

Christmas New Year 2023

Amplify your marketing
campaigns with **Immersive
Digital Experiences!**



AliveNow has created this engagement proposal. Any and all ideas, concepts, strategies, trademarks, and materials presented in this document are owned by AliveNow. No part of this presentation may be shared with any 3rd party without the consent of AliveNow. This presentation may be shared with the intended client. No part of this presentation shall be copied, changed or reconstituted to create an alternate event format. As AliveNow owns creative copyright over these ideas and concepts, these ideas and concepts cannot be copied in part or full and executed by any other party or entity. We request you to respect our original creative input and hope to collaborate with you to build these digital experiences.

All rights reserved. December 2022.



TABLE OF CONTENTS

05

More about AliveNow



06

Working with AliveNow

Achieve these **marketing objectives** using Augmented Reality (AR) & branded hyper-casual games.

11

Objective 1: Drive User Generated Content for Your Campaigns

21

Objective 2: Bring Products to Life: Connected Packaging & More.

29

Objective 3: Step into a Branded Environment: 3D/360 pop up Stores & More

36

Objective 4: Unbox Branded Goodies

42

Objective 5: Delightful AR And Non-AR Games To Reward

49

Objective 6: Drive Sales & Revenue

56

Objective 7: Drive App Downloads

62

Objective 8: Add a fun layer of interaction to your

65

Objective 9: Drive Footfalls & In-Store Traffic

77

Conclusion & Contact Us



CREATIVE TECH SOLUTIONS WE OFFER:



Augmented Reality & Camera Solutions

Instagram AR Filters
Snapchat AR Lenses
TikTok AR Effects
Web AR Experiences
Niantic Lightship ARDK
In-App AR (ARkit/ARCore)
Kinect Camera Experiences
In-stream/In-feed AR Ads



Branded Gaming Solutions

Newsfeed SmartApps
Swipe-Up Story Games
FlipTok Games
In-App Games
Facebook Playable Ads
AR Games
Branded Gaming Modules



Other Creative Tech Solutions

Web-based Metaverse Experiences
3D-360 Virtual Shoppable Stores
Static & Dynamic 3D Modelling
Interactive Videos
Messenger & Instagram Bots

PREMIER PARTNER
8|8thWall



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

200+
Agency Clients
Projects Across
25 Countries

500+
Brand Clients
Team of 50+ Across
Strategy, Design &
Technology

2500+
Creative Tech
Builds

WHY SHOULD YOU WORK WITH US?

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.

2500+ builds over 10 years.

Conceptualized, built and launched over 2,500 experiences across AR, gaming & more.

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.

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.

Official AR partners with global platforms.

Globally, AliveNow is an official Instagram & Facebook Spark AR partner, Snapchat Lens Creative Partner and an 8th Wall Premier Partner.

OUR WORK HAS BEEN FEATURED ON

facebook

The Drum

Ads of the World

AdAge

ad:tech

campaign

& many more!

THE WORLD OF AUGMENTED REALITY FILTERS & LENSES



WHAT'S POSSIBLE WITH AR FILTERS & 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.



Foot
tracking.



Floor
tracking.



3D
portals.



Full body
tracking.



Multiple people
tracking.

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.**

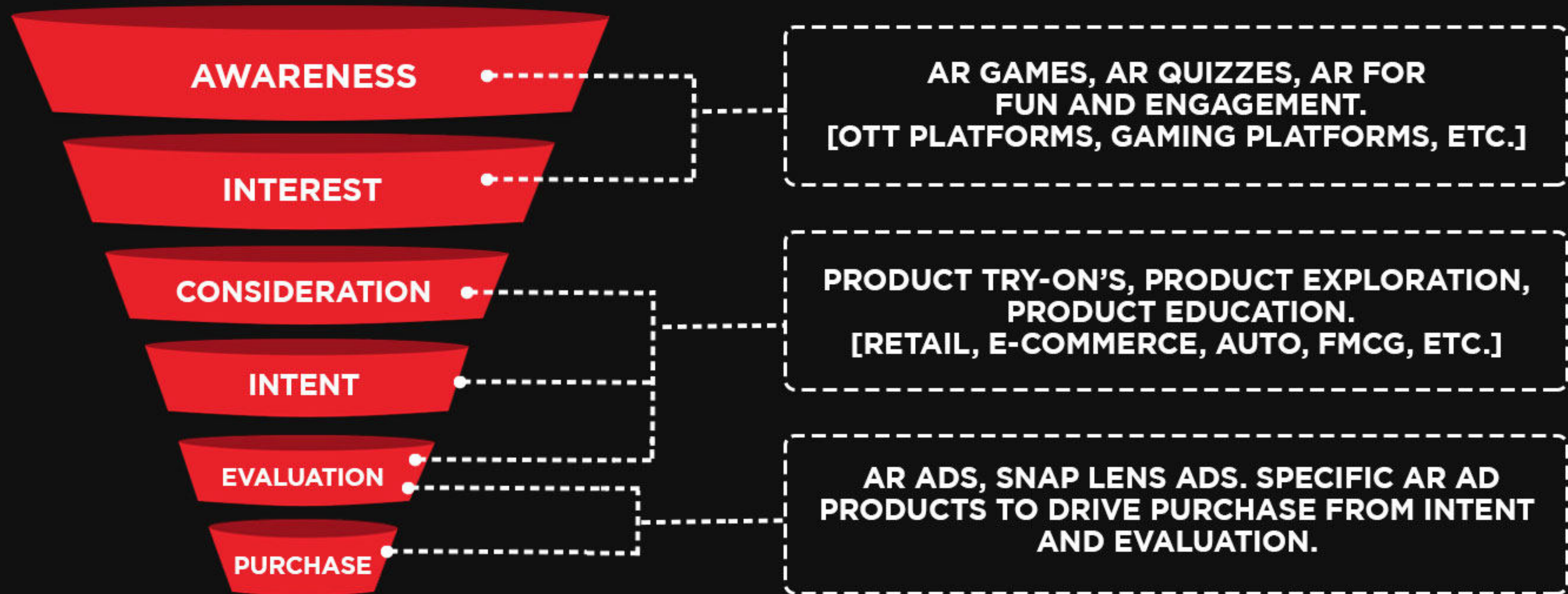
**BETTER
SMARTPHONES &
PROCESSERS =
INCREASED REACH
+ AR AT SCALE.**

**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.**

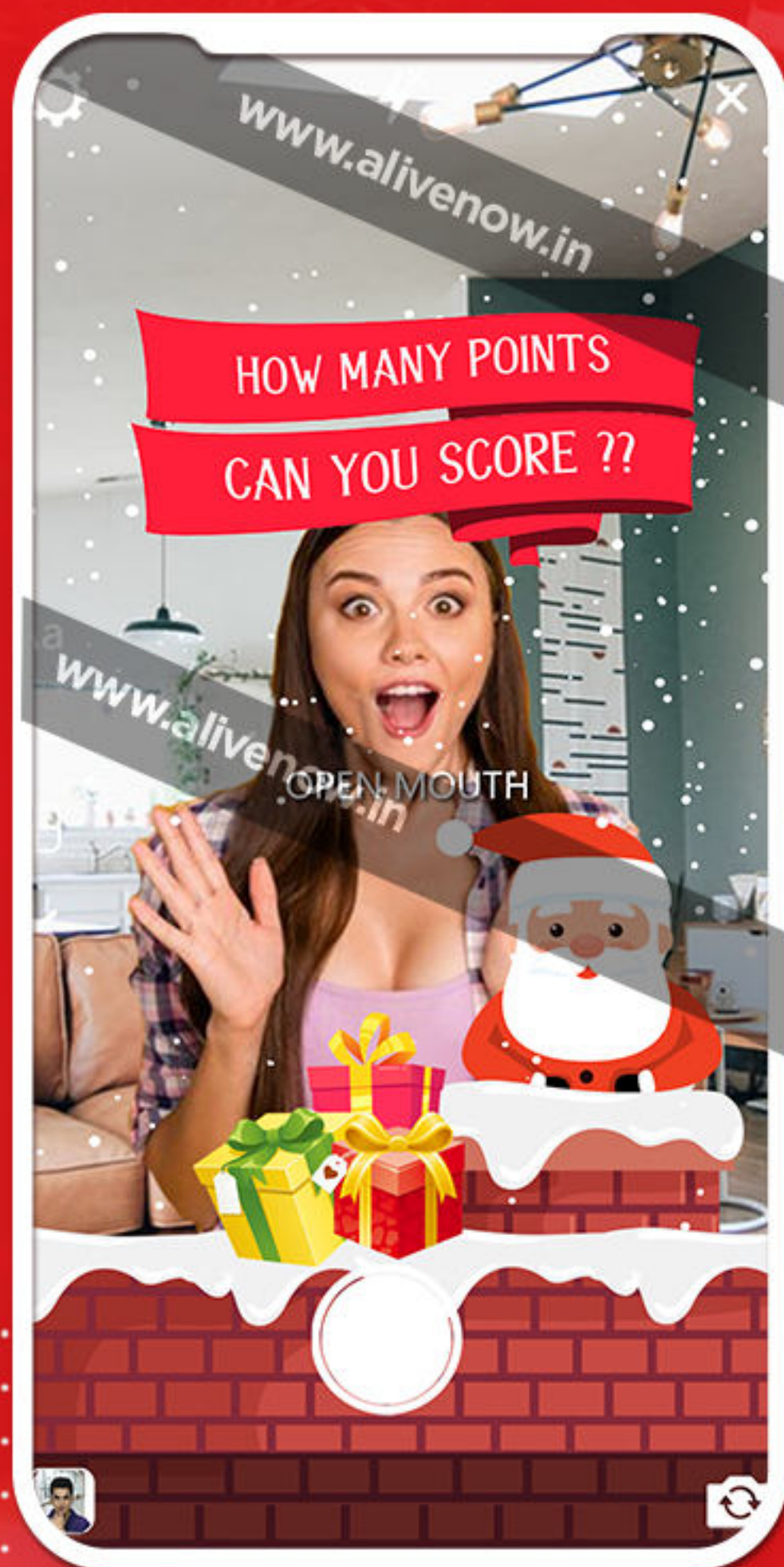
AUGMENTED REALITY AND THE MARKETING FUNNEL



DRIVE USER GENERATED CONTENT FOR YOUR CAMPAIGNS

Nothing travels faster than word of mouth. Convert each unique consumer into an influencer for your brand with in-built social-sharing features at less than half the cost.





How many points can you score?

Open your mouth at the right time to drop the gifts into the chimneys as they appear! Play with another person to compete for a higher score!

PLATFORM PUBLISHING

Social AR experiences.



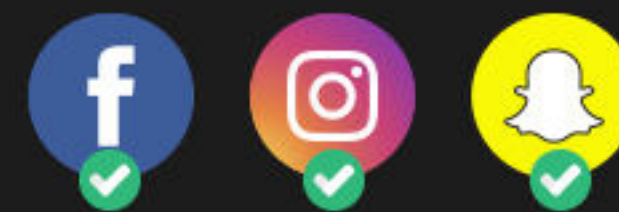


How many gifts can you deliver?

Blink at the right time to shoot gifts at moving houses and see how many you can get in 30 seconds!

PLATFORM PUBLISHING

Social AR experiences.

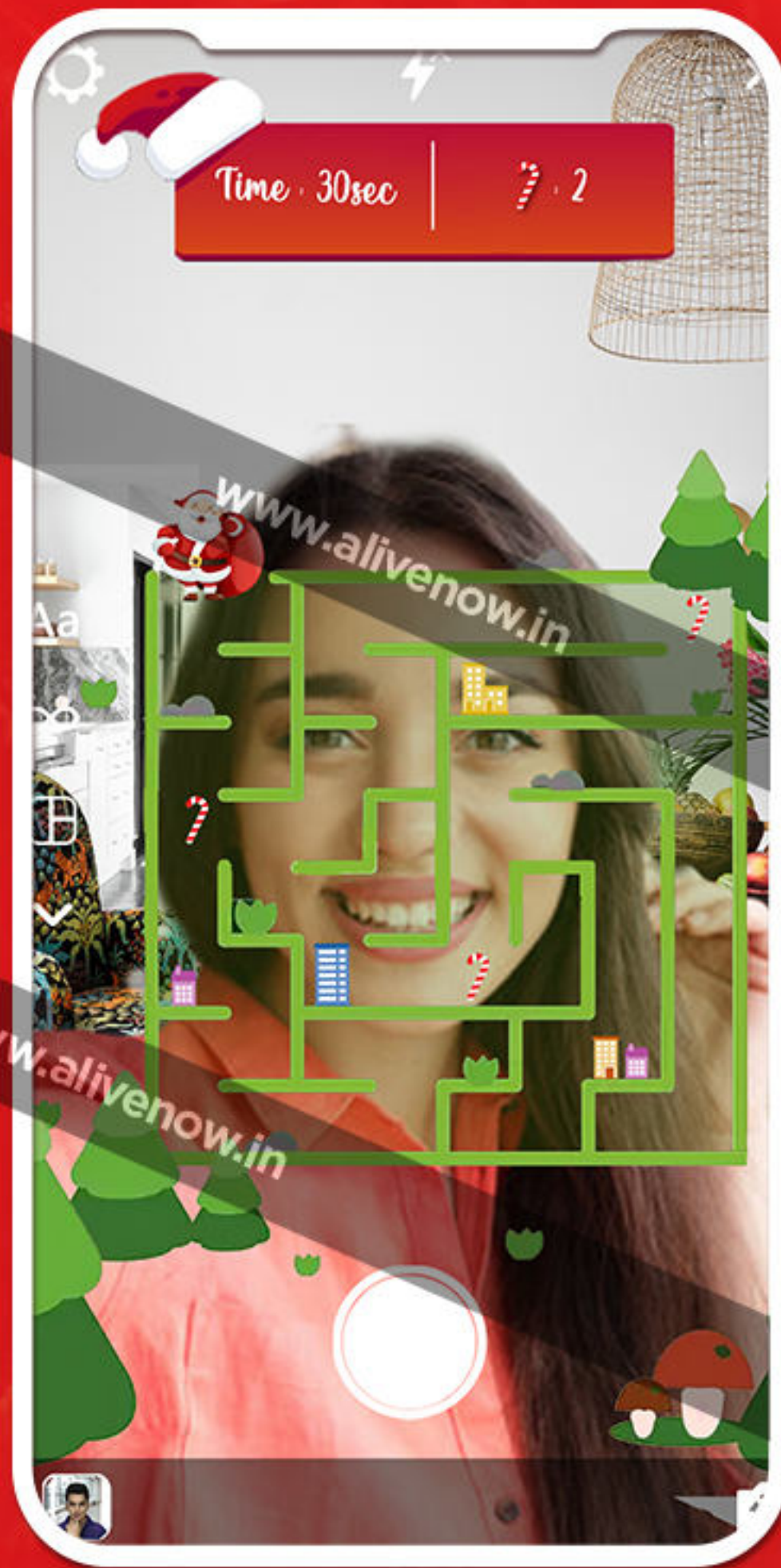
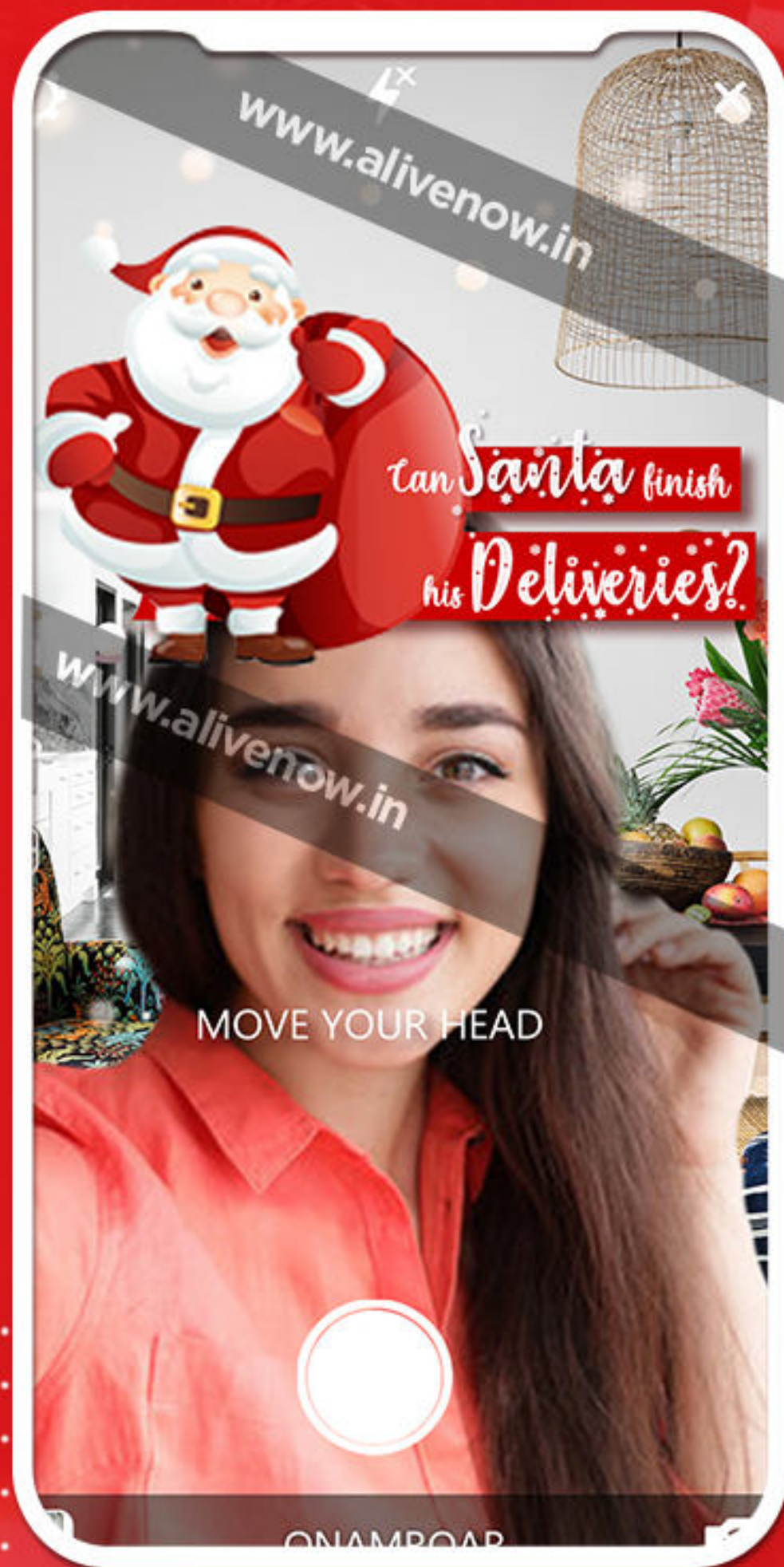


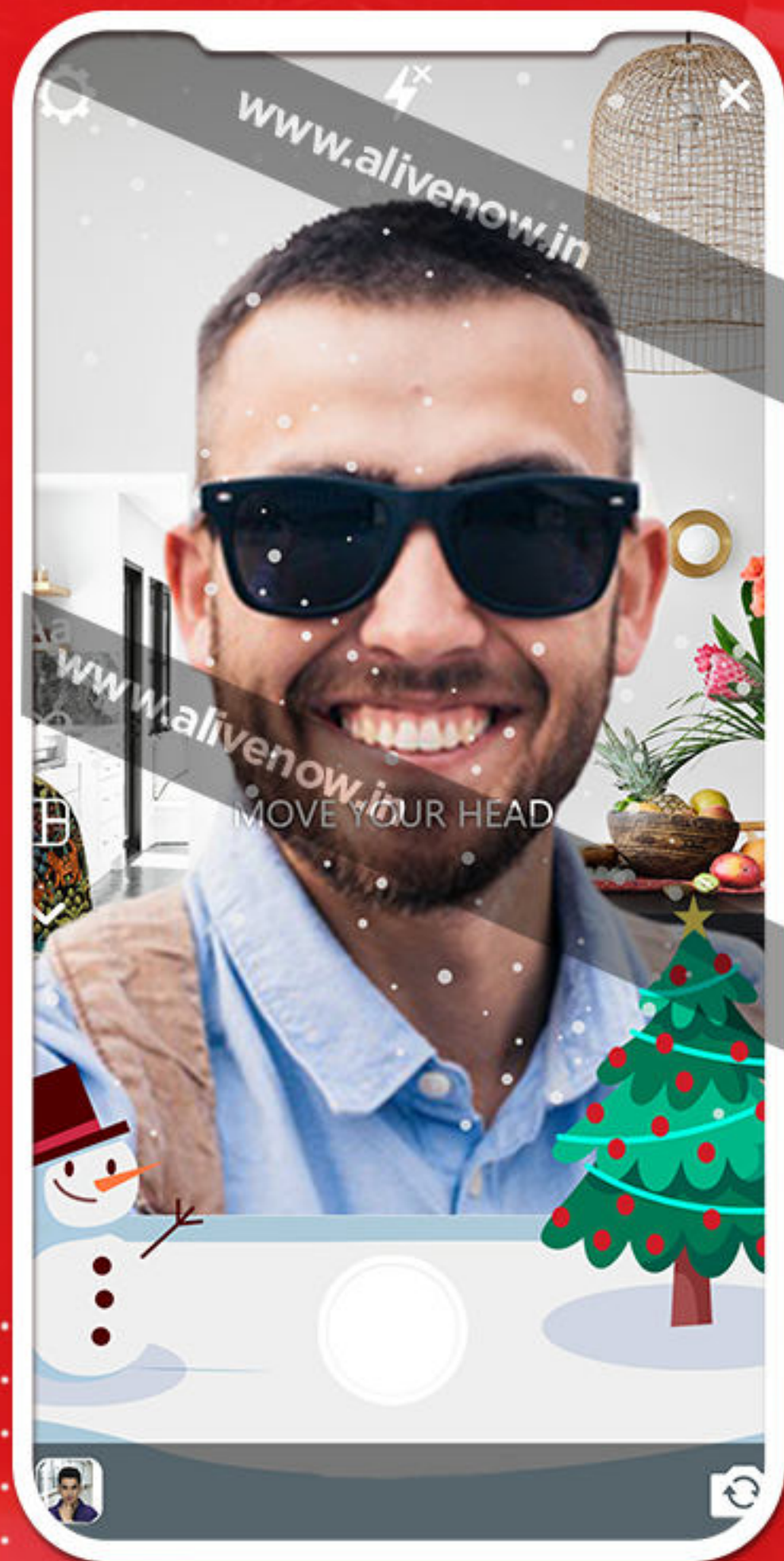
Can Santa Finish His Deliveries?

Move your head up/down/left/right to move Santa's Sleigh through the city & collect candy canes on the way to set a high score! Challenge your friends to this festive game!

PLATFORM PUBLISHING

Social AR experiences.





Santa's Sleigh!

Move your head up/down to dodge chimneys and help Santa make his way through the city!

PLATFORM PUBLISHING

Social AR experiences.





Festive Greetings

Upload pictures of you and your loved ones, pick a festive template & create Festive Cards to share with your loved ones!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.



SwipeUp
Games

FlipTok
GAMES

Festive Video

Upload pictures of you and your loved ones, pick a video template, add a greeting and share the custom festive video with your loved ones!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

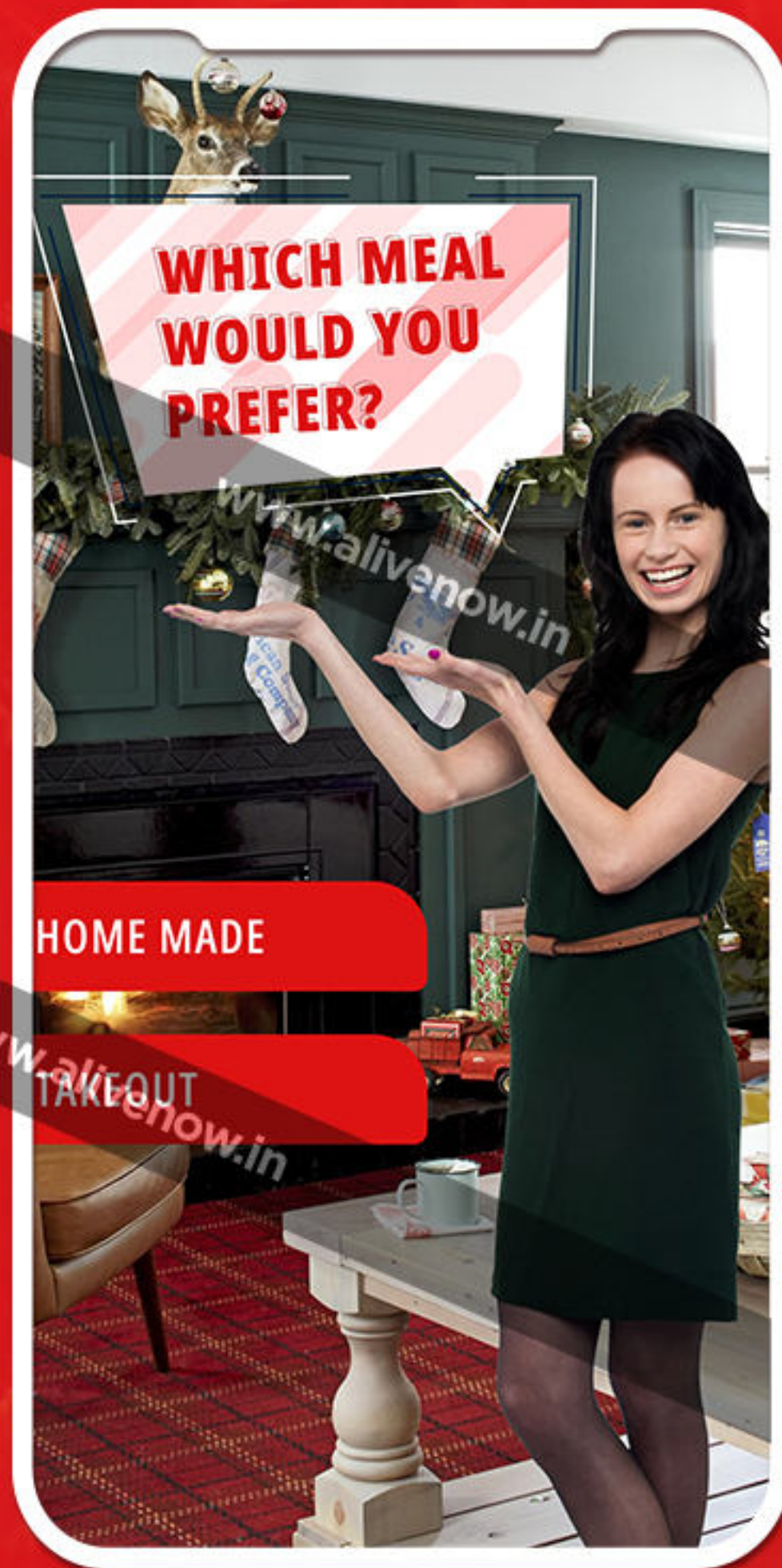
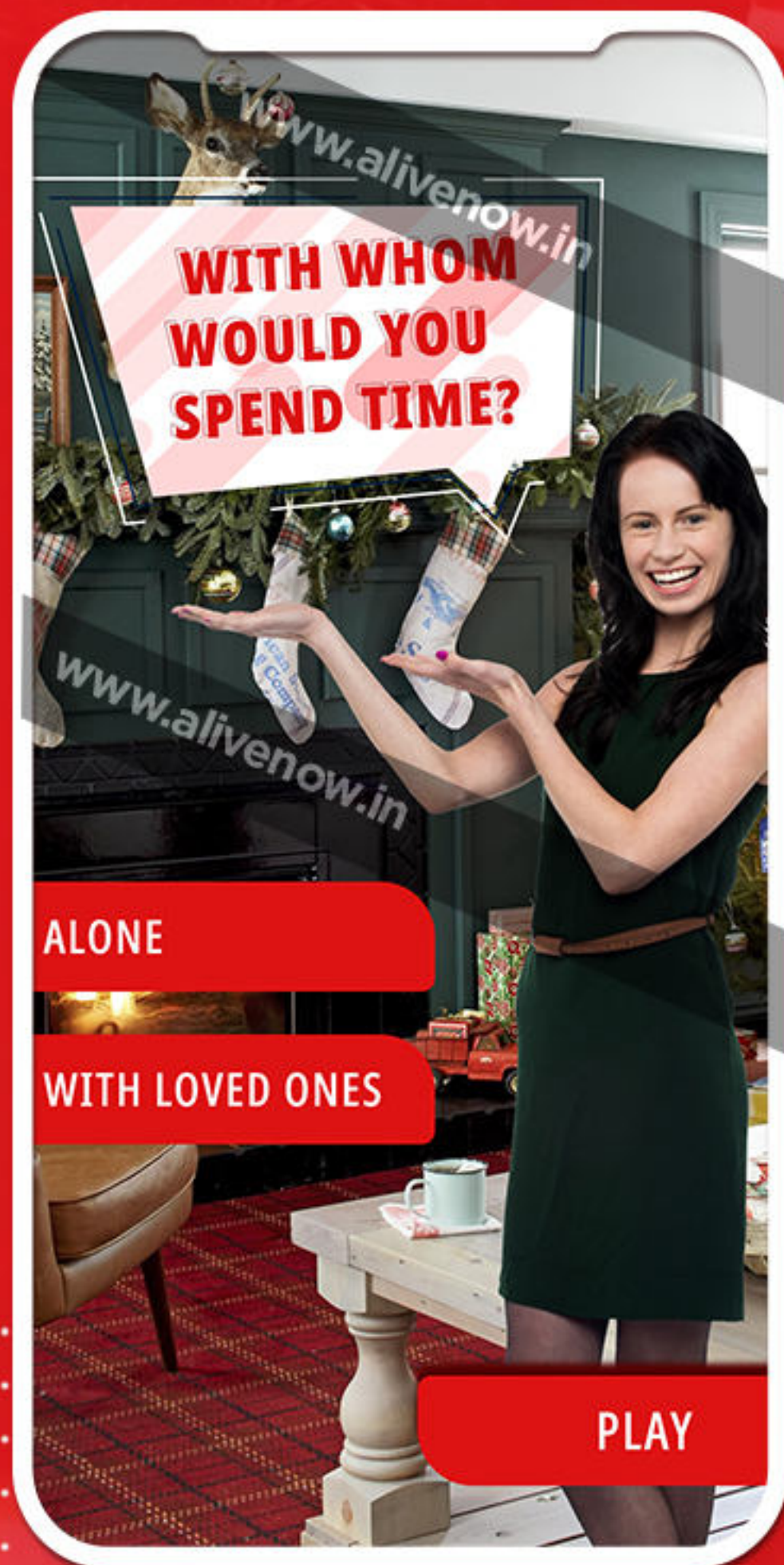


What's your Christmas going to look Like?

Would you rather spend time alone or with loved ones, eating a home-made festive meal or takeout? Select the options that apply to you and watch the video generate your Christmas Video!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.





Make sure you get those deliveries!

Move your head left/right to avoid obstacles and make sure you get all those deliveries to set a high score!

PLATFORM PUBLISHING

Social AR experiences.





Dance with Santa!

Got moves as cool as Santa's?
Now dance along with Santa and
create a fun Festive Video to
share with your friends!

PLATFORM PUBLISHING

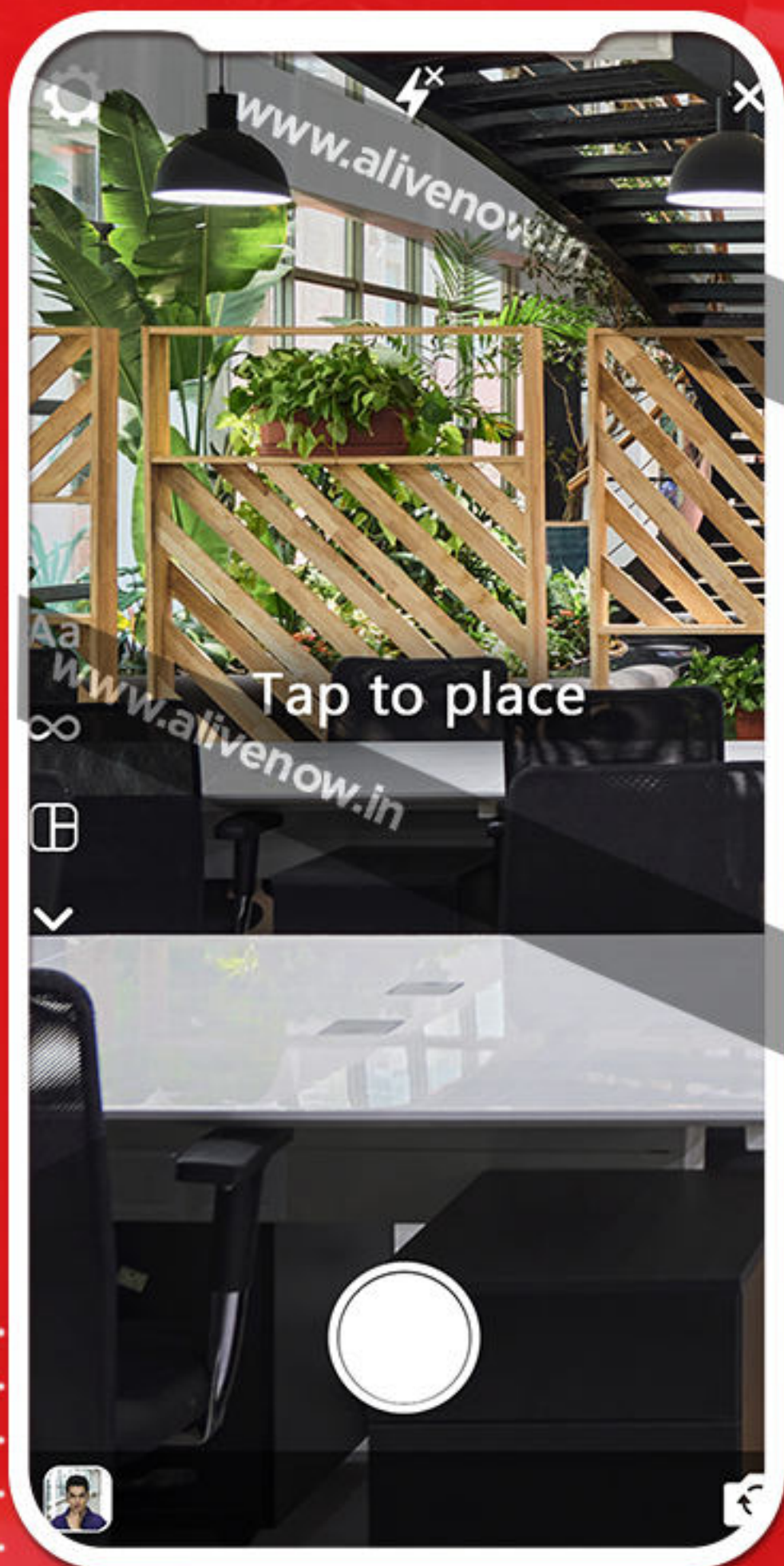
Social AR experiences.



BRING PRODUCTS TO LIFE: CONNECTED PACKAGING & MORE

Transform your product into a multi-dimensional augmented reality experience for your consumers as they explore it in their space.





Tap to place a greeting card

Switch to the rear camera, point towards a flat surface & tap to place a festive greeting card to share with your loved ones!

PLATFORM PUBLISHING

Social AR experiences.





Decorate a Christmas Tree!

Tap to place decorative items on a 3D Christmas tree that you can place in your surroundings & share fun, festive pictures!

PLATFORM PUBLISHING

Immersive AR experiences on the web.



WEB AR



Santa Surfer

Scan the logo on a pack and unlock the Santa Surfer Game that wins you vouchers & goodies! Link out to the e-commerce page to redeem, right from the experience!

PLATFORM PUBLISHING

Immersive AR experiences on the web.



WEB AR



Bring the Product to Life!

Unlock multiple festive activities and offers as you scan the product pack! Unlock face masks, games & more to stand a chance to win goodies and vouchers!

PLATFORM PUBLISHING

Immersive AR experiences on the web.



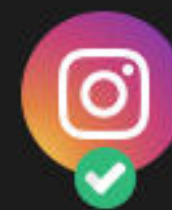
WEB AR

Bring Santa to life as you scan a product!

Point your rear camera towards
the product logo & watch Santa
come to life around the product
with branded festive discounts
that you can redeem!

PLATFORM PUBLISHING

Social AR experiences.



WEB AR



Scan a product to bring it to life!

Point your camera toward a product's packaging, scan the logo and watch the product appear in your space in AR! Explore the brand story, recipes & unlock festive discounts. Link out to an e-commerce site to redeem!

PLATFORM PUBLISHING

Immersive AR experiences on the web.



WEB AR





Help Santa deliver presents & unlock prizes!

Scan a product & watch Santa's delivery route appear on it. Tap on the broken path to fix it, and help Santa reach the end of the route to unlock festive vouchers!

PLATFORM PUBLISHING

Immersive AR experiences on the web.



WEB AR

STEP INTO A BRANDED ENVIRONMENT

Teleport your audience into a hyper-customised 3D 360° Branded Environments, where they can interact with branded products, get information & make purchase decisions.





Teleport to a Gingerbread Portal!

On the rear camera, tap to teleport to a 3D 360° Gingerbread portal, look for branded items to score points & win vouchers to redeem at the store or on the e-commerce website!

PLATFORM PUBLISHING

Immersive AR experiences on the web.



WEB AR

Be a Contestant on a Game Show!

Enter a Game Show Portal and learn about the brand, answer questions & get a whole bunch of festive offers to redeem at the store or on the e-commerce website!

PLATFORM PUBLISHING

Immersive AR experiences on the web.



WEB AR





Help Santa Out with Deliveries!

Use the left/right buttons to help Santa move left and right to deliver presents! Set a high score to unlock vouchers & gifts!

PLATFORM PUBLISHING

Immersive AR experiences on the web.



WEB AR

How Many Items Can You Spot?

Help Santa look for his gifts in a 360° Portal! Tap on gift items to collect them and set a high score in 30 seconds!

PLATFORM PUBLISHING

Immersive AR experiences on the web.



WEB AR

Step closer for a Festive Surprise!

As you come closer to the AR Filter, watch the background change into a fun festive background behind you, and a Festive Greeting appear on your head!

PLATFORM PUBLISHING

Social AR experiences.



Teleport to the Snow-y Land!

Spruce up your selfies as you segment yourself against various festive backgrounds! Tap the screen to change & click fun pictures to share with your loved ones!

PLATFORM PUBLISHING

Social AR experiences.



UNBOX BRANDED GOODIES

Everyone loves presents! This holiday season, give your audience branded goodies that they can unbox in their own environment.

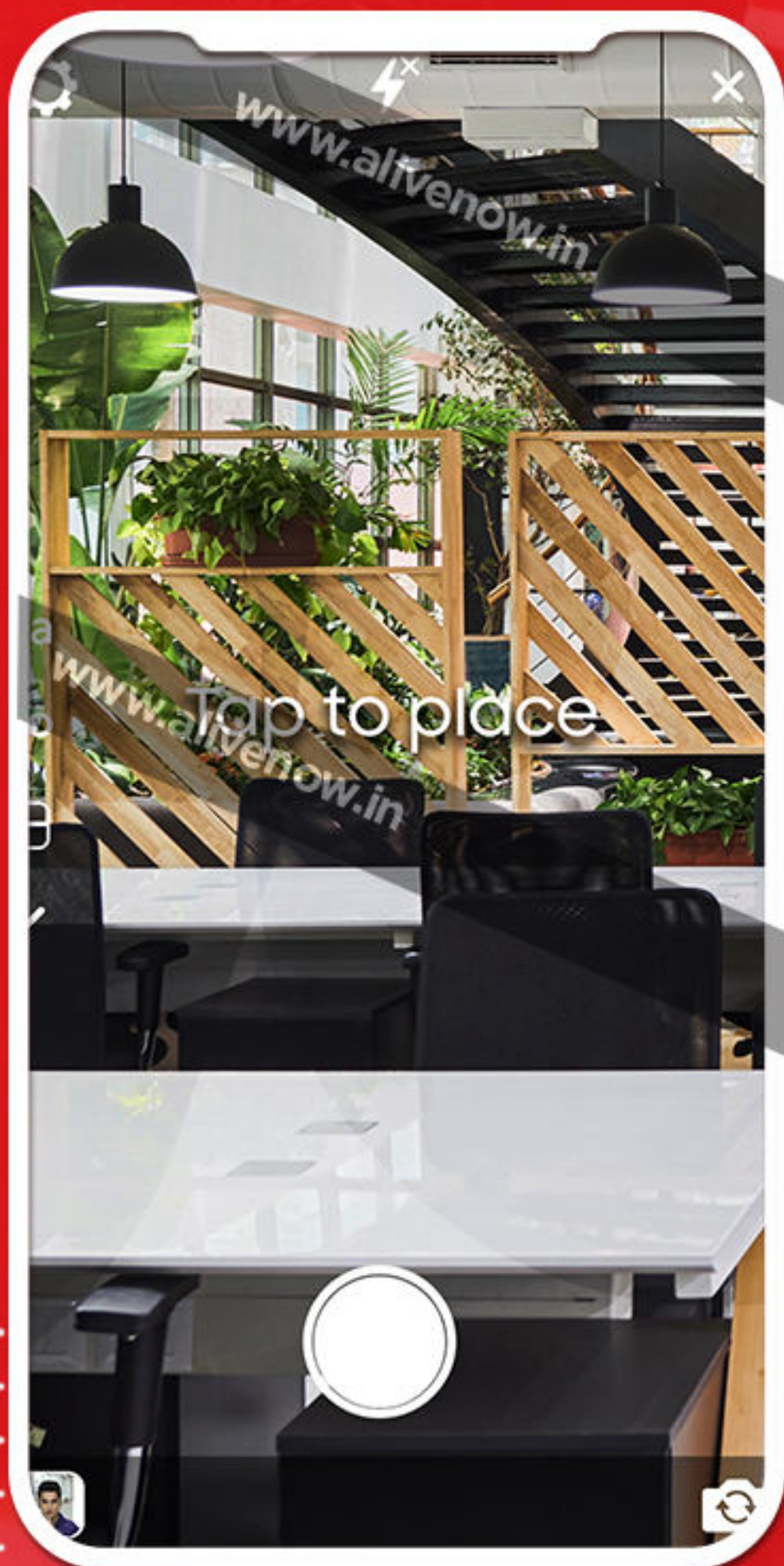


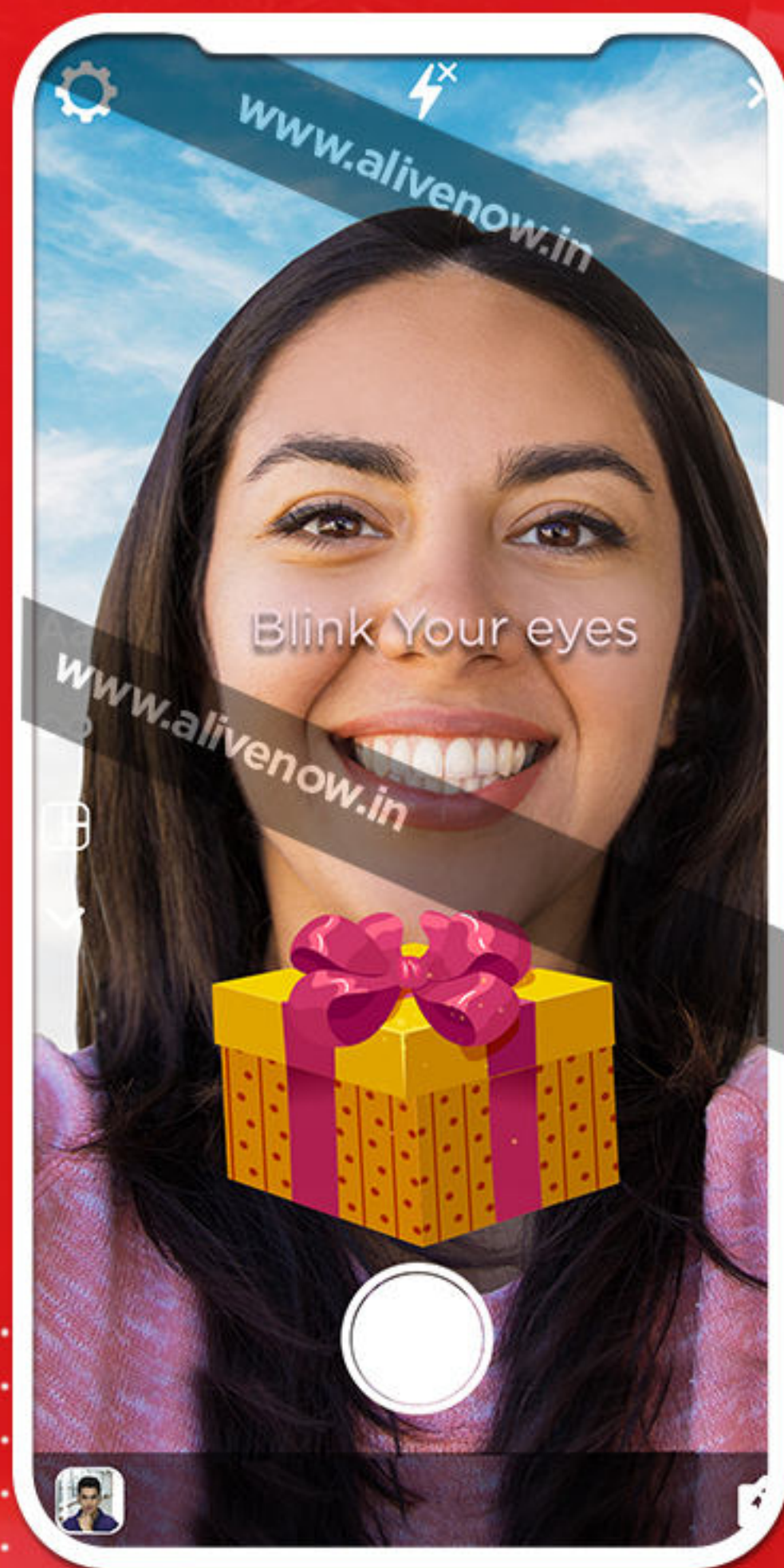
Unlock Festive Gifts!

Place a 3D Gift box onto a flat surface in your surroundings and tap the screen to begin unboxing! Win vouchers & goodies - take a screenshot and redeem at the store or online!

PLATFORM PUBLISHING

Social AR experiences.





Blink to Unbox!

Watch a 2D gift box unbox around your face as you blink & see the surprises it has to offer!

PLATFORM PUBLISHING

Social AR experiences.





Solving puzzles!

On the rear camera, place a mystery box and solve 3 Augmented Reality mini-puzzles to finally unlock the product.

PLATFORM PUBLISHING

Immersive AR experiences on the web.



WEB AR



Send a Festive Greeting to a Loved One!

From your device, upload a picture, pick a greeting & generate a WebAR link to share with your loved ones. As they open this WebAR Experience, they can place a 3D gift box on a flat surface around them and unbox it to find your picture and greeting!

PLATFORM PUBLISHING

Immersive AR experiences on the web.



WEB AR



What's the Christmas Spirit!

Place 3D Characters like Reindeers, Santa, Gingerbread Man, around you in AR and hear them tell you stories about Christmas! Share the experience with your loved ones!

PLATFORM PUBLISHING

Immersive AR experiences on the web.



WEB AR

Delightful AR And Non-AR Games To Reward Users With Branded Vouchers

Gratify users as they delve into full-fledged, branded gaming experiences. Incentives can be based on score, location, or any other campaign objectives.





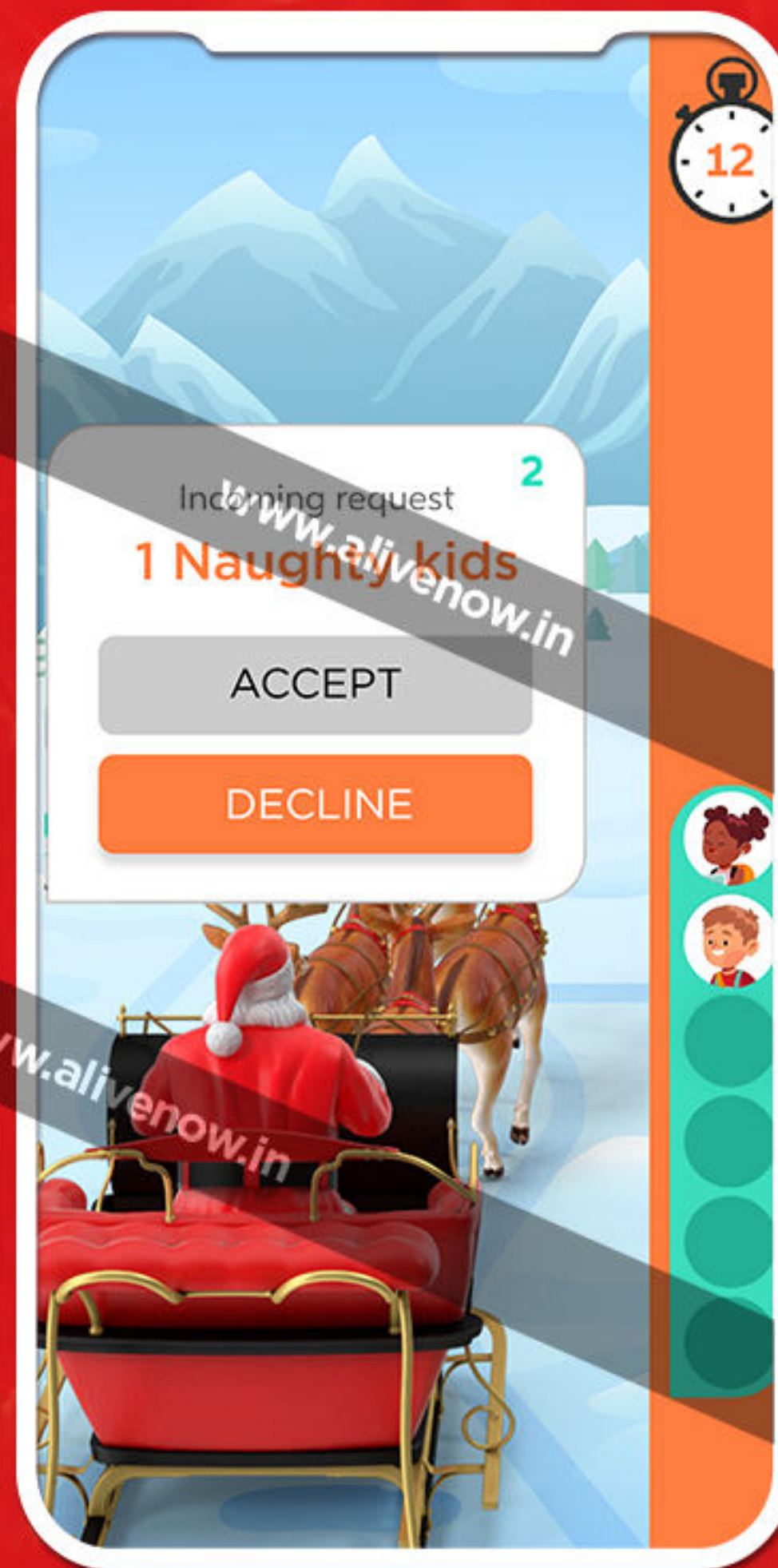
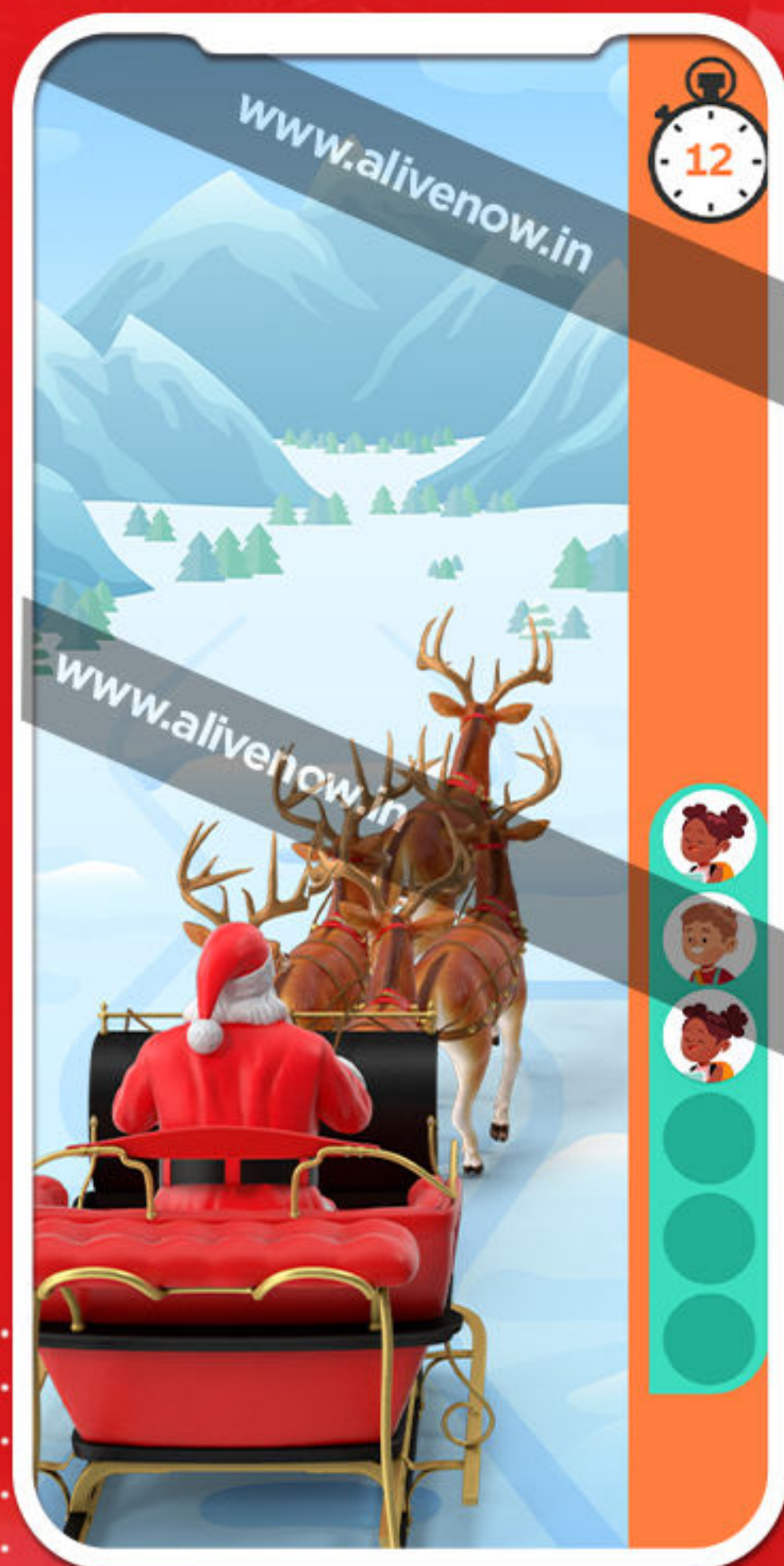
Whack-a-Gift!

With the hammer, whack as many gifts as possible in 60 seconds & win vouchers based on your score! Redeem these at a store/online on festive collections!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.





Who's Naughty and Who's Nice?

Help Santa deliver to children who've been nice by making decisions for him as he rides his sleigh! Make sure you don't get any of those naughty kids, or you lose points!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.





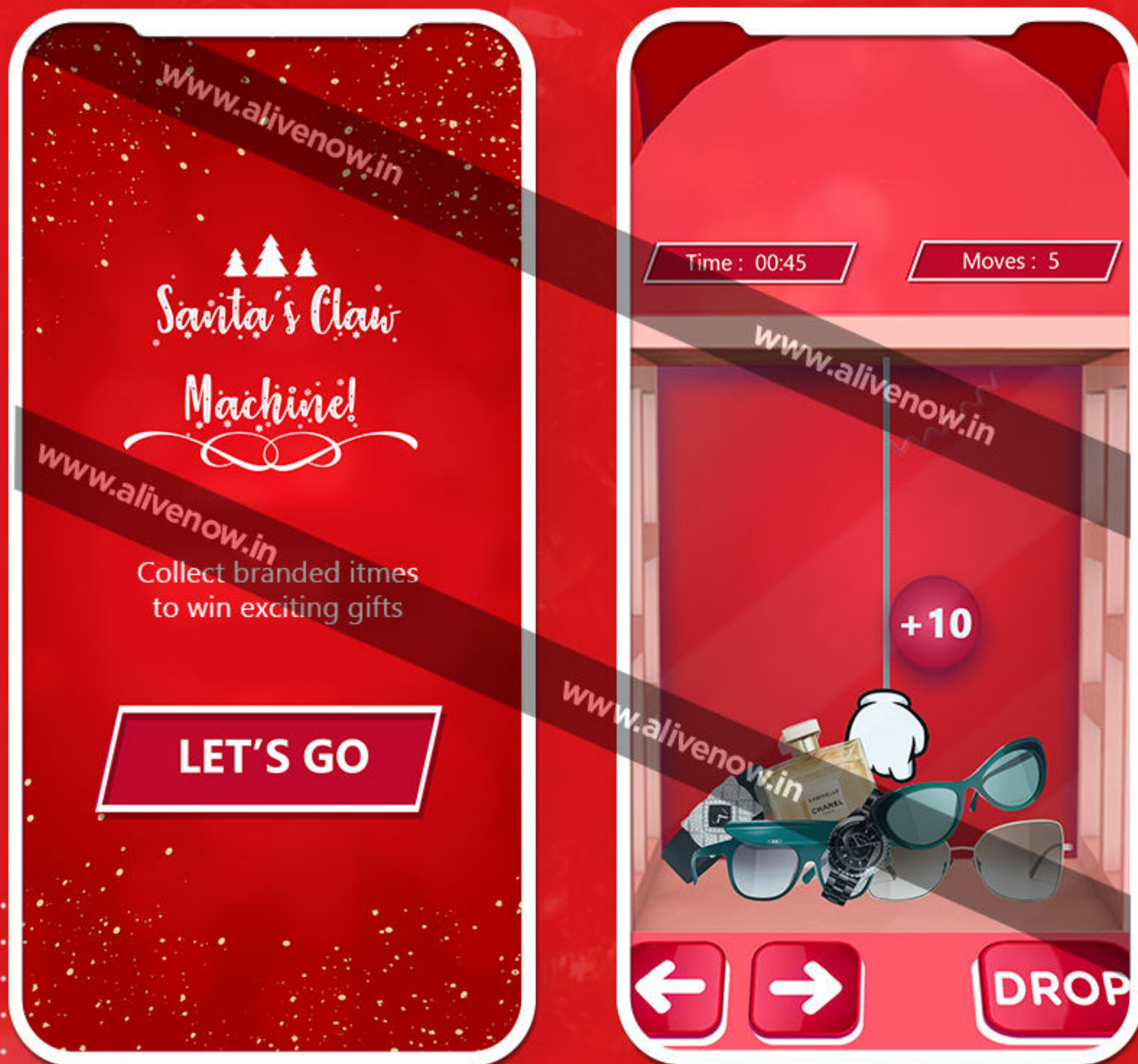
Santa's Deliveries

Use the up/down/left/right buttons to move the sleigh through the city & help Santa with his deliveries to score points!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.





Santa's Claw Machine!

Pick up branded items using the joystick & score different slabs of points for different branded items collected! Redeem a voucher based on your score!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.



SwipeUp
Games

Fl!pTok
GAMES



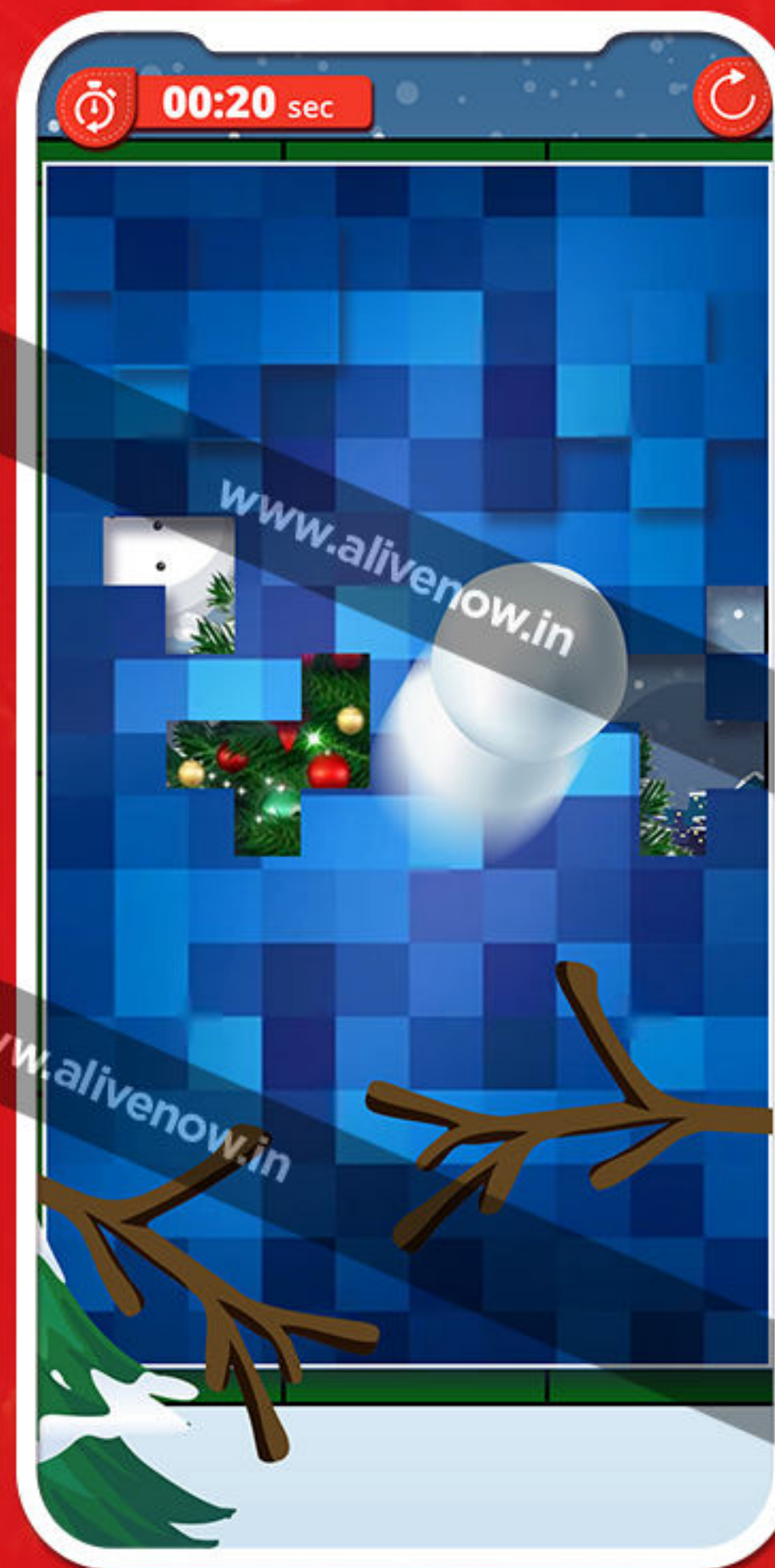
Gift Toss

From Santa's Gift Sack, toss gifts into different windows to make the children happy! Set a high score to unlock rewards!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.





Reveal the Christmas Tree to Win Goodies!

Aim to hit all the slabs with the snowball, and reveal the Christmas Tree behind. Finish fastest to land on top of the leaderboard, & win goodies!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.



DRIVE SALES & REVENUE

Leverage gamified and experiential creative tech experiences to generate sales and revenue. Whether its try-on experiences or gamification, inform consumers about branded offerings and lead them to the purchase pages to close the loop.



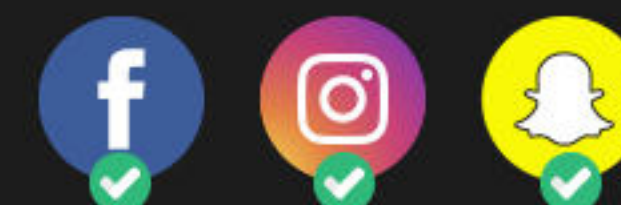


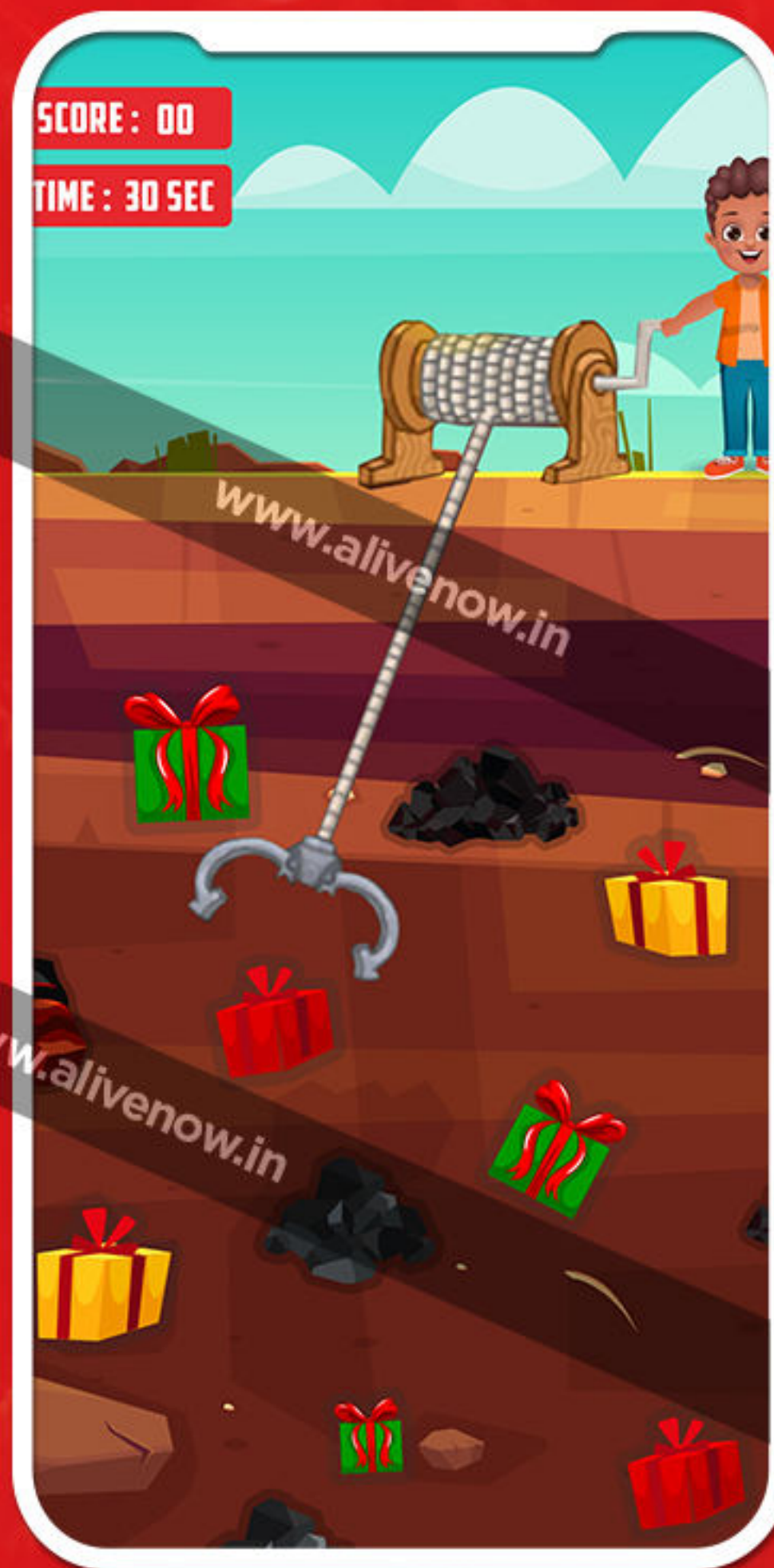
Try-Before-You-Buy!

Try on hats, glasses, hairstyles & more to see what branded items you like & get a randomised voucher for your next purchase during the festive season!

PLATFORM PUBLISHING

Social AR experiences.





Dig Into Santa's Gift Bag!

Use the claw and tap the screen at the right time to grab gifts that children like. Lose points for collecting coal. Set a high score to unlock vouchers to redeem during purchase!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.





Silent Night!

Put on Santa's hat and take over his deliveries! Tap on the house with the lights off to leave presents and make sure you don't get caught by the naughty ones that are awake! Set a high score to receive rewards!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.





Pack-Led Gamification!

Purchase a pack, enter the batch code printed on it and enter a branded experience! In the game, tap to collect branded items and avoid non-branded items and set a high score! Redeem festive vouchers & goodies based on your score!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.





Christmas Tower!

Switch to the rear camera and place a Tower puzzle. Move around it and tap on the correct tiles to pull them out from the stack.

PLATFORM PUBLISHING

Immersive AR experiences on the web.



WEB AR



Santa's Maze Run!

Scan the logo on the pack and convert the whole pack into a game-board! Help Santa make his way through the maze without getting caught by ghosts. Collect all the gifts to set a high score, and win rewards!

PLATFORM PUBLISHING

Immersive AR experiences on the web.

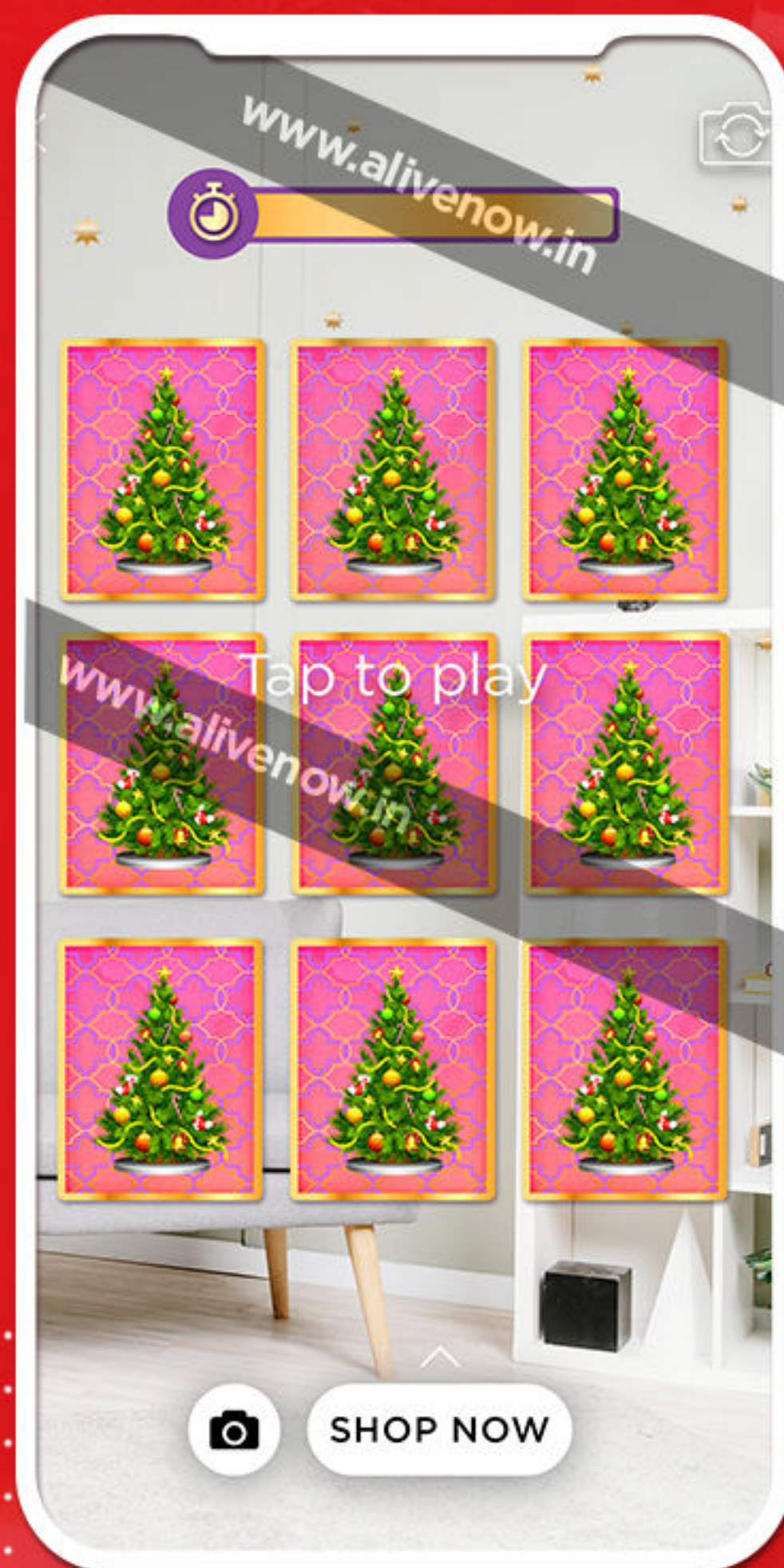


WEB AR

DRIVE APP DOWNLOADS

Engage users through gamified and experiential solutions and lead them to download your branded app.





Flip & Match the Branded Products!

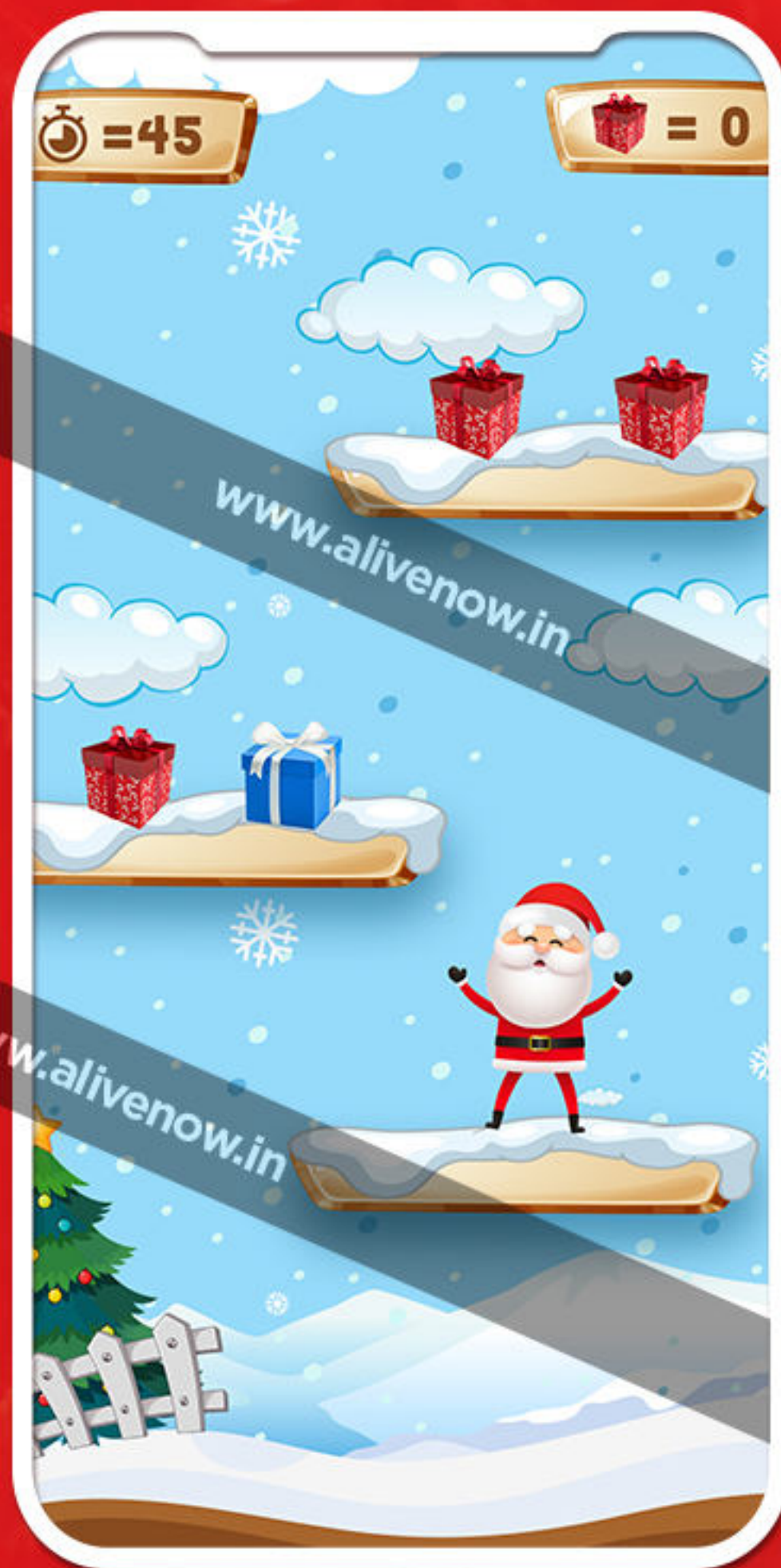
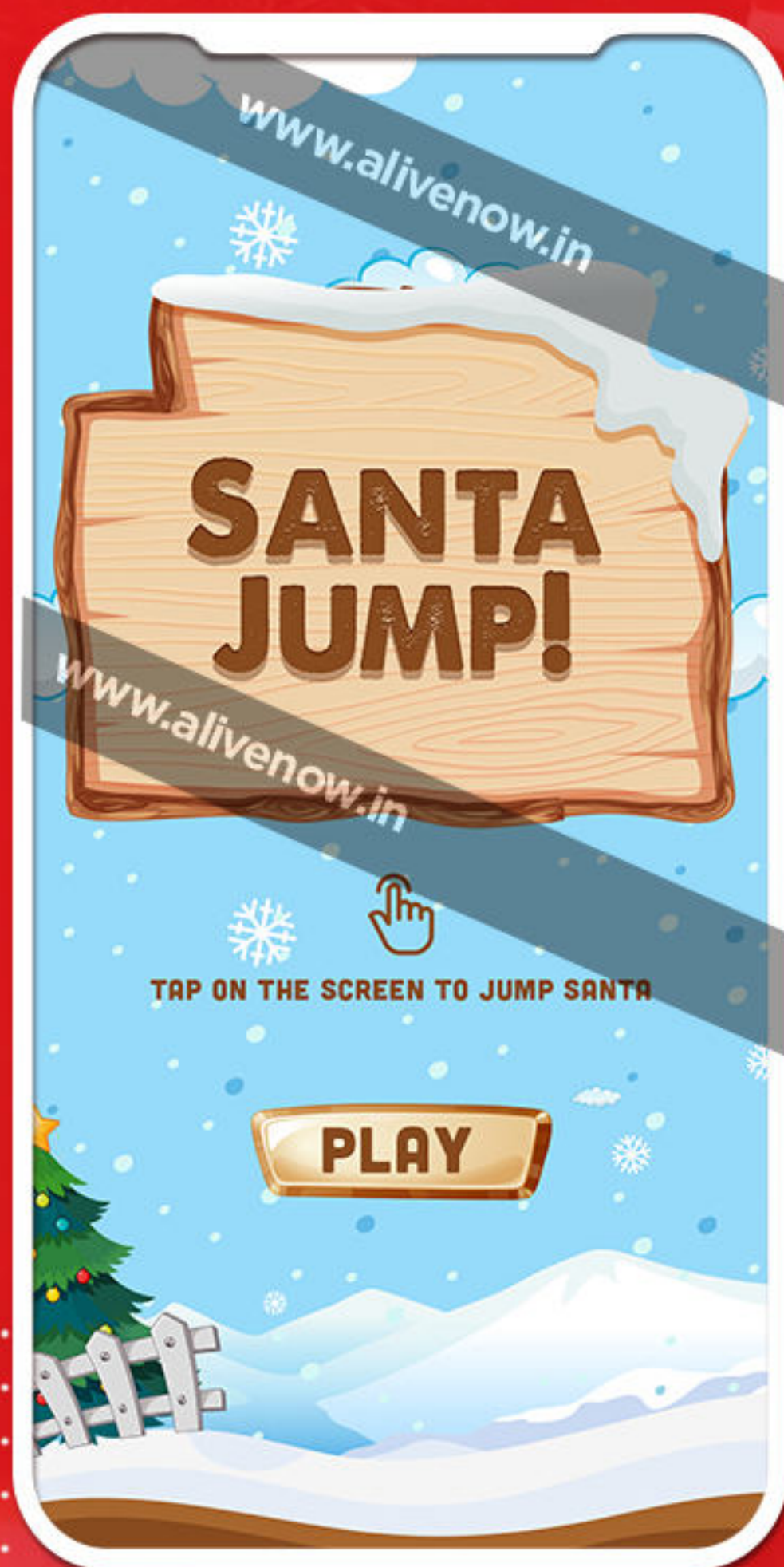
Get a glimpse at a festive collection as you flip and match various products! Complete the game & head over to the website or download the app to make your purchase!

PLATFORM PUBLISHING

Social AR experiences.



AR ADS



Santa Jump!

Land on various slabs to collect all the gifts & set a high score! Head over to the website or the app store to download the app to browse the branded collection!

PLATFORM PUBLISHING

Social AR experiences.



AR ADS



Swipe On Your Favourite Products!

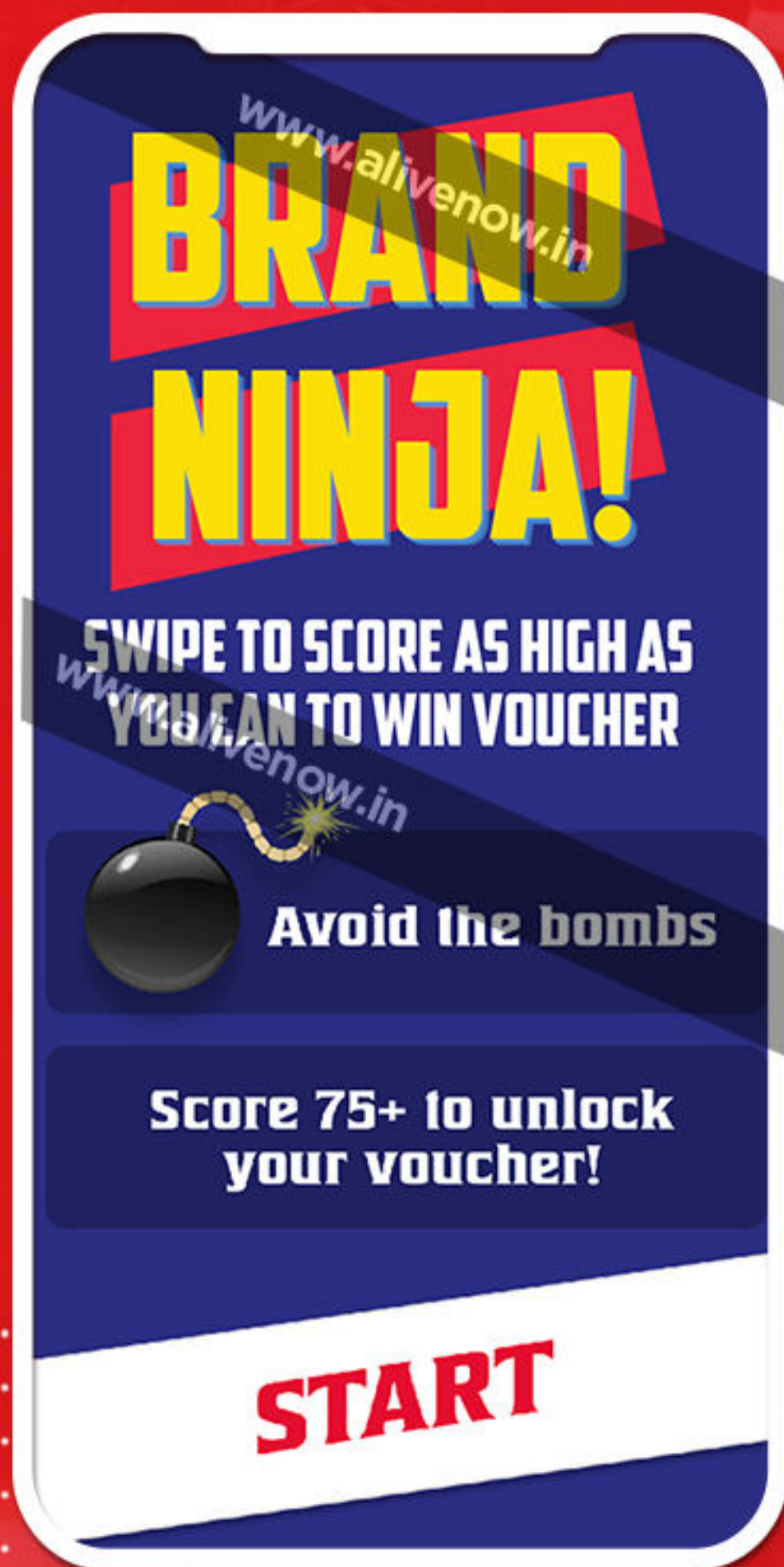
Swipe left on items you dislike, and right on the ones you like and watch a custom collection generated for your preferences. Head over to the app store to download the retail app to finish your purchase!

PLATFORM PUBLISHING

Social AR experiences.



AR ADS



Brand Ninja!

Set a high score by slashing all the branded products & avoid bombs and coal! Get a coupon based on your high score and head over to the app store to download the retail app to finish your purchase!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.



SwipeUp
Games

FlipTok
GAMES



Santa's Ride!

In a Snake-Game-like experience, move Santa's sleigh across the board to collect all the branded items, gifts and candy canes to set a high score! Link out to the app-store or the app to browse the branded collection & make a purchase!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.



ADD A FUN LAYER OF INTERACTION TO YOUR BRANDED VIDEOS

Involve users in the decision making process of branded visual storytelling. Repurpose old TVCs or create new video content and have your audience make in-video choices as they learn about your offerings.



Find the Right Gift for Your Loved Ones!

Pick their preferences and find the gift that they would love the most!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.



Shop Through a Festive TVC

Tap on items that you like in the TVC to add them to your cart and finish the purchase on the brand's website!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.



DRIVE IN-STORE TRAFFIC

Nothing beats the in-store experience! With the help of coupons/on-ground activations, meet your customers physically.





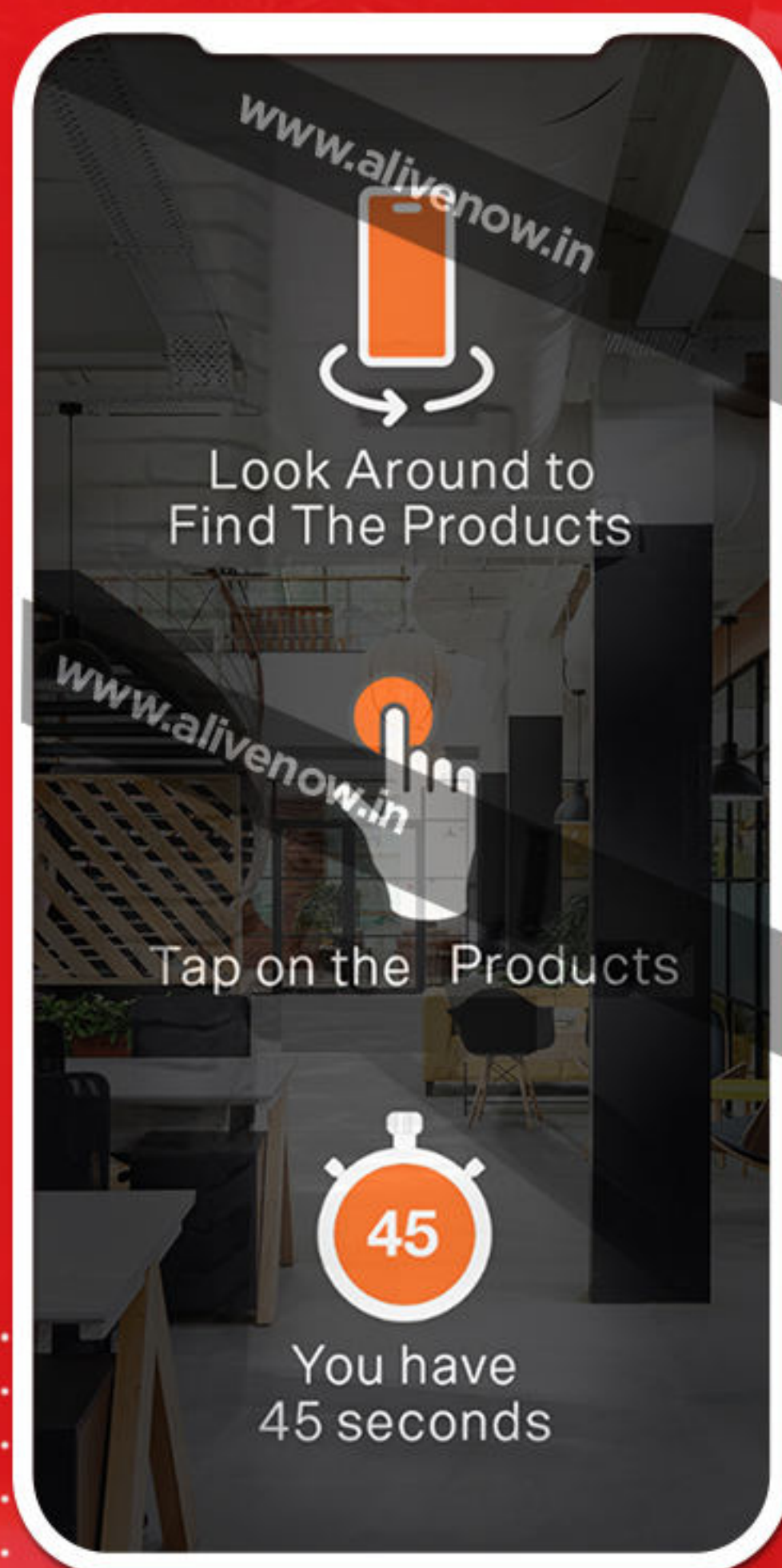
Go on a Festive Treasure Hunt!

Around the venue, look for 10 image trackers one after the other, unlock clues for the hunt and redeem gifts and vouchers at the store!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.





Look for Items in a Branded Environment!

Within a 360° environment that resembles your favourite store, look for branded items and bonus items like candy canes and gifts to set a high score! Head over to the retail outlet to redeem your win!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.





Build a Tower of Gifts!

Tap the screen to drop gift boxes and make sure you time your taps & create the highest tower to unlock amazing vouchers! Redeem them at the store!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.



Why Should Brands Integrate Immersive AR Experiences and Interactive Games into their Marketing Mix?

The answer lies in the engagement funnel. Interactive and immersive experiences have unparalleled engagement and brand recall as they make use of more human senses vs other digital assets.



AUGMENTED REALITY

Physical action (blink, nod, tilt) + Seeing



GAMES

Interaction (see/hear + click)



VIDEOS

Watching (see + hear)



PODCASTS

Hearing (ears)



IMAGES

Seeing (eyes)

DISCOVERY: HOW DOES YOUR AUDIENCE FIND BRANDED GAMES, AR FILTERS/LENSES AND OTHER IMMERSIVE EXPERIENCES?



QR Codes in Print
Ads and hoardings.



Organic & promoted
campaigns on
social apps.



Google Display
Network & Google
Ads.



Mobile ad networks
of your choice.



In-app ads on
third party apps.



Use influencers to
talk about your new
store.



Promotional
videos/TVCs to talk
about your store.



Emailer campaigns.
Banners in your
existing website/app.



Radio
Ads.

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!



SAMSUNG



FACEBOOK



Cadbury



amazon

NETFLIX



Agilvy



VISA



Lenovo



BBC



IPG



JWT



Reese's

dentsu



WPP

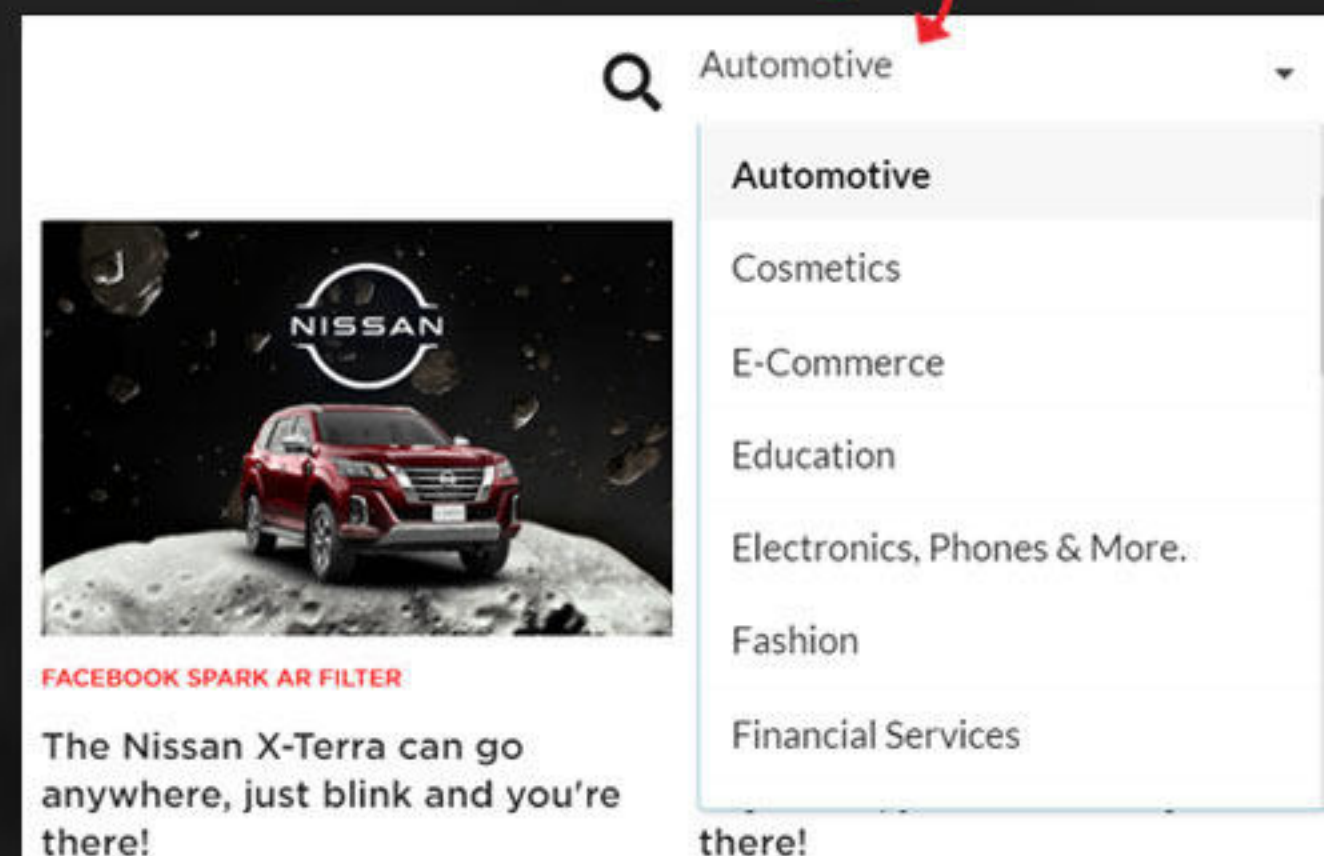


CARAT

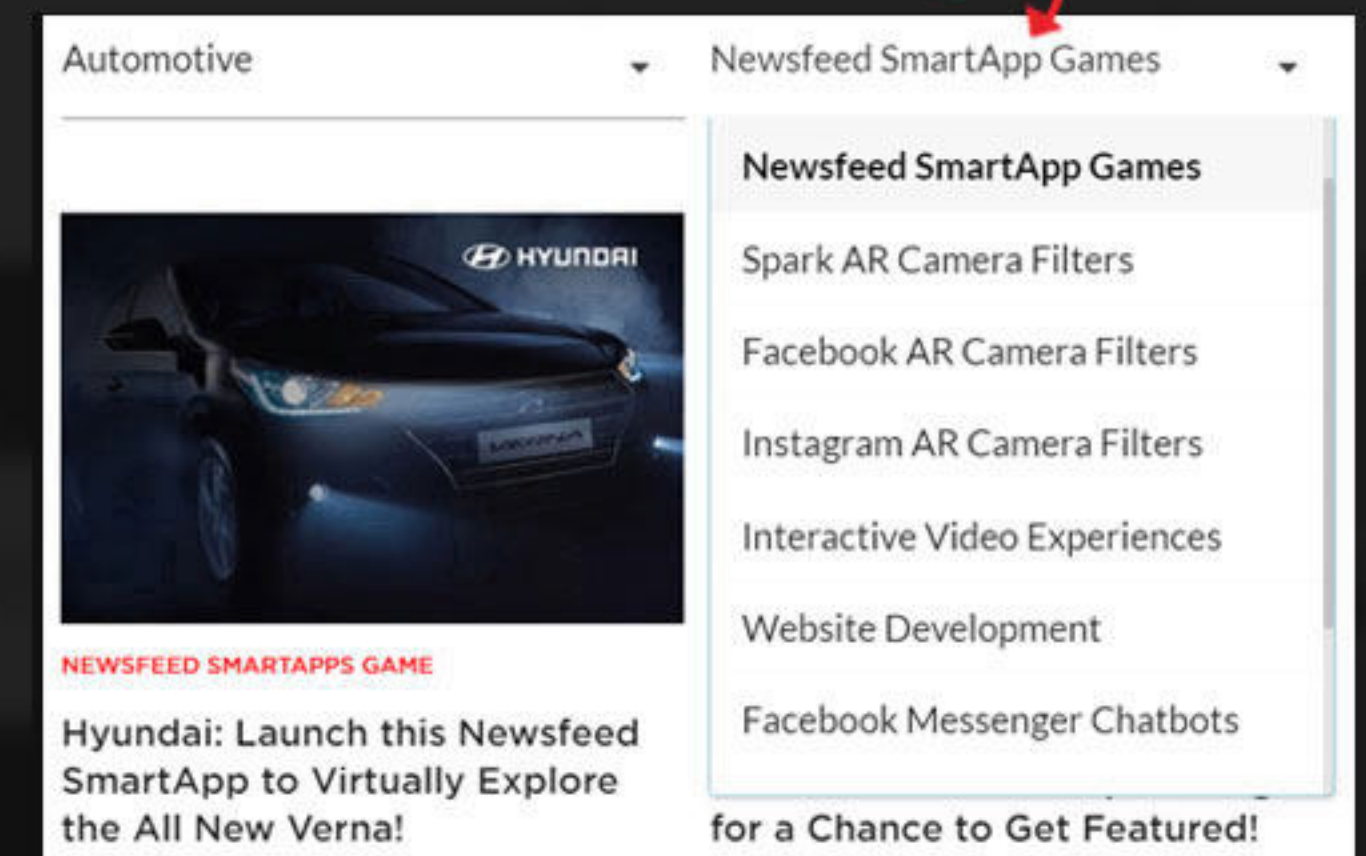
& more!

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

1 INDUSTRY

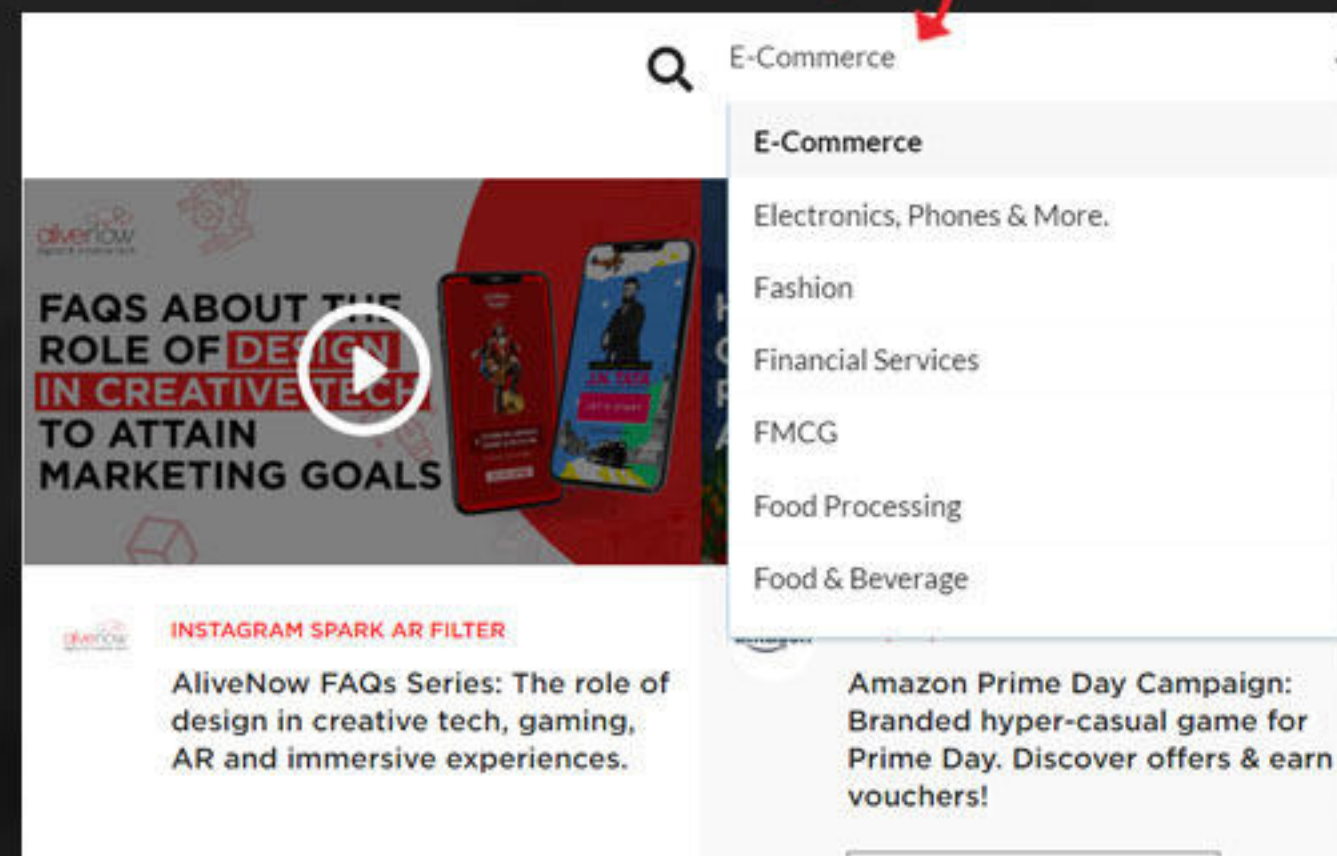


2 PLATFORM

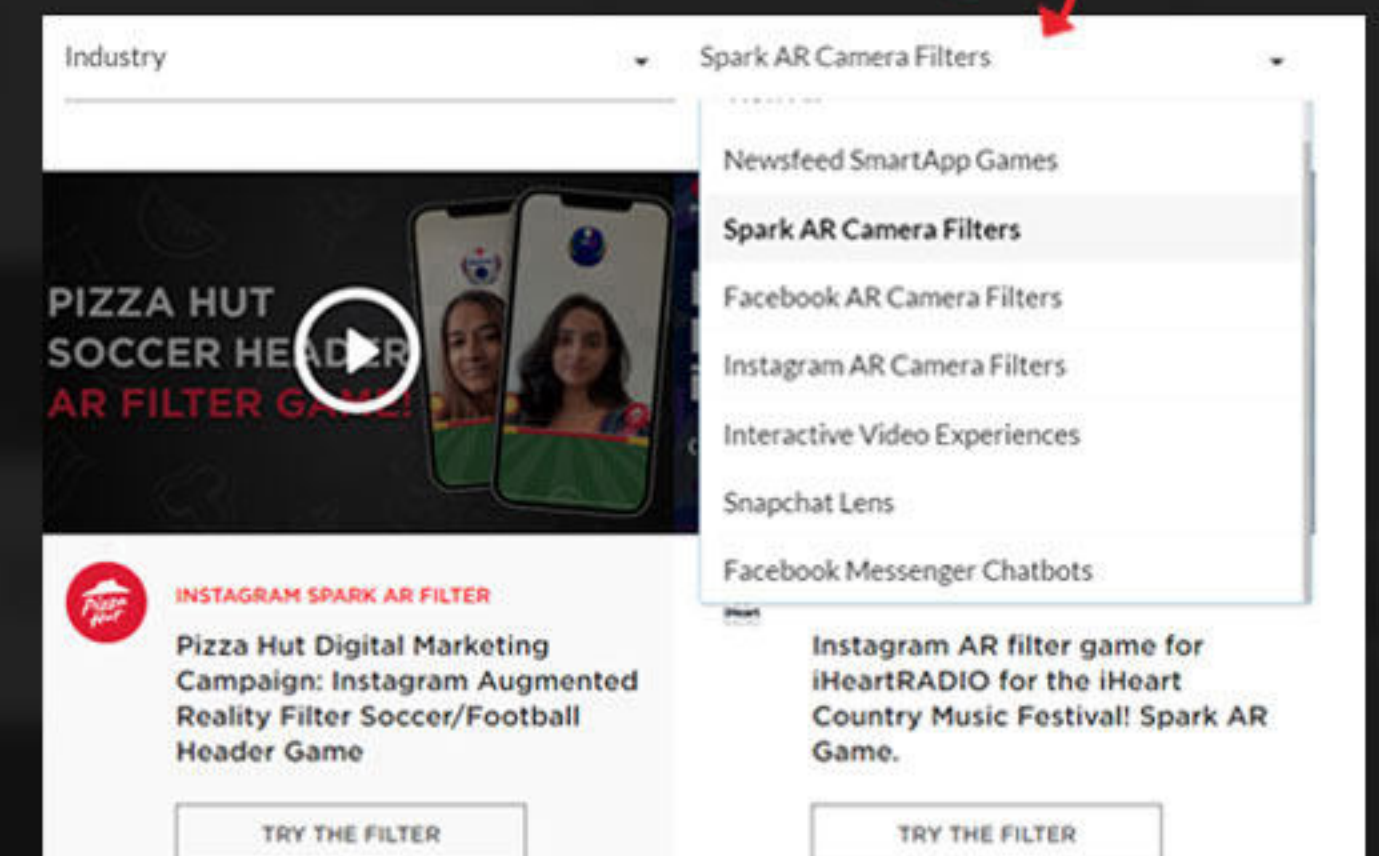


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM



THANK YOU!

contact@alivenow.in

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

