





Marketing with Augmented Reality, Metaverse & Gaming for Festive 2022!

Add an immersive layer to your marketing campaigns this festive season. Explore the deck for more!





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. September 2022.

TABLE OF CONTENTS

Who we are? 05

Why should you work with us? 06

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

Objective 1: Drive User Generated Content for
Your Campaigns 08

Objective 2: Bring Products to Life: Connected
Packaging & More. 15

Objective 3: Step into a Branded Environment:
3D/360 pop up Stores & More 20

Objective 4: Unbox Branded Goodies	24
Objective 5: Delightful AR And Non-AR Games To Reward Users With Branded Vouchers	26
Objective 6: Drive Sales & Revenue	31
Objective 7: Drive App Downloads	36
Objective 8: Drive Footfalls & In-Store Traffic	42
Conclusion & Contact Us	49

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



Reach
Potential
Leads



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

Instagram AR Filters
Snapchat AR Lenses
Web AR Experiences
TikTok AR Effects
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 Immersive Solutions

Metaverse Experiences
3D-360 Virtual Shoppable Stores
Static & Dynamic 3D modelling
Interactive Videos
Messenger & Instagram Bots
WhatsApp Bots

PREMIER PARTNER



OFFICIAL SPARK AR PARTNER



Spark AR

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

**150+
Agency Clients**

**Projects Across
25 Countries**

**500+
Brand Clients**

**Team of 50+ Across
Strategy, Design &
Technology**

**2,000+
Creative Tech
Builds**

WHY SHOULD YOU WORK WITH US?

2,000+ builds over 10 years.

Conceptualized, built and launched over 2,000 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.

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

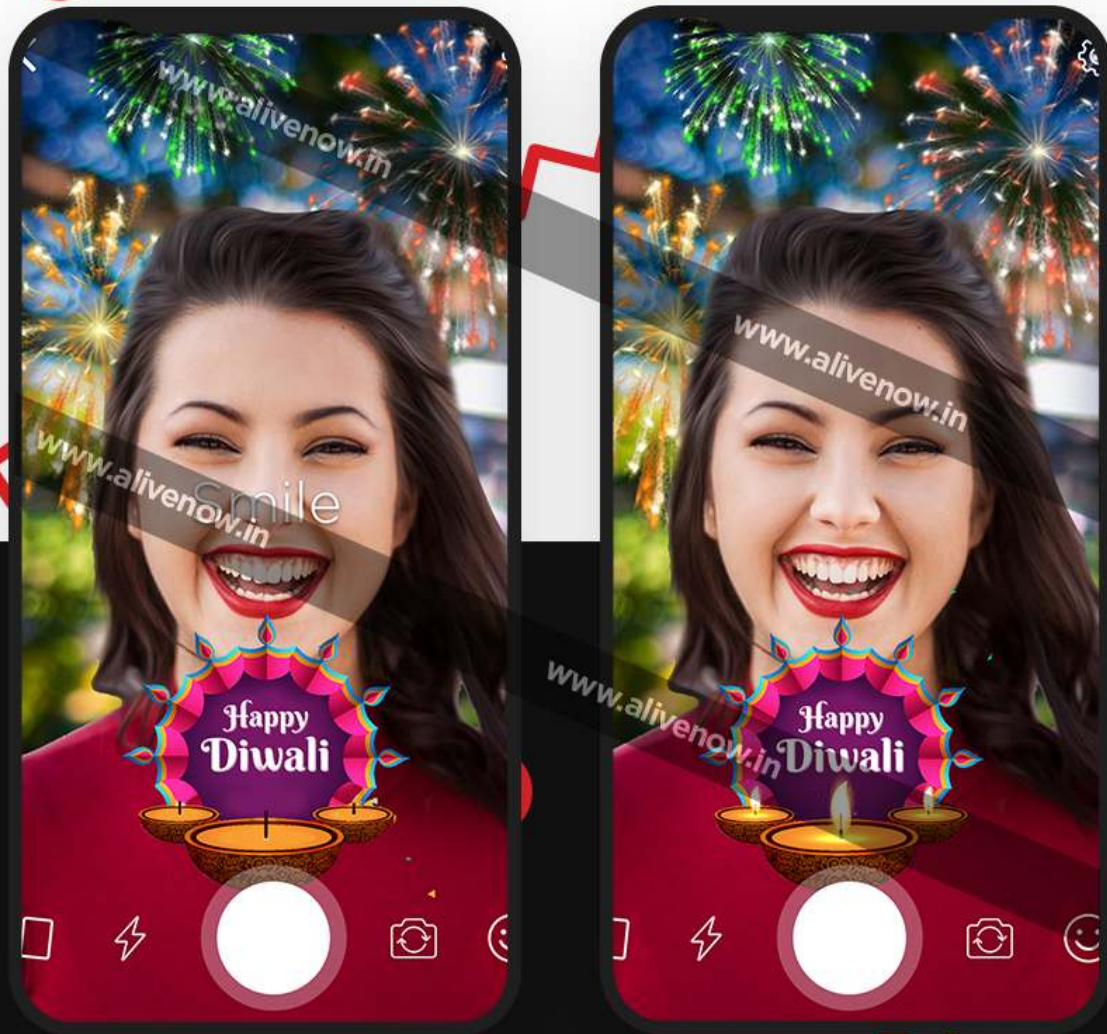
campaign

& many more!

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.





Light Up Your Diwali

Launch the AR Filter & watch yourself segmented against animations of various crackers bursting behind you. Smile to light up the diyas in front of you and reveal a festive greeting!

PLATFORM PUBLISHING

Social AR experiences.



alivenow.in



How Many Ladoos Can You Catch?

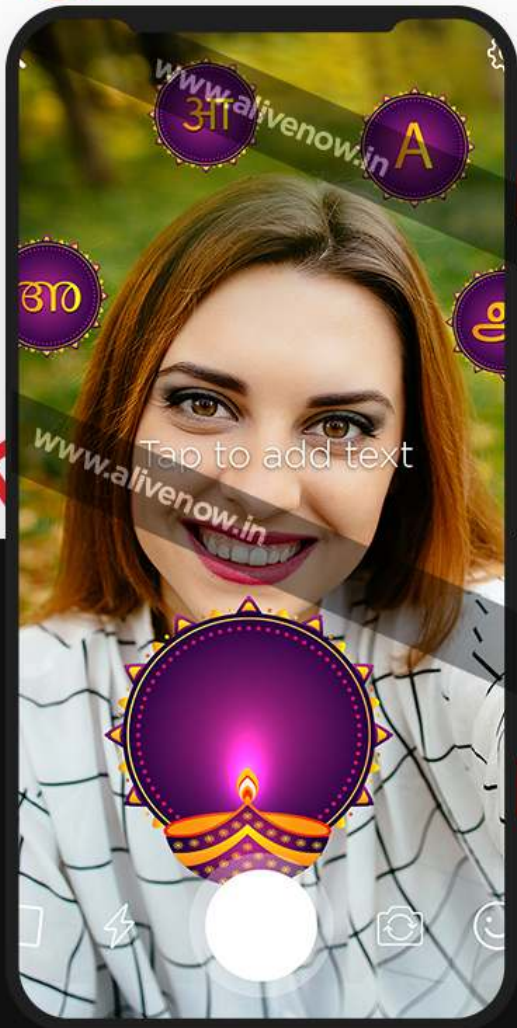
A really fun single-player AR Game in which you have to move your face and open your mouth to catch all the falling ladoos to set a high score! Share your score to challenge your friends!

PLATFORM PUBLISHING

Social AR experiences.



alivenow.in



Send Diwali Greetings in Multiple Languages!

Pick a language of your choice & send a customised Diwali greeting to your loved ones!

PLATFORM PUBLISHING

Social AR experiences.



alivenow.in



Be a part of a Diwali Greeting!

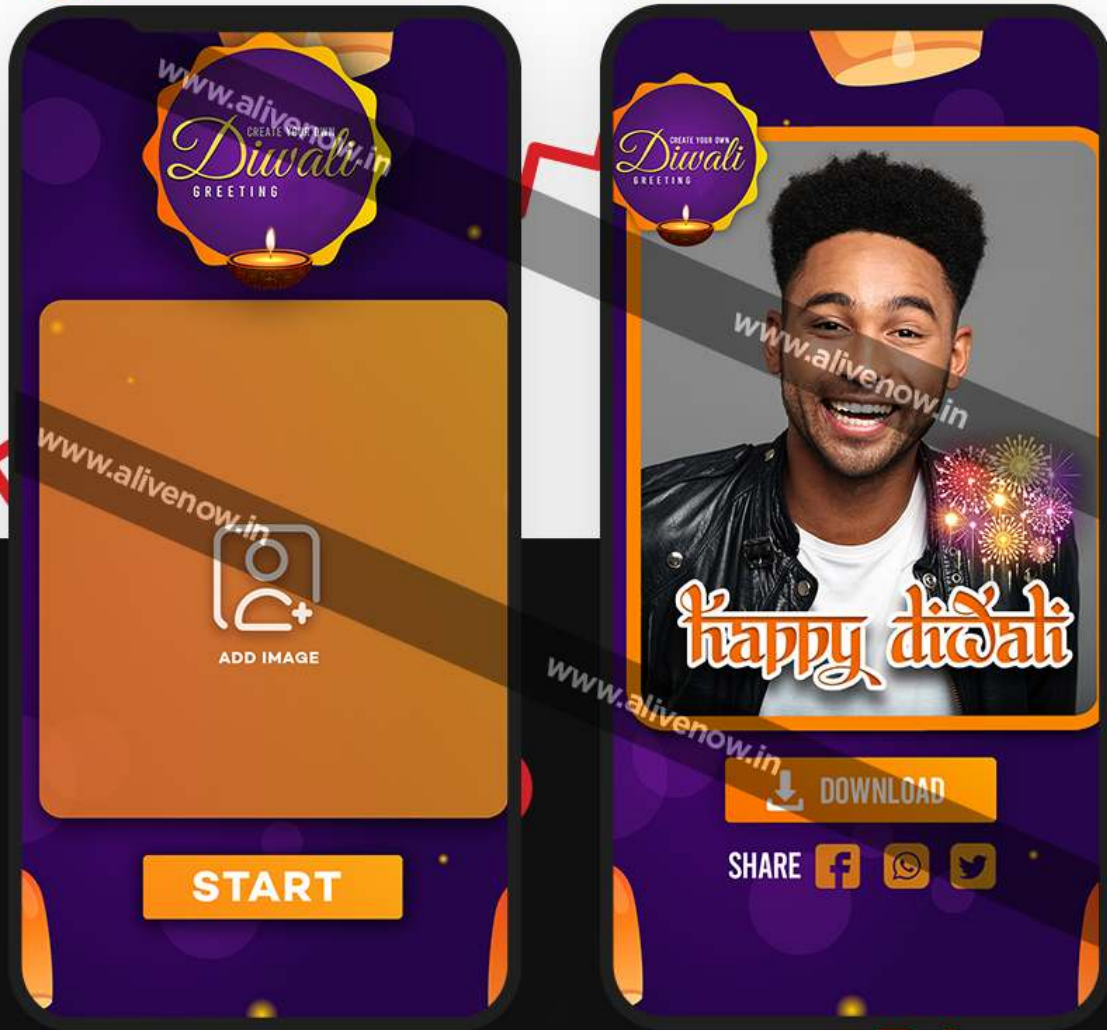
Tap the screen to begin and watch a Diwali Greeting Card form around you. Share it with your loved ones!

PLATFORM PUBLISHING

Social AR experiences.



alivenow.in



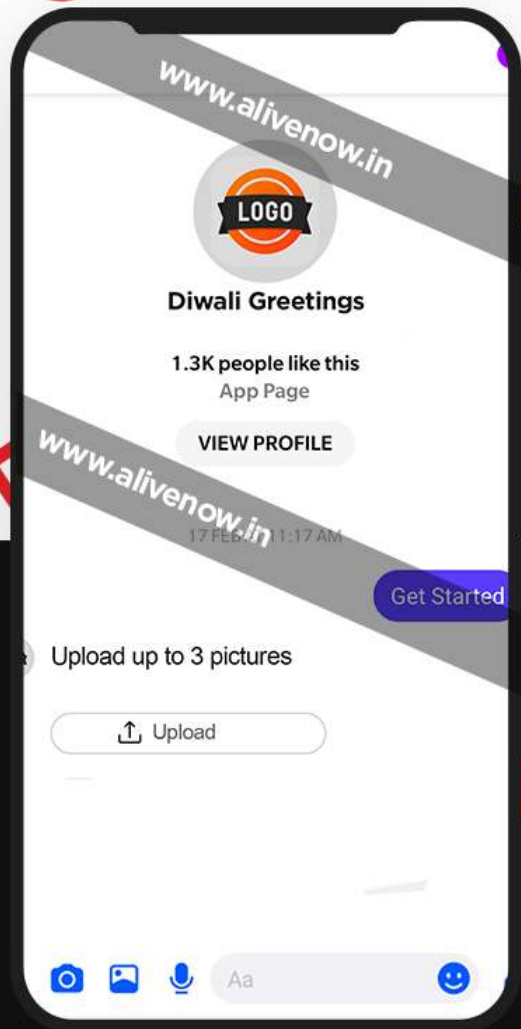
Create Custom Posters this Diwali!

Upload pictures of you and your loved ones, enter their name, pick a template & generate custom Diwali Greeting Cards that you can share with your loved ones!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

**Will be accessible on Snapchat
(To be open in Snapchat browser)**



Create a Custom Greeting Video this Diwali!

Upload up to 3 pictures to a Facebook Messenger Chatbot & generate a fun, customised Diwali Greeting video that you can save and share with your loved ones!

PLATFORM PUBLISHING

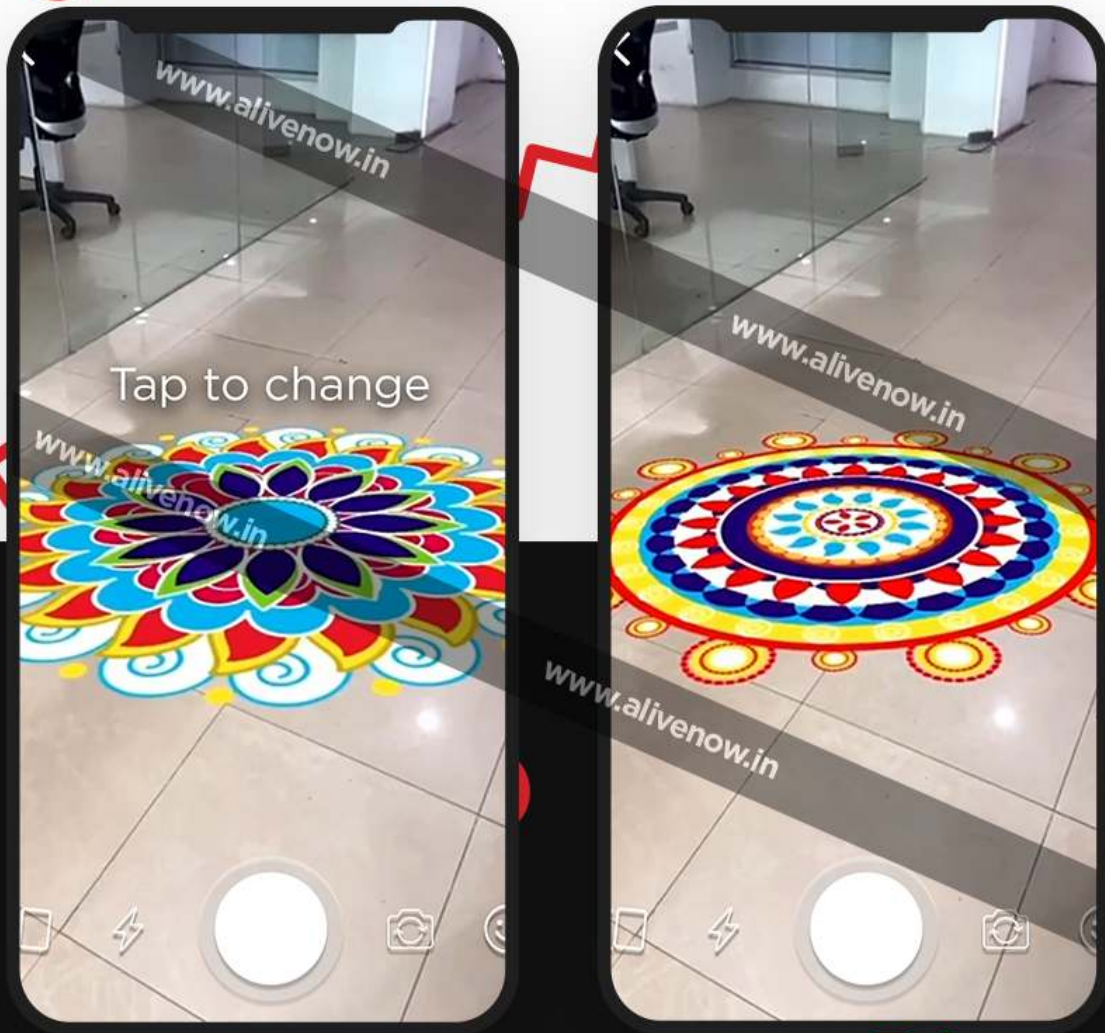
Chatbots for brands for short and long term campaigns.

CHATBOT

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 Rangolis!

Switch to the rear camera and tap on a flat surface around you. Watch a Rangoli come to life in AR around you!

PLATFORM PUBLISHING

Social AR experiences.



alivenow.in



Look-Around for all the Festive Deals!

Switch to the rear camera and pan your device left/right to spot all the festive deals! Set a high score to reveal a coupon!

PLATFORM PUBLISHING

Social AR experiences.



alivenow.in



Get a Personalised Diwali Offer!

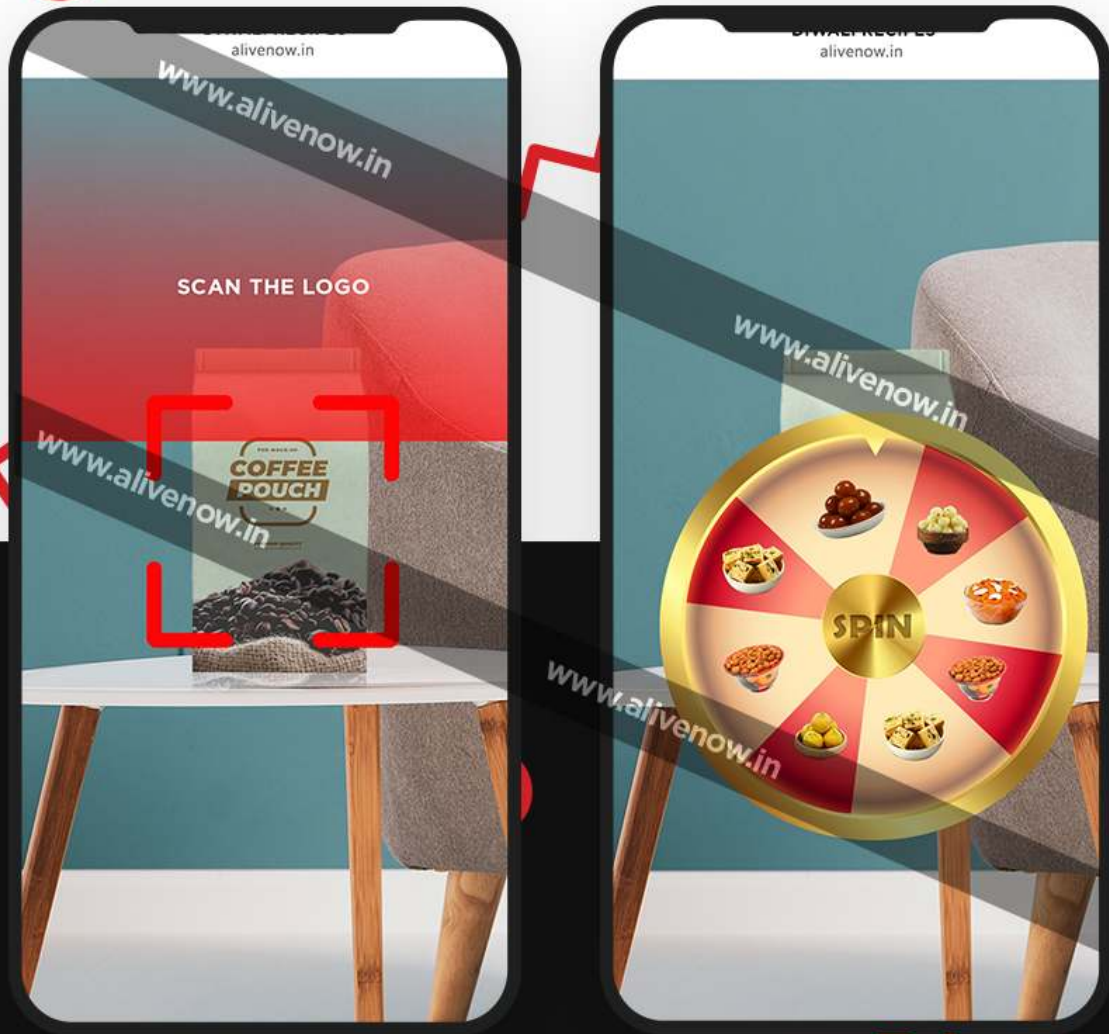
Scan the product and watch firecrackers appear and burst around it in AR! Enter your name and get a personalised Diwali greeting & a branded offer to redeem!

PLATFORM PUBLISHING

Immersive AR experiences on the web.

WEB AR





Diwali Recipes

Scan the product and watch a wheel appear on the logo. Spin the wheel to get a yummy diwali recipe recommendation and flip through the pages in AR to explore!

PLATFORM PUBLISHING

Immersive AR experiences on the web.

WEB AR

STEP INTO A BRANDED ENVIRONMENT: 3D/360 POP UP STORES & MORE

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





Step into a Festive Portal

Scan the product and watch the label slide open. Step closer to the product to enter a branded portal through the open label and explore branded products! Spot them to collect them & set a high score!

PLATFORM PUBLISHING

Immersive AR experiences on the web.

WEB AR





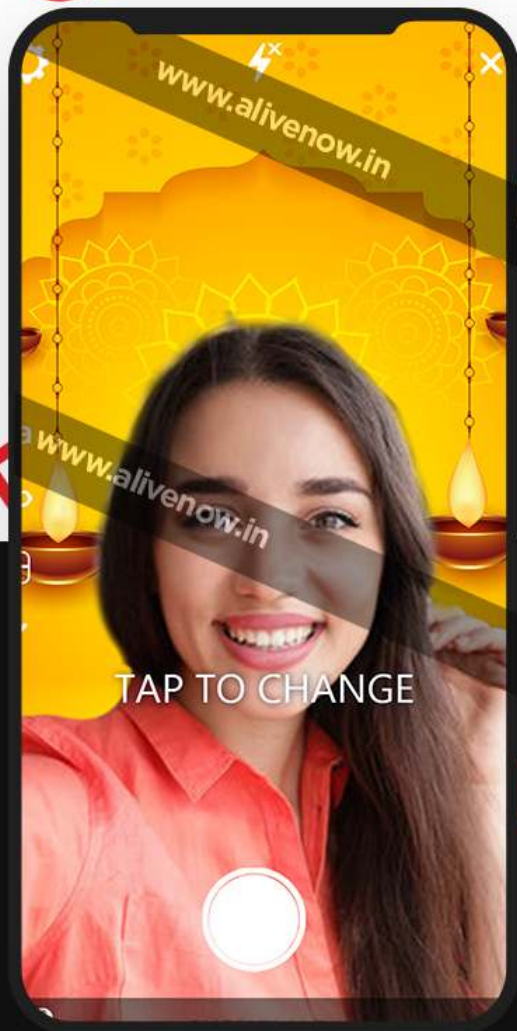
Place a Diwali Mela in Your Home!

Place a Diwali Mela on a flat surface around you in AR. Walk towards it to reveal two games - Ring Toss and Whack-a-Mole. Set a high score in the game of your choice & reveal branded offers!

PLATFORM PUBLISHING

Immersive AR experiences on the web.

WEB AR



Spruce up your Festive Selfies!

Watch yourself segmented against festive backgrounds and pan your device to explore the entire 180/360 degree festive background behind you. Take selfies and share with loved ones!

PLATFORM PUBLISHING

Social AR experiences.



alivenow.in

UNBOX BRANDED GOODIES

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





Customise a Gift for your Friends!

Enter your friend's name and your name. Pull the ribbons together and wrap the gift. Generate a custom link for your friend. The custom link opens the 3D Diwali Gift box which unravels several goodies and offers that they can redeem!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

alivenow.in

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.





Destroy Ravana

Aim your arrow towards Ravana and shoot to destroy him. Score points and set a high score to unlock branded offers and vouchers!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

alivenow.in



Mithai Crush

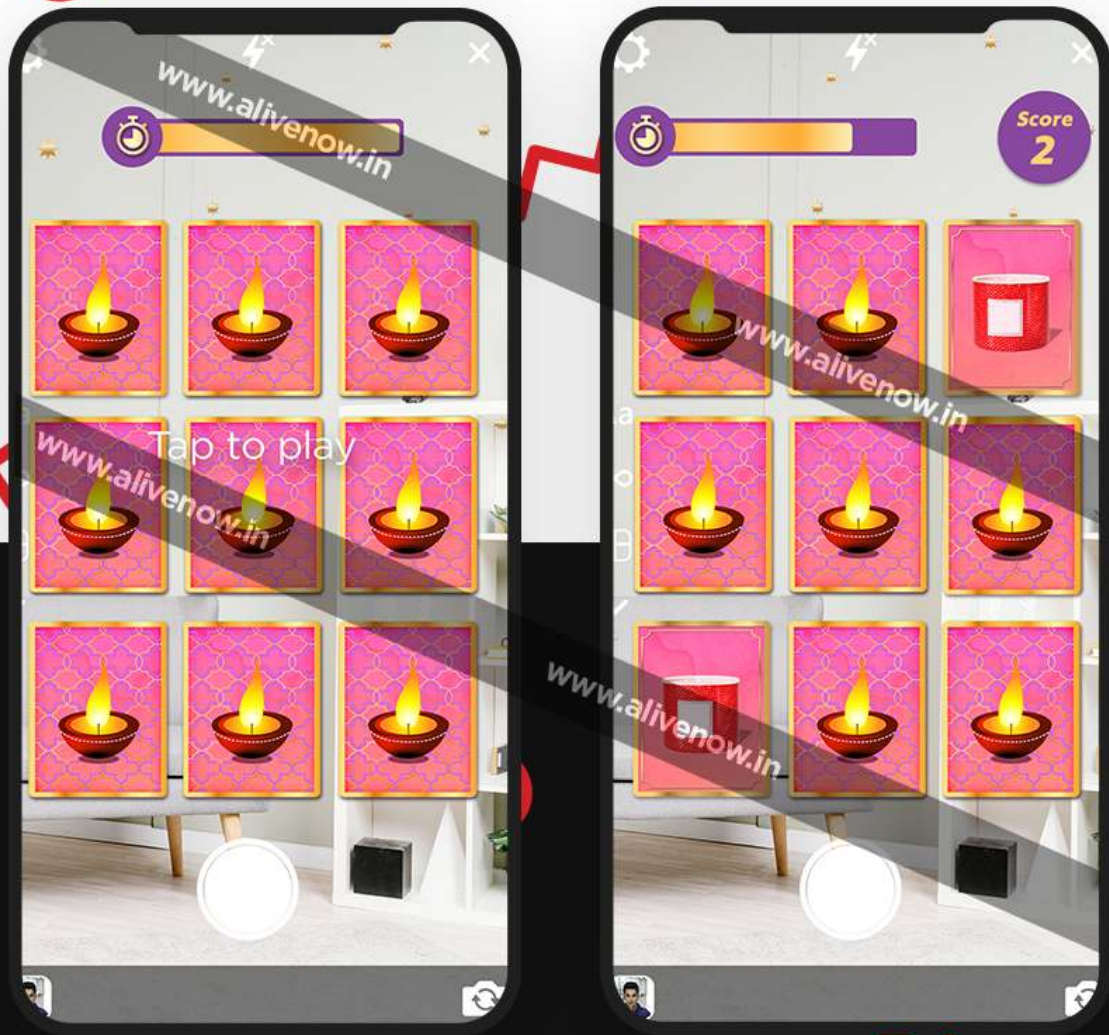
Make pairs of 3 or more sweets & set a high score to reveal branded offers and vouchers!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

alivenow.in



Flip & Match the Pairs!

Place a set of cards on a flat surface around you in AR, and flip and match the pairs to reveal branded, festive collections & offers!

PLATFORM PUBLISHING

Social AR experiences.





Get a Diwali Recipe!

Pick your preferences by tilting your head, and get a Diwali Recipe just for you! Get deals and offers within the AR Experience to make a purchase!

PLATFORM PUBLISHING

Social AR experiences.



alivenow.in

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.





Escape Ravana's Wrath

Move your character left/right to escape Ravana's Fireballs and set a high score by collecting sweets and branded goodies along the way! Win exciting vouchers as you score!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

alivenow.in



Get to the Diwali Sale!

Move through the maze to make it to the Diwali Sale at the end of the maze & avoid ghosts on the way! Set a high score by collecting sweets and coins and unlock goodies!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

alivenow.in



Light up the crackers!

Launch fireballs towards rocket launchers & light them up! Set a high score for every rocket you light up!

PLATFORM PUBLISHING

Social AR experiences.





How well do you know the festival?

Tilt your head left/right to answer questions and unlock vouchers based on your score!

PLATFORM PUBLISHING

Social AR experiences.

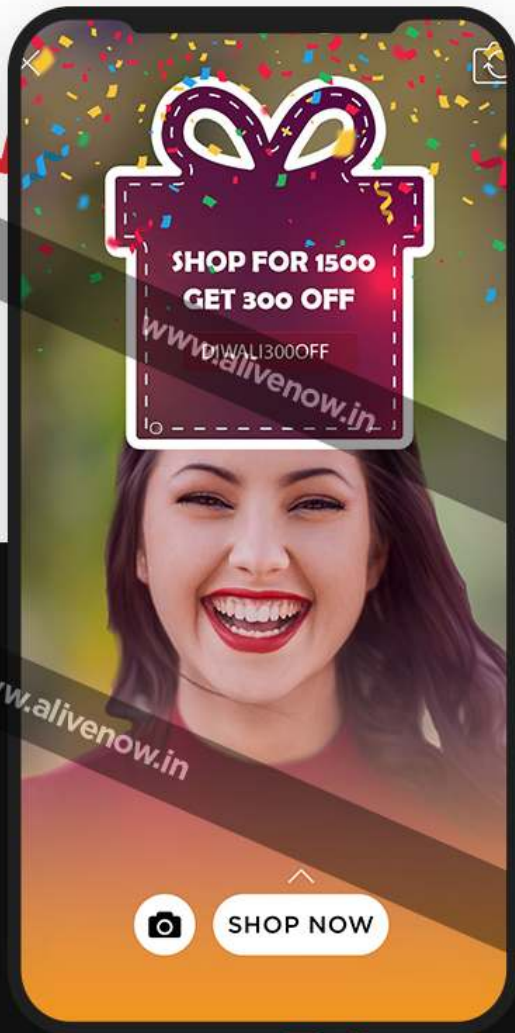


alivenow.in

DRIVE APP DOWNLOADS

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





Spin the Festive Wheel

Tap the screen to spin the wheel and get a festive discount code!

PLATFORM PUBLISHING

Social AR experiences.



facebook.Ads

alivenow.in



Catch All the Falling Items!

Move your head left/right to catch all the festive offers & set a high score!

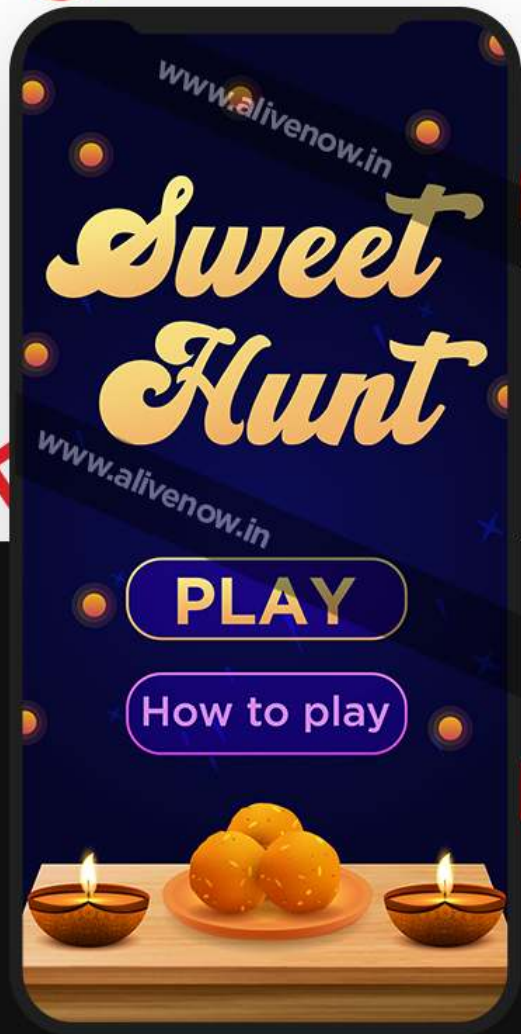
PLATFORM PUBLISHING

Social AR experiences.



facebook. Ads

alivenow.in



Diwali Run

Move your character left/right/up/down to collect coins, sweets and branded items that appear on the game board and avoid hitting the edges of the board. Get discount codes & link out to the app to redeem them!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

alivenow.in



Complete the Puzzle

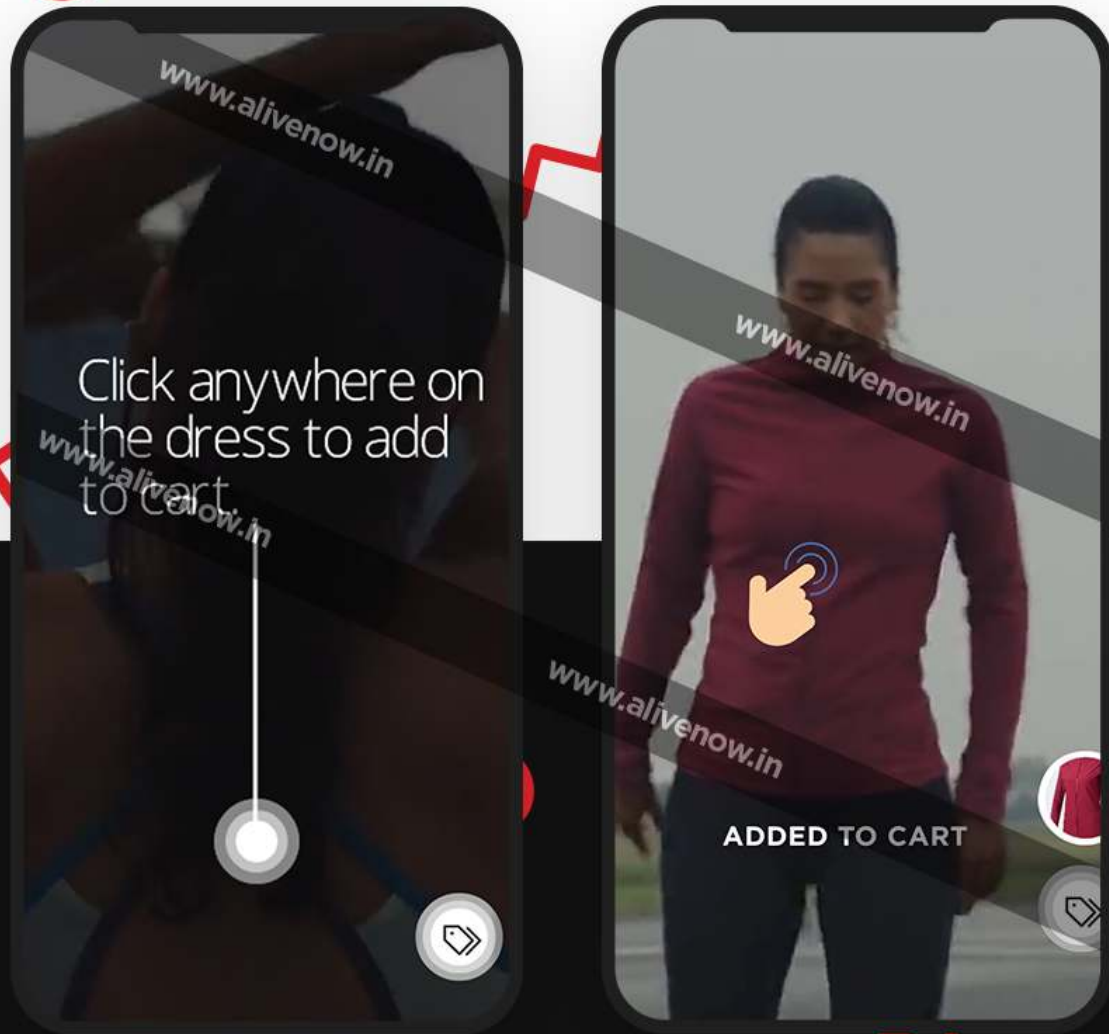
Drag and Drop pieces of the puzzle to complete it and reveal the story. Set a high score, and link out to the app to explore!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

alivenow.in



Interactive Festive Video

Watch a video and tap on items that you like to add them to your cart. Link out to the app to complete your purchase!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

alivenow.in

DRIVE FOOTFALLS & IN-STORE TRAFFIC

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





Diwali Treasure Hunt

Explore the venue to look for hidden images and scan them to unlock clues to complete the treasure hunt! Set a high score to win discount coupons.

PLATFORM PUBLISHING

Immersive AR experiences on the web.

WEB AR



Look Around for Branded Items!

In a 360° Branded Image, look around for branded items, and tap to collect them. Set a high score & win vouchers for exciting discounts!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

alivenow.in

HOW DOES THIS WORK & WHAT NEXT?

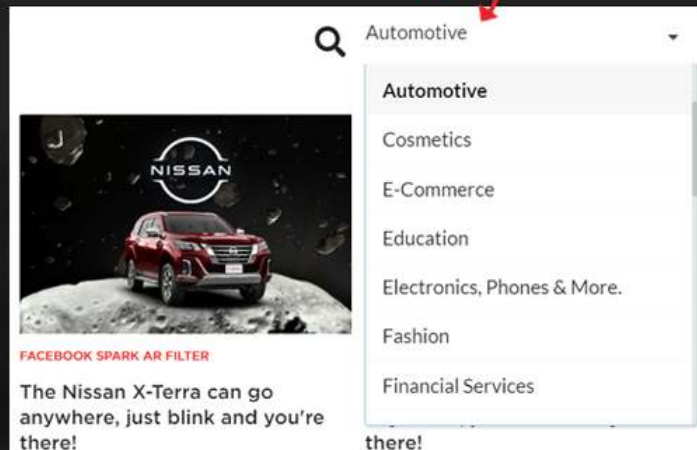
- » Each of these ideas/concepts can be customized and built for your brand and based on your requirements.
- » We can come back with more ideas/concepts if you have a specific
- » All AR filters have to be approved by the platform, which takes anywhere between 2-5 days.
- » Our team undertakes all the 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?

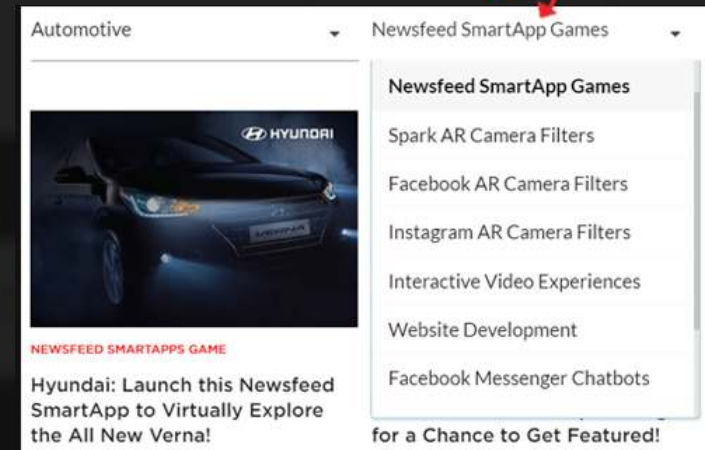
- » Costs/timelines vary based on what idea/concept is picked.
- » We do not have any exclusivity with any brand/agency for any ideas.
- » Please respect the originality of the ideas and we request you not to copy our ideas/concepts.
- » Please visit our **website** to explore other innovative creative tech solutions like Web AR, Interactive Videos, WhatsApp Stickers and Messenger Chatbots.

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

1 INDUSTRY

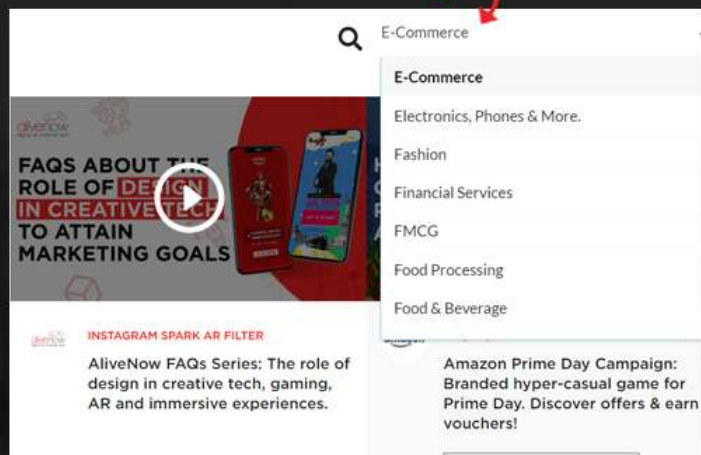


2 PLATFORM

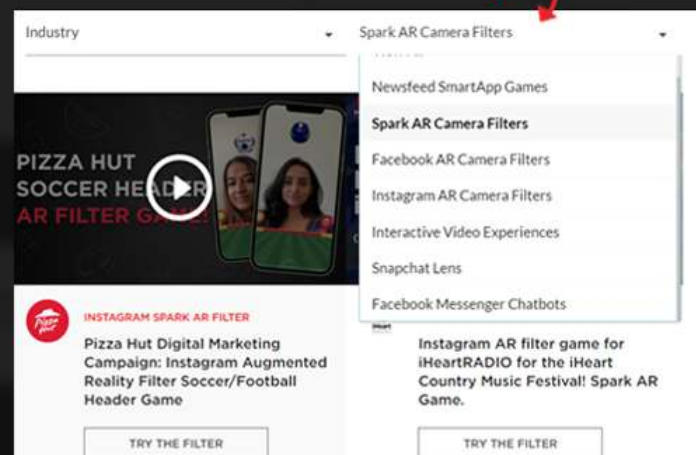


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM





THANK YOU!

contact@alivenow.in

Explore more work at www.alivenow.in

