









Amplify your marketing campaigns this Holi with Immersive Digital Experiences.

Branded hyper-casual games | Web based augmented reality | AR filters & lenses | 3D-360 environments | Tactical Bots & more.





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Why should brands consider incorporating AR, games and immersive experiences 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.

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AUGMENTED REALITY

Physical action (blink, nod, tilt) + Seeing



GAMES

Interaction (see/hear + click)



VIDEOS

Watching (see + hear)



PODCASTS

Hearing (ears)



IMAGES

Seeing (eyes)

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



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

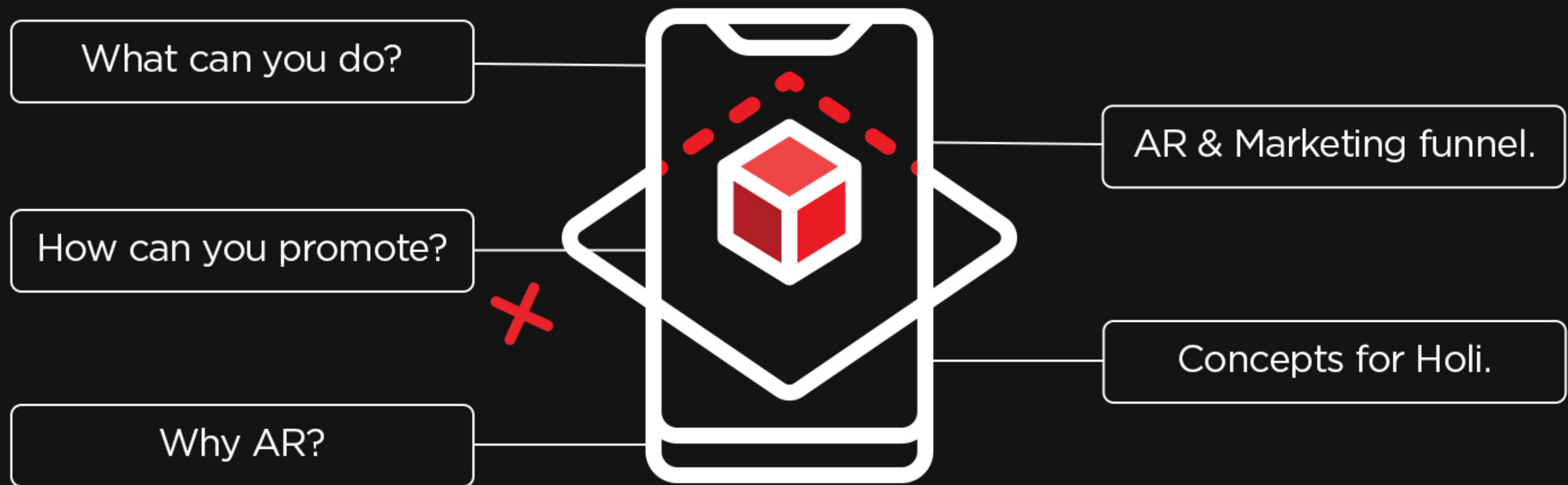
AdAge

ad:tech

campaign

& many more!

THE WORLD OF AUGMENTED REALITY LENSES & FILTERS



WHAT CAN YOU DO WITH AUGMENTED REALITY LENSES & FILTERS



Augmented reality games



Face masks



3D objects static & dynamic



Hand gestures or activate with hand



Head movement



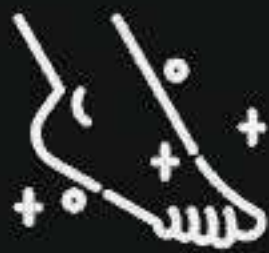
Facial tracking



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.**

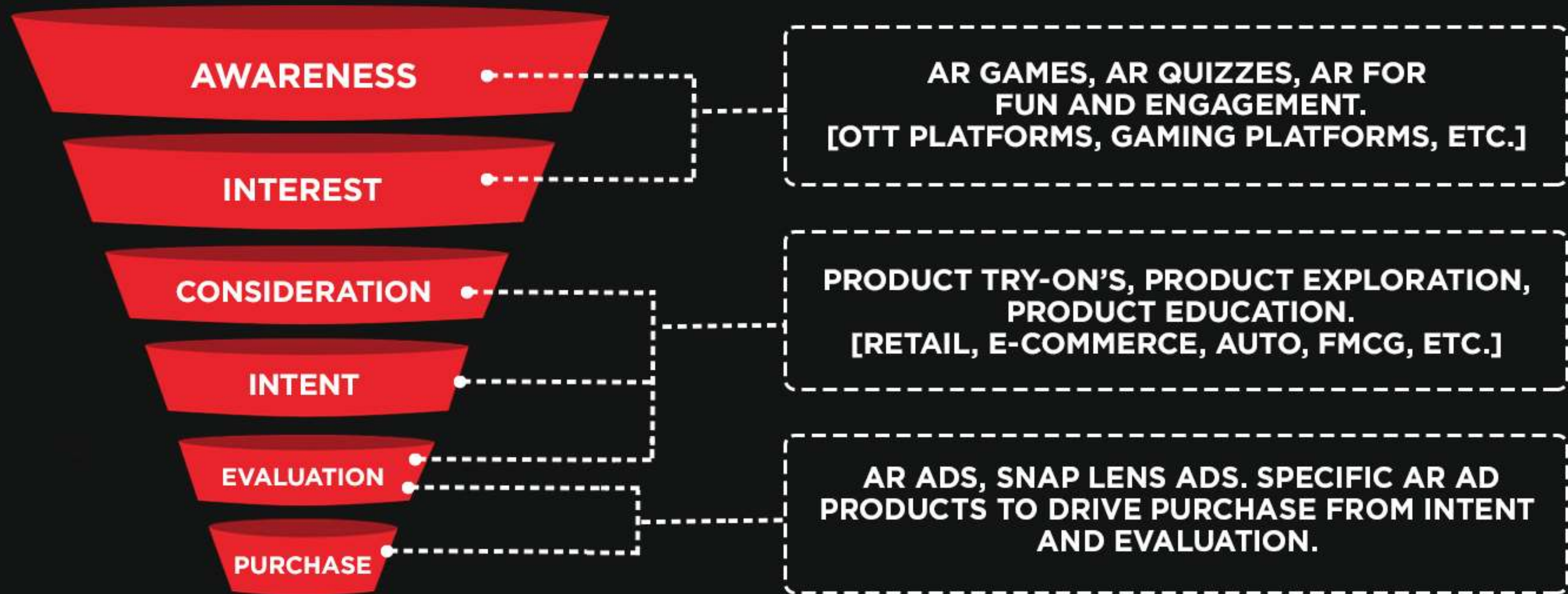
**BETTER
SMARTPHONES &
PROCESSERS =
INCREASED REACH
+ AR AT SCALE.**

**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



HOW CAN USERS DISCOVER BRANDED GAMES, AR FILTERS/LENSES AND DIFFERENT 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

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



Scan QR code
to read article

- > 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!

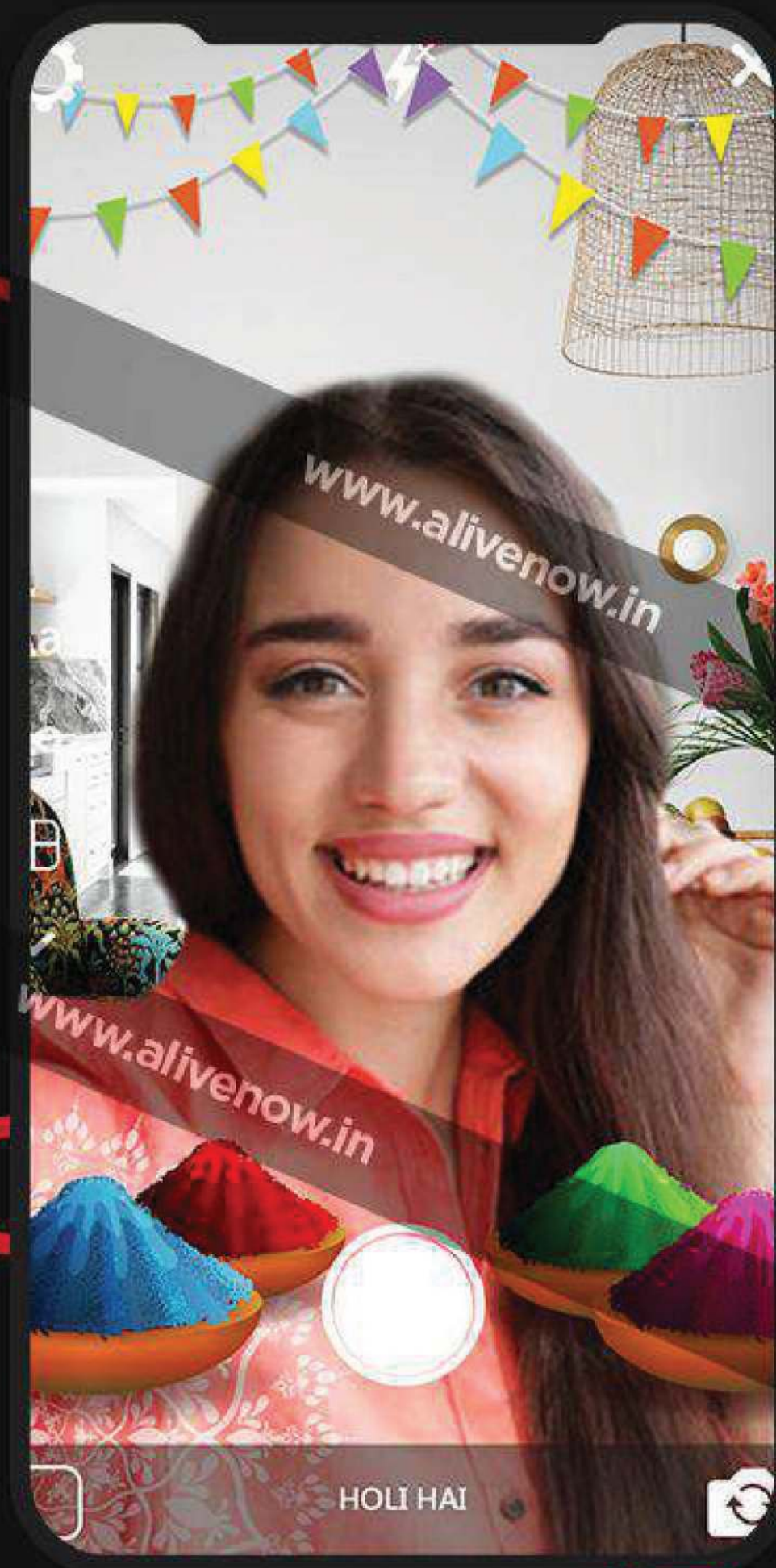
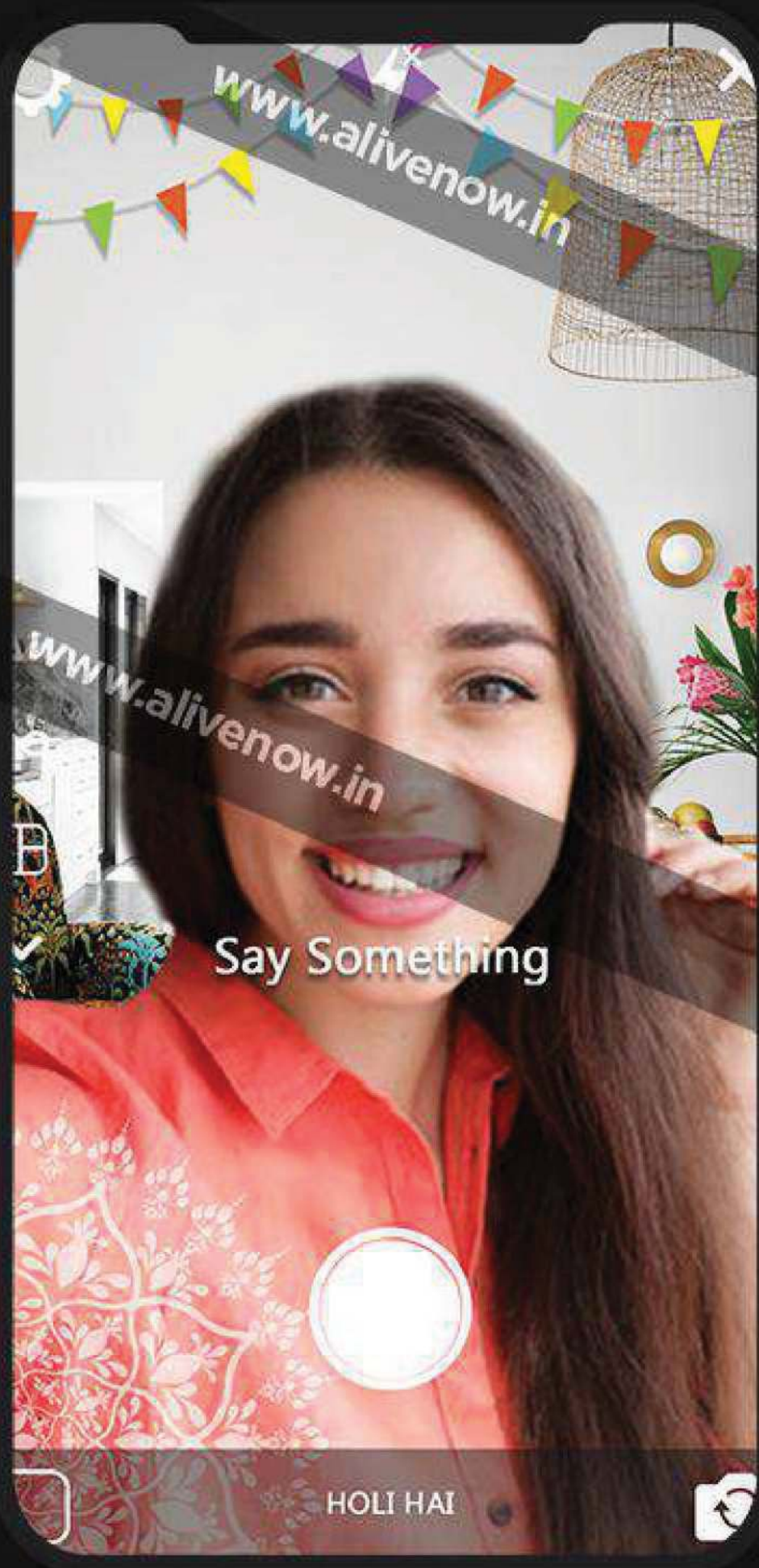


The Epic Water-Balloon Fight!

Point at your friends and launch water balloons at them using your rear Instagram camera

PLATFORM PUBLISHING





Say “Holi Hai” for a Surprise!

Scream Holi Hai and
watch the Holi
colours come to life
and colour your
face!

PLATFORM PUBLISHING



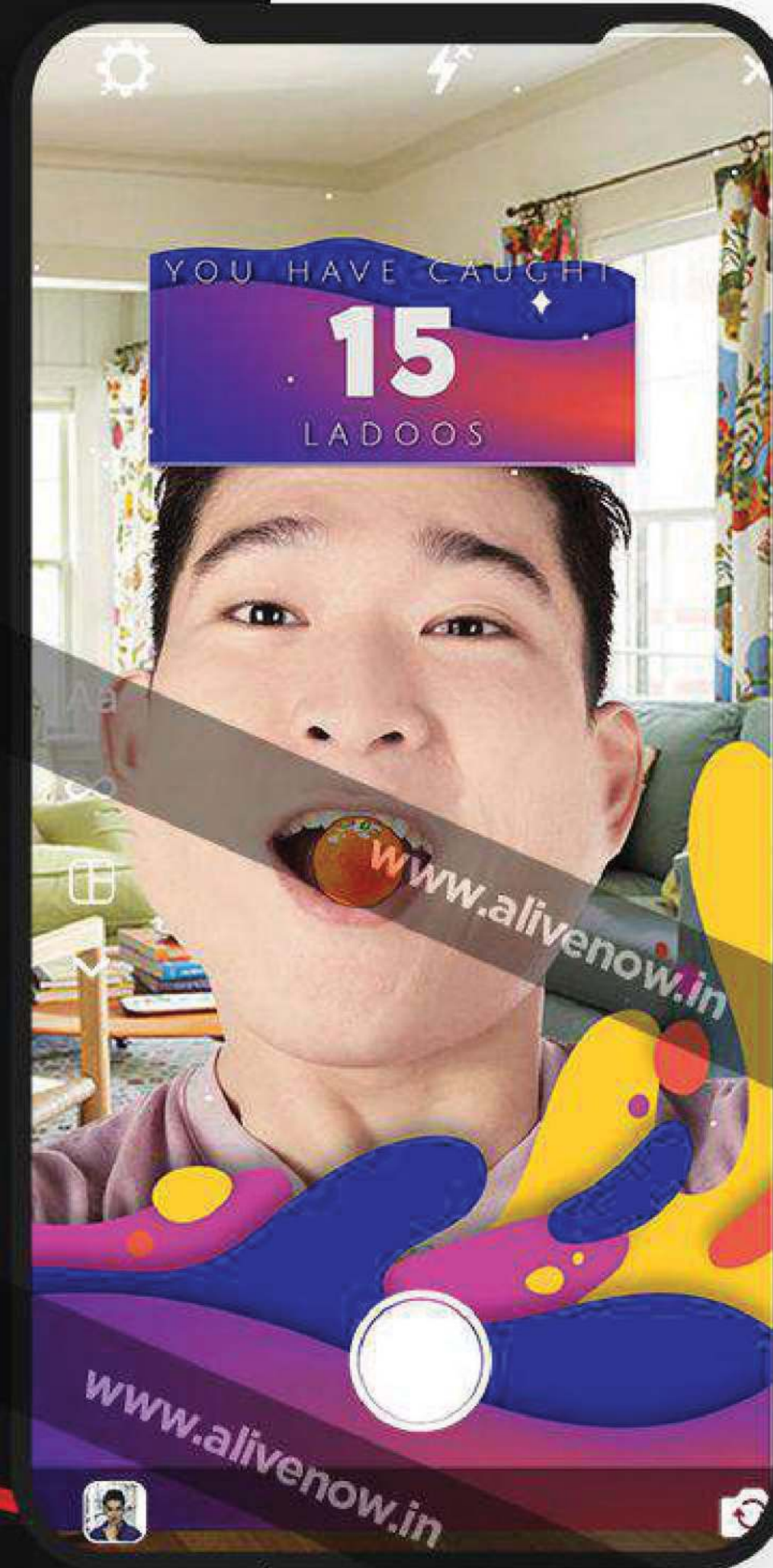


How Well Do You Know The Festival?

Take the Holi Quiz in AR, and see how well you know the roots of the festival!

PLATFORM PUBLISHING





Catch all the Ladoos!

Move your head left/right and catch all the ladoos to set a high score!

PLATFORM PUBLISHING





Blink to Fill Glasses!

Compete with your friend to see who can do the most Thandai-Refills for Holi!

PLATFORM PUBLISHING





Blink to Launch Water Balloons!

Blink to launch Water Balloons at as many friends as possible!

PLATFORM PUBLISHING





Step Closer for a Surprise!

Step closer to the screen to reveal Holi colours and a greeting!

PLATFORM PUBLISHING





Celebrate Holi Virtually!

Tap the screen and watch the colours fly and mask your face for a Virtual Holi Celebration!

PLATFORM PUBLISHING





Tap for a colourful surprise

Tap on the screen to see the product with exciting offers in 3D then switch cameras for a colourful Holi surprise

PLATFORM PUBLISHING





Holi Buddy Quiz

Dump colour on your friend while taking this quirky AR quiz

PLATFORM PUBLISHING



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THE WORLD OF BRANDED HYPER-CASUAL GAMES

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 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.



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



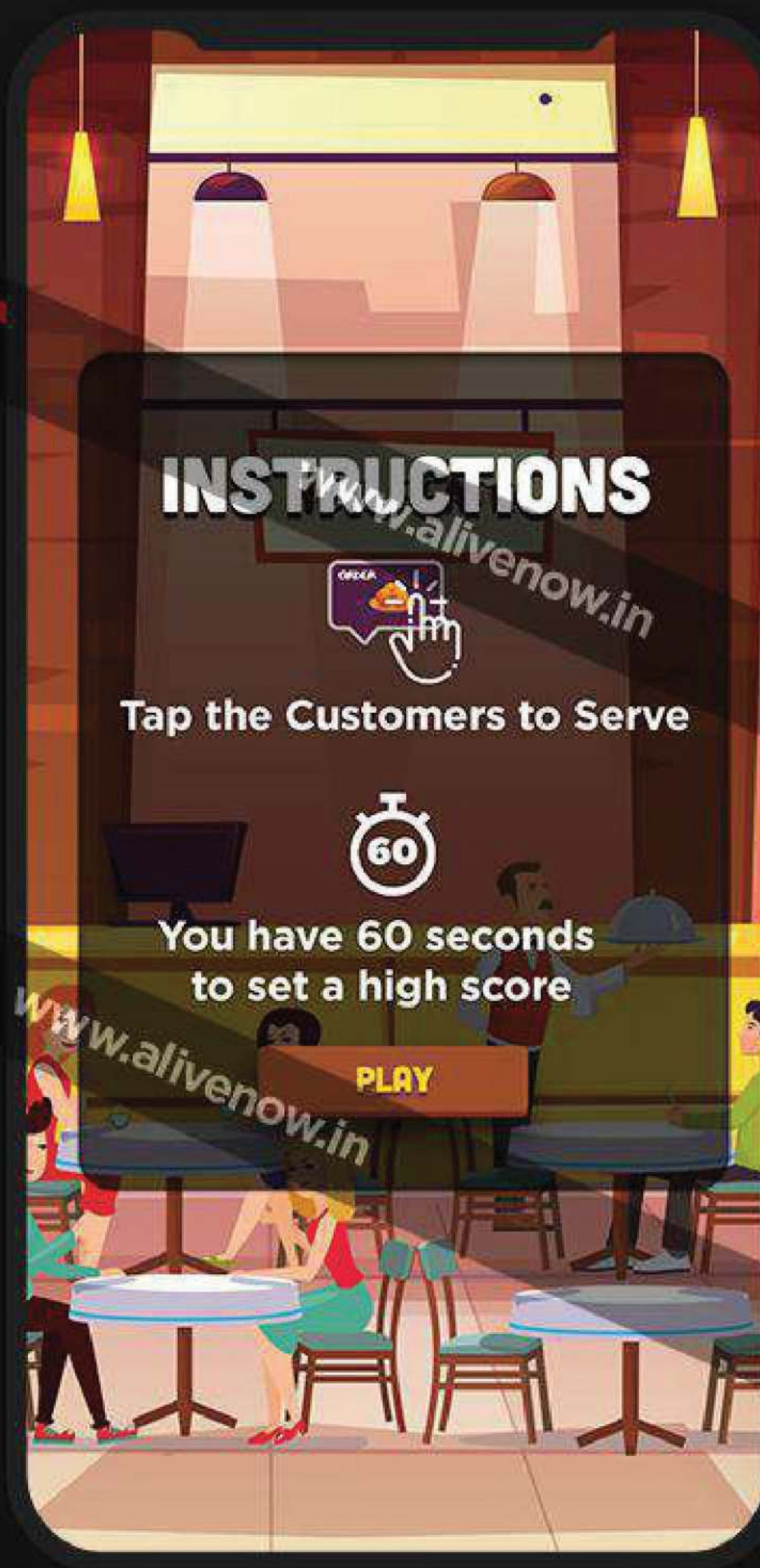
Start a Water Balloon Fight!

Aim and shoot water balloons at your neighbours to start playing Holi!



Avoid the Water Balloons to Reach Home!

Avoid getting hit by balloons and reach your house to enjoy some Holi treats!



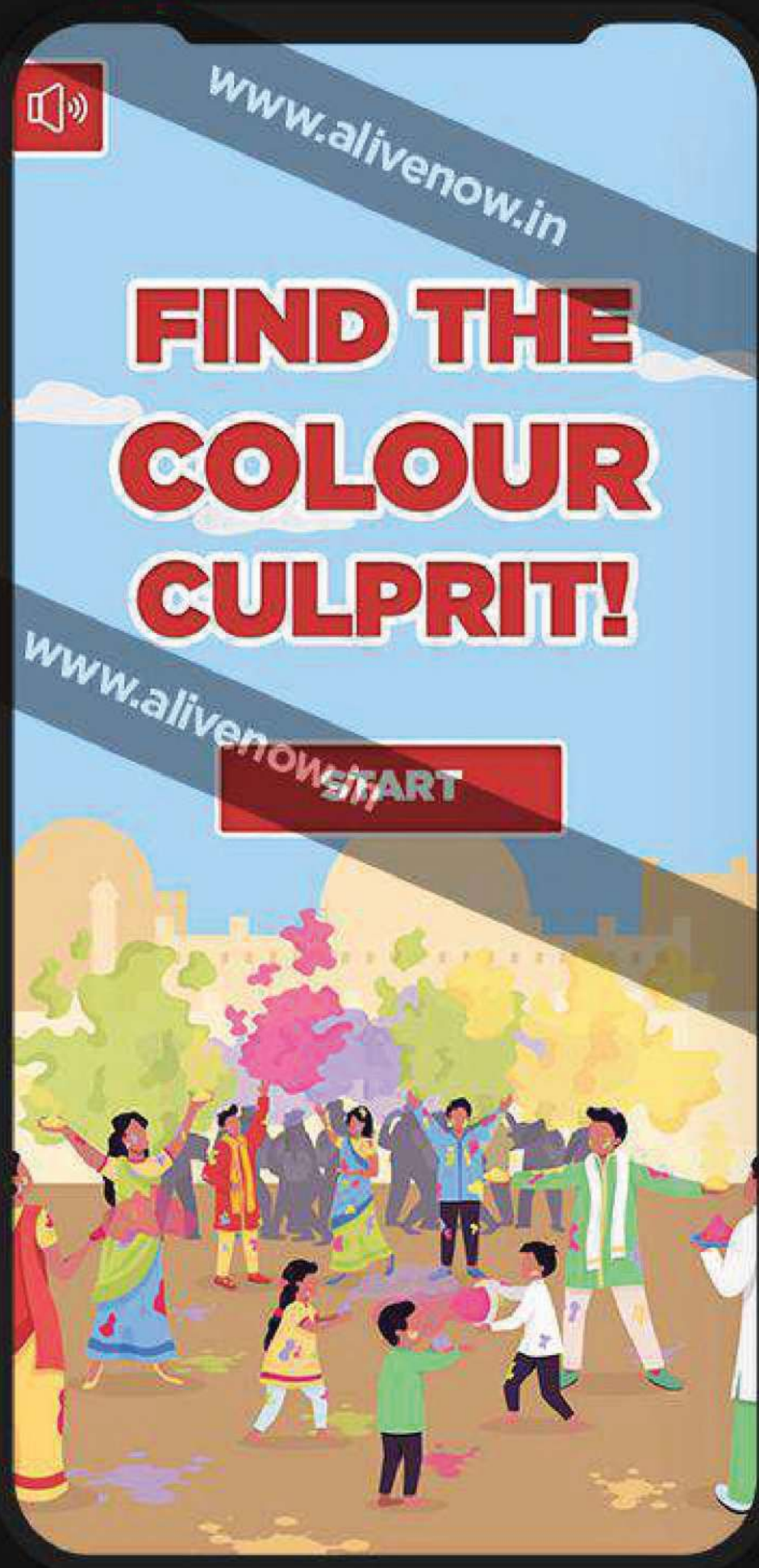
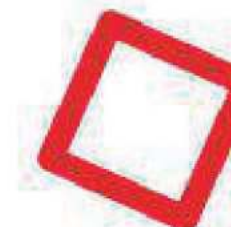
Tap to Serve & Start the Holi Feast!

Tap on the guests to complete orders and set a high score!



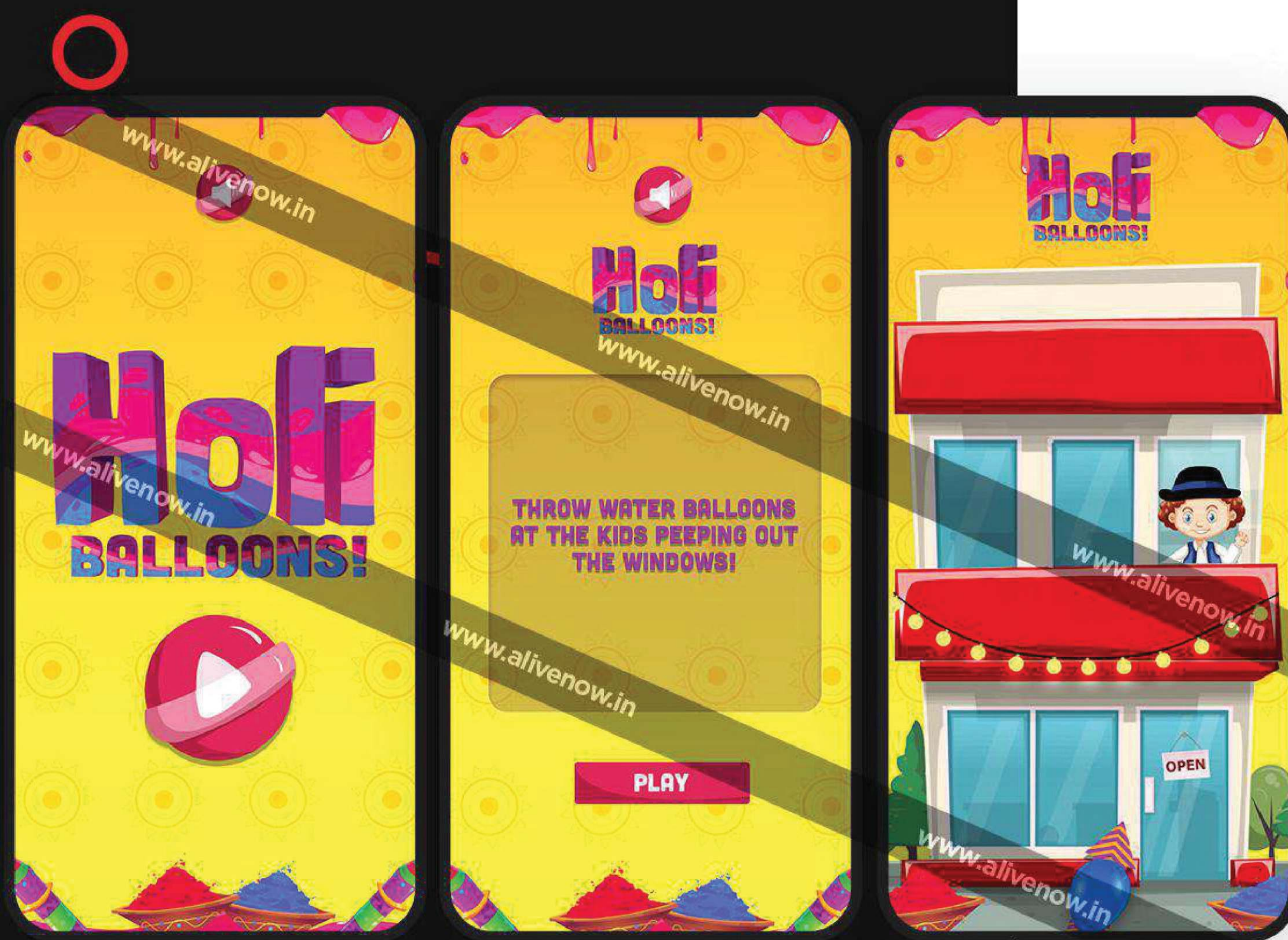
Defeat your Opponent to Claim Holi Goodies!

Defeat your opponent in an epic water balloon fight by dodging, jumping and throwing water balloons, and claim your Holi goodies!



Find the Colour Culprit!

In the Holi Crowd, find the Colour Culprit and Win Goodies!



Aim & Shoot Water Balloons

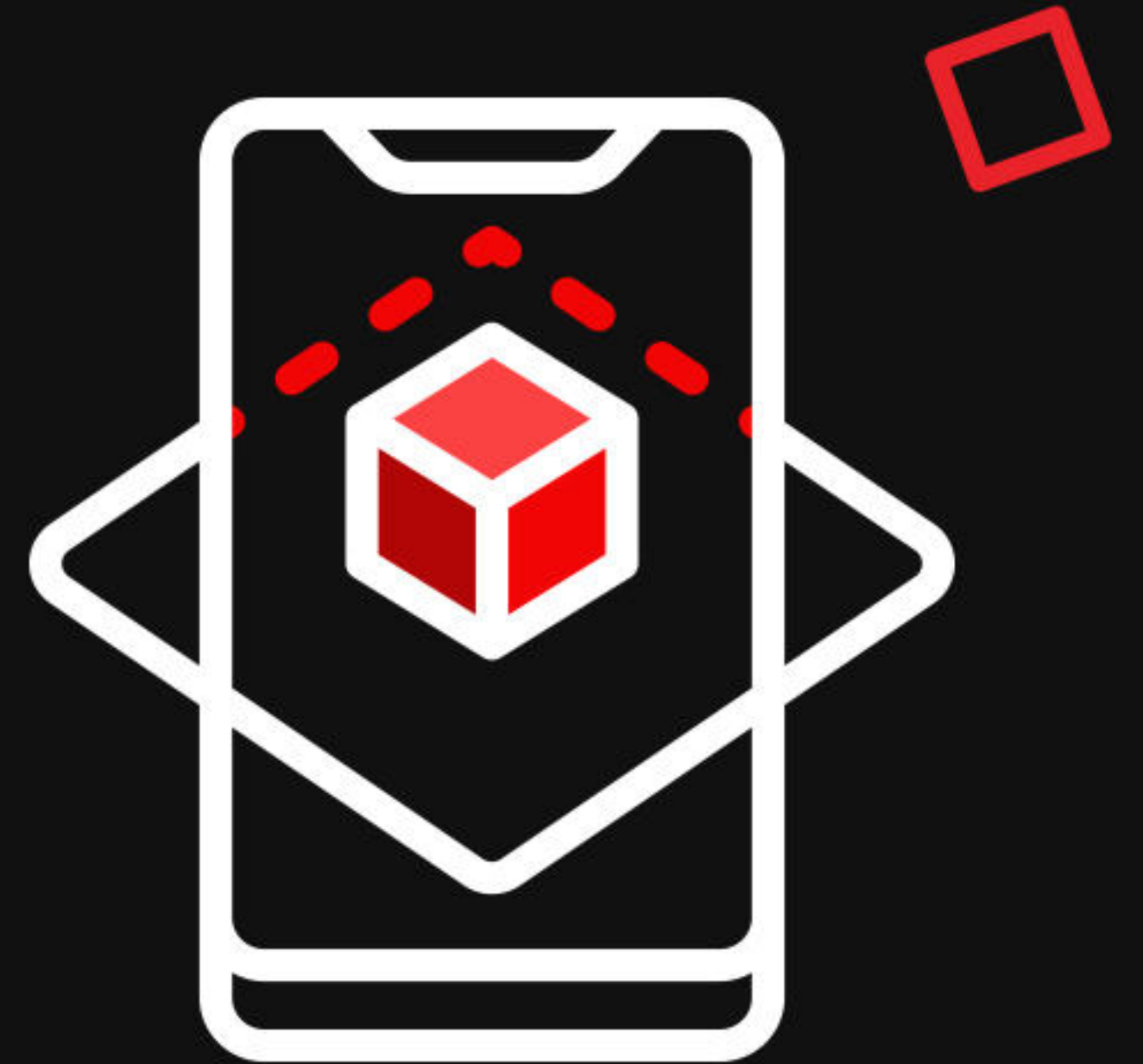
In the Holi Crowd,
find the Colour
Culprit and Win
Goodies!

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](#)



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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 a Product for a Surprise!

Scan a product, and watch a colourful celebration come to life and stand a chance to win goodies!



Find a Friend and Celebrate Holi, Virtually!

Point your rear camera
at your friend and tap
the screen to apply
gulal on their face to
celebrate while
social-distancing!

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Water Balloon Toss!

Start a water balloon fight! Aim and Toss as many water balloons as you can on all the characters, to set a high score!

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



Toys R Us



BBC

Mondelēz International

IPG



JWT



Reese's

dentsu



WPP

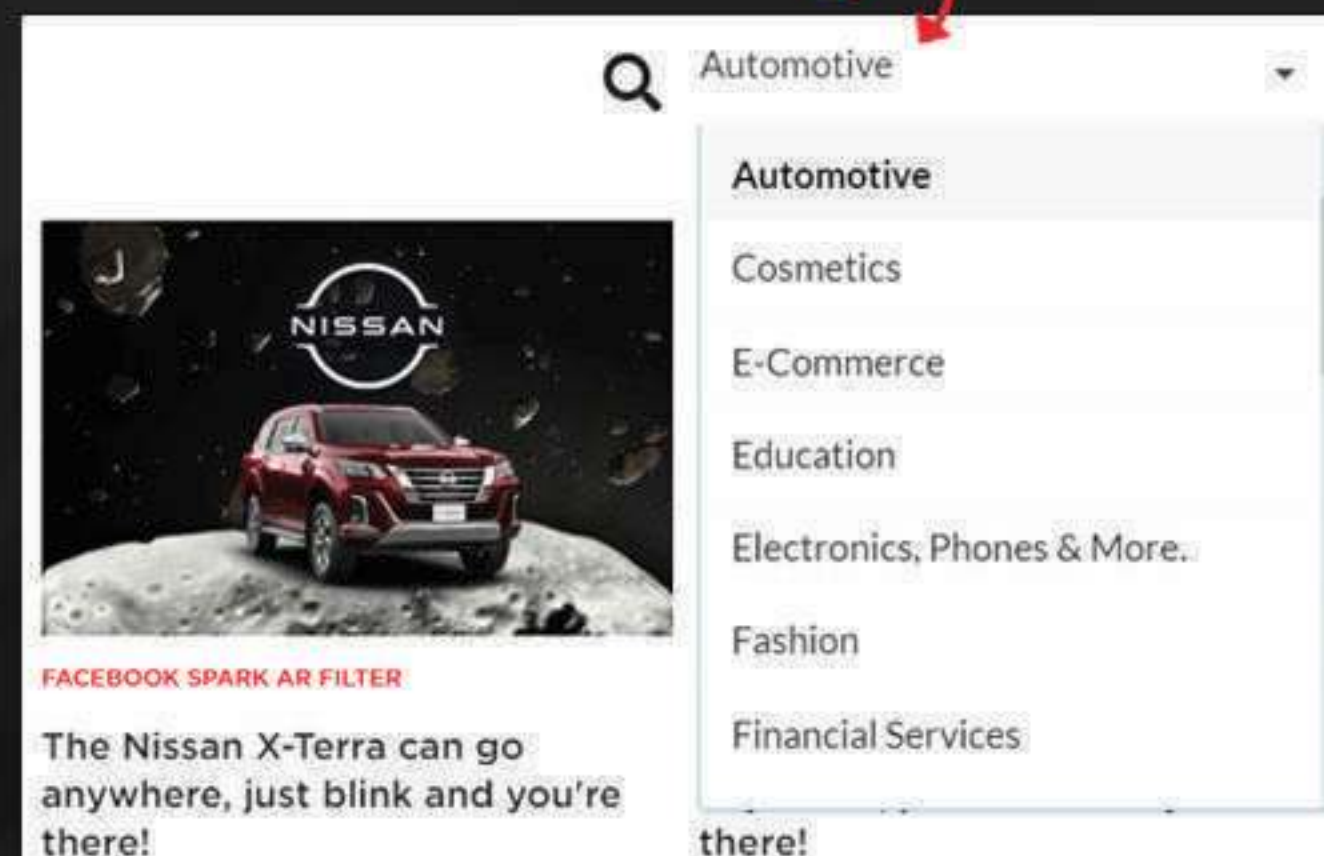


CARAT

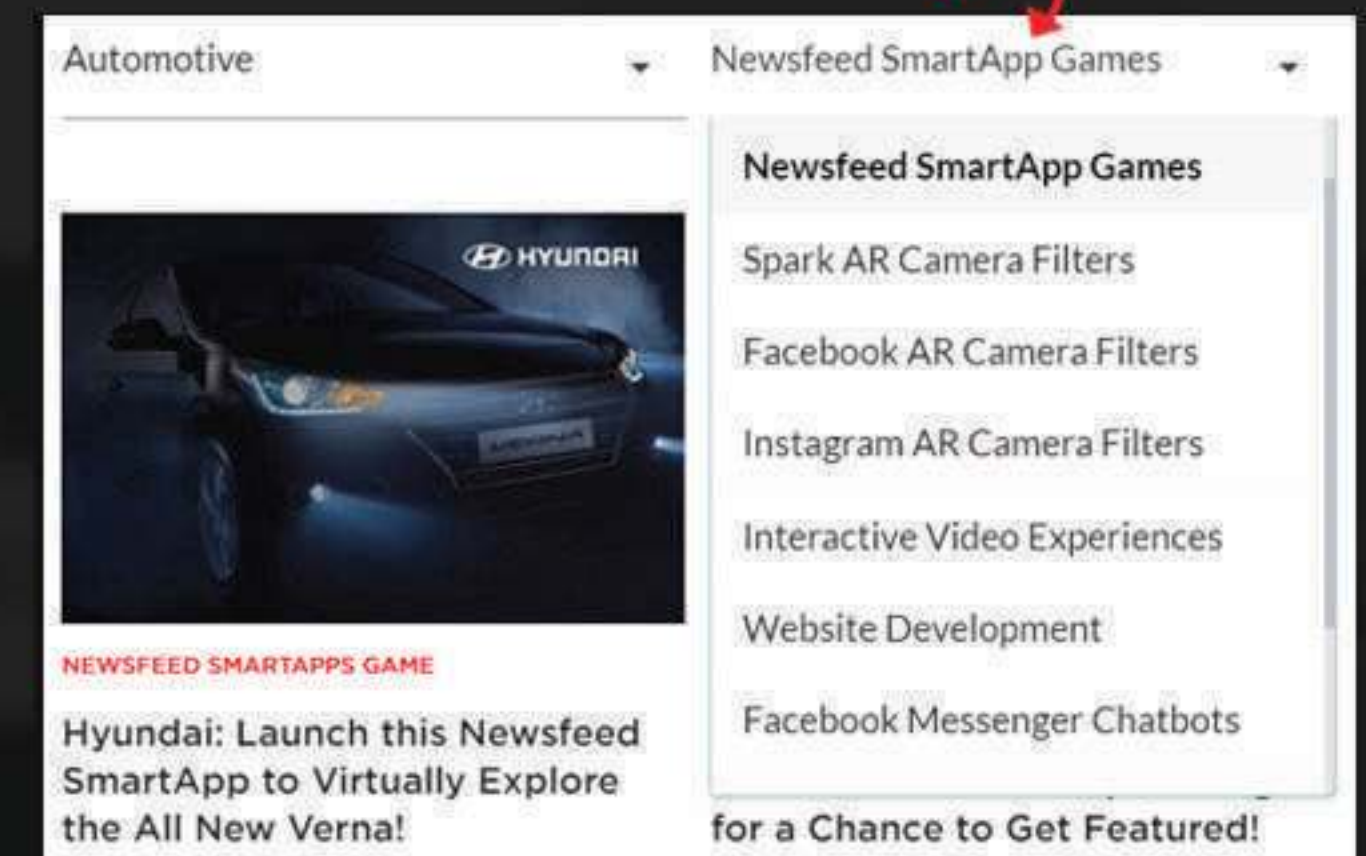
& more!

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1 INDUSTRY

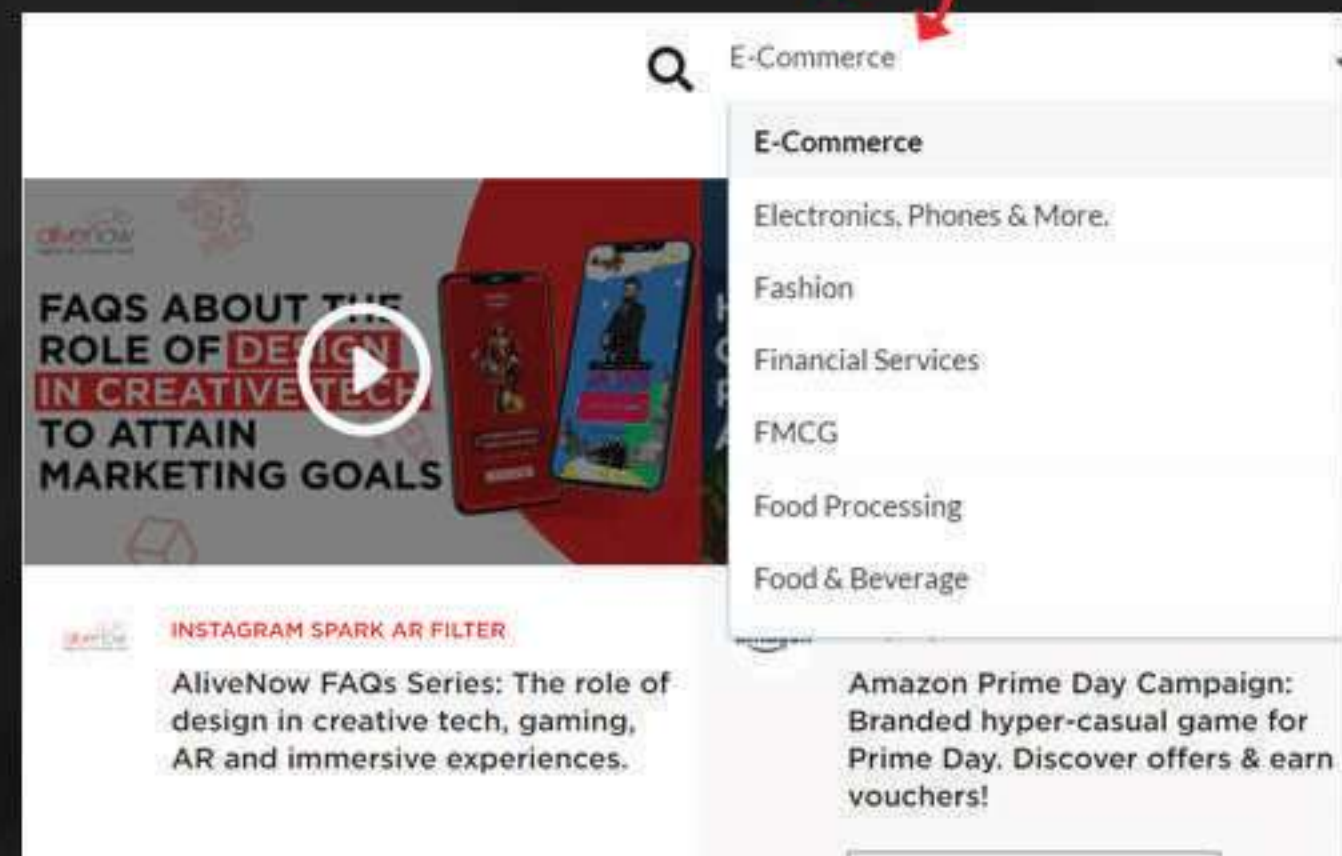


2 PLATFORM

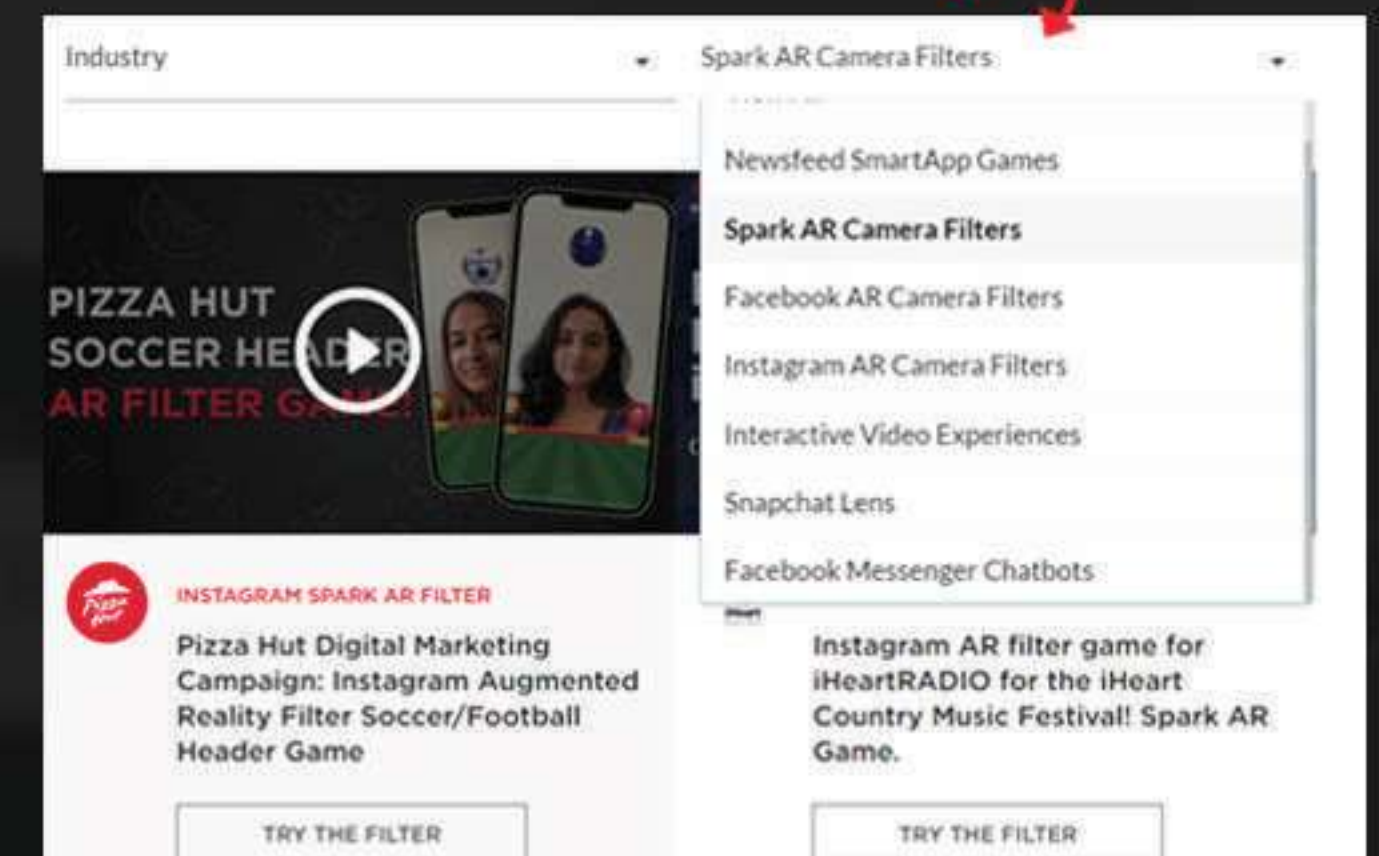


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM





THANK YOU!

contact@alivenow.in

Explore more work at www.alivenow.in

