





Interactive Digital Experiences for Chinese New Year

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



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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, 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!

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.**

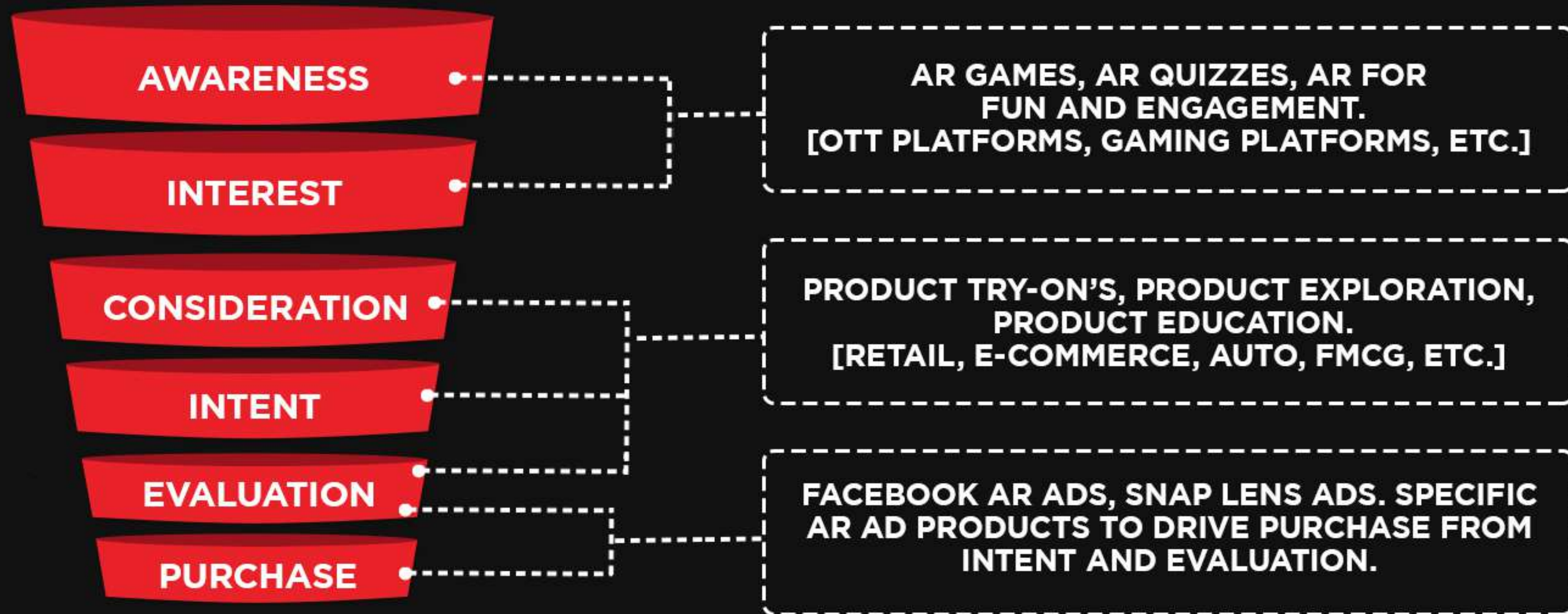
**BETTER
SMARTPHONES &
PROCESSERS =
INCREASED REACH
+ AR AT SCALE.**

**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.**

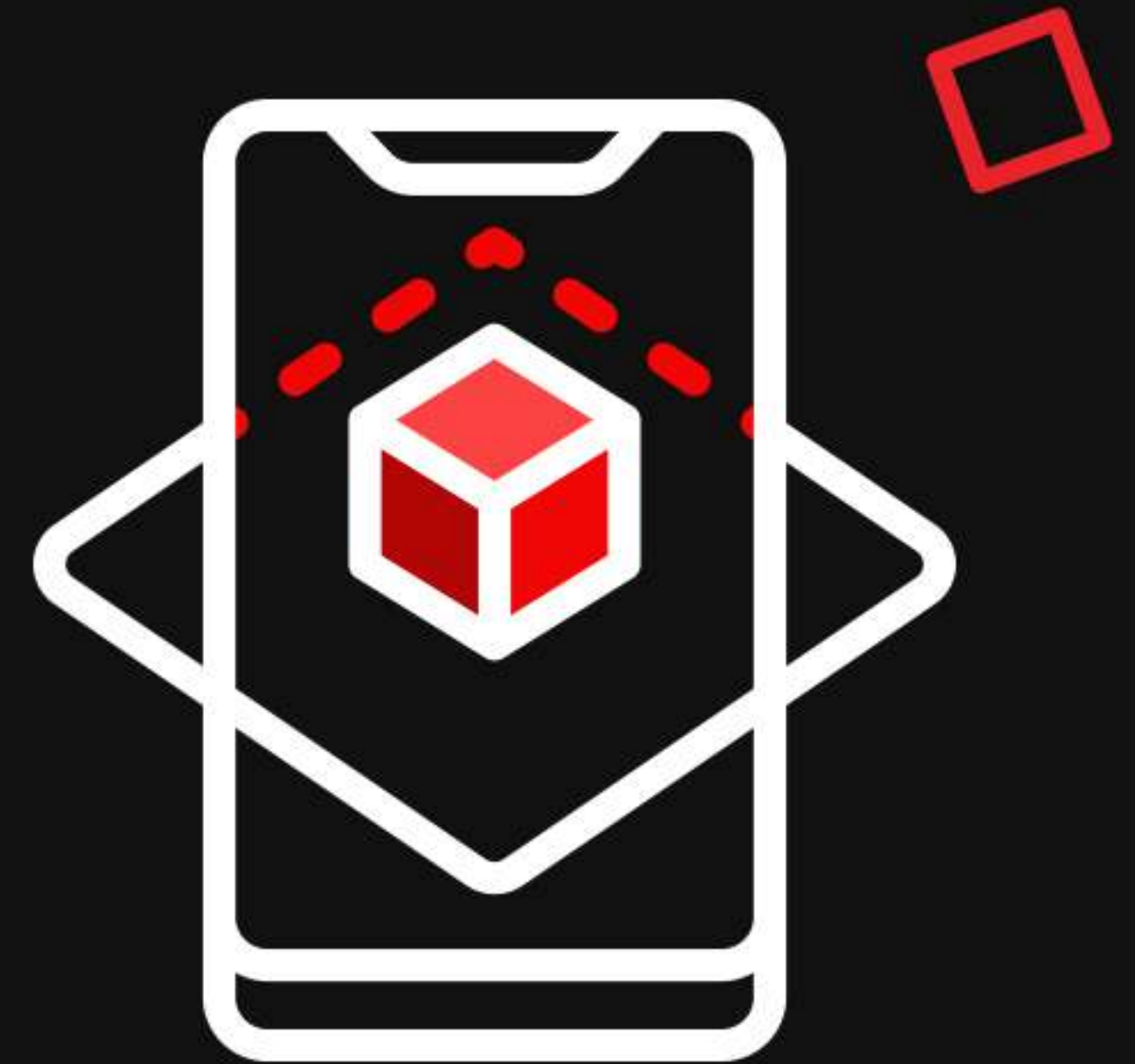
AUGMENTED REALITY AND THE MARKETING FUNNEL.



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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Cherry Blossom Wonderland

Launch this filter and enter into cherry blossom wonderland.

PLATFORM PUBLISHING

Social AR experiences.





Crackling Filter

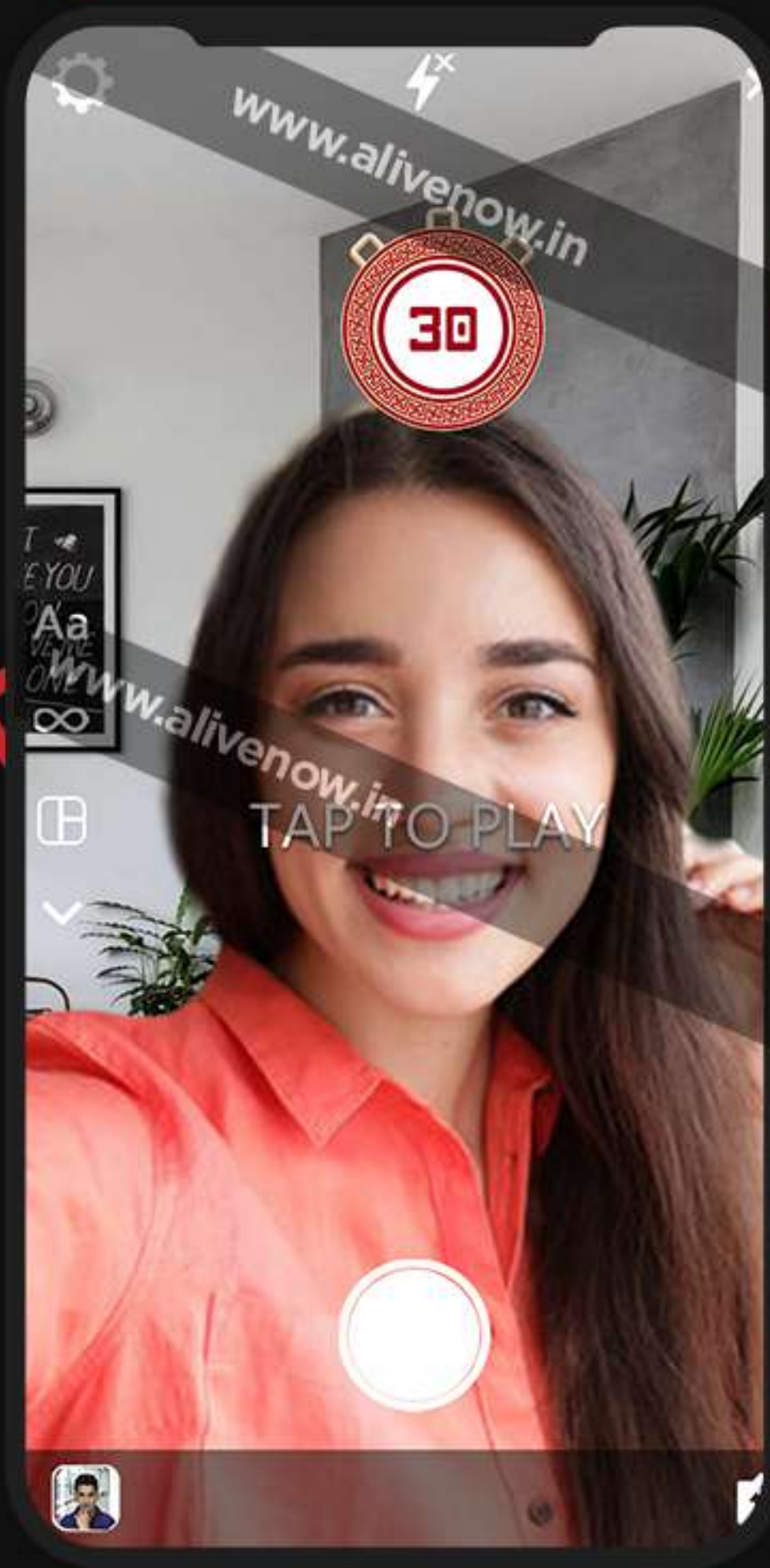
Move your hand to enter the CNY celebration and smile for a crackling surprise.

PLATFORM PUBLISHING

Social AR experiences.



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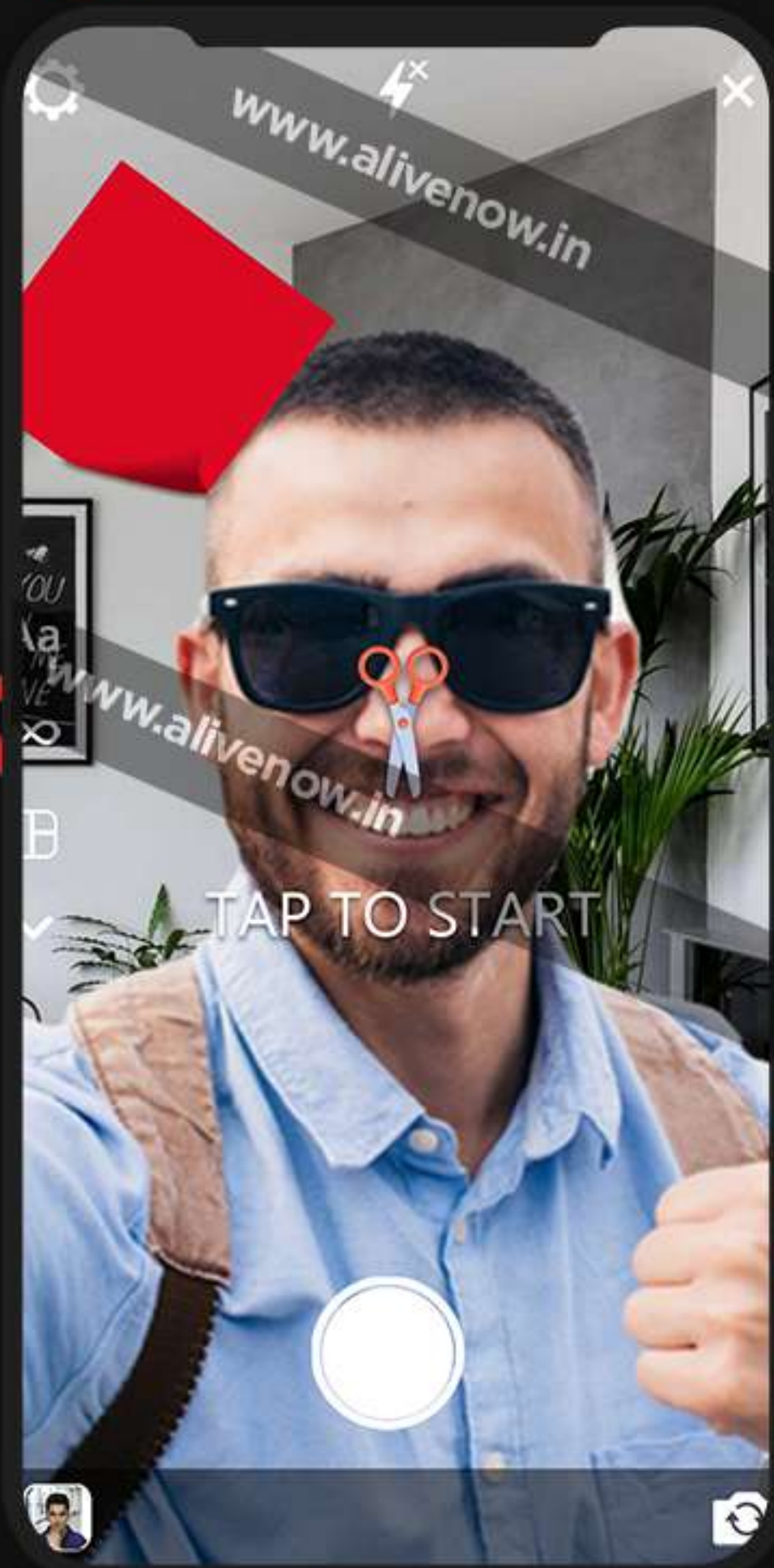
Tap n Tap to Win Rewards

Collect branded lanterns, Gamkuwat, door couplets etc to set a high score and win rewards.

PLATFORM PUBLISHING

Social AR experiences.





Chinese Paper Cutting Art Filter

Move your head left/right to make your own Chinese paper cutting art.

PLATFORM PUBLISHING

Social AR experiences.



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Roar Like the Tiger

Launch the AR filter and roar like the tiger.

PLATFORM PUBLISHING

Social AR experiences.



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Chinese New Year Firework Lens

Point your phone to the sky and experience beautiful Chinese New Year fireworks in augmented reality.

PLATFORM PUBLISHING

Social AR experiences.



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Fortune Cookie Filter

Smile to see what this year has in store for you.

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Social AR experiences.



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Dragon Lantern filter

Move your head left/right and help the dragon cruise through Chinatown.

PLATFORM PUBLISHING

Social AR experiences.



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Chinese Hand Fan Filter

Put in your creativity to bring beauty and grace with Chinese hand fan filter.

PLATFORM PUBLISHING

Social AR experiences.





Veggie Ninja

Be swift like the veggie ninja and slice veggies to set a high score.

PLATFORM PUBLISHING

Social AR experiences.





Dancing Panda

Launch the filter and vibe with the dancing panda.

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.



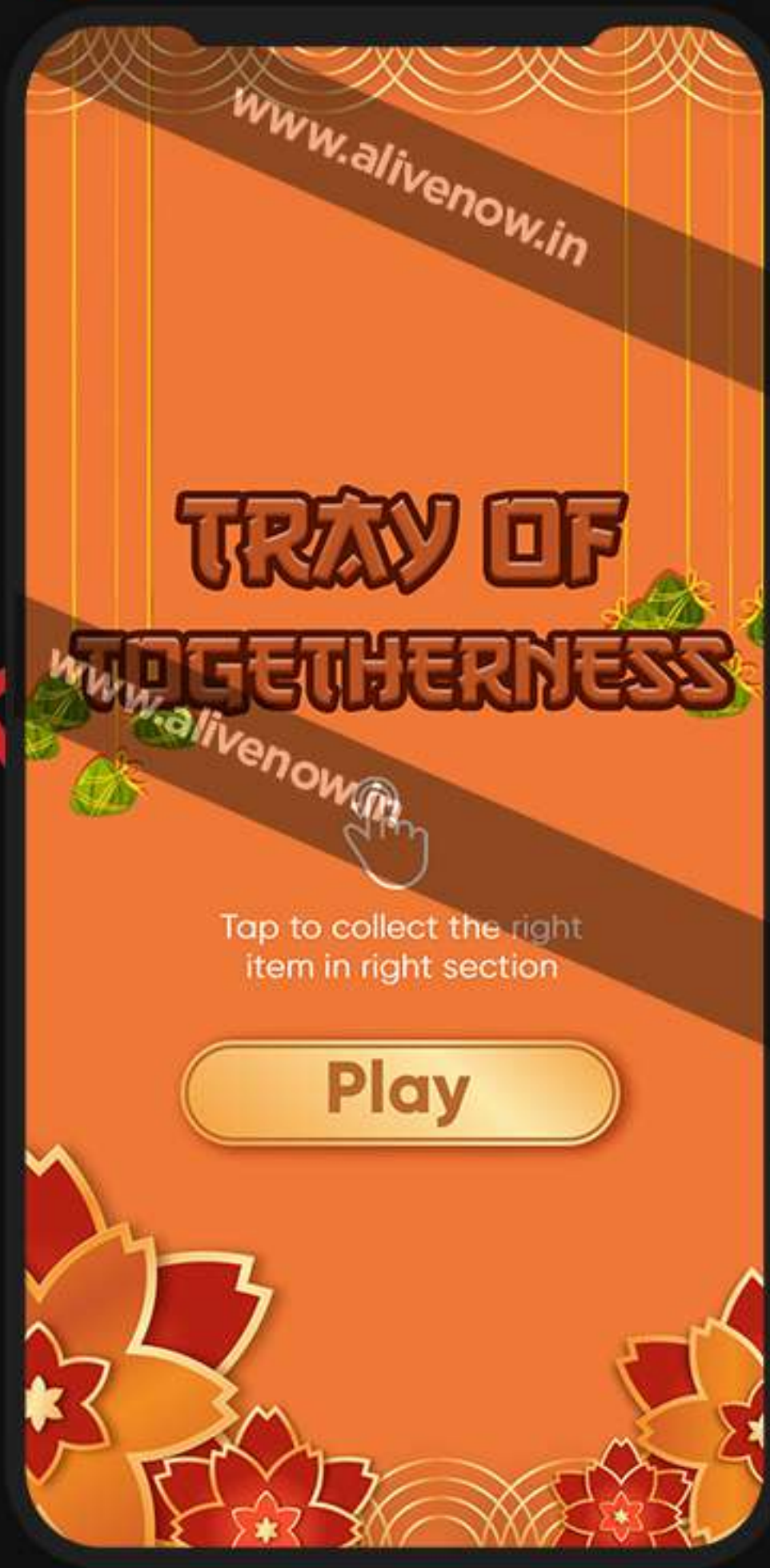
Gaming solution built specifically to convert passive story viewers on Instagram and Facebook into an active and engaged audience with.



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.





Tray of Togetherness

Set a record and challenge your friends to play a fun game to arrange the tray of togetherness for Chinese New Year.





Custom Chinese New Year Postcard

Add text & design to create your own family digital CNY postcard.



Lantern Run

To get the city ready for the Chinese New Year, jump to ignite the lanterns.





Spot Chinese New Year Animals

Move your phone around in 360° and tap on all the zodiac animals in Chinatown.





Chinese New Year Shopping

Shop for Chinese New Year directly from your screen through an Interactive video, tap on the items in the video and get an option of adding them to your cart.

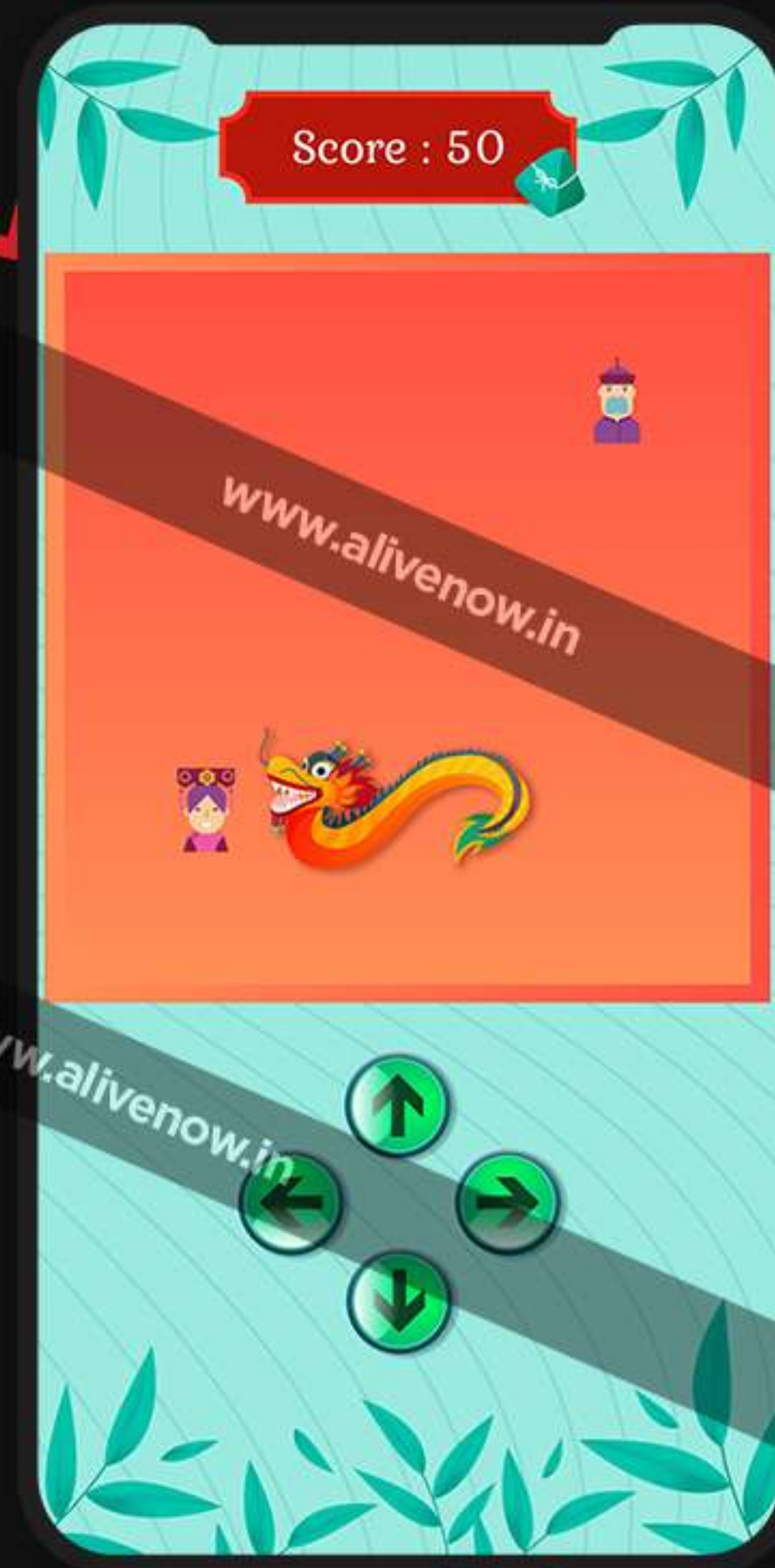




Chinese Claw Machine

Move the chopsticks left/right and drop them to grab exciting gifts.

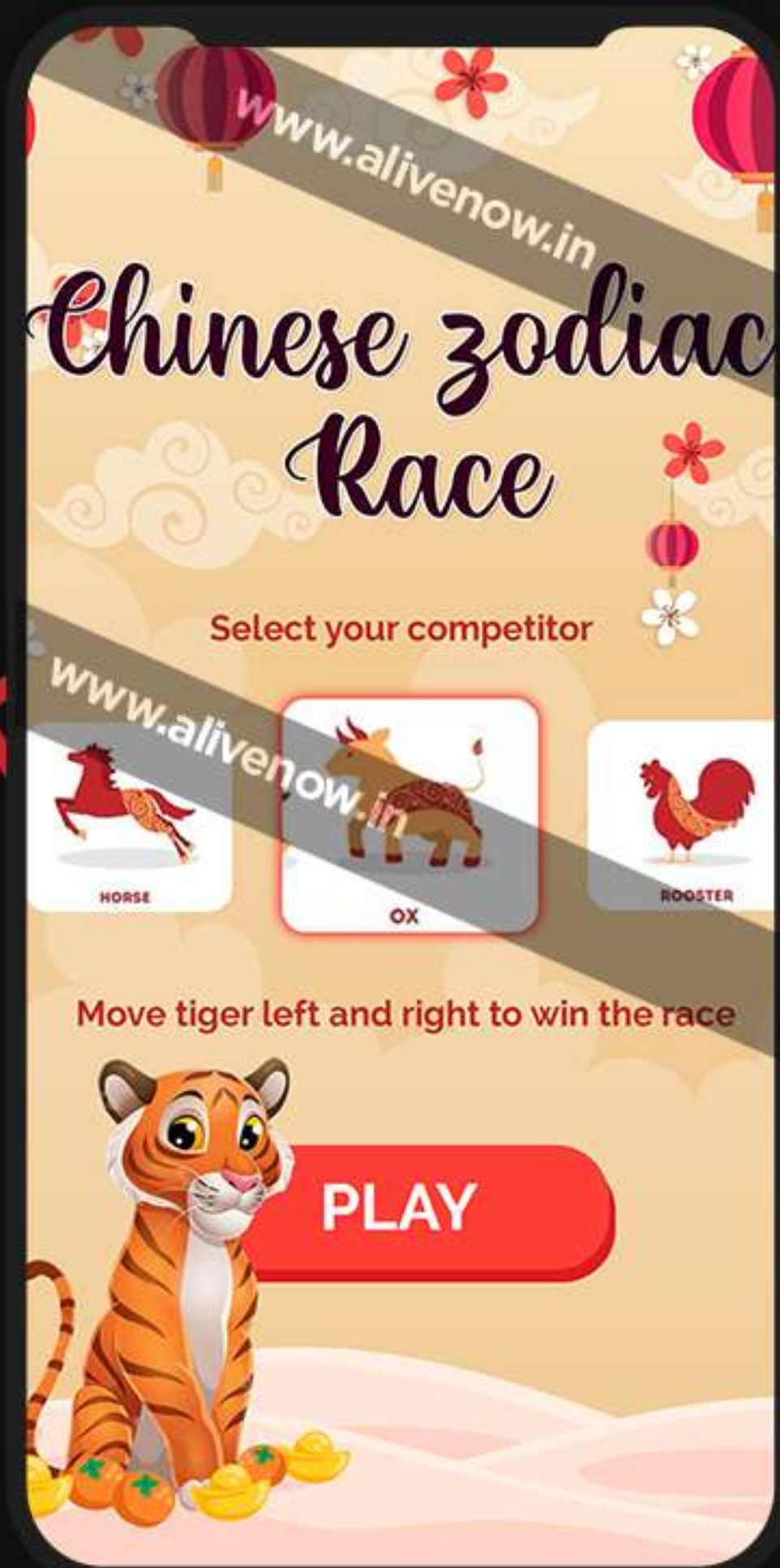




Dragon Tails

Tap on the control buttons to help the dragon collect people and elongate its tail.





Chinese Zodiac Race

Take part in the zodiac animal race with the tiger to bring good luck.



The Tiger Cross

Swipe and match elements and bring the tiger and good luck to the town.

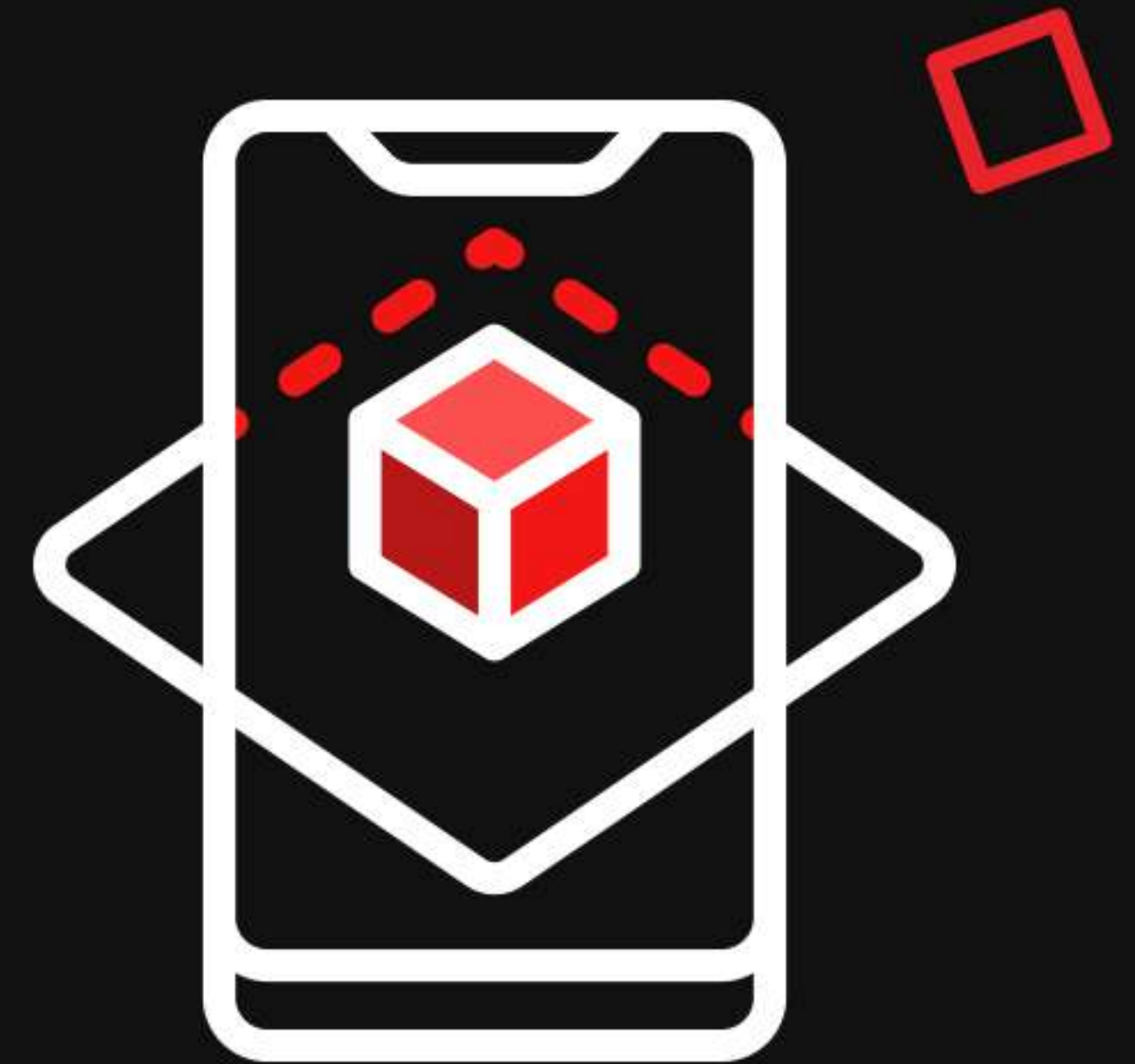


WEB AR

**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.



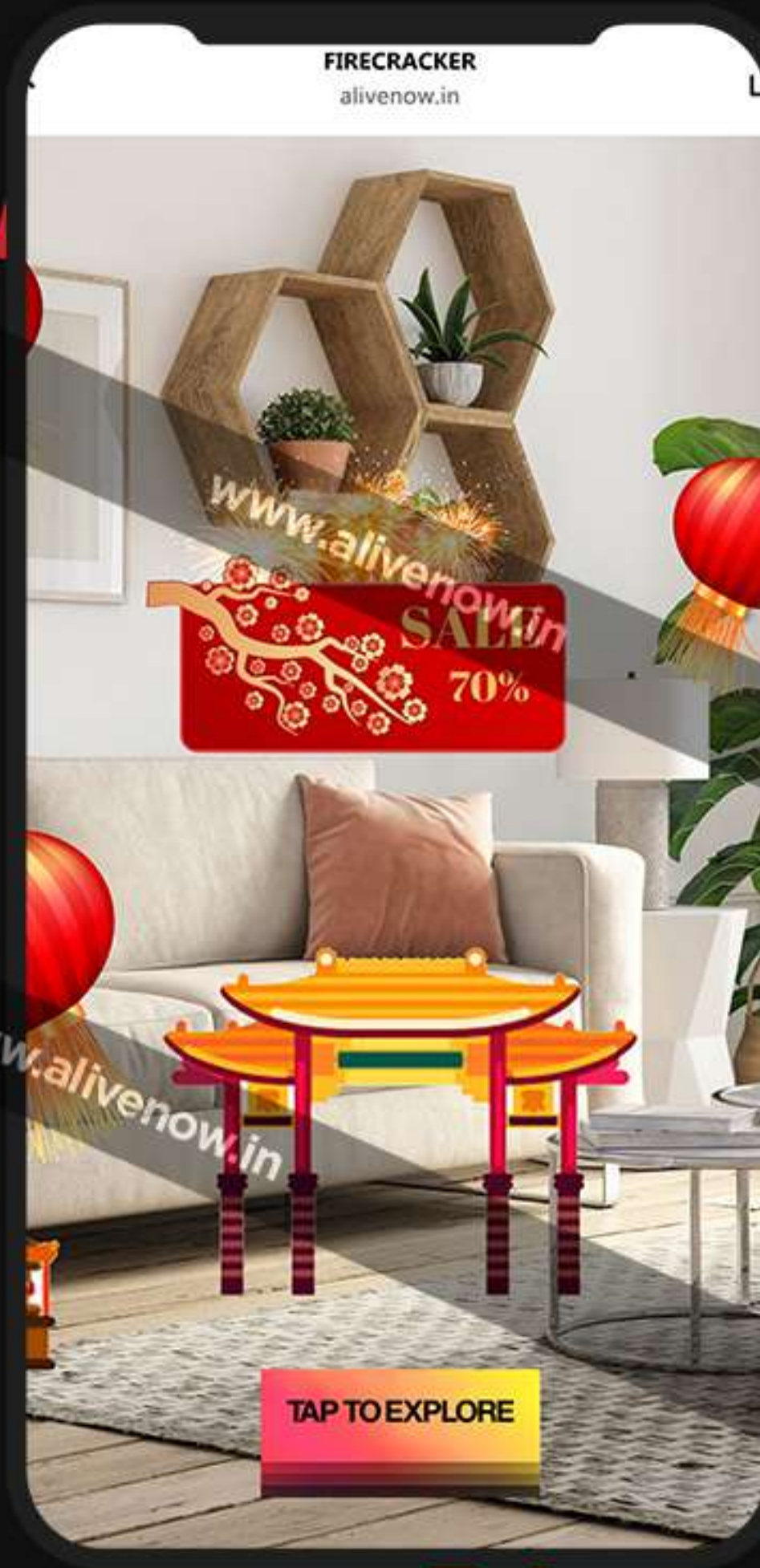
AR enabled
product
visualization results
60-100% increase



Empowered
customer & higher
brand recall.



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



Firecracker Experience

Move your phone around in 360° and tap on lanterns and crackers to unlock the Chinese New Year Web AR experience.





Immersive Storytelling for Chinese New Year

Pan your device to unlock the next chapters of the story.





Bring the Packaging to Life

Bring packaging to life by launching this AR experience and stand a chance to win a prize.



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.



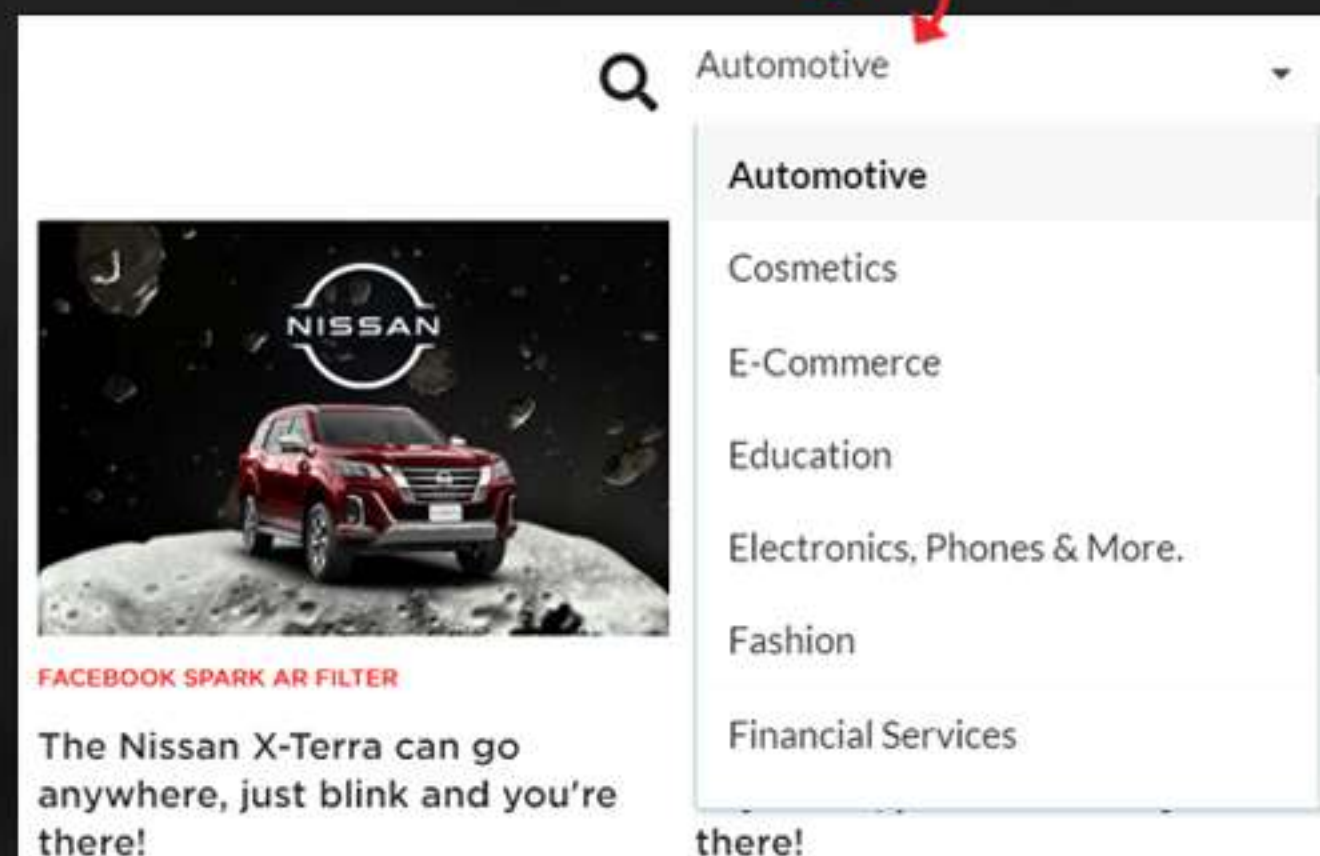
We work with
brands and
agencies globally
across all sectors
and sizes!



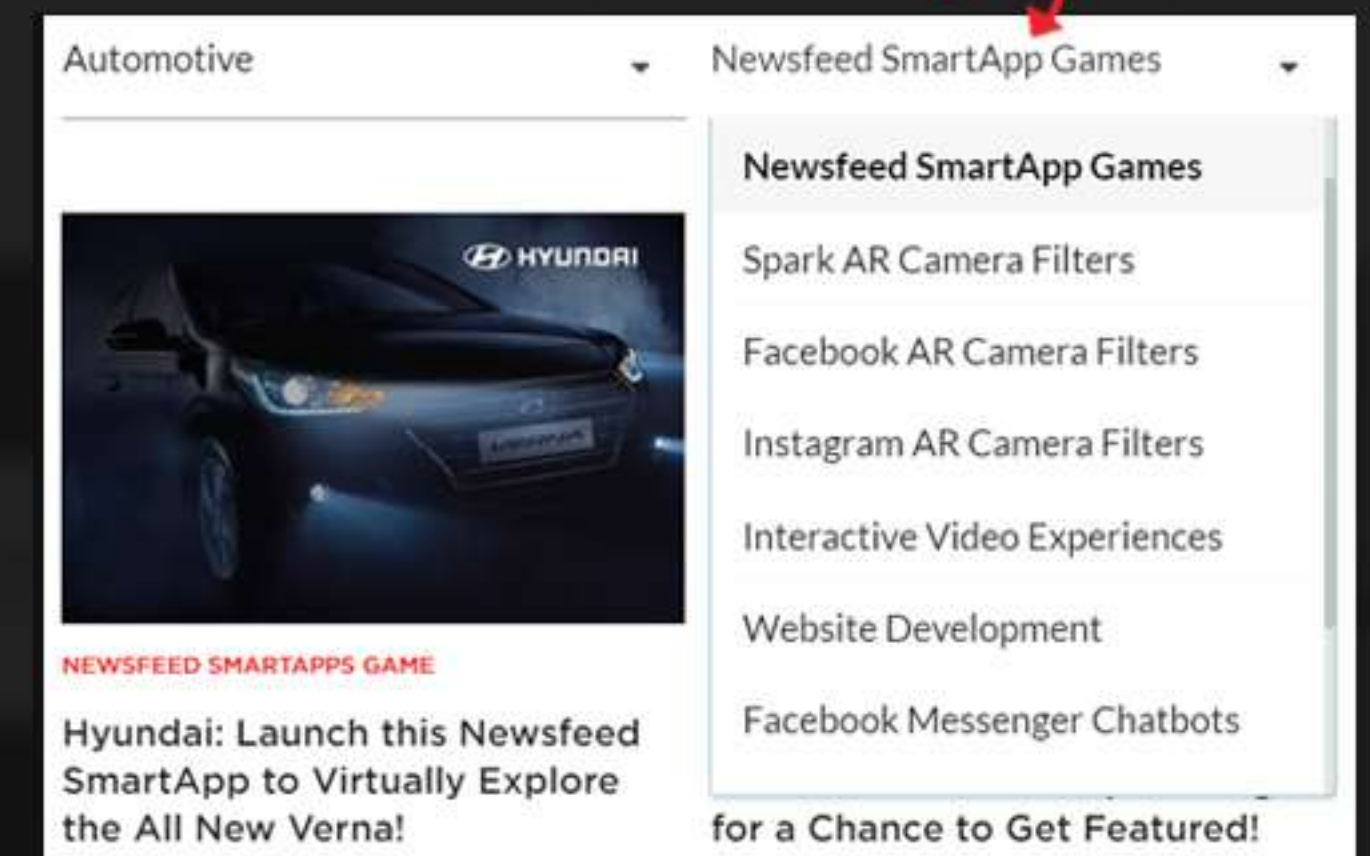


Visit our **PORTFOLIO PAGE** to explore hundreds of examples, search and discover campaigns by:

1 INDUSTRY

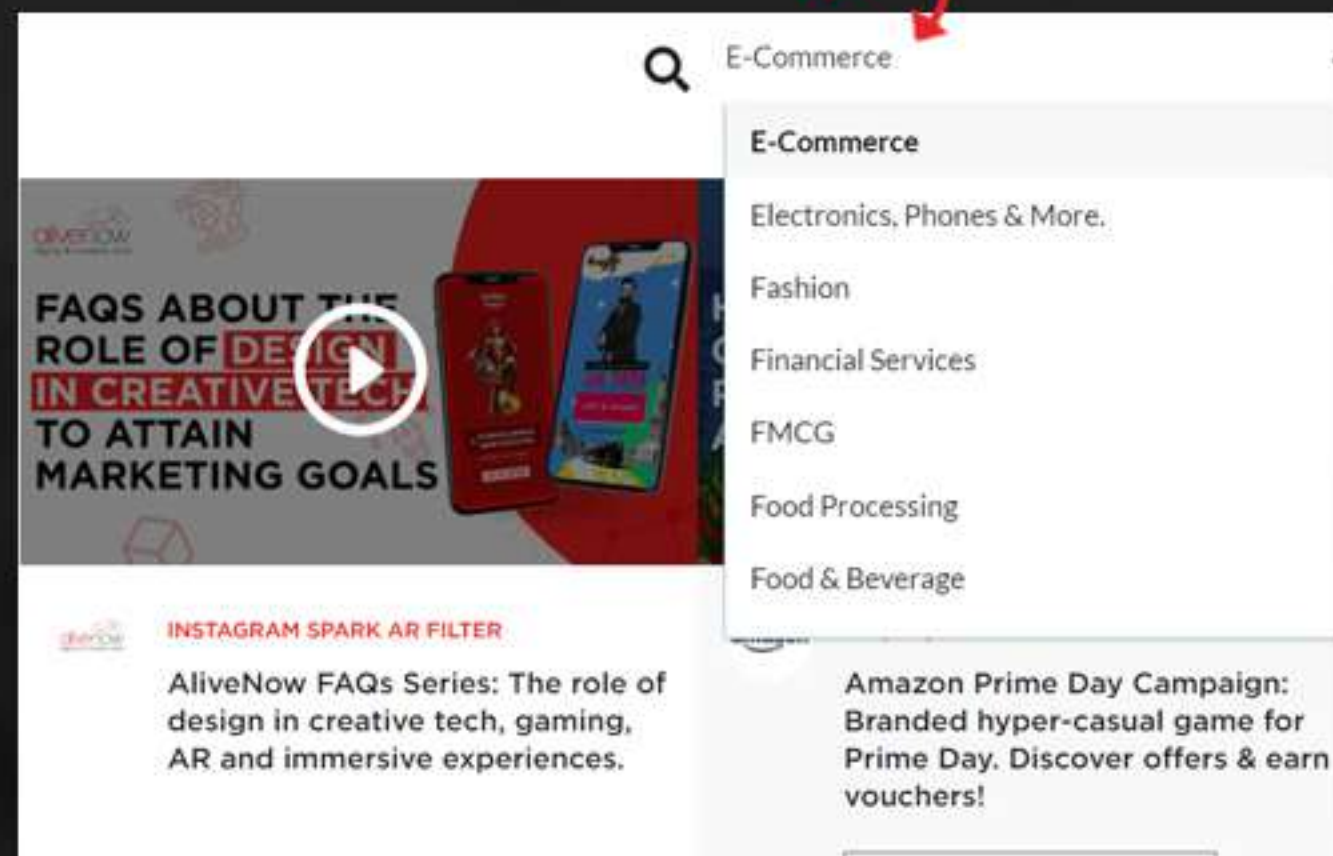


2 PLATFORM

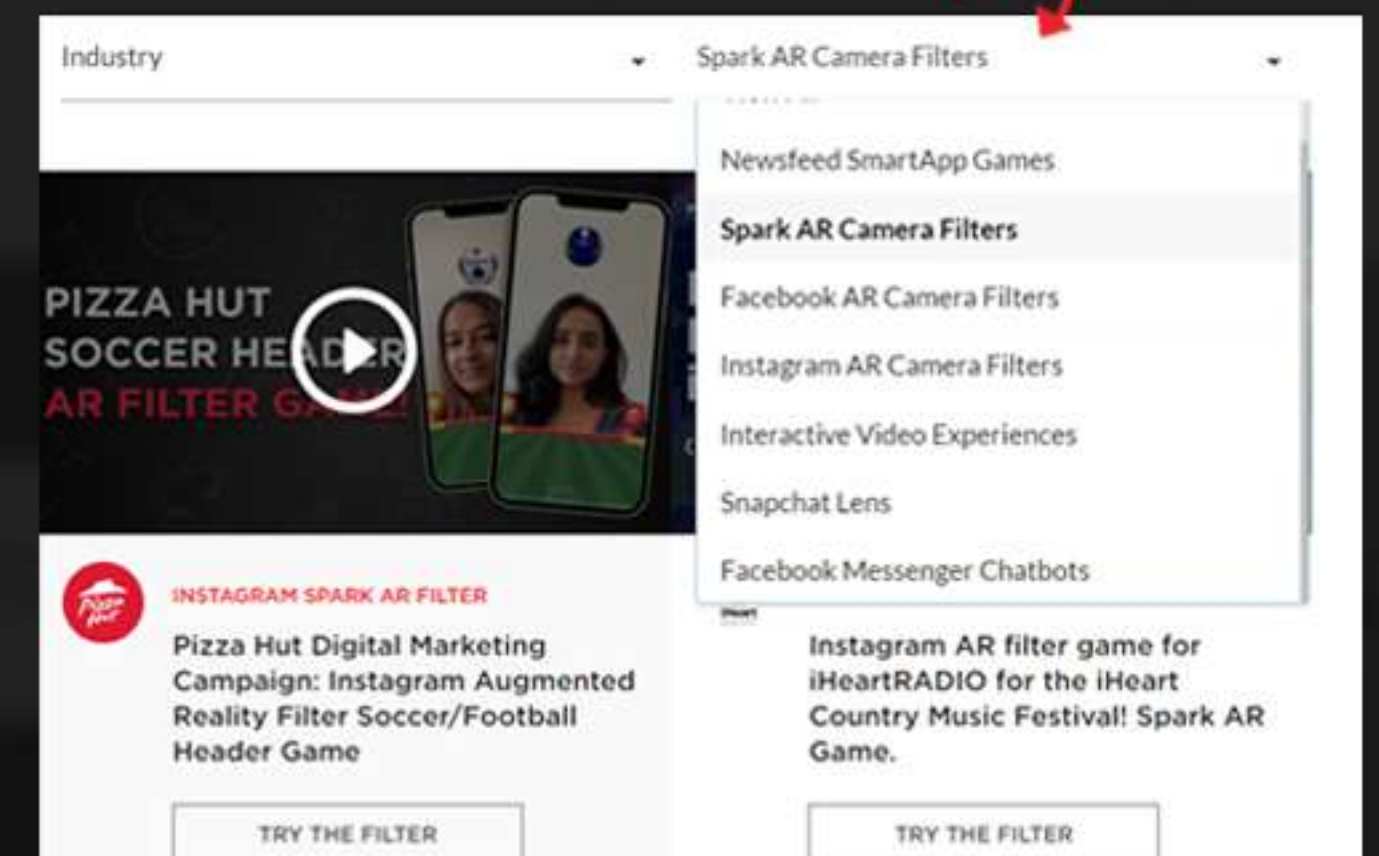


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM





THANK YOU!

contact@alivenow.in

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

