

Amplify Cricket Season Campaigns With Immersive Digital Tech Experiences



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ALIVENOW'S SUITE OF CREATIVE SOLUTIONS:



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

Generative AI (ChatGPT + DALL-E)
Immersive 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 3D-360 EXPERIENCES



Web based experience
(No app download required)



Explore products and click
for details



Mobile & Desktop friendly



Fully shoppable with
E-commerce integration



Look Around and Walk
Around VS Scroll up/down



Replicates the brand's look,
theme & interiors virtually

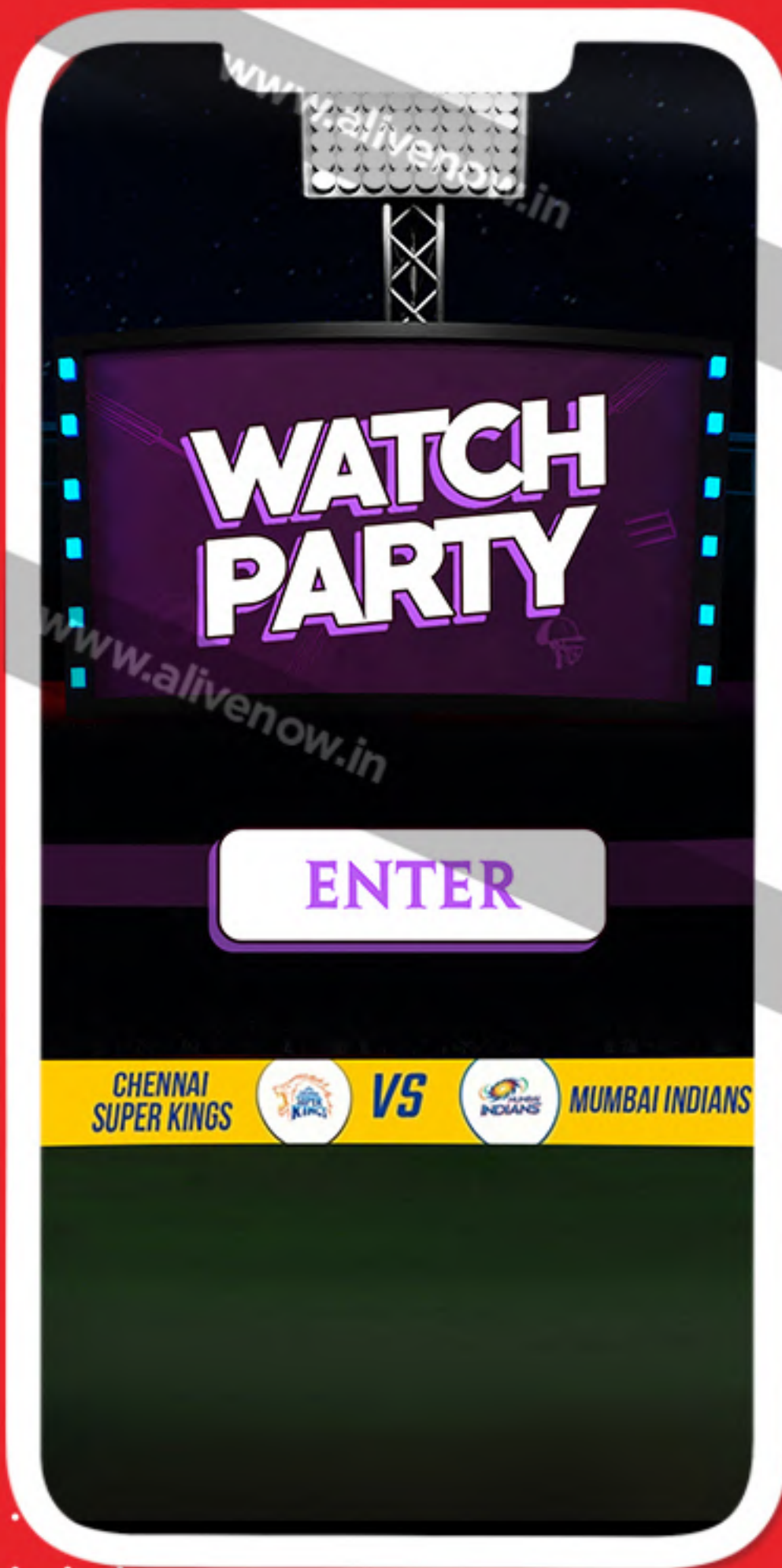
[Learn More](#)



alivenow.in

WEB & MOBILE FRIENDLY 3D-360 EXPERIENCES.

The metaverse is an immersive, interactive online space with digitally persistent environments that people inhabit, as avatars, for synchronous interactions and experiences, accessing the shared virtual space through virtual reality, augmented reality, game consoles, mobile devices, or conventional computers.



Watch Party

It's always fun to watch cricket with your friends, how about doing it in the metaverse? Enjoy a watch party with live cricket streaming with your friends in the metaverse.

PLATFORM PUBLISHING

- ✓ 3D-360 Experiences
- ✓ Metaverse

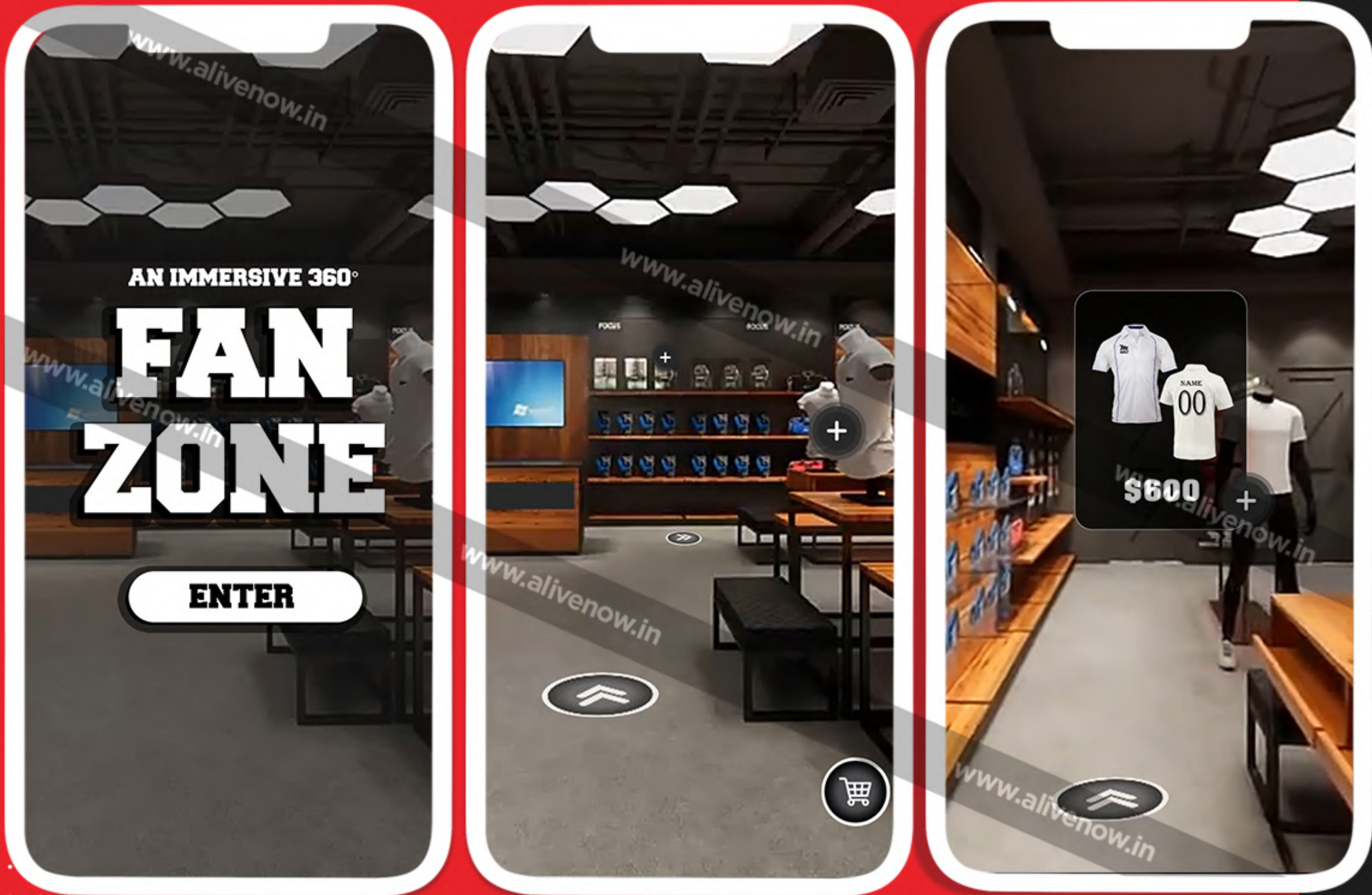


Stadium Treasure Hunt

Immerse yourself inside the true 3D cricket stadium in 360°, move around to explore exclusive content, grab limited collectibles & unlock giveaways. The stadium colour schemes & flags will change as per the real-time match schedule

PLATFORM PUBLISHING

- ✓ 3D-360 Experiences
- ✓ Metaverse



360 Virtual Fan Zone

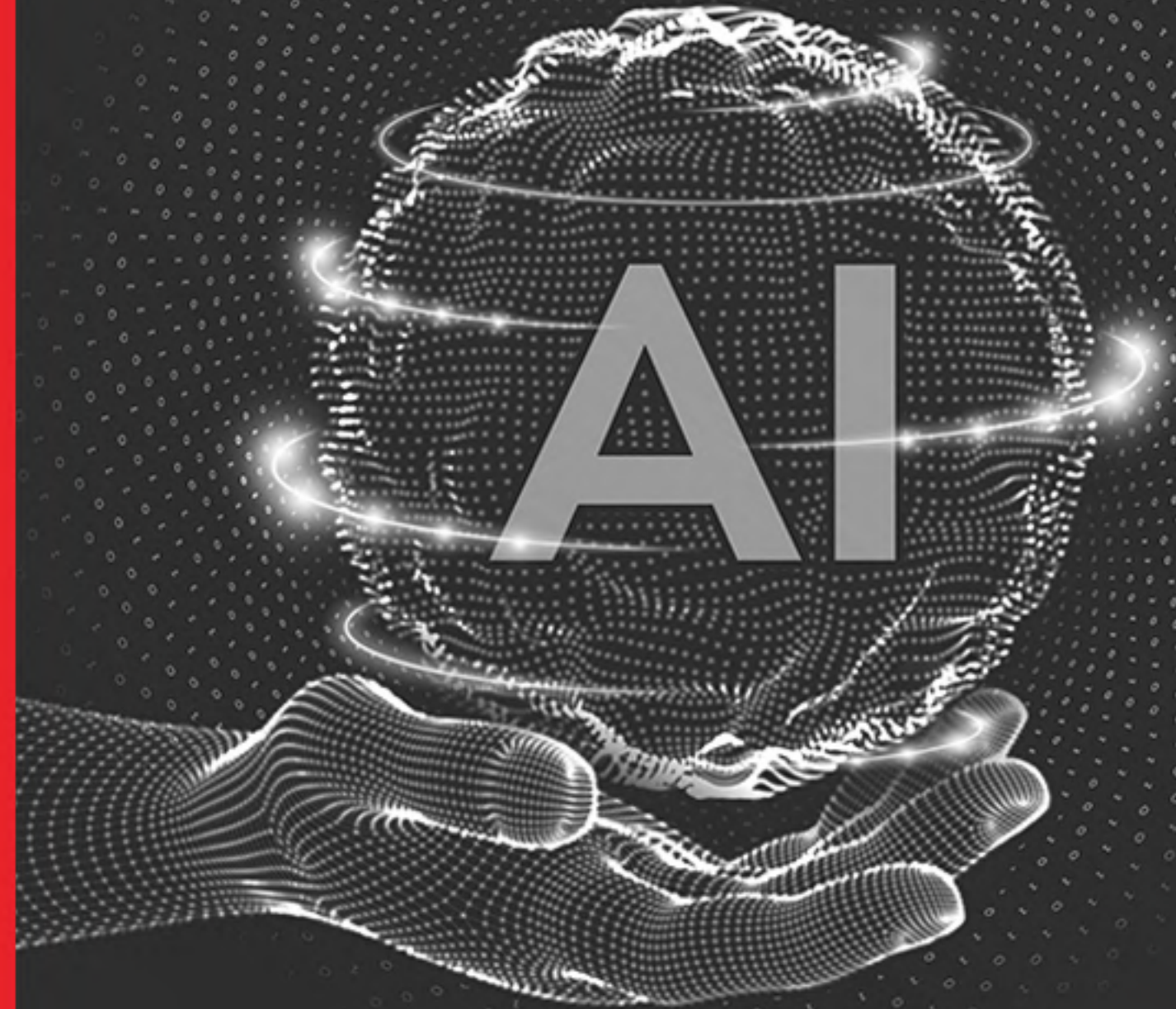
An immersive 360° fan zone experience powered by 3D, in which users can move around different rooms. Grab collectives, purchase team merchandises, get exclusive content & get real-time match updates too.

PLATFORM PUBLISHING

- ✓ 3D-360 Experiences
- ✓ Metaverse

IDEAS LEVERAGING GENERATIVE AI (CHATGPT & DALL-E)

Generative AI is a subset of artificial intelligence that focuses on generating new and unique data, such as images, texts, sounds, and more, based on users' inputs and probabilities from a training dataset. It uses deep learning techniques to produce original outputs that can mimic the style, structure, and variations in the input.



CREATE A POEM FOR YOUR FAVOURITE TEAM

LET'S START

TELL US ABOUT YOUR TEAM

Your favourite Team

Eg: CSK, RCB, MI etc.

Your favourite player

Eg: Rohit Sharma, MS Dhoni etc.

CREATE

Oh CSK, why do you make me so mad?
I'm so angry and so sad.
Your batting, your bowling,
and your fielding all lack,
You've been the source of my heart attacks.

Our captain Dhoni, we all love him so,
But his decisions have made us low.
He takes too many risks and makes us worry,
And we all know that it's in vain to hurry.

Oh CSK, why can't you just win?
It's become a habit to fail again and again.
Your fans are getting tired of this plight,
We need a miracle to make it right.

COPY

TRY AGAIN

SHARE

Create A Poem For The Team/Player

Select your favourite
team or a player and
create a unique poem
for them just in
minutes.

CREATE TEAM CHEER ANTHEM

START

TELL US ABOUT YOUR TEAM

Your favourite Team

Eg: CSK, RCB, MI etc.

Your team Captain

Eg: Rohit Sharma, MS Dhoni etc.

CREATE ANTHEM

We are the warriors of Mumbai,
Our pride is Rohit Sharma,
Our spirit is unbreakable,
We will never surrender.

Mumbai Indians, we stand together,
For our captain and our team,
We will fight for victory forever,
And never give up the dream.

COPY

SHARE

Create A Unique Cheer For Your Team

How about making
your own cheer
anthem for your
favourite team? Make
your own cheer
anthem for your team.



IDEAS LEVERAGING LIVE CRICKET API

Why use live cricket API?



Real-time
game updates



Sustained user
engagement



Prediction
games



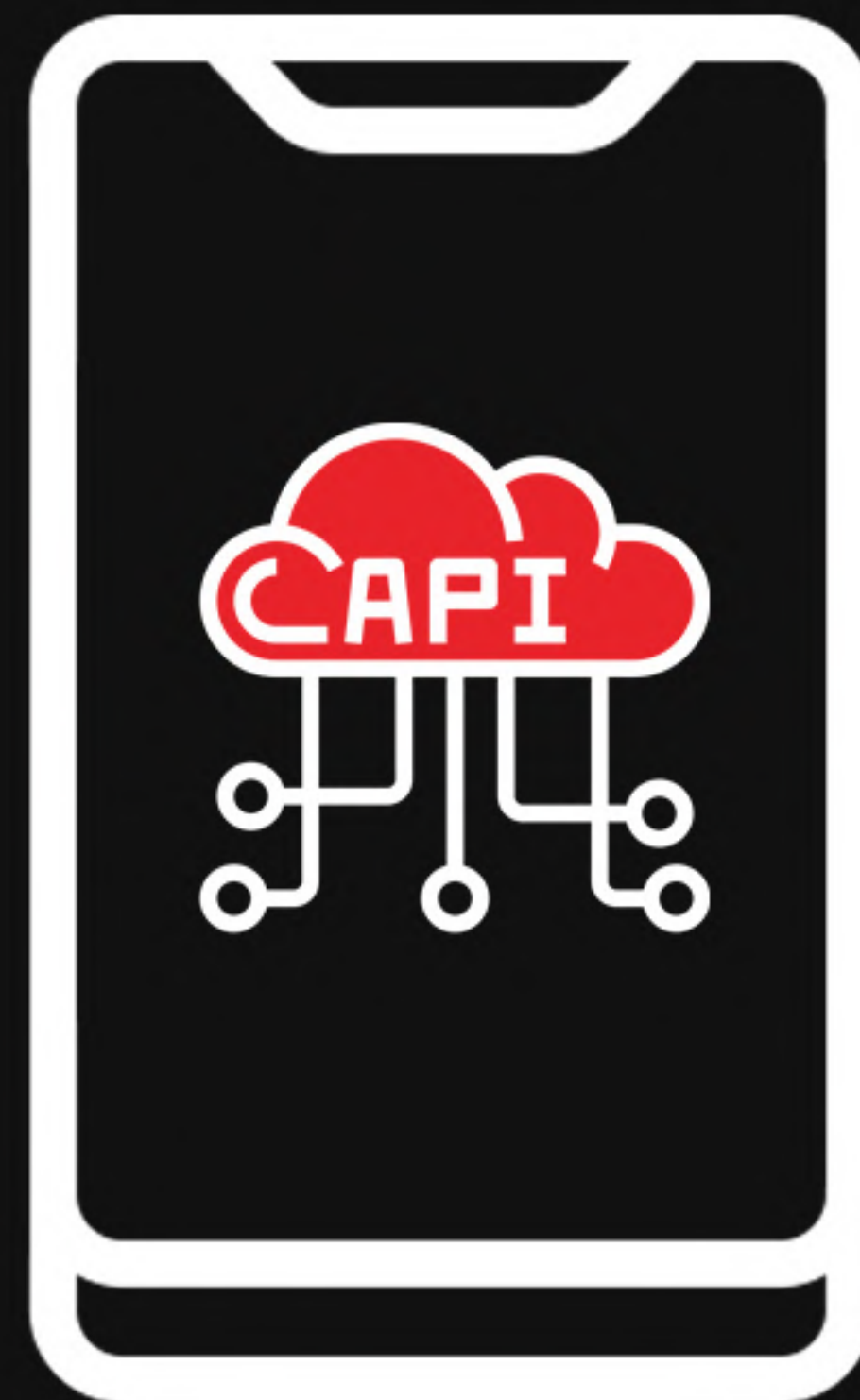
Can be integrated
with Snapchat
& Web AR

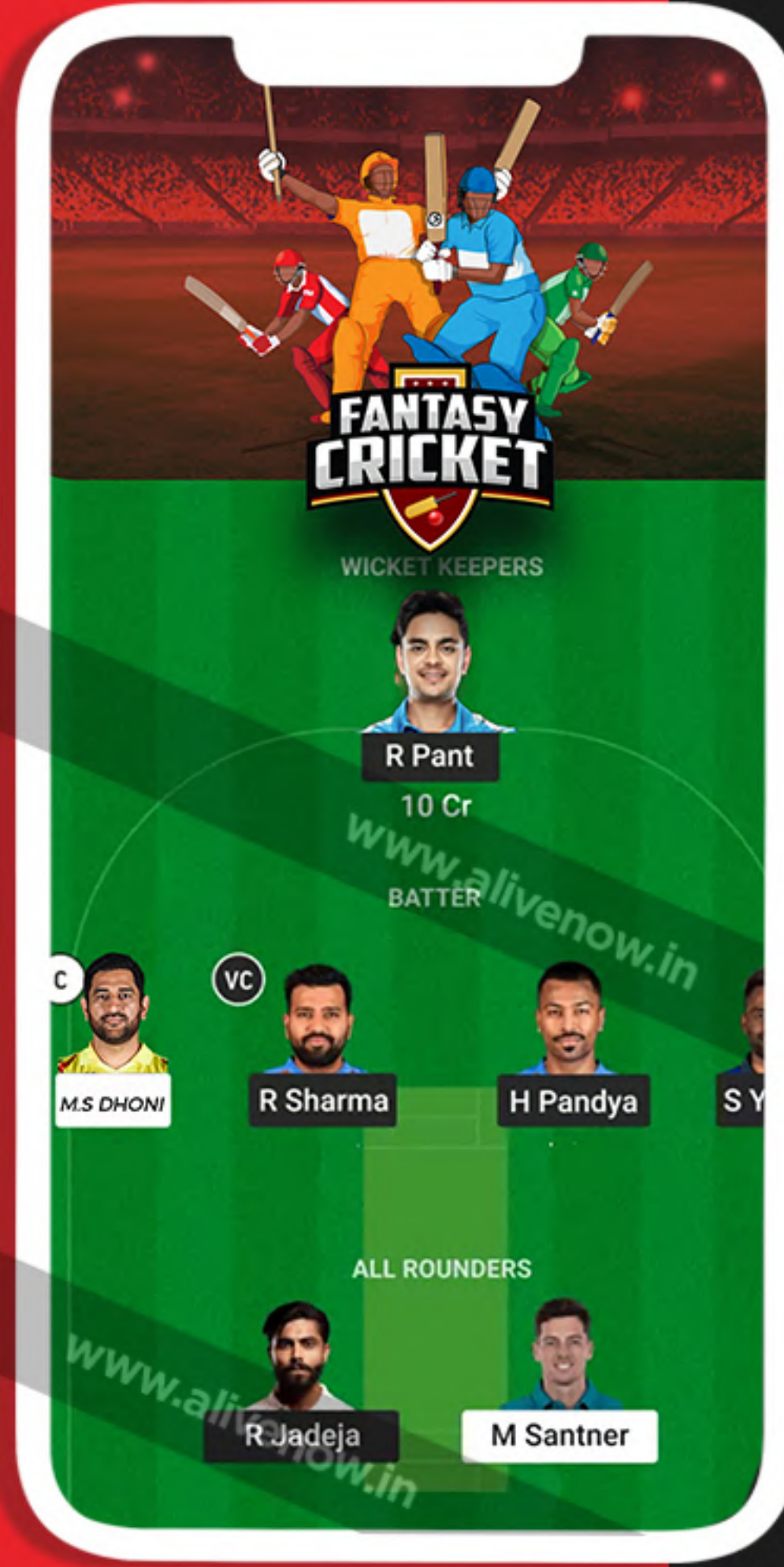


Branded Fantasy
Cricket game



Outcome based
activations





Cricket Fantasy

Make your own full-fledged branded fantasy game. Let users can form their own squad and stand a chance to win a mega prize.

*This is subject to the brand's legal team approval.



Master Predictor

Put your cricket knowledge into action and guess which team/player would win toss/game/ different awards/prizes, which player will get more runs/wickets, orange/purple cap winners, emerging players etc.

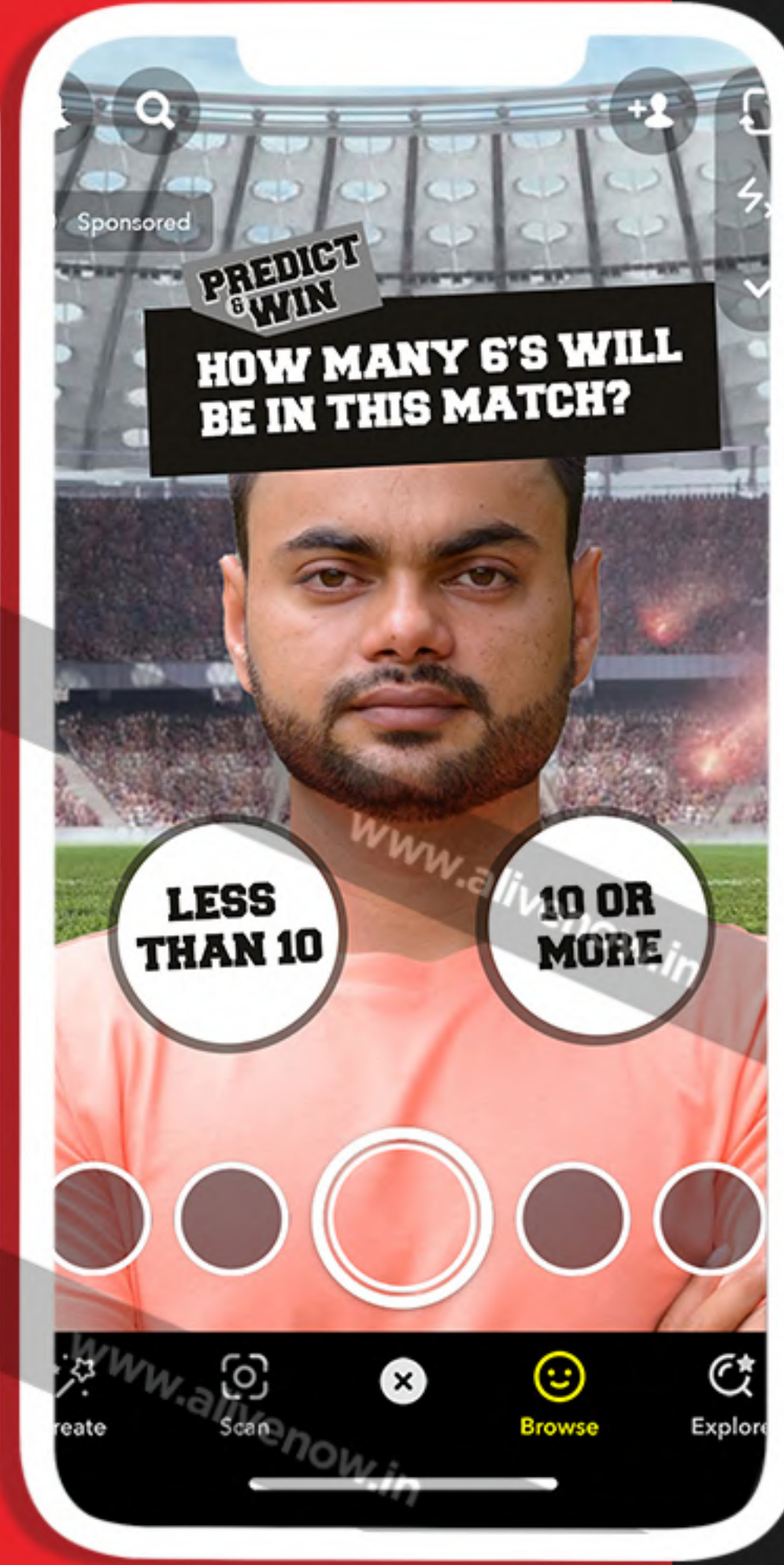
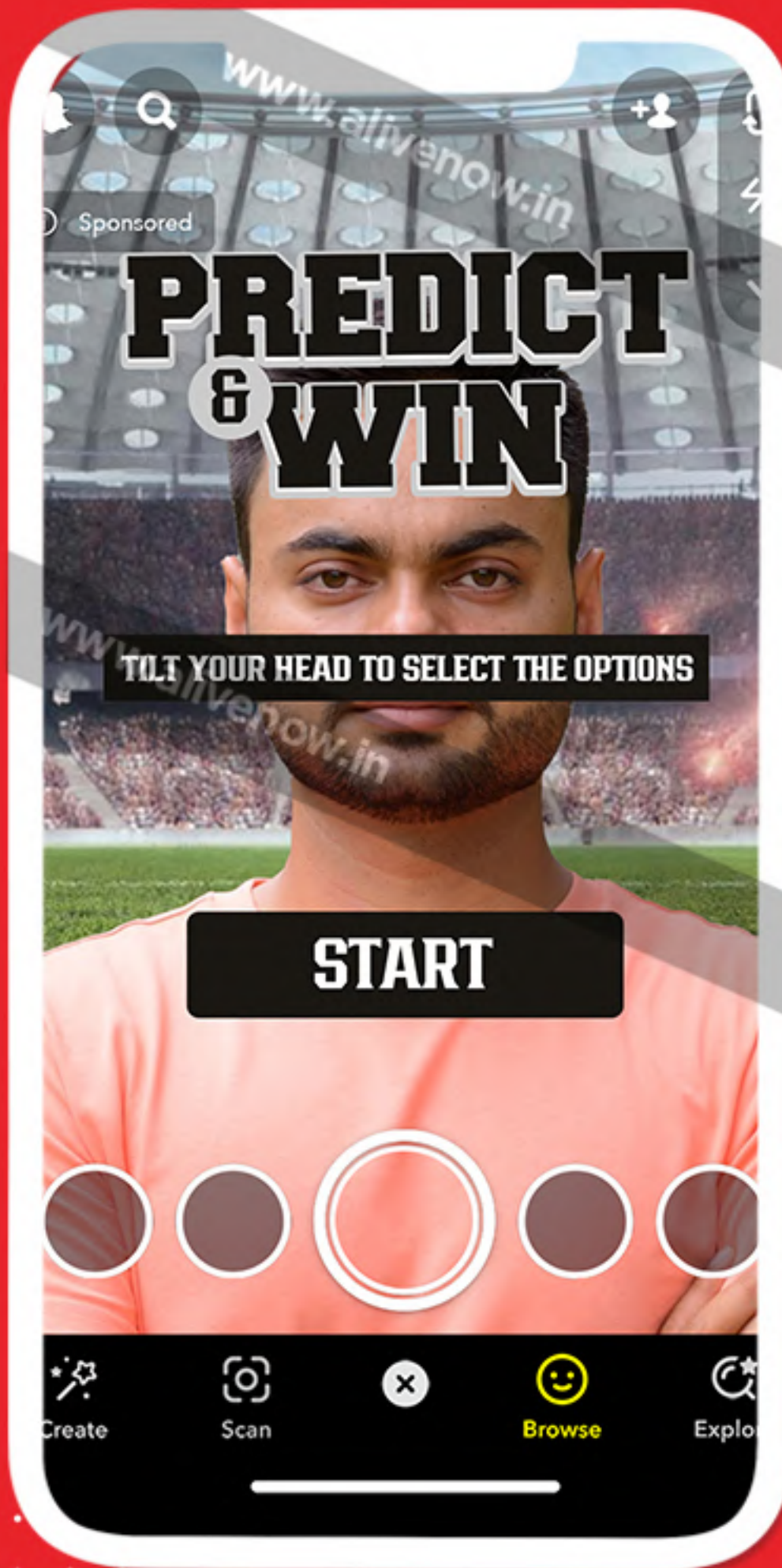


What's Your Reaction?

Who said momentary reactions are only for fans at the stadium? Now snap your own reaction for every ball or a shot using this lens.

PLATFORM PUBLISHING
Social AR experiences.





Today's Match Quiz

What's your prediction for today's match? Tilt your head to select the options for these questions, powered by real time match stats.

PLATFORM PUBLISHING
Social AR experiences.





Cricket Doodle Game

A fun cricket game in which users can choose their team based on the real-time match and play an over to score as many runs as possible. If today's match is CSK vs MI, then the jerseys available for the users to choose would be CSK or MI.

THE WORLD OF WEB-BASED AUGMENTED REALITY

**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



alivenow.in

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.

Connected Packaging

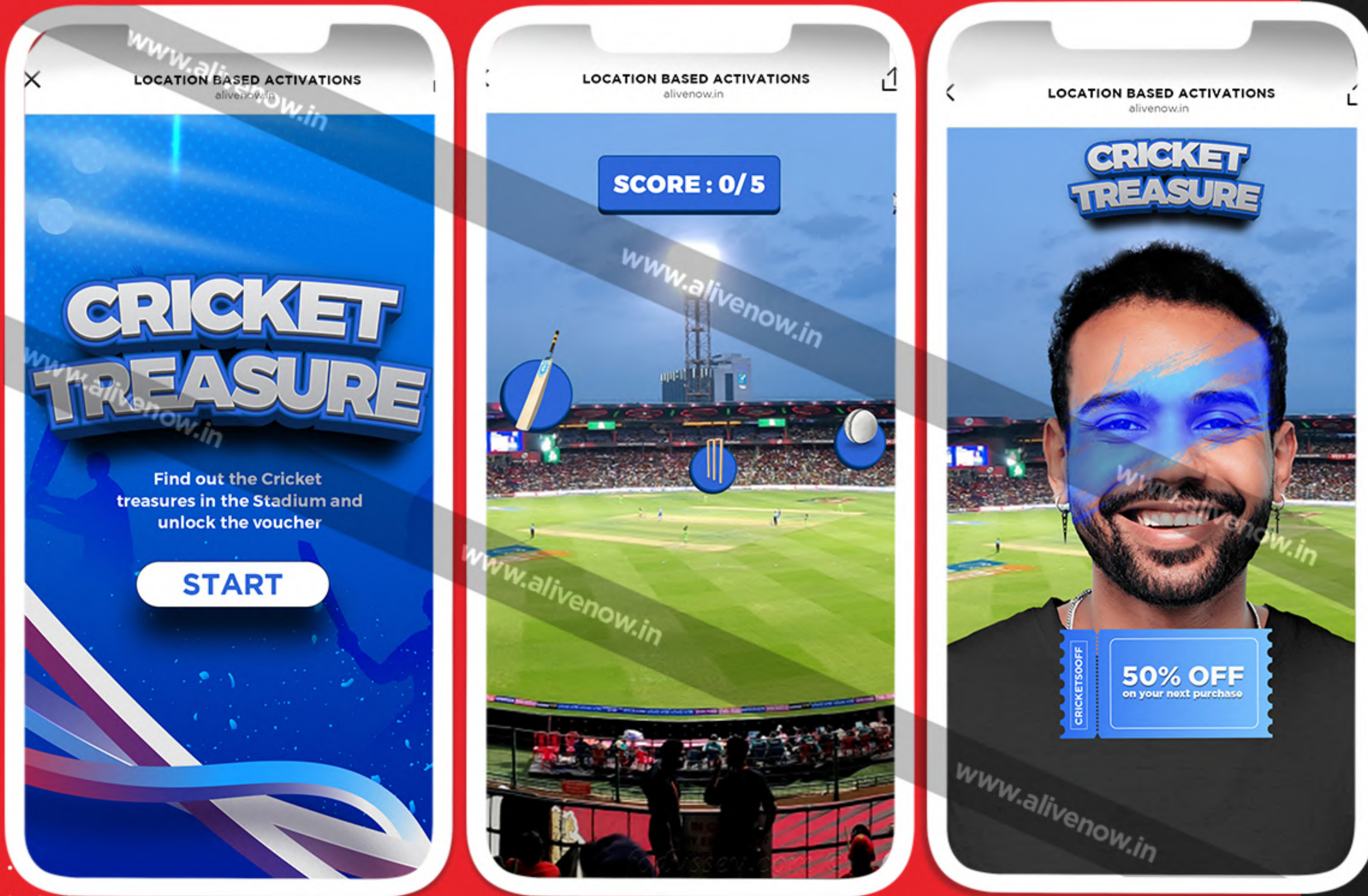
Turn your product into a gaming interface and play a cricket game on it.





Packtivation

Scan the product pack to unlock interactive games, vouchers & exclusive content.



Location Based Activations

Activation of location specific experiences through our access to the stadium's location coordinates. These experiences can be unlocked only when users are in or around the select location.



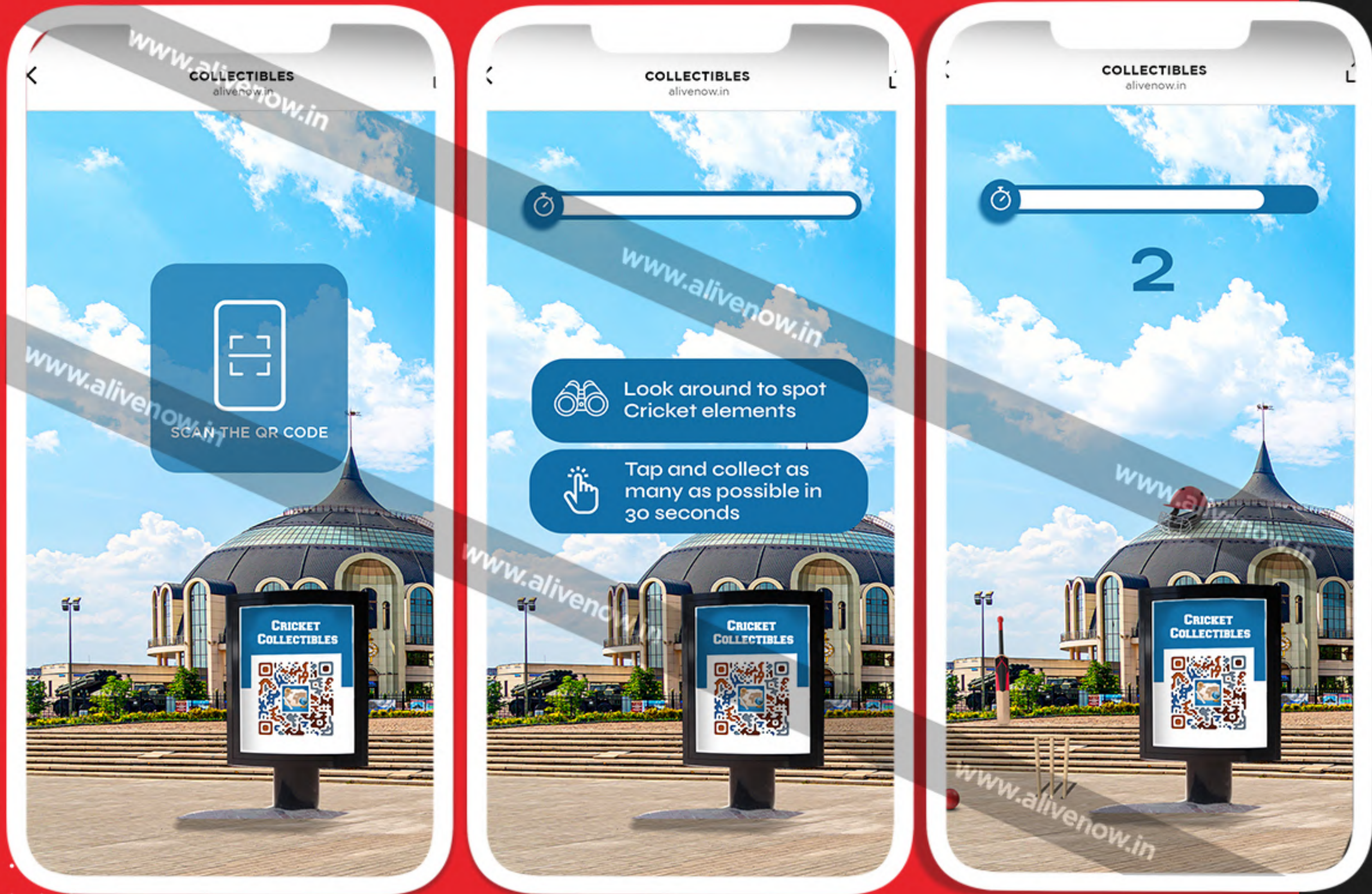
Cricket Quiz with Celebrity

Bring the cricket player/celebrity to life in augmented reality in your space. Take a quiz, finish & take a picture with them and don't forget to share & challenge your friends.



Cricket-Verse

Creating your own avatar and bring it to life in AR and teleport to an immersive cricket stadium. Cheer for your team or make some fun moves, record & share it.



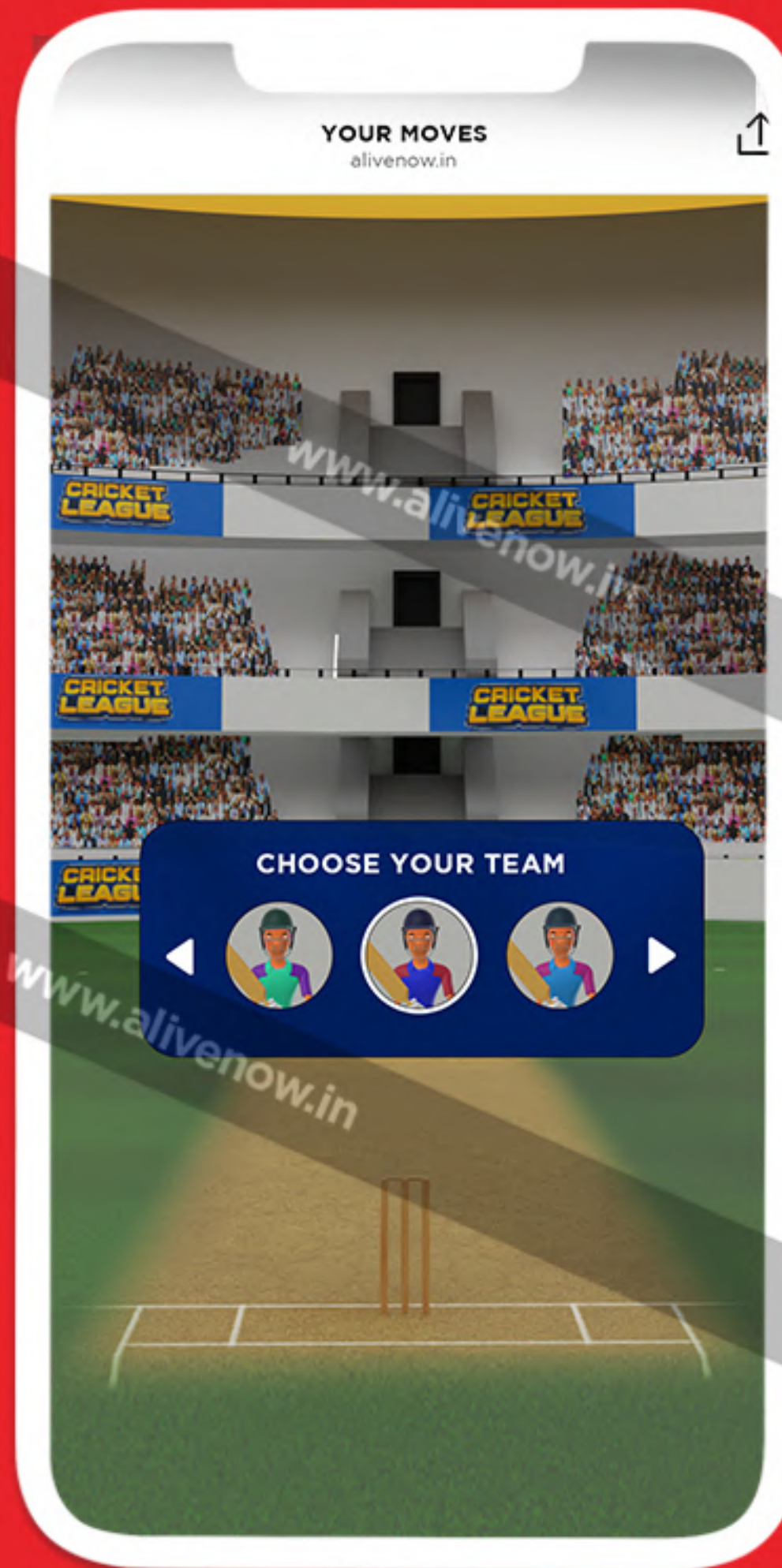
Collectibles

Go grab all the limited cricket collectibles dropped only in select locations. A VPS-based experience.



Selfie with a Player in 3D

Bring your favourite player next to you in augmented reality with true 3D and take a picture with them.



Your Moves

Transform yourself into a cricket player & play some shots or deliveries.

OUR MOST SUCCESSFUL AND ENGAGING WEB AR CAMPAIGNS

▶ WATCH CASESTUDY



THE WORLD OF BRANDED HYPER CASUAL GAMES

Rich branded games that are custom built and can be deployed across social, web and mobile platforms. Get insightful analytics, true user engagement, increased brand recall and conversions using fun games.

[Learn More](#)





Hat-Trick Challenge

Can you take 3 wickets in a row? Aim, adjust, bowl & win a giveaway.

IPL DHAMAKA

Guess the IPL player by decoding the clues.

START

VIR|



VIRAT KOHLI



VIRENDRA SEHWAG



GUESS 2 OF 5

VIRAT KOHLI



TEAM

BATSMAN

ROLE

30↓

AGE

128↓

IPL MATCHES
PLAYED



Personalized Jersey Creator

Personalized jersey in 3D in which users can custom create their own jersey of their favorite IPL teams and download it as an image or a video

Umpire's Call

Start

Score: 0

Decision
Pending

OUT OR NOT OUT?



OUT

NOT OUT

Score: 1

Out!



OUT

NOT OUT

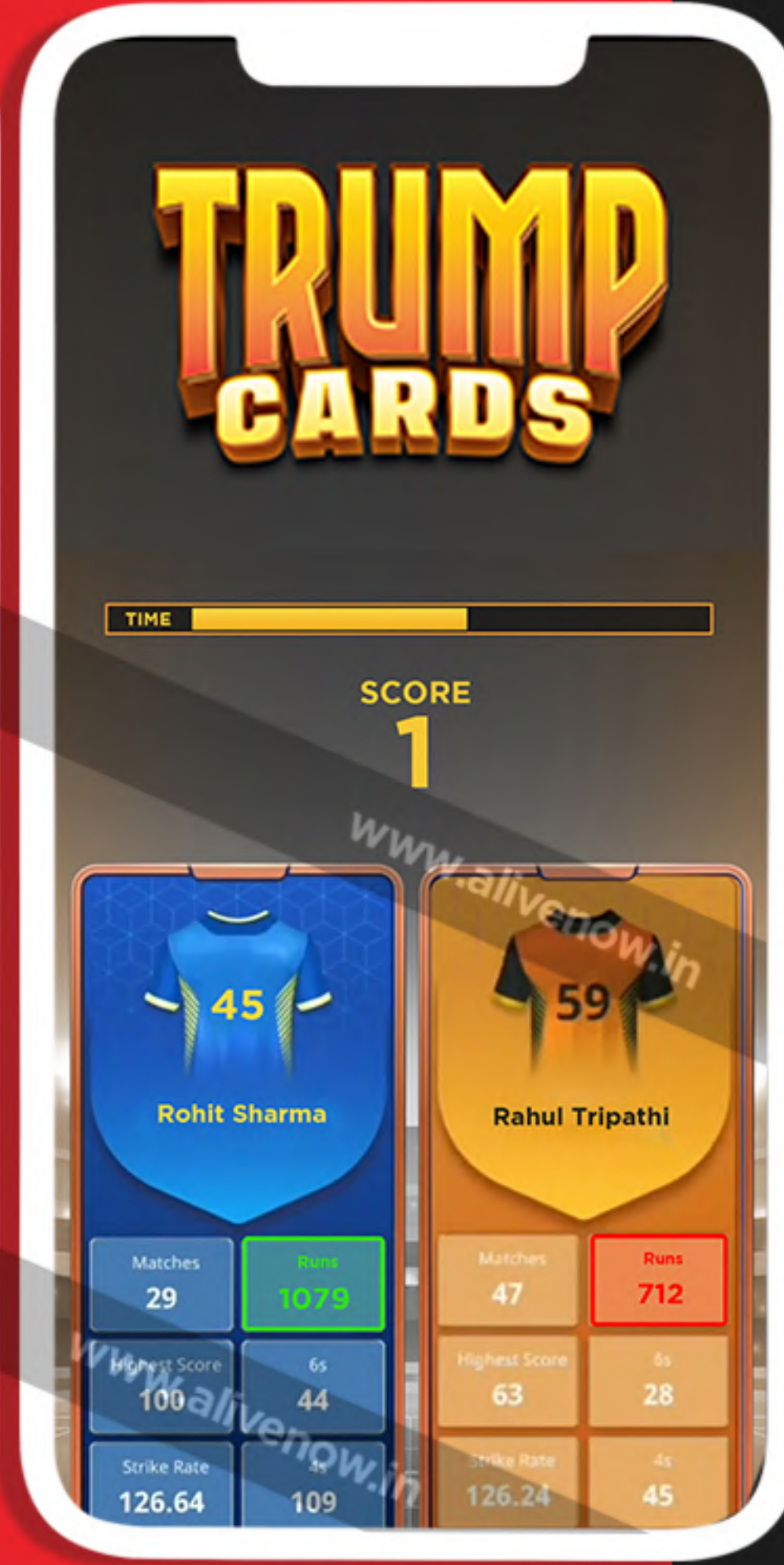
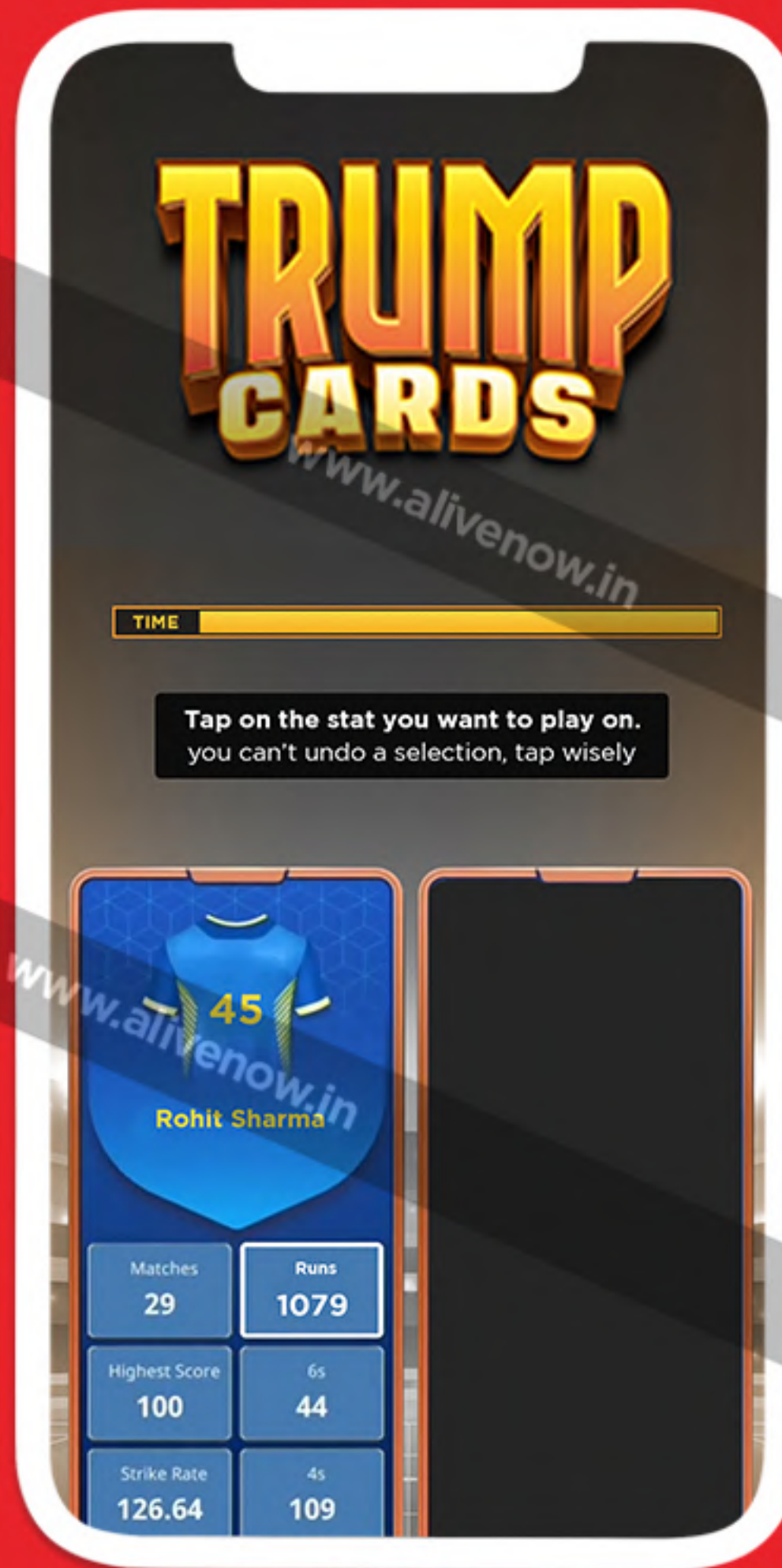
3rd Umpire Game

Challenge yourself and take the correct decision by playing the role of the third umpire in this game.



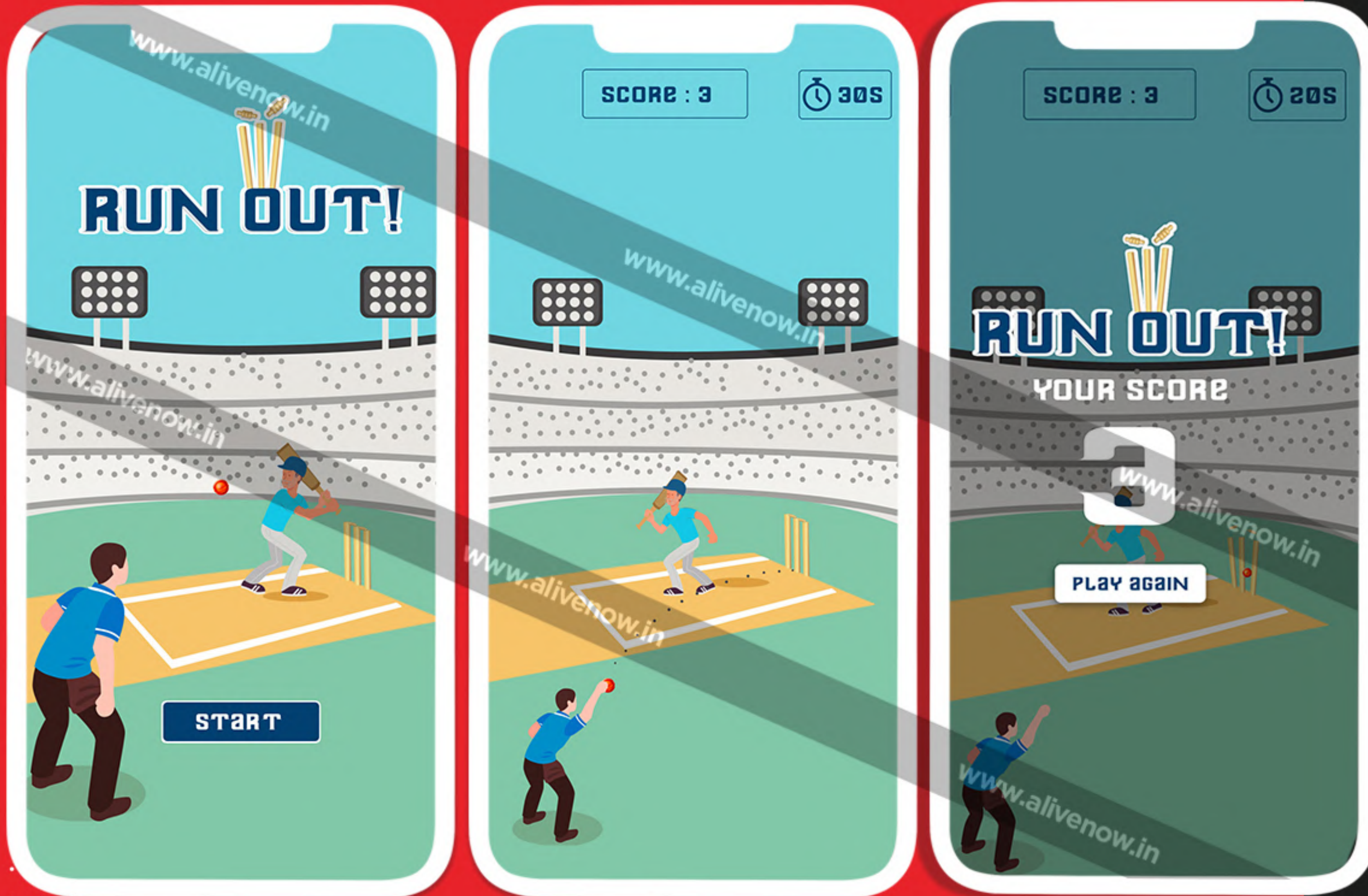
Want To Bat Or Bowl?

Based on what User pick, objects appear and disappear on the screen, like ball, bat, etc. You must only tap what is correct for you. So for example if you've picked batsman, you only have to click the bat, helmet. If you tap the wrong object, you lose points.



Cricket Trump Card Game

Challenge yourself and take the correct decision by playing the role of the third umpire in this game.



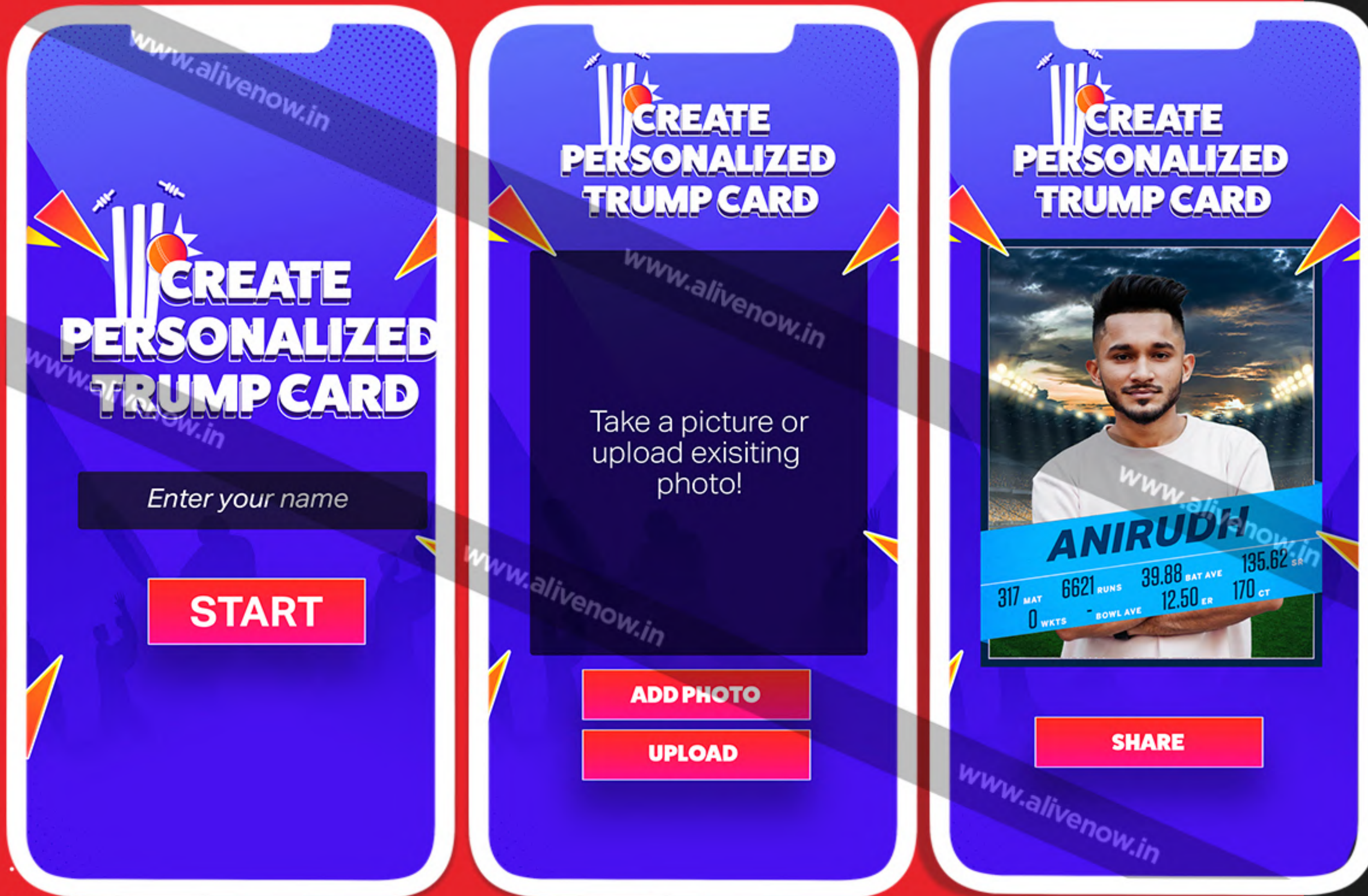
Run Out!

In this game User have 6 throws. have to Swipe to throw the ball and hit the wickets.



Smash!

An interesting cricket game for the users to score the highest in an over



Personalized Trump Card

Create your own personalized trump card or make one for your squad and share it!



Jigsaw Puzzle

Can you assemble the image of the player within 3 chances before the time runs out? The image of the player changes everyday.



Poster Creator!

Upload a picture of yourself, write a message and select your favourite team. We generate a poster with your photo that is signed by your team's captain.

10 reasons to explore branded hyper-casual games for marketing campaigns



Scan QR code
to read article

- > The lean, mean, engagement machine
- > Hyper-casual games are an amazing way to build your first party data in a cookie-less world
- > Authentic and re-targetable data
- > Do more with their limited attention span
- > Built from scratch and customized for each brand
- > If they're having fun, they're going to tell others about it
- > Tap into competitiveness
- > Incredible conversion rates & how game mechanics can drive actual revenue
- > Platform agnostic feature equals wider reach
- > Don't lose out potential users to ad blockers

THE WORLD OF AUGMENTED REALITY FILTERS & LENSES



WHAT'S POSSIBLE WITH AR FILTERS & LENSES



Augmented reality games.



Voice recognition



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?

**CONSUME AN AR
EXPERIENCE WITH
OR WITHOUT AN
APP.**

**DEMOCRATIZED AR,
THANKS TO SOCIAL
PLATFORMS.**

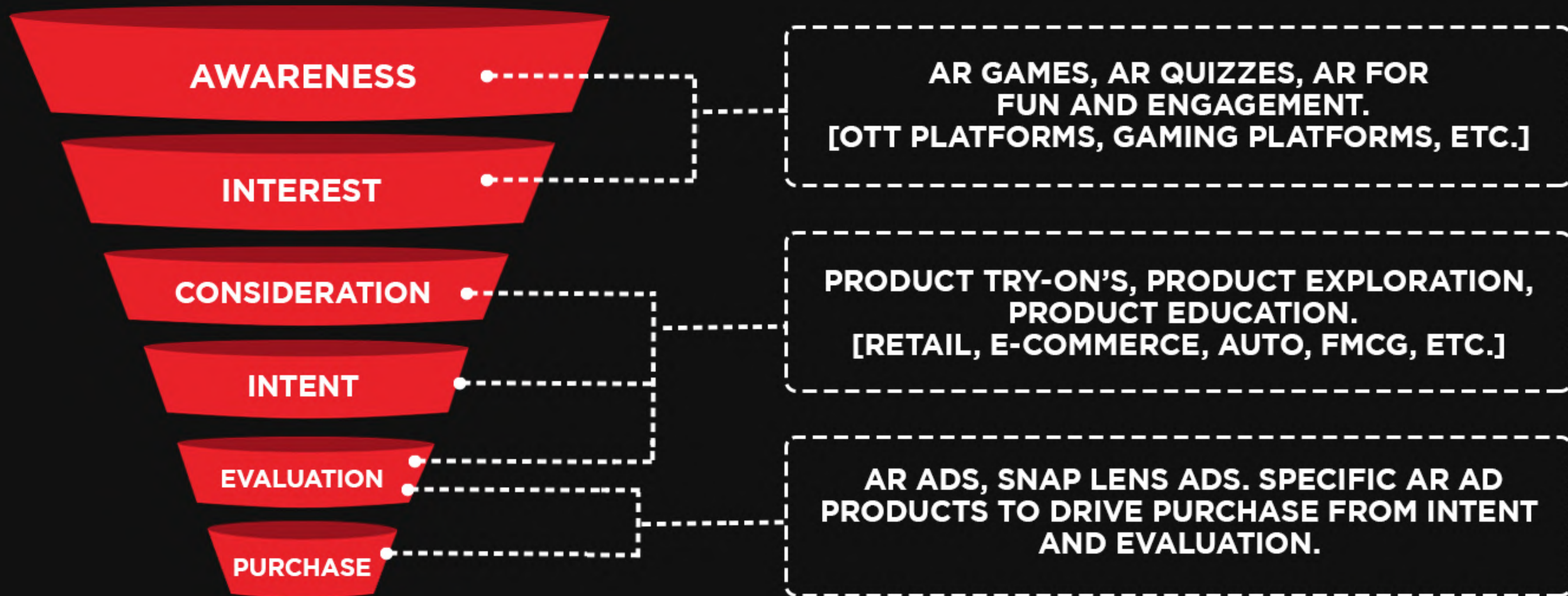
**BETTER
SMARTPHONES &
PROCESSERS =
INCREASED REACH
+ AR AT SCALE.**

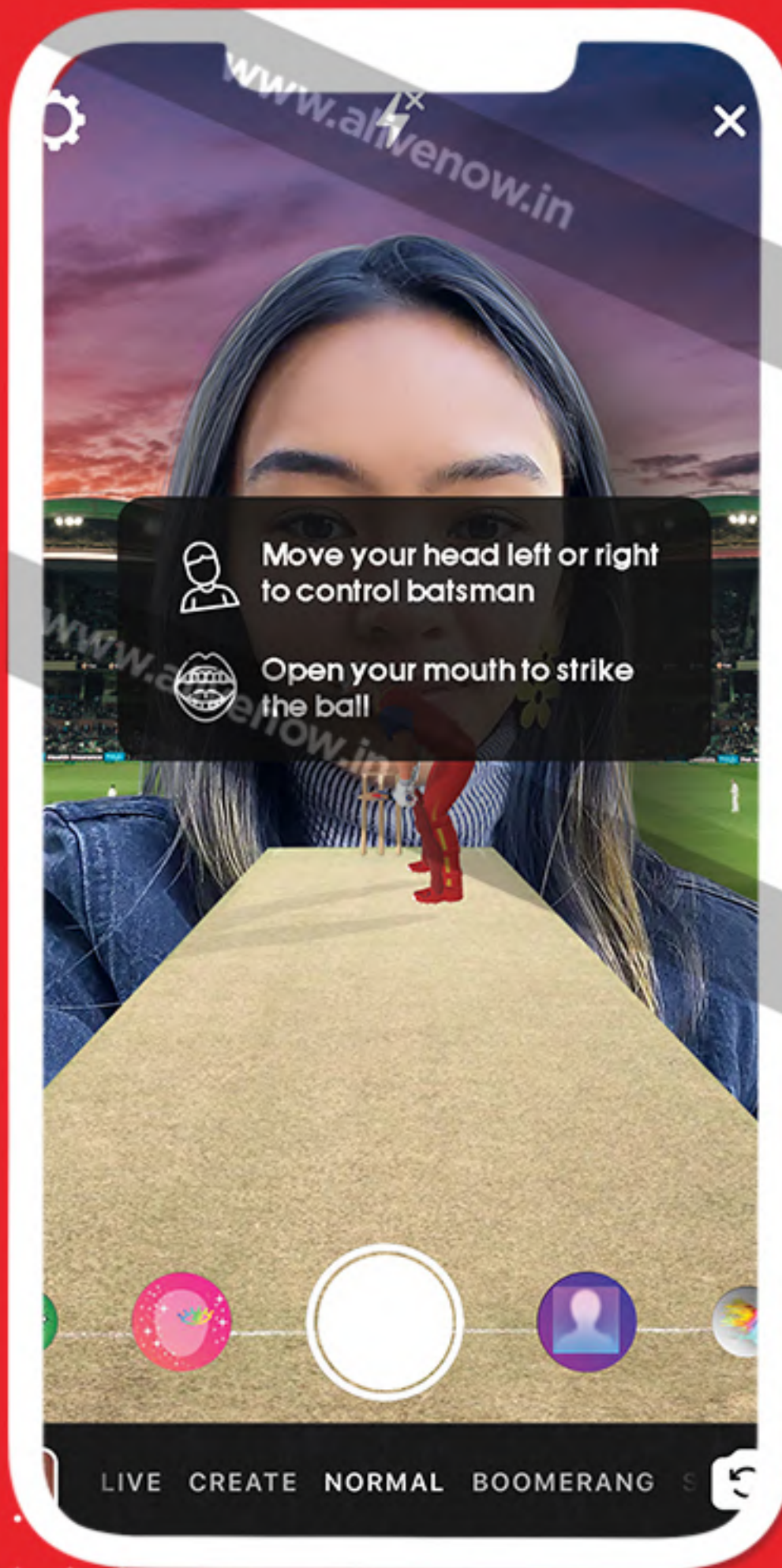
**EMERGENCE OF WEB
AR & IMPROVED
SMARTPHONE
BROWSERS.**

**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



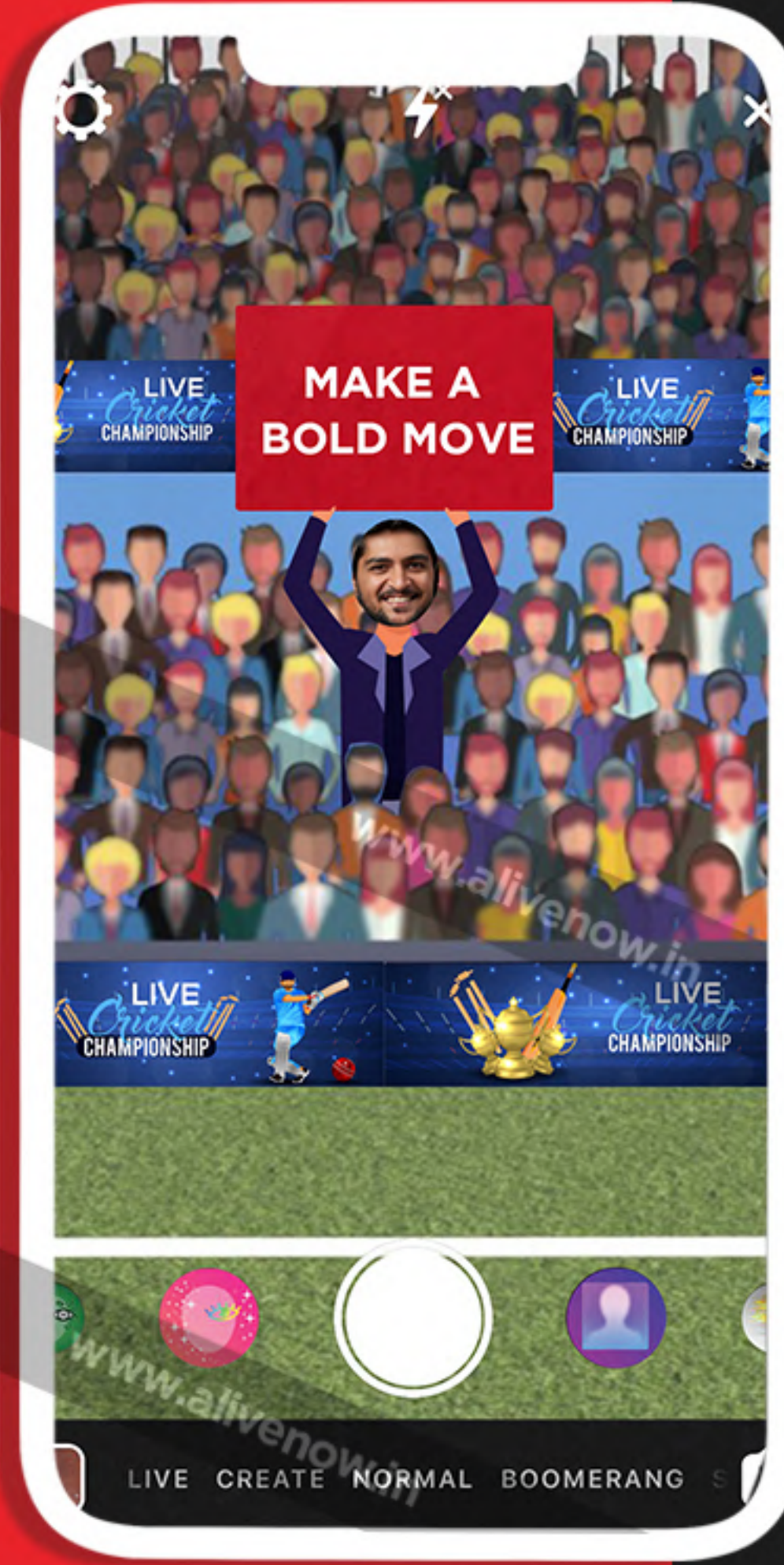
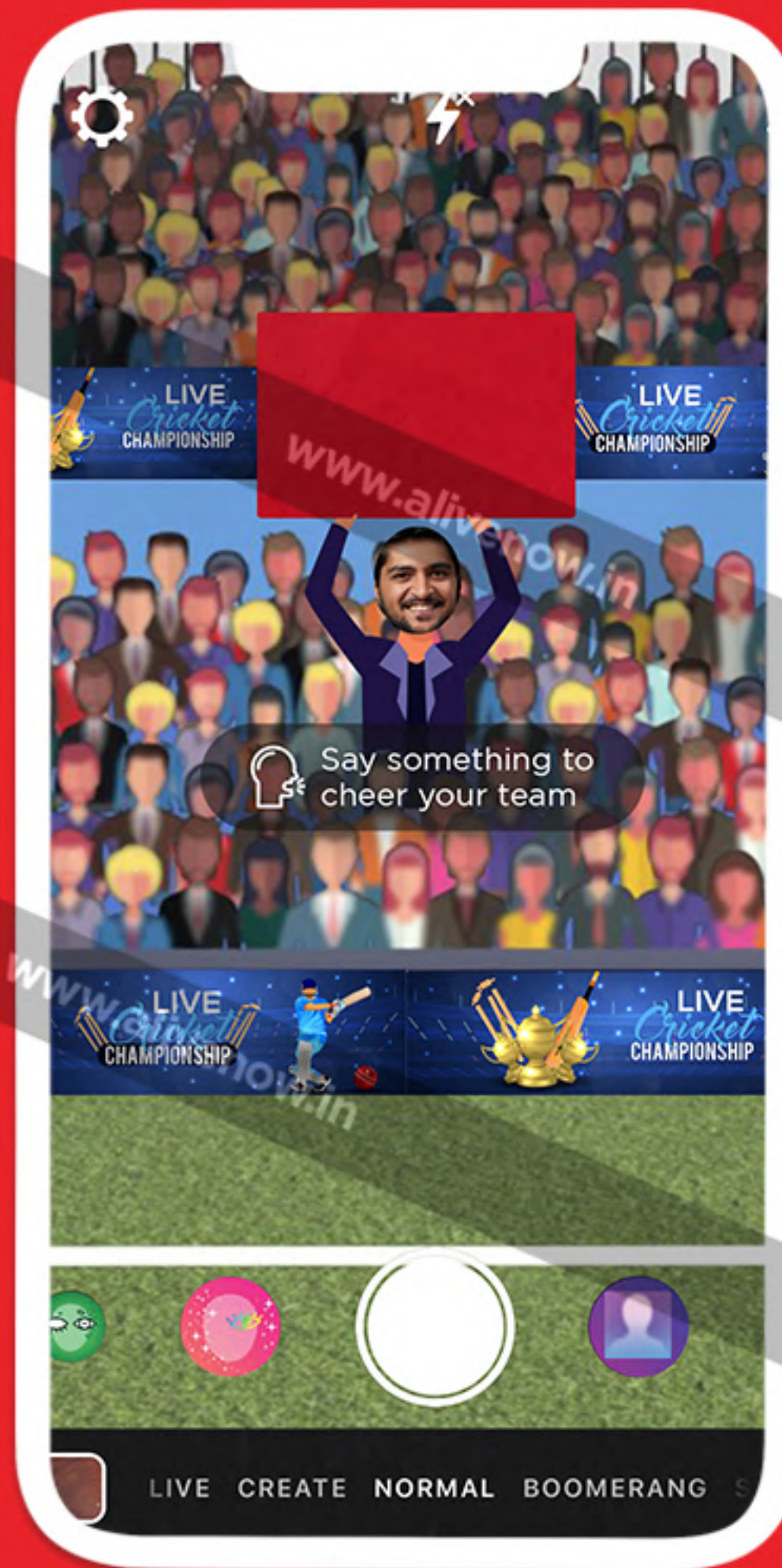


Power Game

Move the cricket player left or right and open your mouth to strike the balls with the runs marked on it. Score as much as possible with 30 seconds. Avoid balls with wicket markings & 0s

PLATFORM PUBLISHING
Social AR experiences.



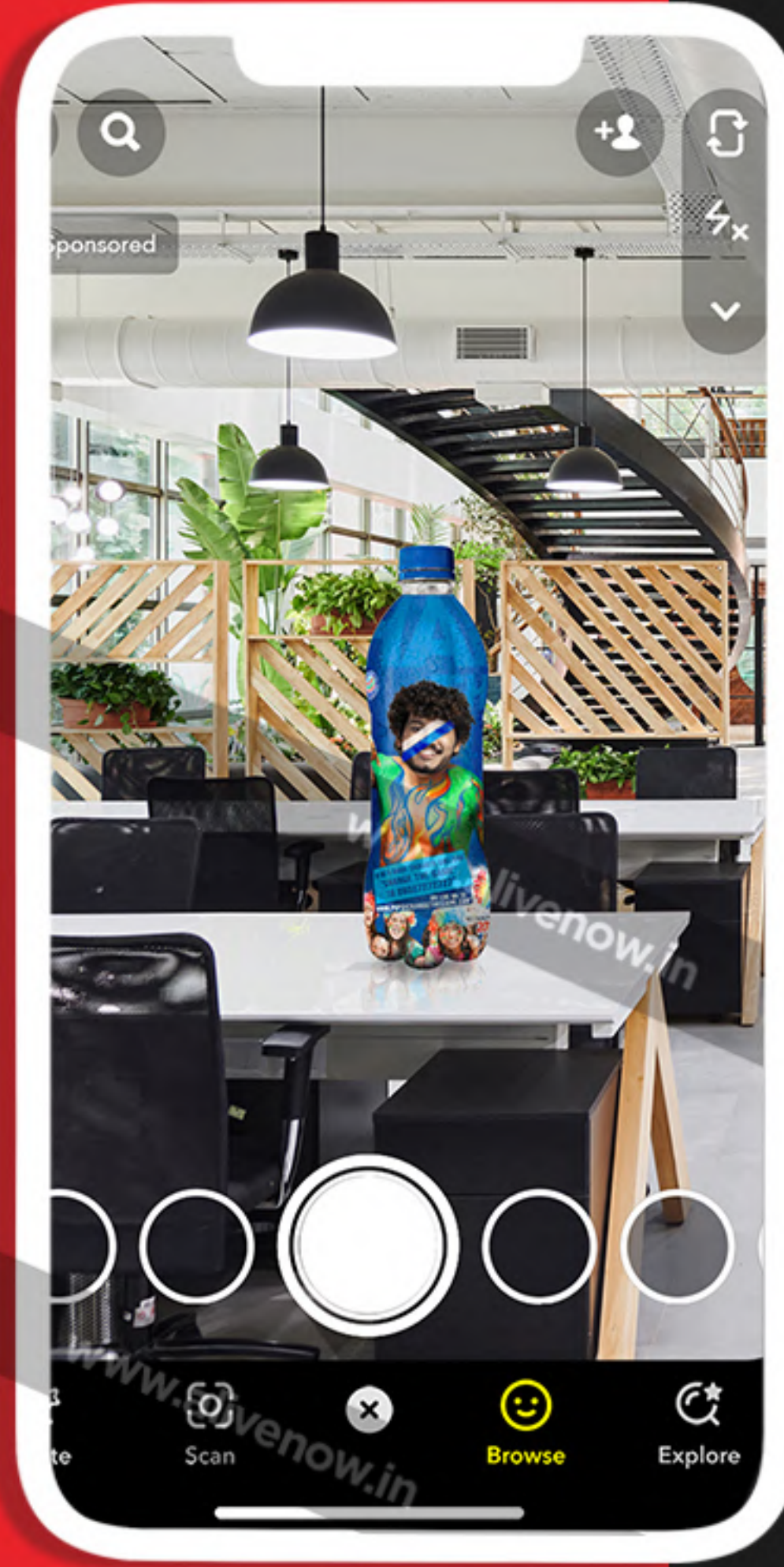
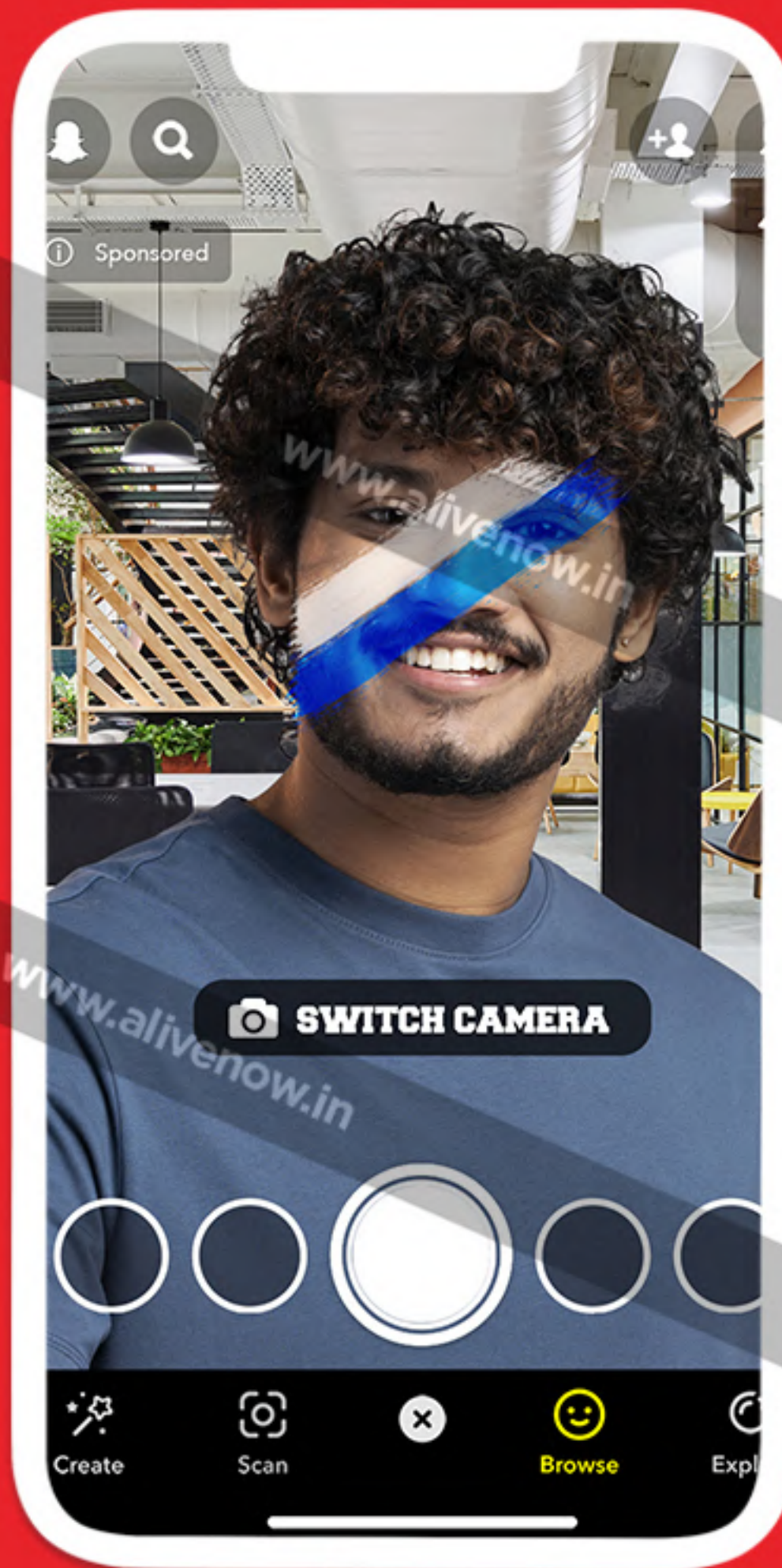
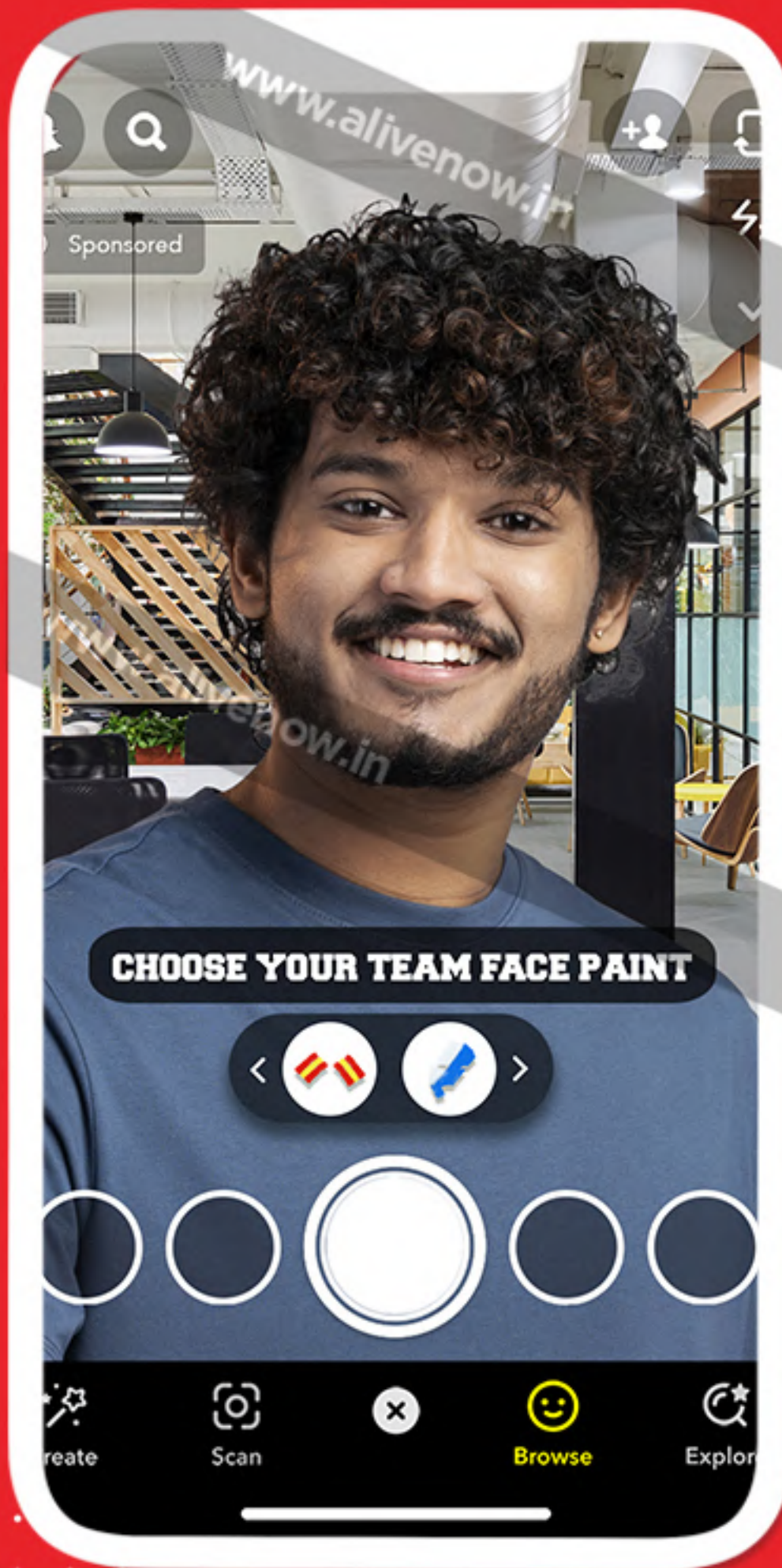


What's Your Fan Placard

Say out a cheerful message to your team and watch it appear on the placard with your face segmented into the crowd in stadium.

PLATFORM PUBLISHING
Social AR experiences.



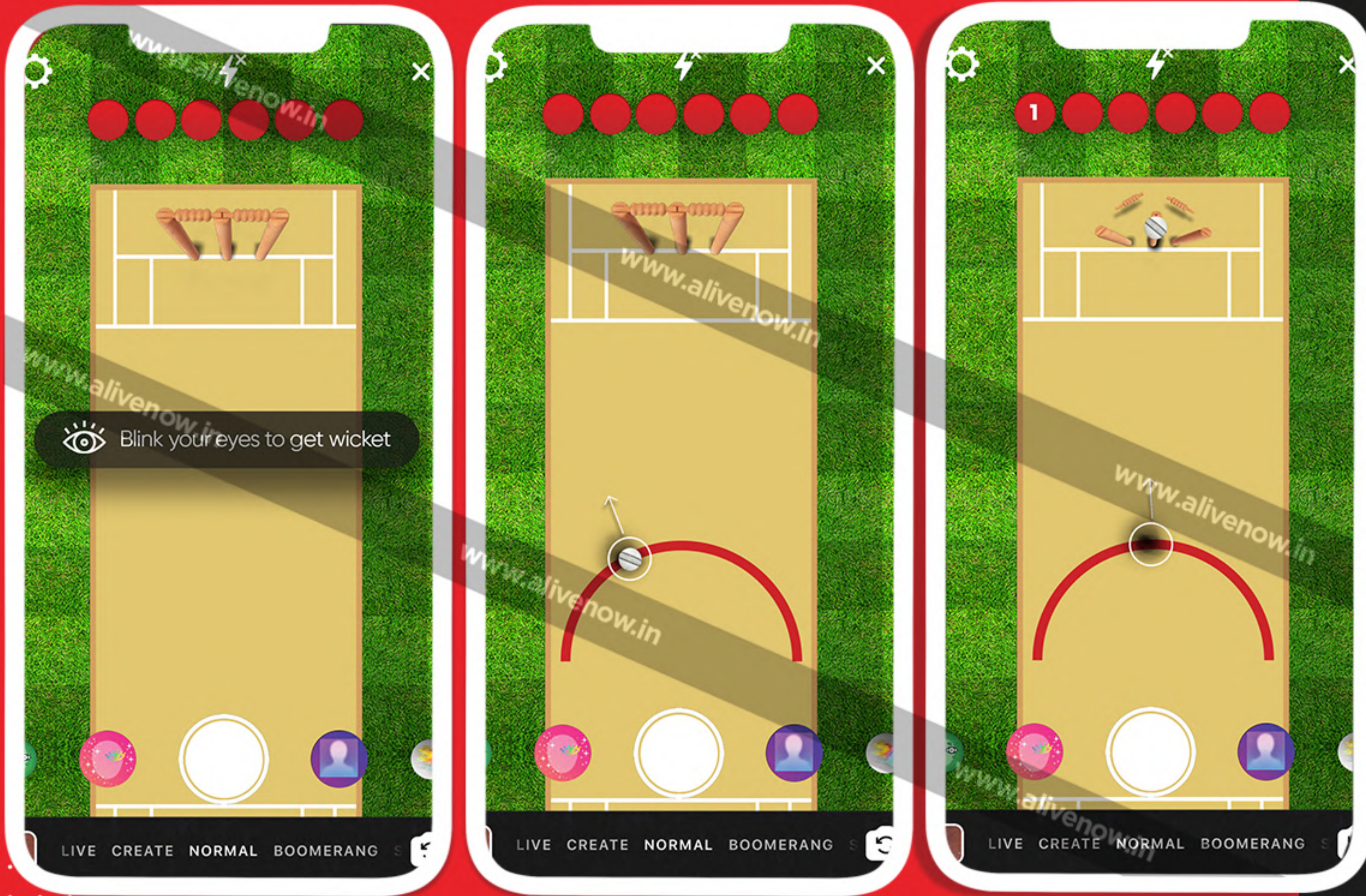


See Your Reaction On A Product

An AR experience where you can pick the face paint of the team you support, scream to react to the live score and switch camera to place the 3D product and see your reaction image with the face paint on that, take a picture to save and share.

PLATFORM PUBLISHING
Social AR experiences.



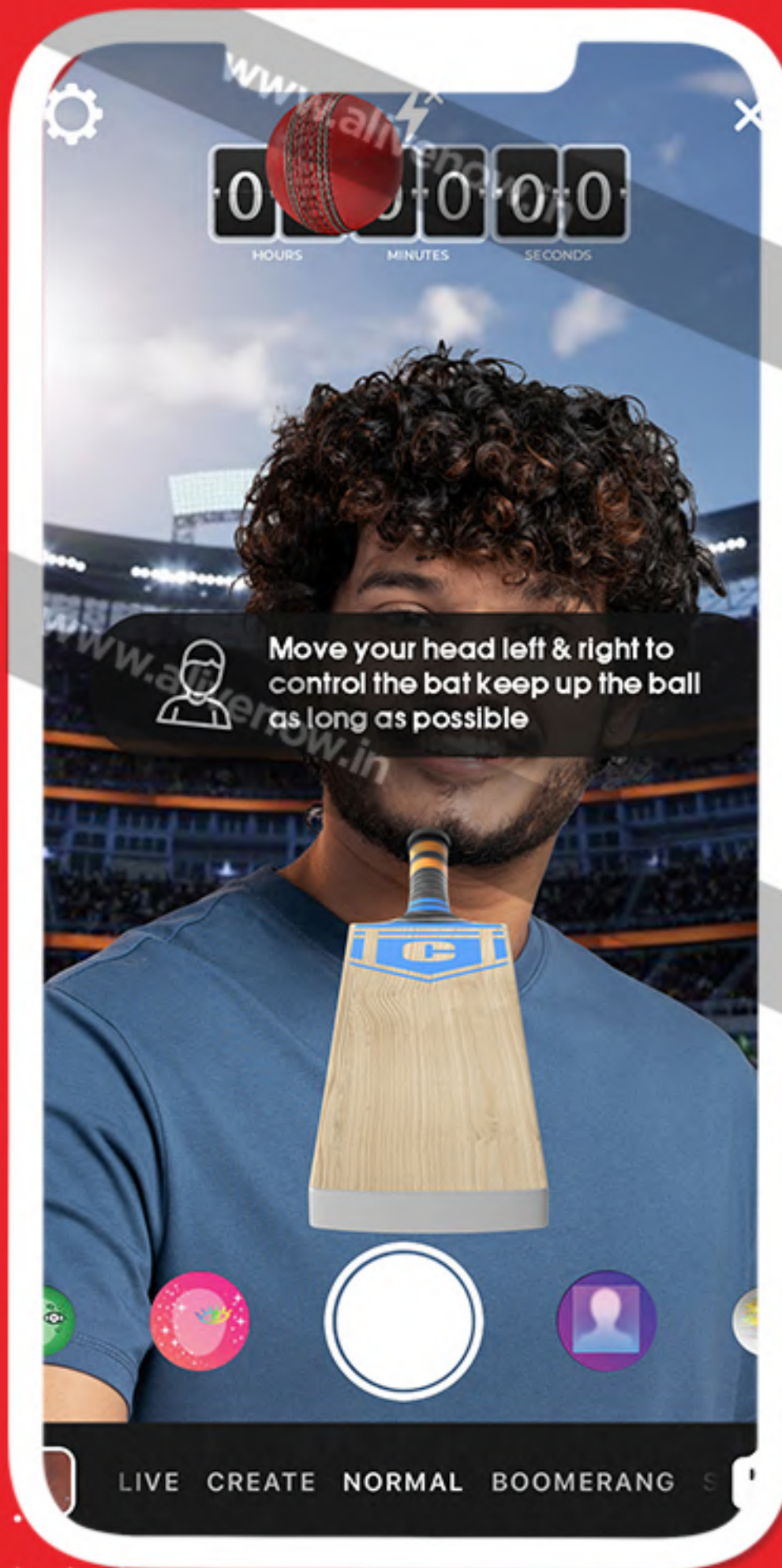


Run Out Game

Blink at the right moment to shoot the balls from different positions to challenged yourself and get wickets. Six ball slots placed in a arc format. The ball appears one after the other with the arrow rotating.

PLATFORM PUBLISHING
Social AR experiences.



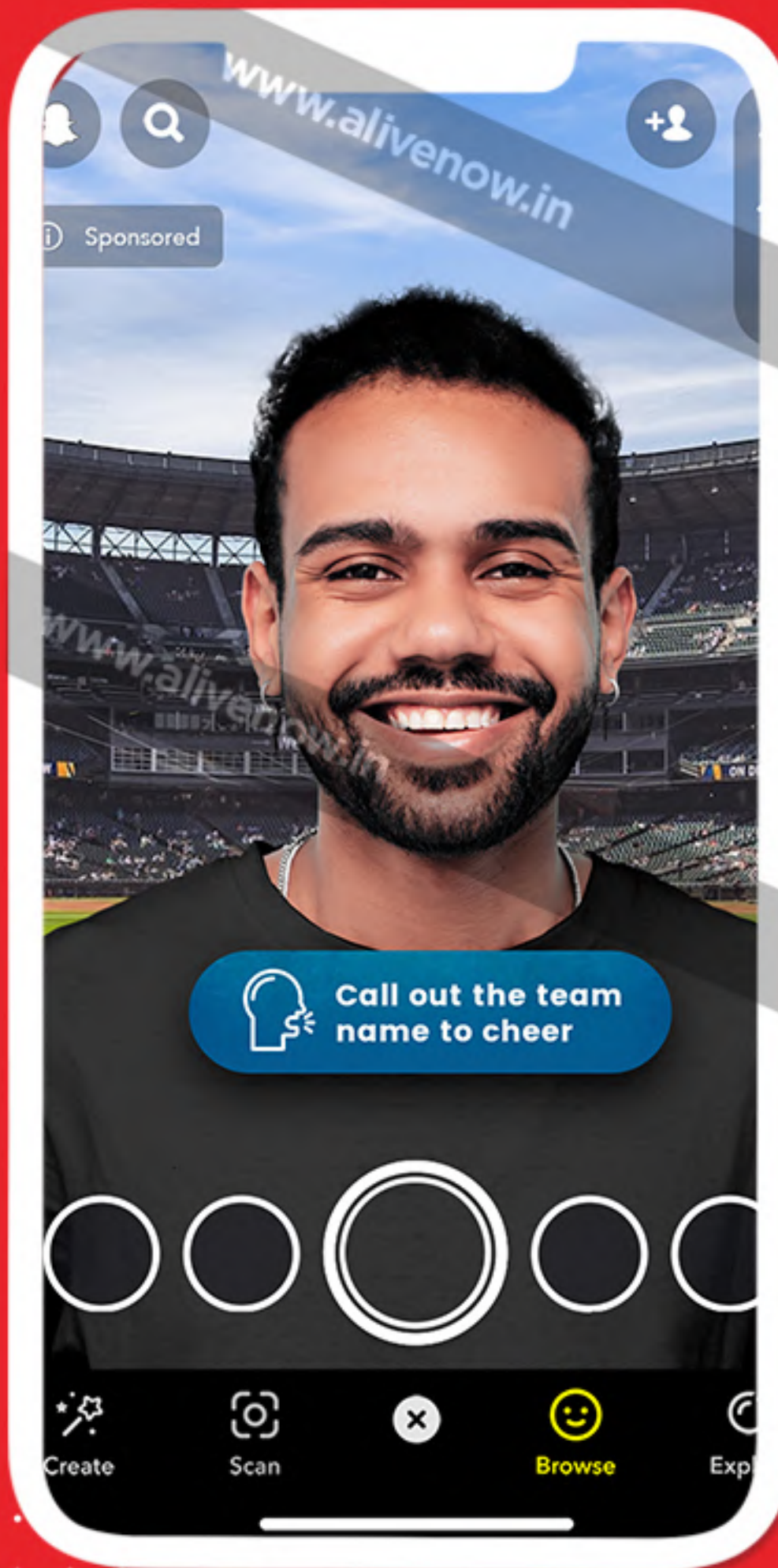


Keepy Ups

Try to keep up the ball as long as possible by bouncing it on the cricket bat.

PLATFORM PUBLISHING
Social AR experiences.





Cheer For Your Team

Call out the team name to cheer them with the team's 3D helmet with face paint & confetti in AR

PLATFORM PUBLISHING
Social AR experiences.





The Ultimate Cricket Challenge

Collect as many cricket elements as possible with 45 seconds, the collectibles change every 15 second. First 15 seconds is cricket bat, next 15 seconds are balls, & then the gloves/wickets.

PLATFORM PUBLISHING
Social AR experiences.



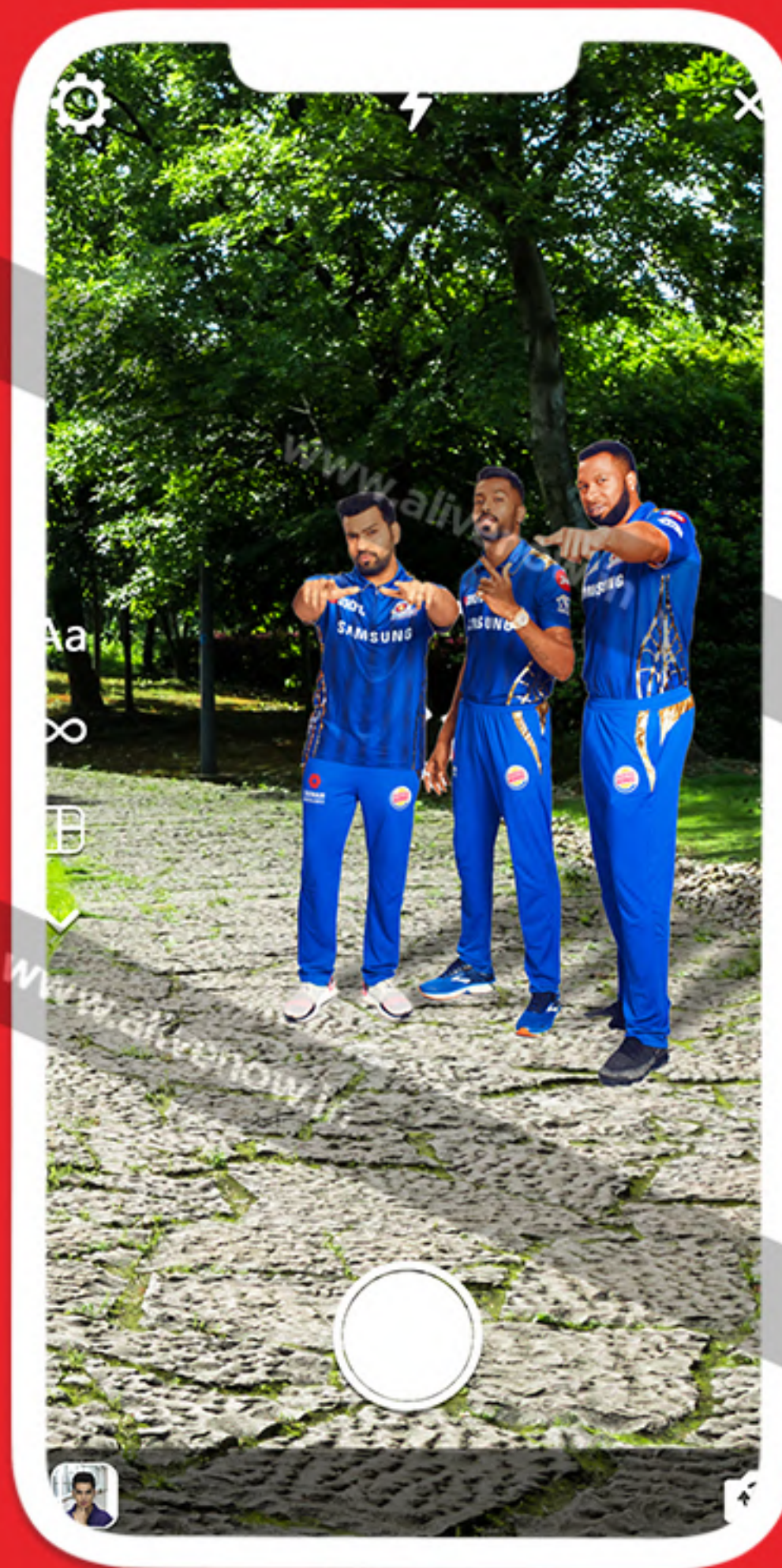
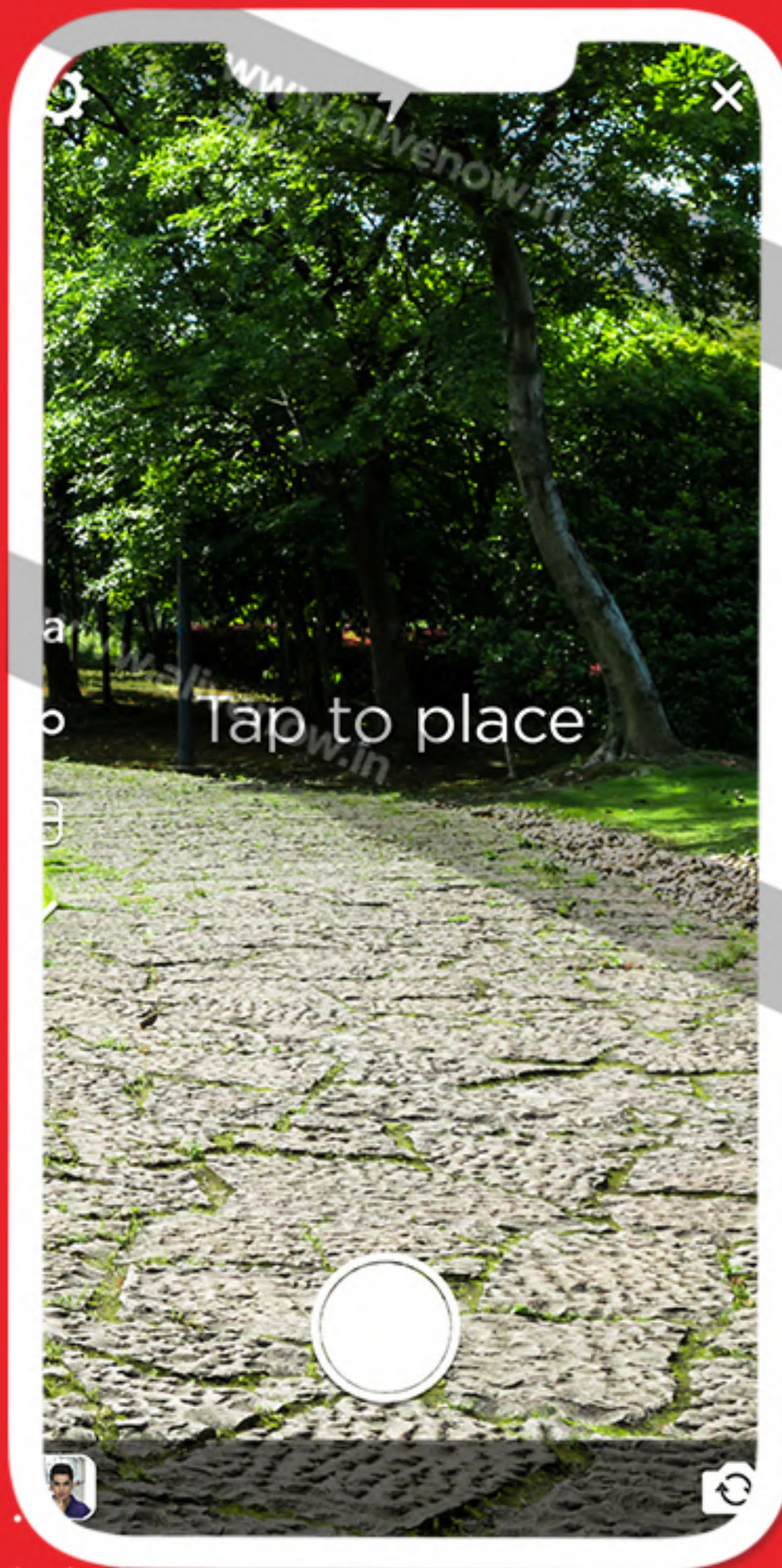


Emoji Quiz

Guess the name of the cricketer shown as an emoji quiz

PLATFORM PUBLISHING
Social AR experiences.



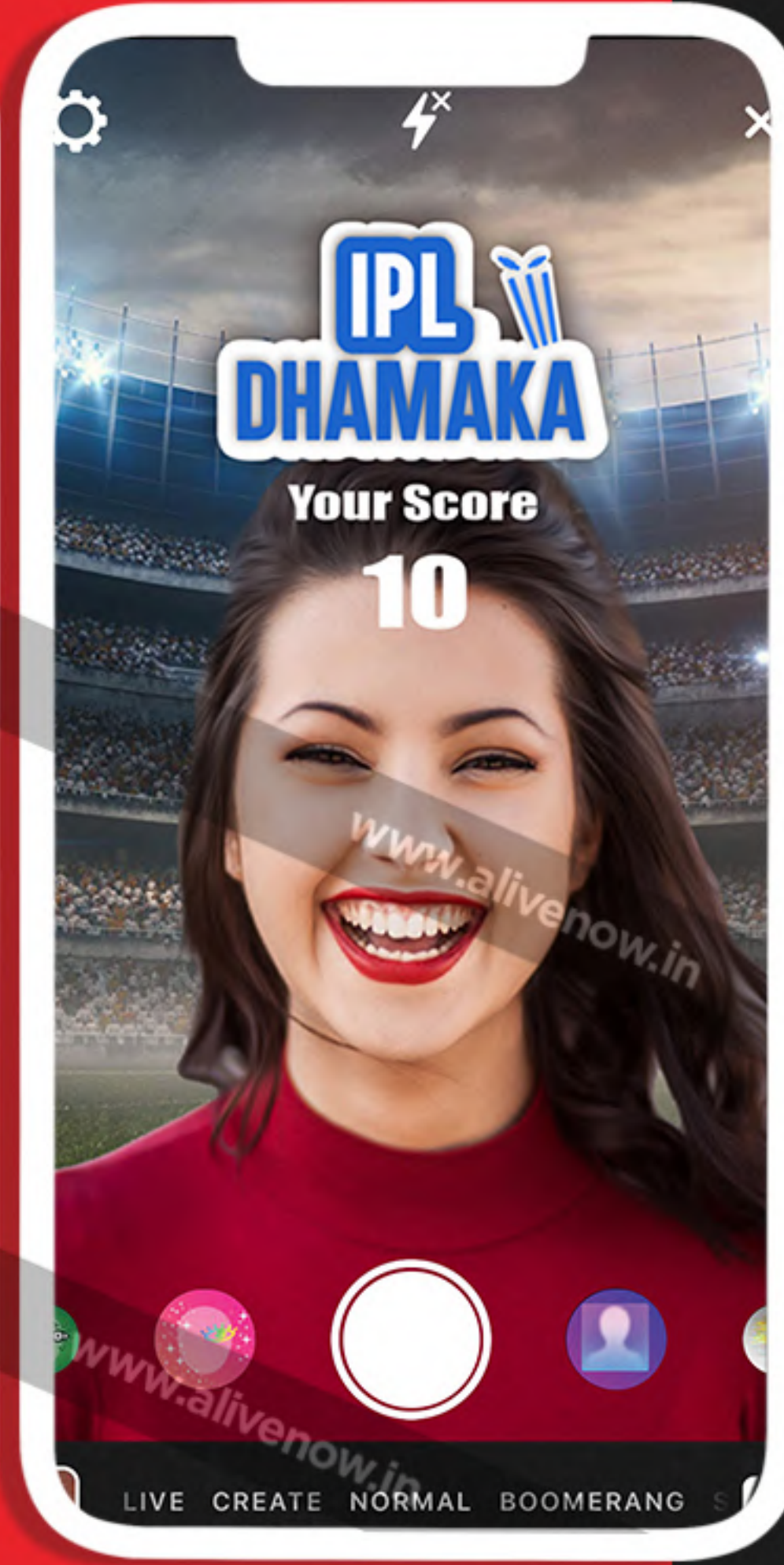
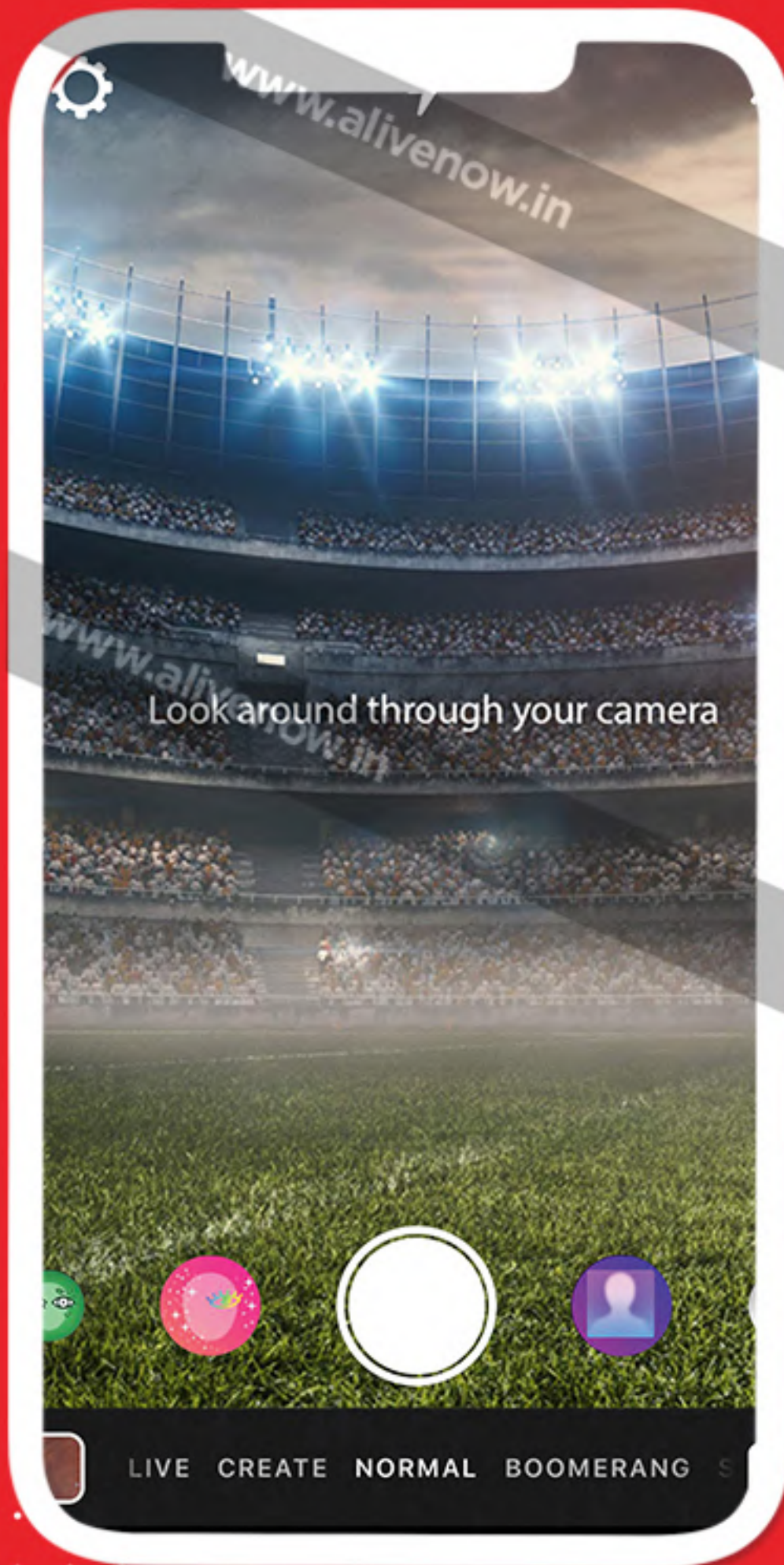


Fan Meet!

Switch to your rear camera and place your favourite superstar in your environment. Don't forget to get your friends into the frame and take a picture for bragging rights!

PLATFORM PUBLISHING
Social AR experiences.





IPL Dhamaka

Look around in the 360 stadium environment to spot the 4 and 6 placard and tap on them for a surprise.

PLATFORM PUBLISHING
Social AR experiences.



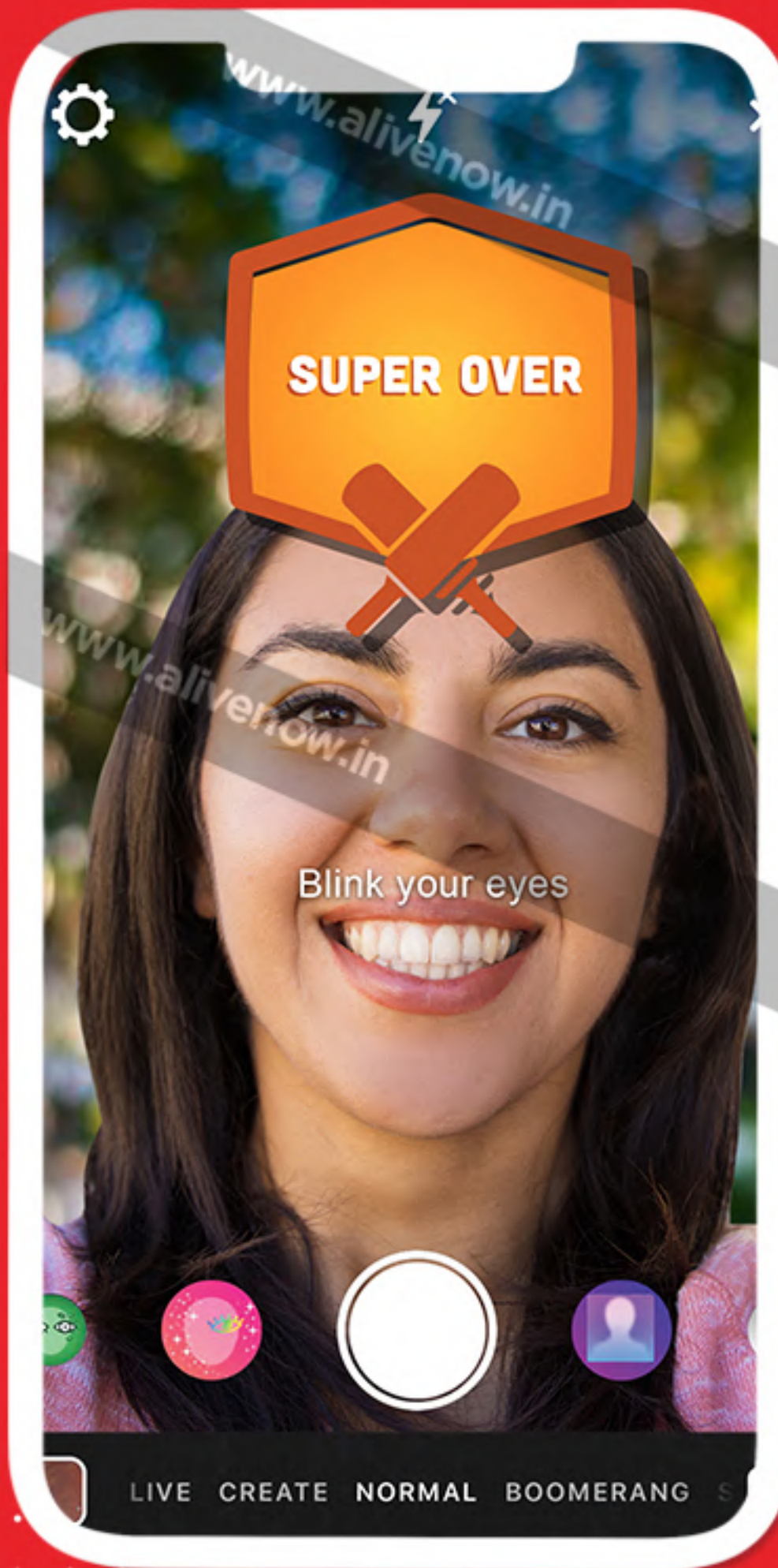


Locker Room

You are in the team's locker room. In 60 seconds, what all can you find? look around and tap to find different items to win prizes.

PLATFORM PUBLISHING
Social AR experiences.



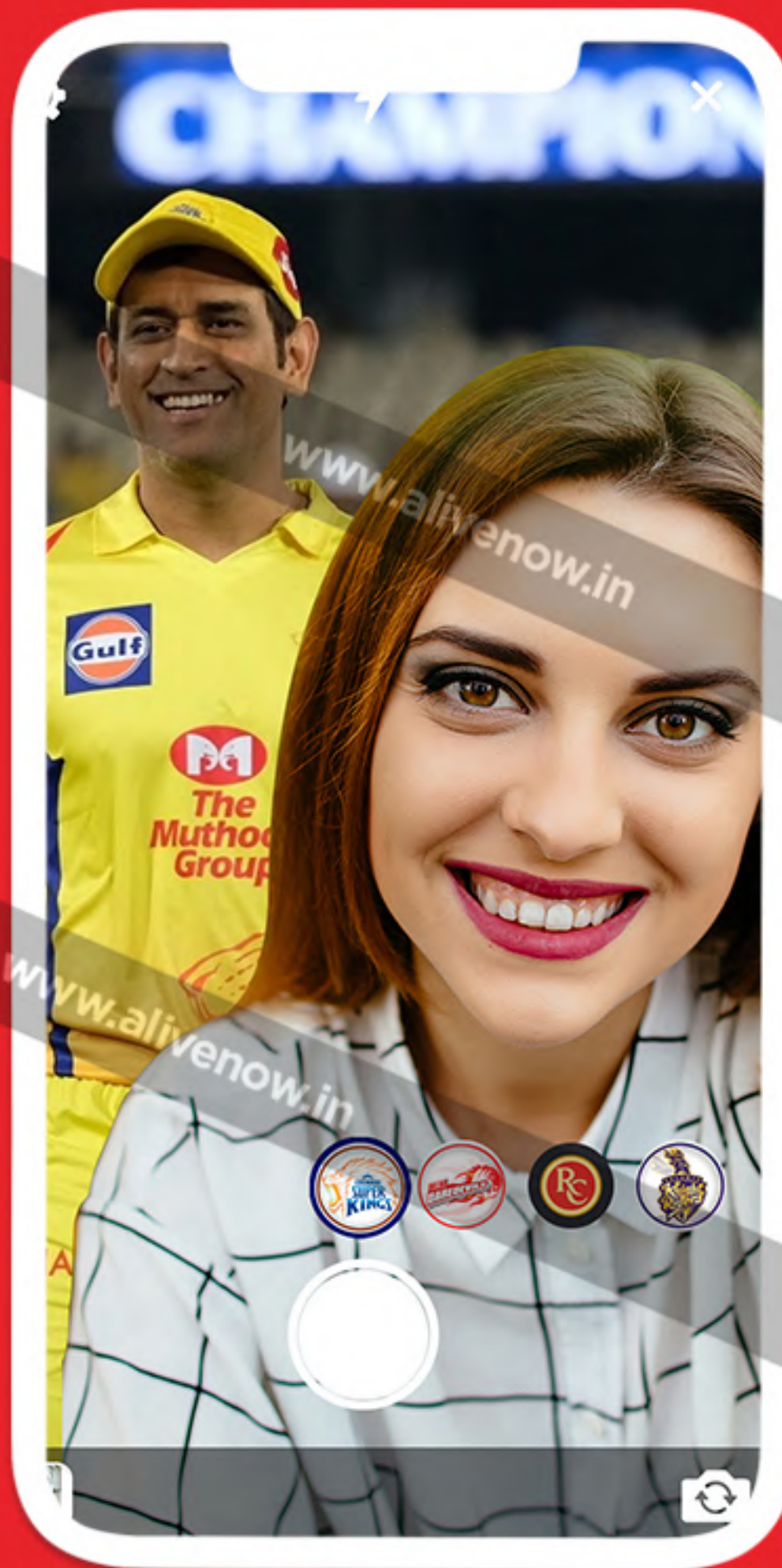
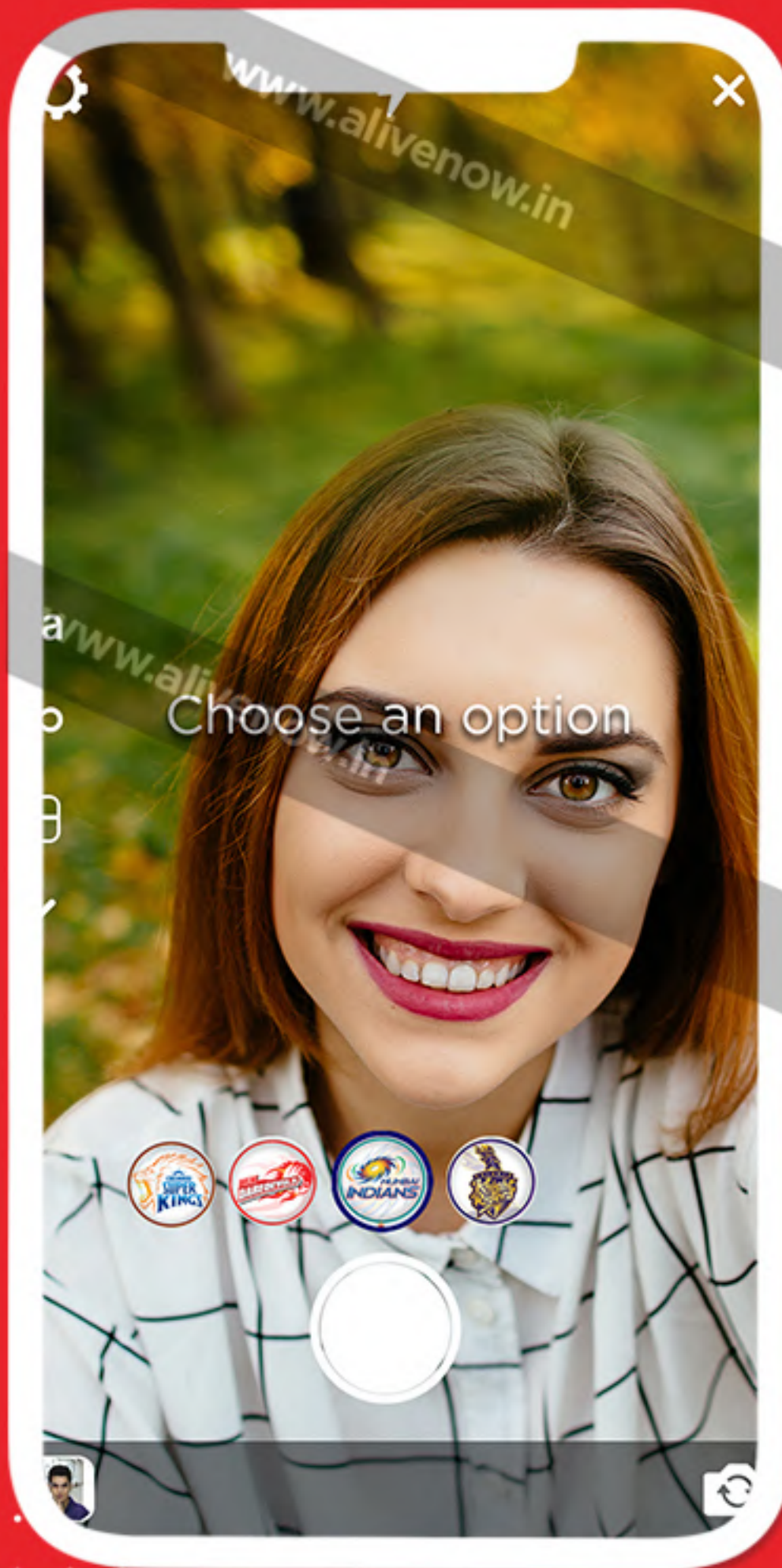


Super Over

How much can you score in your Super over! Blink to stop and that's what you score in that ball. Give it a try.

PLATFORM PUBLISHING
Social AR experiences.





Selfie With The Stars!

Select your favourite team from the menu buttons and pose for a selfie with the captain!

PLATFORM PUBLISHING
Social AR experiences.

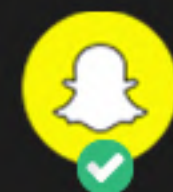




The Action Collage

Pose for the series of actions shown to you by the randomizer and make a collage with it.

PLATFORM PUBLISHING
Social AR experiences.



9 reasons why augmented reality should be an integral part of marketing campaigns



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to read article

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- > Reach of Augmented Reality: 3.5 billion plus and counting
- > AR experiences deliver higher brand recall and increased purchase intent
- > AR enables and simplifies user generated content like never before
- > No better way to let customers "try before you buy"
- > With AR: Voice + Gestures like blink, open mouth, move your hands, etc. Without AR: Click, tap, swipe
- > Augmented reality and the marketing funnel
- > AR is Immersive: Ability to do more with AR & 3D vs flat UI & 2D
- > Hyper-casual gaming is way more fun in AR
- > It costs less, it's faster to build, and there's a great community to help!

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.

alivenow.in



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



amazon

NETFLIX

intel

PUMA

MICHELIN

Agilvy

Domino's

VISA

McDonald's

Lenovo

HSBC
The world's local bank

Toys R Us

PUBLICIS
GROUPE

Virgin

UM

Penguin

Pizza Hut

TATA

BBC

Mondelēz
International

IPG

Reebok

JWT

KRAFT

HERSHEY
THE HERSHEY COMPANY

Unilever

MINDSHARE

Nestlé

Reese's

dentsu

BOSCH

WPP

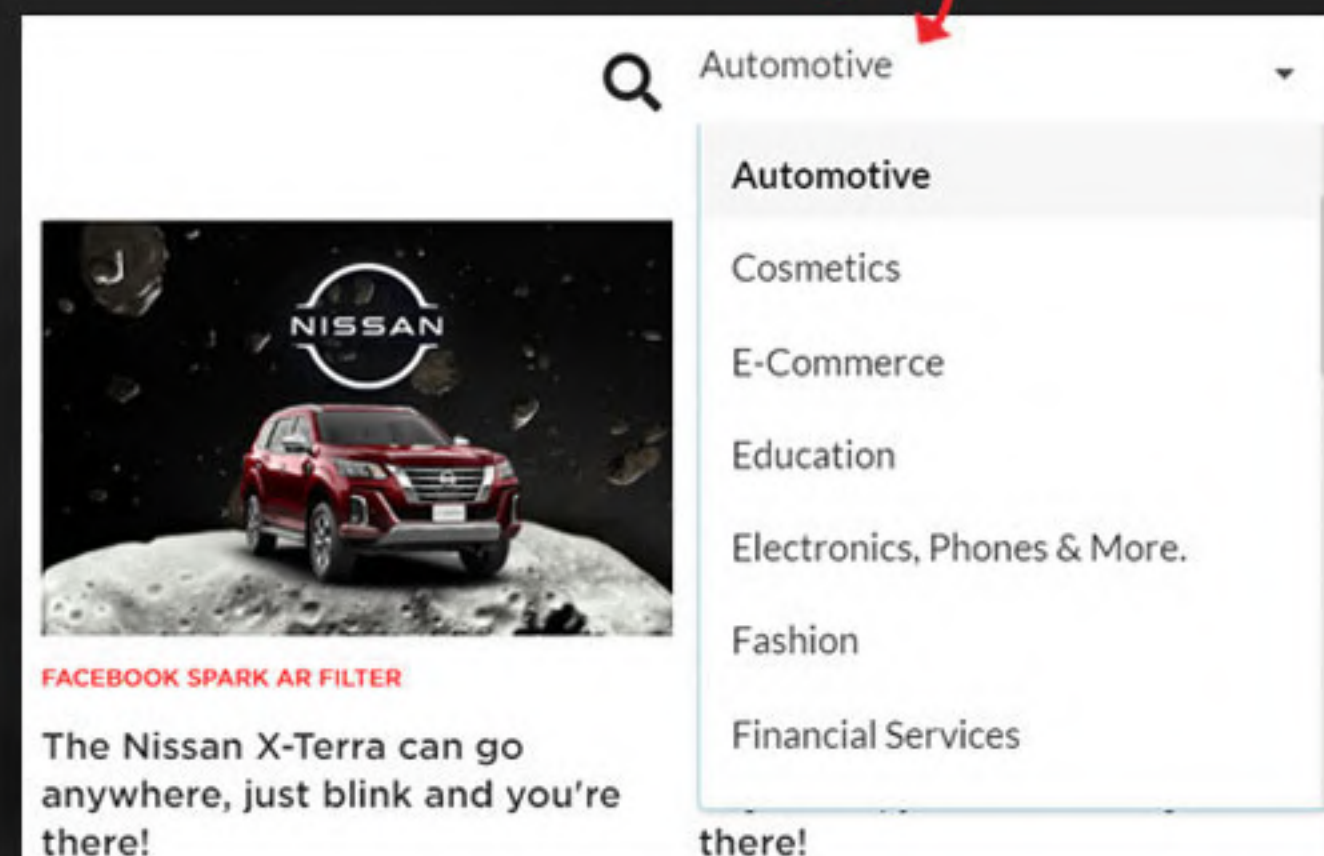
Coca-Cola

CARAT

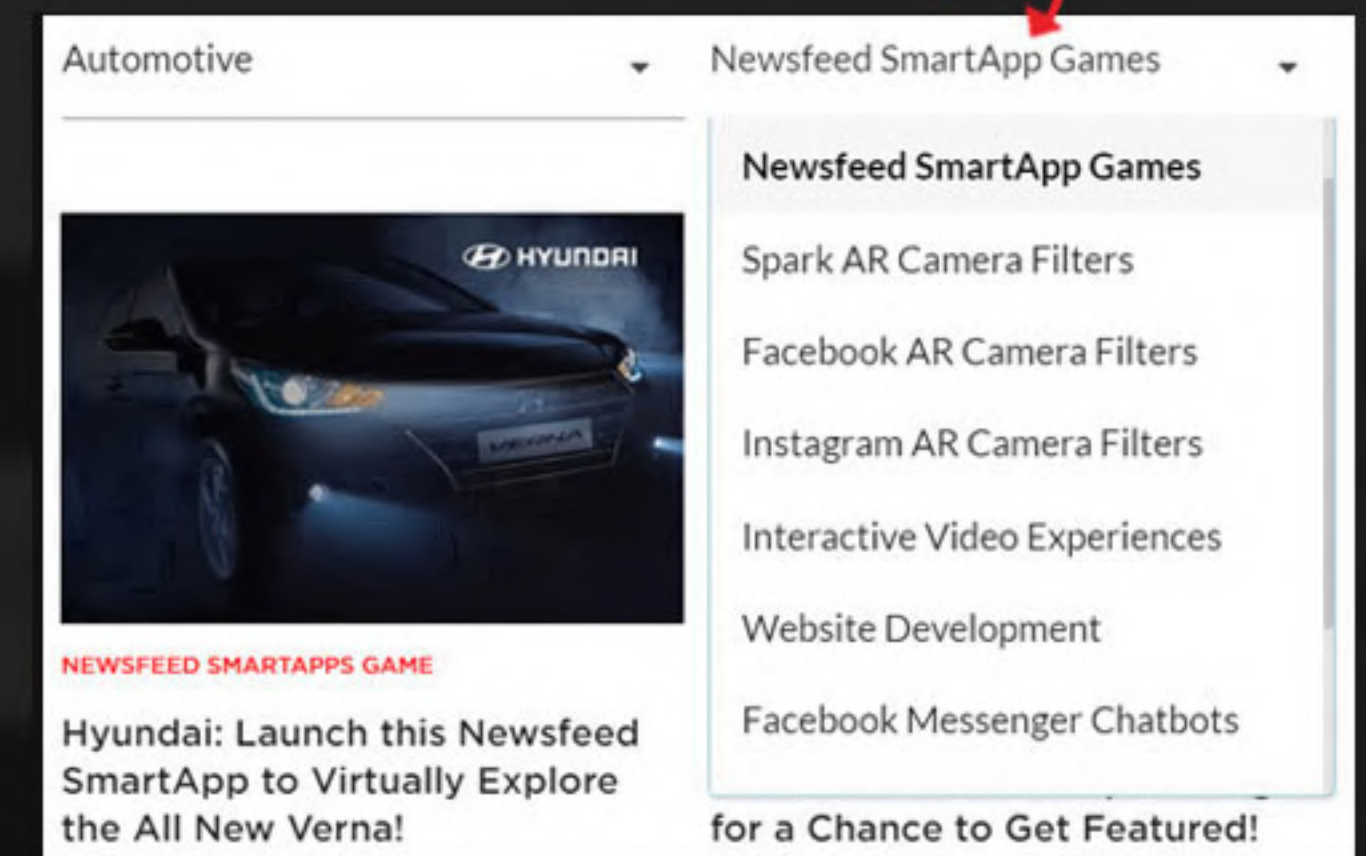
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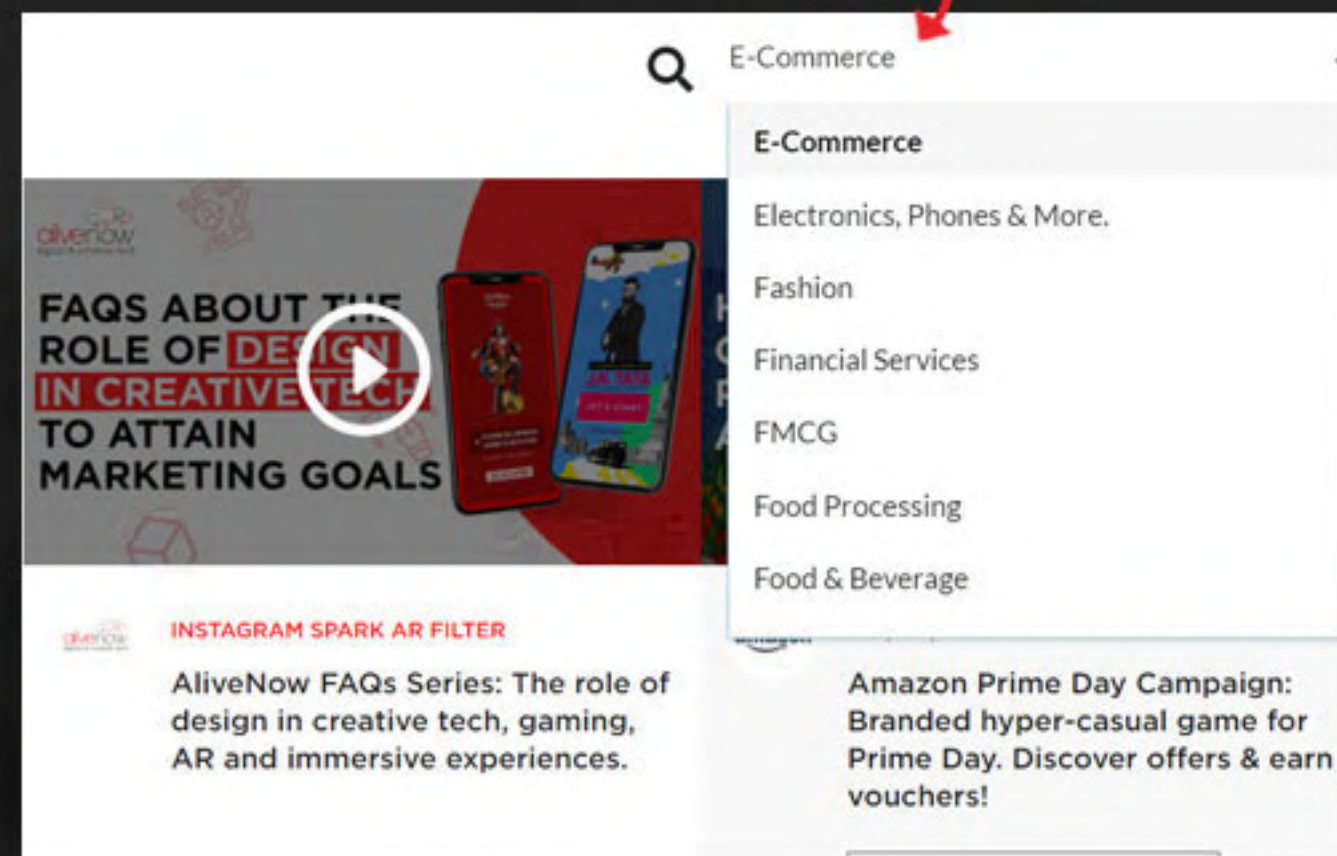


2 PLATFORM

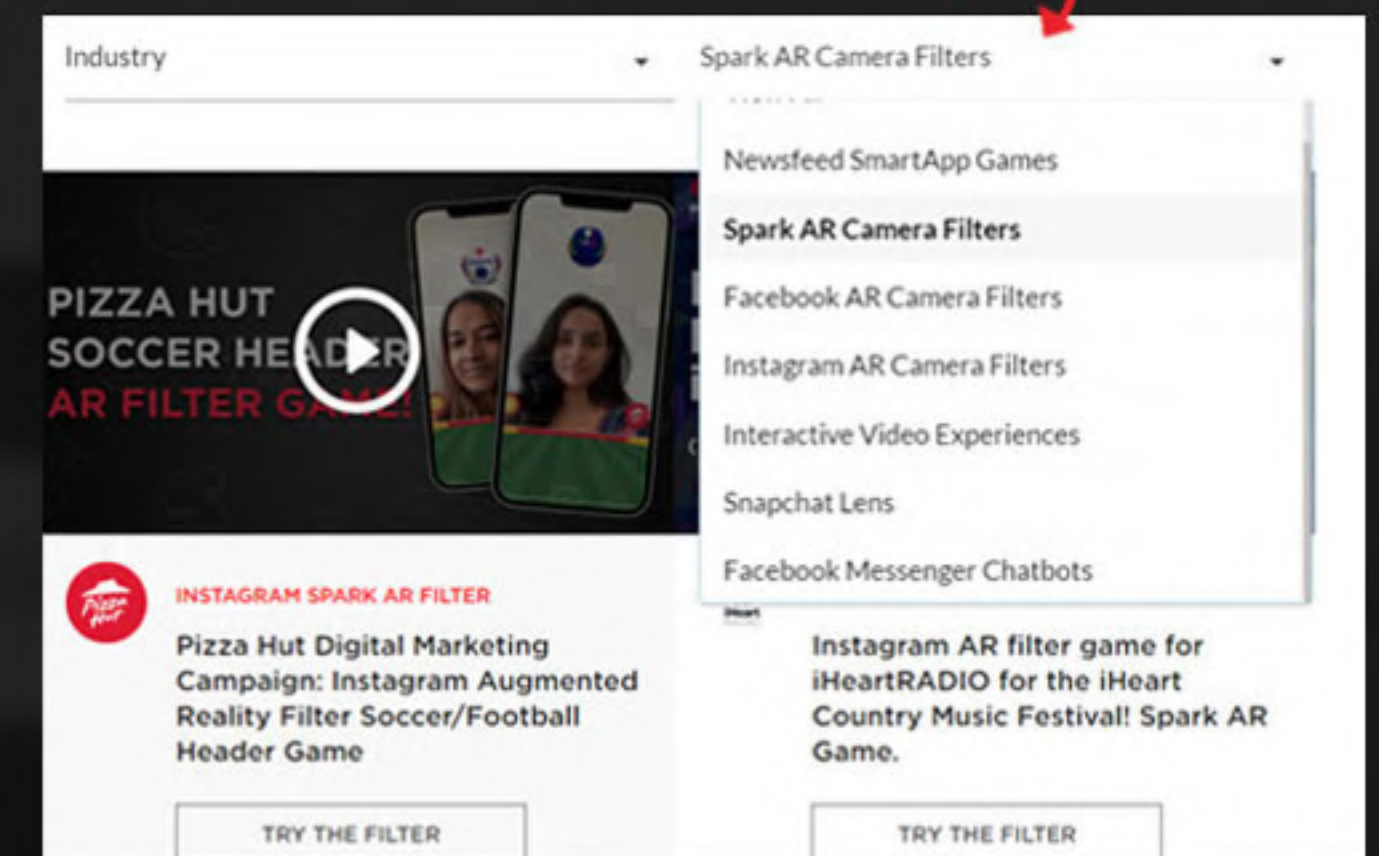


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