

# FIFA 22

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





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# CREATIVE TECH SOLUTIONS WE OFFER:



## Augmented Reality & Camera Solutions

Instagram AR Filters  
Snapchat AR Lenses  
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  
In-App Games  
Facebook Playable Ads  
AR Games  
Branded Gaming Modules



## Other Creative Tech Solutions

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

PREMIER PARTNER  
**8thWall**



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 40+ Across  
Strategy, Design &  
Technology**

**1,500+**  
**Creative Tech  
Builds**



# WHY SHOULD YOU WORK WITH US?

## 1,500+ builds over 10 years.

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.

## 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





# WHAT'S POSSIBLE WITH AR FILTERS



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







## Penalty Shooter

In this fun shooter game, the user can place a 3D miniature football field in their environment and tap to shoot the goals into the goalpost to score points.

**PLATFORM PUBLISHING**  
Social AR experiences.







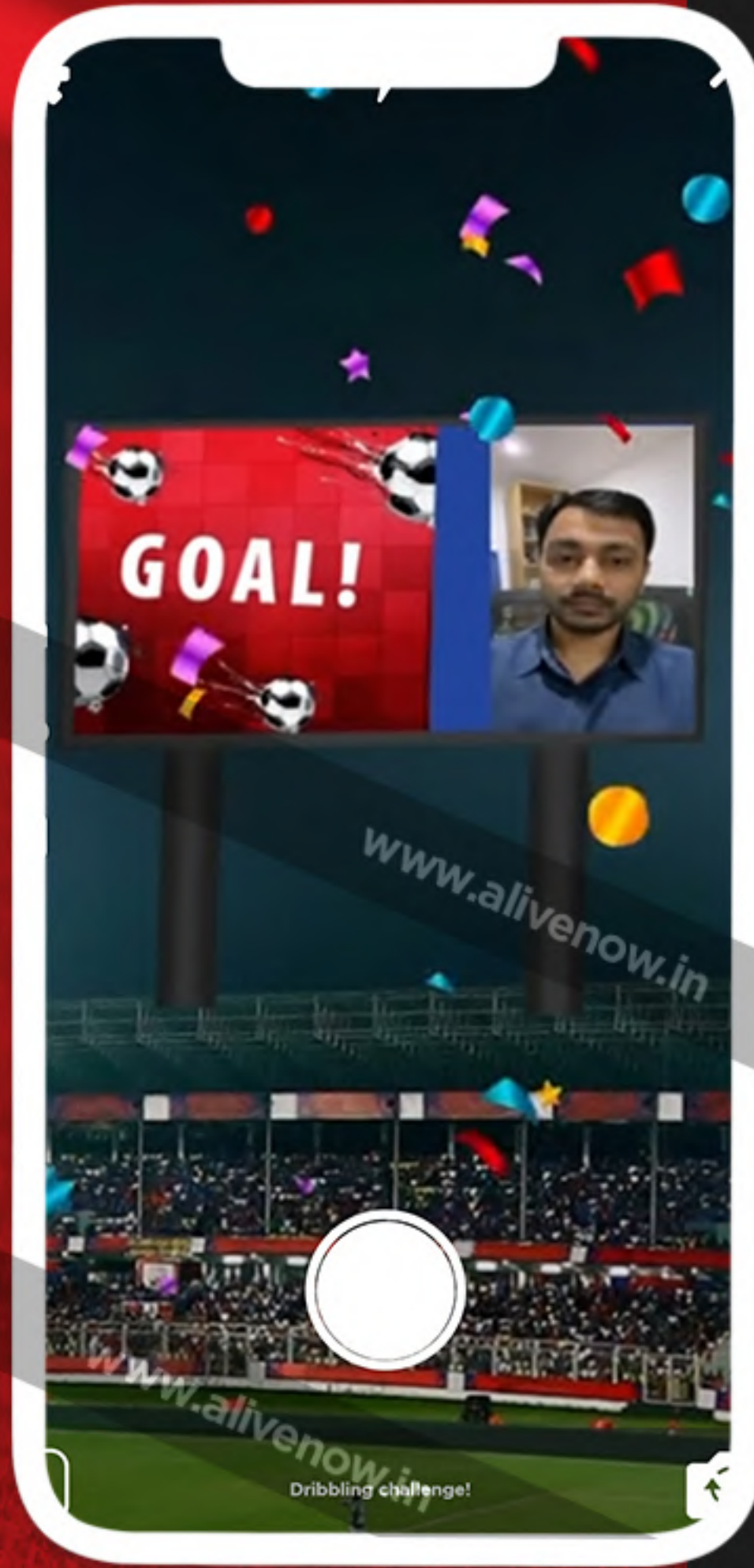
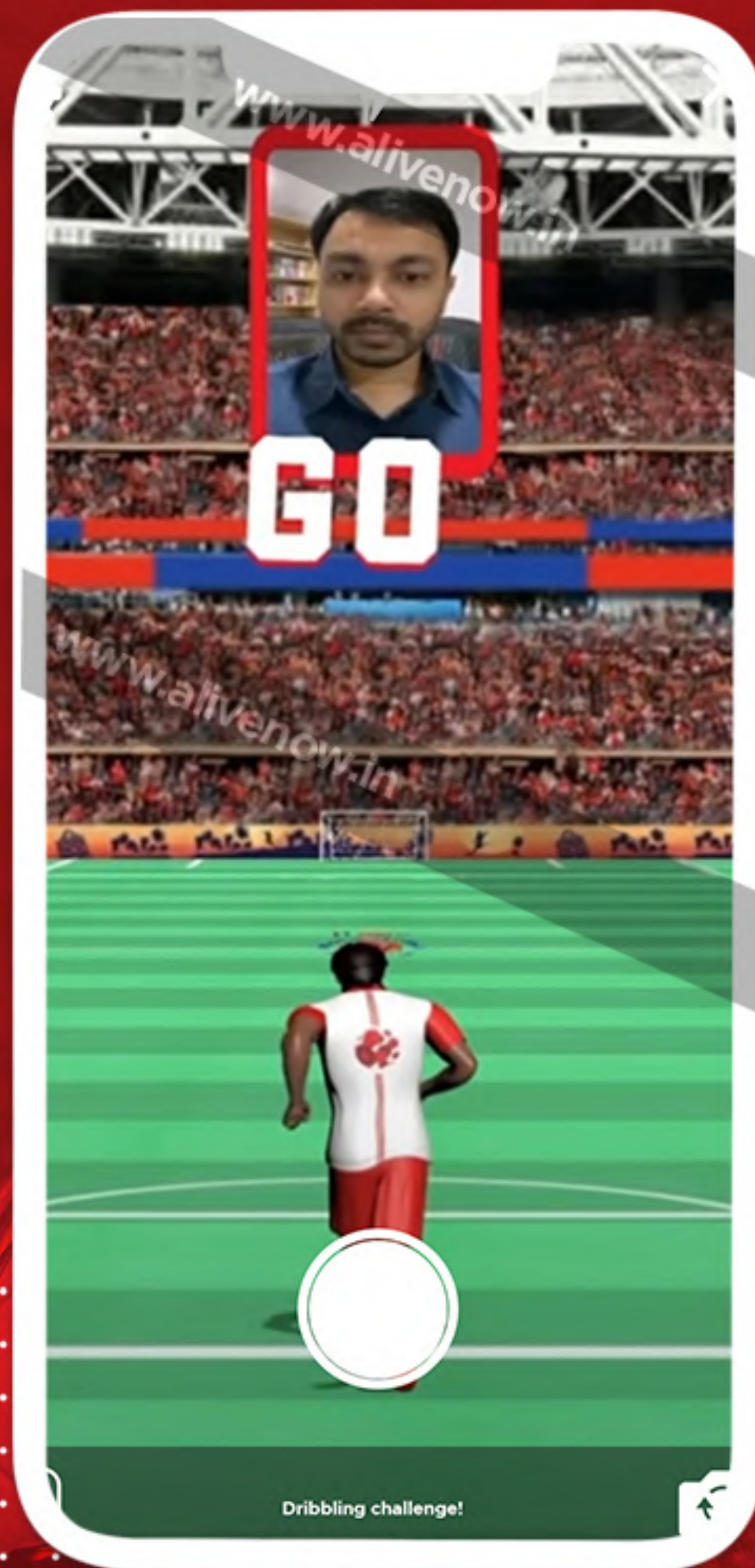
## Header Game!

Move your head left/  
right to head the ball  
perfectly and set the  
highest score.

**PLATFORM PUBLISHING**  
Social AR experiences.







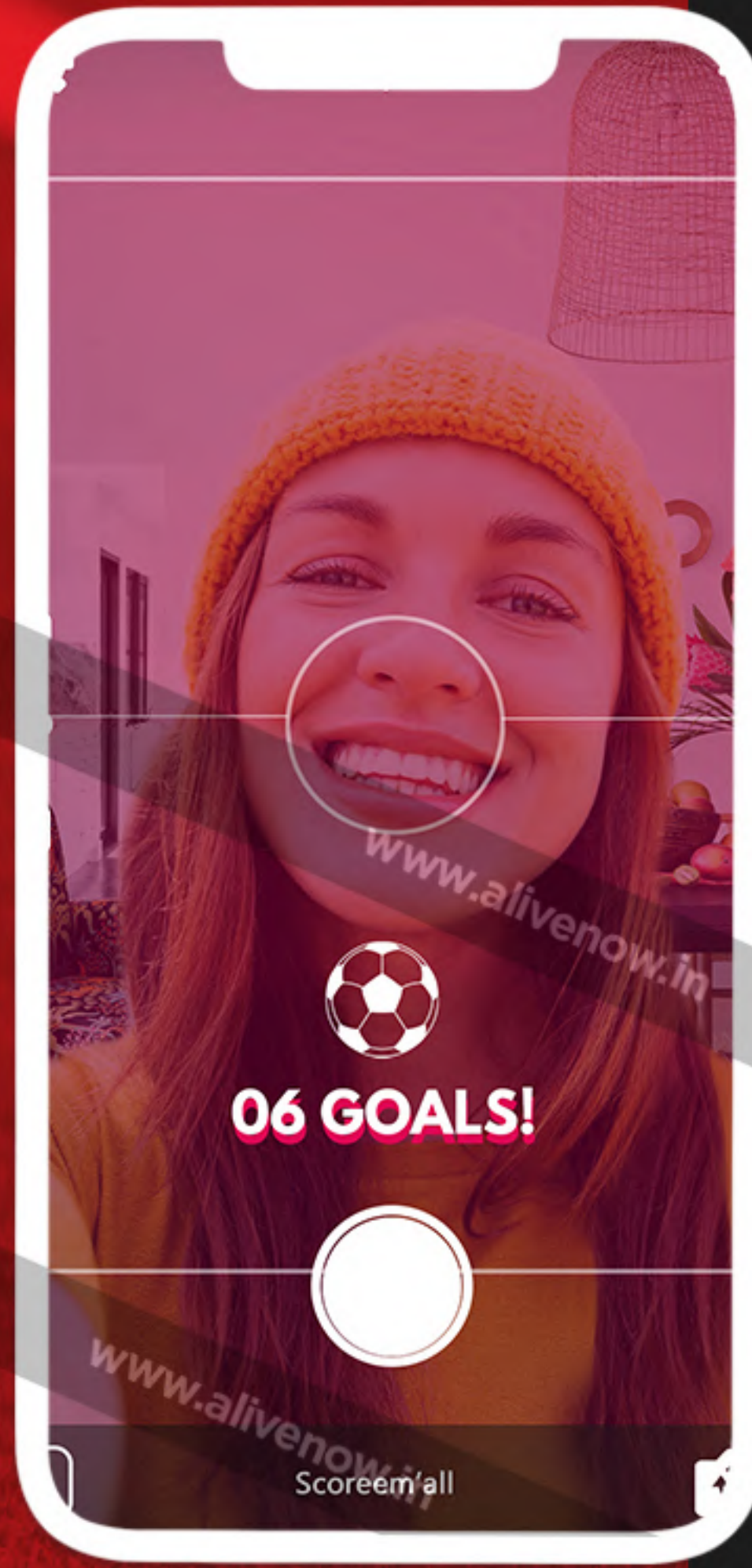
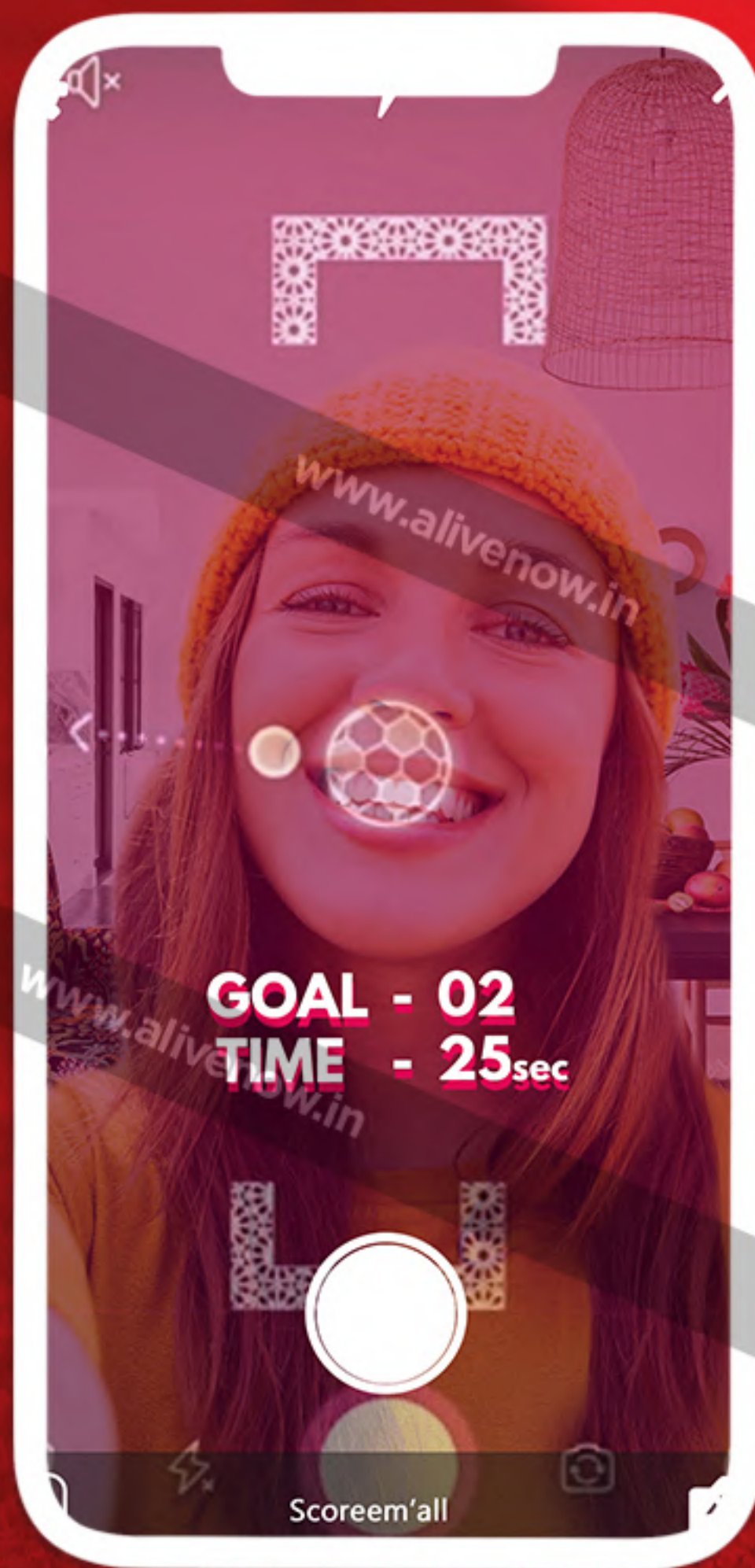
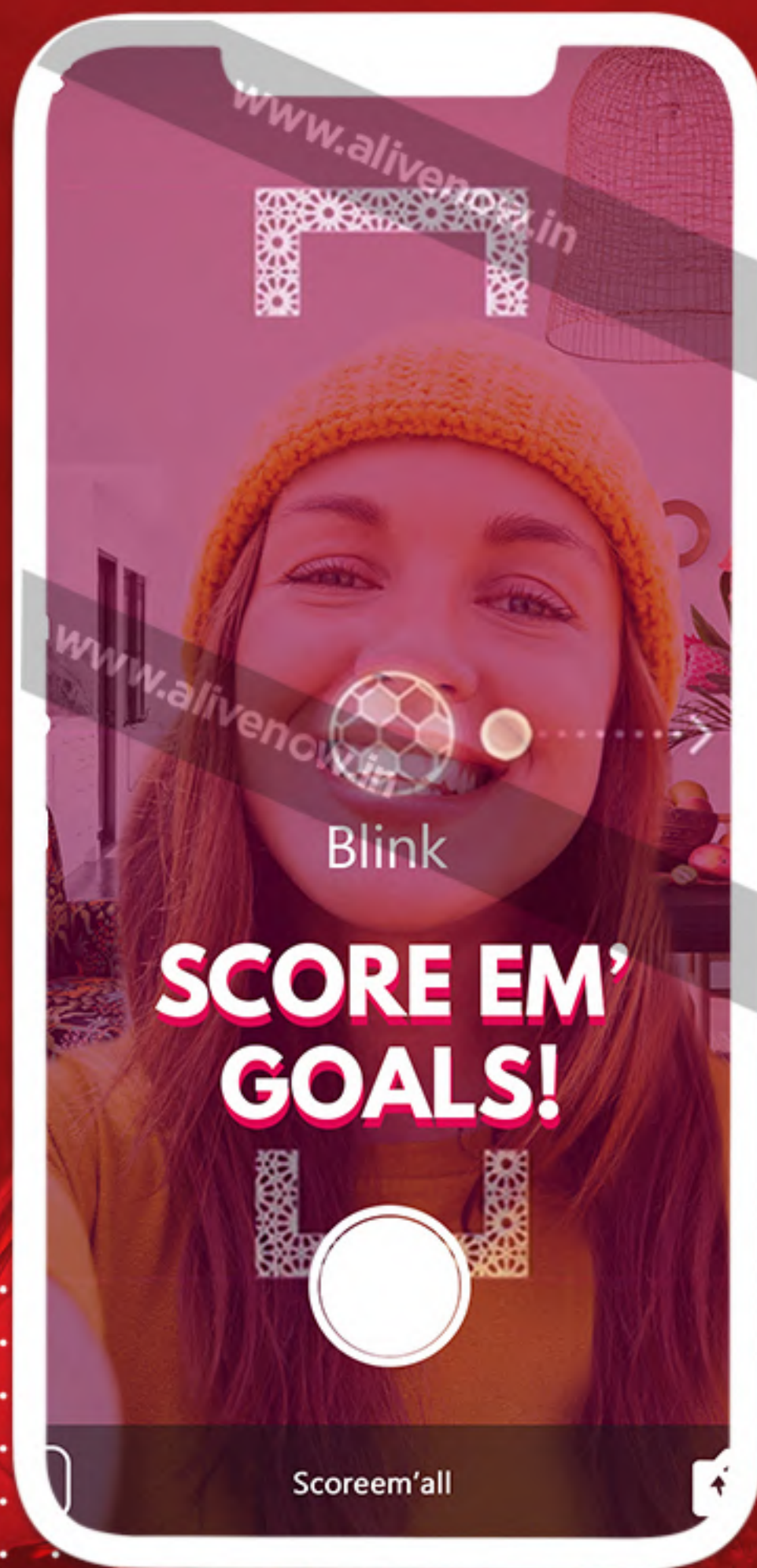
## Dribbling Challenge!

Move your head left/right to control your character. As defenders come sliding in, be sure to avoid them in time to score a goal.

**PLATFORM PUBLISHING**  
Social AR experiences.







## Score Em, Goals!

Blink to shoot the ball into the goalposts and score high points within 30 seconds.

**PLATFORM PUBLISHING**  
Social AR experiences.







## Cheering Filter!

Scream loud to cheer for your favourite team and watch the face paint come alive! Along with this, we also add confetti to amp up the experience.

**PLATFORM PUBLISHING**  
Social AR experiences.







## My Team Jersey!

Switch to your rear camera and place your favourite team's jersey. Don't forget to invite your friends to click a picture with it.

**PLATFORM PUBLISHING**  
Social AR experiences.







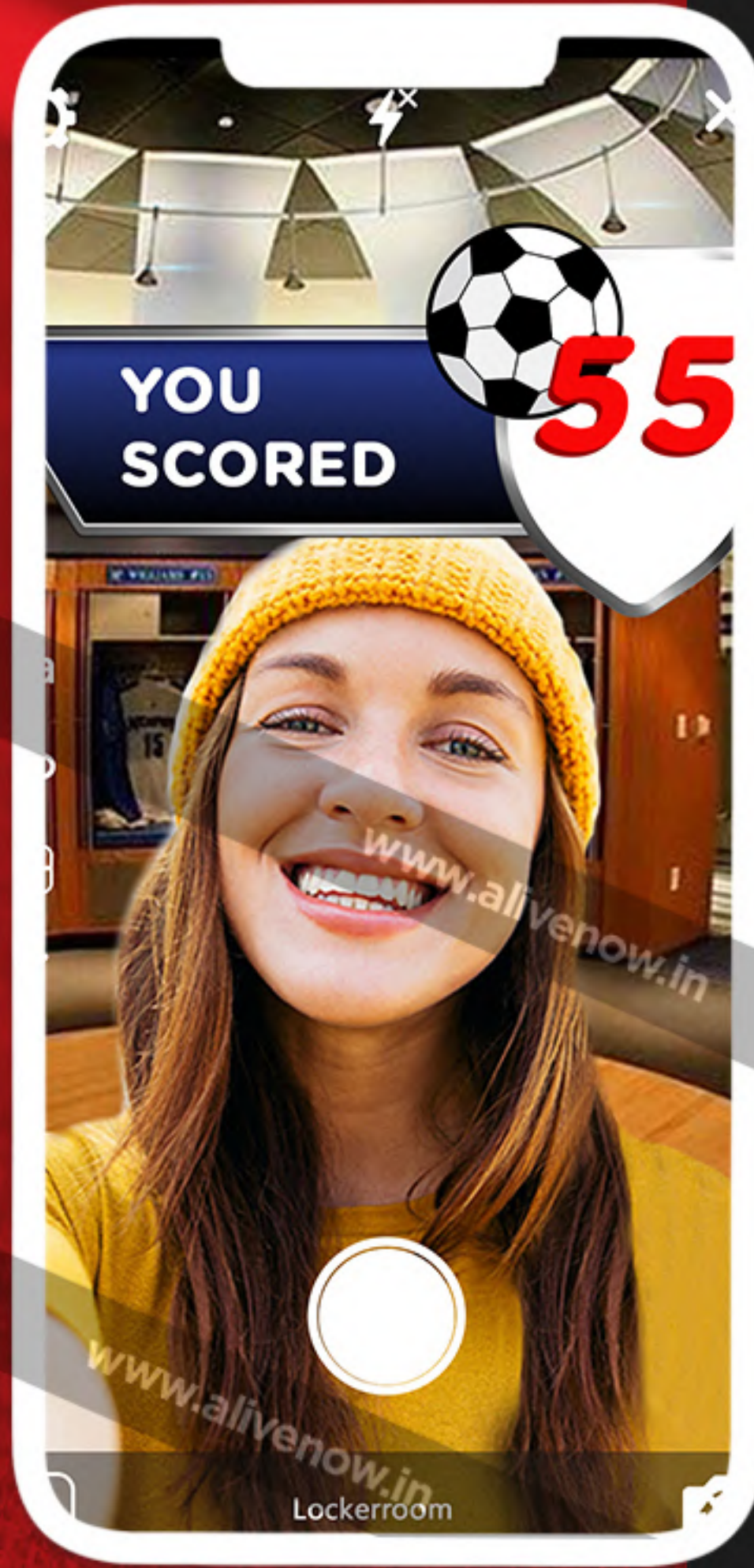
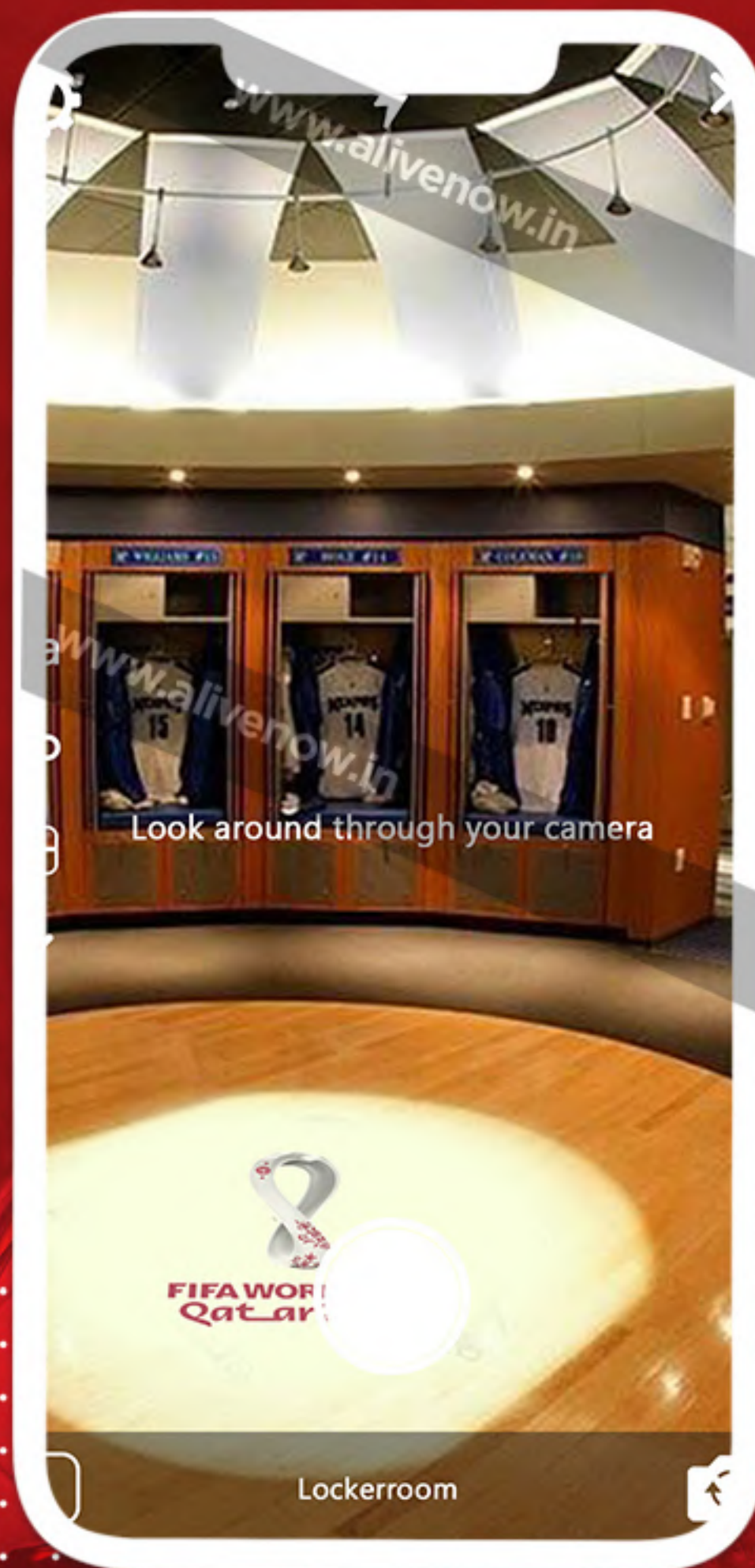
## Team Photo!

Switch to the rear camera and place your favourite team's captain. Invite your friends over to click a picture. If you'd like a selfie with them, go ahead and switch to the front camera and pick your captain.

**PLATFORM PUBLISHING**  
Social AR experiences.







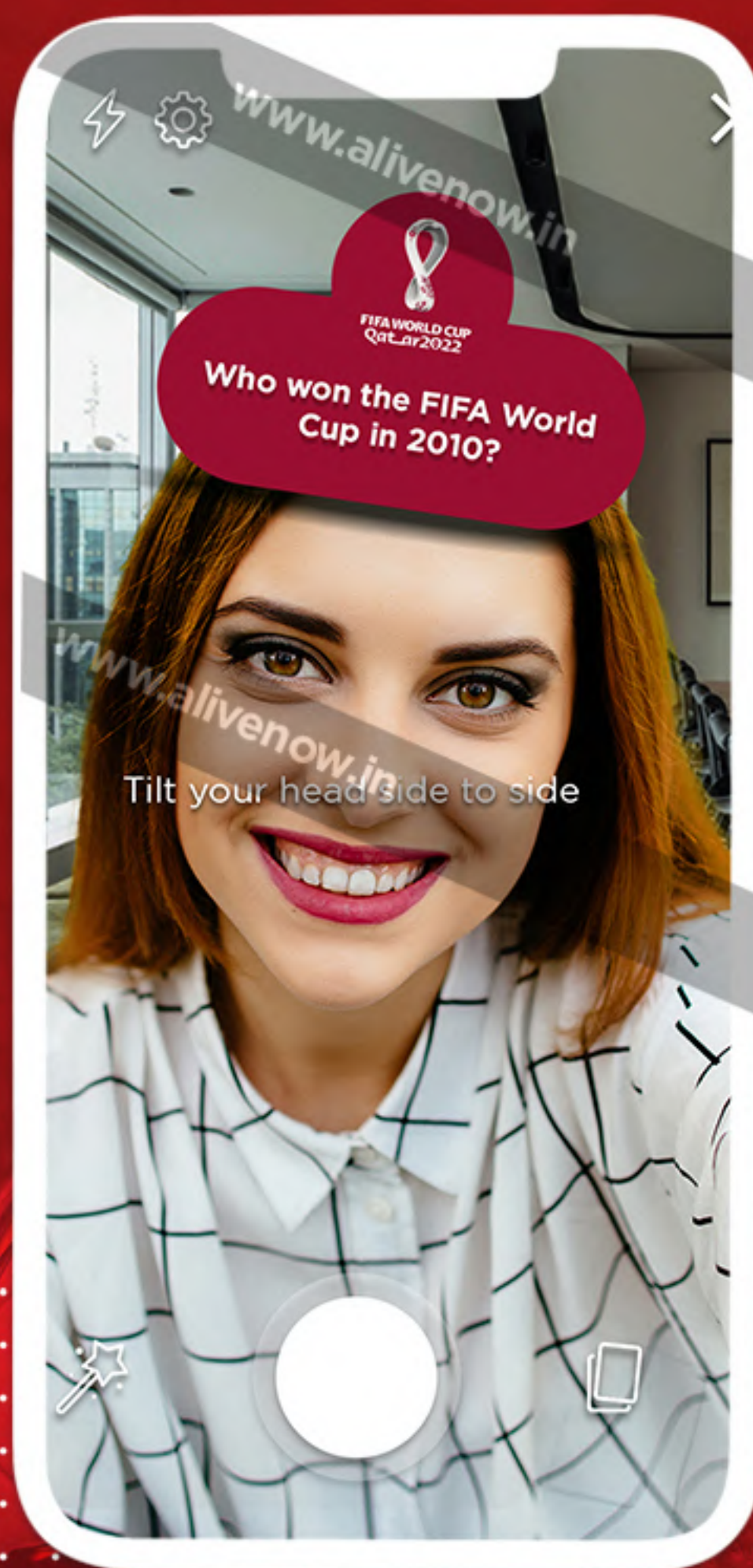
## Explore the Locker Room!

Switch over to the rear camera and find yourself inside the locker room of your favourite team. Within 30 seconds, tap on icons to collect objects and score points.

**PLATFORM PUBLISHING**  
Social AR experiences.







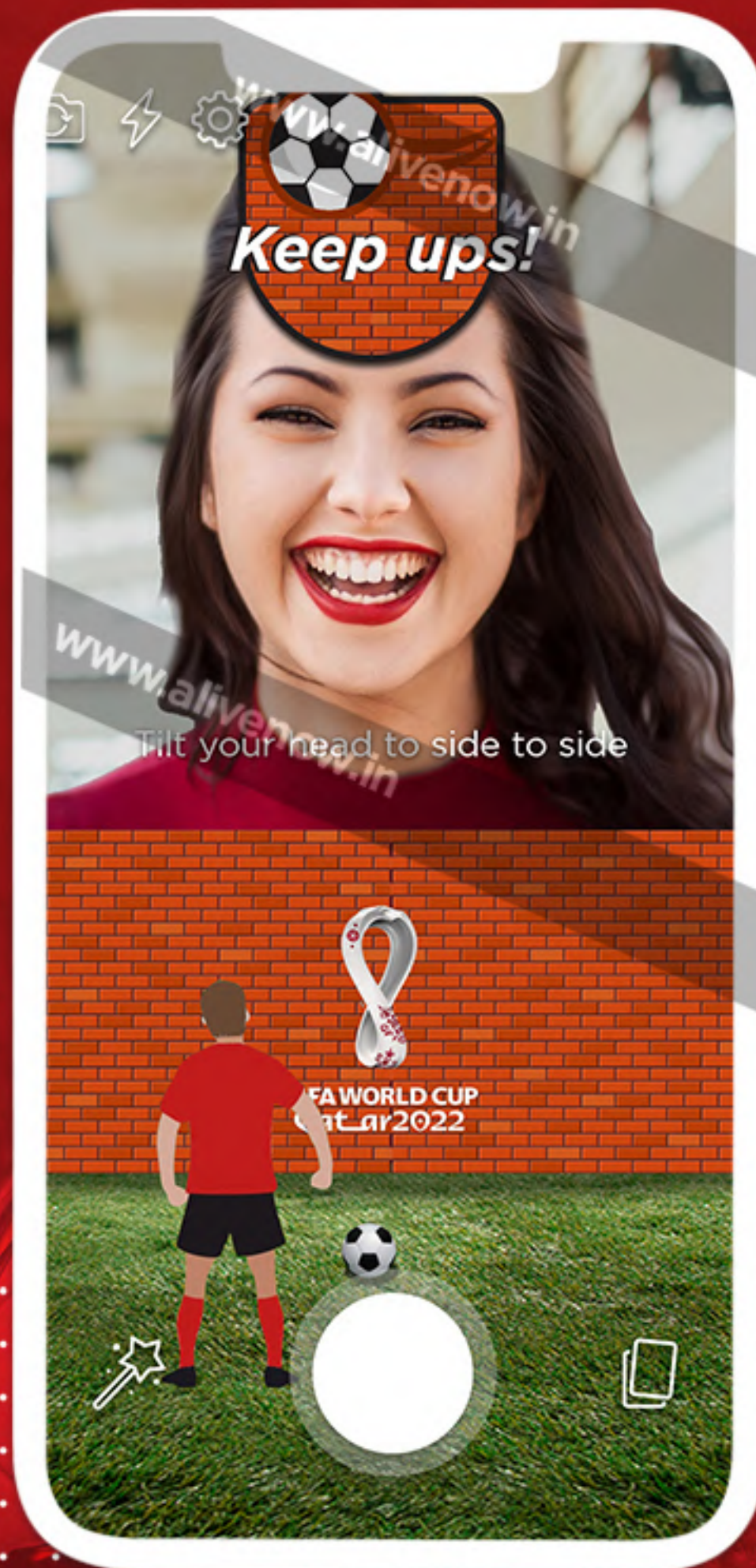
## Time For Trivia!

Questions appear on your forehead, tilt your head in the direction of the desired answer and try to answer the trivia correctly.

**PLATFORM PUBLISHING**  
Social AR experiences.







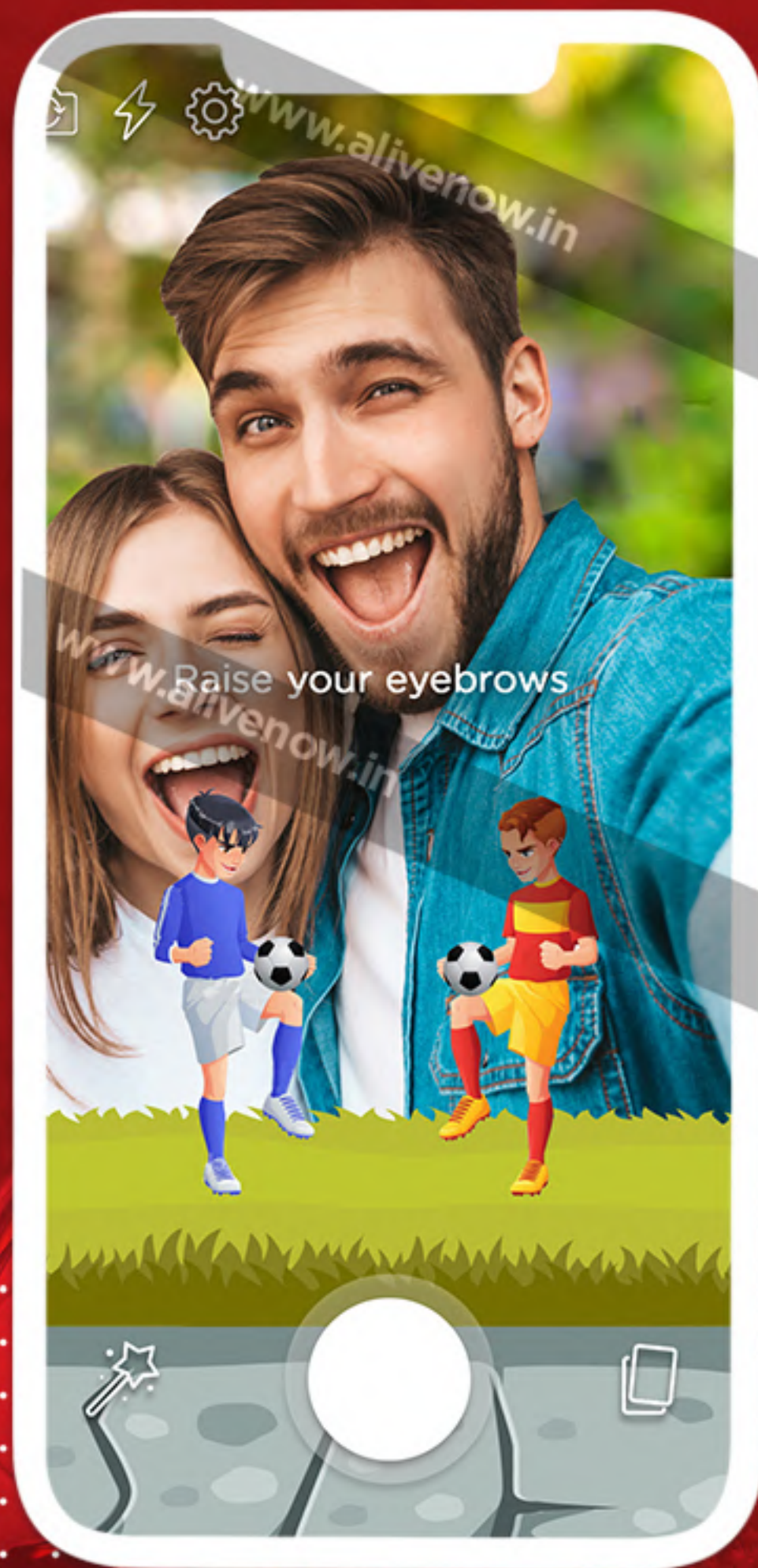
## Keep Ups!

Move your head left/right to control your character and have them kick the ball against the wall and score points.

**PLATFORM PUBLISHING**  
Social AR experiences.







## Jugglers!

A fun two-player game that allows users to keep their player juggling the ball by raising their eyebrows.

**PLATFORM PUBLISHING**  
Social AR experiences.







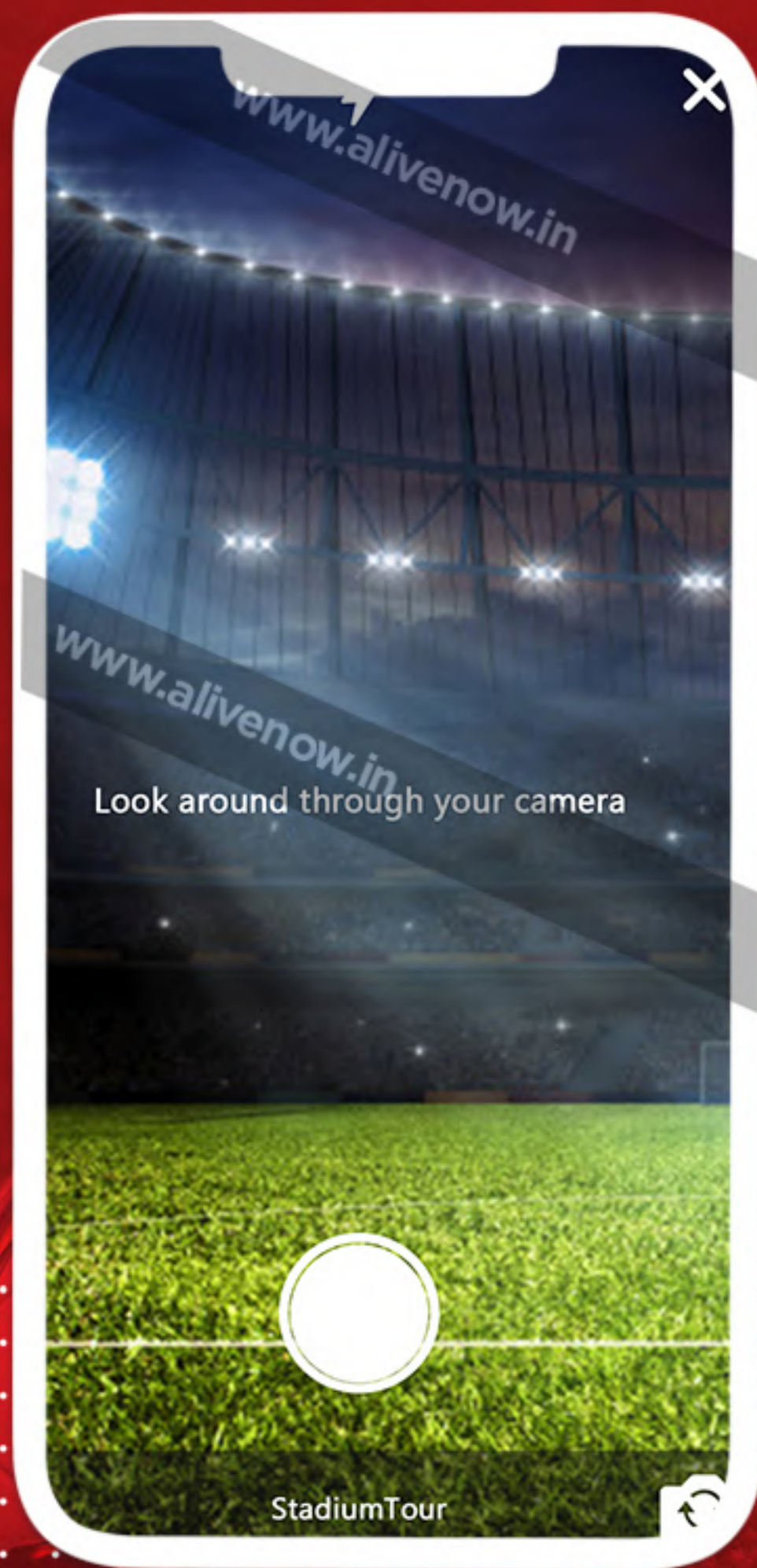
## Trump Cards!

Select the trump card of your choice and see yourself in it. Be ready to boast your stats on social media

**PLATFORM PUBLISHING**  
Social AR experiences.







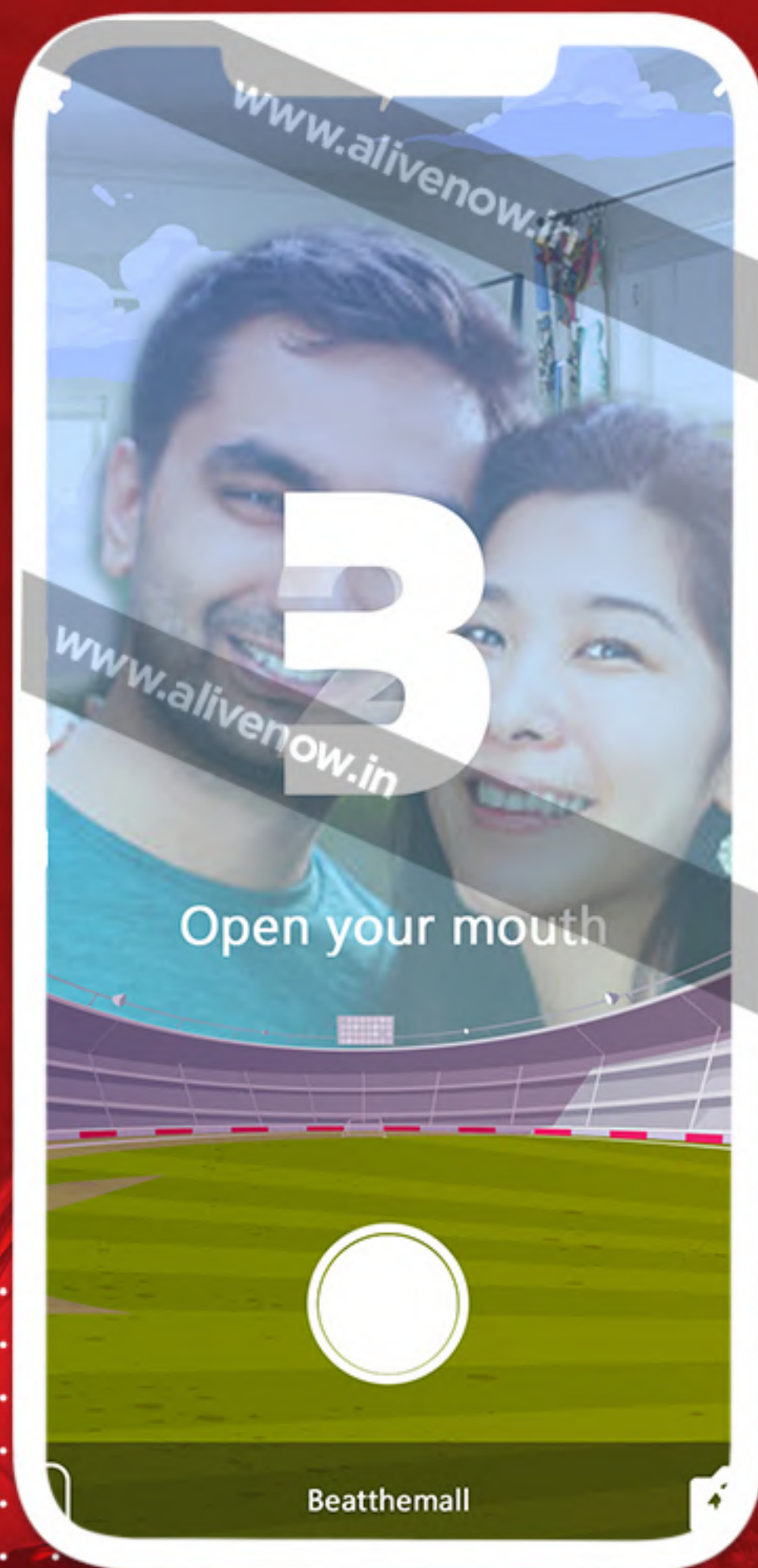
## Stadium Tour!

Switch to the back camera and explore the whole stadium or move over to the selfie camera and see yourself in it.

**PLATFORM PUBLISHING**  
Social AR experiences.







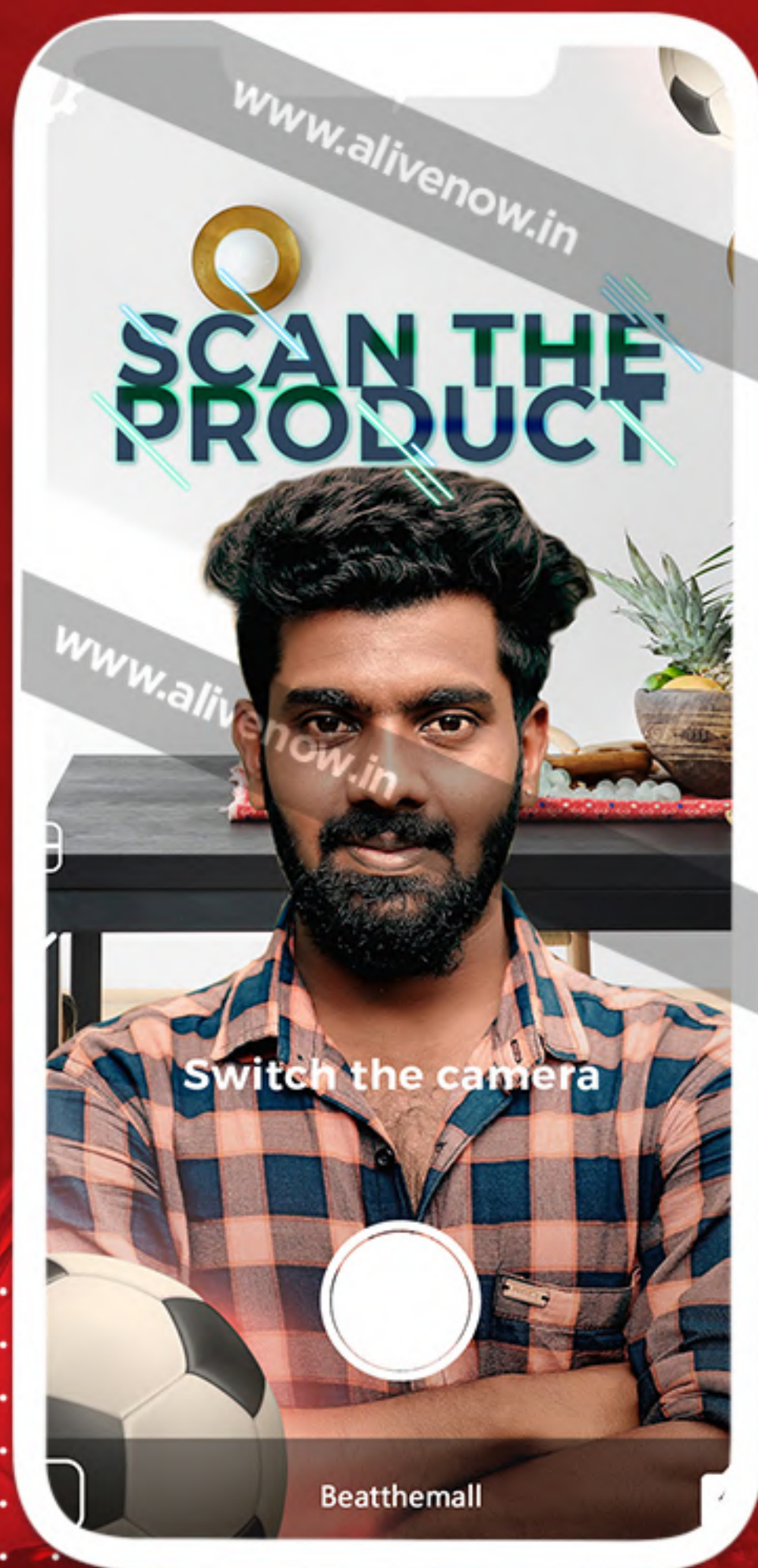
## Beat Em, All

Try this filter out with your friends, open your mouth to make your player jump and avoid defenders.

**PLATFORM PUBLISHING**  
Social AR experiences.







## Product Scan!

Switch to the rear camera, scan the Product logo and watch a footballer appear on screen around the pack.

**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

alivenow.in

- > 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!



# THE WORLD OF BRANDED HYPER CASUAL GAME

Rich branded games that are custom built and can be deployed across social, web and mobile platform. Insightful analytics, true user engagement increased brand recall and drive conversion to different objectives using fun games.

[Learn more](#)





## 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.



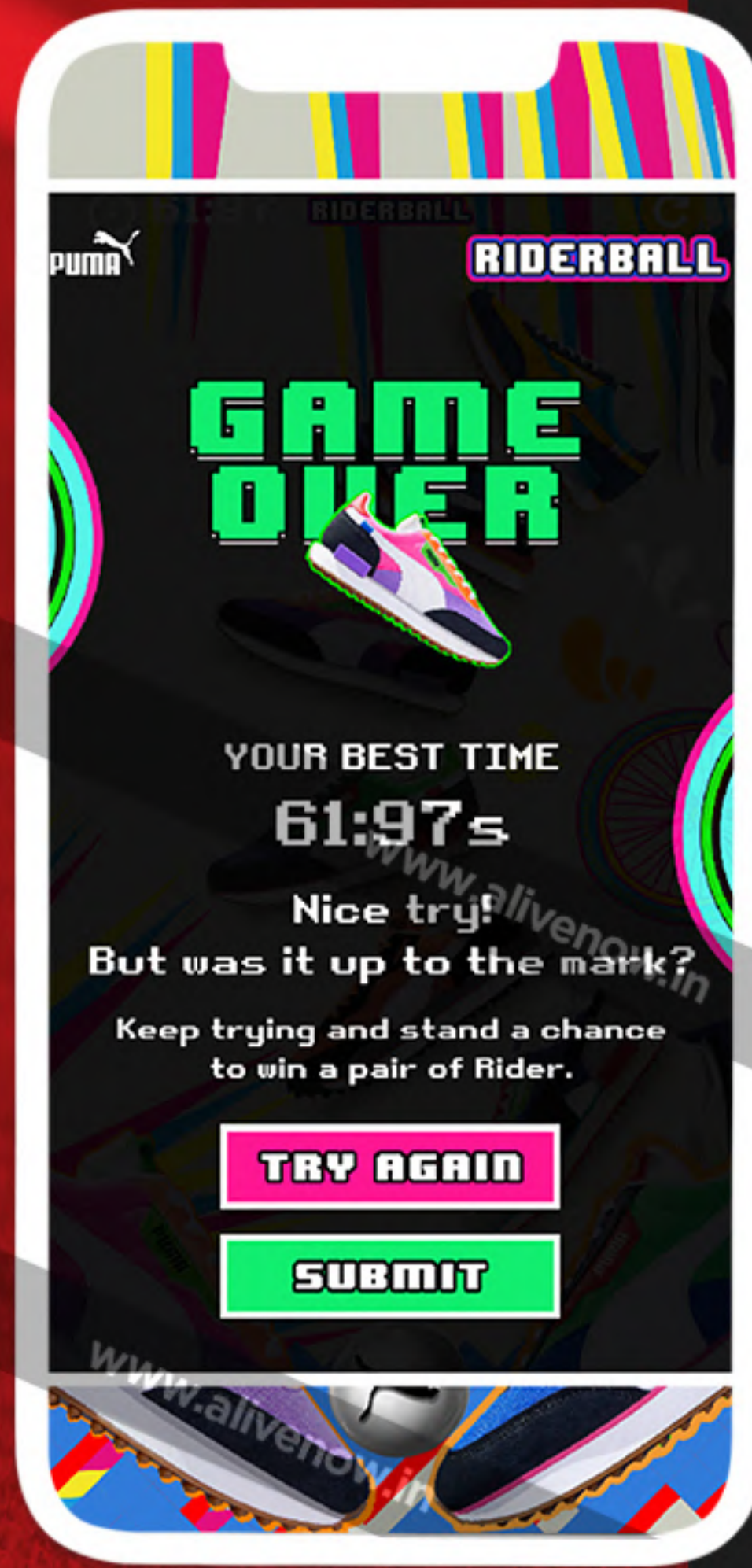
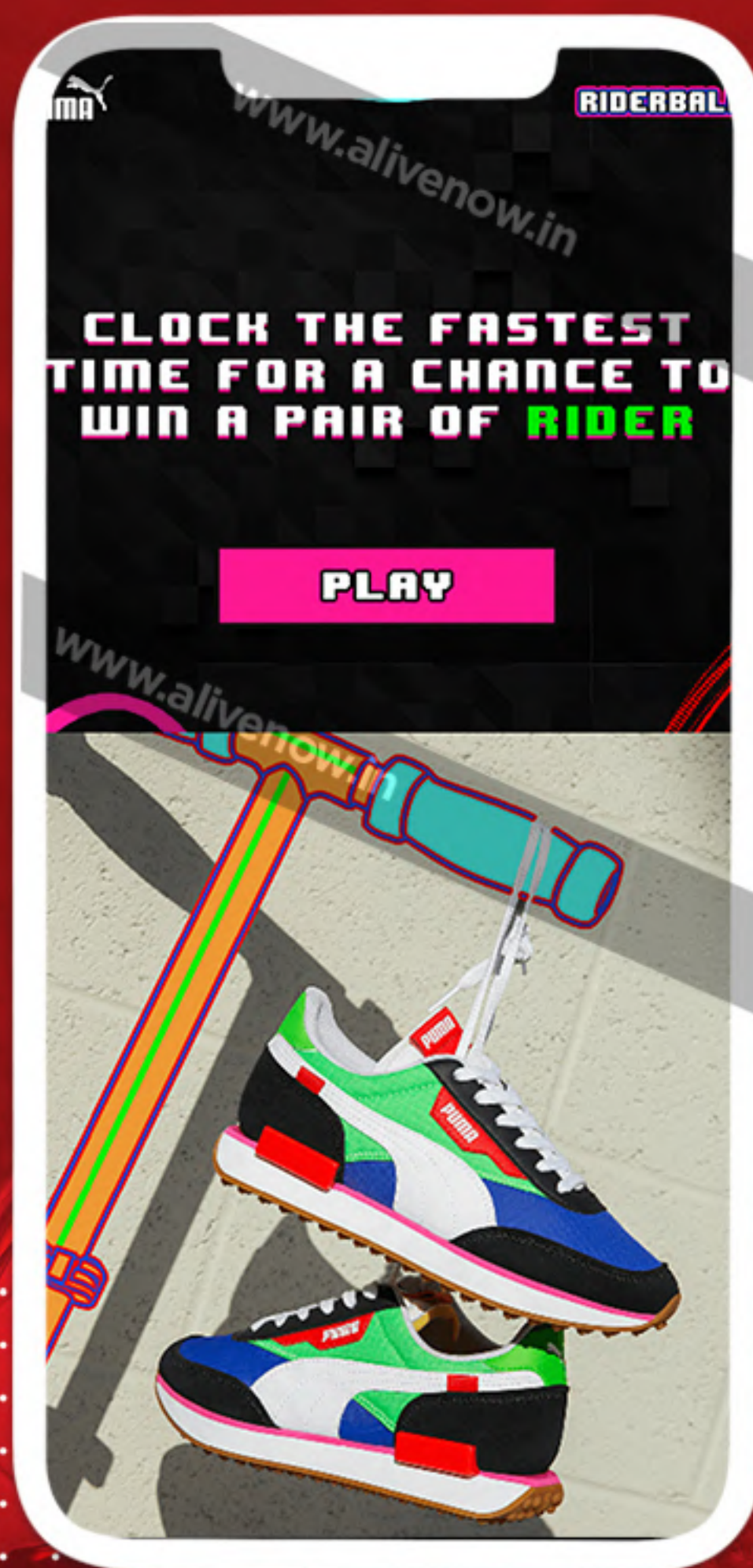




## Digital Foosball Tournament

Control the up/ down direction of the current foosball rod and your players hit the ball. Using the up/ down buttons on the screen, try the score as many goals as possible in under 60 seconds.





## Pinball

Tap on either side of the screen to control the paddles and keep the ball inside the boundary. Under 60 seconds, try and beat your high score and later be lead to a form fill screen to submit it.





## 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.





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# Quiz TIME

Find out if you are a true fan!

**PLAY**

## Question 2

Which country has scored a record 21 goals at the World Cup Finals

**A** Germany

**B** Mexico

**C** Brazil

Answer it



www.alivenow.in

5/8

Name

Email

**SUBMIT**

**TRY AGAIN**

www.alivenow.in

## Football Quiz!

An Interesting Trivia experience that asks you questions regarding your favourite team. If you get most of them correct, we give out a form fill to submit your entry for a lucky draw!





## Football Juggle

A tap-tap game that allows users to keep the ball in play by juggling it for the longest time continuously. Tap the screen at the right time and avoid the ball from falling down.

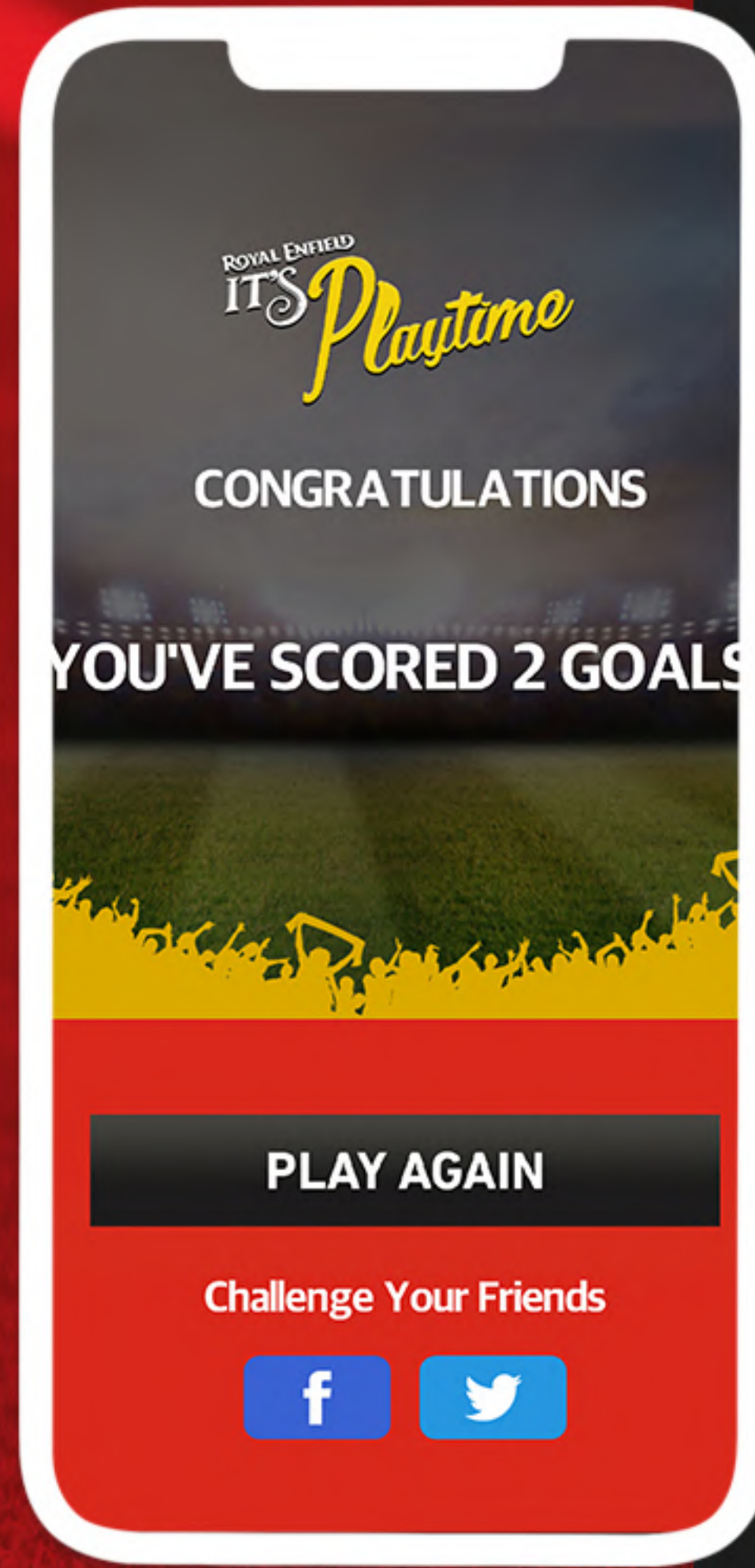
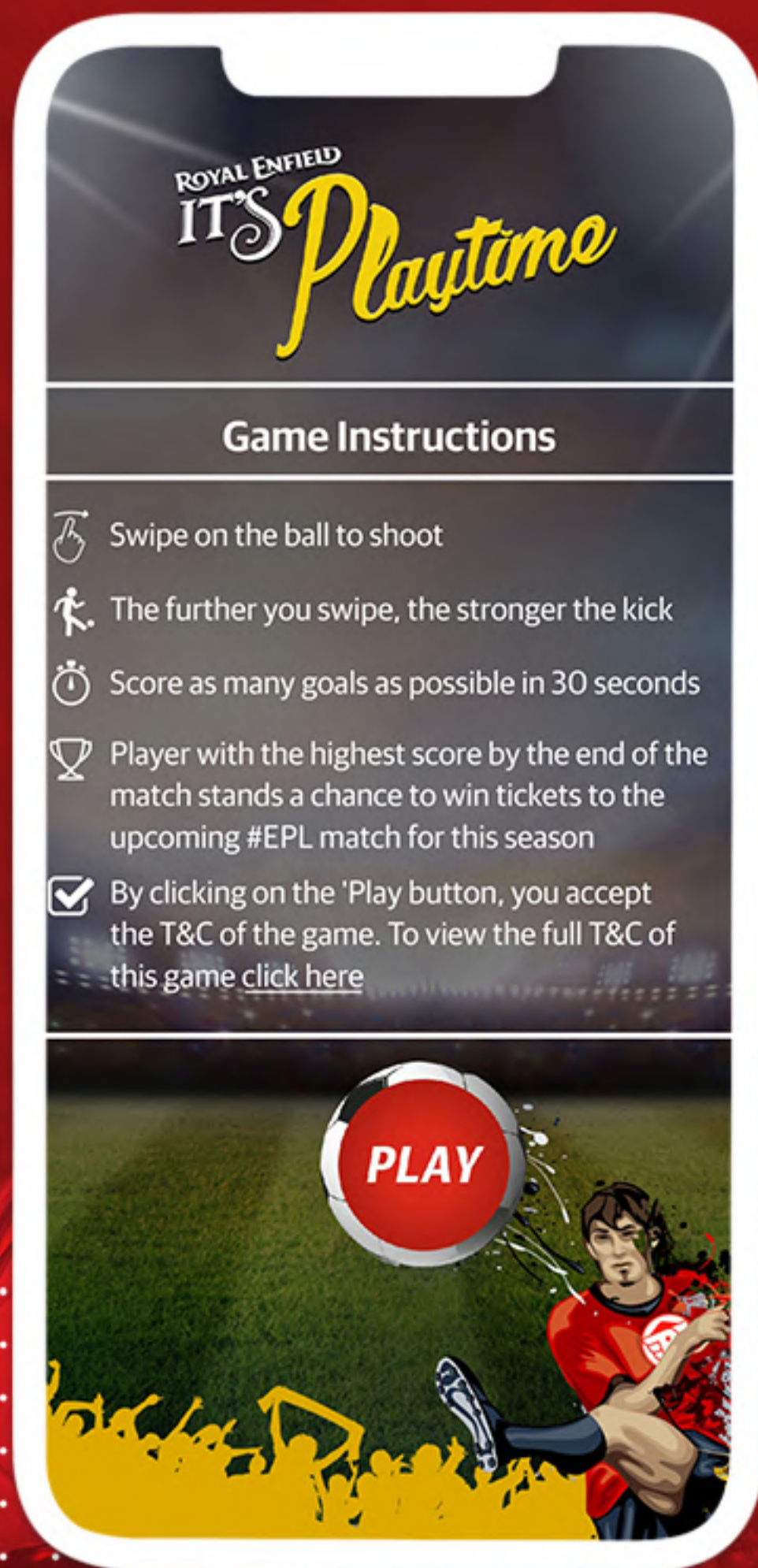




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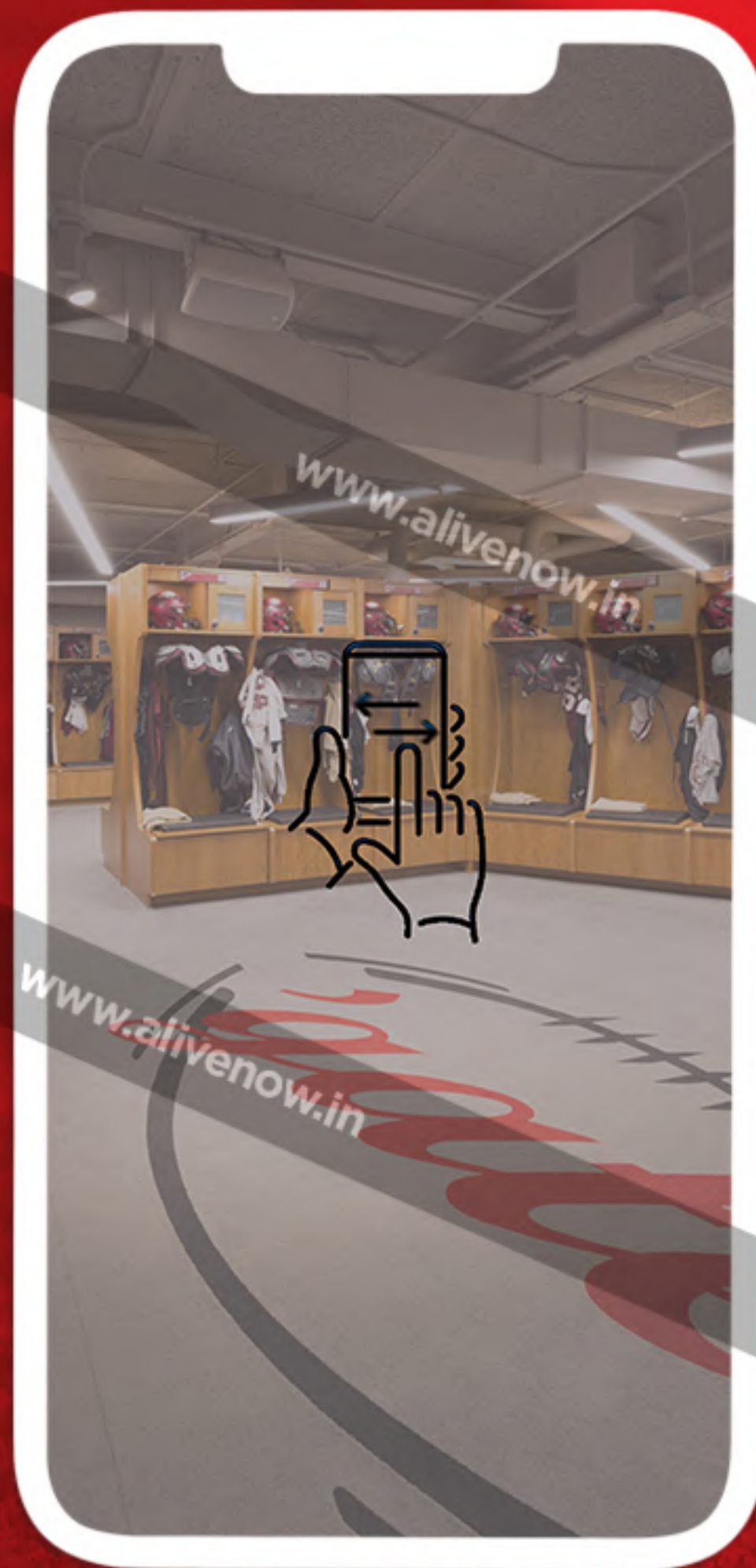




## Top Bin Challenge

In this fun shootout game, tap on the screen to try and score as many goals as you can, and get bonus points for putting it in the Top Corner!

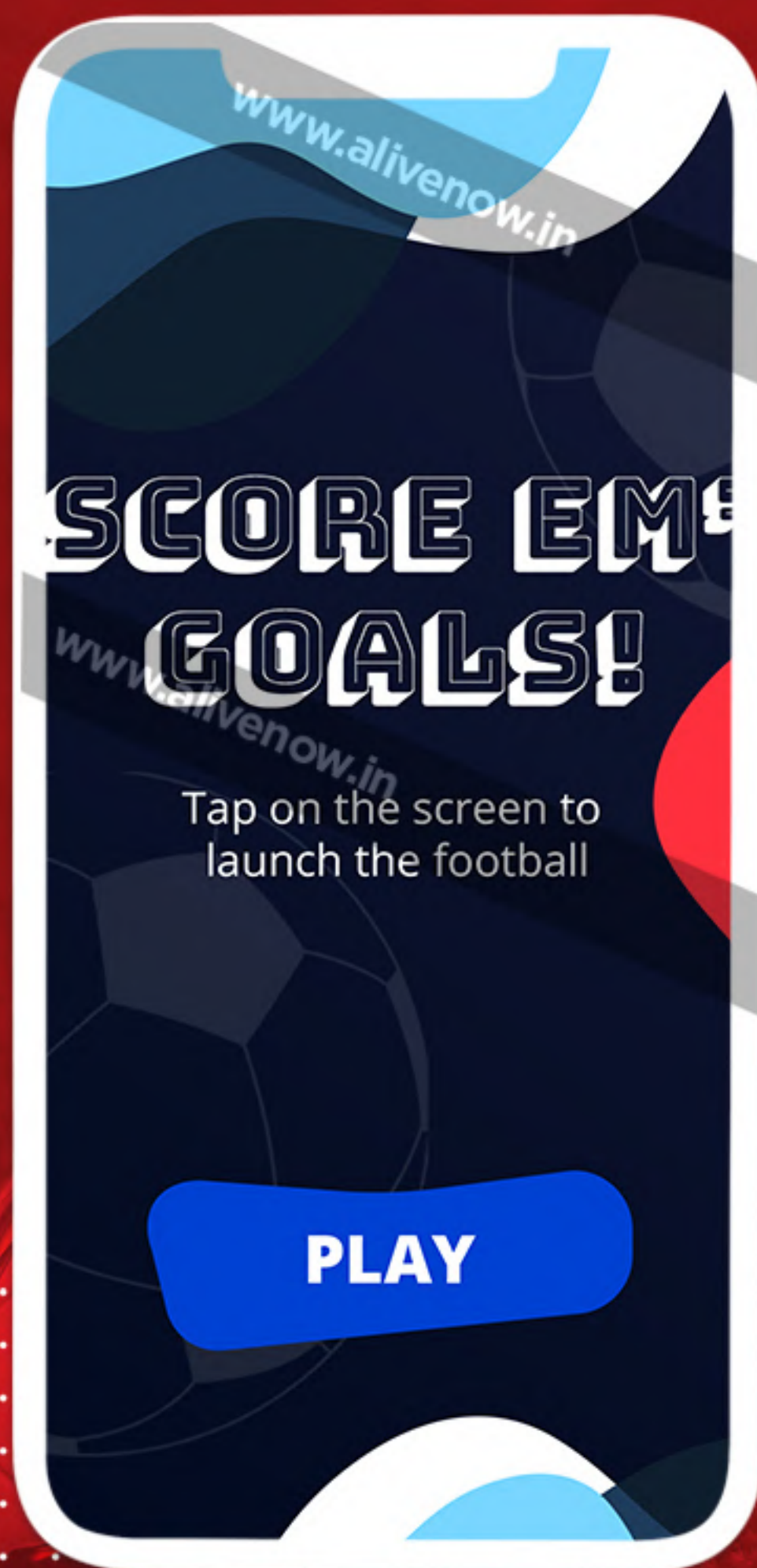




## Inside The Locker Room!

Pan/ swipe on your phone to look around the 360 degree image of your favourite team's locker room.





## Score Em' Goals!

Tap on the screen to launch the football towards the goal posts and score the highest points within 60 seconds!



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



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to read article

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- > 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 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](https://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

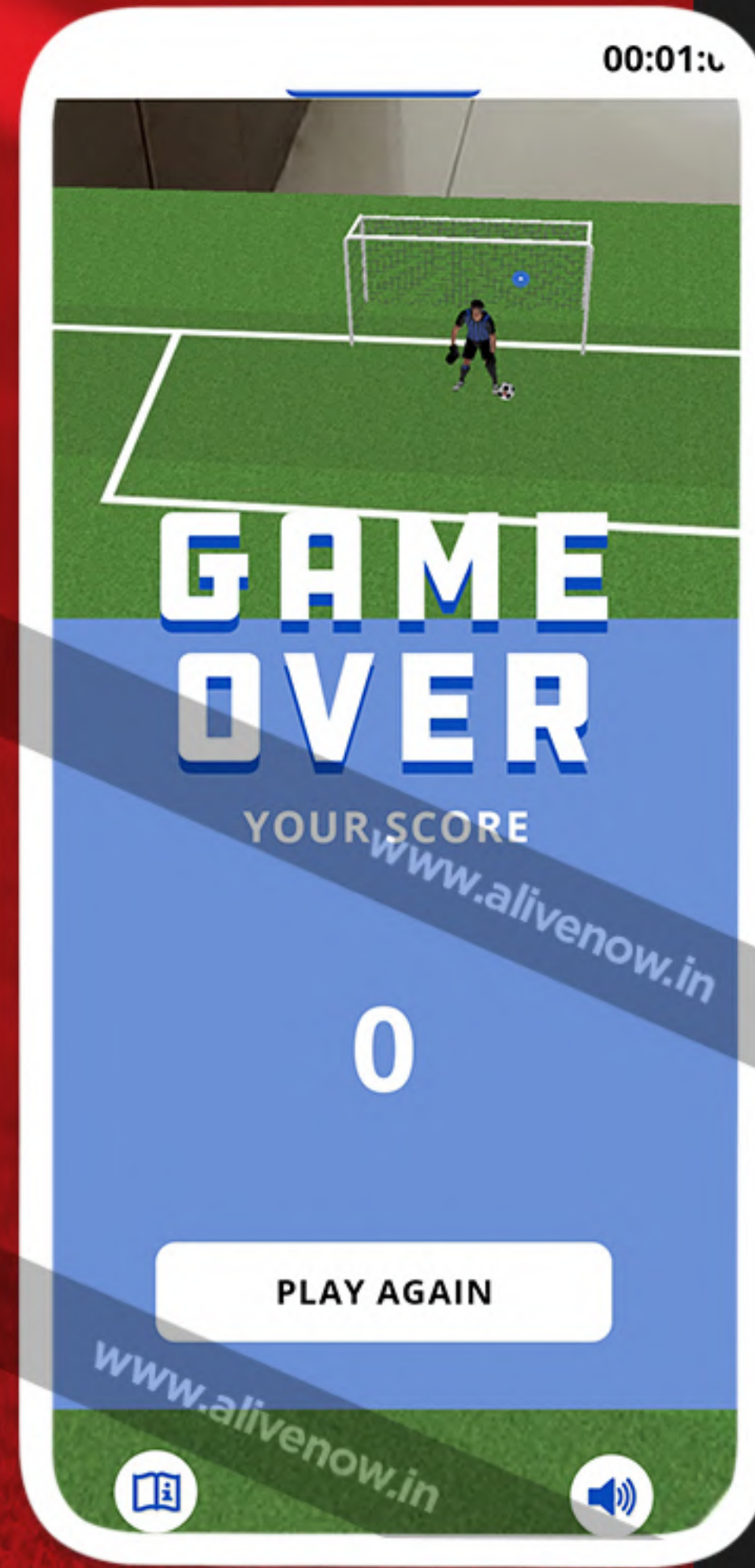


Empowered  
customer & higher  
brand recall.



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





## Penalty Shootout!

Take centerstage in this super fun, penalty shootout! Switch to the rear camera and place the field in your real surroundings. Once placed, use the arrow to pick a position and tap the button to shoot the ball.





# Meet Your Favourite Footballer!

Switch to the back camera, place your favourite star in your living room and pose for a picture with them! Don't forget to share these on social media and boast to your friends.

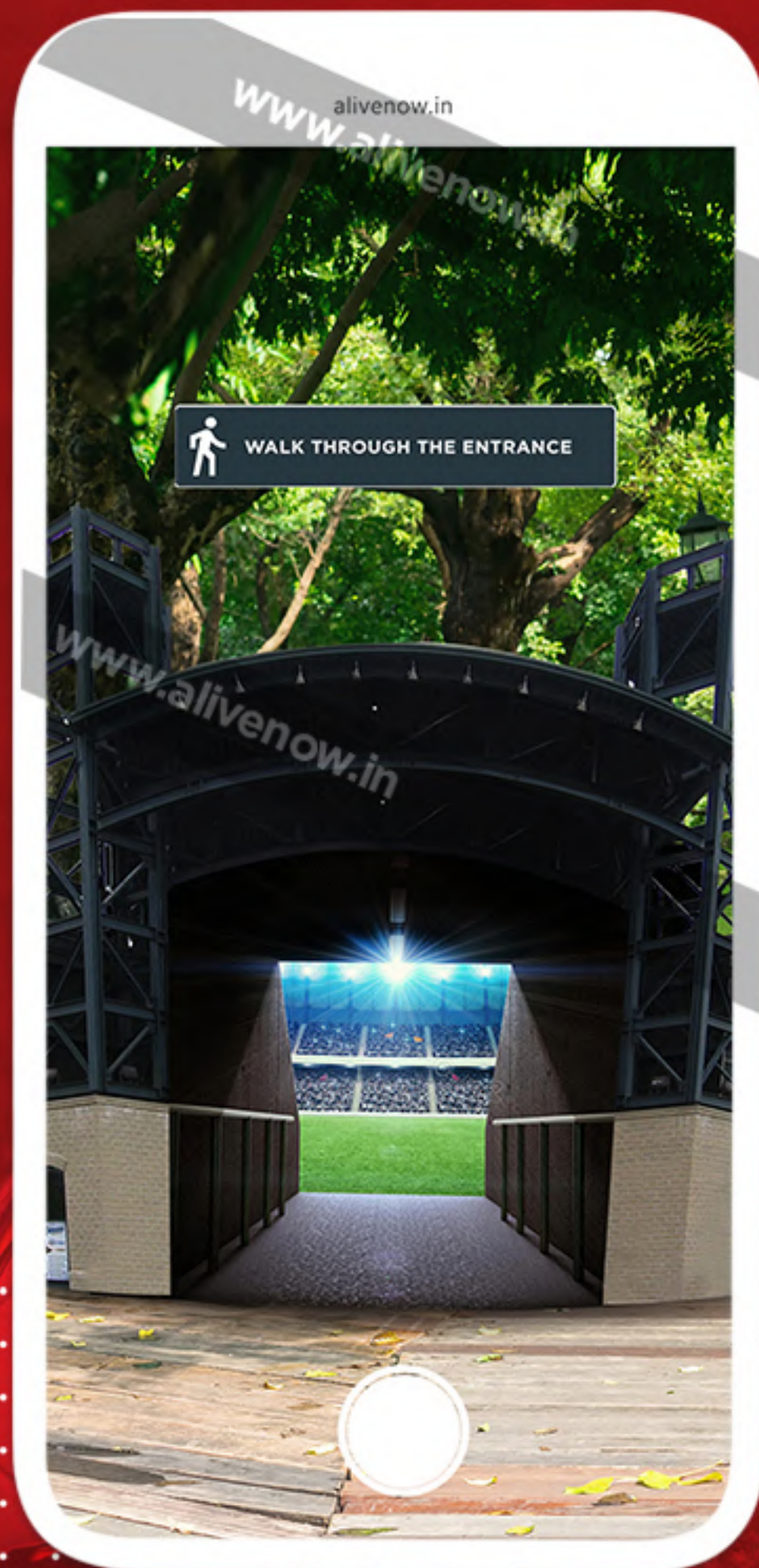




## Custom Football Jersey

Add in your name to make your very own football jersey. Switch to the rear camera and place it in your real world environment.

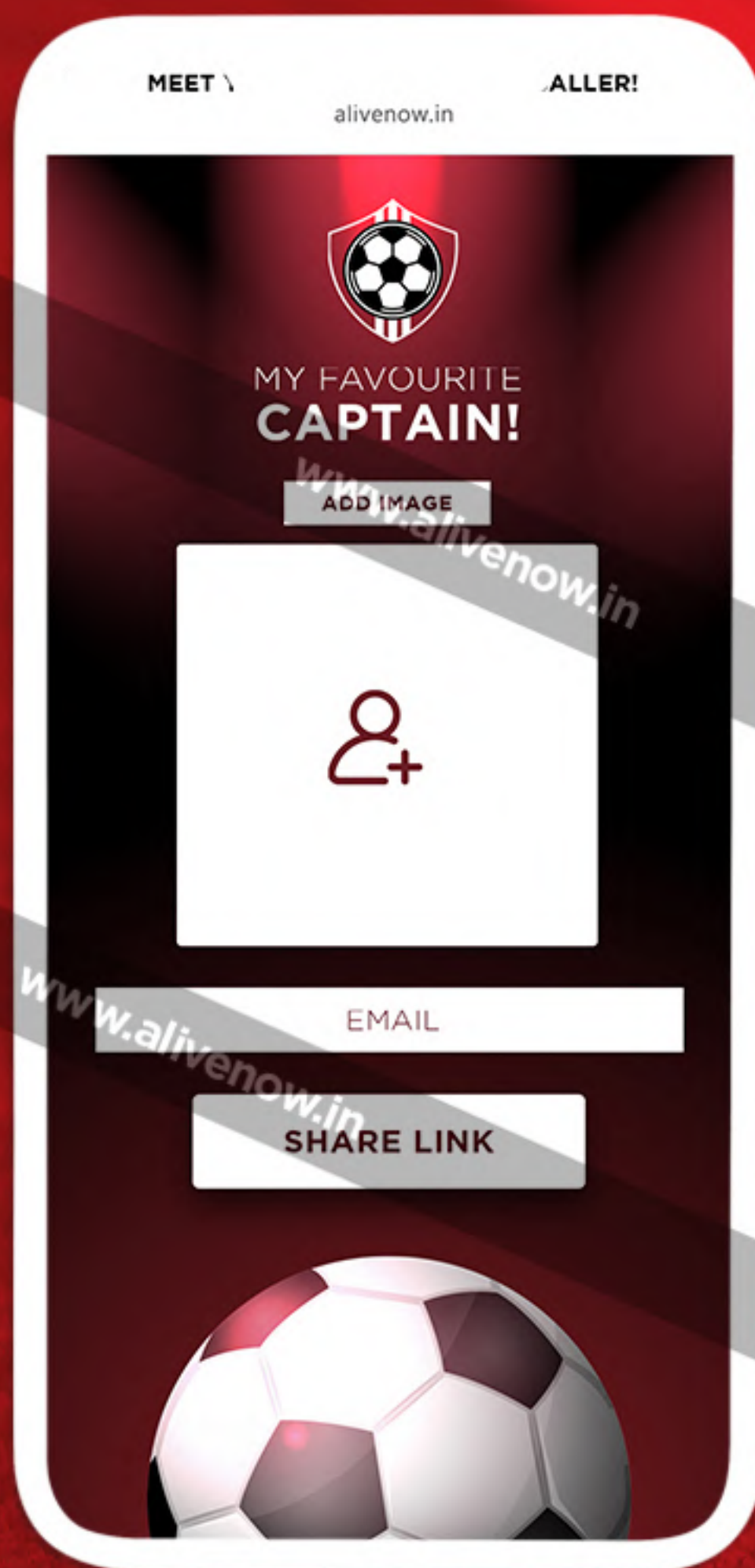
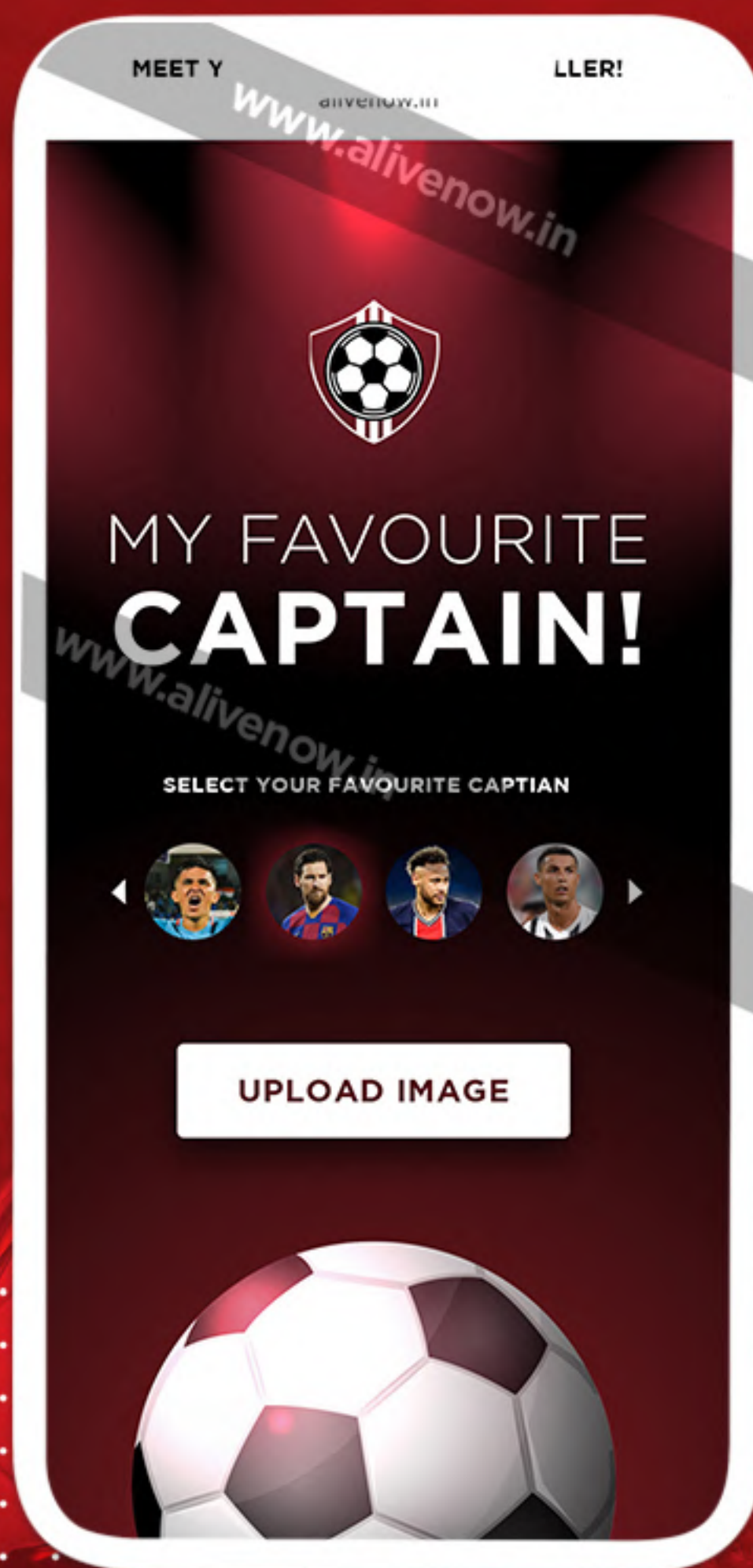




## Stadium Tour!

Missing going to your favourite stadium and cheering for your team? We've got you covered. With this WebAR experience you can place a stadium portal in your environment and enter it to feel at home again!

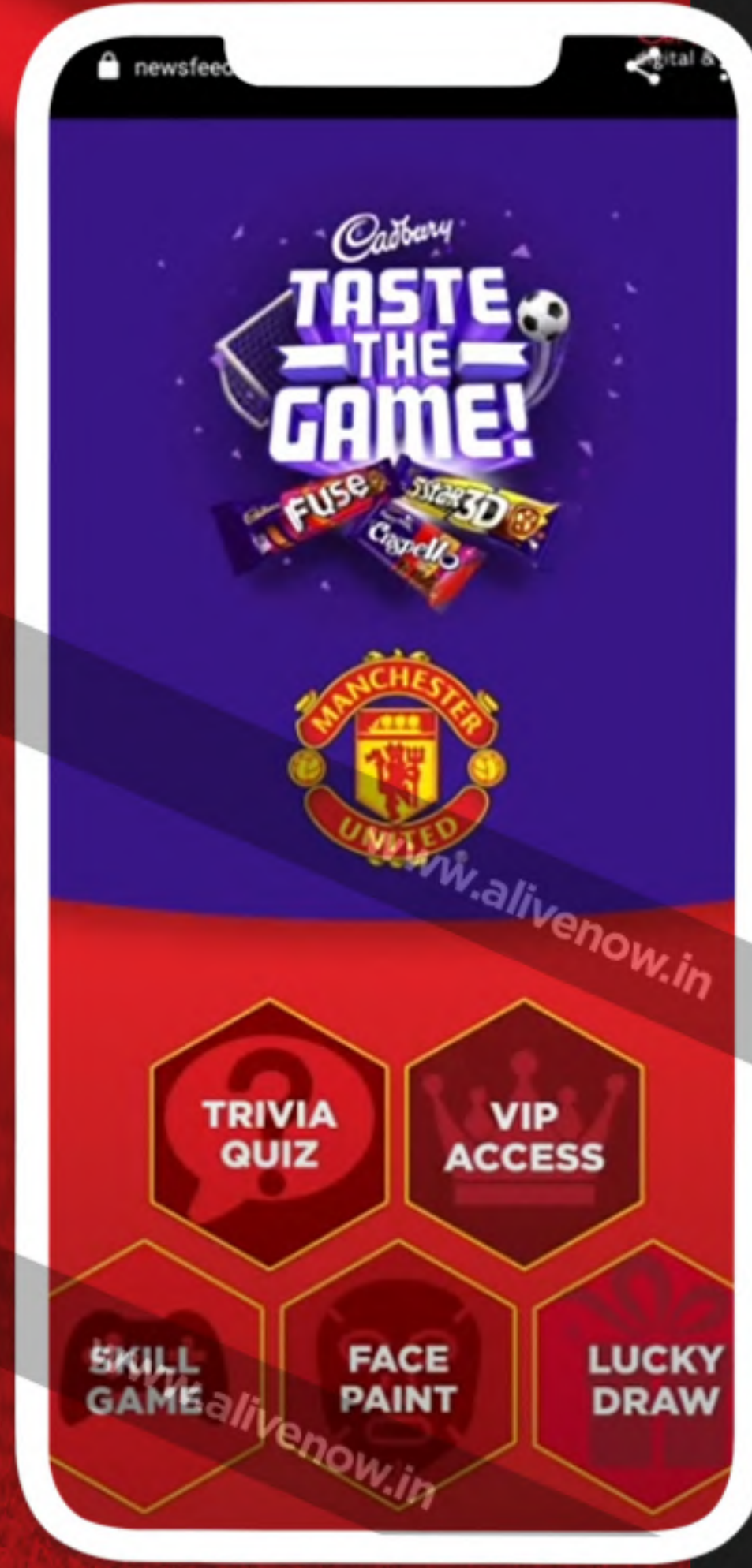




## My Favourite Captain

Select your fav captain, upload an image and share the bitly link with your friends. They can open the link to place a picture of you and your favourite captain in their real world environment.





## Product Scan!

Engage your audience through the packaging! Have them scan your logo to reveal various activations. From Face paint, Trivia, Branded Game to even a Lucky Draw!

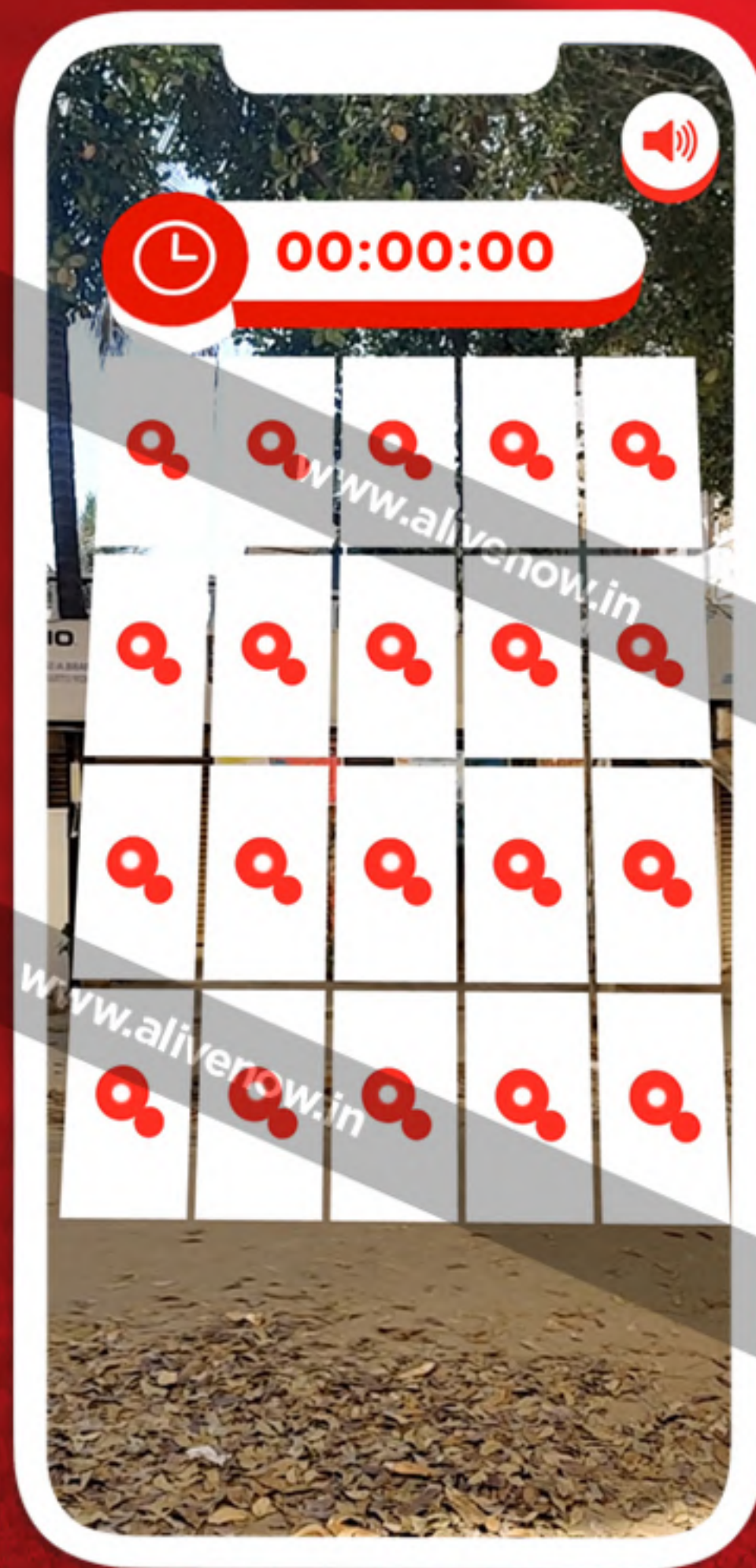




## Keep-Ups!

Switch to the rear camera, and place your favourite footballer in your real world environment. Tap on the “Juggle” button to keep them going and score high points.





## Flip And Match

Try out this fun flip and match where the user has to try and match all the pair of cards before the timer runs out to stand a chance to win FIFA World Cup tickets.



# OUR MOST SUCCESSFUL AND ENGAGING WEB AR CAMPAIGNS

▶ WATCH CASESTUDY





## Why should brands consider 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





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

durex

Reese's

dentsu

BOSCH

WPP

DiDi

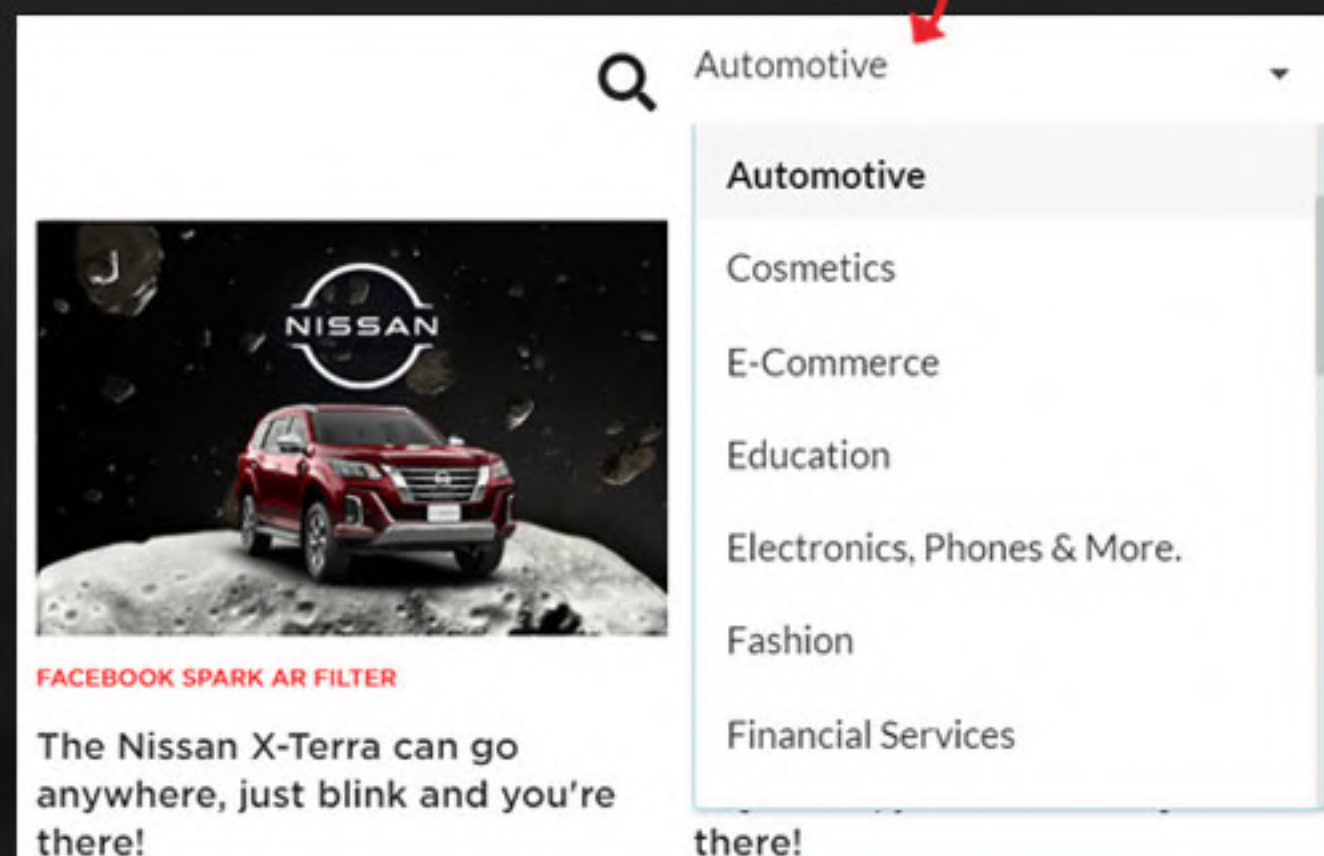
CARAT

& more!

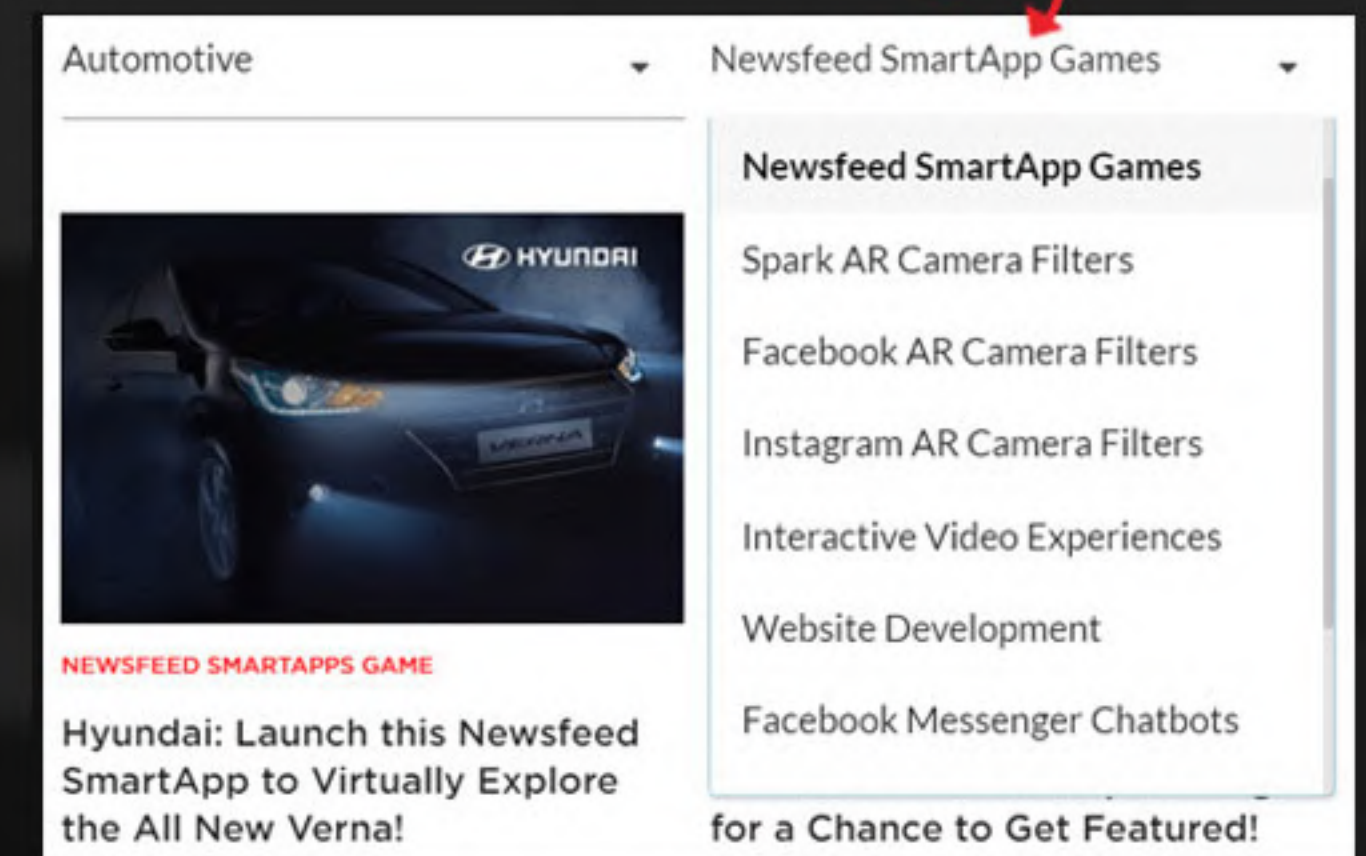


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## 1 INDUSTRY



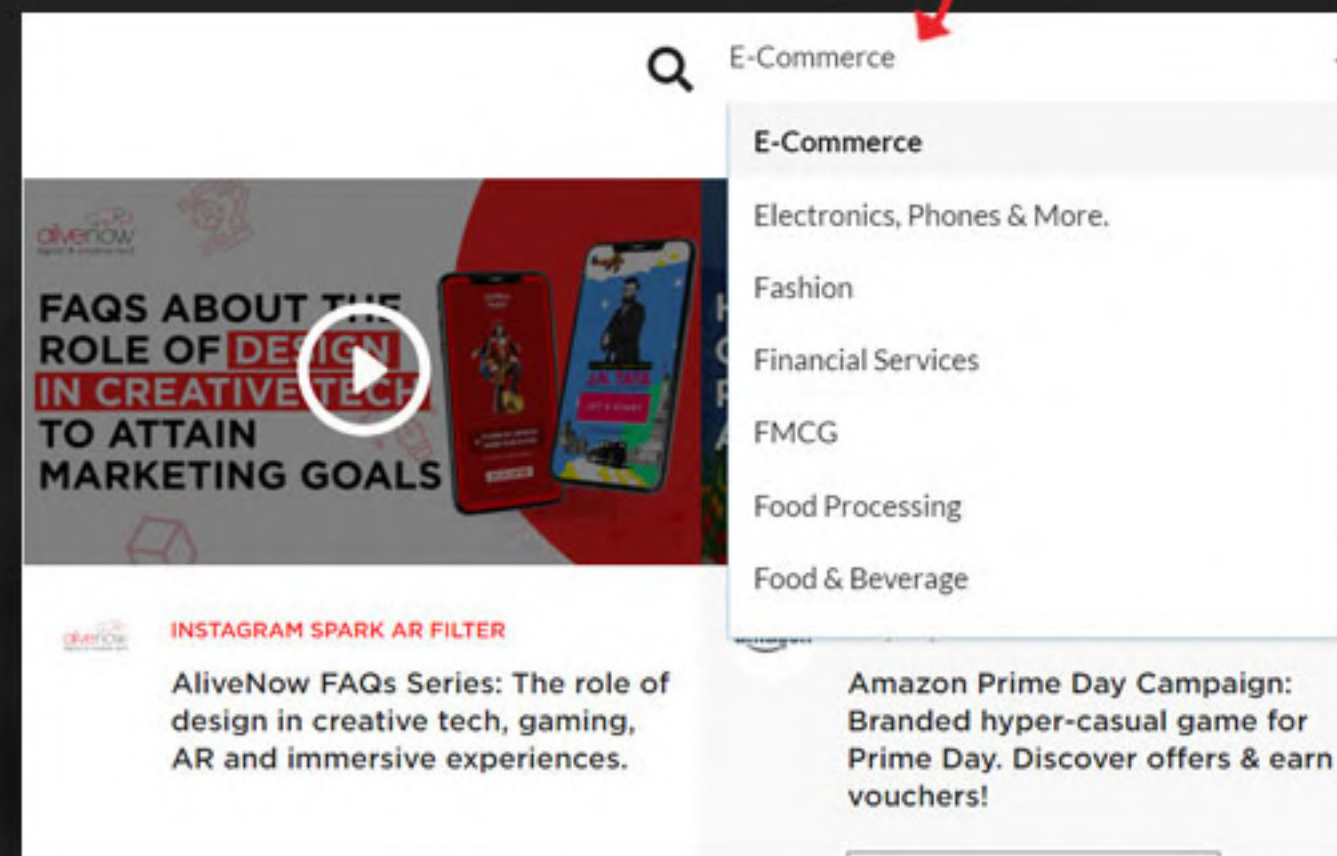
## 2 PLATFORM



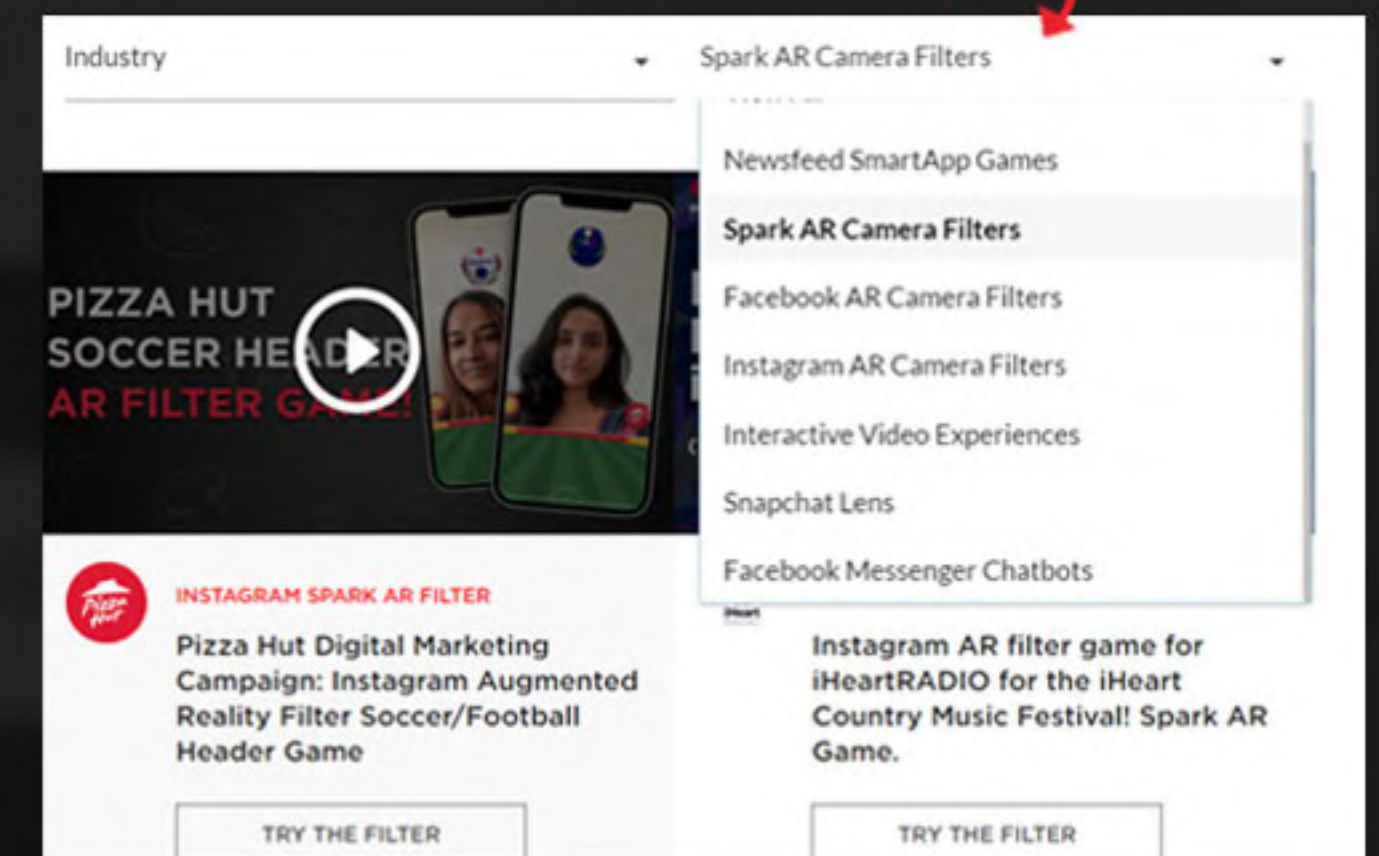


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

## 1 INDUSTRY



## 2 PLATFORM





# THANK YOU!

**contact@alivenow.in**

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

