alivenow
digital & creative tech

Amplify your marketing campaigns this IPL 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

8TH OFFICIAL PARTNER 8WALL

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
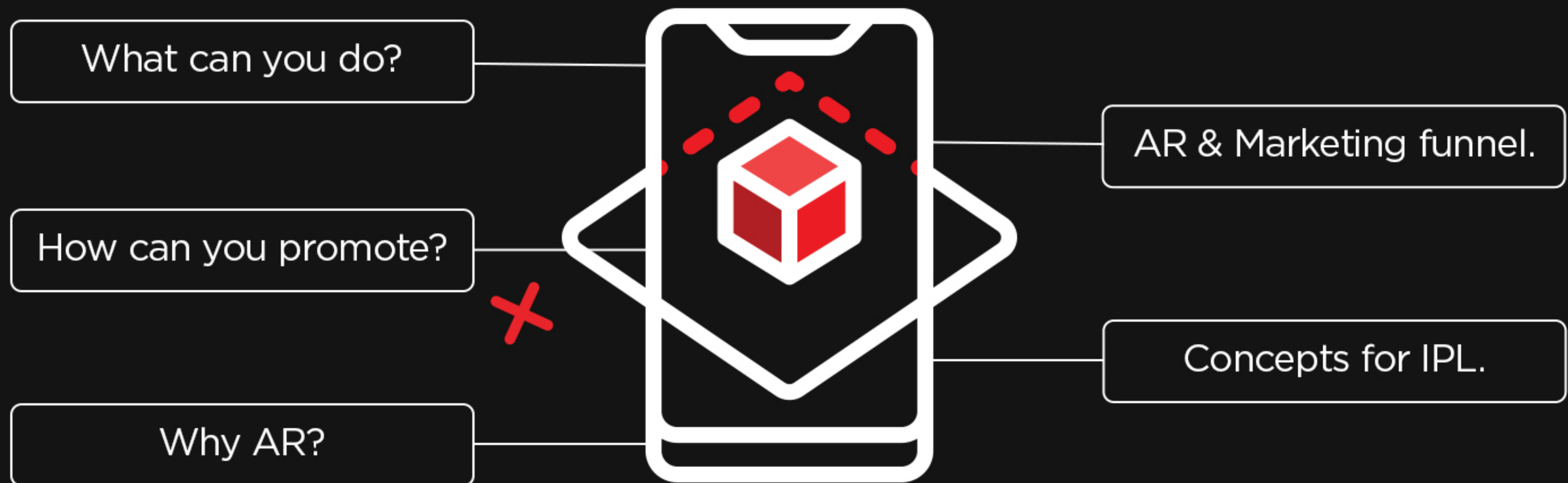
facebook   The Drum.   Ads of the World   AdAge   ad tech   campaign   & many more!

THE WORLD OF AUGMENTED REALITY LENSES & FILTERS

What can you do?

How can you promote?

Why AR?

AR & Marketing funnel.

Concepts for IPL.

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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!

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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.

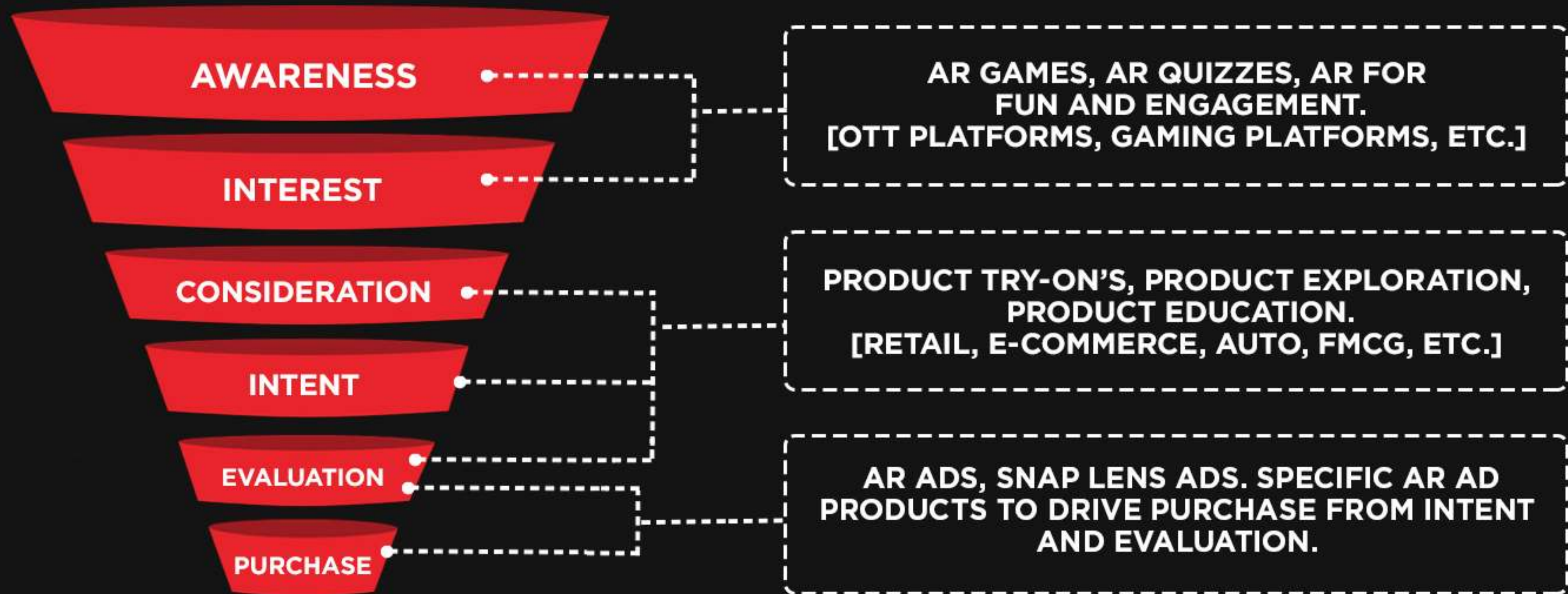EMERGENCE OF WEB AR & IMPROVED SMARTPHONE BROWSERS.

ONLY WAY TO UNLOCK GESTURE-BASED MESSAGING AND ADVERTISING.

IMMERSIVE, WHOLESOME: DO MORE WITH AR & 3D VS 2D AND FLAT UI.

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AUGMENTED REALITY AND THE MARKETING FUNNEL

AWARENESS

INTEREST

CONSIDERATION

INTENT

EVALUATION

PURCHASE

AR GAMES, AR QUIZZES, AR FOR FUN AND ENGAGEMENT.
[OTT PLATFORMS, GAMING PLATFORMS, ETC.]

PRODUCT TRY-ON'S, PRODUCT EXPLORATION, PRODUCT EDUCATION.
[RETAIL, E-COMMERCE, AUTO, FMCG, ETC.]

AR ADS, SNAP LENS ADS. SPECIFIC AR AD PRODUCTS TO DRIVE PURCHASE FROM INTENT AND EVALUATION.

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

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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

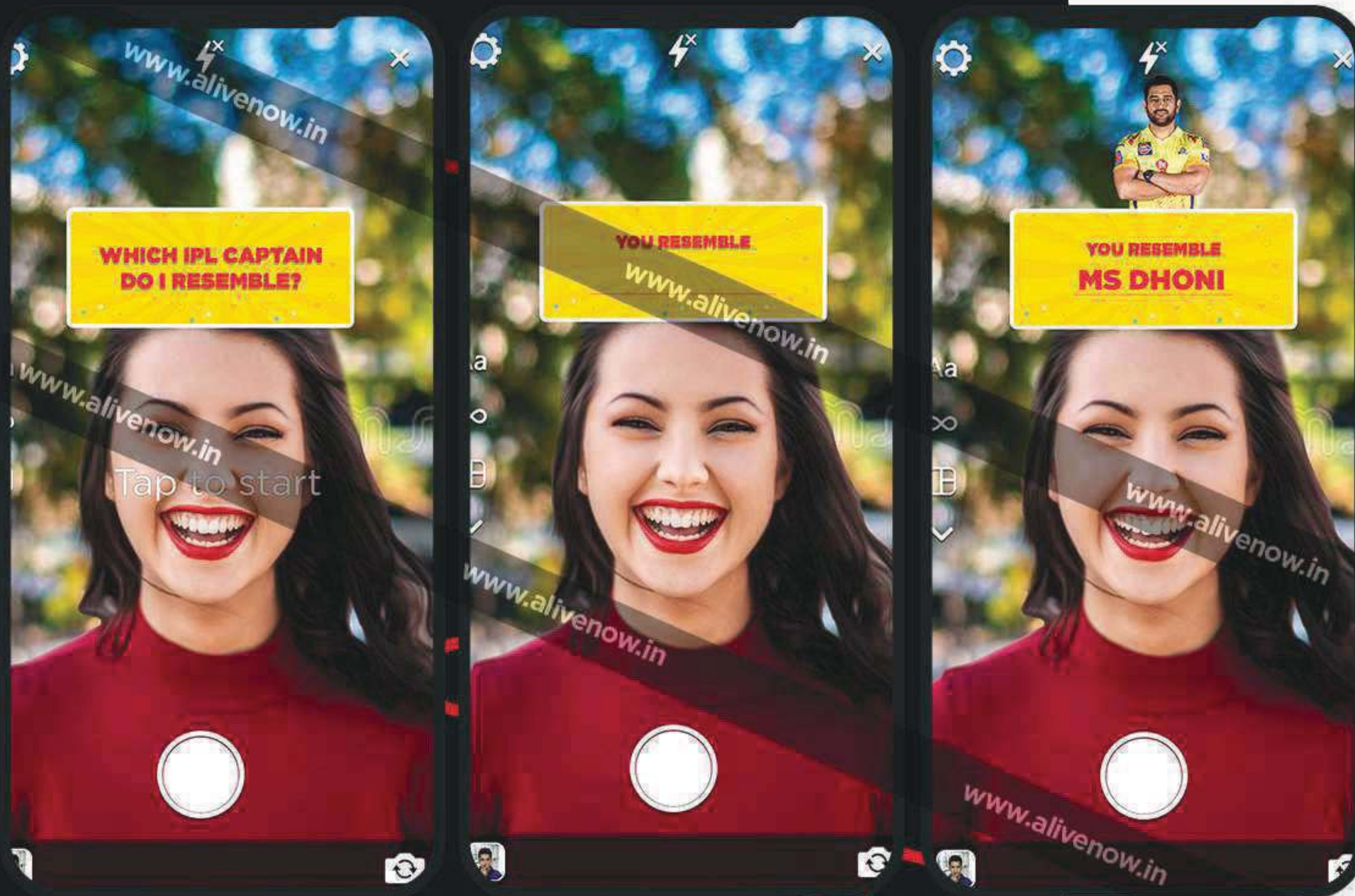> It costs less, it's faster to build, and there's a great community to help!

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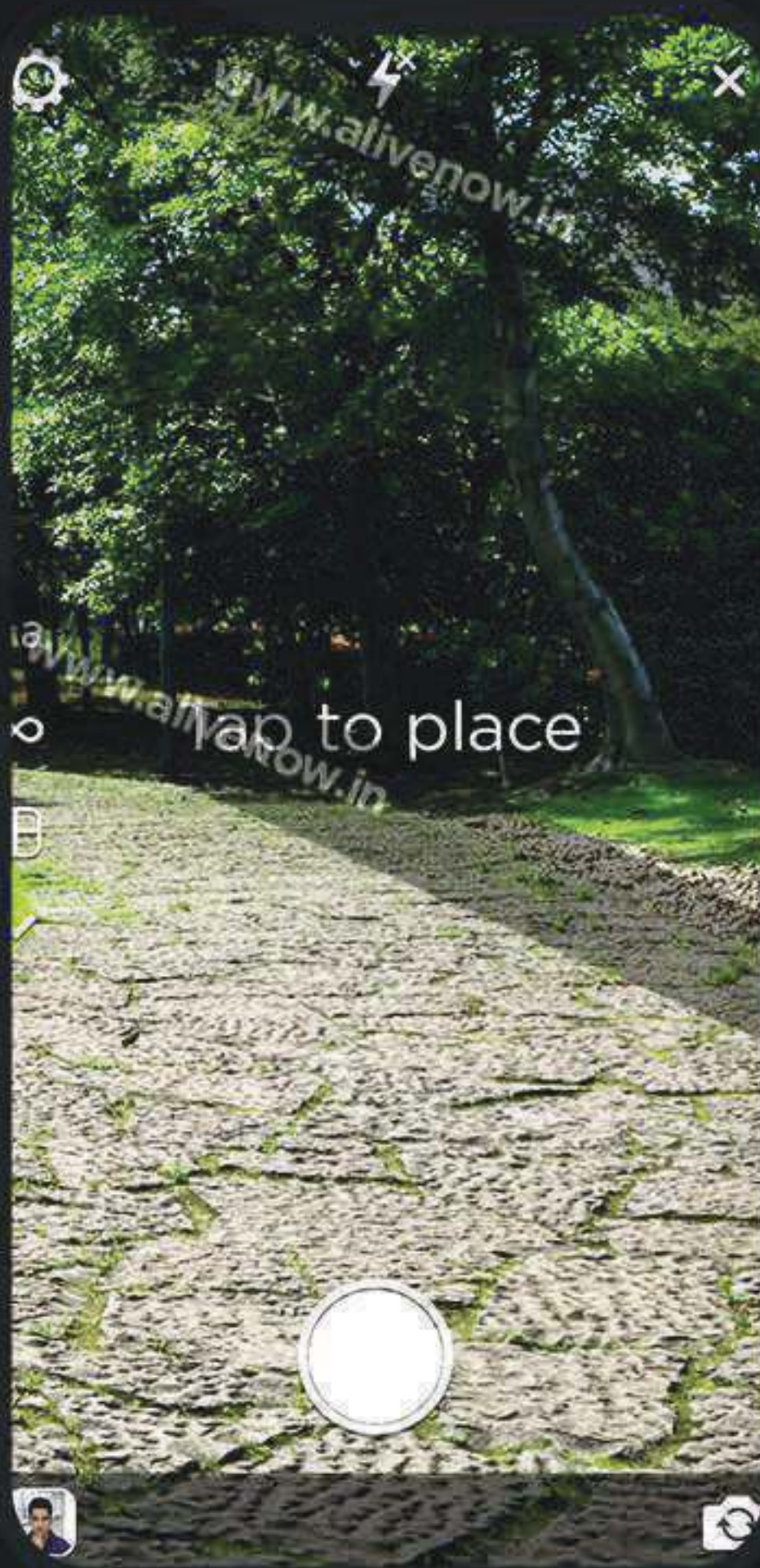
Fan Meet!

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!

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Social AR experiences.

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Which IPL Captain do I resemble?

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

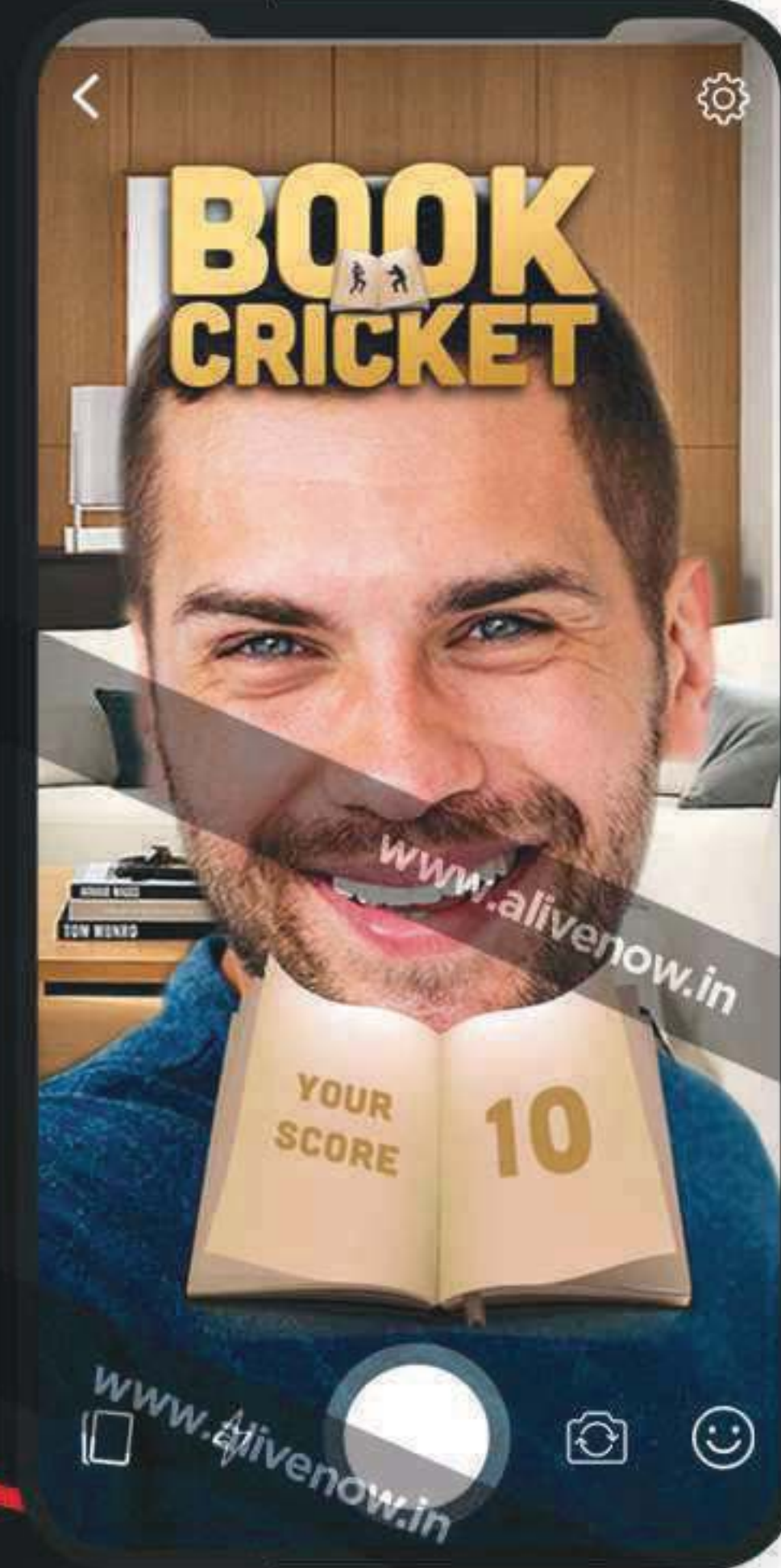**PLATFORM PUBLISHING**
Social AR experiences.

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Selfie with the stars!

Select your favourite team from the menu buttons and pose for a selfie with the captain!
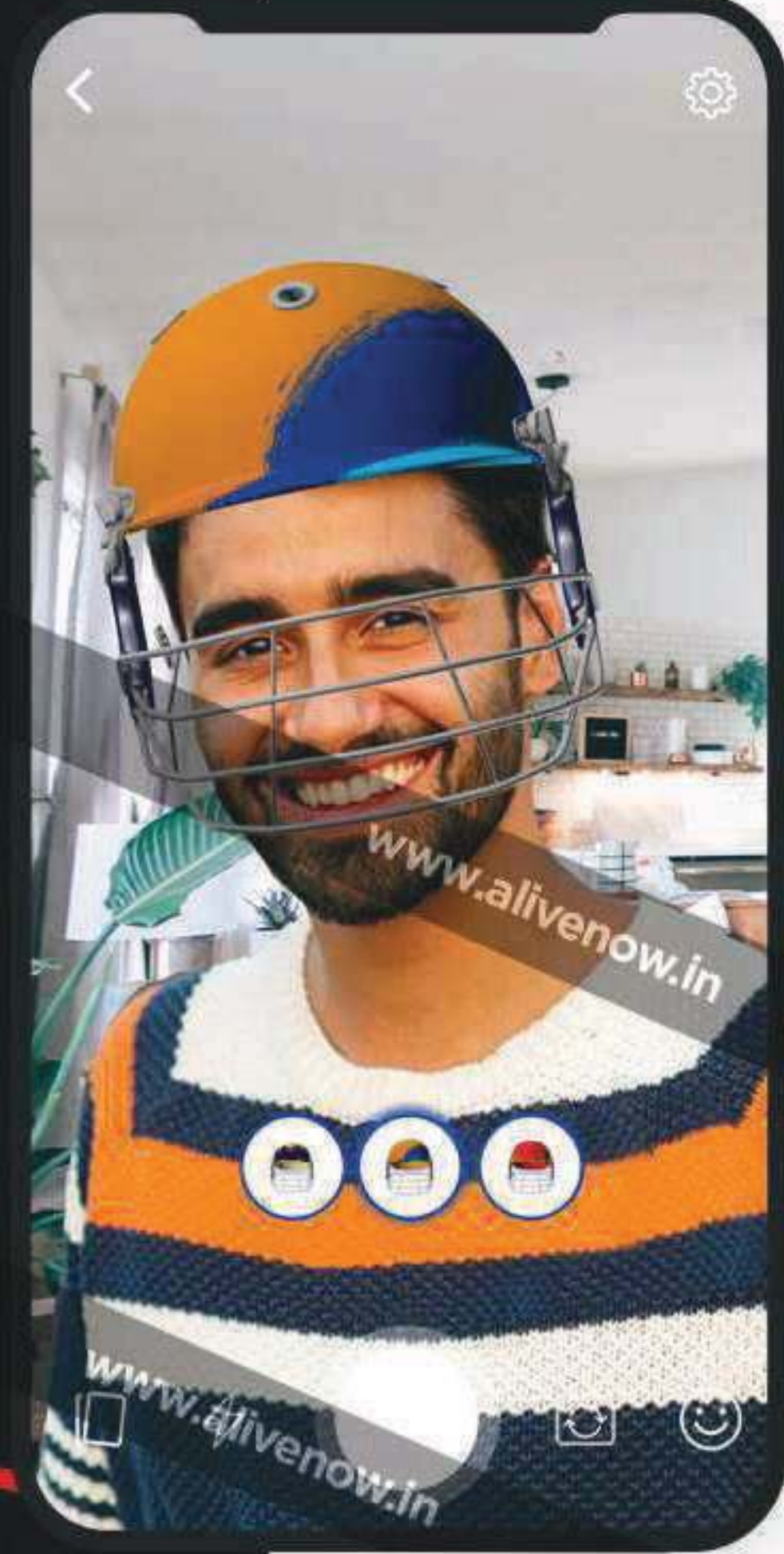
PLATFORM PUBLISHING
Social AR experiences.

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Book Cricket

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

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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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IPL Quiz

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

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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.
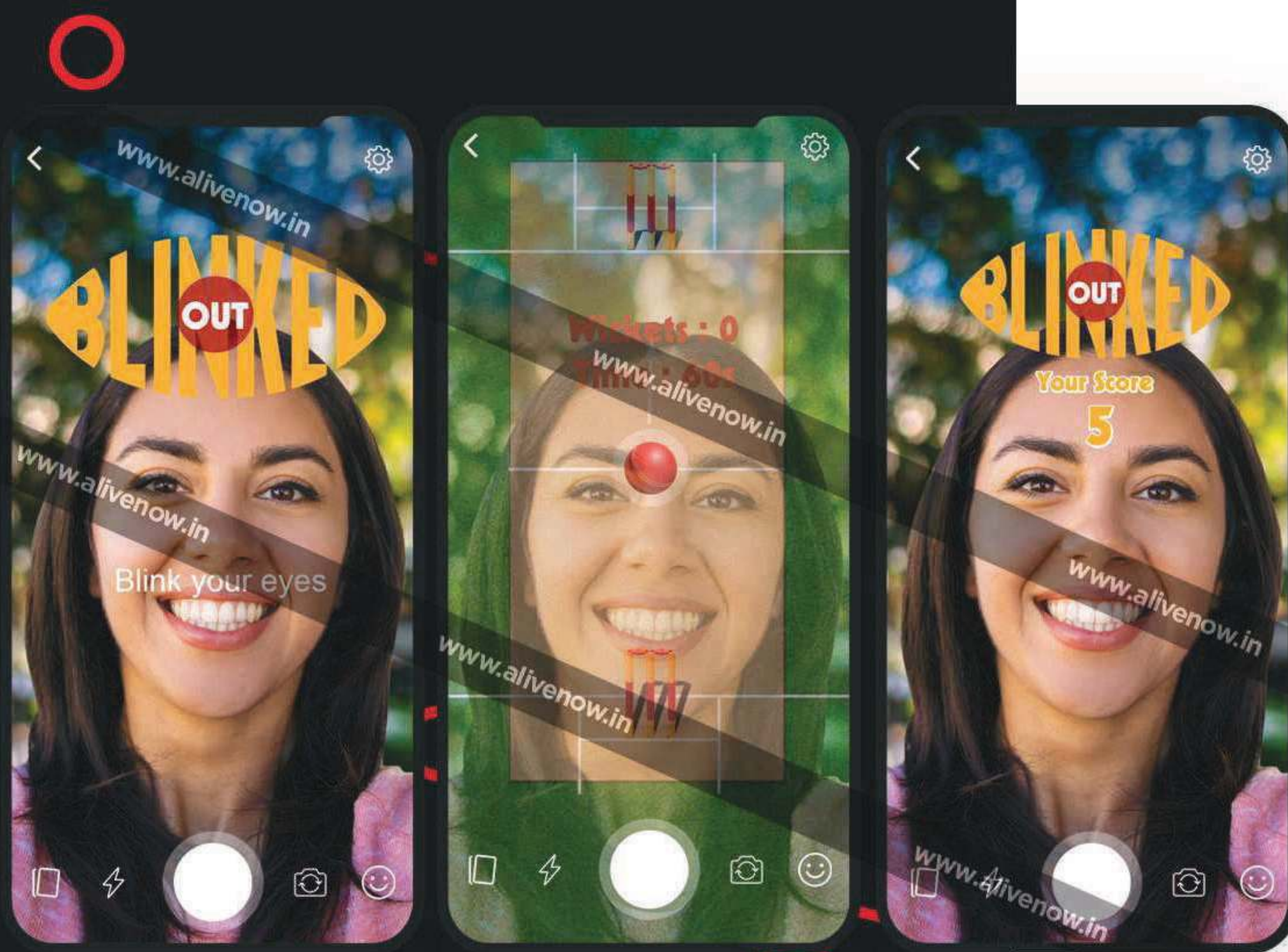
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Cricket Cap & Face Paint

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

PLATFORM PUBLISHING
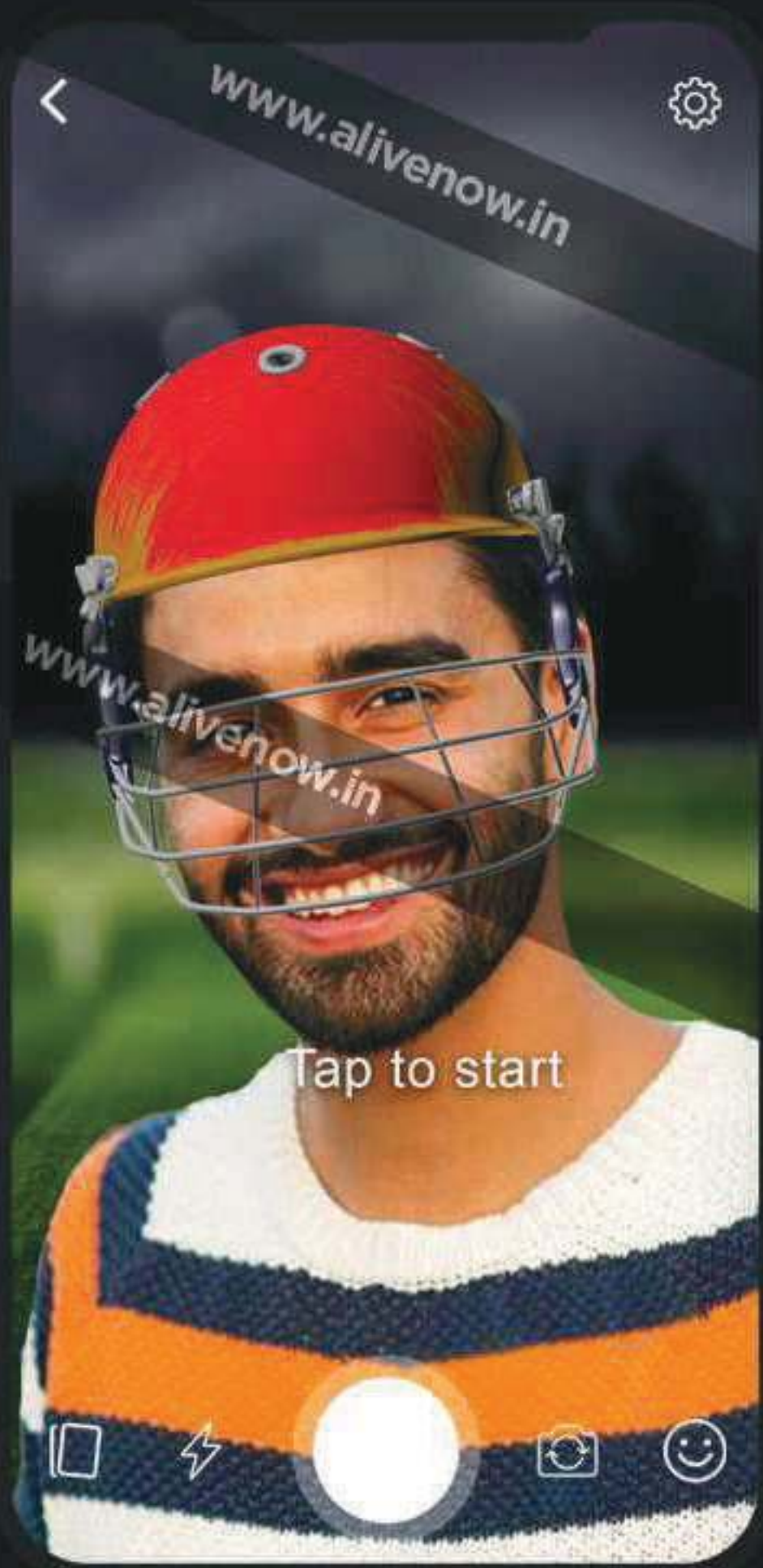Social AR experiences.

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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

PLATFORM PUBLISHING
Social AR experiences.

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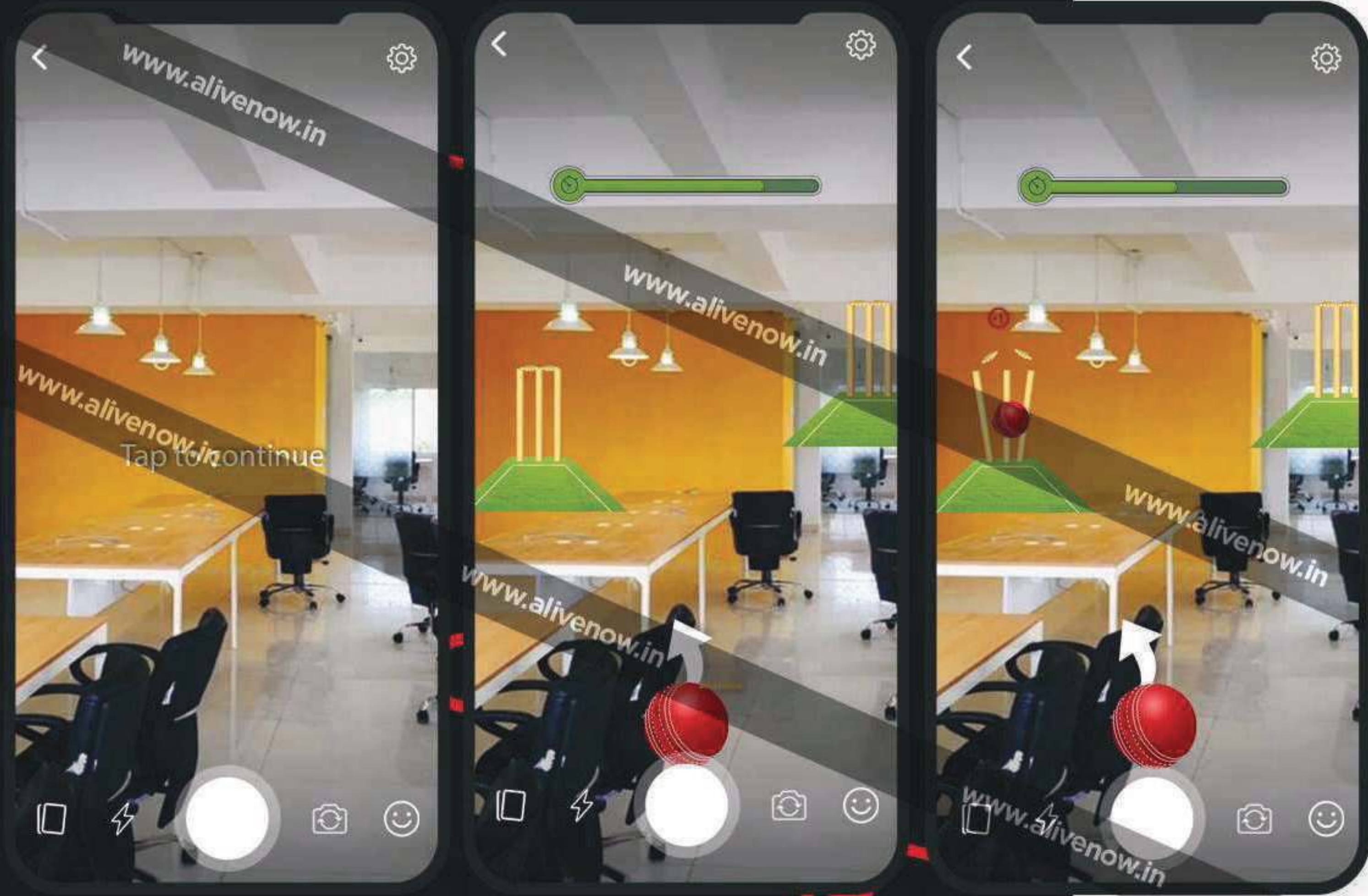
Glove Game

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

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Social AR experiences.

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Cricket Champion

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

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Social AR experiences.

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Locker Room

You are in the team's locker room. In 60 seconds, what all can you find? look around and tap to find diffrent items to win prizes.

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Social AR experiences.

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Cheer for your team!

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

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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.

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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.

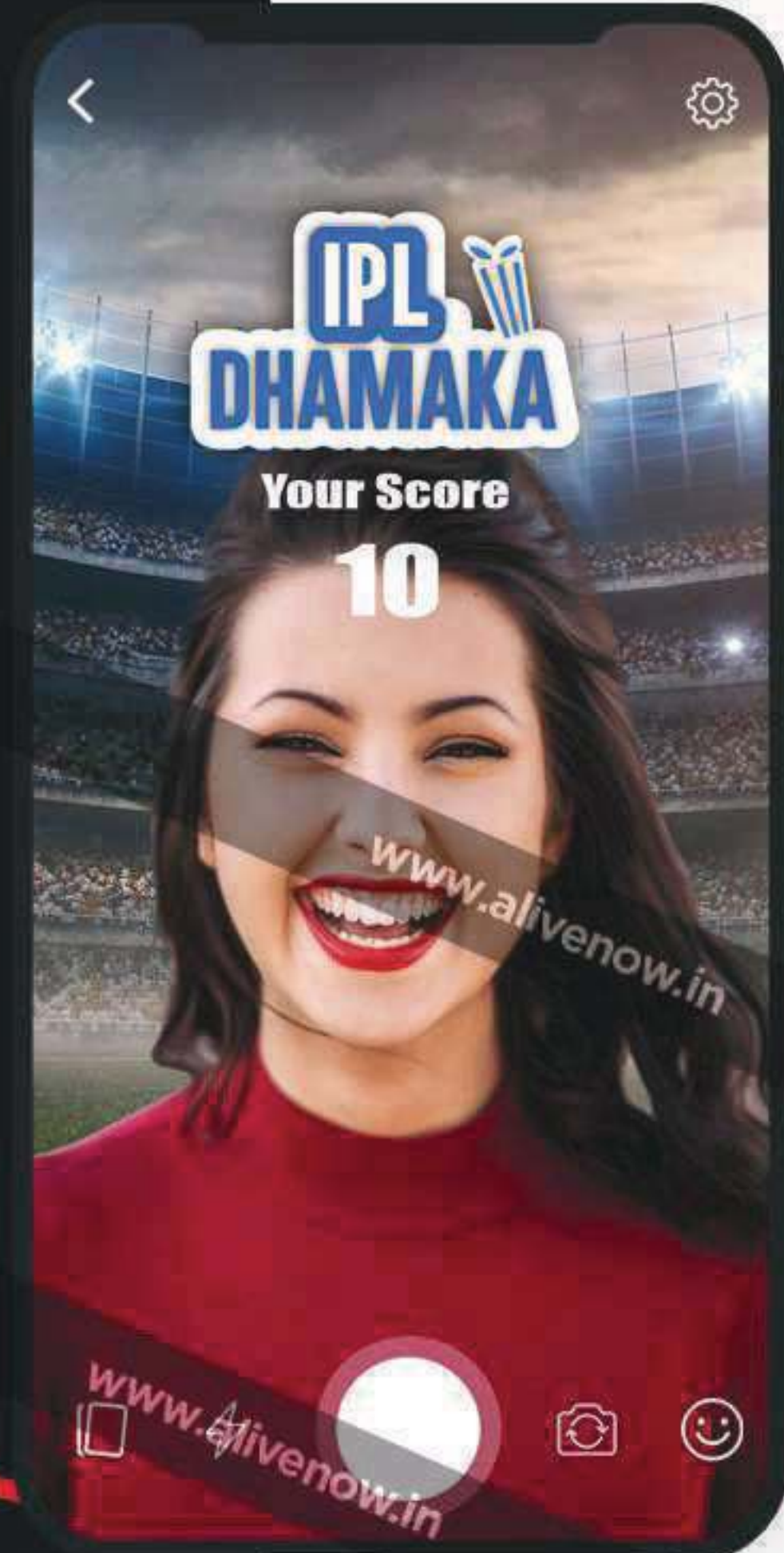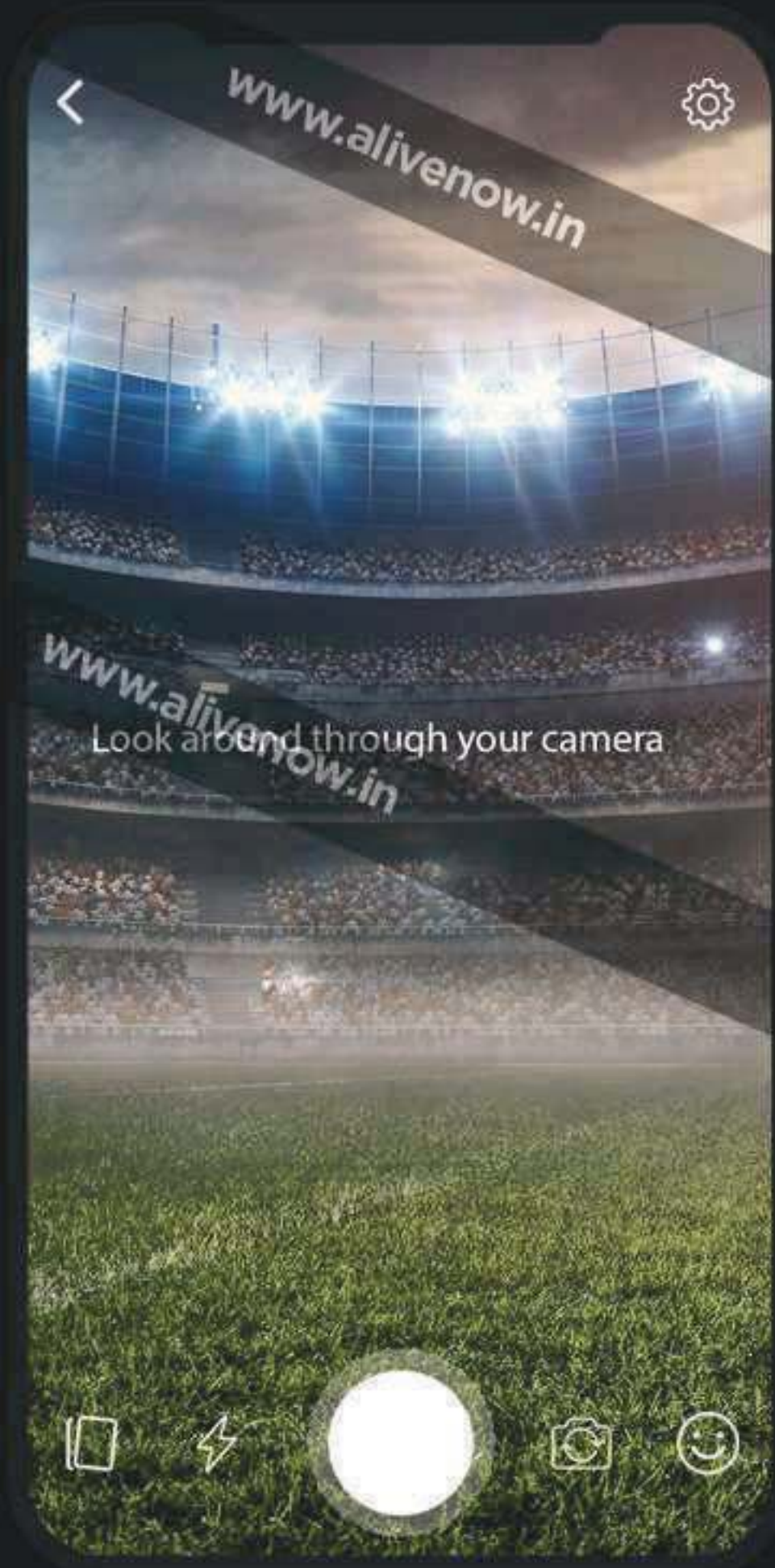**PLATFORM PUBLISHING**
Social AR experiences.

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Guess the Cricketer

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

PLATFORM PUBLISHING
Social AR experiences.

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IPL 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.

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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.

SwipeUp Games

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

Facebook Playable Ads

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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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

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.

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Run Out!

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

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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.
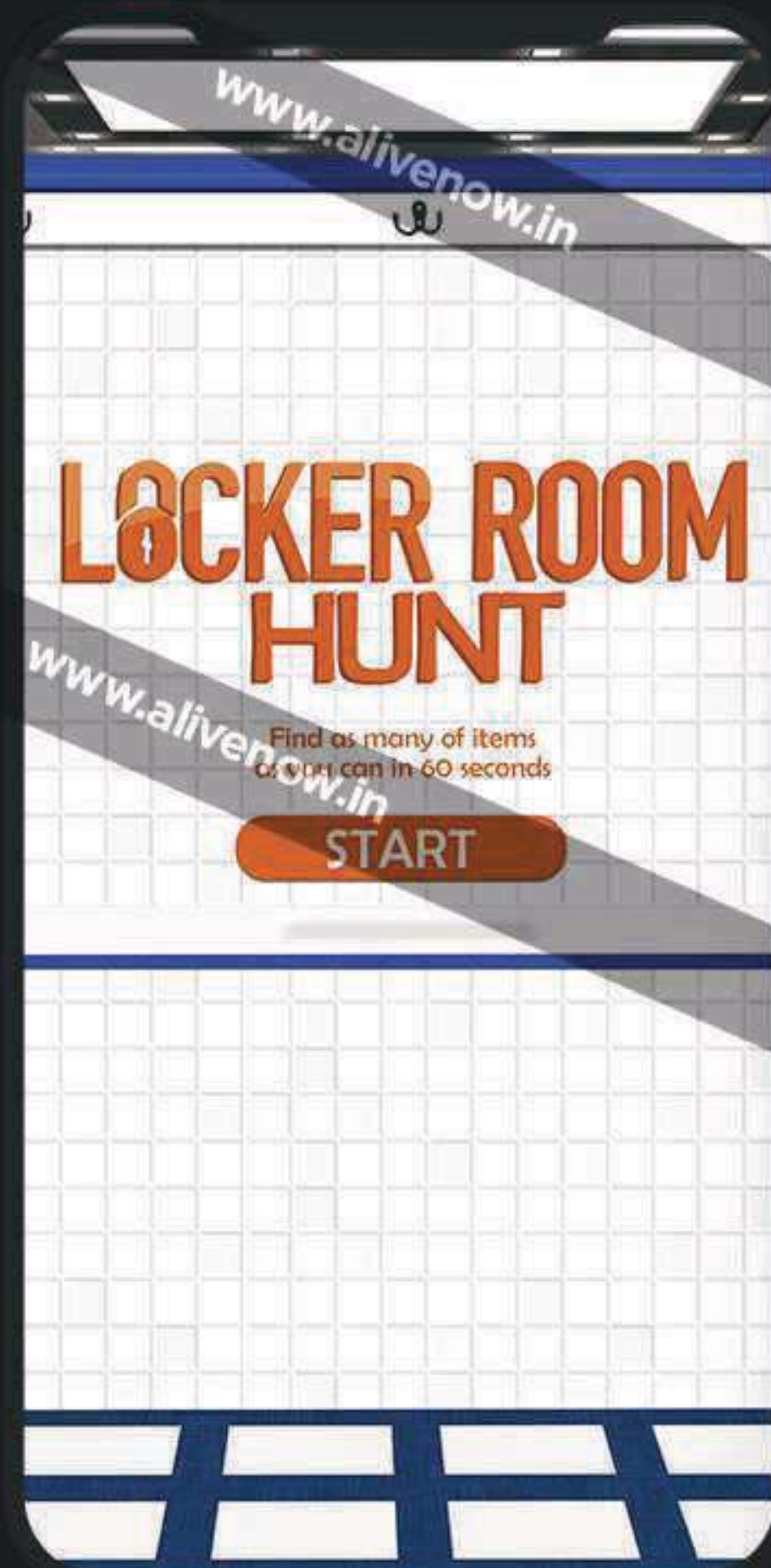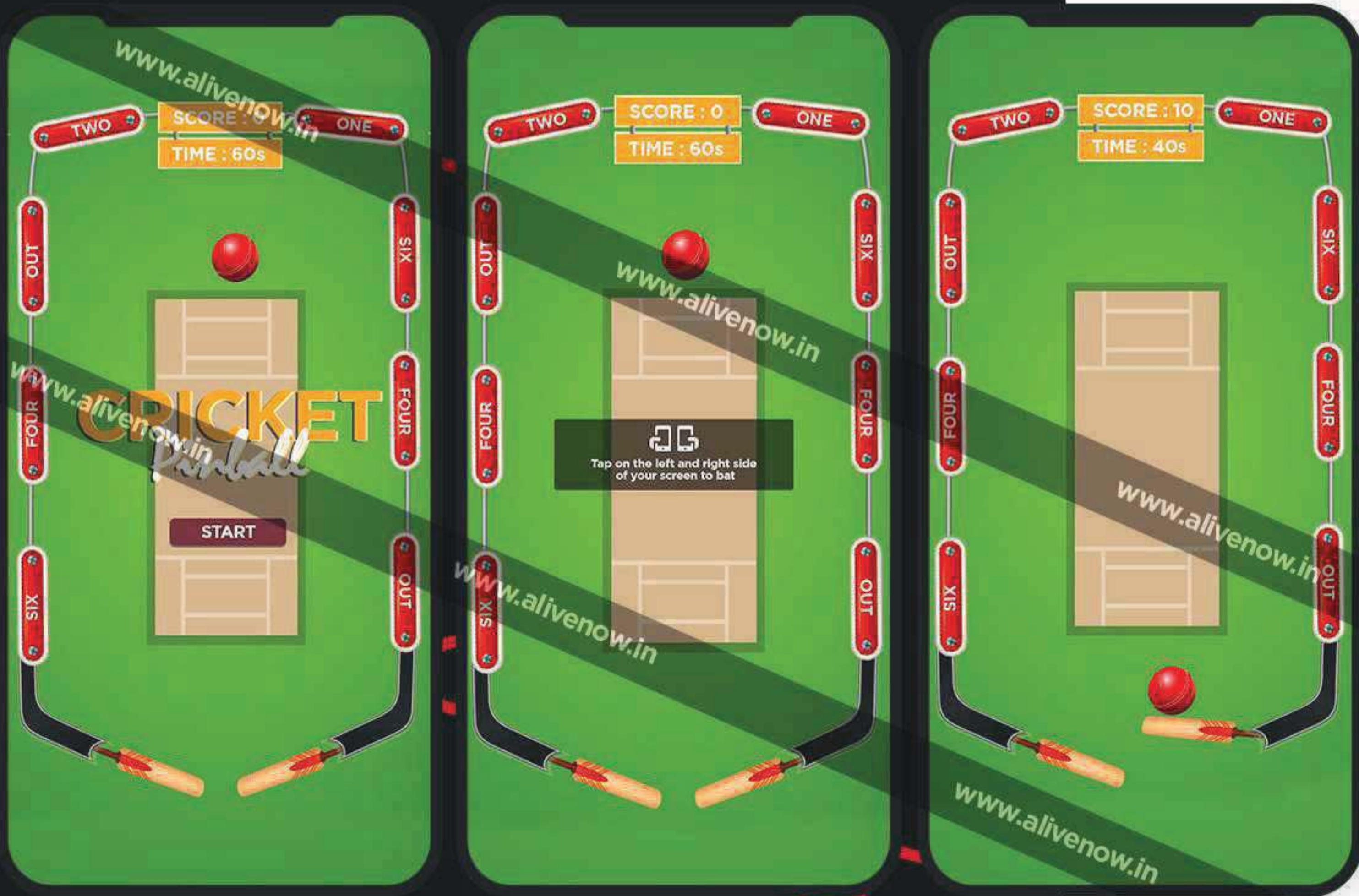
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Smash

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

Cricket Pinball

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

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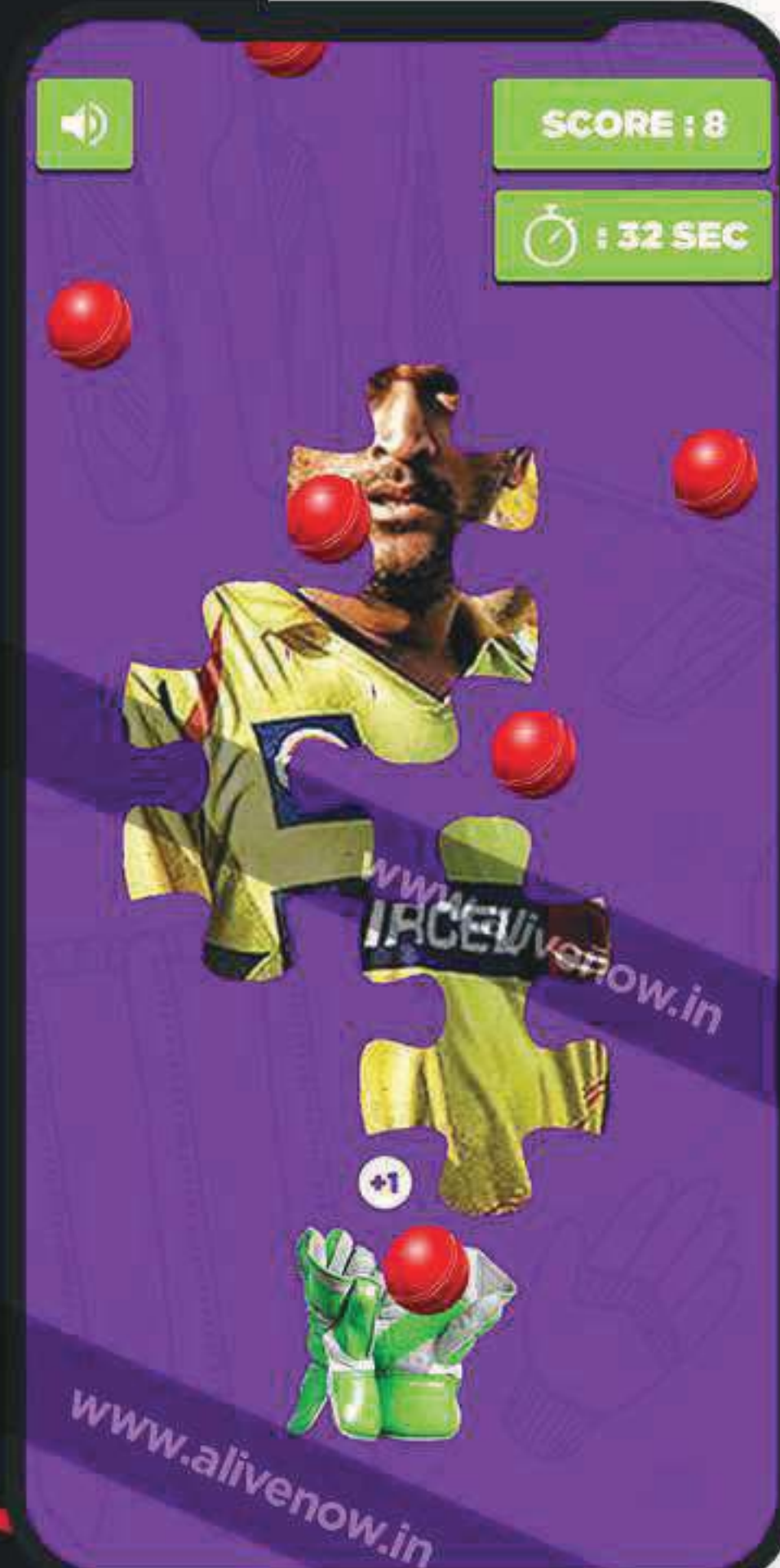
Catch em' all!

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.

CATCH EM' ALL!

SELECT YOUR TEAM

LET'S START

HOW TO PLAY?

SWIPE LEFT/RIGHT TO CATCH THE FALLING BALLS

YOU HAVE 30 SECONDS TO SCORE AS HIGH YOU CAN

PLAY

SCORE : 8

: 32 SEC
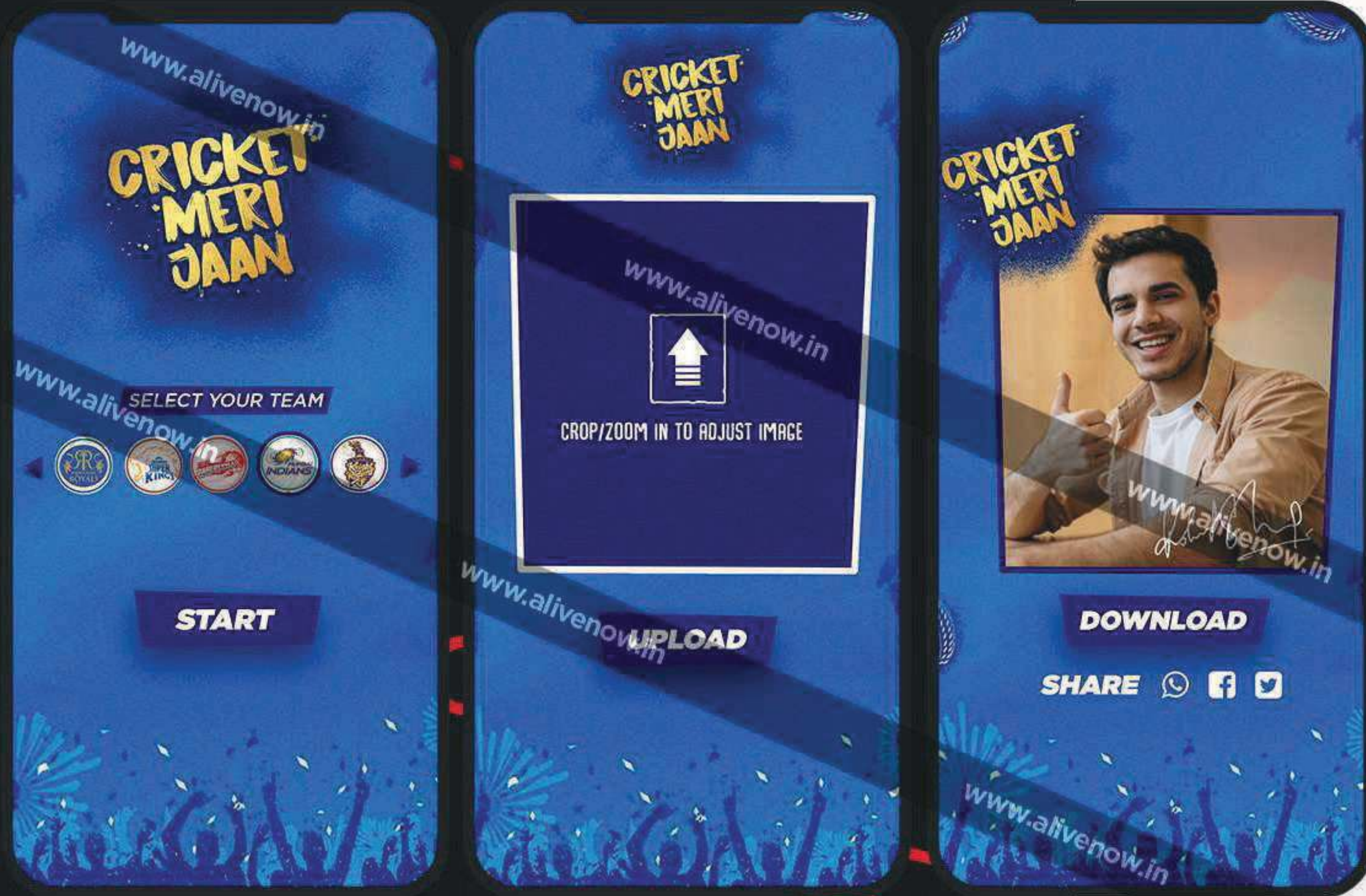
Poster Creator!

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.

THE WORLD OF WEB-BASED AUGMENTED REALITY

The magic of Augmented Reality on your smartphone's web browser.
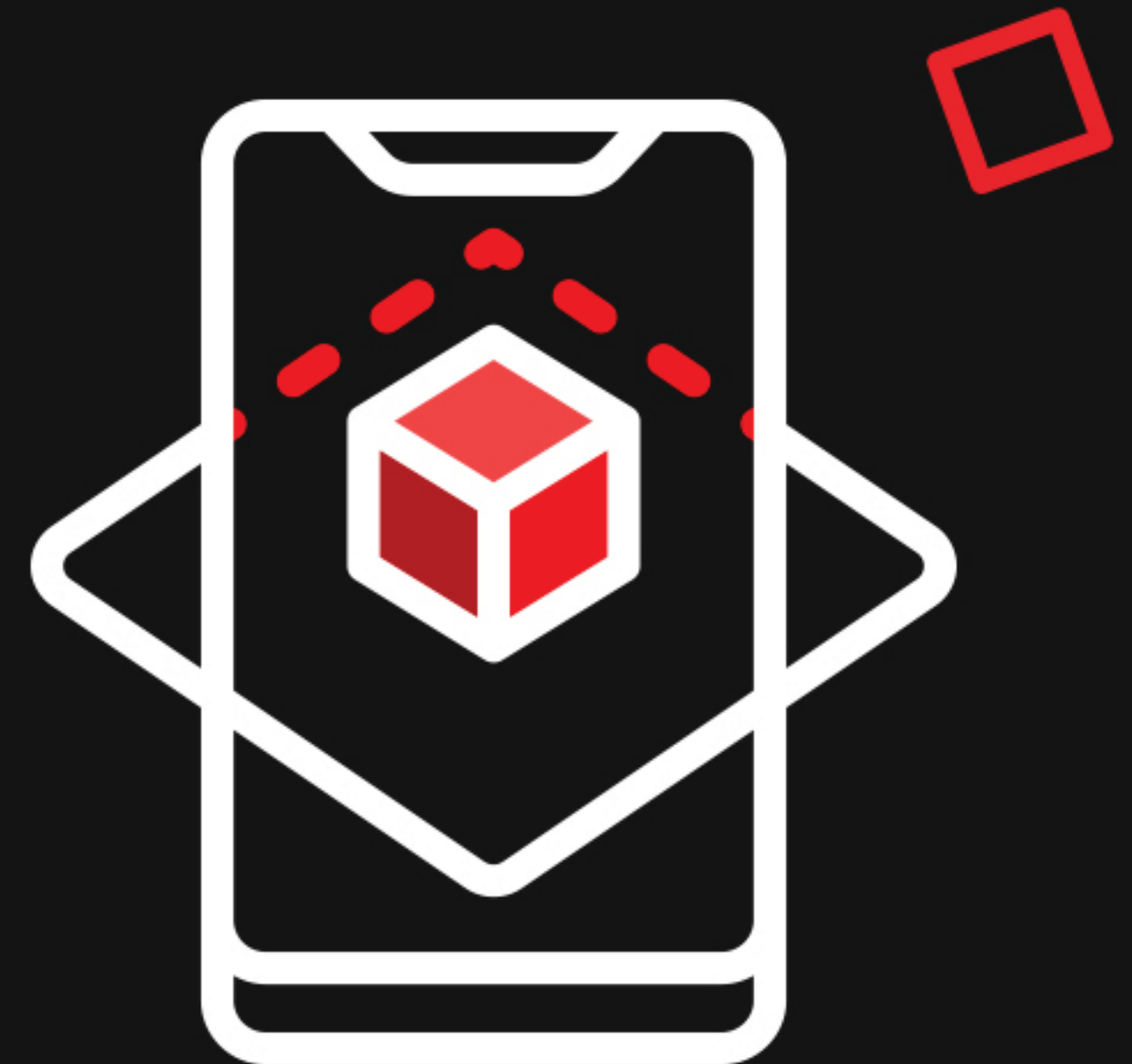
With Web AR unlock a whole new world of augmented reality experiences on mobile web. No app required!

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.

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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.

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Custom Cricket Jersey

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

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Memorabilia Booth!

Switch to the back camera, place a booth and walk into it to experience various visuals within the booth. You can tap the screens and view more details about your favourite team.

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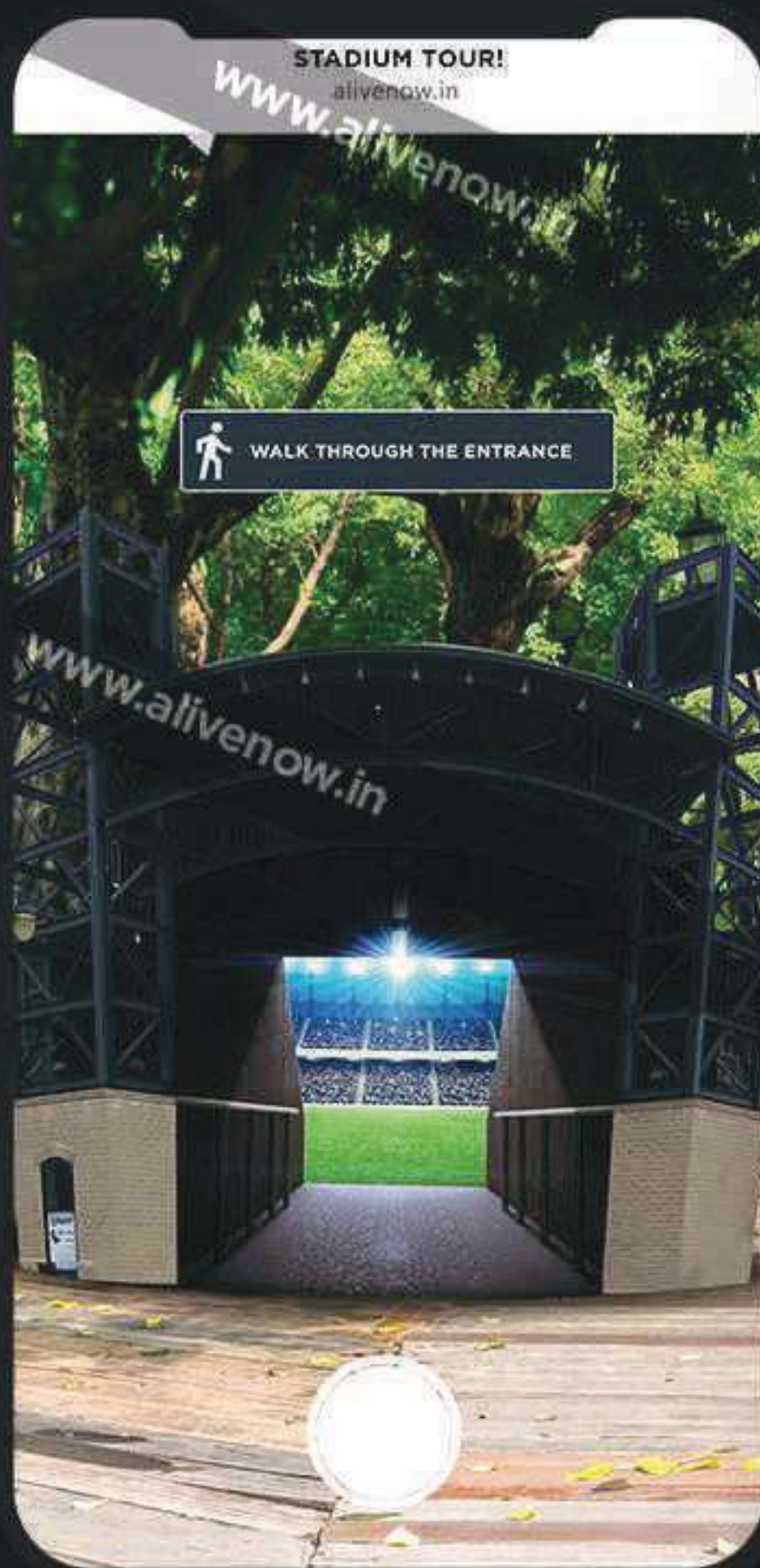
Stadium Tour!

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!

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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!

amazon | NETFLIX | (intel) | PUMA | MICHELIN | Ogilvy | Domino's

VISA | McDonald's | Lenovo | HSBC The world's local bank | Toys Я us | PUBLICIS GROUPE | Virgin

UM | Penguin | Pizza Hut | TATA | BBC | Mondelēz International | IPG

Reebok | JWT | KRAFT | HERSHEY THE HERSHEY COMPANY | Unilever | MINDSHARE | durex
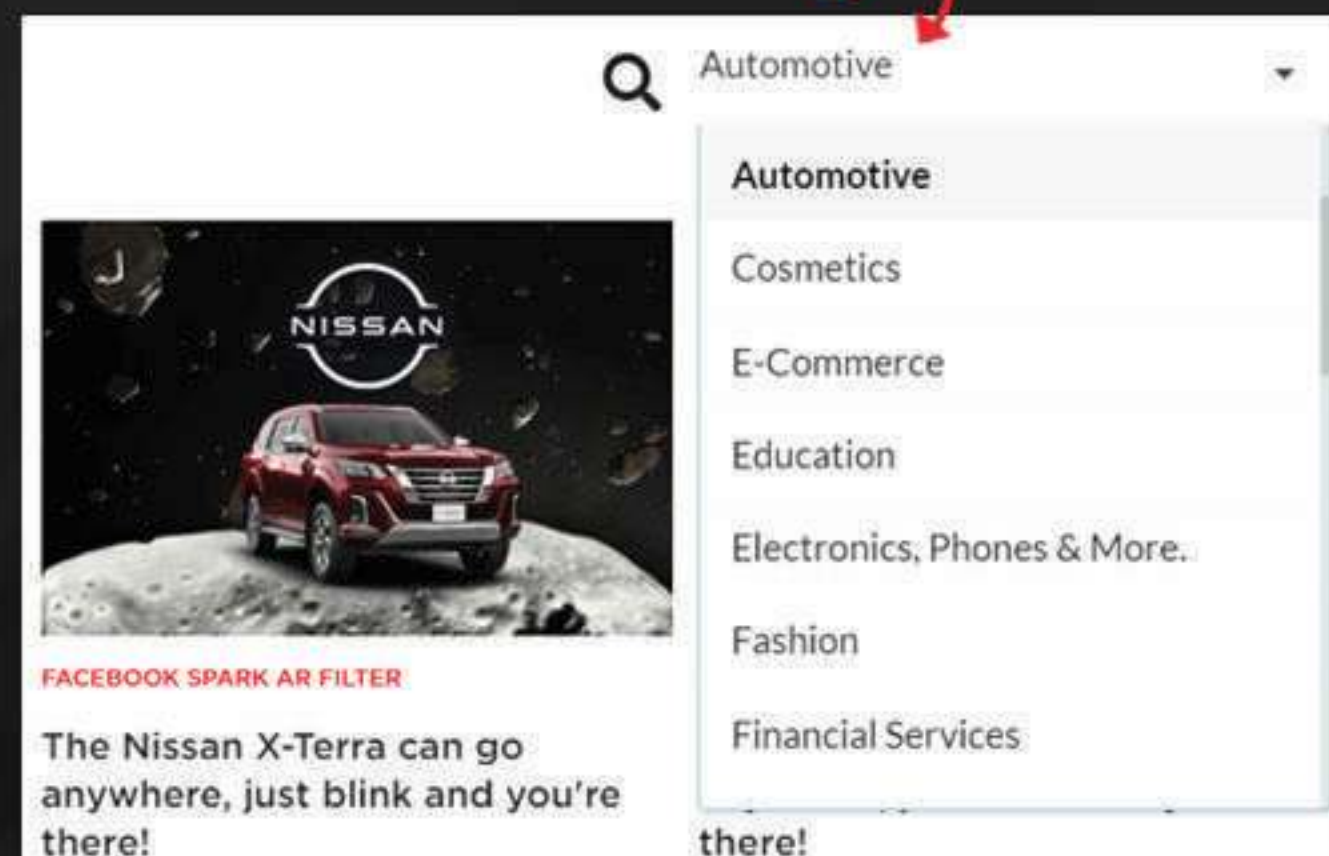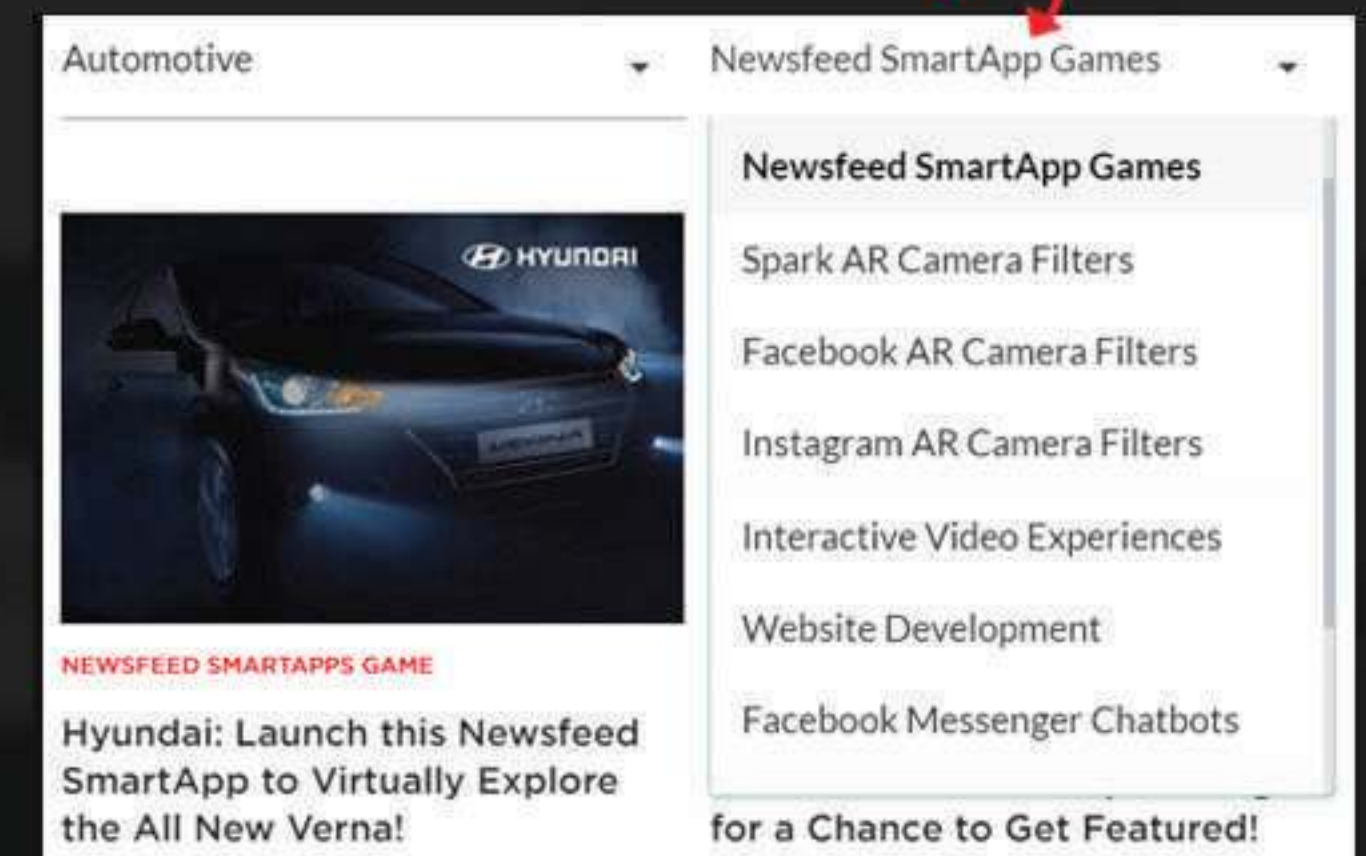
Reese's | dentsu | BOSCH | WPP | DiDi | CARAT | & more!

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

1 INDUSTRY

Q Automotive ▾

- **Automotive**
- Cosmetics
- E-Commerce
- Education
- Electronics, Phones & More.
- Fashion
- Financial Services

FACEBOOK SPARK AR FILTER
The Nissan X-Terra can go anywhere, just blink and you're there!

2 PLATFORM

Automotive ▾   Newsfeed SmartApp Games ▾

- **Newsfeed SmartApp Games**
- Spark AR Camera Filters
- Facebook AR Camera Filters
- Instagram AR Camera Filters
- Interactive Video Experiences
- Website Development
- Facebook Messenger Chatbots

NEWSFEED SMARTAPPS GAME
Hyundai: Launch this Newsfeed SmartApp to Virtually Explore the All New Verna!

for a Chance to Get Featured!
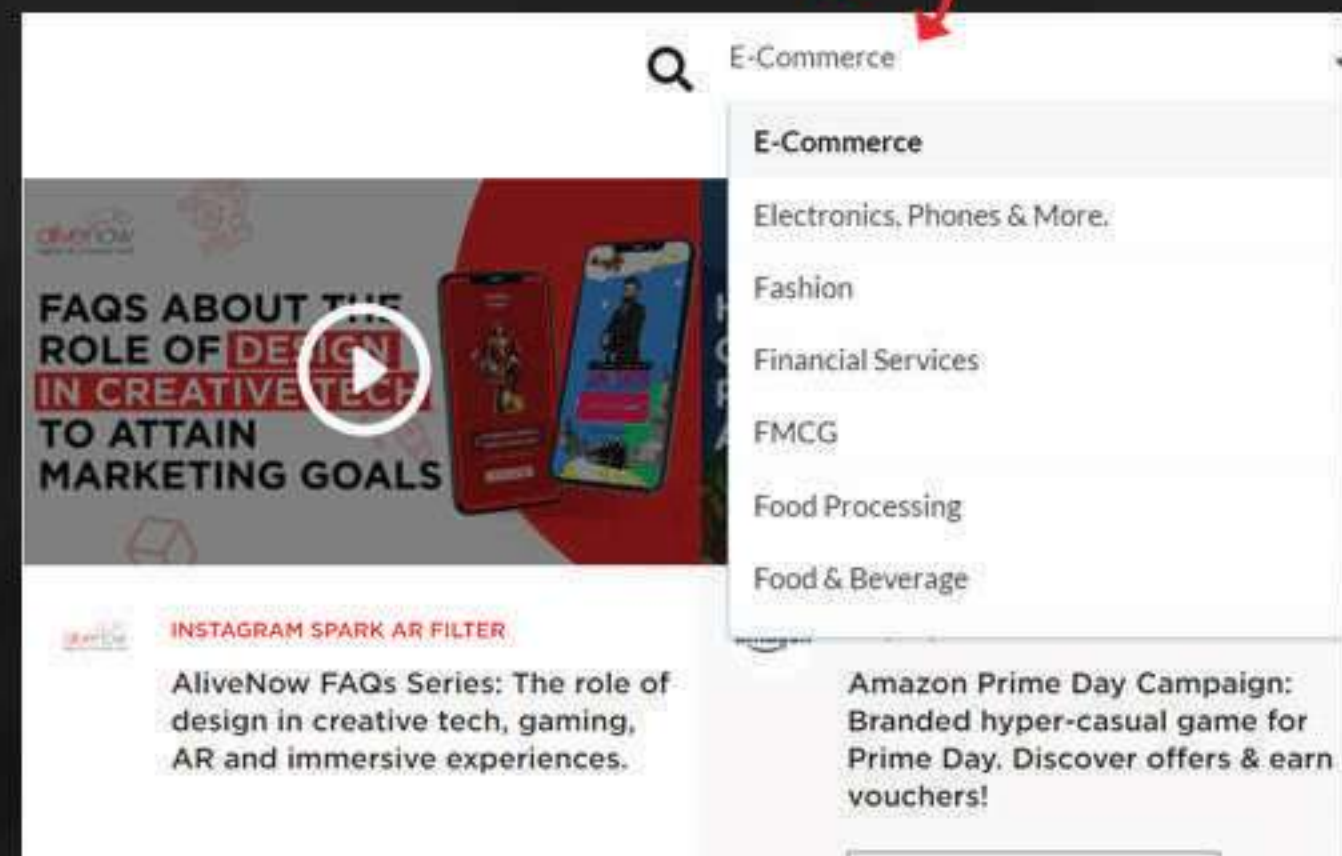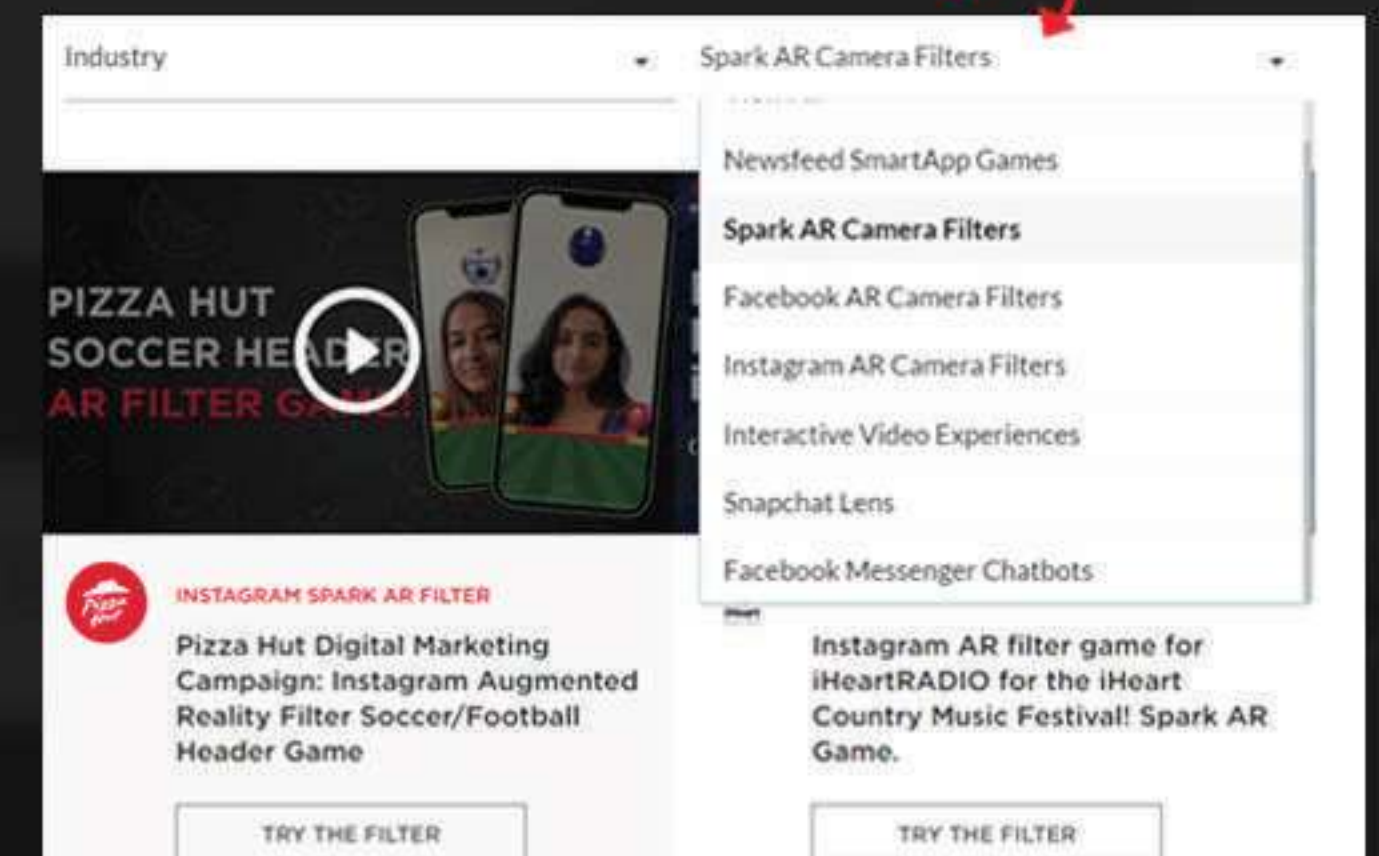
Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY

2 PLATFORM

THANK YOU!

contact@alivenow.in

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