



OFFICIAL SPARK AR PARTNER



NEWSFEED
SMARTAPPS



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ICC T20 World Cup Ideas 2021

Interactive Digital Experiences

Ideas for Facebook/Instagram AR Filters,
Snap AR Lenses and Other Creative Tech Solutions.



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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



More delightful
experience
compared to
videos/banners



Be present in
the consumer's
space



Increase
Dwell
Time & Recall

AND
MUCH
MORE!

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CREATIVE TECH SOLUTIONS WE OFFER:



Augmented Reality & Camera Solutions

- Facebook AR Filters
- Instagram AR Filters
- Snapchat AR Lenses
- Web AR Experiences
- In-App AR Experiences
- Kinect Camera Experience



Branded Gaming Solutions

- Newsfeed SmartApps
- Swipe Up Games
- Facebook Playable Ads
- In-App Games
- AR Games



Other Creative Tech Solutions

- 3D-360 Virtual Stores
- Interactive Videos
- Messenger Bots
- WhatsApp Stickers Pack



OFFICIAL SPARK AR PARTNER



**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 10yrs.

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.

Serviceable Locations

Three primary markets where we are strong is Middle East/North Africa (MENA), South East Asia and India. But we've also executed a good number of campaigns in Europe and North America.

OUR WORK HAS BEEN FEATURED ON

facebook

The Drum

Ads of the World

AdAge

ad:tech

& many more!



POSSIBILITIES WITH SPARK AR FILTERS, & 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!

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]	  



Book Cricket

An interesting AR filter where the user blink to turn pages and score runs.

PLATFORM PUBLISHING
Social AR experiences.



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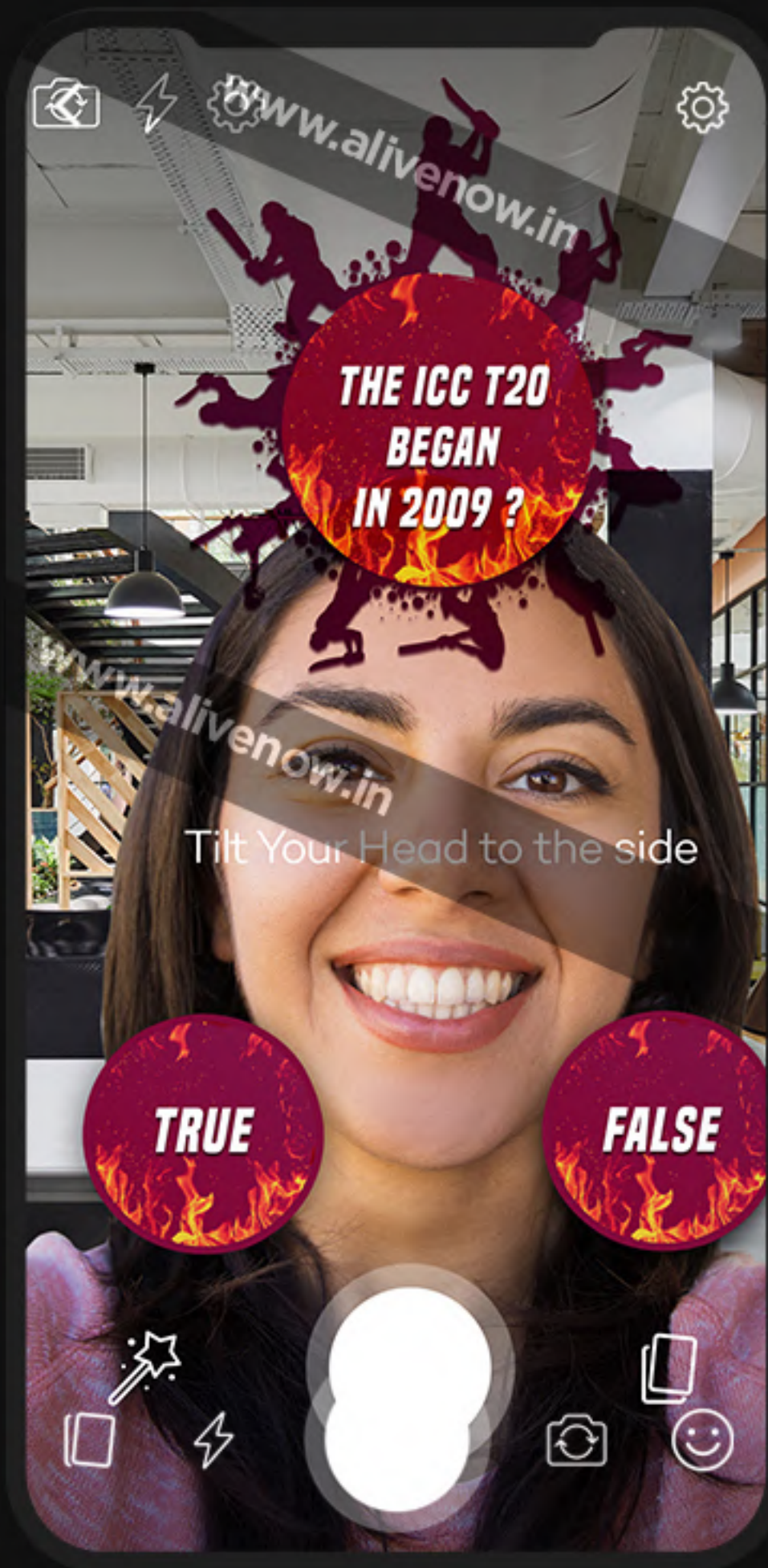
Hardcore Fan

Support your team by wearing the team helmet. Take pictures and videos to share your Support!

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Social AR experiences.



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Cricket Quiz

An interesting AR filter where tilt head to the side answer the questions

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Social AR experiences.



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Champions Trophy

See the cup in your hand! Just raise your hand to lift up the cup. Switch to the back camera to place the cup on a flat surface.

PLATFORM PUBLISHING
Social AR experiences.





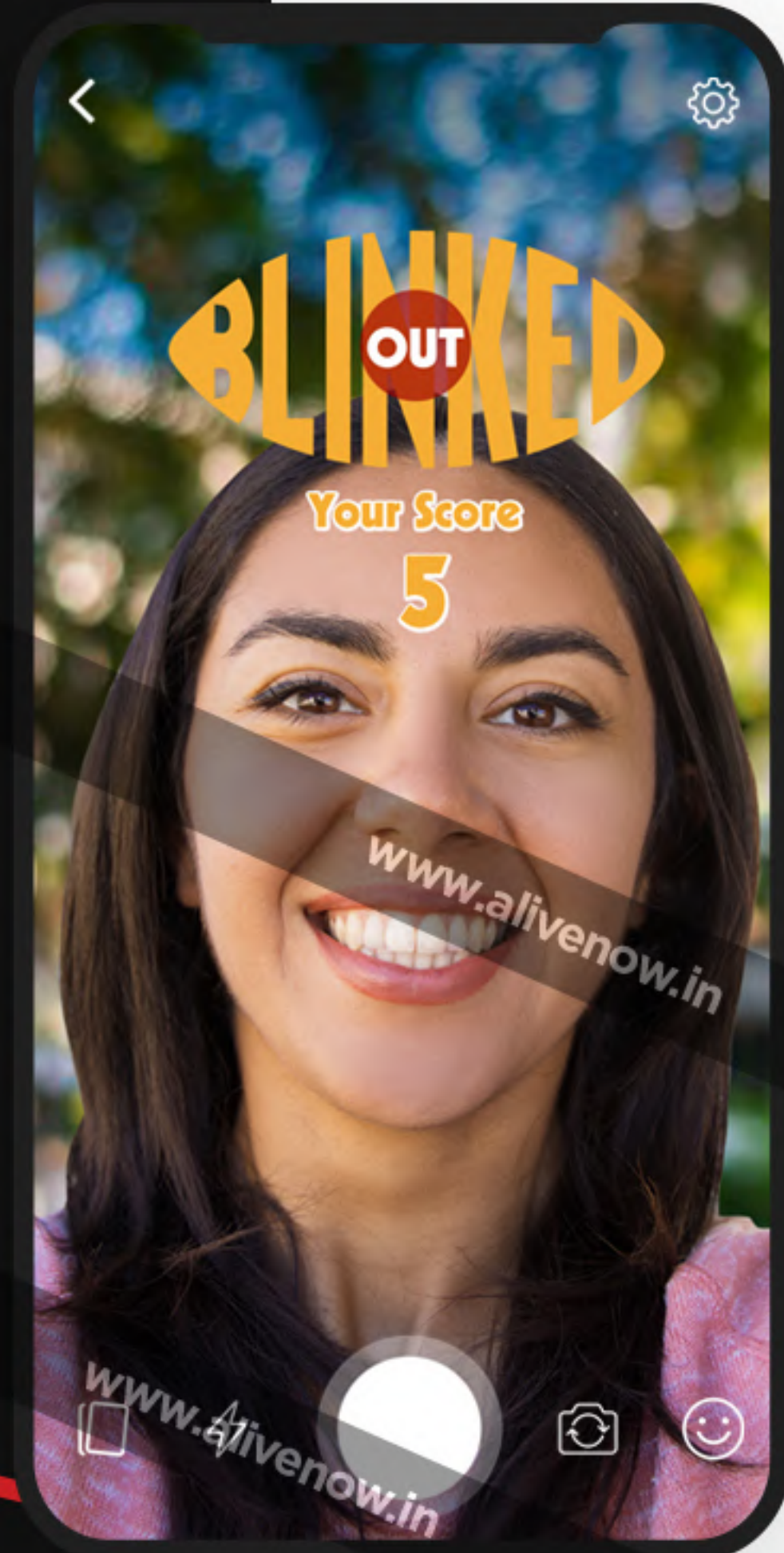
Cricket Cap & Face Paint

Move closer to get the face paint and cap of your favourite team. Click a picture and share it with your friends to show support!

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Social AR experiences.



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Blinked Out

User blink to release the ball accurately and hit the stump

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Face Paint & Stickers

In this AR filter experience, choose stickers, face paint, background and your own audio to create a customised cheer for you team

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Social AR experiences.



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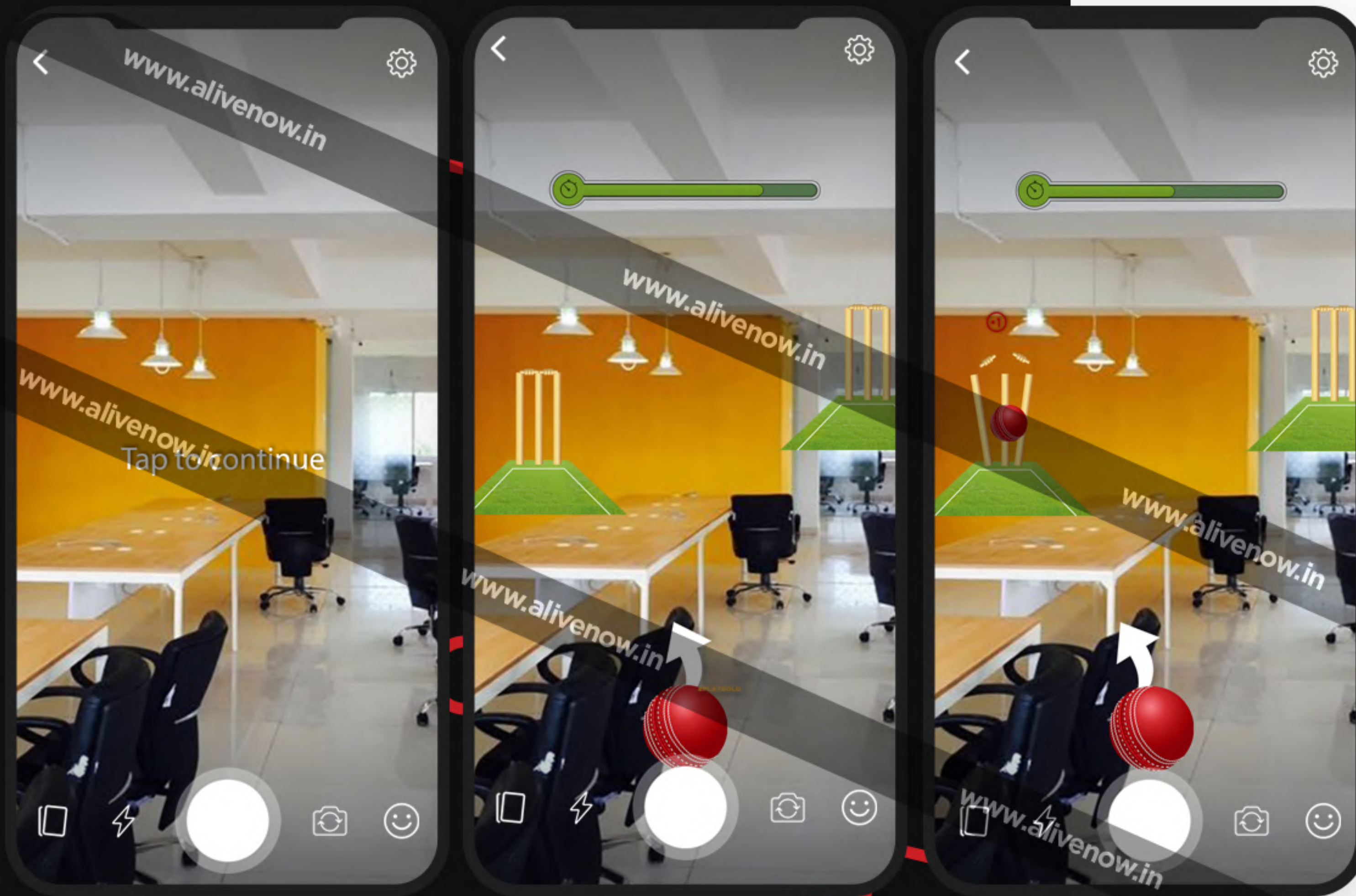


Glove Game

In this fun AR game, you are the wicket keeper. Move your head left and right to control your position and catch the cricket ball.

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Social AR experiences.





Cricket Champion

Move around in your existing 360 environment and tap the ball to launch and hit the wicket.

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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.

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Social AR experiences.





Cheer for your team!

An audio based filter where the equalizer behind you bounces up/down based on your cheer!

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Social AR experiences.



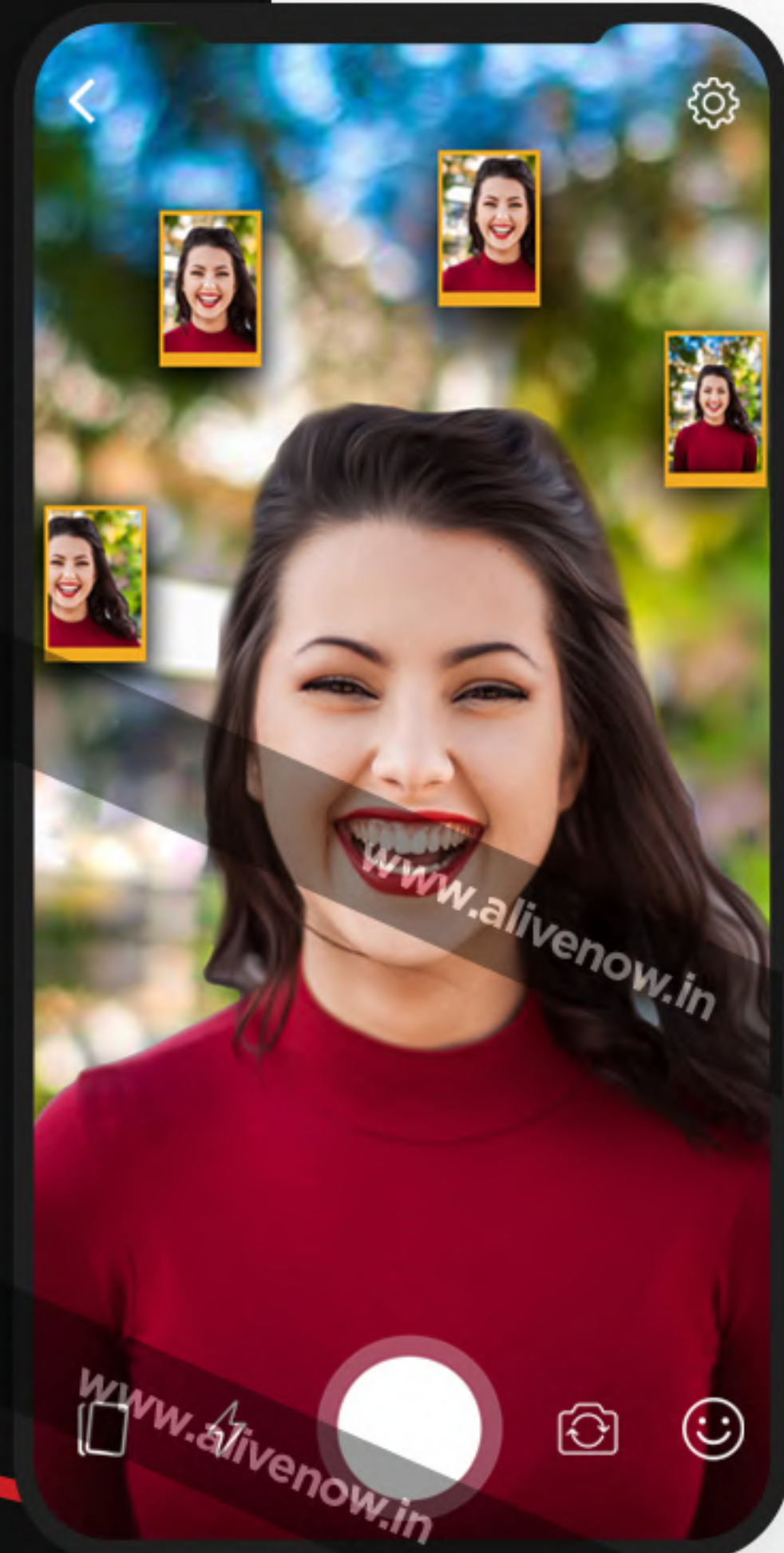


Super Over

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.

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Social AR experiences.



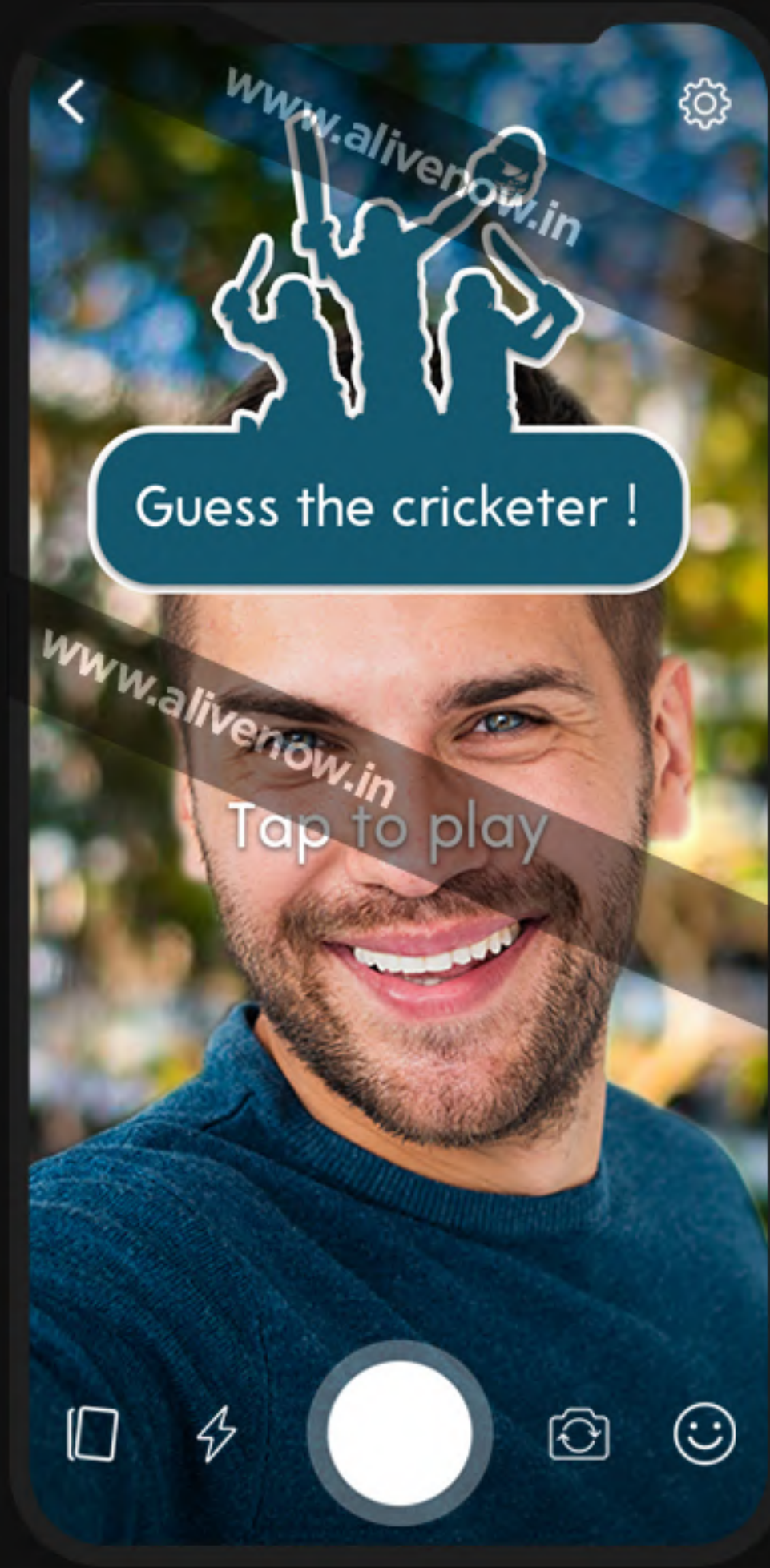


Cheer Collage!

User sees on their forehead a countdown 3, 2, 1, and it clicks a pic. But this countdown happens 4 times and 4 images are shown around the user what's clicked.

PLATFORM PUBLISHING
Social AR experiences.



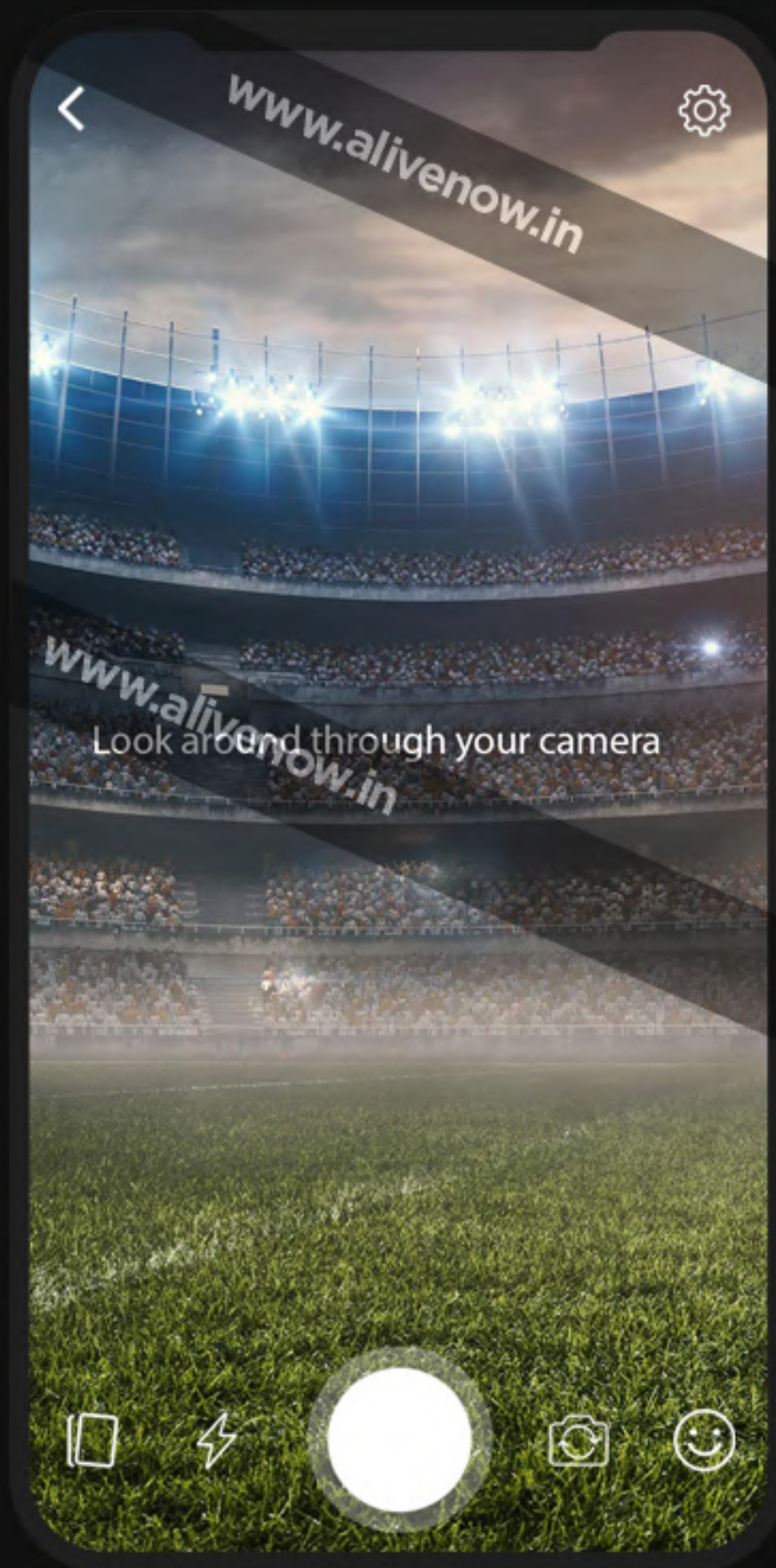


Guess the Cricketer

A gesture based fun AR filter for the user to find their favourite cricketer.

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Social AR experiences.



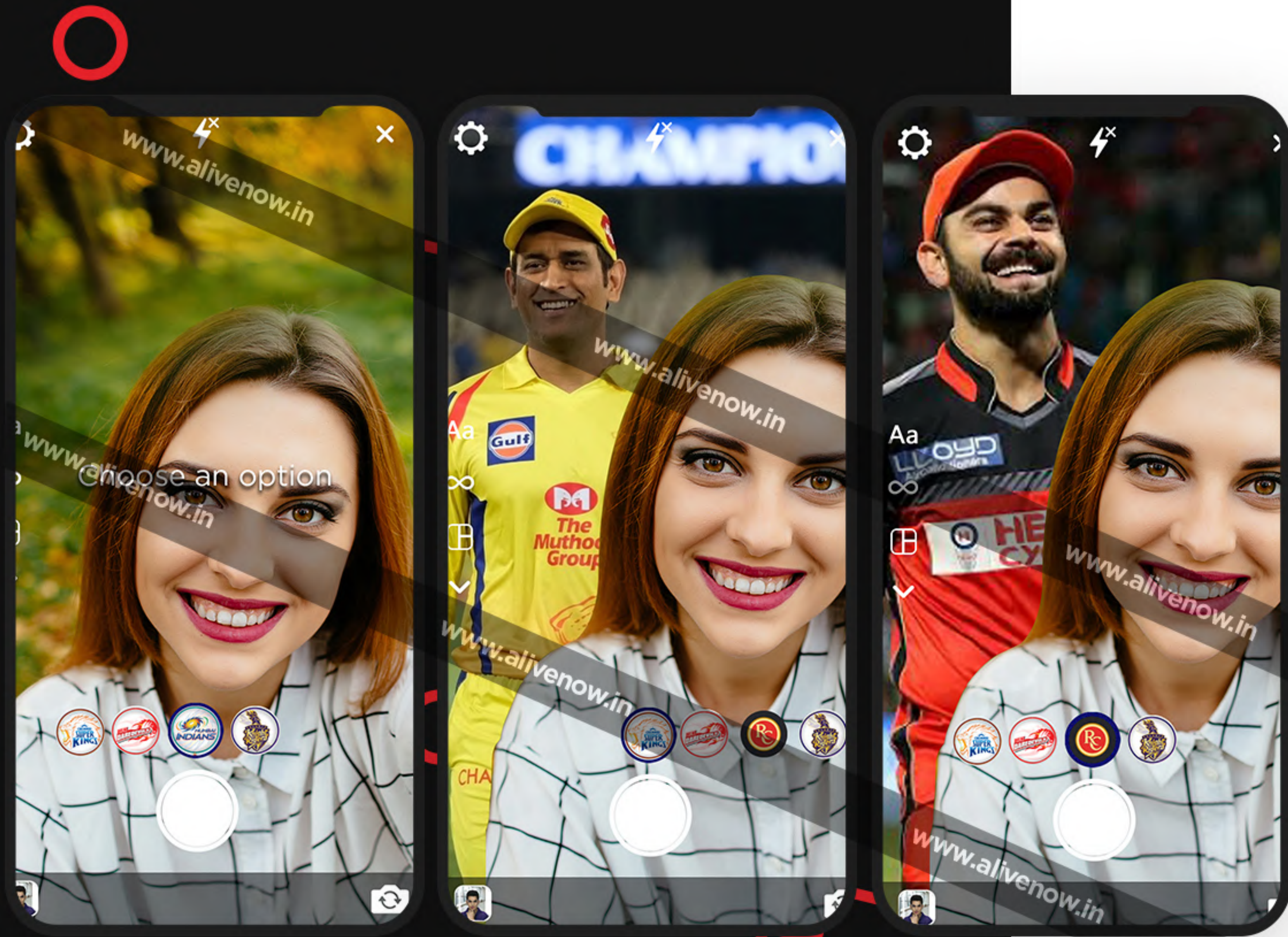


Cricket Dhamaka

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.



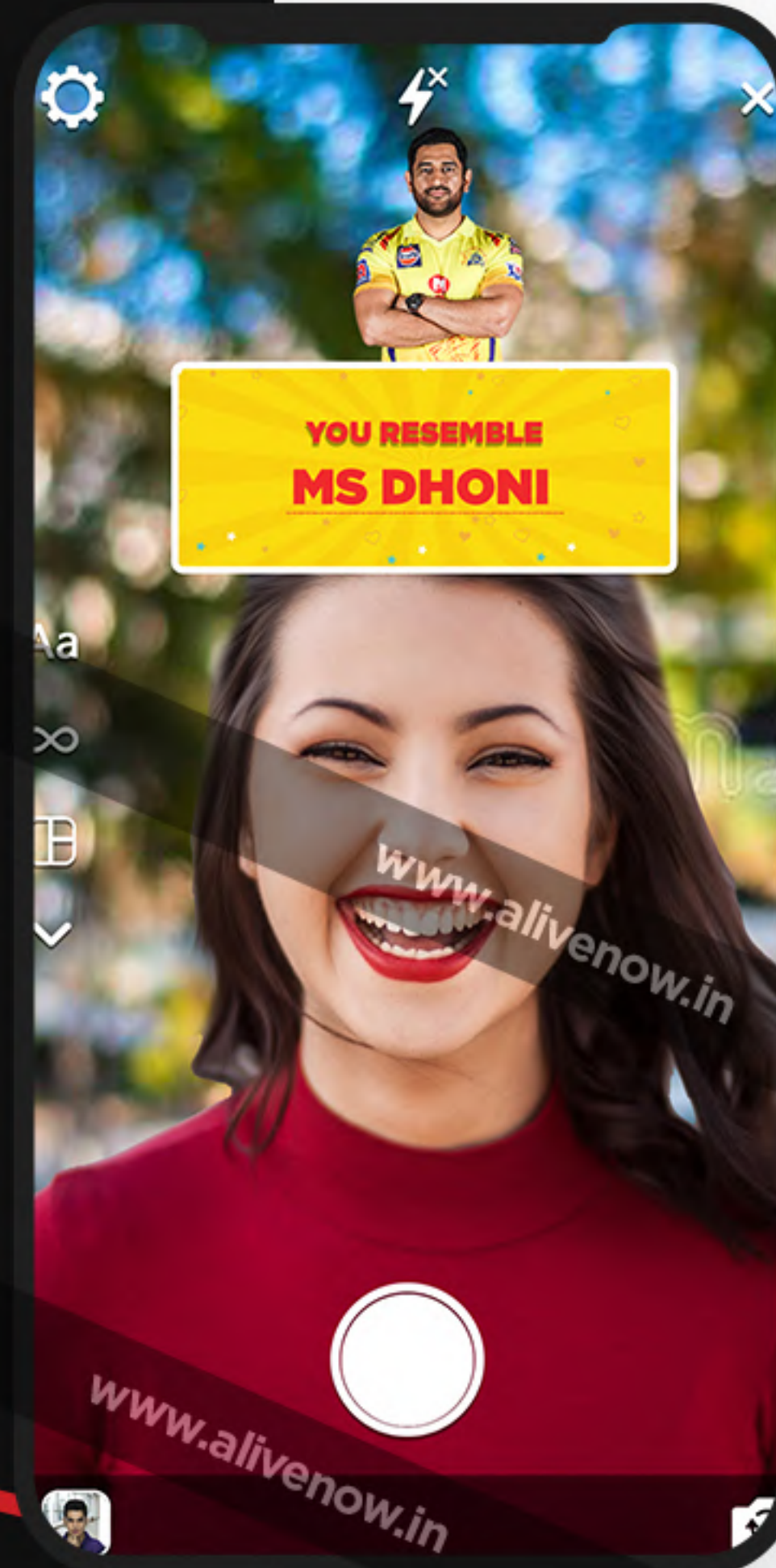


Selfie with the stars!

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

PLATFORM PUBLISHING
Social AR experiences.



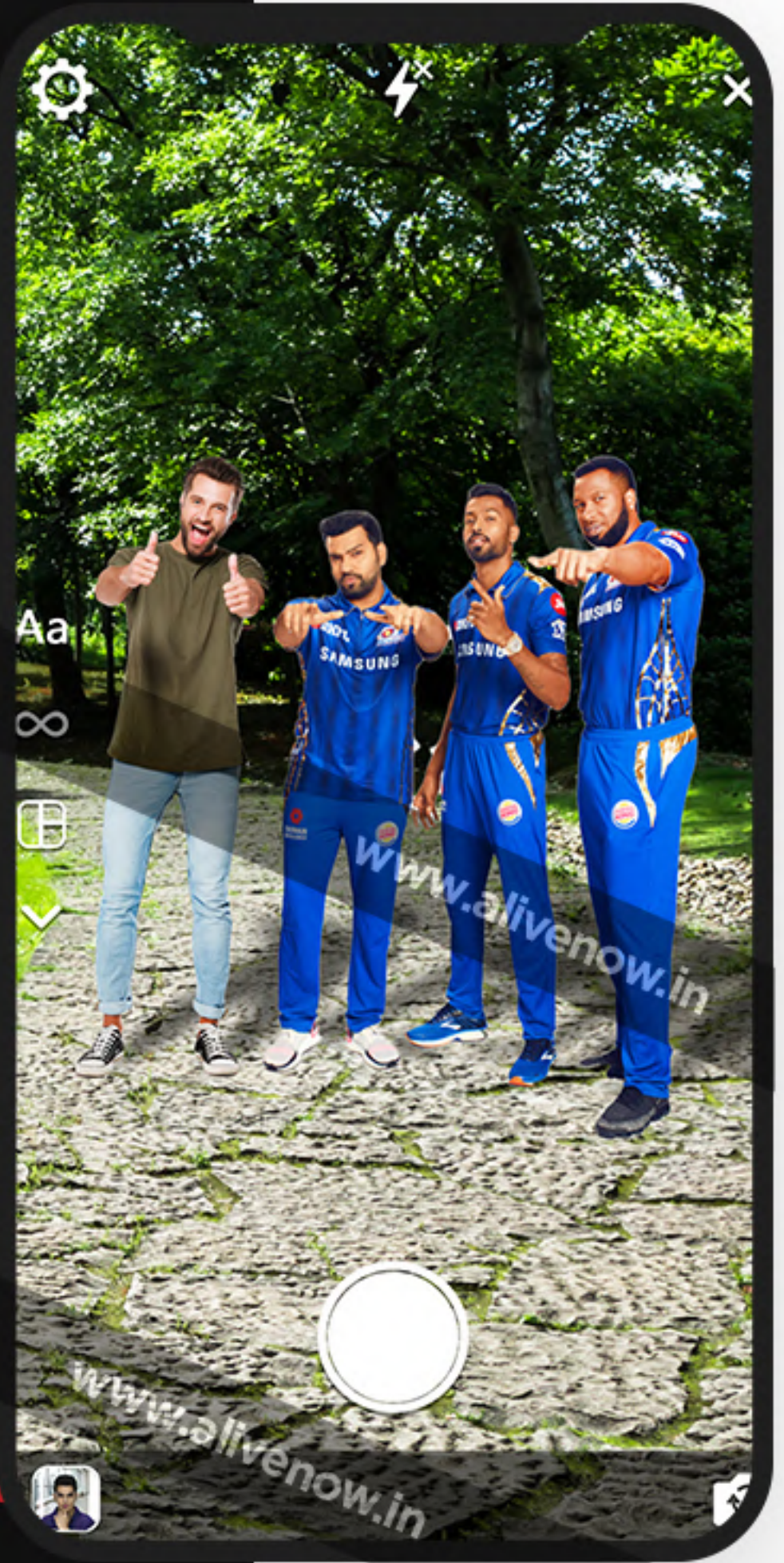
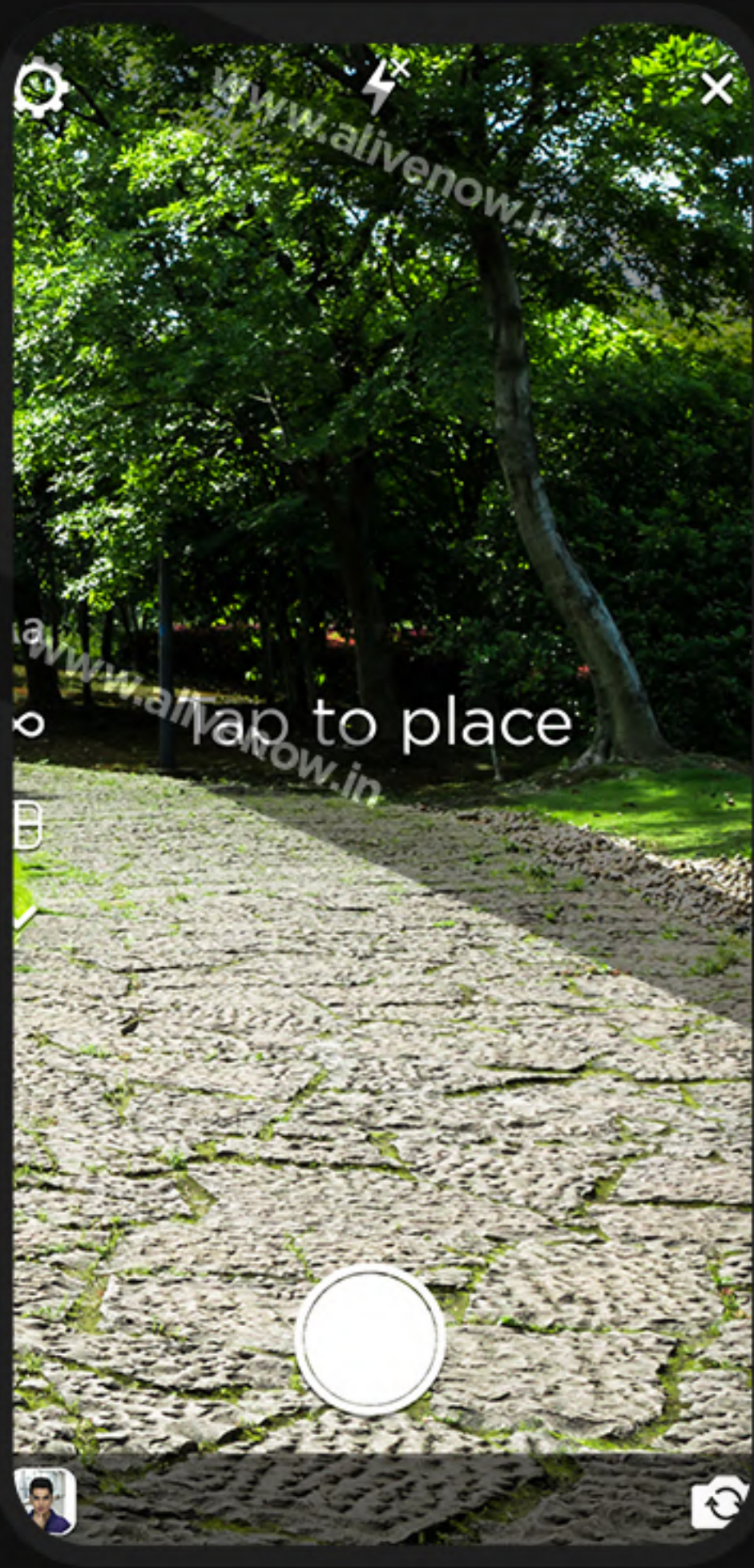


Which Captain do I resemble?

Press and hold to start recording and we scan your face to tell you which captain you resemble.

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.



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.



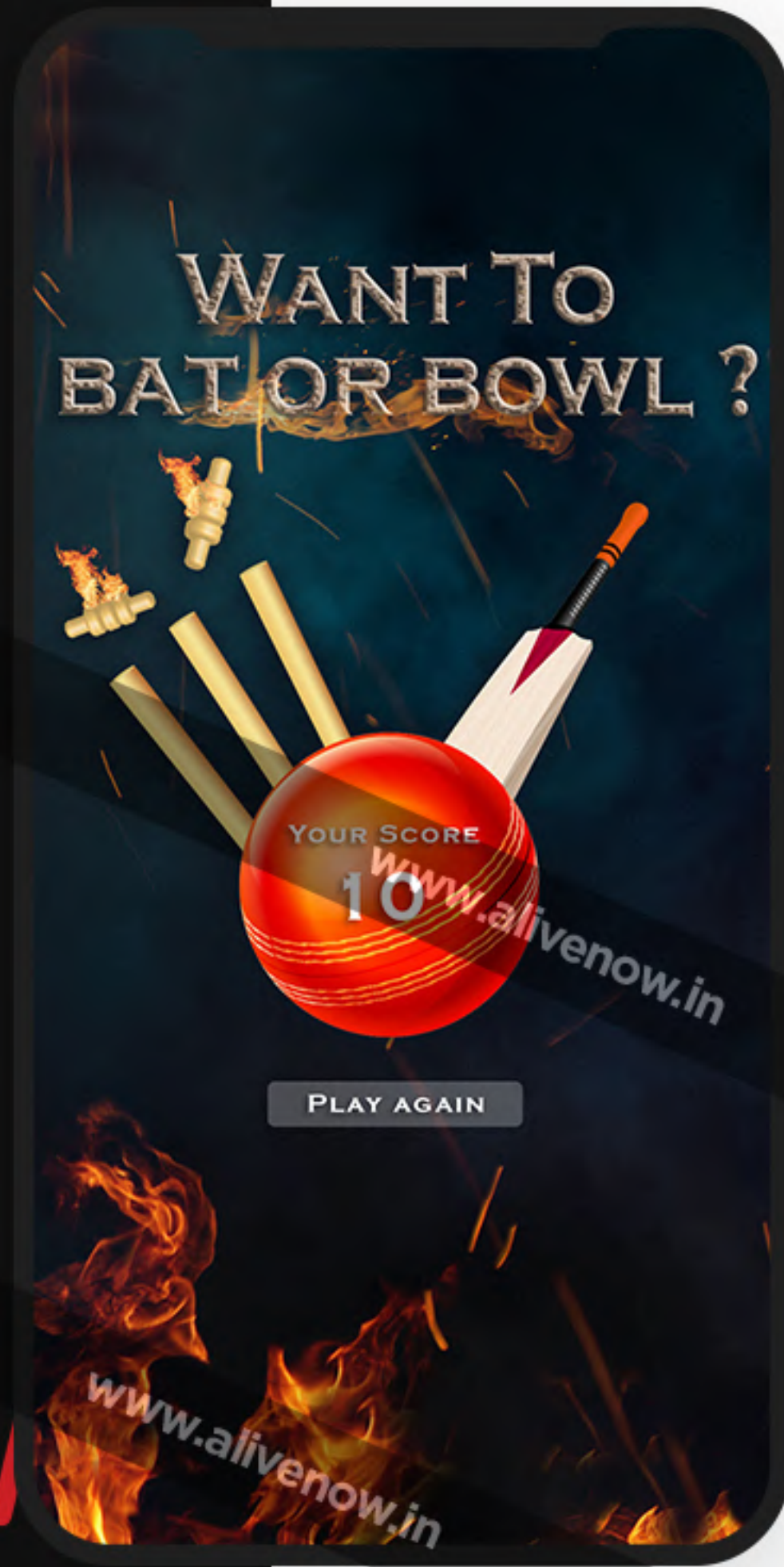
Gaming solution built specifically to convert passive story viewers on Instagram and Facebook into an active and engaged audience.



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.





Want to bat or bowl?

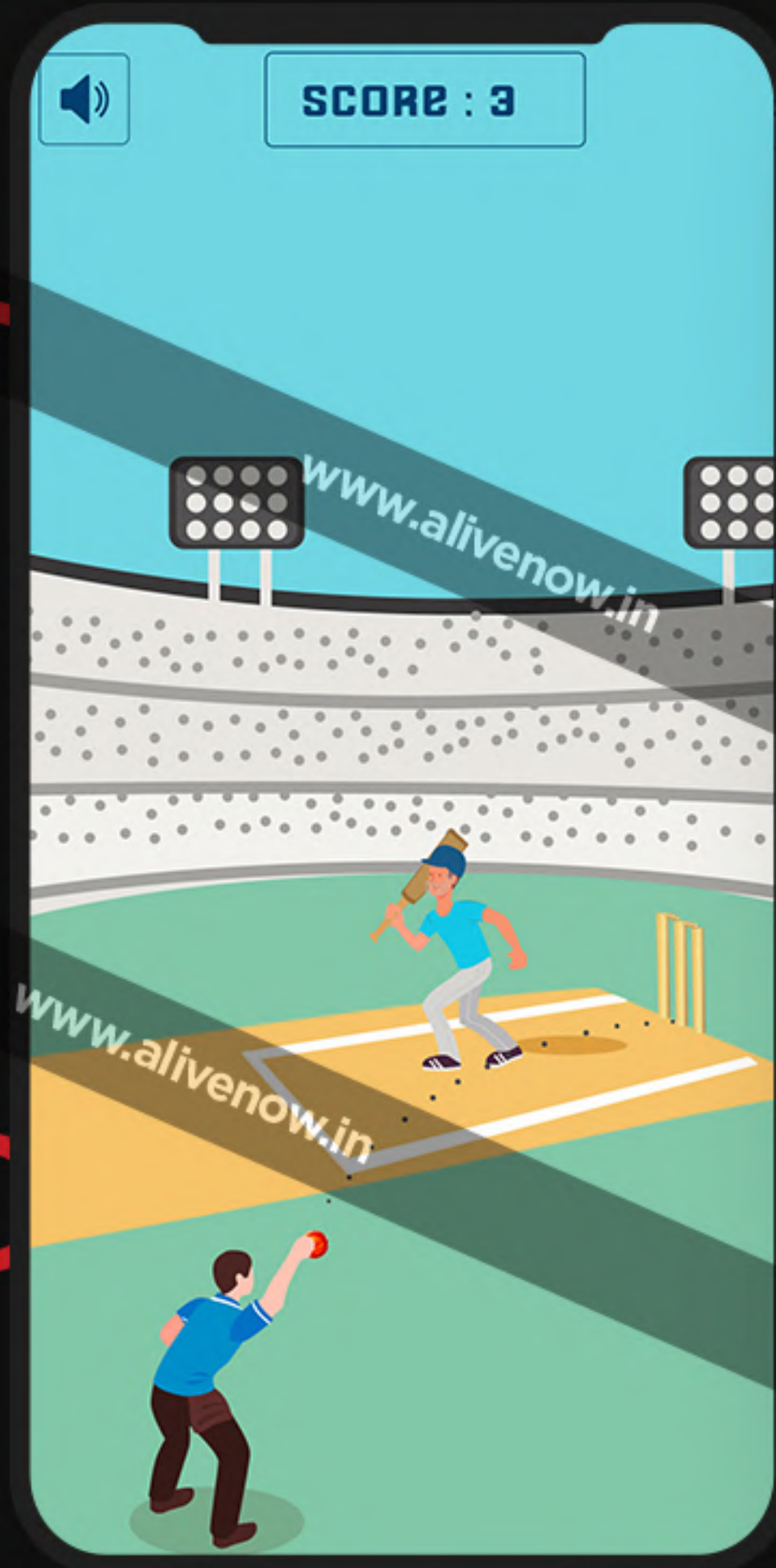
Based on what User pick, objects appear and disappear on the screen, like ball, bat,etc. You must only tap what is correct for you. So for example if you've picked batsman, you only have to click the bat , helmet. If you tap the wrong object, you lose points.





Spot It!

In this game User have to look around in the 360 stadium environment to spot the 4 and 6 placards and on them for a surprise.



Run Out!

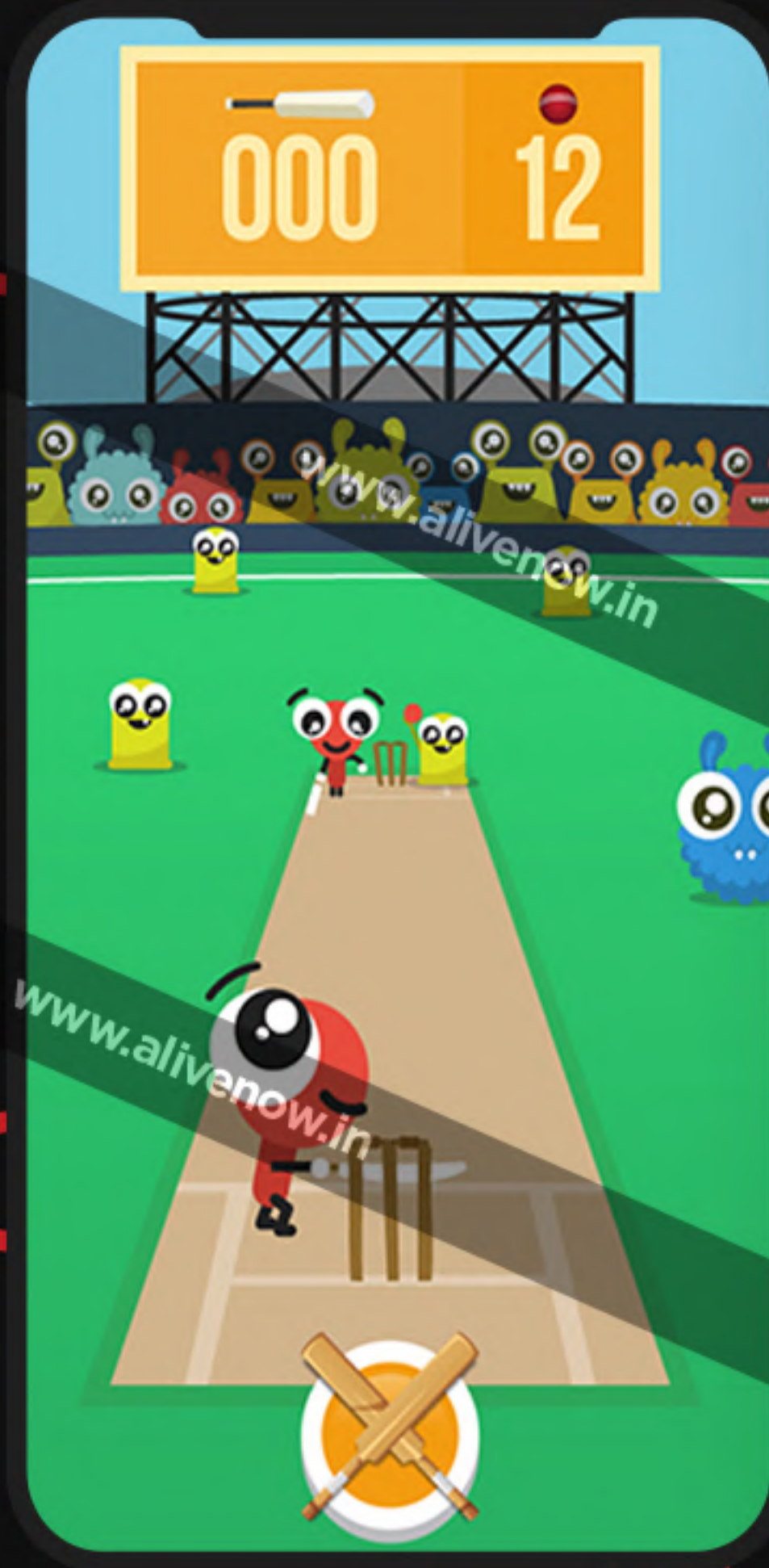
In this game User have 6 throws. have to Swipe to throw the ball and hit the wickets.



Locker Room

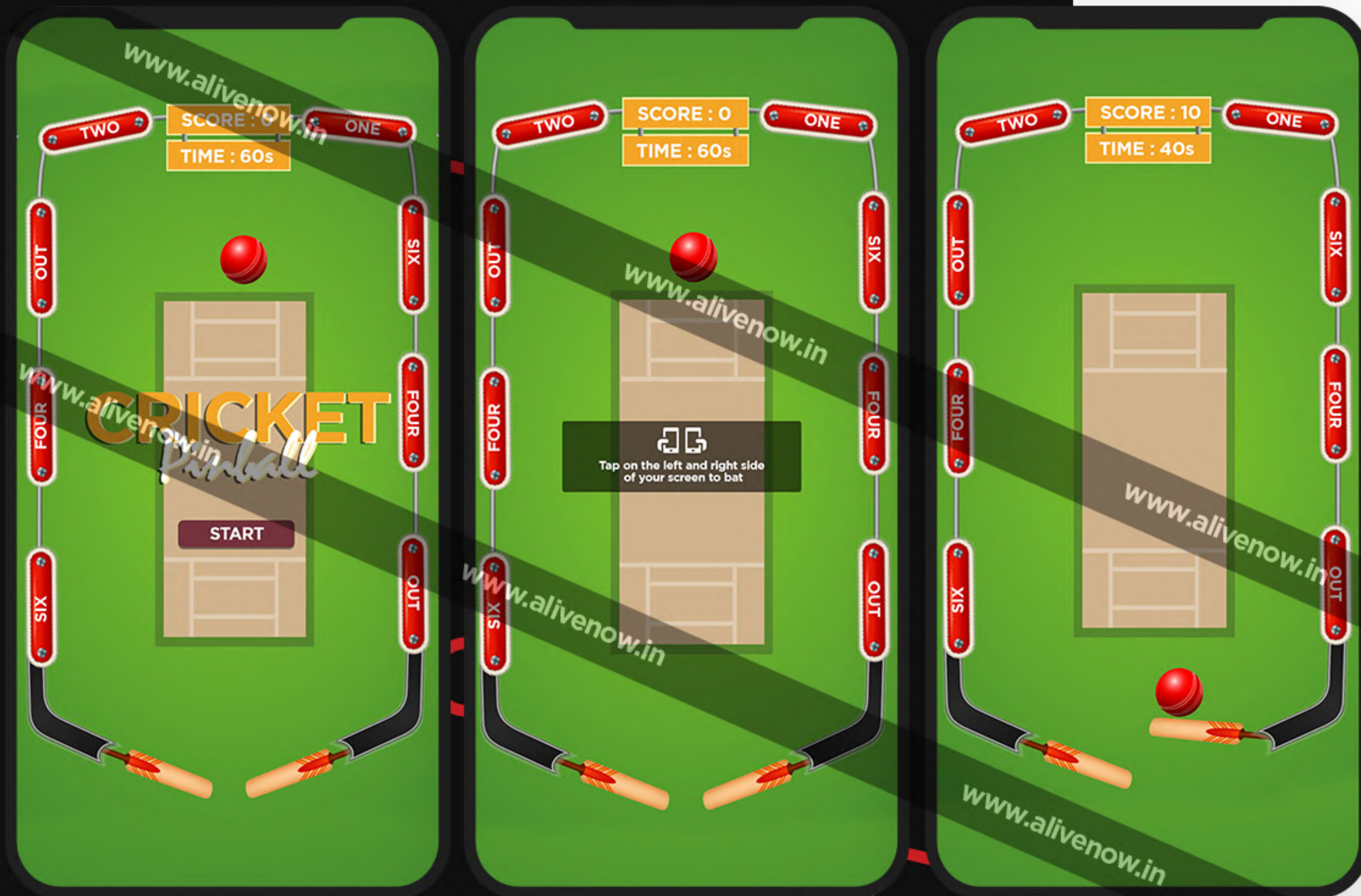
In this game User have to look around in the 360 lockerroom environment to spot the Cricket Equipments and on them for a surprise.





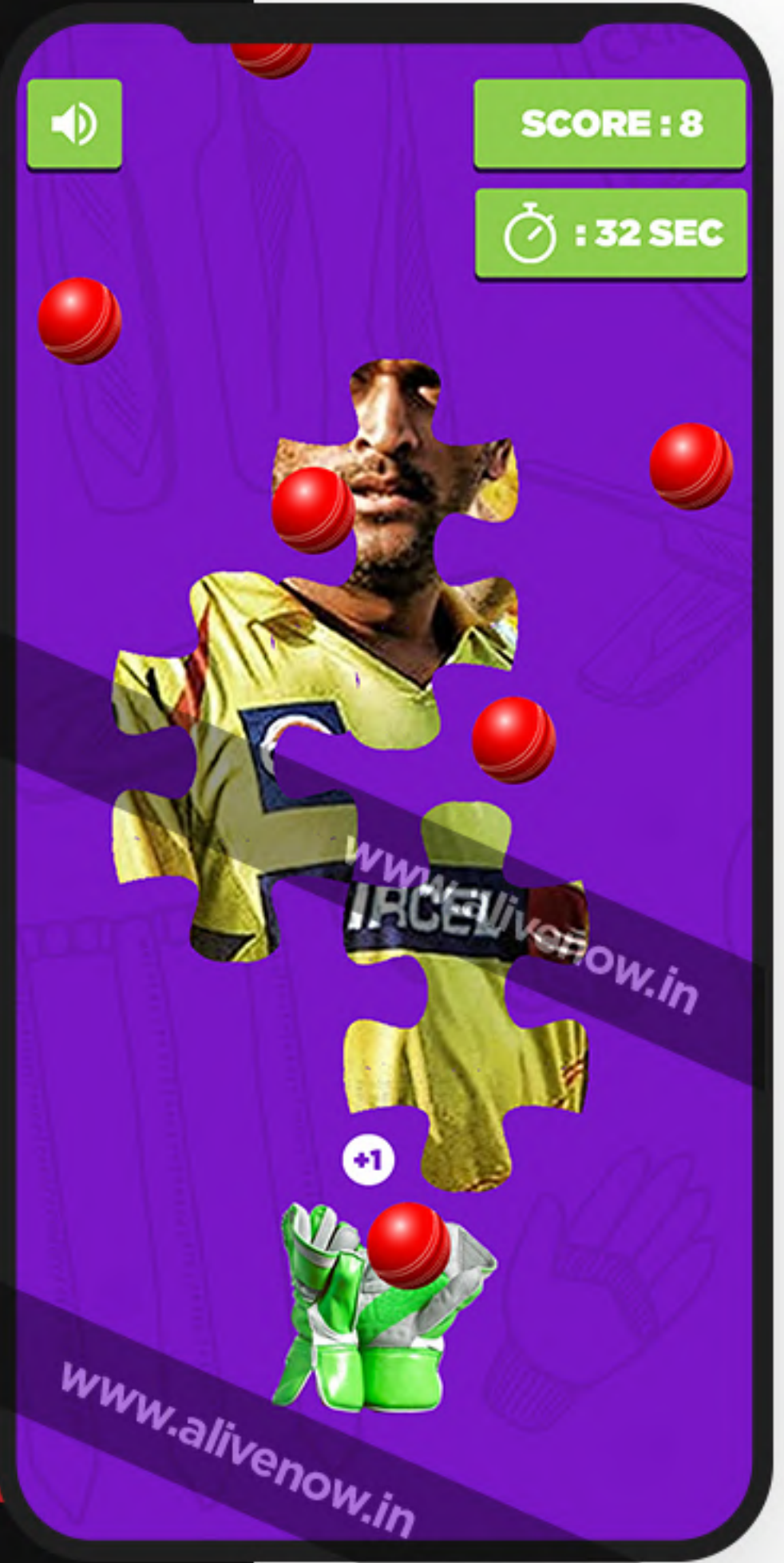
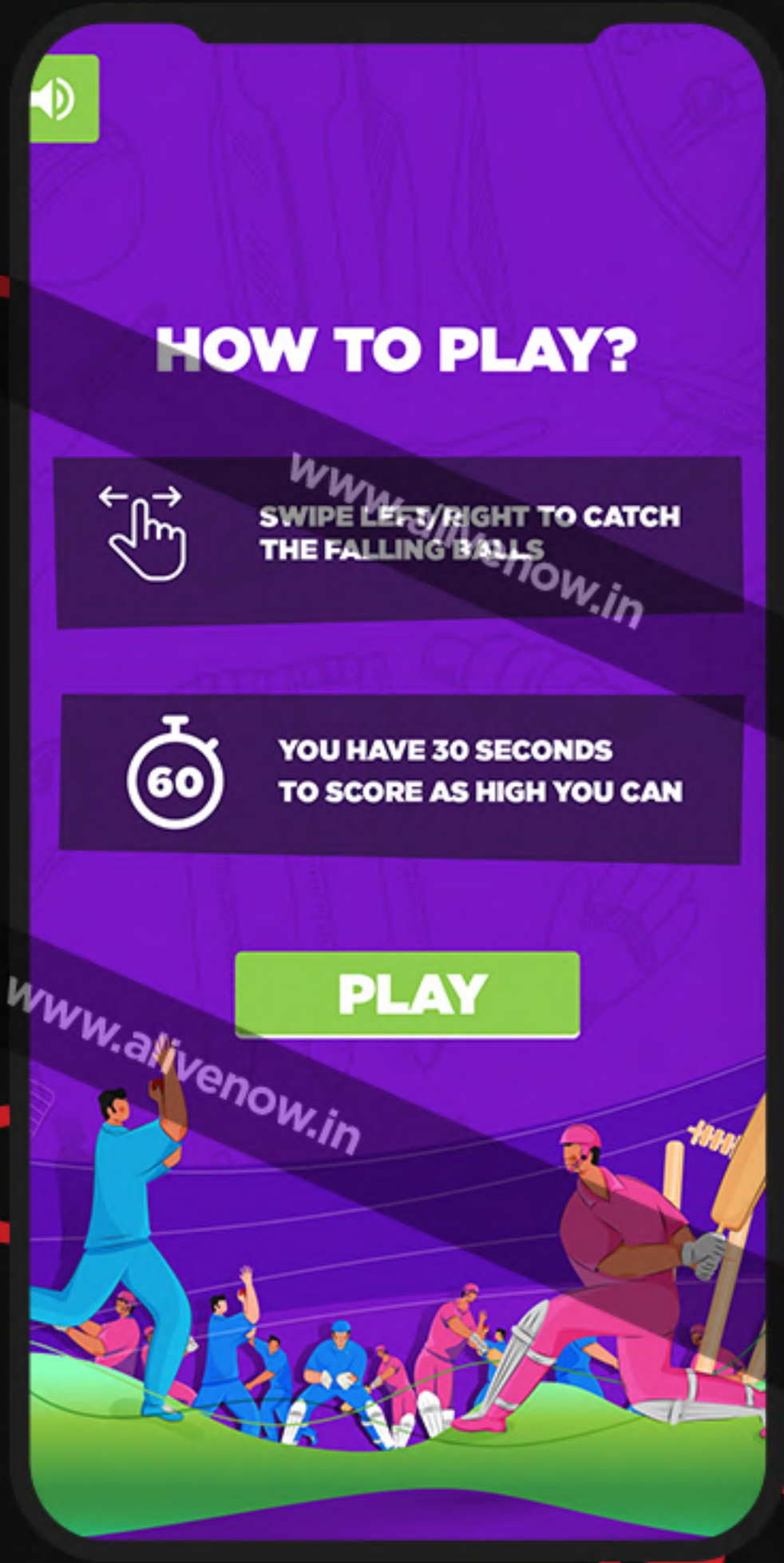
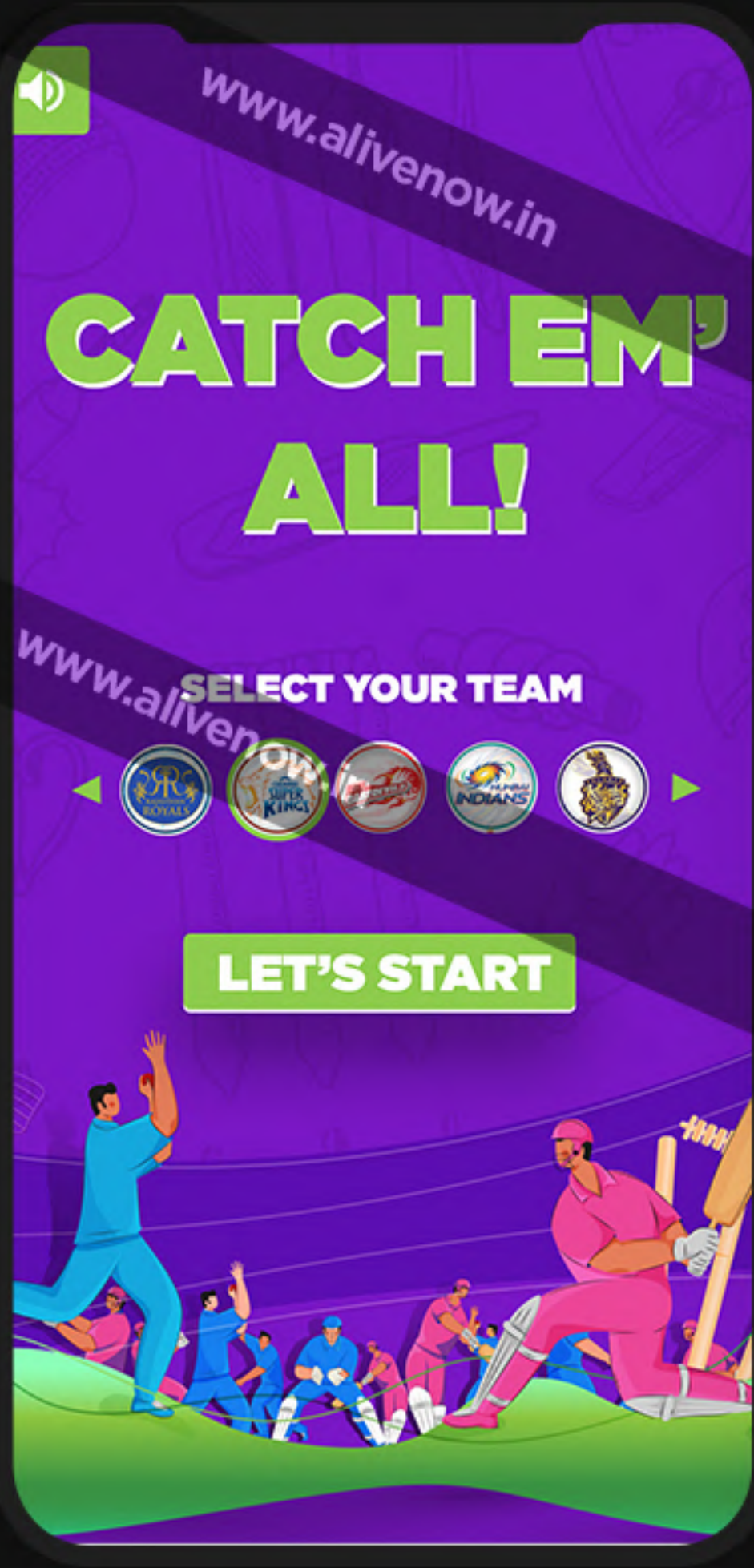
Smash

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



Cricket Pinball

An interesting cricket game for the users to score the highest in 60 Seconds



Catch em' all!

Select your favourite team, and swipe left/right to catch the falling balls. As you catch, the background changes to your favourite team's wallpaper.



Poster Creator!

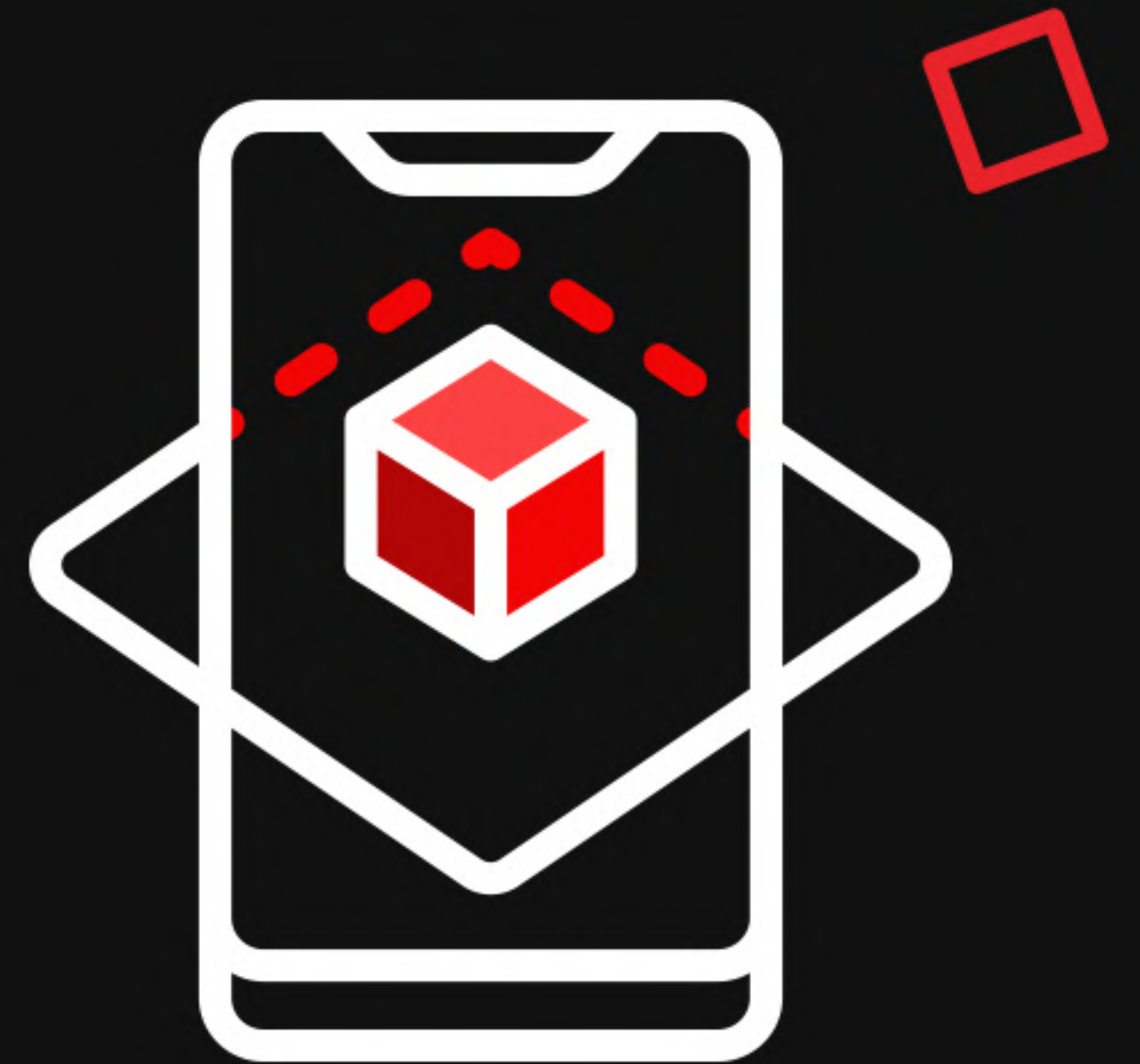
Upload a picture of yourself, write a message and select your favourite team. We generate a poster with your photo that is signed by your team's captain.

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.



Meet your favourite cricketer!

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 Cricket Jersey

Switch to back camera to look at the 3D customised jersey with your in it! Explore the jersey in 360.

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

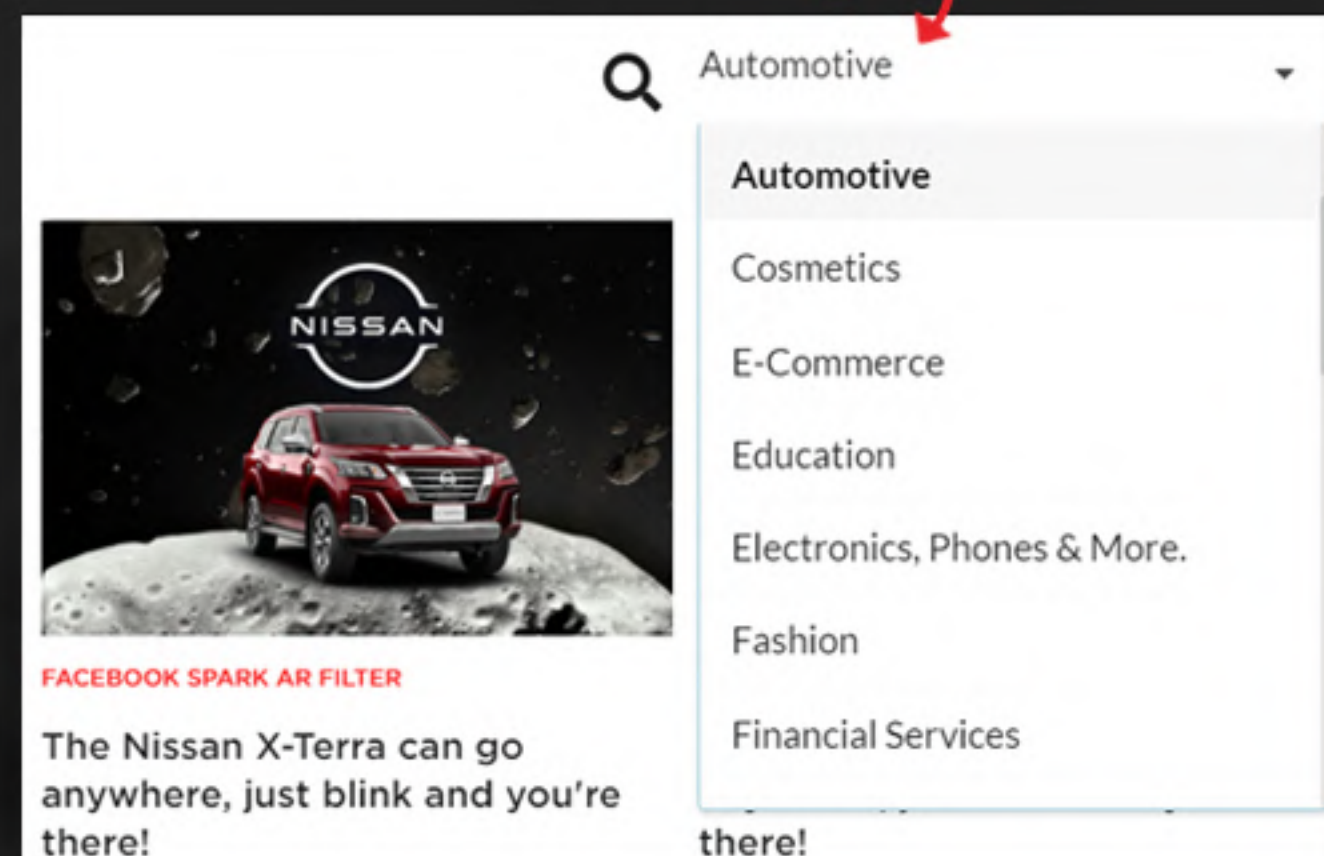




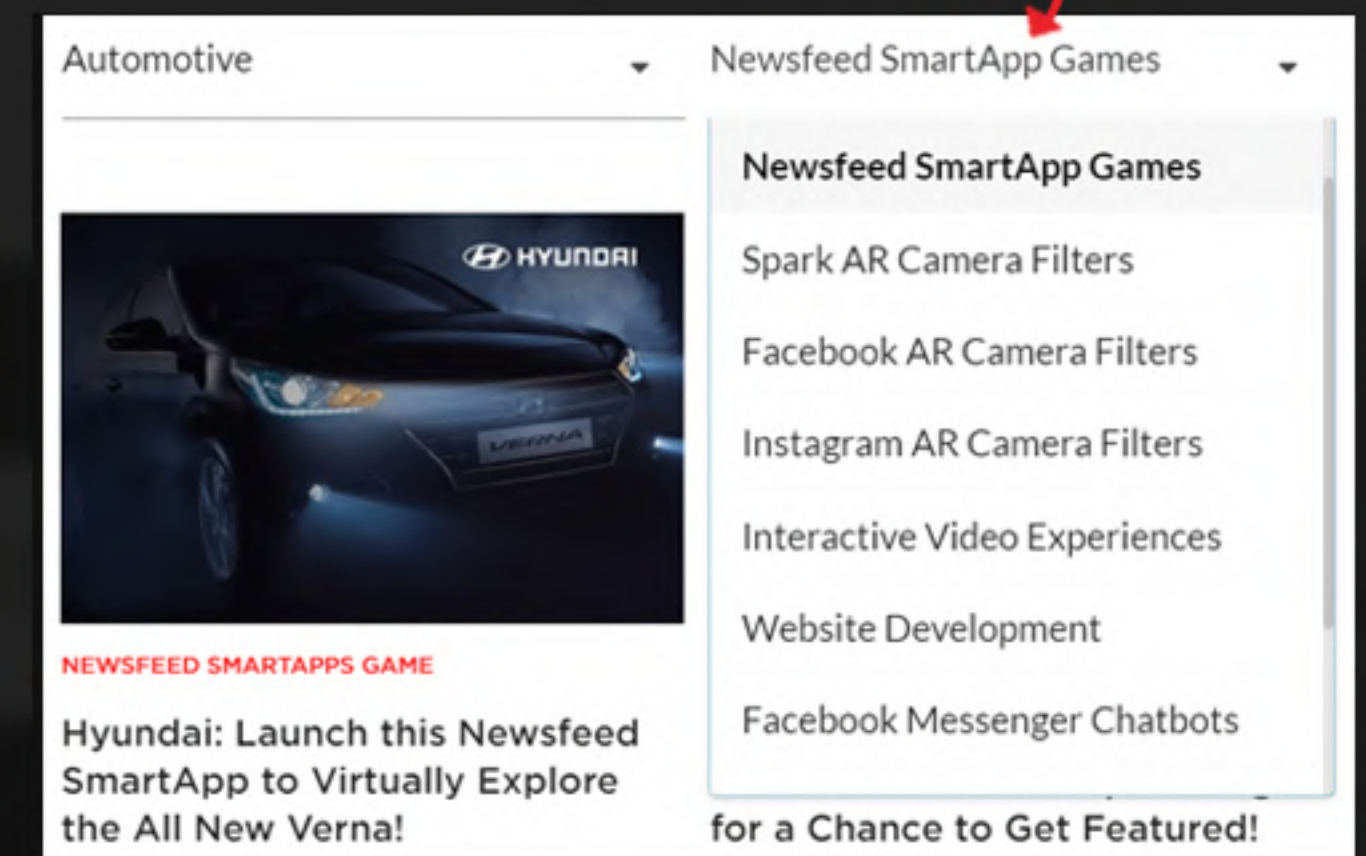
& more!

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

1 INDUSTRY

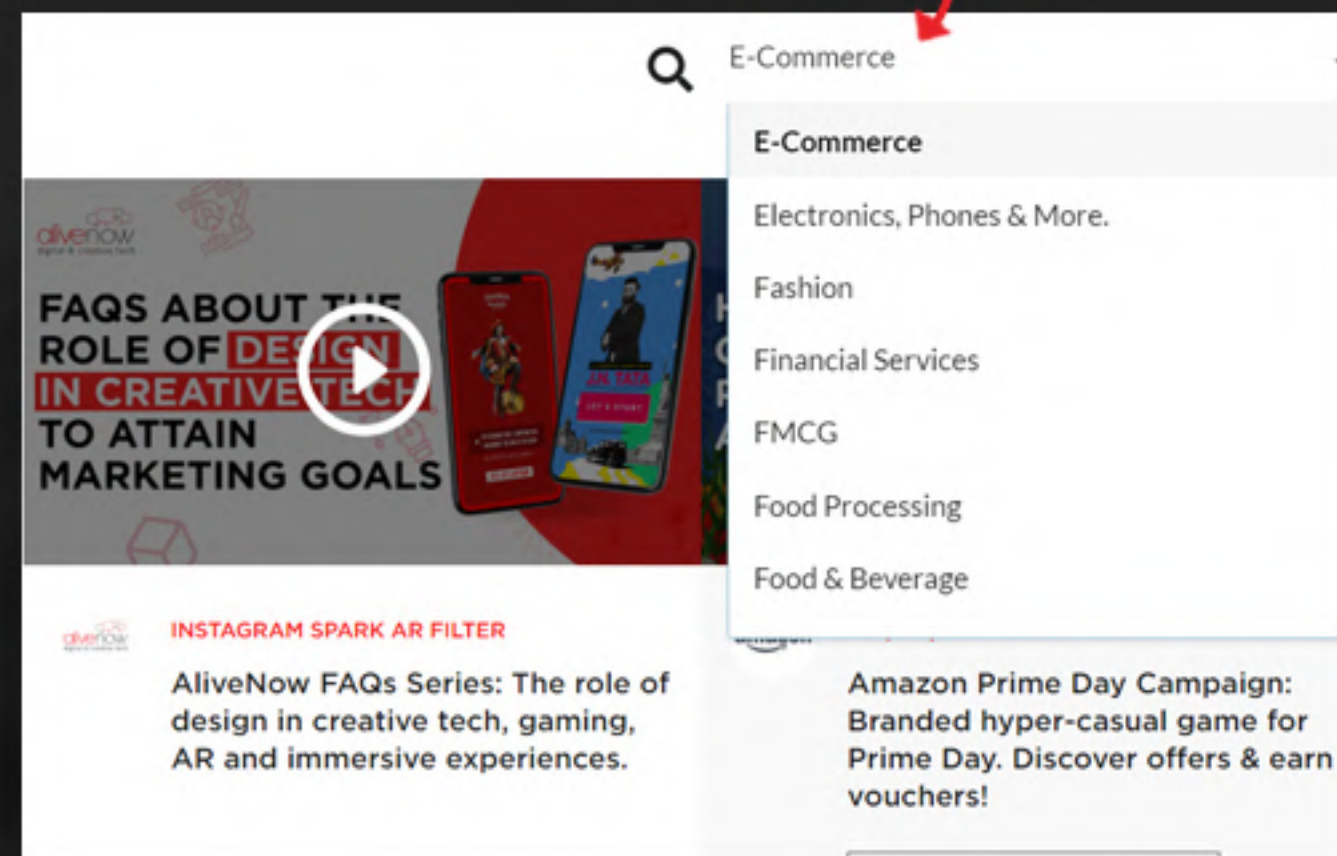


2 PLATFORM

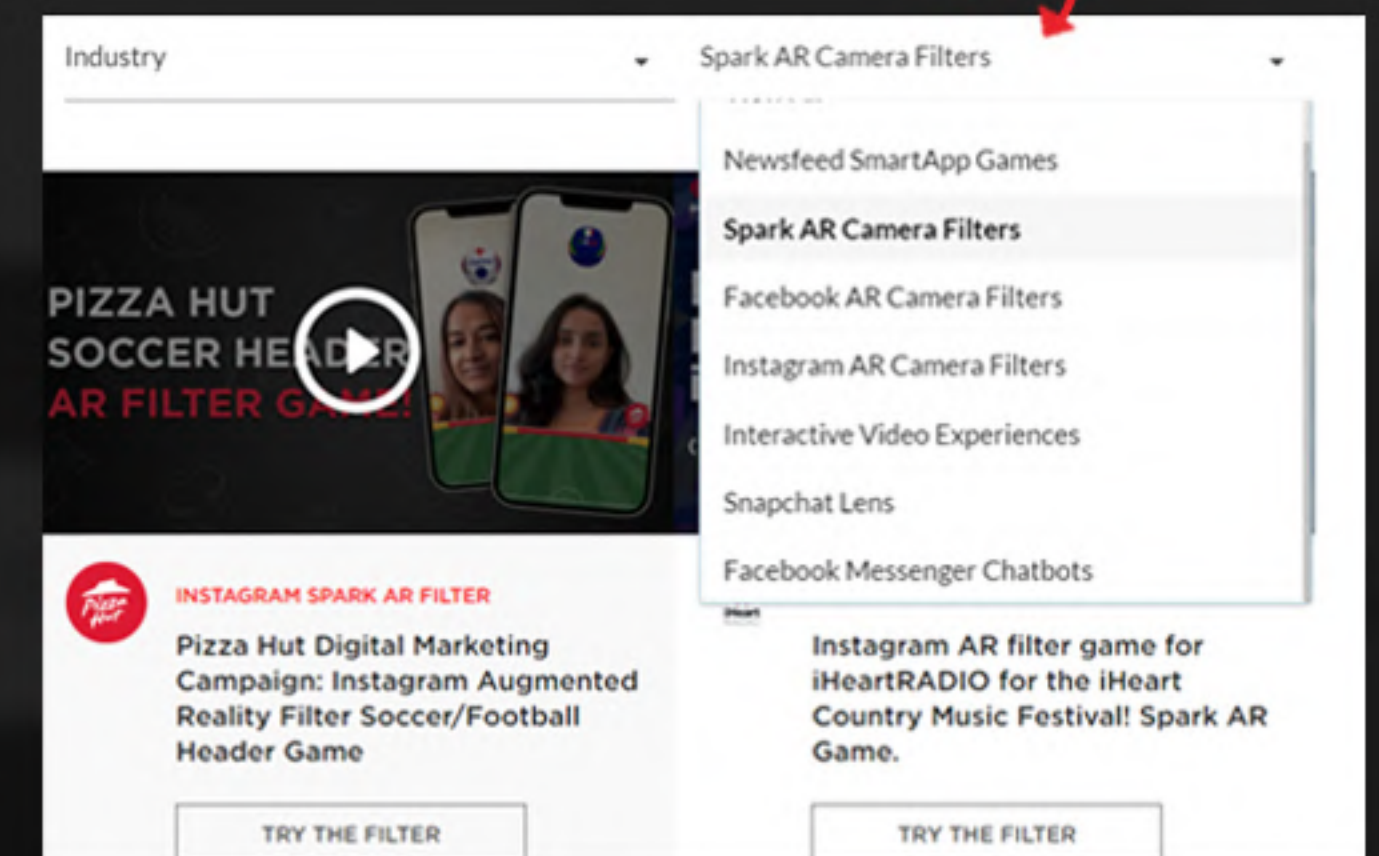


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM





THANK YOU!

contact@alivenow.in

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

