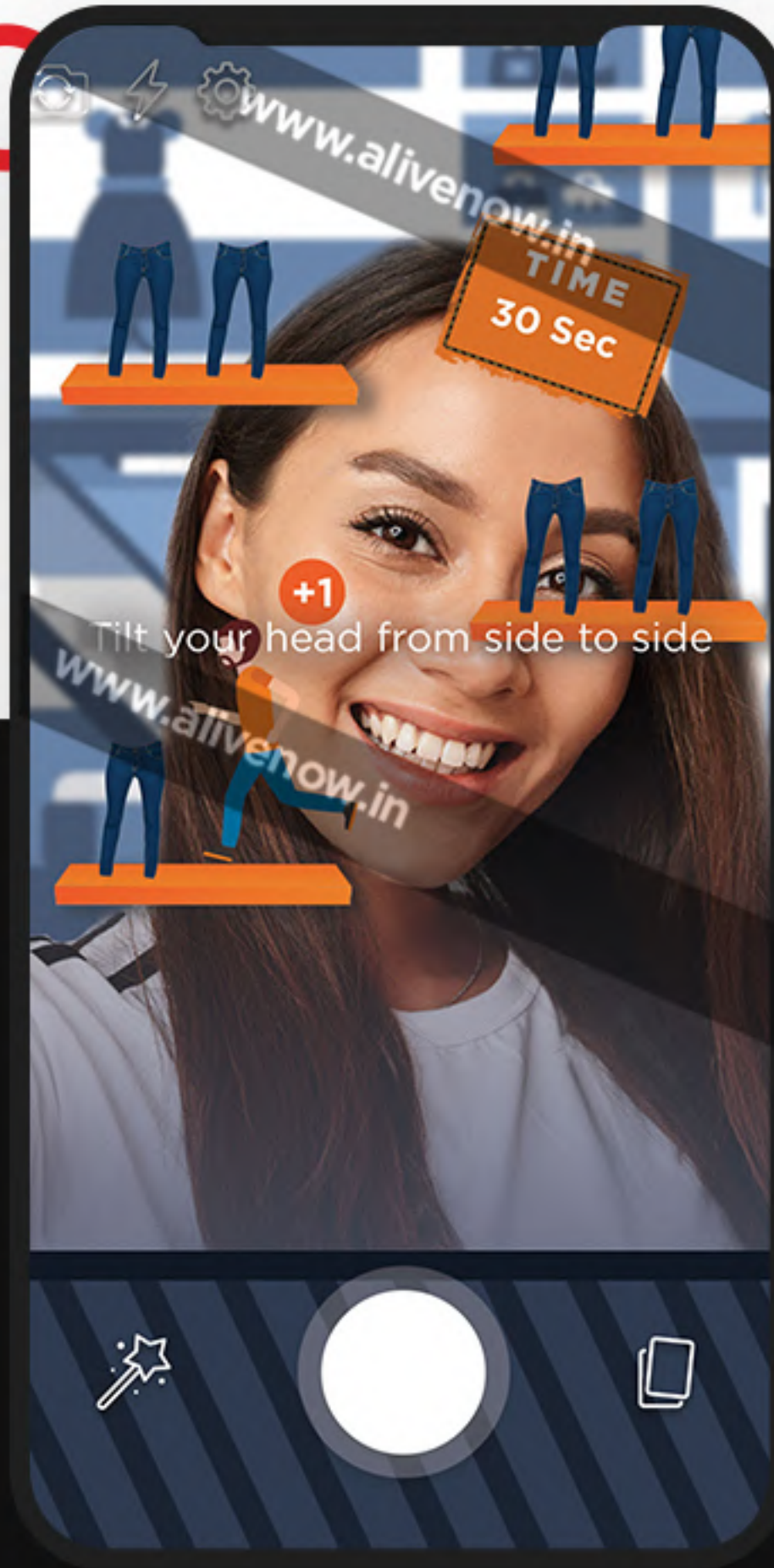


Step closer for a Black Friday surprise code

Come closer to the screen and get a discount code for Black Friday.

PLATFORM PUBLISHING
Social AR experiences.





Jump and collect your Black Friday deals

Move your head left/right on the slab and collect your favourite branded items for Black Friday

PLATFORM PUBLISHING

Social AR experiences.





Stack the Black Friday boxes for awesome discounts

Blink at the right moment to stack all the boxes of your favourite items and win Black Friday discount vouchers

PLATFORM PUBLISHING

Social AR experiences.



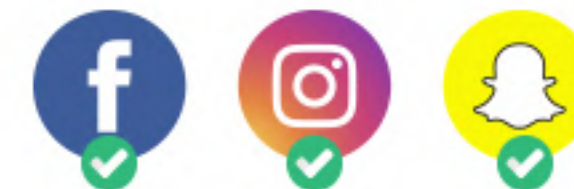


Navigate the special Black Friday delivery drone

Move the drone up/down to navigate the delivery drone around the obstacles. Deliver the box safely to win Black Friday discount vouchers.

PLATFORM PUBLISHING

Social AR experiences.



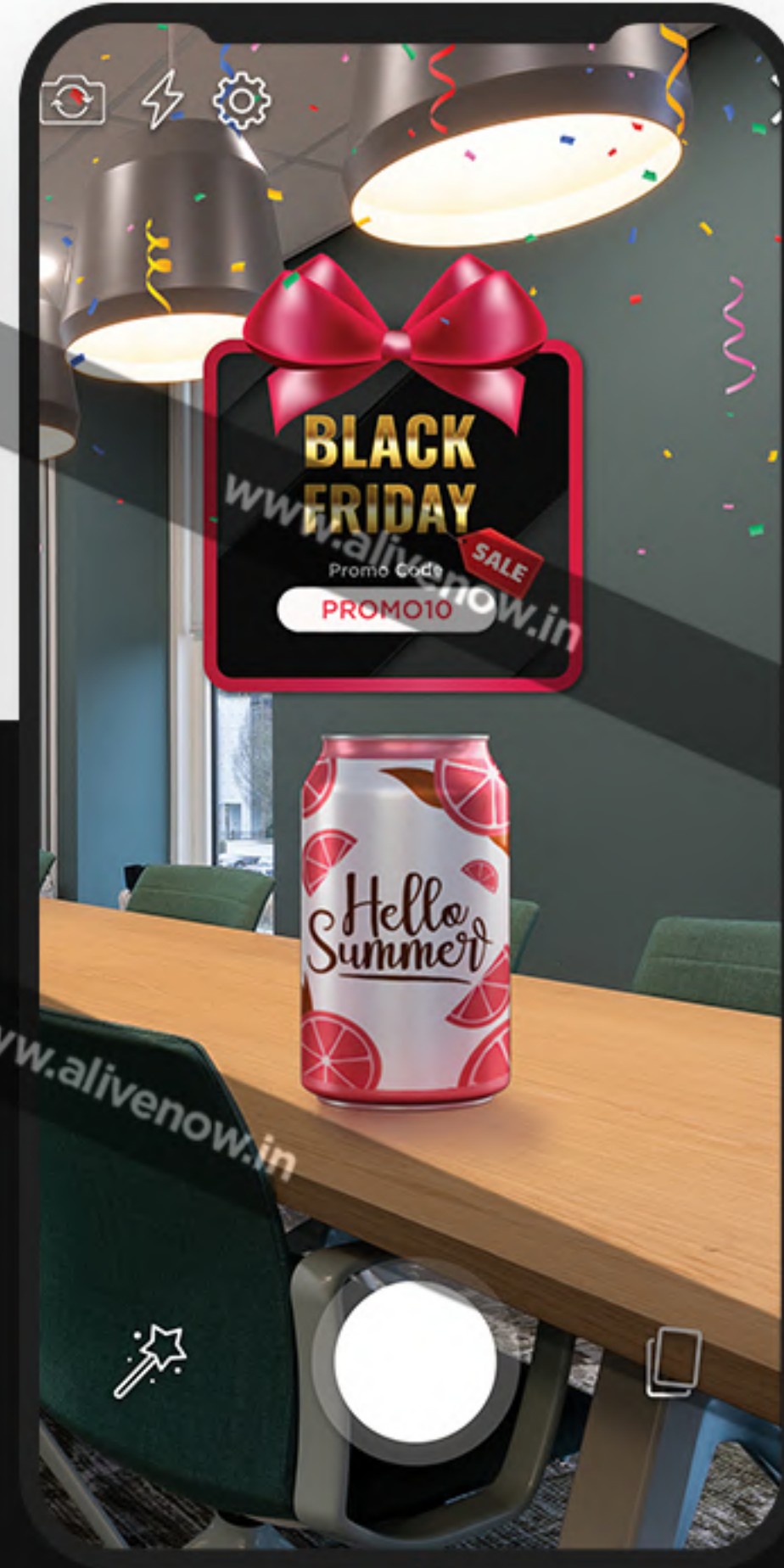


Unbox your favourite branded Black Friday products!

Switch to the rear camera and tap on a flat surface to unbox the Black Friday item. Share the image with the hashtags to get a special Black Friday discount voucher

PLATFORM PUBLISHING
Social AR experiences.





Scan the pack for a Black Friday Surprise

Scan the product/logo to reveal a special coupon code. Redeem it for your Black Friday purchase!

PLATFORM PUBLISHING

Social AR experiences.



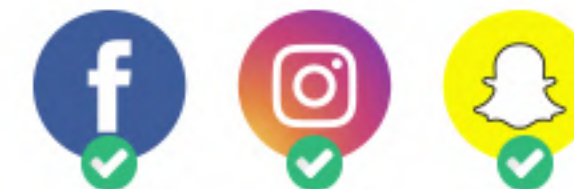


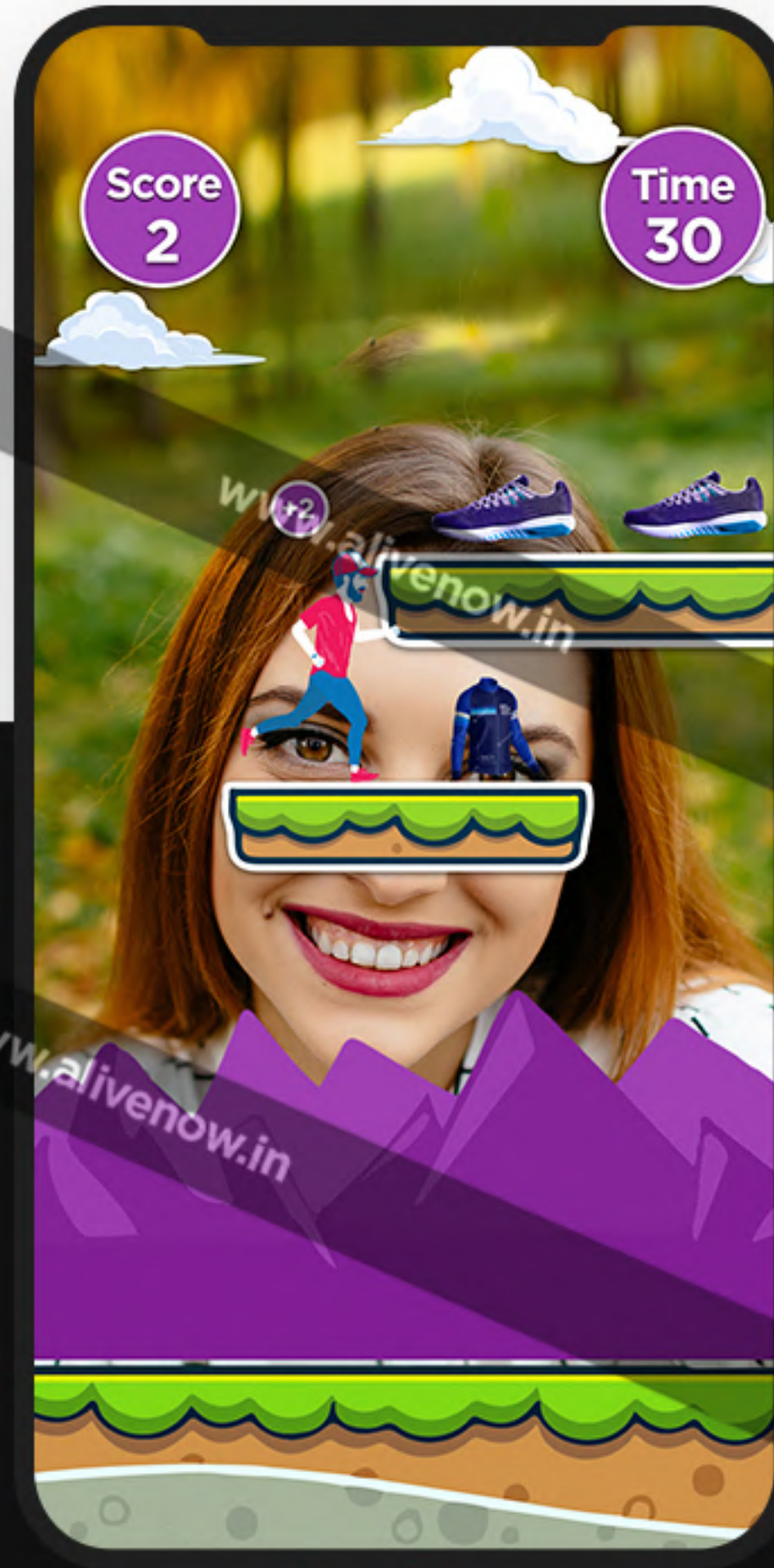
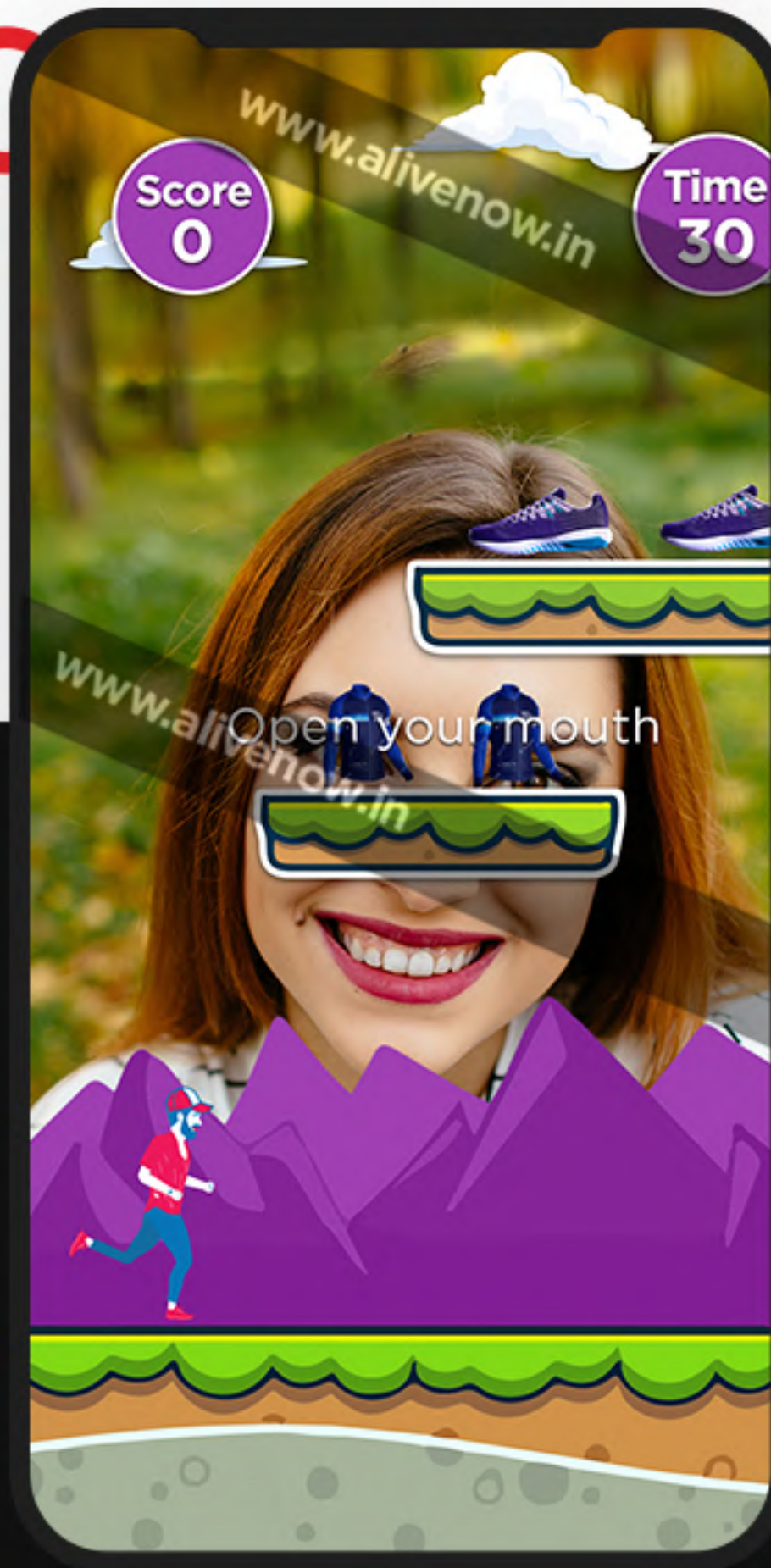
Catch all the items for Black Friday

Move your head left/right to move the shopping cart. Catch all the products to set a high score and get a special Black Friday discount code

PLATFORM PUBLISHING

Social AR experiences.



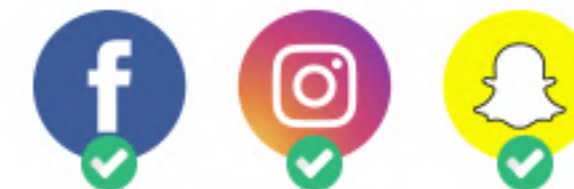


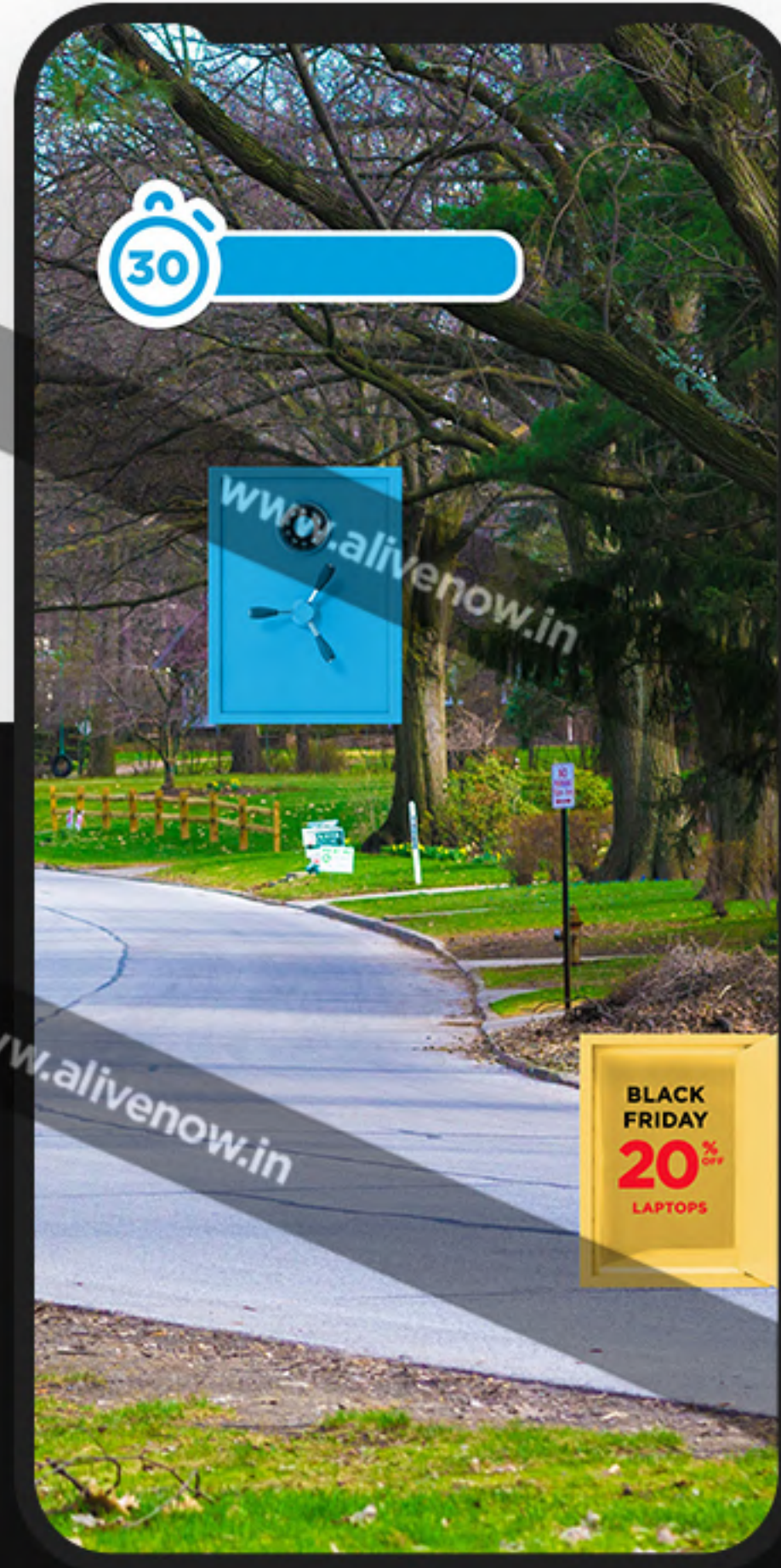
Black Friday Run

The user has to open their mouth to jump and collect all the branded products. Dodge the empty shopping carts and set a high score. Share the score for a Black Friday discount code.

PLATFORM PUBLISHING

Social AR experiences.





Spot the Black Friday Offers before they run out

Switch to your rear camera and look for the different brand offers and tap them before they disappear to score more points and win a discount code!

PLATFORM PUBLISHING

Social AR experiences.

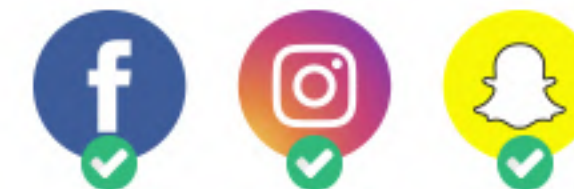




Scream to reveal the Black Friday offer!

Scream as loudly as you can, to open the box and collect the Black Friday coupon code.

PLATFORM PUBLISHING
Social AR experiences.





Open your mouth to stop the slots for a Black Friday deal

Open your mouth to stop the slot at the right time. If all the 3 slots are the same - stand a chance to win Black Friday coupon codes

PLATFORM PUBLISHING
Social AR experiences.



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.



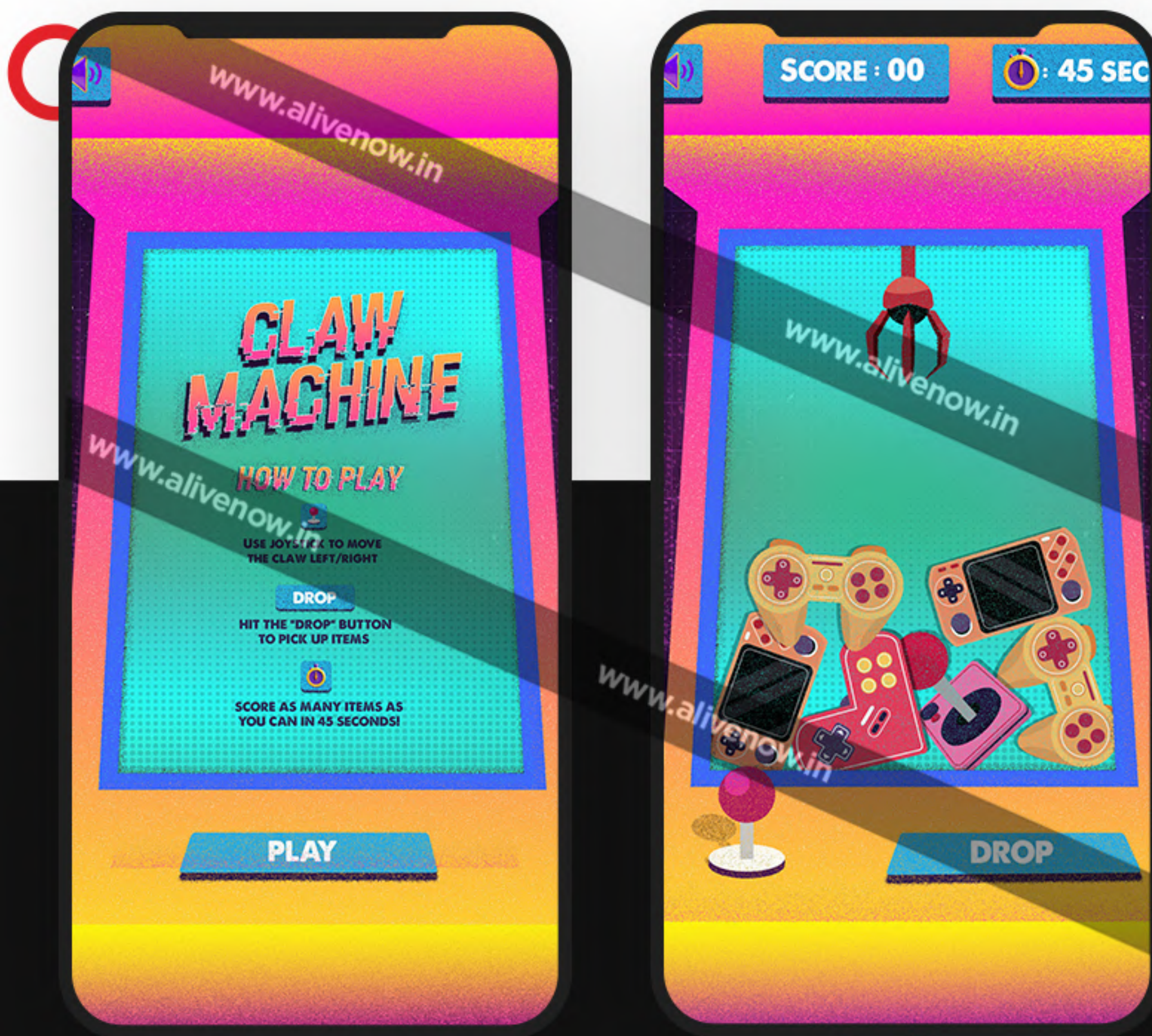
Gaming solution built specifically to convert passive story viewers on Instagram and Facebook into an active and engaged audience.



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.





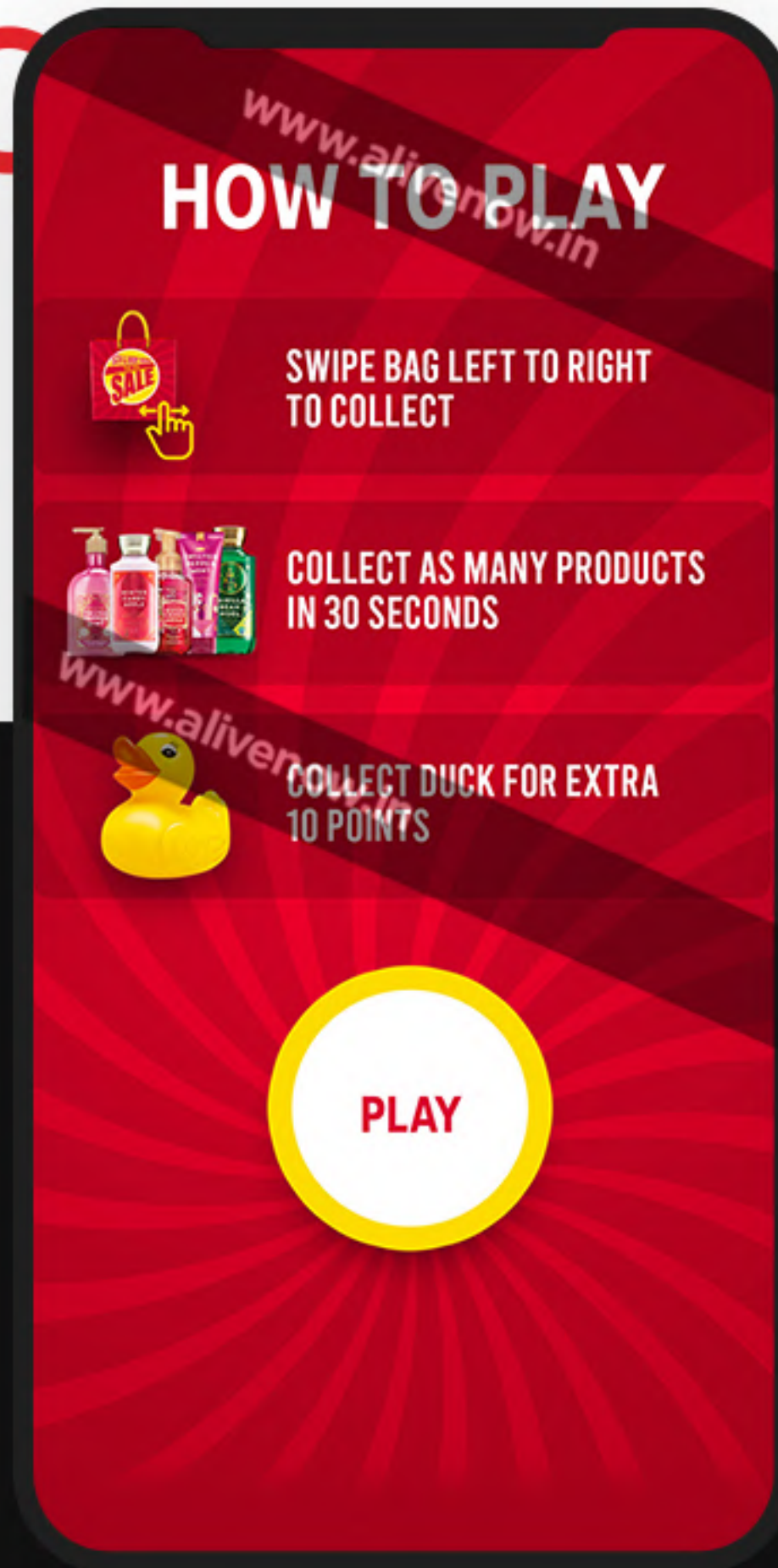
How many Black Friday deals can you grab?

In a fun claw-machine-like game, pick up as many Black Friday products as you can in 45 seconds. Set a high score and win Black Friday vouchers.

PLATFORM PUBLISHING

NEWSFEED
SMARTAPPS





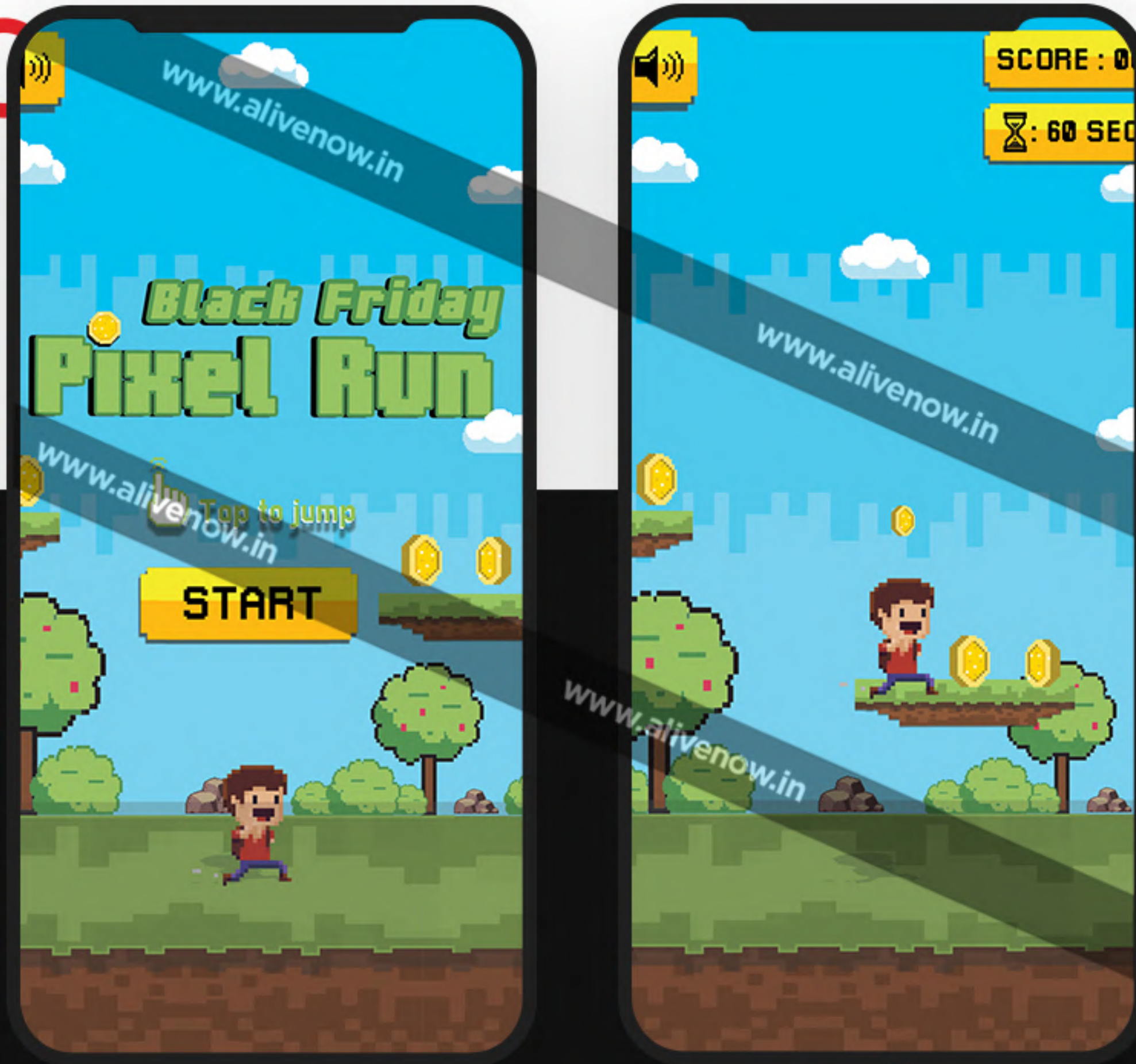
Catch all the falling items

Move the cart/bag left or right and collect the products. Set a high score and get a chance to win Black Friday vouchers!

PLATFORM PUBLISHING

NEWSFEED
SMARTAPPS





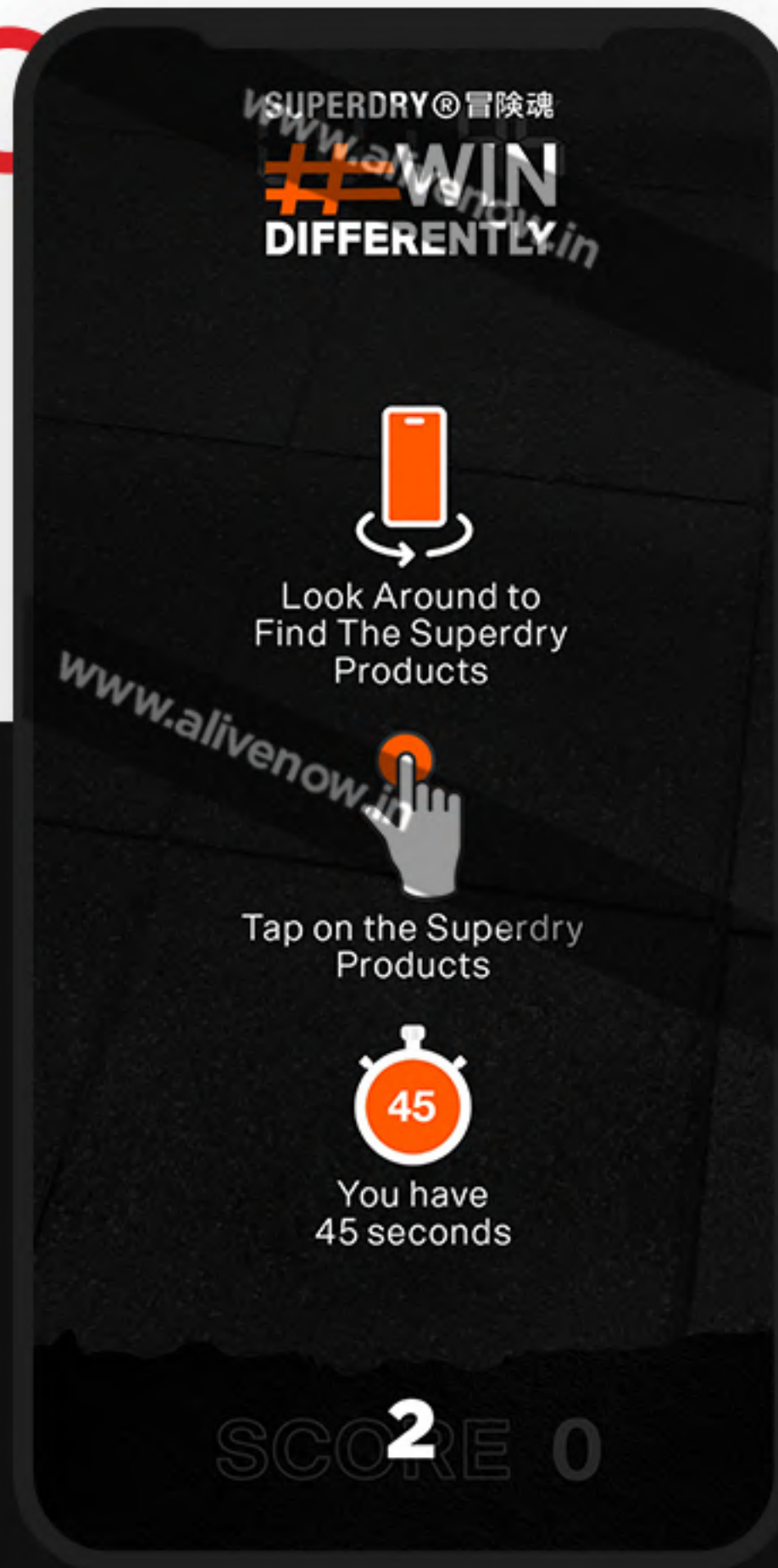
Black Friday pixel Run

Tap the screen and jump on slabs to collect the offers and branded products exclusively for Black Friday.

PLATFORM PUBLISHING

NEWSFEED
SMARTAPPS





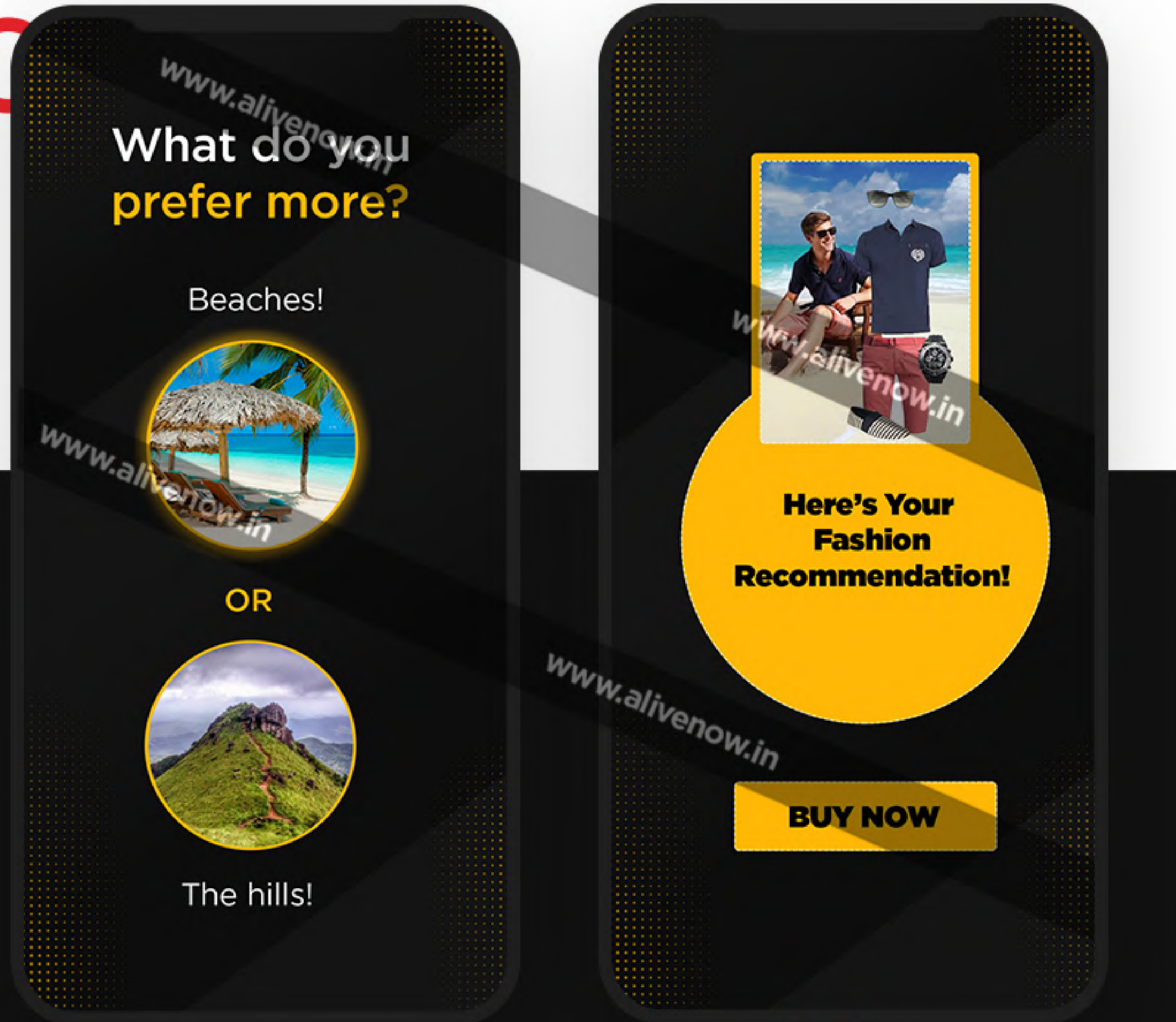
Look around for Black Friday deals

Pan your device left/right and spot all the products and deals in the environment. Collect them all to set a high score and win exclusive Black Friday deals!

PLATFORM PUBLISHING

NEWSFEED
SMARTAPPS





Your Black Friday recommendation engine

Take a fun quiz, answer some questions and see what's the best deal for your Black Friday purchase.

PLATFORM PUBLISHING

NEWSFEED
SMARTAPPS





Black Friday Maze

Collect as many items as possible and avoid ghosts to set a high score. Stand a chance to win awesome Black Friday discounts

PLATFORM PUBLISHING

NEWSFEED
SMARTAPPS





Black Friday pinball

In a fun pinball-style game, hit as many corners as possible to reveal the branded poster!

PLATFORM PUBLISHING

NEWSFEED
SMARTAPPS





Spin the wheel for Black Friday deals

Spin the wheel to collect Black Friday Coupon codes. Entering your details to seal the deal!

PLATFORM PUBLISHING

NEWSFEED
SMARTAPPS





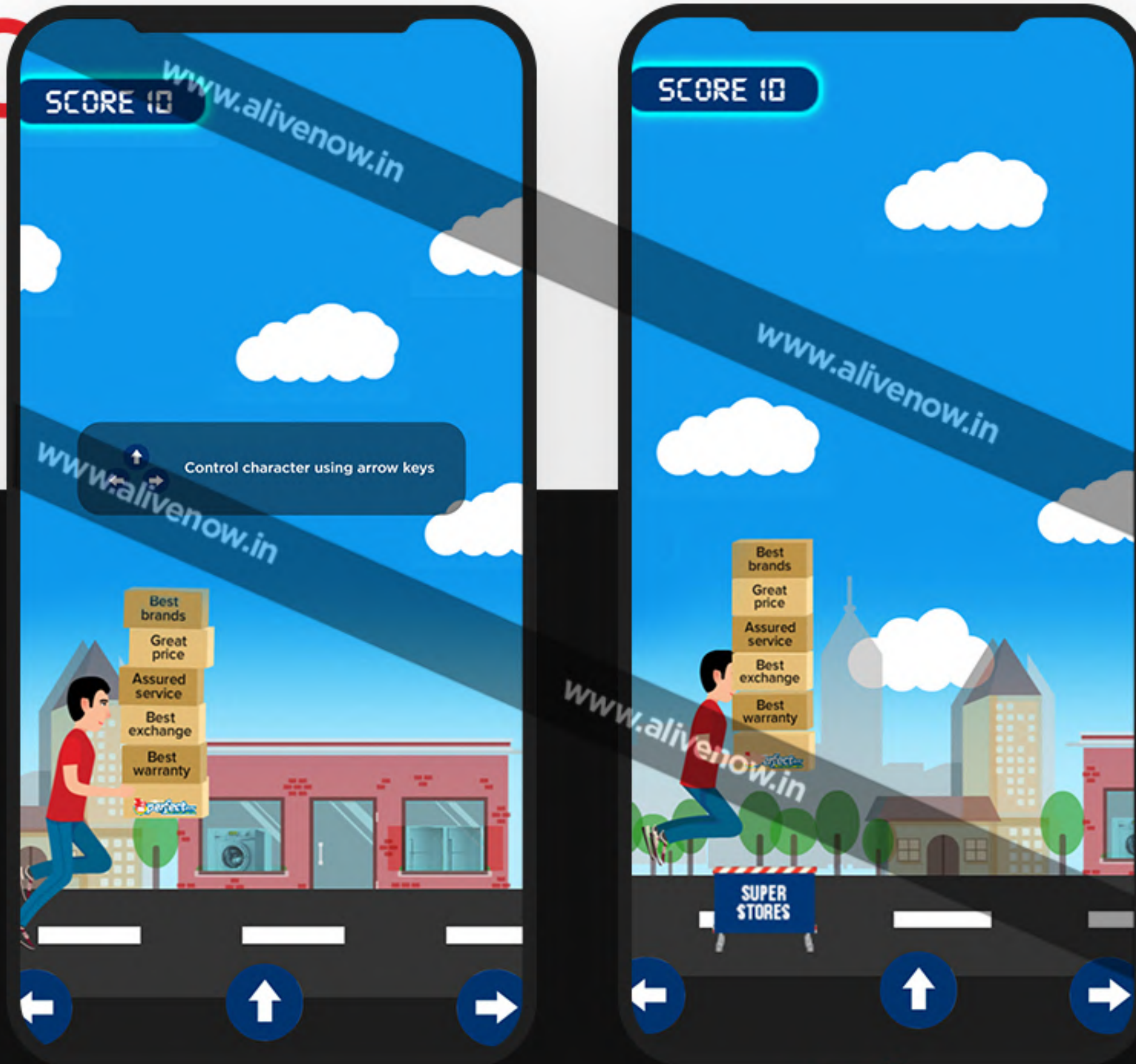
Scratch the token for your Black Friday deal

Scratch the card to win prizes
and collect your coupon
codes by entering the details.

PLATFORM PUBLISHING

NEWSFEED
SMARTAPPS





Balance the boxes for your Black Friday coupon

Use the arrow buttons to balance the boxes along the run. Complete the race to claim the boxes as your reward.

PLATFORM PUBLISHING

NEWSFEED
SMARTAPPS





Guess what's inside the Box

User needs to shake the phone to hear a noise, they have to guess what's in the box and select their answer. If they're right, they can put in their details and stand a chance to win a discount to buy the product.

PLATFORM PUBLISHING

NEWSFEED
SMARTAPPS





Trace the words to unlock Black Friday offers!

Answer the question by finding the words in the puzzle. If you have hunted down the sequence in the puzzle - stand a chance to win a Black Friday coupon

PLATFORM PUBLISHING

NEWSFEED
SMARTAPPS



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!

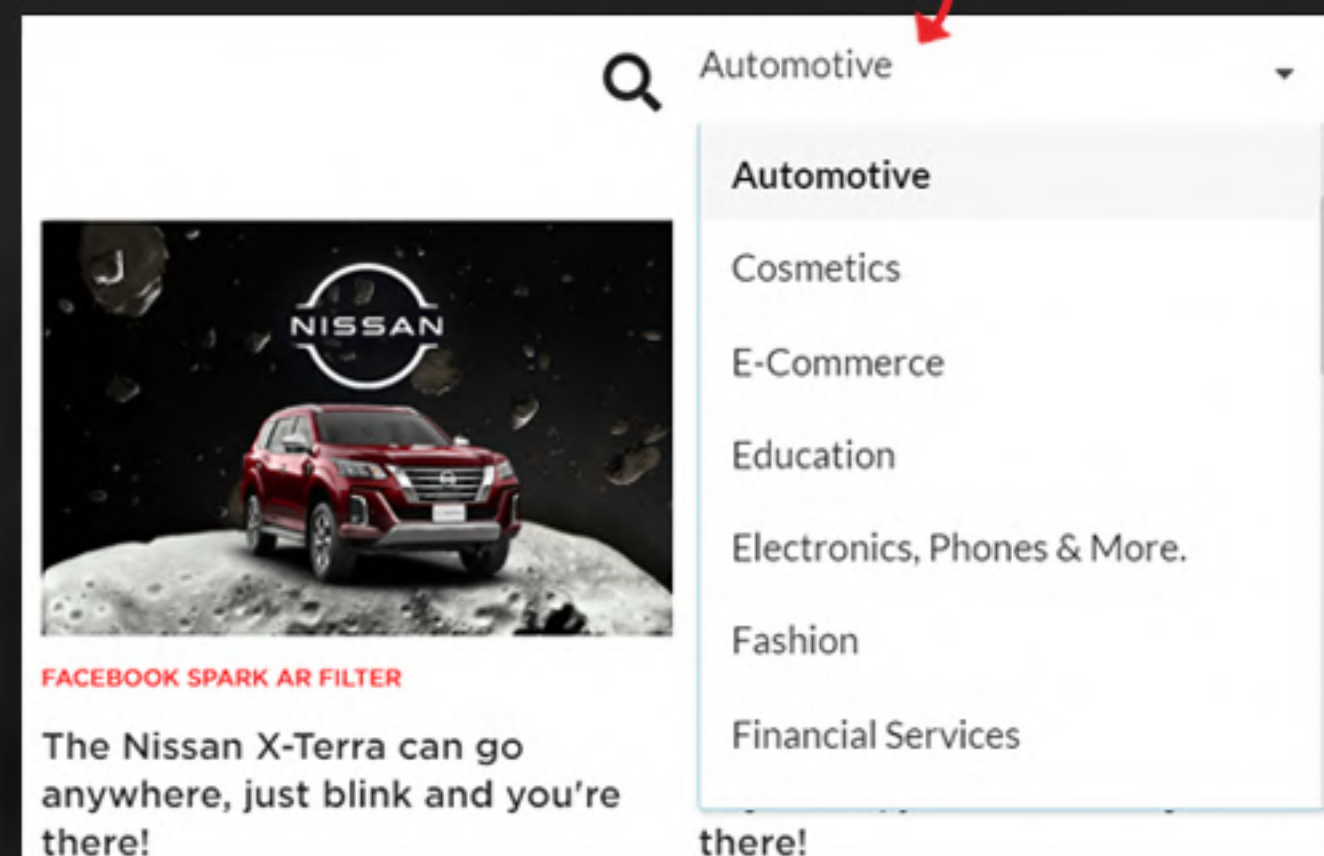




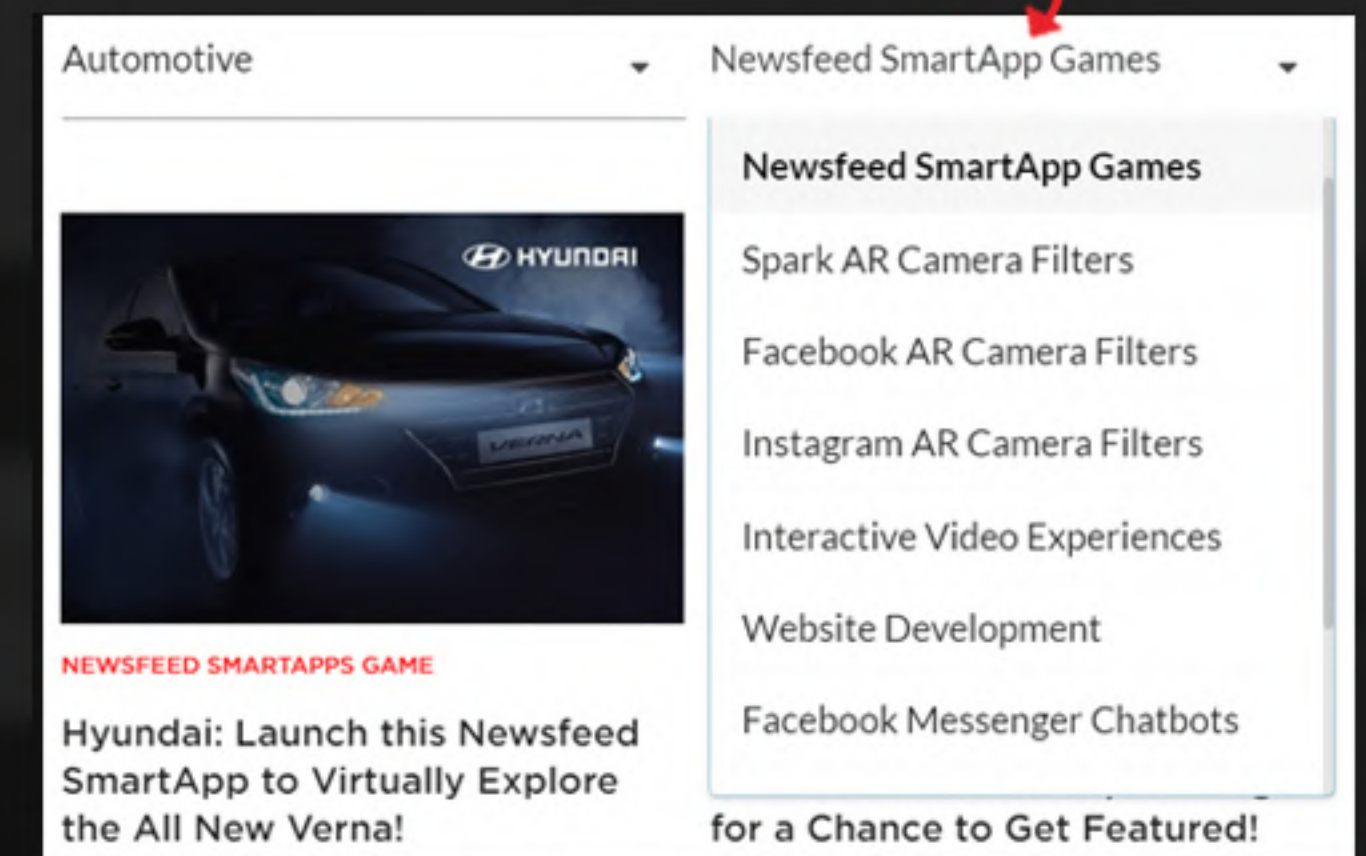
& more!

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

1 INDUSTRY

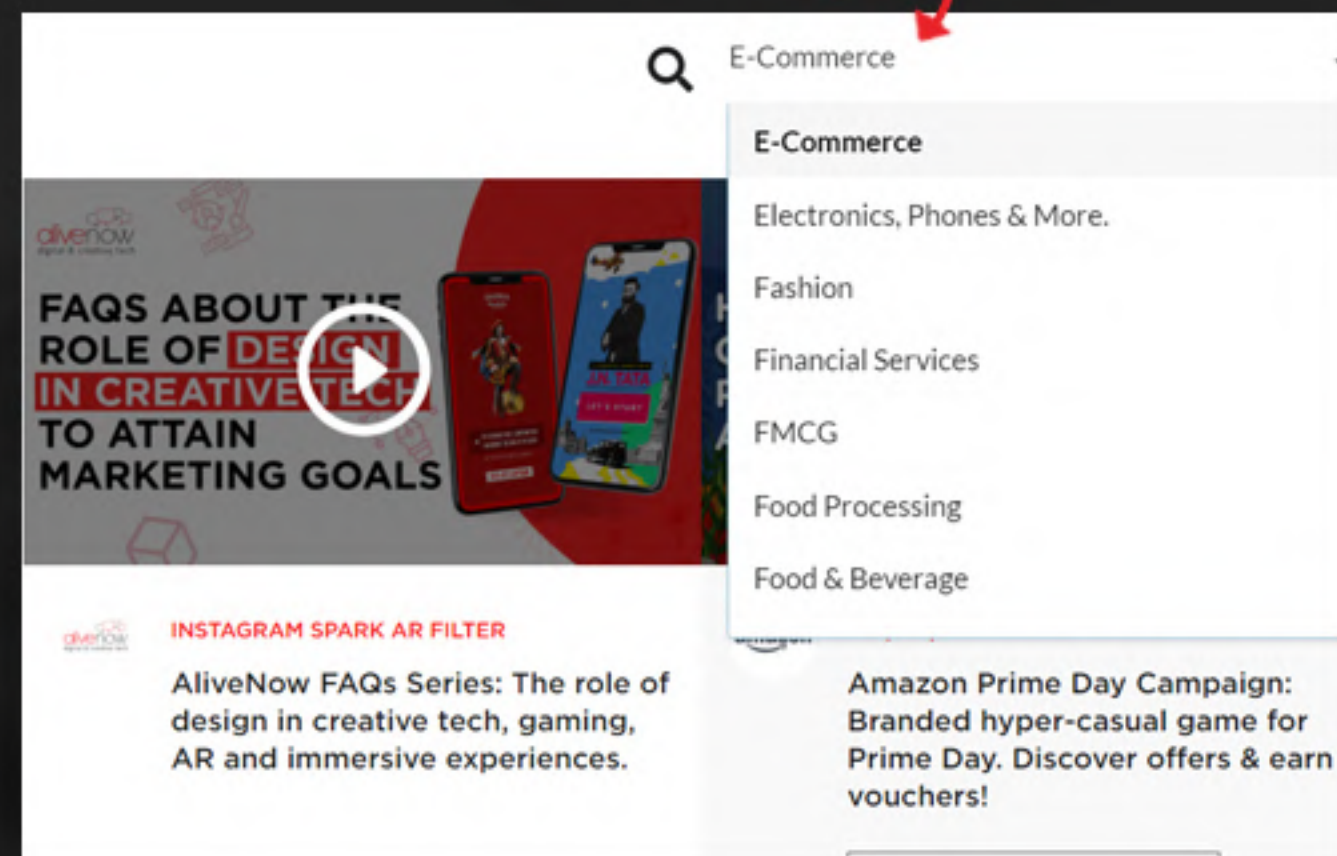


2 PLATFORM

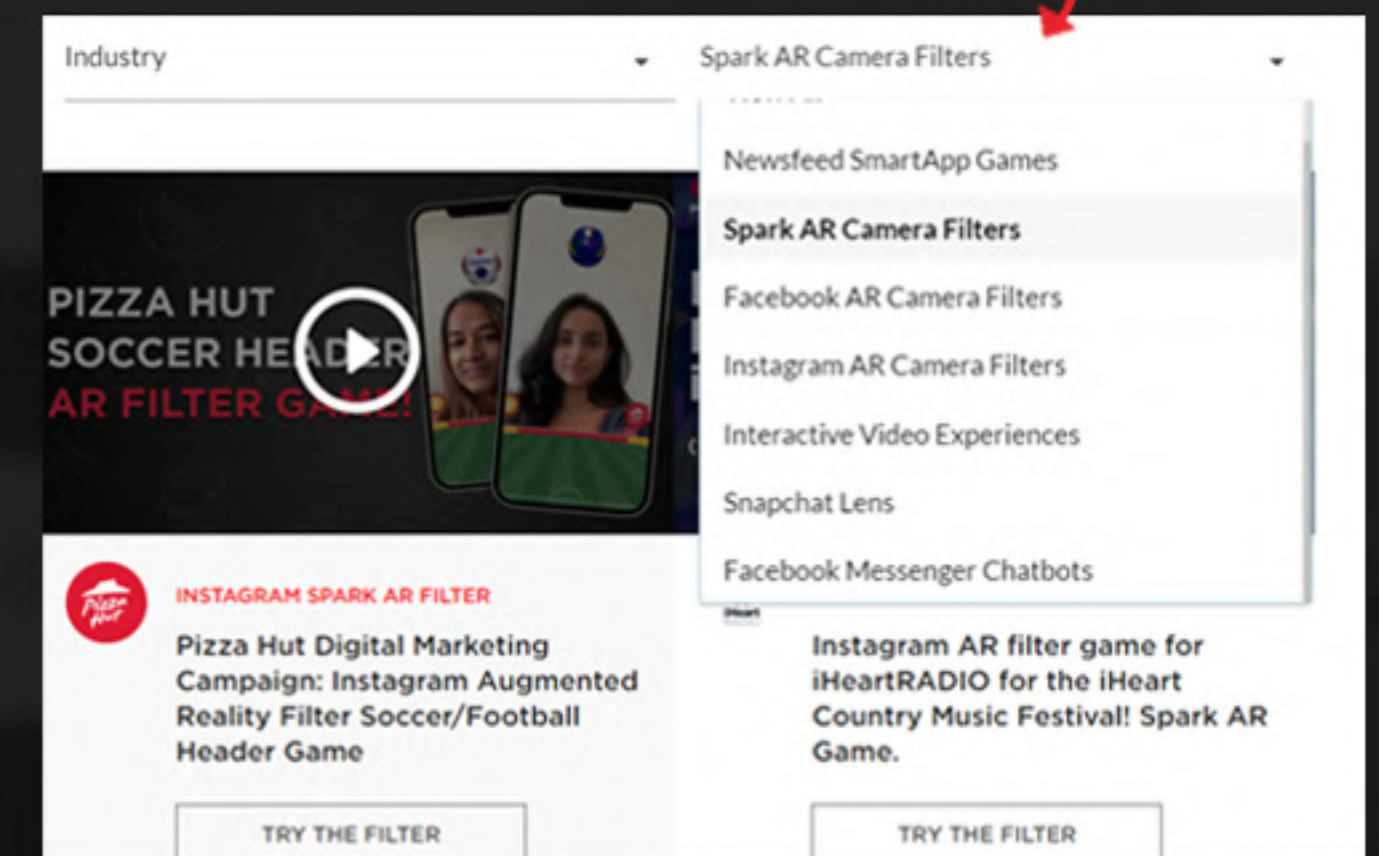


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM





THANK YOU!

contact@alivenow.in

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

