



**NEWSFEED
SMARTAPPS**





OFFICIAL SPARK AR PARTNER
   **Spark AR**



FMCG Industry - Launch Ideas 2021

**Immersive & engaging concepts
using Social AR, Web AR, Branded
Games, Playables & more.**

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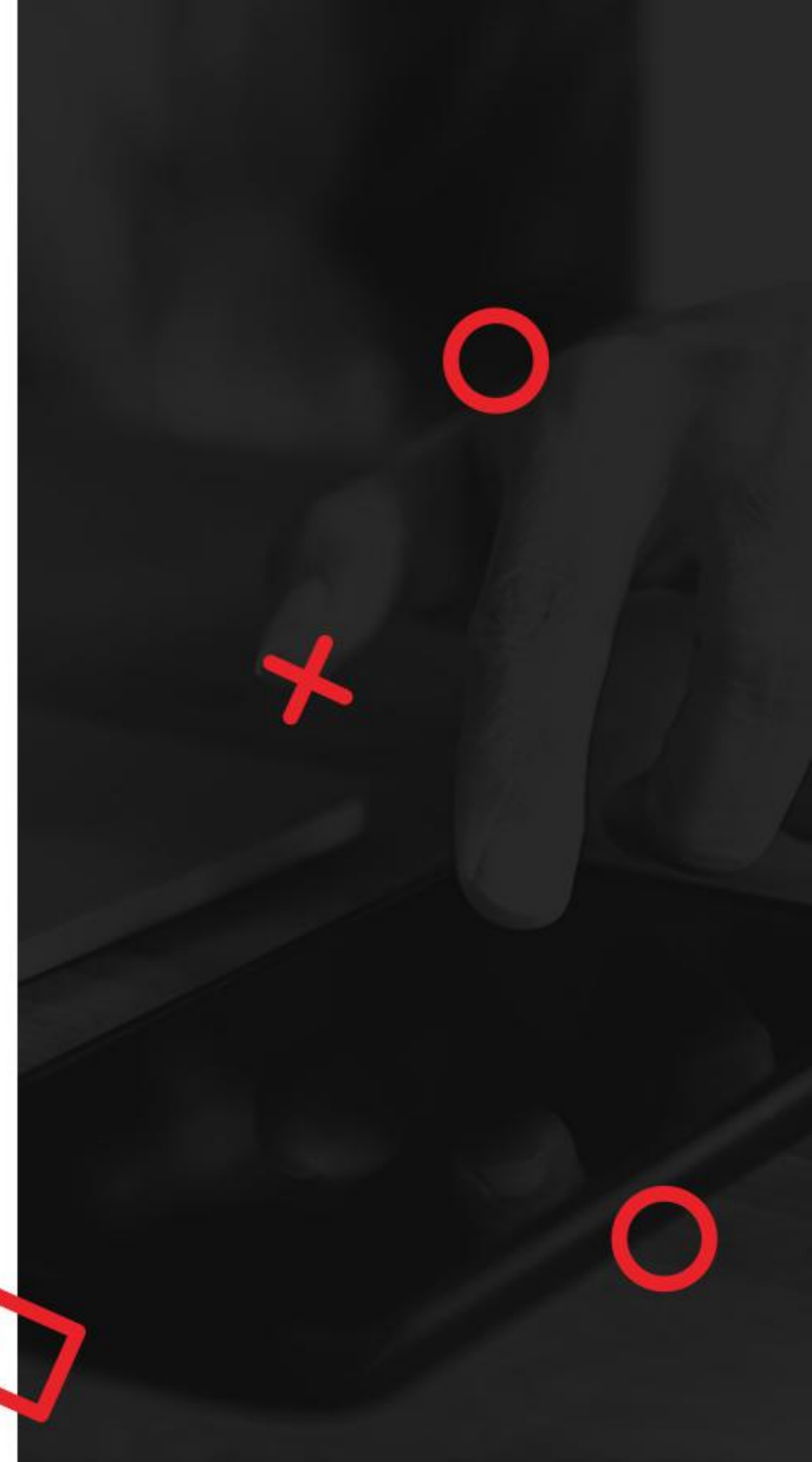
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Table of Contents

- » Introduction to AliveNow and the work we do.
- » FMCG Industry Launch ideas using Facebook AR, Instagram AR & Snapchat AR Lenses
- » FMCG Industry Launch ideas using WebAR
- » FMCG Industry Launch ideas using Interactive Gaming Experiences.
- » FMCG Industry Launch ideas using Facebook Chatbot Experiences.
- » How does this work and what next?
- » Conclusion and contact information.

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- » Globally, alivenow is an official Facebook & Instagram Spark AR Partner, Snapchat Lens Creative Partner and 8th Wall Web AR Partner.
 - » We're a global creative tech studio building immersive experiences like branded AR Camera Filters, Facebook Playable Ads, Swipe Up Games, branded Newsfeed SmartApp games, Interactive Videos, Web AR experiences & more.
 - » Explore all our projects with working links on our portfolio page www.alivenow.in/Portfolio



OUR CREATIVE TECH SOLUTIONS



OFFICIAL SPARK AR PARTNER



Spark AR



Instagram AR
Filters



Facebook AR
Filters



Web AR
Experiences



Swipe Up
Games



Facebook
Playable Ads



Newsfeed
SmartApps



Snapchat AR
Lenses



Messenger
Chatbots



WhatsApp
Sticker packs



Interactive
Videos

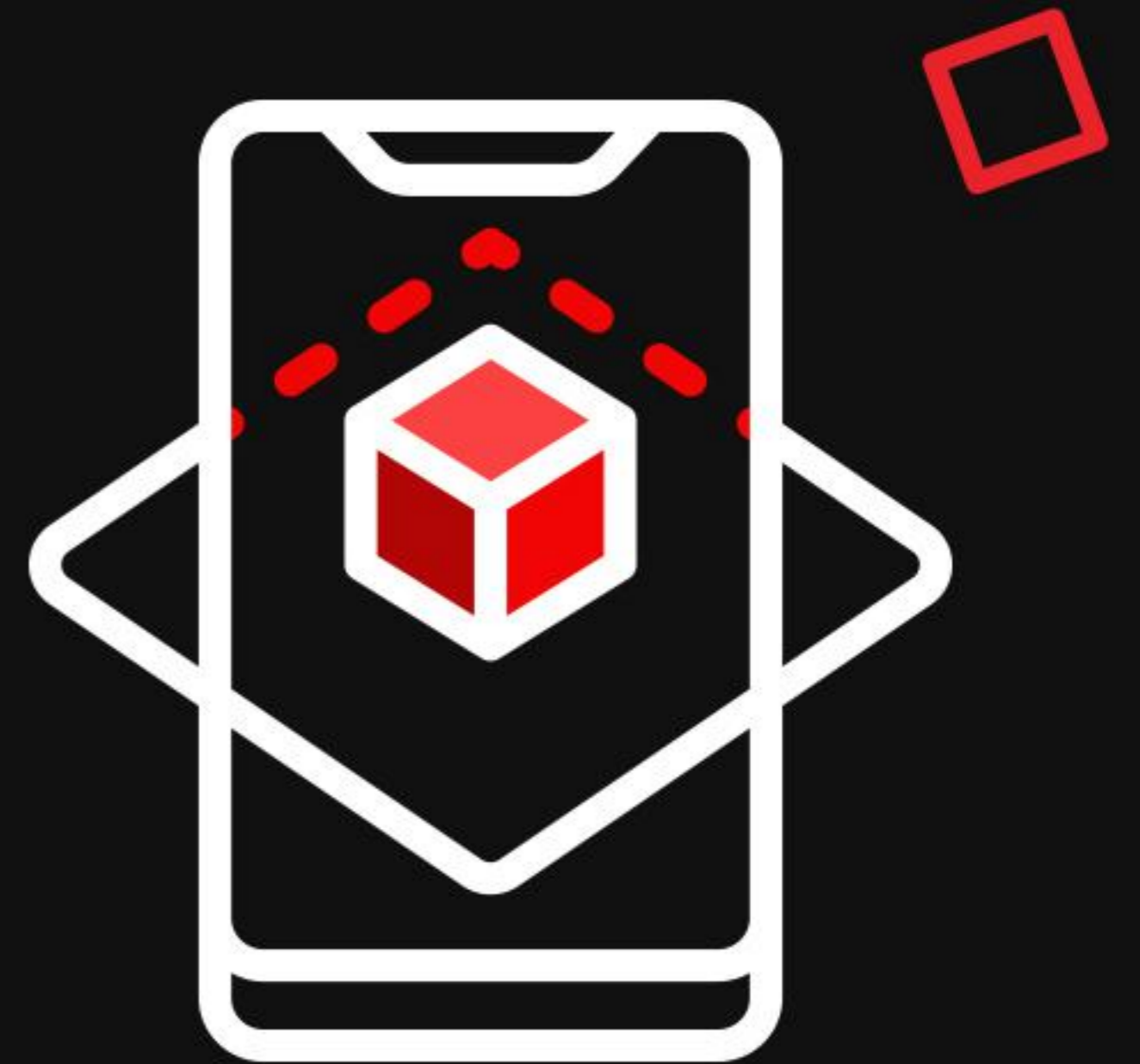
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AND MUCH MORE!

INSTAGRAM, FACEBOOK AR FILTERS, WEB AR & 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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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!

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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.**

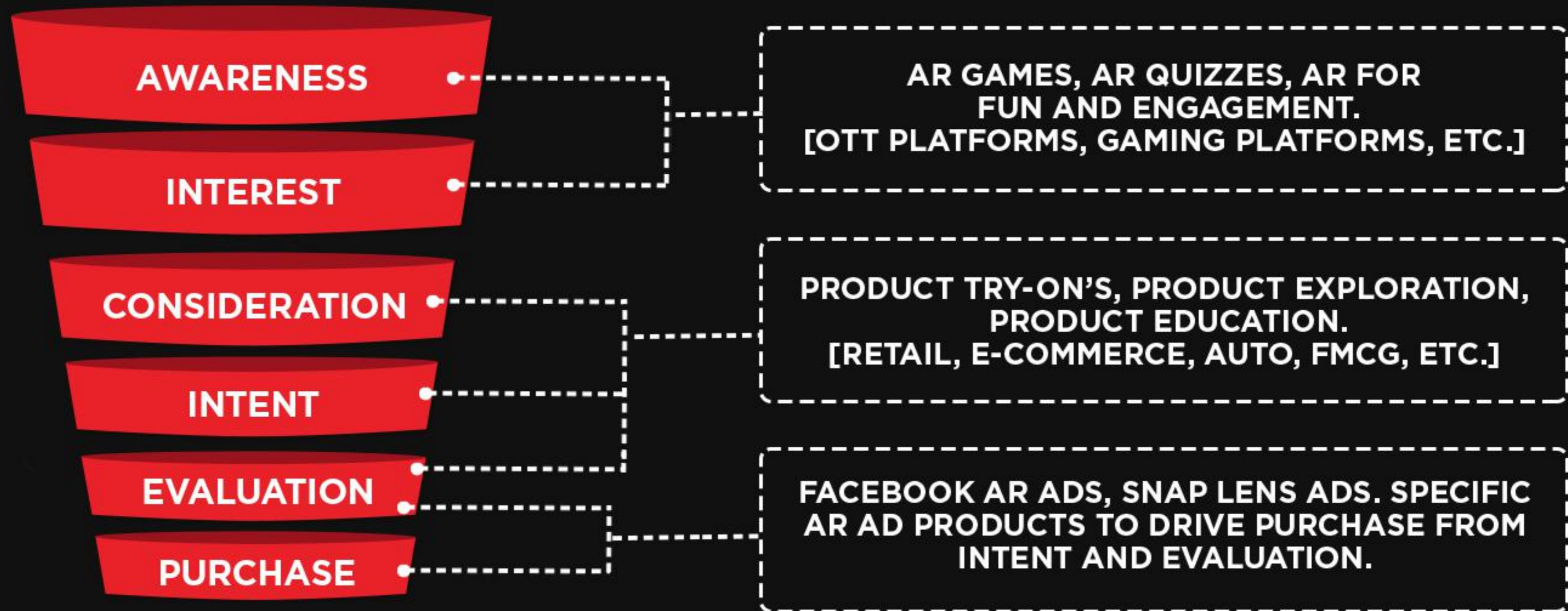
**BETTER
SMARTPHONES &
PROCESSERS =
INCREASED REACH
+ AR AT SCALE.**

**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.



WHAT KIND OF “EXPERIENTIAL MARKETING” ARE YOU ABLE TO UNLOCK WITH AUGMENTED REALITY?

FACE/HEAD TRACKING/HEAD TILT	   
FEET TRACKING	
HAND TRACKING	 
HAND GESTURES [1 FINGER, 2 FINGERS, CLOSE FIST, YOLO SIGN, ETC.]	
FACIAL EXPRESSIONS [BLINK, SMILE, NOD, OPEN MOUTH, POUT, ETC.]	  
SCAN A PRODUCT TO UNLOCK [OBJECT OR LOGO SCANNING]	   

WHAT KIND OF “EXPERIENTIAL MARKETING” ARE YOU ABLE TO UNLOCK WITH AUGMENTED REALITY?

SURFACE TRACKING: PLACE A 3D OBJECT ON A SURFACE	   
VOICE ENABLED GAMES	 
PORTALS/VIRTUAL BOOTHS [ENTER A STORE/BOOTH IN AR]	   
IMPORT YOUR OWN MACHINE LEARNING MODULES [SNAP ML]	
VOICE CHANGER	  
TRACK AND CHANGE THE FLOOR	



Scan A Product For A Voucher!

Launch this AR filter & scan a product to reveal a shopping voucher for your next purchase!

PLATFORM PUBLISHING



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Look-Around For Your Favourite Products!

Switch to the rear camera and pan your device left/right to spot all the products in your 360° environment in AR!

PLATFORM PUBLISHING



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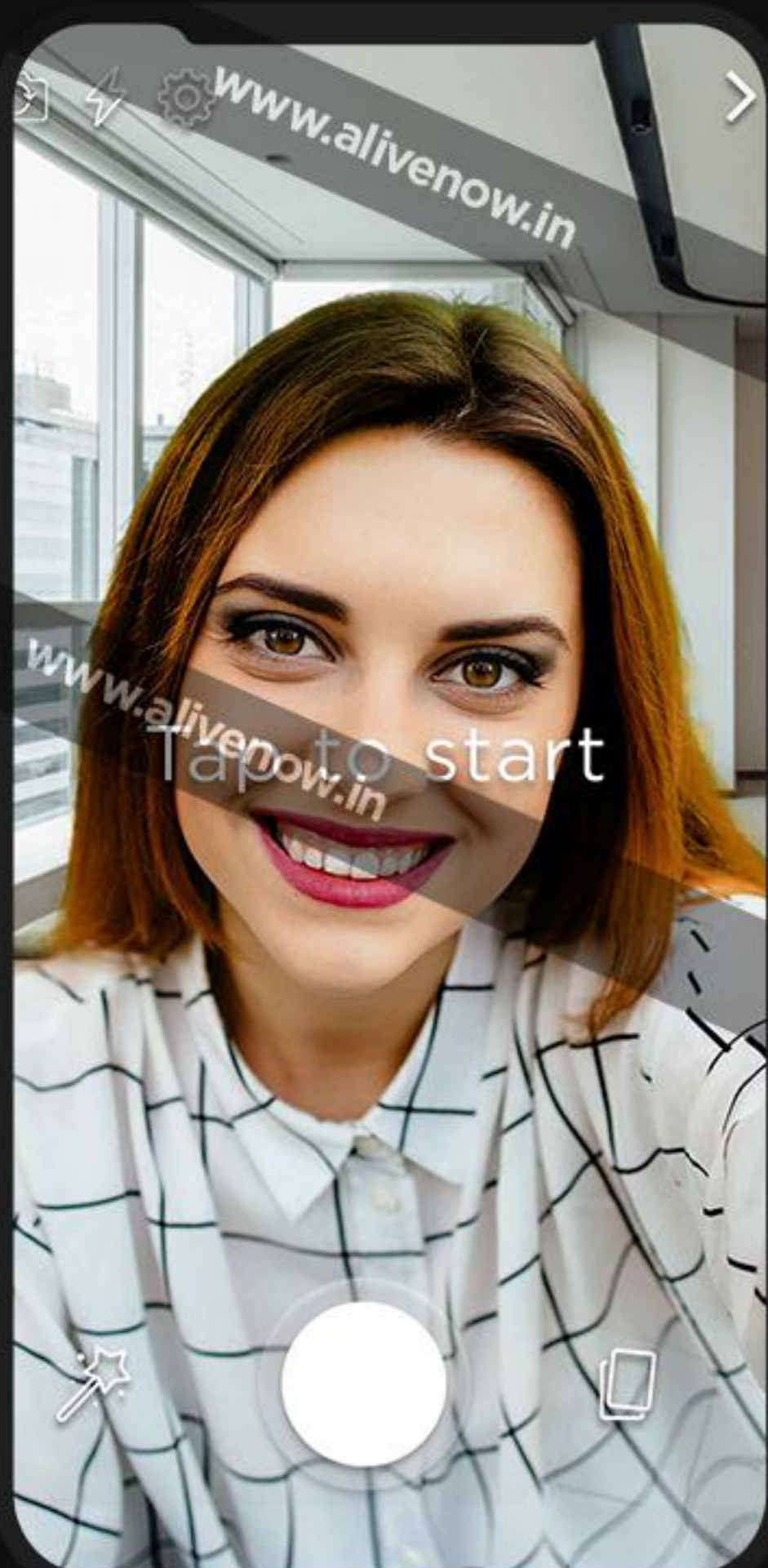
Stack All The Boxes!

Stack boxes of your favourite products and set a high score!

PLATFORM PUBLISHING



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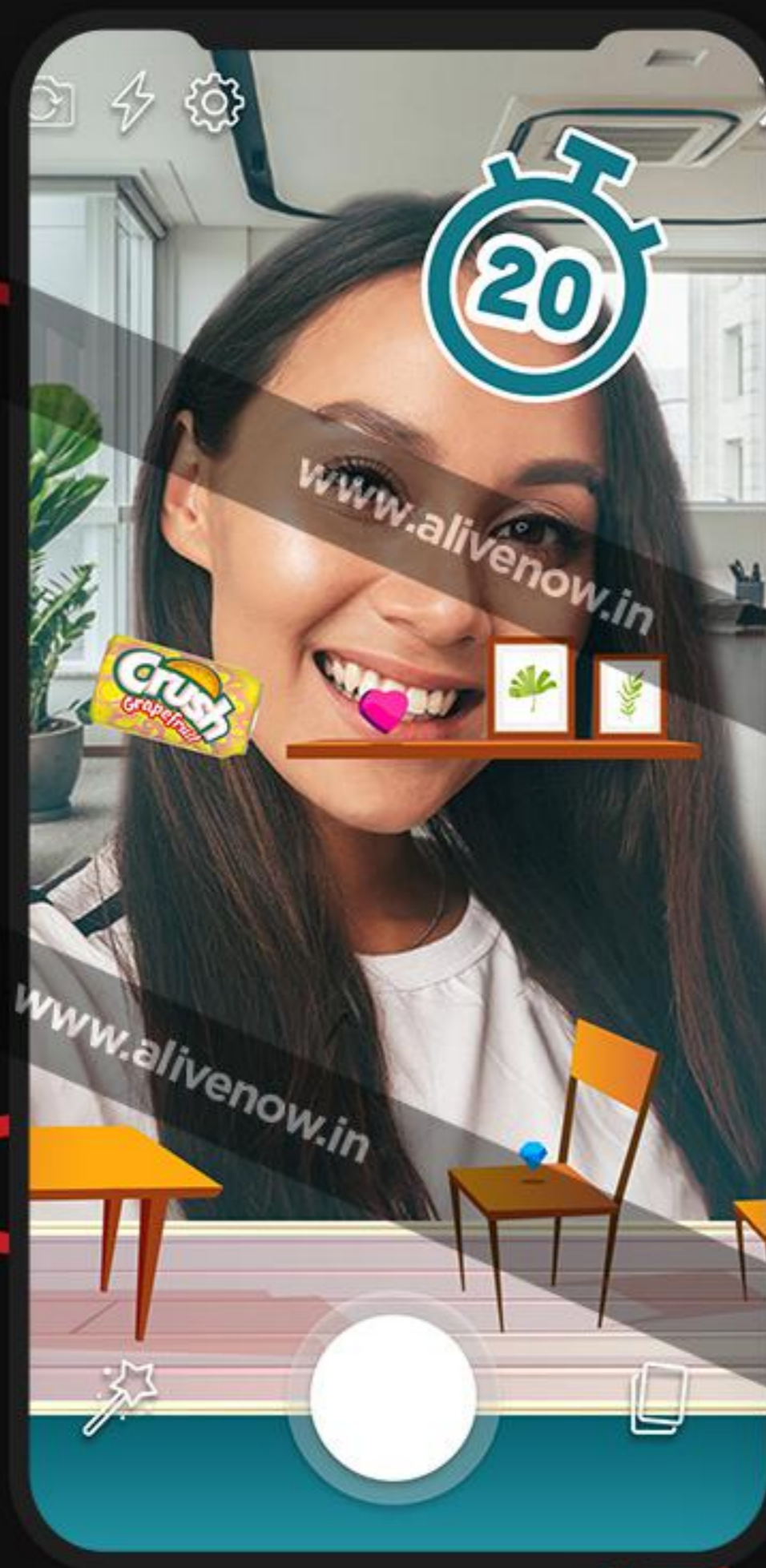
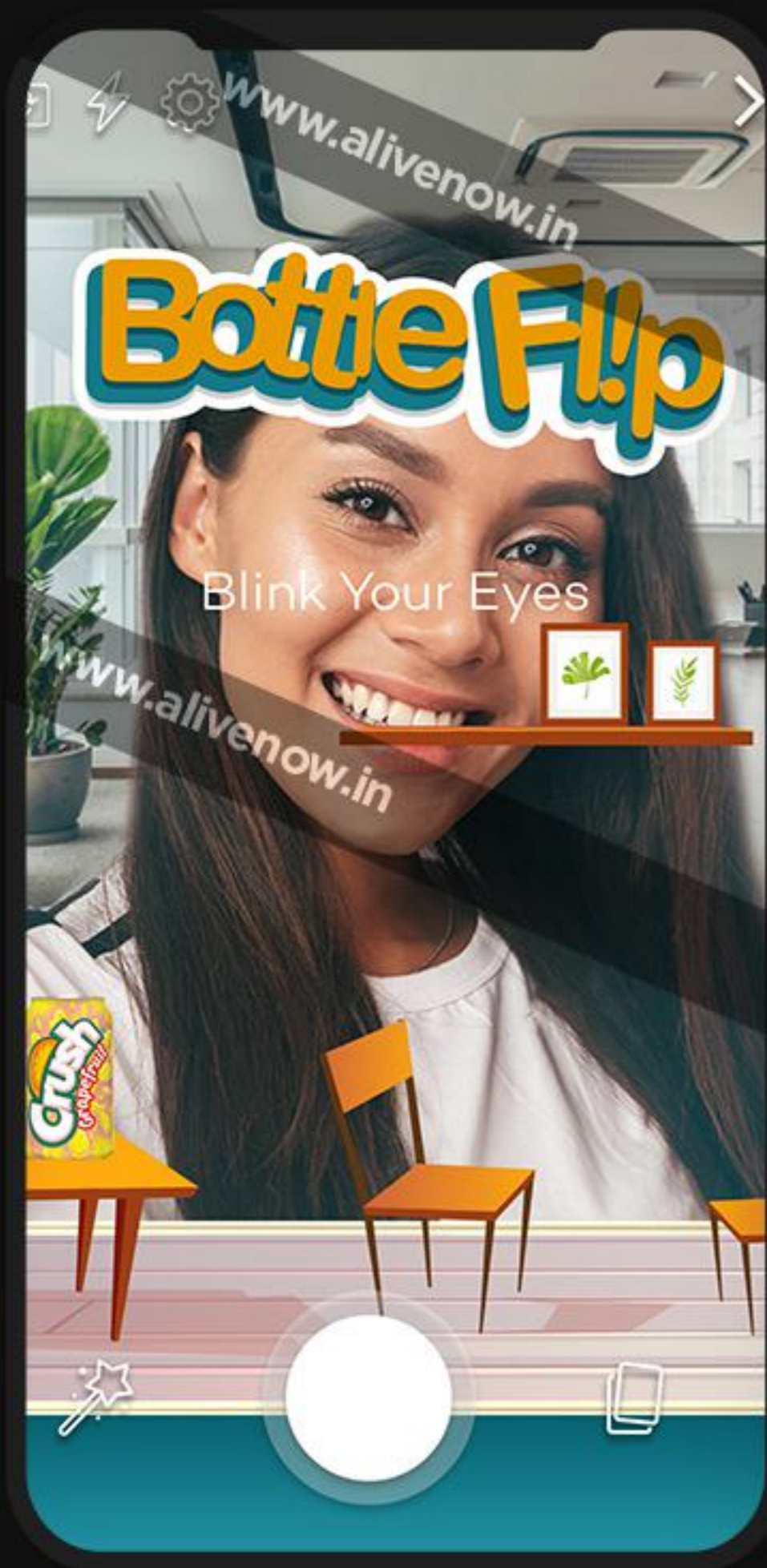
Try On Branded Glasses/Hats /Face Paint!

Tap the screen to try on a pair of branded glasses, a 3D hat or face-paint & spruce up your selfies!

PLATFORM PUBLISHING



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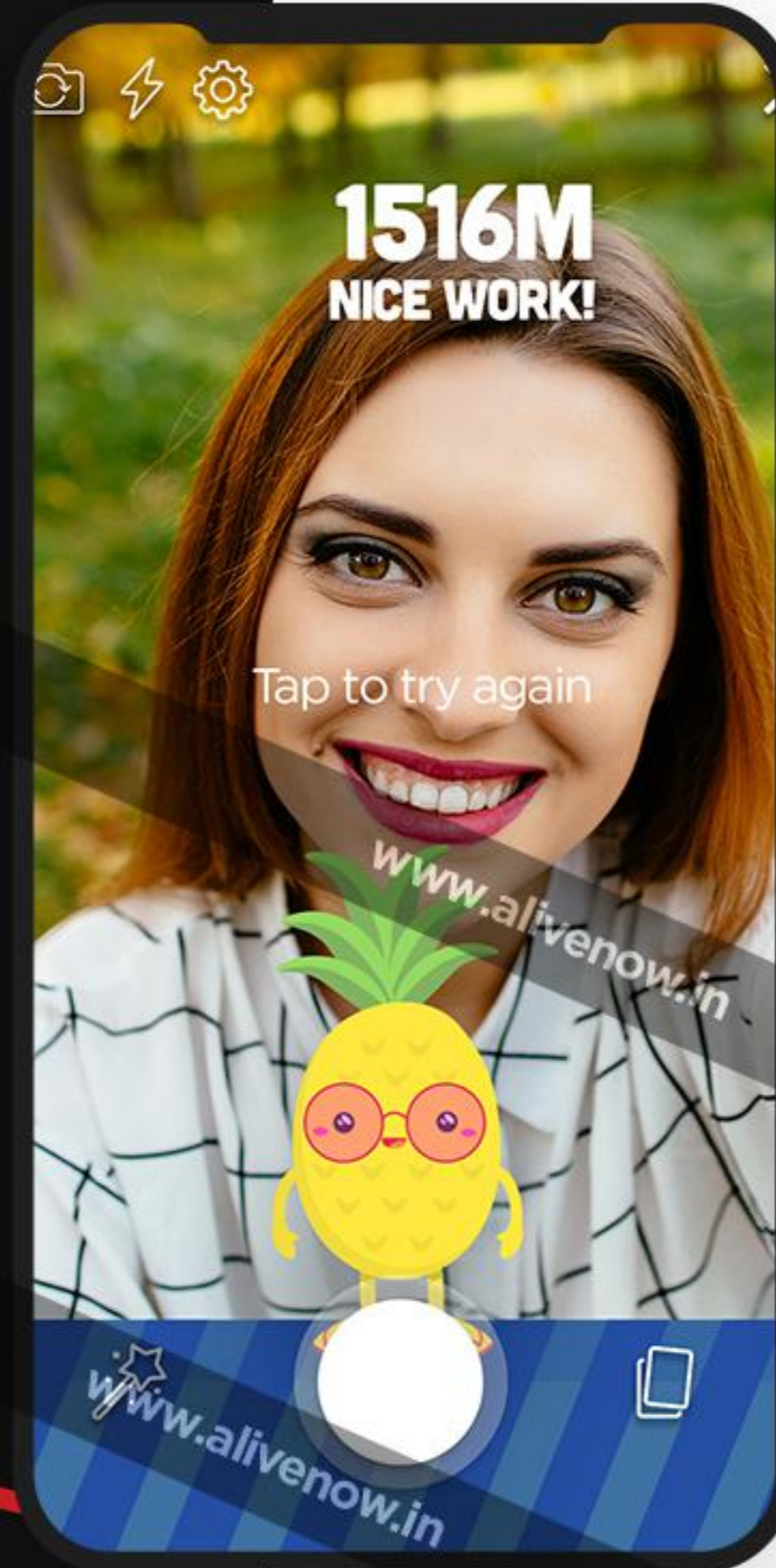
Bottle Flip Challenge!

Launch this fun AR game & blink to flip the bottle to complete the challenge!

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Jump Up & Collect!

Collect your favourite goodies and set a high score! Move your head left/right to make the character land on the slabs.

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What's The Best Fit For You?

Launch this AR quiz, answer some questions, and get a product recommendation based on your preferences!

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Move Along The Maze And Collect Items!

Move the character
through the maze to
pick up all the items
and set a record
time!

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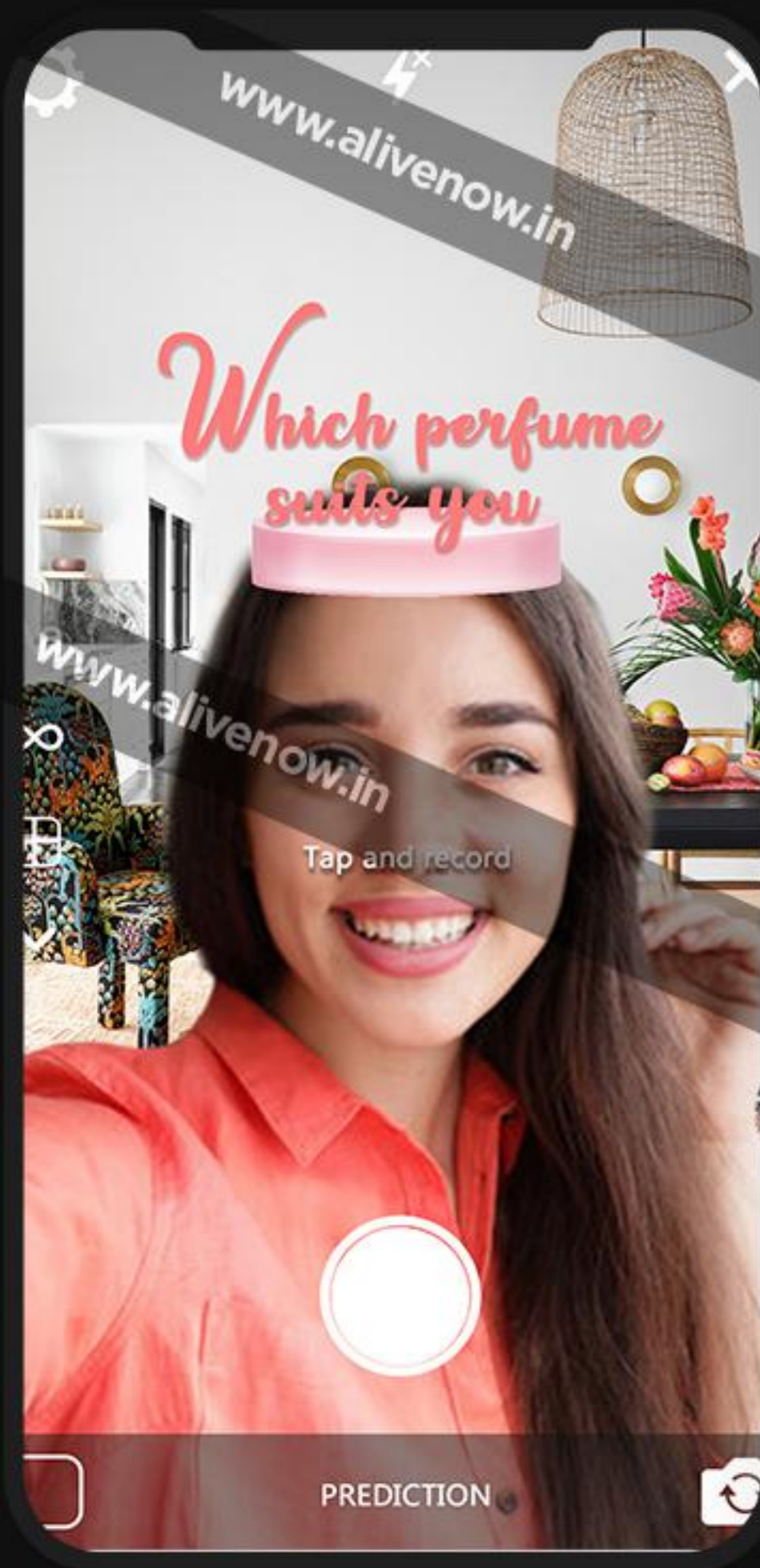
Catching All The Falling Products!

Move your head left/right to move the cart and collect all the falling products to set a high score!

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Product-Prediction!

Launch this AR Filter and press and hold the camera button to get a product prediction!

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Unbox Goodies!

Flip to the rear camera and place a 3D Gift Box on a flat surface around you in AR! Tap the screen to unbox the goodies.

PLATFORM PUBLISHING



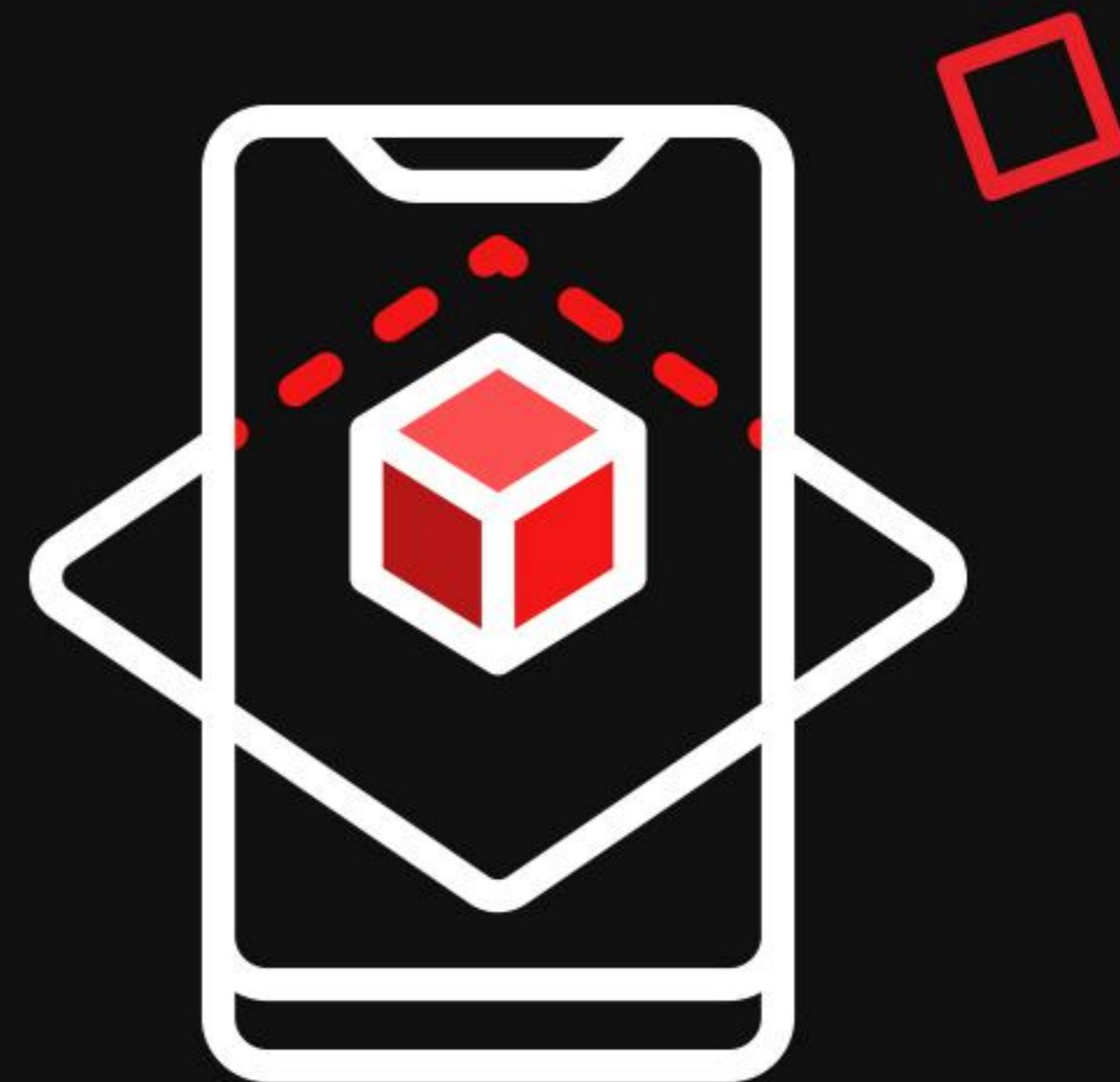
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WEB AR

**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.



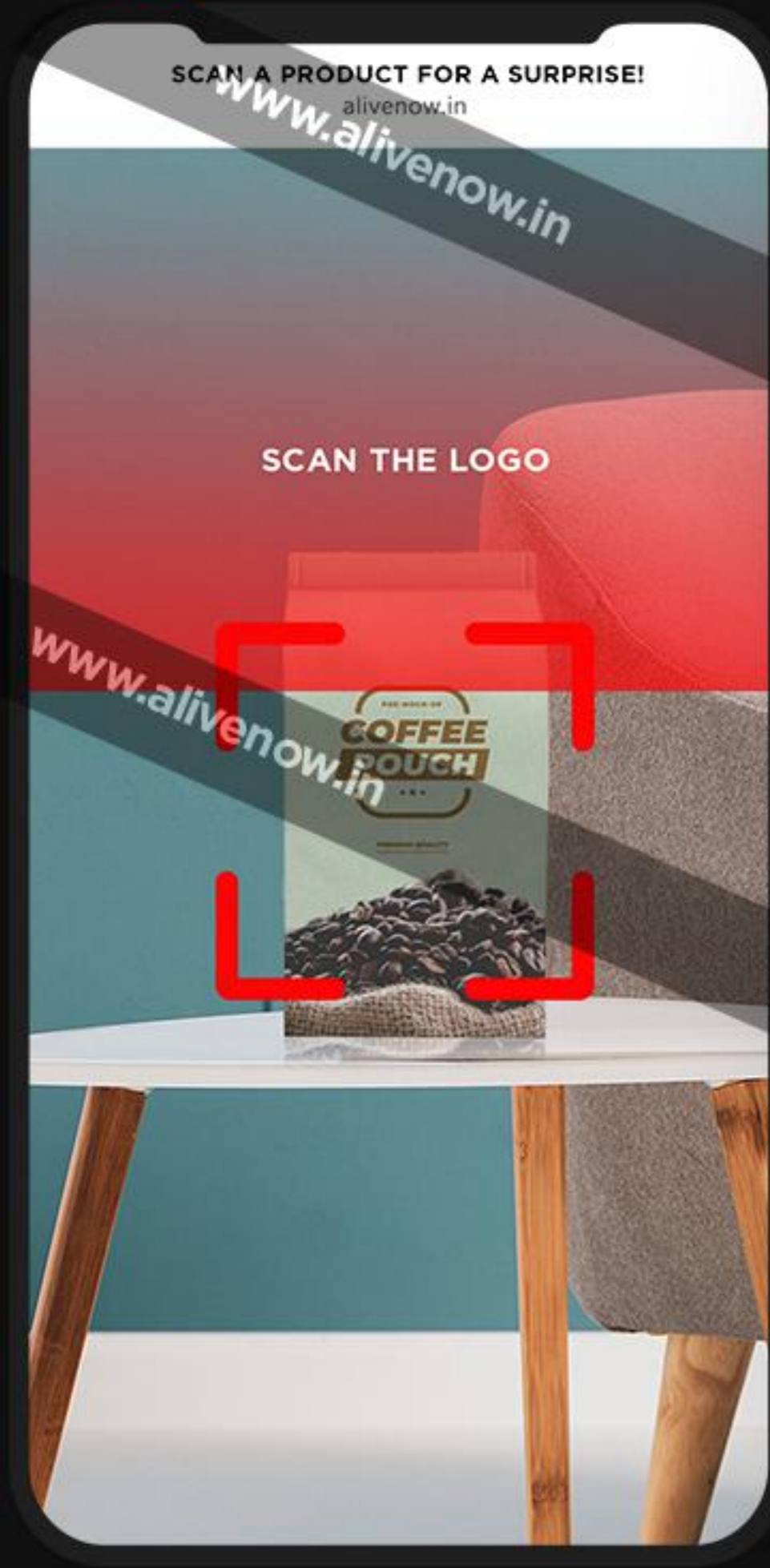
AR enabled
product
visualization results
60-100% increase



Empowered
customer & higher
brand recall.



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



Scan The Product For A Surprise!

Point your rear camera towards a product to scan it and reveal a voucher!





Treasure Hunt!

Look around the venue for 3 images and scan them to unlock a special offer!



LOOK AROUND FOR ALL THE PRODUCTS!
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Instructions

Click on "Take a Virtual Experience" at the bottom to view the Kulhads

Take a virtual experience

LOOK AROUND FOR ALL THE PRODUCTS!
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LOOK AROUND FOR ALL THE PRODUCTS!
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Look Around For All The Products!

In your 360° environment, look around for all the products by panning your device left/right and tap to collect!

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Scan The Pack And Reveal The Brand Story!

Scan your product to reveal the brand story, through animations, videos and images!

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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.



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.



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SUPERDRY® 冒險魂

#WIN DIFFERENTLY

www.alivenow.in

Grab our ultimate gym to street bath & body collection before the time runs out

START NOW

Stand a chance win discounts, free products and a Rs 50,000 shopping spree

SEE WHAT YOU WIN

SUPERDRY® 冒險魂

#WIN DIFFERENTLY

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Look Around to Find The Superdry Products

Tap on the Superdry Products

45

You have 45 seconds

SCORE 2 0

00:10

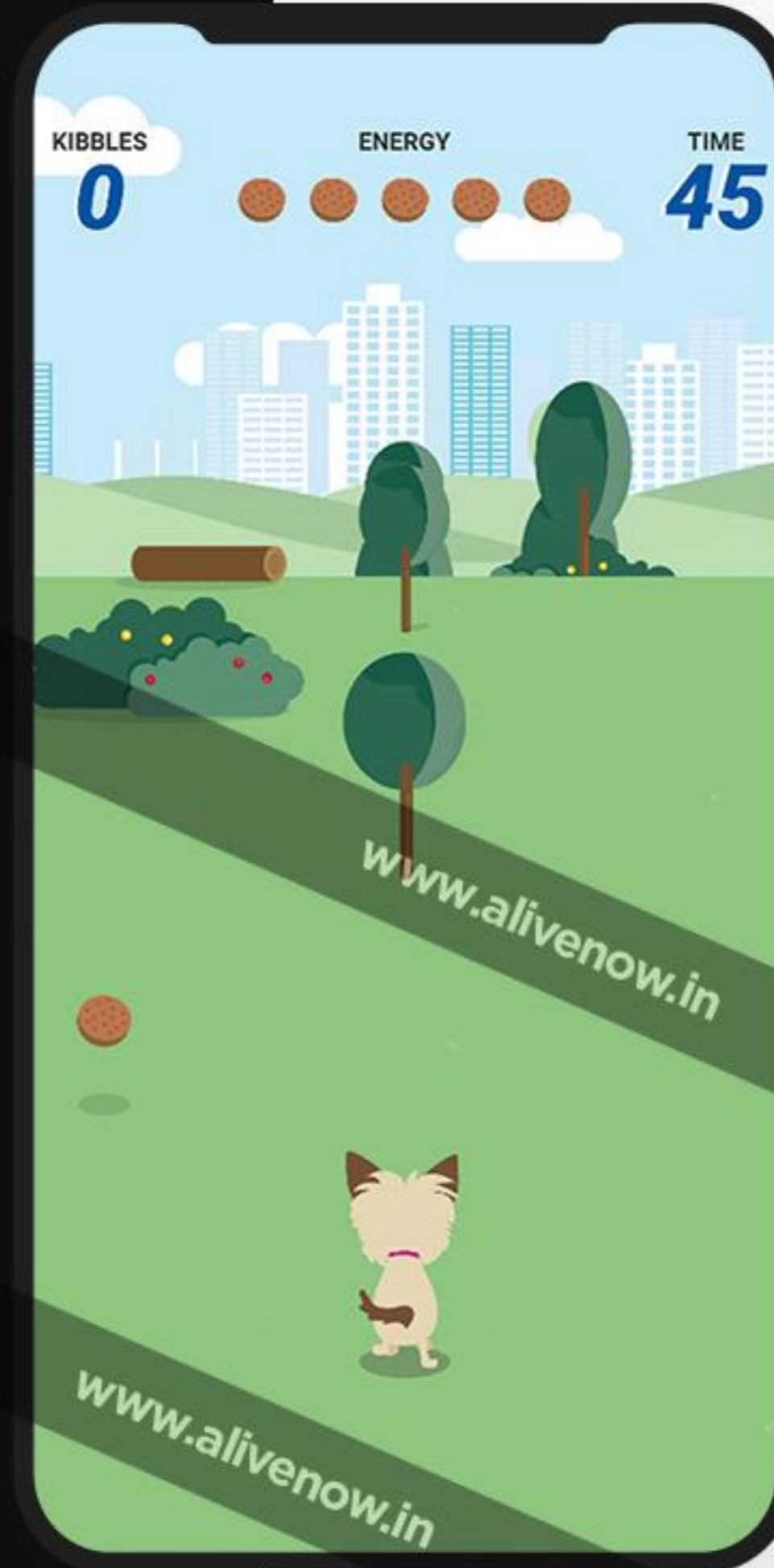
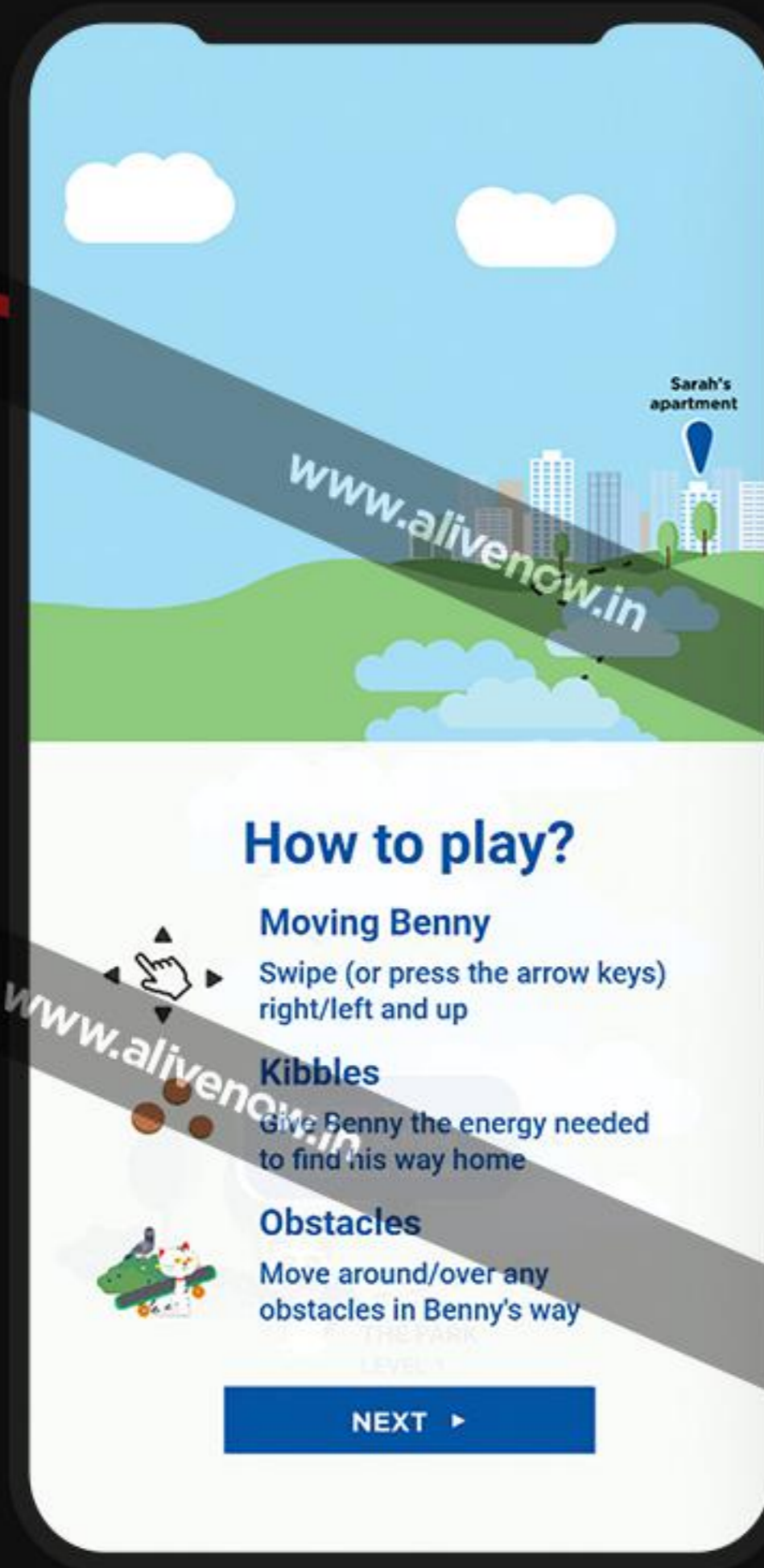
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SCORE 10



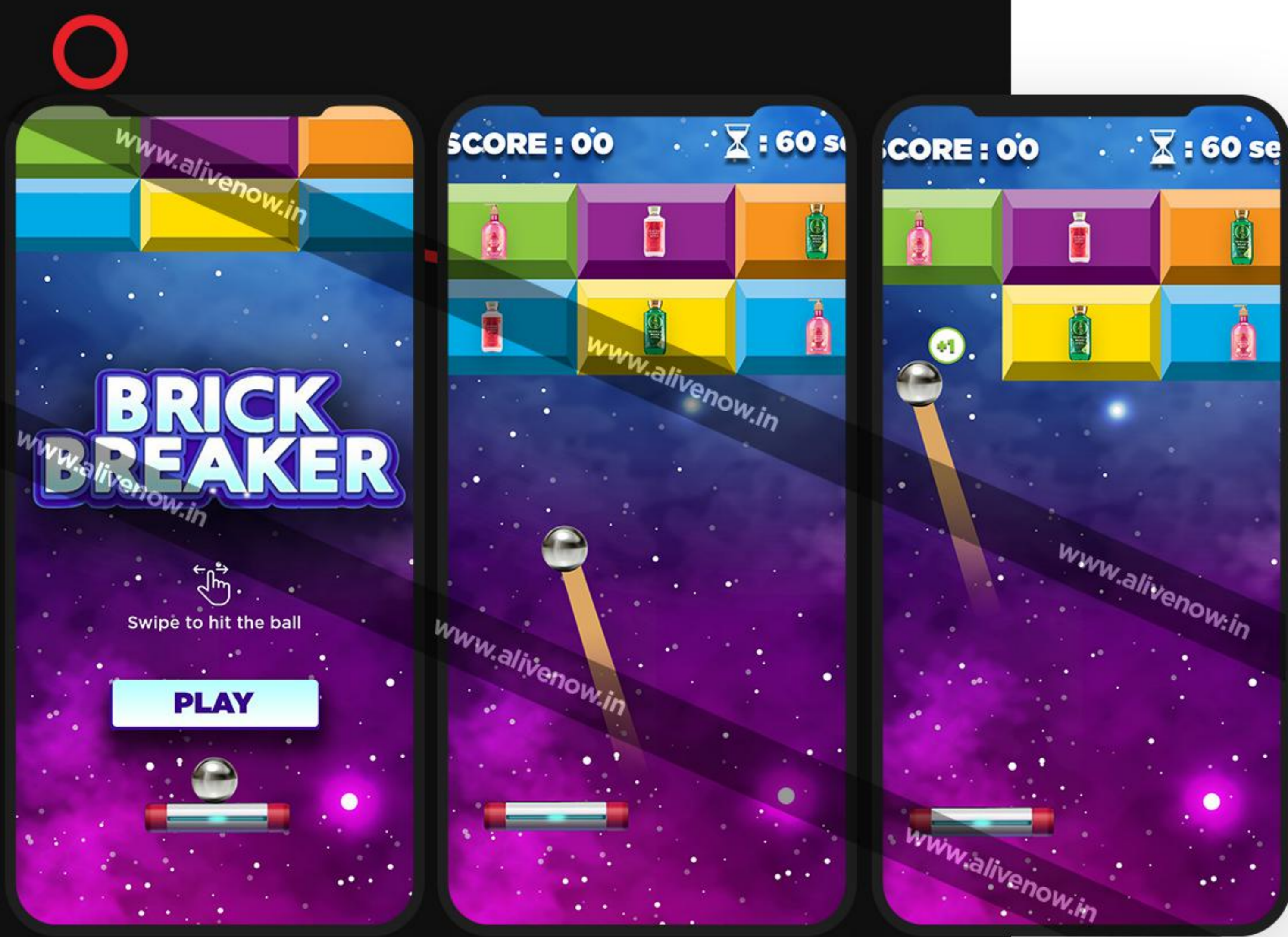
Look Around For All The Products!

Spot all the products in a 360° environment and set a high score in 45 seconds! Stand a chance to win BIG!



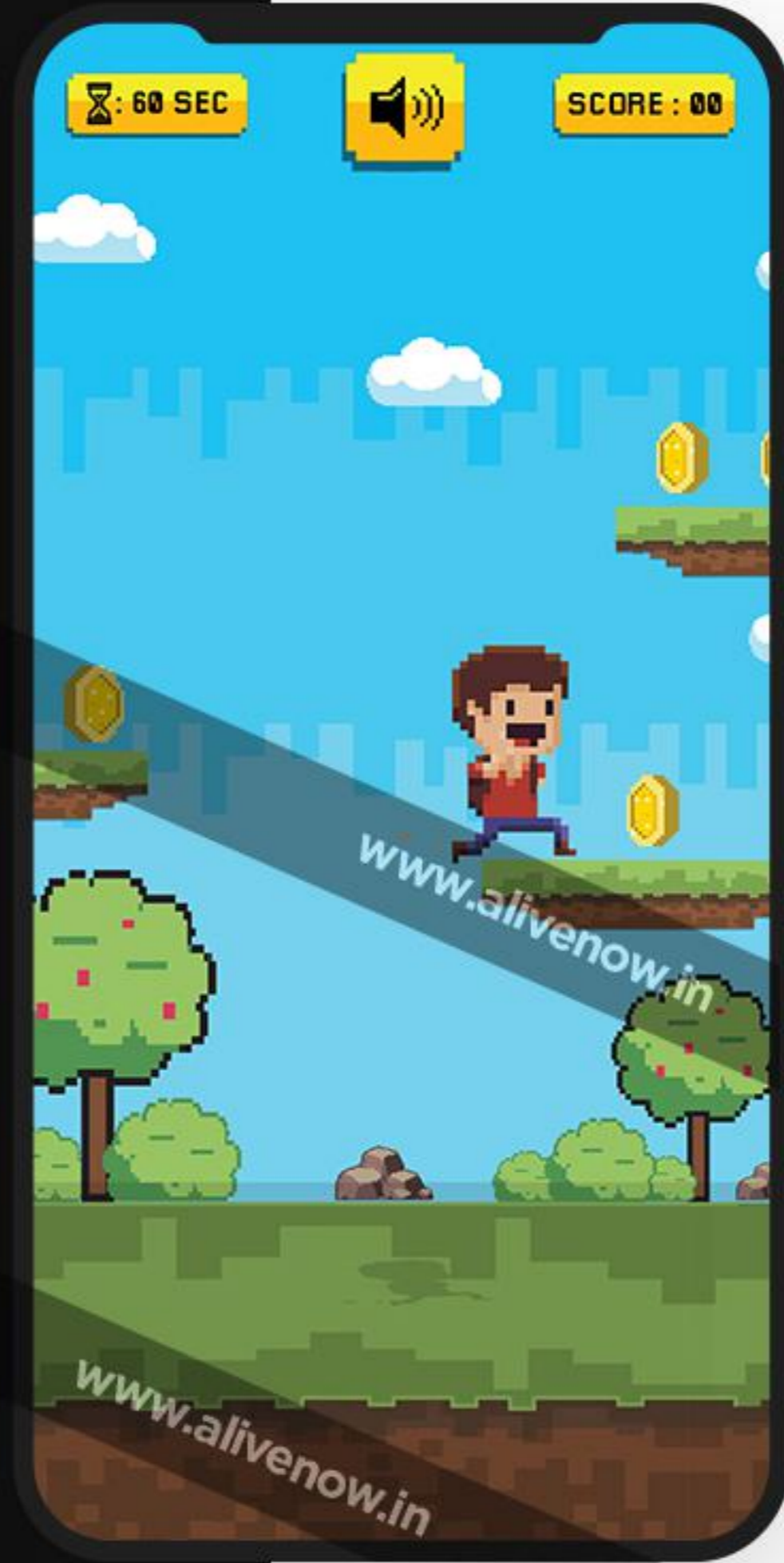
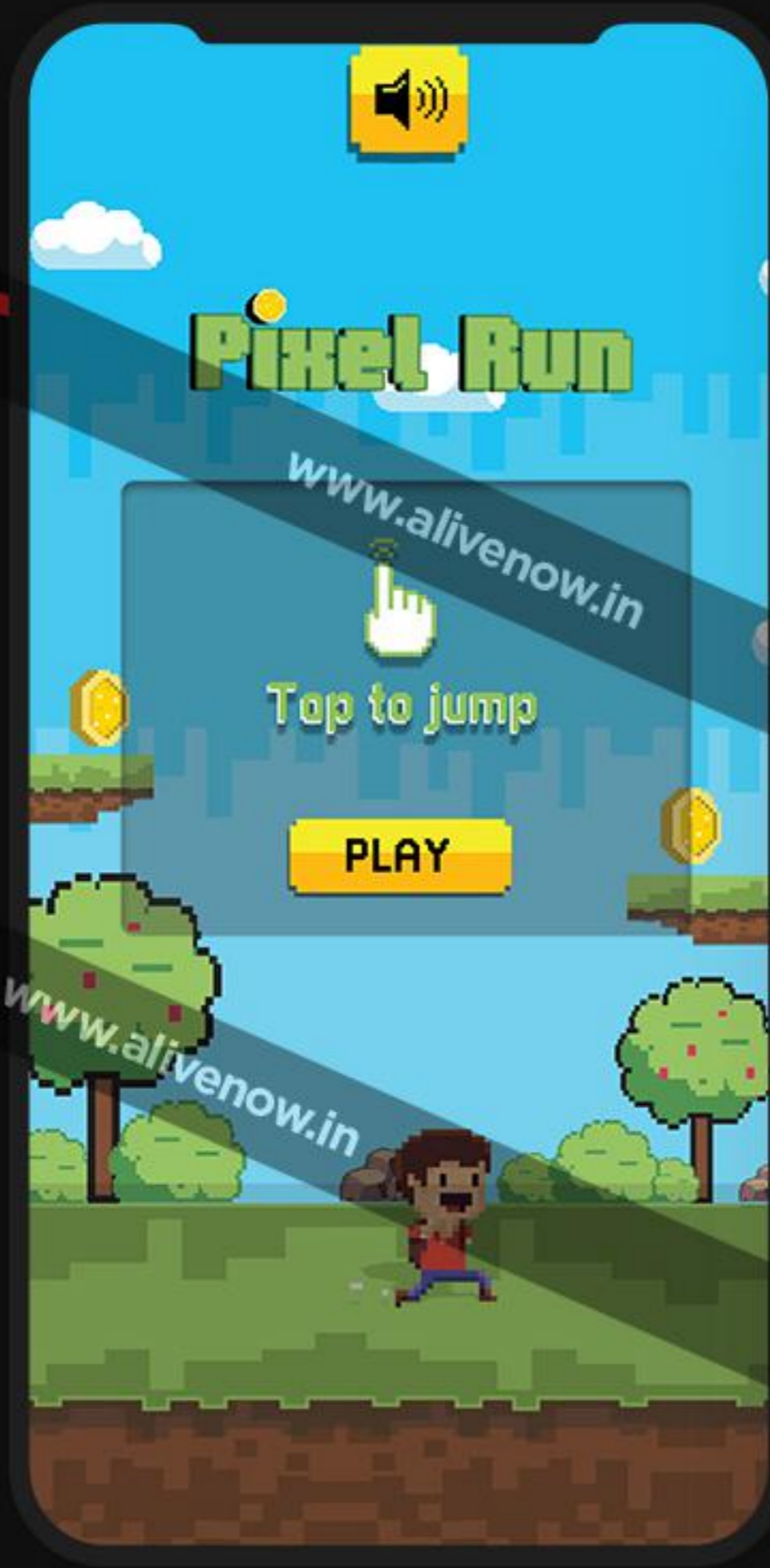
Collect As You Run!

Avoid obstacles and collect logos and products to set a high score!



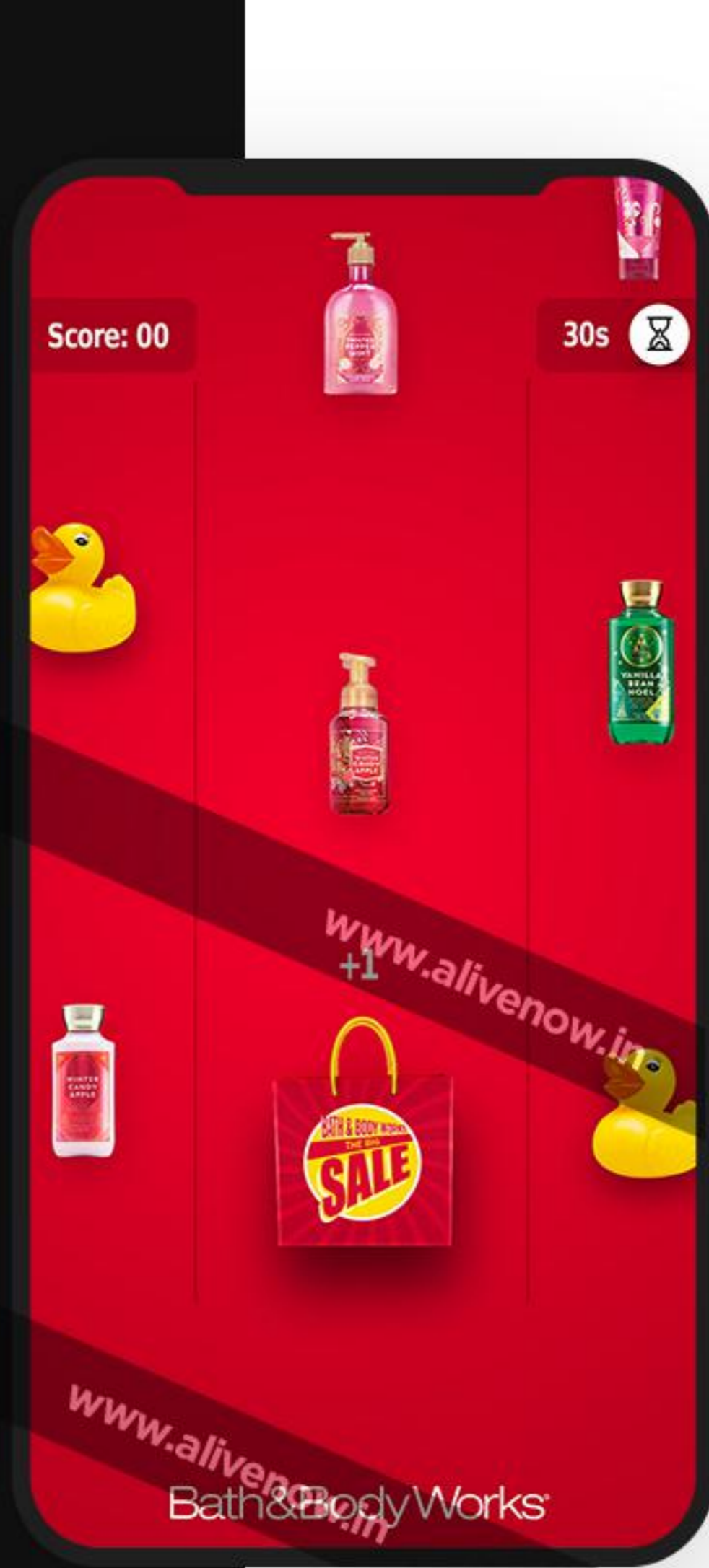
Brick-Breaker!

Hit all the branded bricks and collect as many items as possible.



Run & Collect!

Jump on slabs and avoid obstacles while collecting all the branded products! Set a high score in 45 seconds.



Catch All The Falling Items!

Move your shopping cart left/right & collect all the falling products and set a high score in 45 seconds!



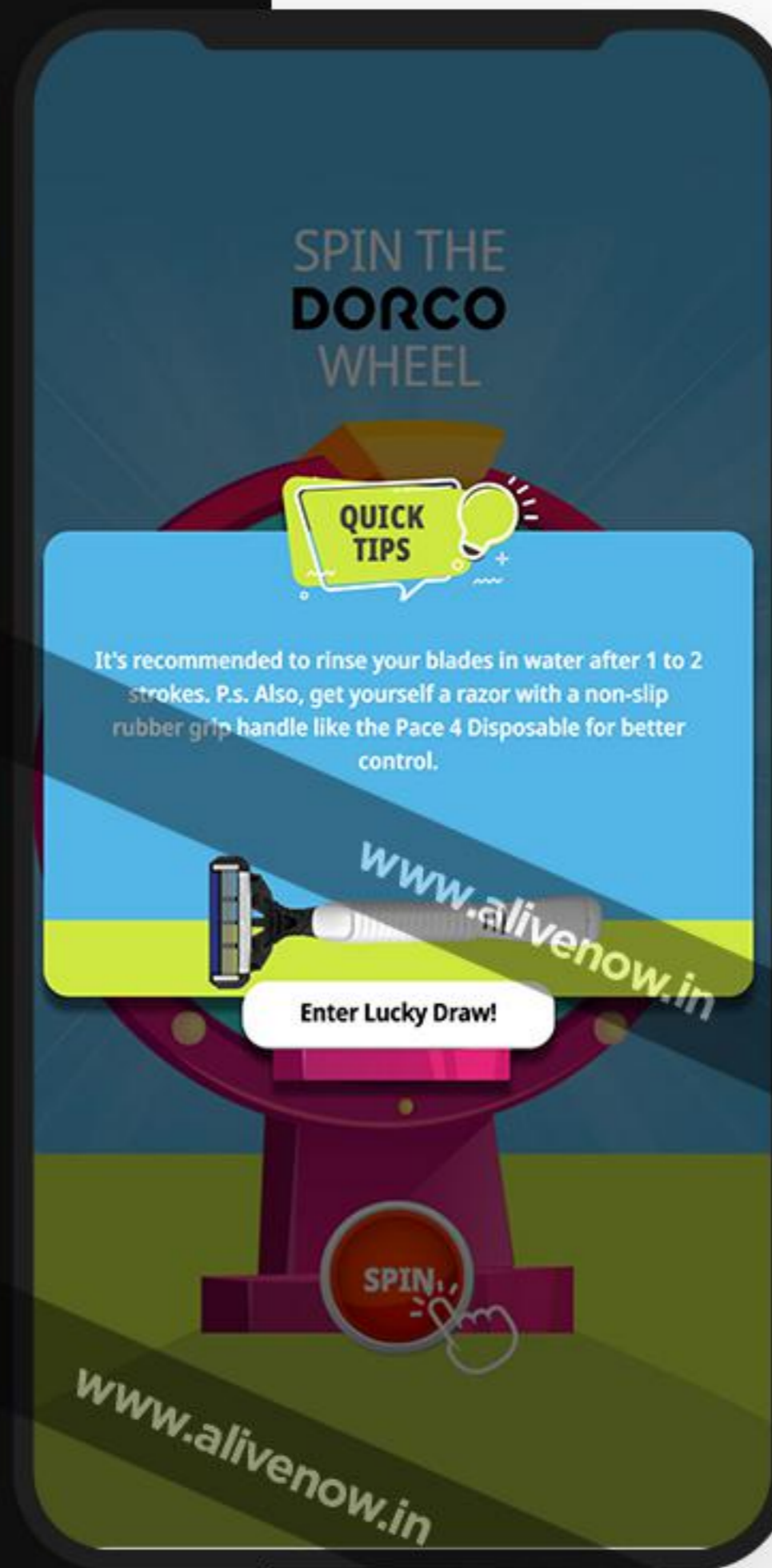
Toss All The Products In A Cart!

Aim, swipe & toss all the products into a shopping cart and set a high score!



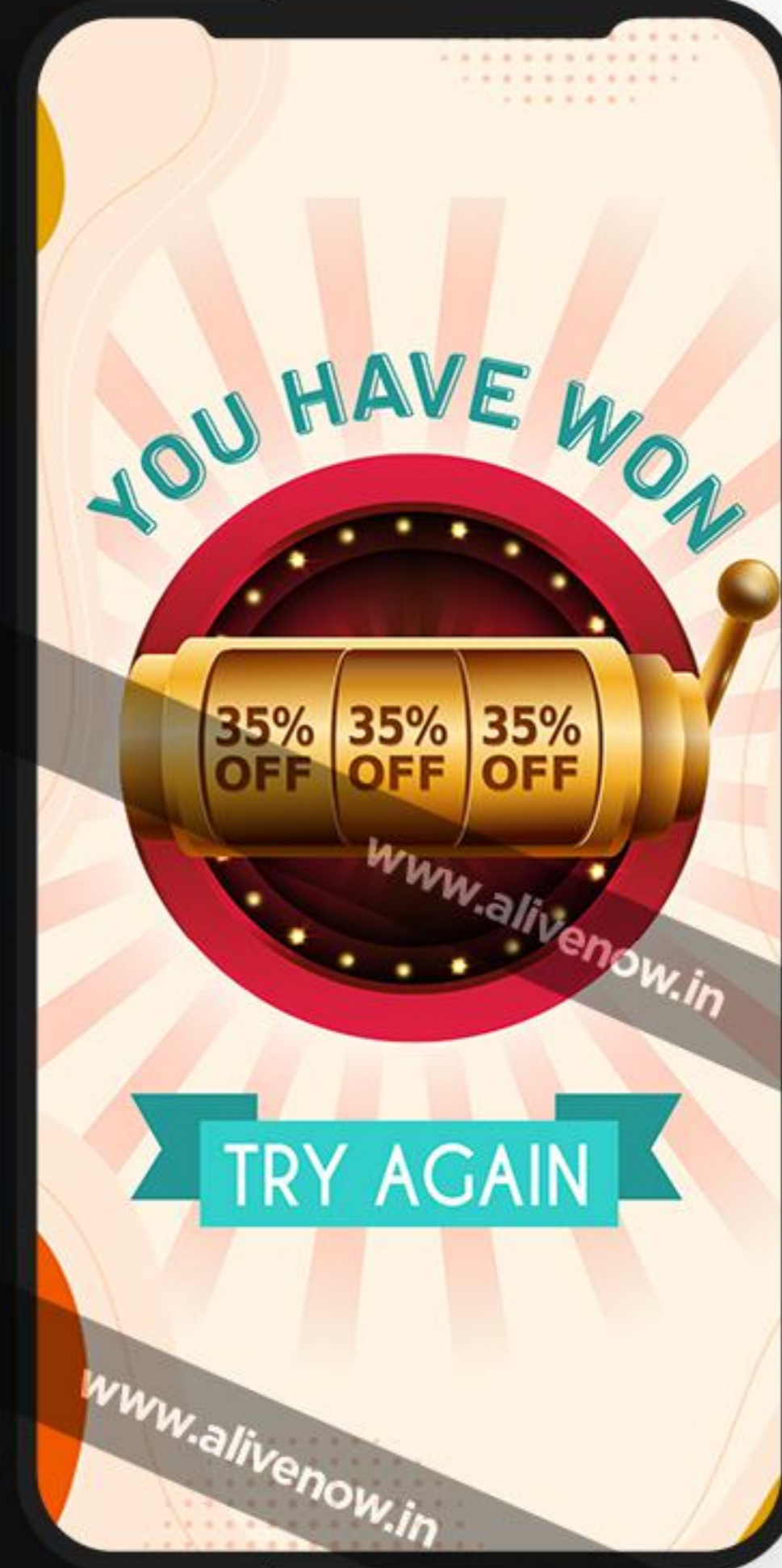
Whack All The Products!

Whack all the products before they disappear and see how many points you can grab!



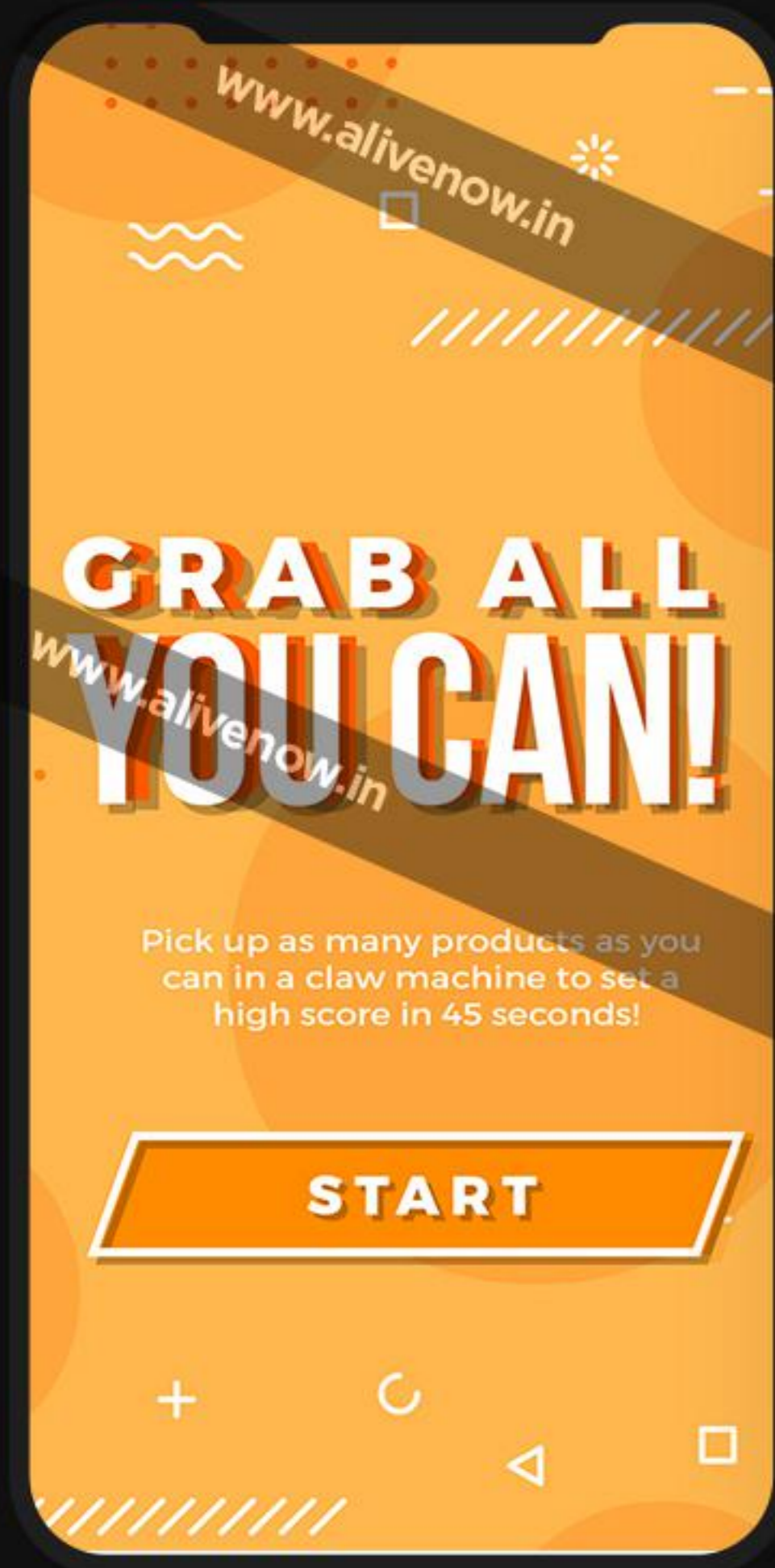
Spin The Wheel!

Spin the wheel to see what offers you can unlock!



Slots of Fortune!

Have a go at a digital slot machine, and see what offers you can unlock!



Grab All You Can!

Move the claw, and pick up as many products as you can in a claw machine to set a high score in 45 seconds!





PacMan

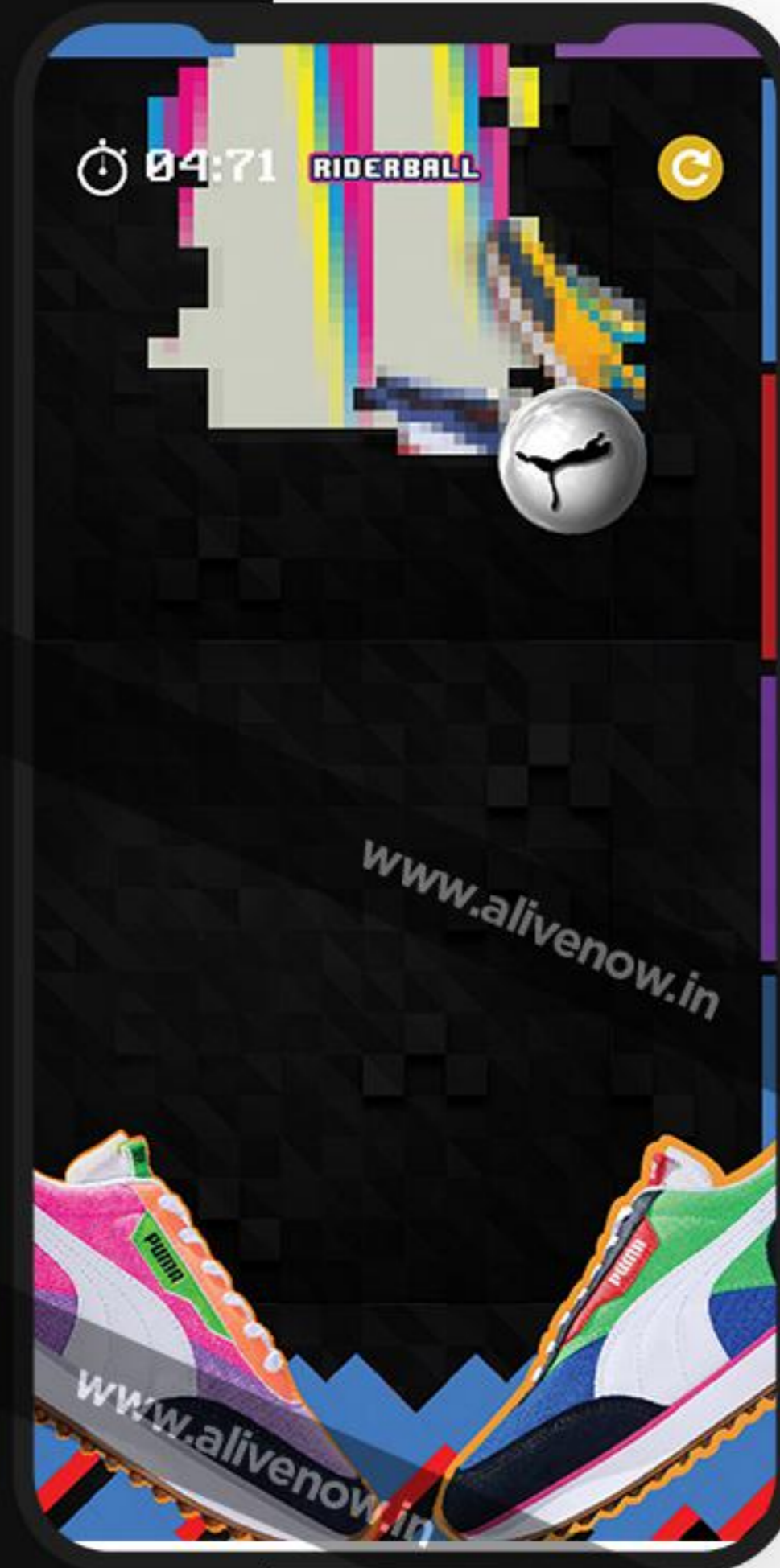
Go around the maze, collecting products and avoiding the ghosts. Score points and unlock vouchers!





Sets Of 3 & Crush!

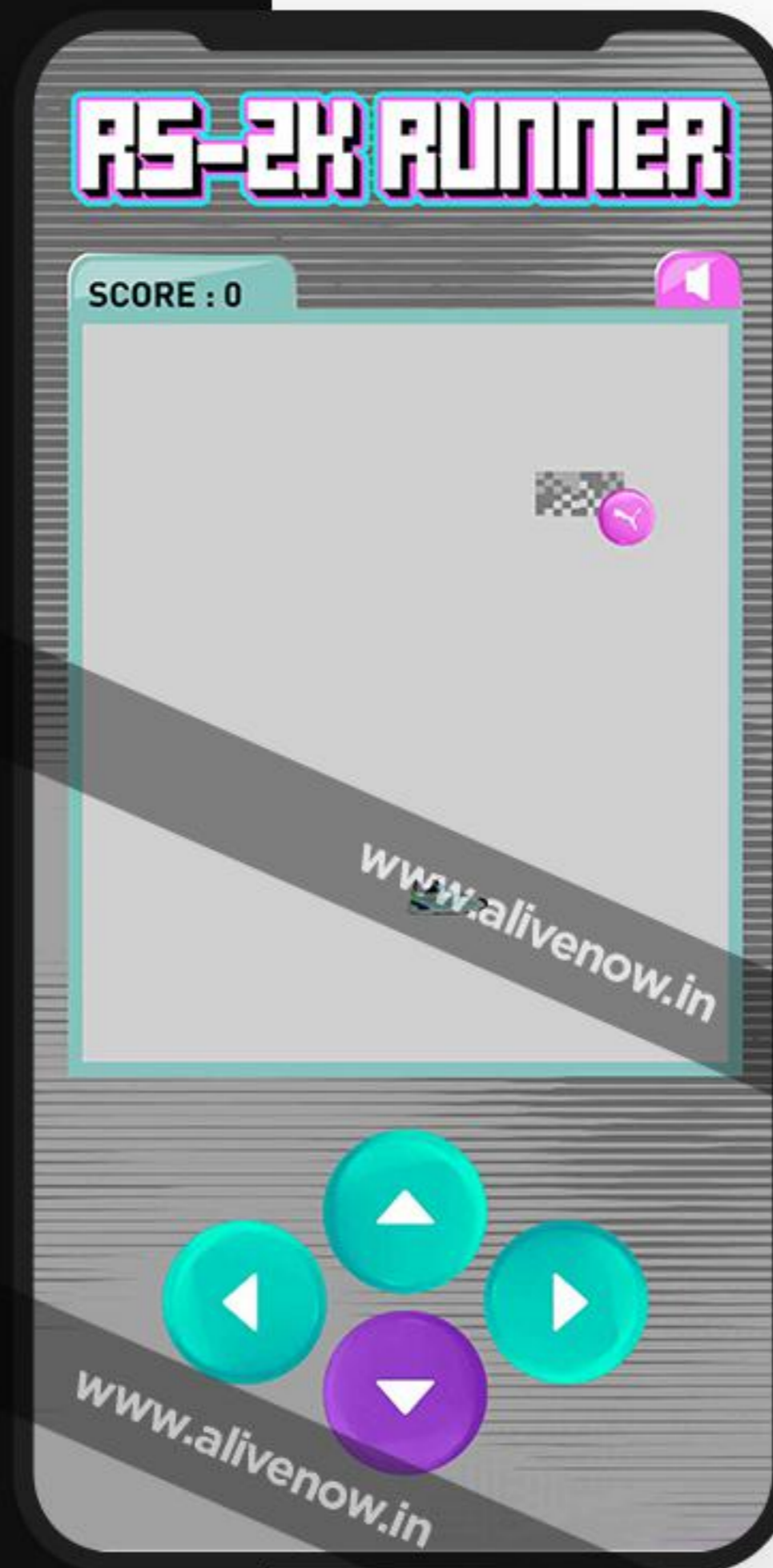
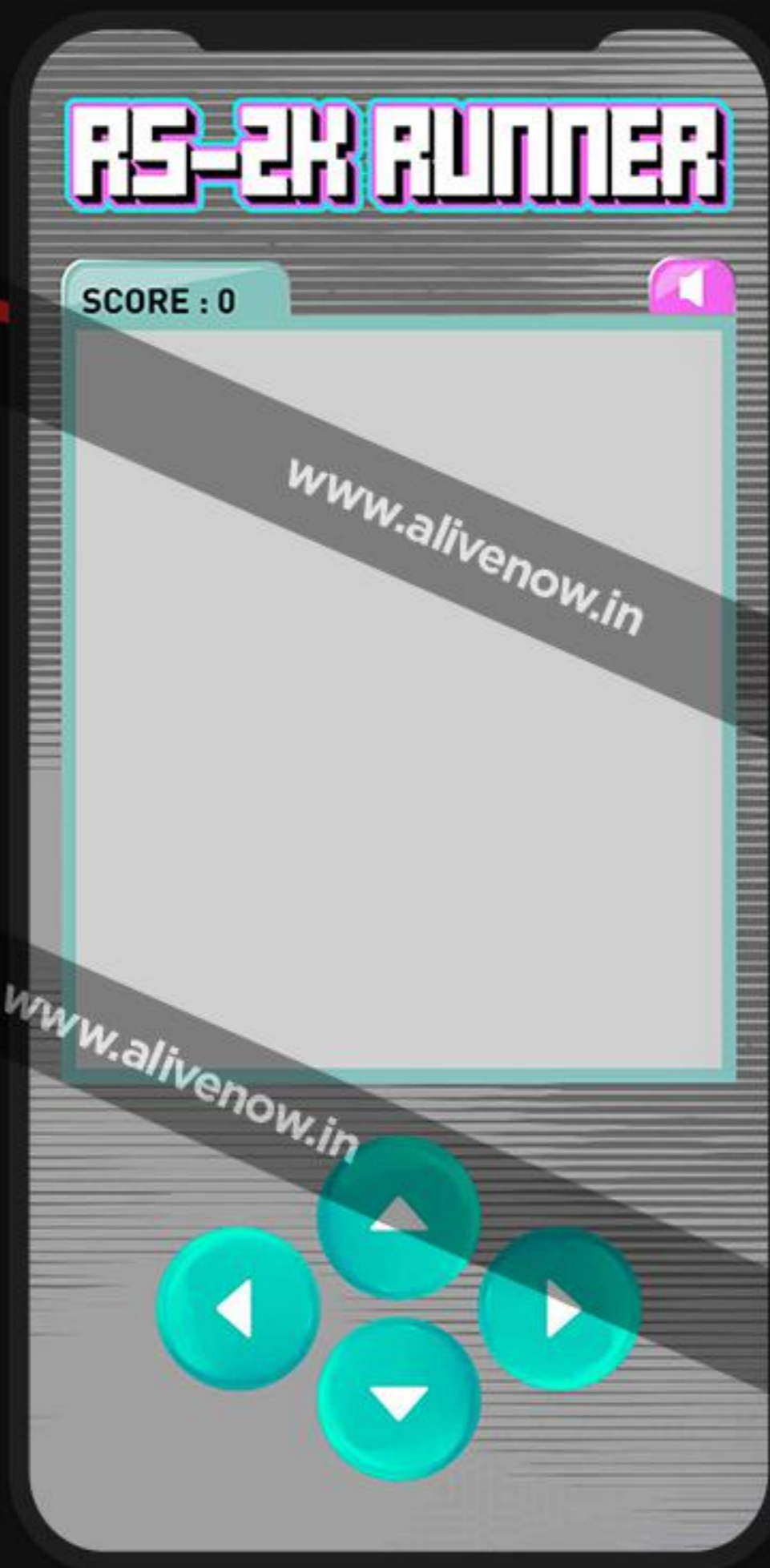
Make sets of 3 with matching products and crush as many products as you can before the time runs out!



Branded Pinball!

Hit as many slabs as you can on the sides and the top of the screen and reveal the campaign poster/new product launch!

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Collect All the Branded Items!

Use the up/down/left/right arrow buttons to move your character and collect all the items as they appear on the game-board!

Chatbot Experiences

Chatbots are at the talking point of the business world now. The arrival of chatbots have opened up new realms of the customer engagement and new ways of doing business in the form of conversational commerce. It is one of the most useful technologies that businesses can rely on, possibly replacing the traditional models and making apps and websites redundant.

[Learn More](#)



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Advantages of a Messenger Chatbot!



Conversation is natural and seamless.



Send and receive images & other files.



Make your conversations immortal.



No need for URLs or app installs.



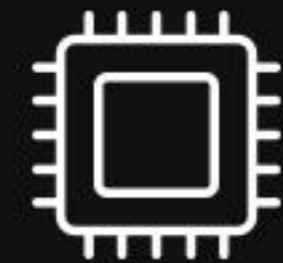
Help users with complex purchasing decisions.



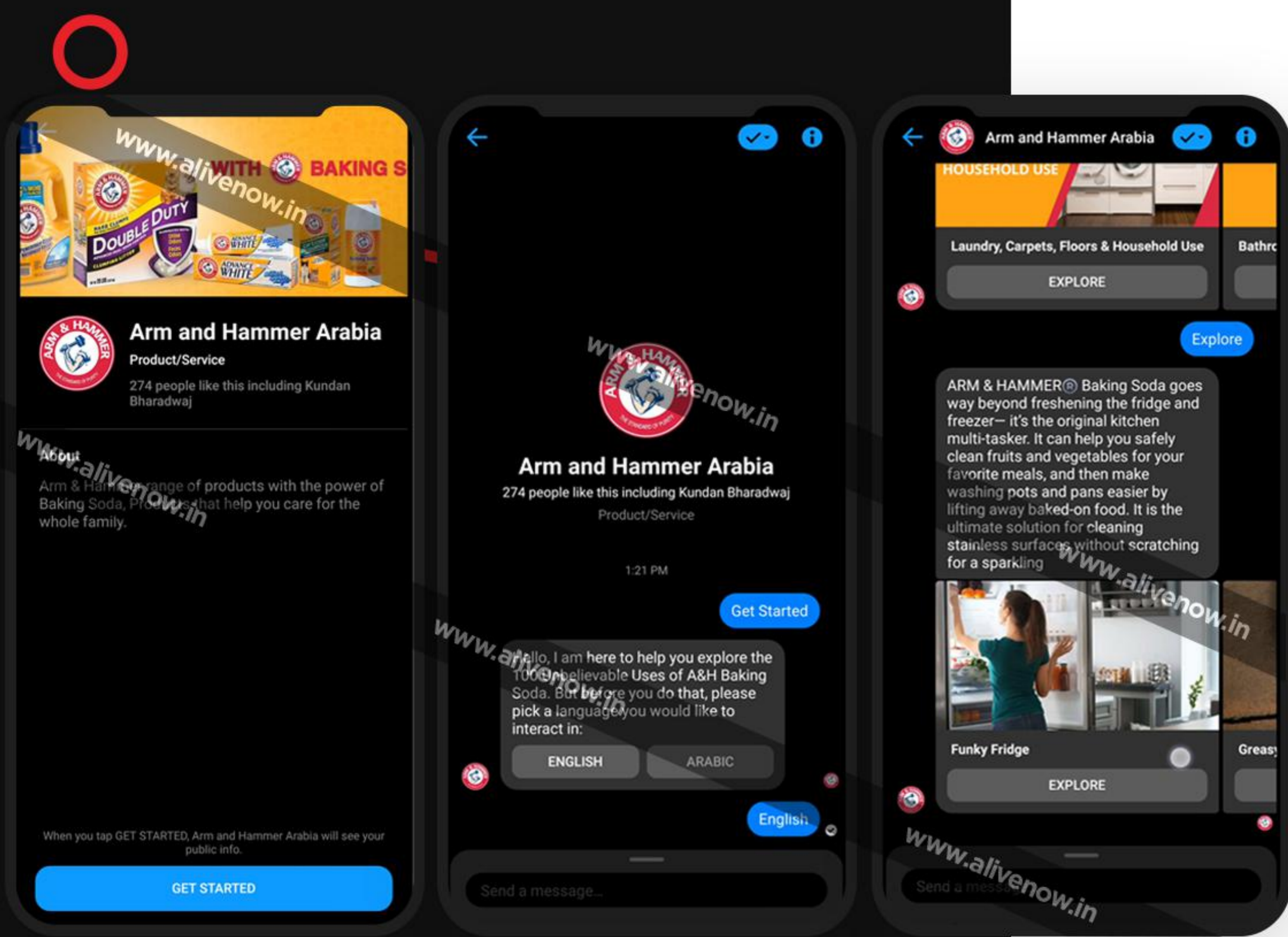
Push content to users on demand.



Perform text, number & date manipulations.

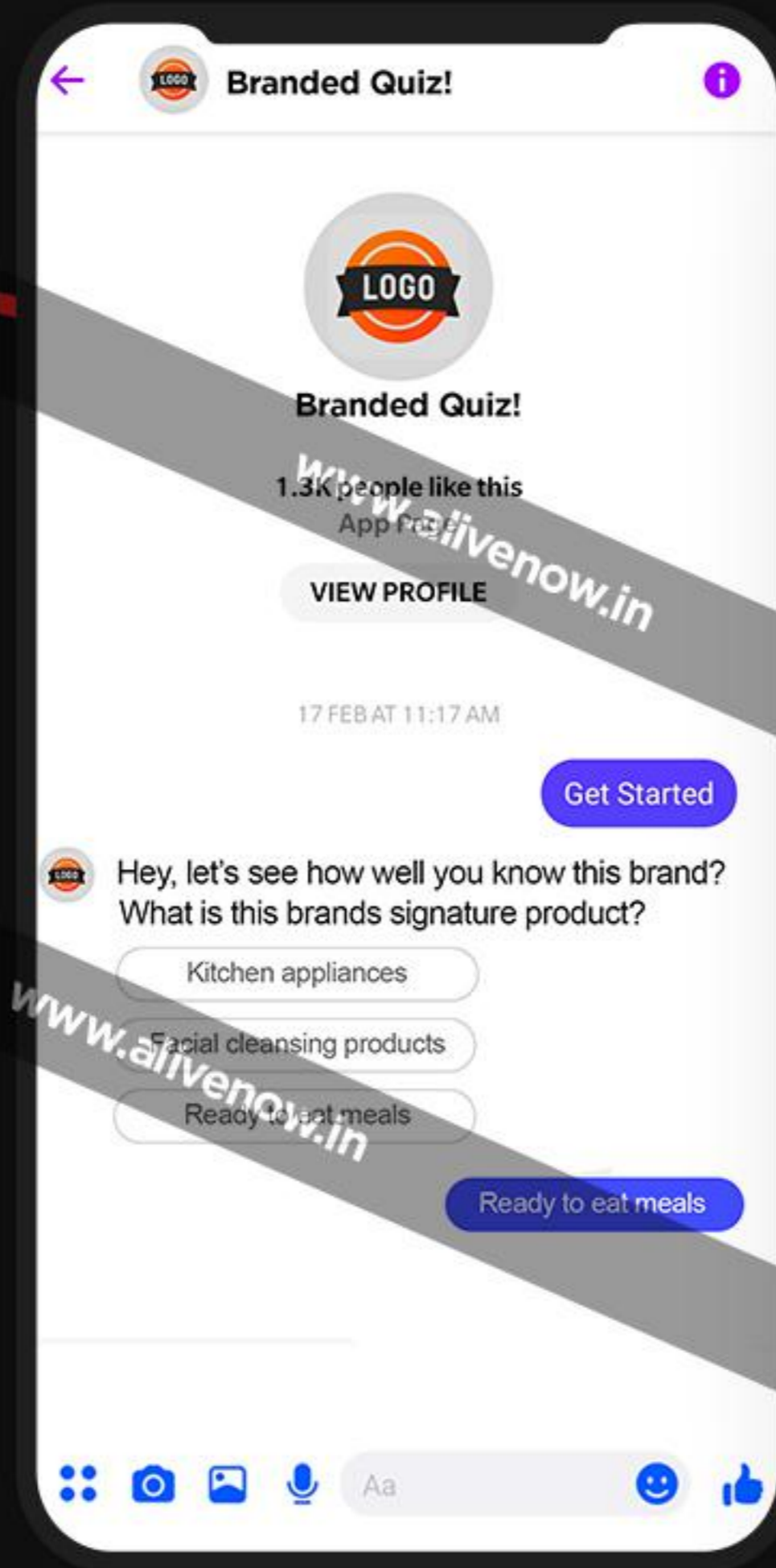
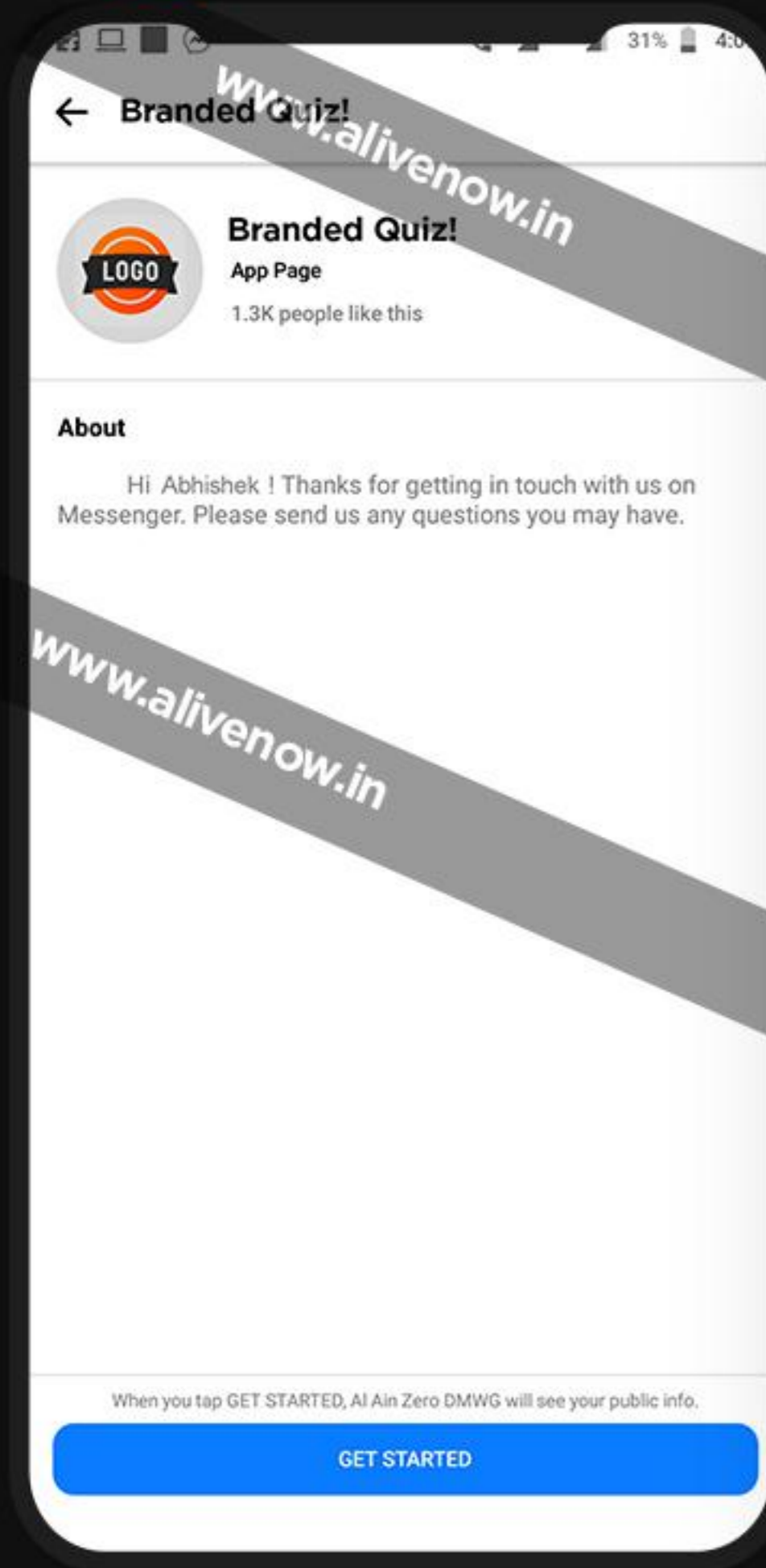


Messaging is a real-time process



Interact With A Chatbot To Learn About The Brand!

Read about products, pick product features from a list and understand them better, all with a Facebook Messenger Chatbot!



Branded Quiz!

How well do you know your favourite brands? Take a quiz using a Facebook Messenger Chatbot and find out!

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!







THANK YOU!

adhvith@alivenow.in

contact@alivenow.in

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page to see hundreds of examples