





Immersive Marketing Ideas using AR & Gaming for Diwali & Festive 2021!

Add augmented reality, branded hyper-casual games & other creative tech experiences your marketing mix as you roll out your Diwali & Festive campaigns!





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Achieve these **marketing objectives** using
Augmented Reality (AR) & branded hyper-casual

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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



Reach
Potential
Leads



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.

AdWorld

AdAge

ad:tech

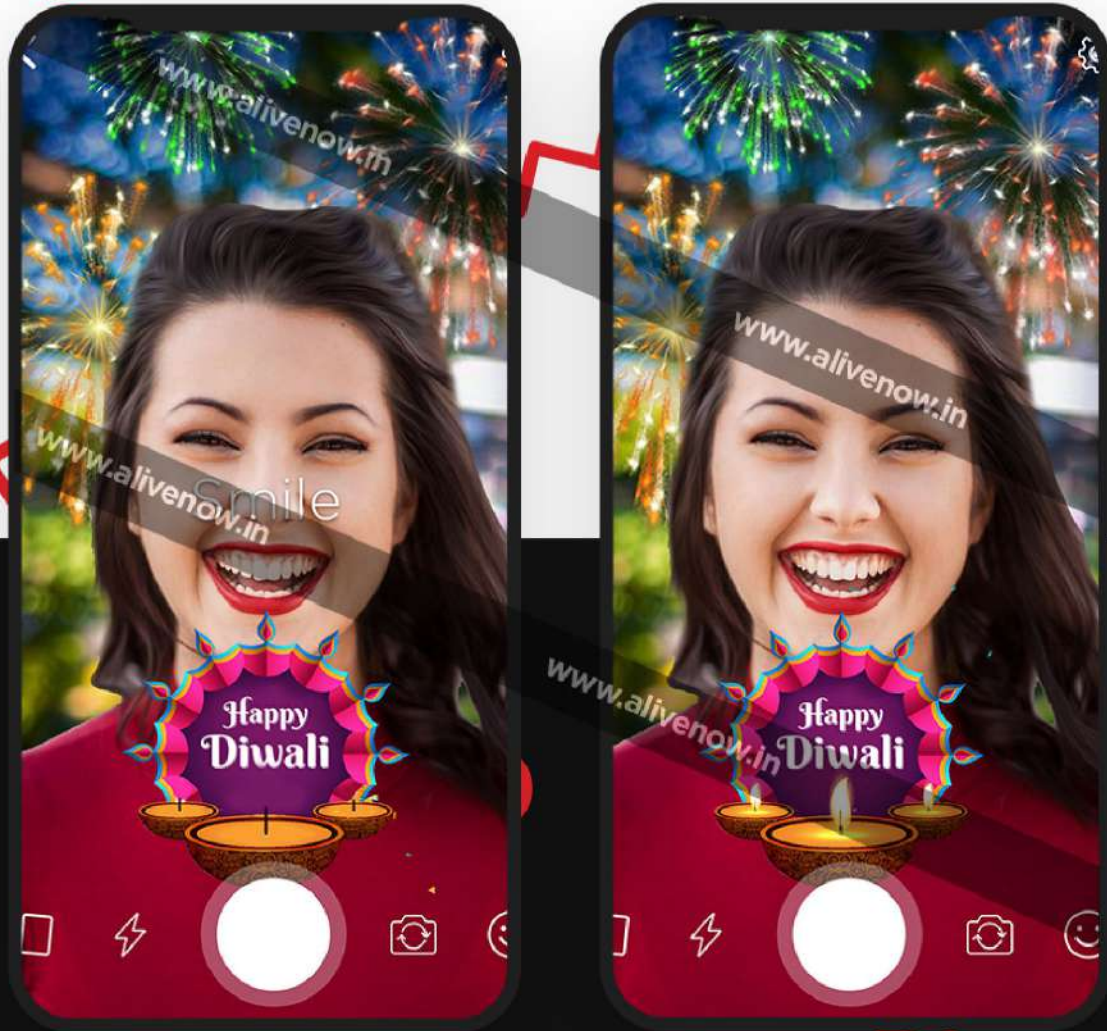
& many more!



DRIVE USER GENERATED CONTENT FOR YOUR CAMPAIGNS

Nothing travels faster than word of mouth. Convert each unique consumer into an influencer for your brand with in-built social-sharing features at less than half the cost.





Light Up Your Diwali

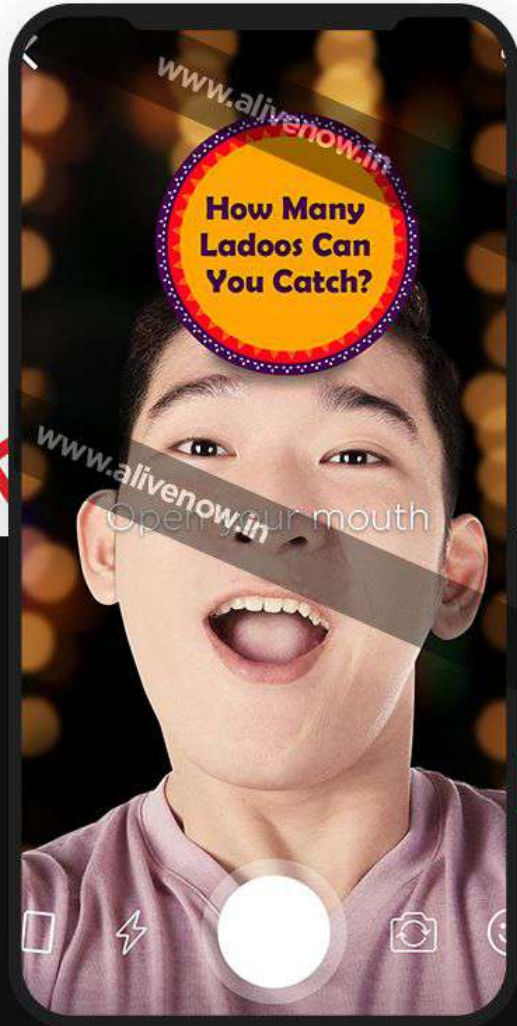
Launch the AR Filter & watch yourself segmented against animations of various crackers bursting behind you. Smile to light up the diyas in front of you and reveal a festive greeting!

PLATFORM PUBLISHING

Social AR experiences.



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How Many Ladoos Can You Catch?

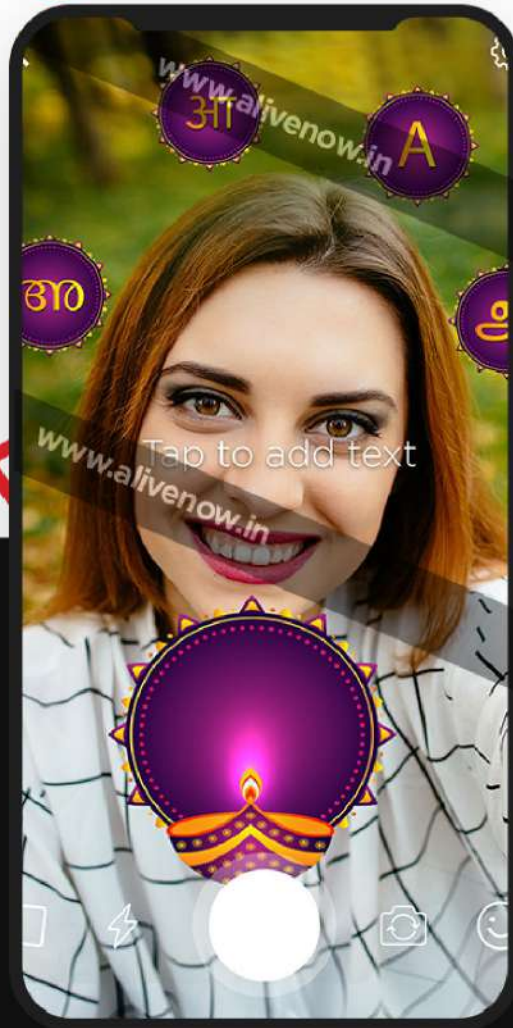
A really fun single-player AR Game in which you have to move your face and open your mouth to catch all the falling laddoos to set a high score! Share your score to challenge your friends!

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Social AR experiences.



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Send Diwali Greetings in Multiple Languages!

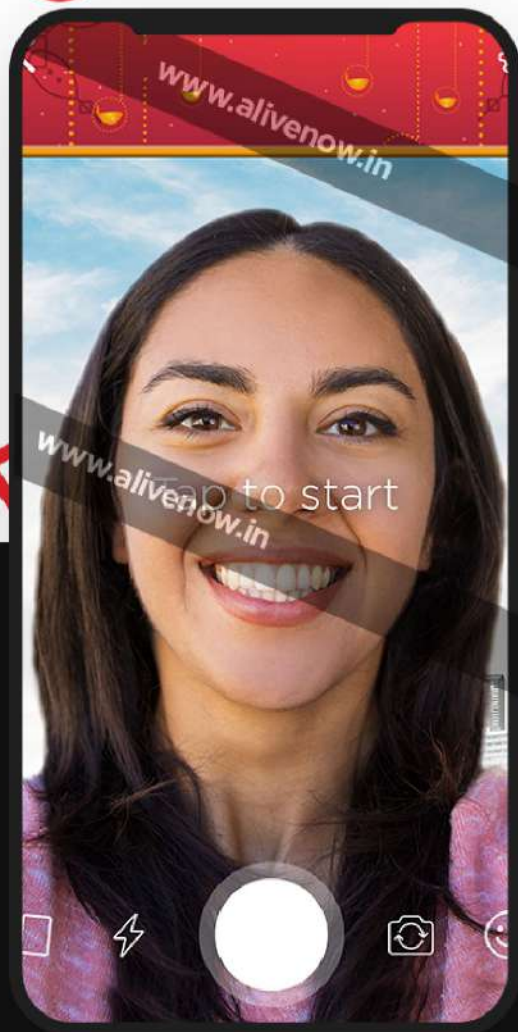
Pick a language of your choice & send a customised Diwali greeting to your loved ones!

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Be a part of a Diwali Greeting!

Tap the screen to begin and watch a Diwali Greeting Card form around you. Share it with your loved ones!

PLATFORM PUBLISHING

Social AR experiences.



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Create Custom Posters this Diwali!

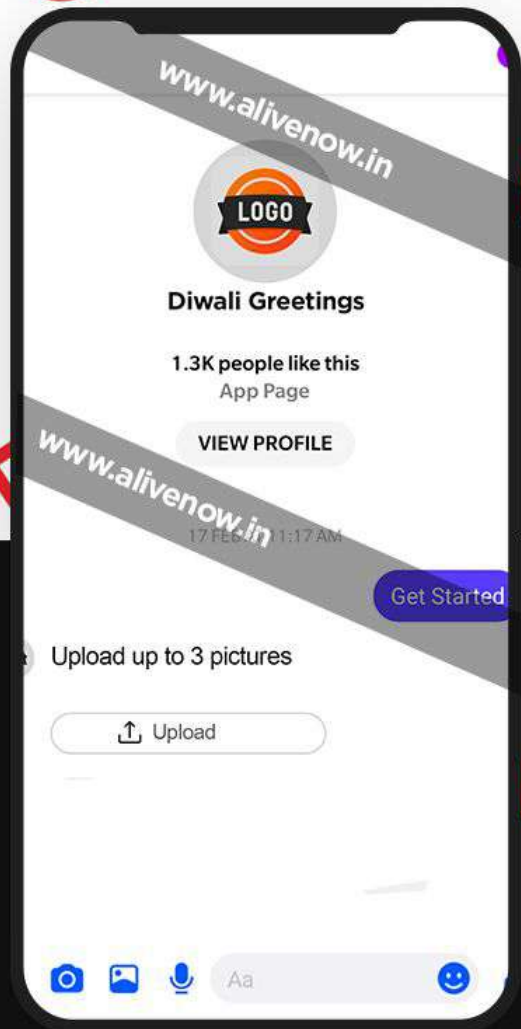
Upload pictures of you and your loved ones, enter their name, pick a template & generate custom Diwali Greeting Cards that you can share with your loved ones!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

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Create a Custom Greeting Video this Diwali!

Upload up to 3 pictures to a Facebook Messenger Chatbot & generate a fun, customised Diwali Greeting video that you can save and share with your loved ones!

PLATFORM PUBLISHING

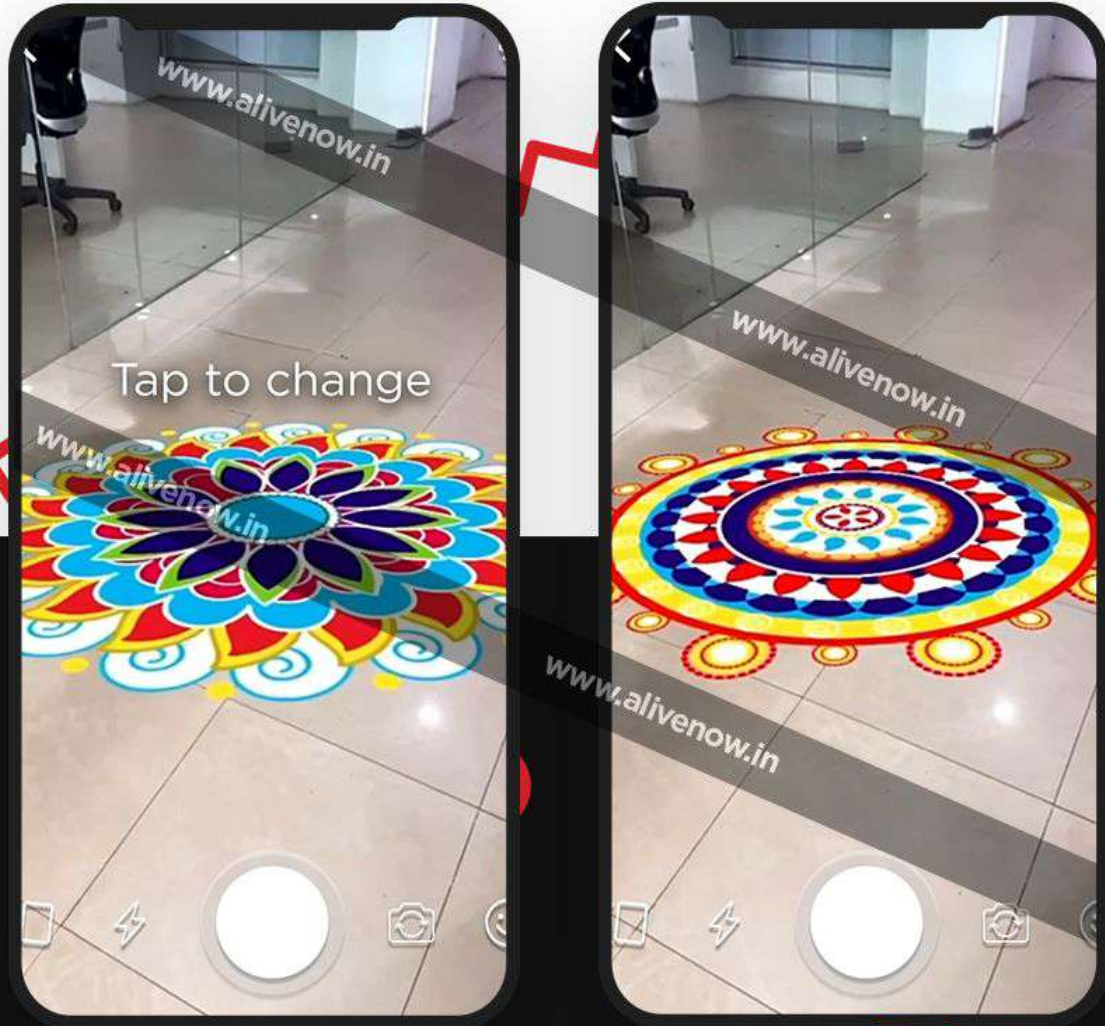
Chatbots for brands for short and long term campaigns.

CHATBOT

BRING PRODUCTS TO LIFE: CONNECTED PACKAGING & MORE

Transform your product into a multi-dimensional augmented reality experience for your consumers as they explore it in their space.





Tap to Place Rangolis!

Switch to the rear camera and tap on a flat surface around you. Watch a Rangoli come to life in AR around you!

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Social AR experiences.



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Look-Around for all the Festive Deals!

Switch to the rear camera and pan your device left/right to spot all the festive deals! Set a high score to reveal a coupon!

PLATFORM PUBLISHING

Social AR experiences.



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Get a Personalised Diwali Offer!

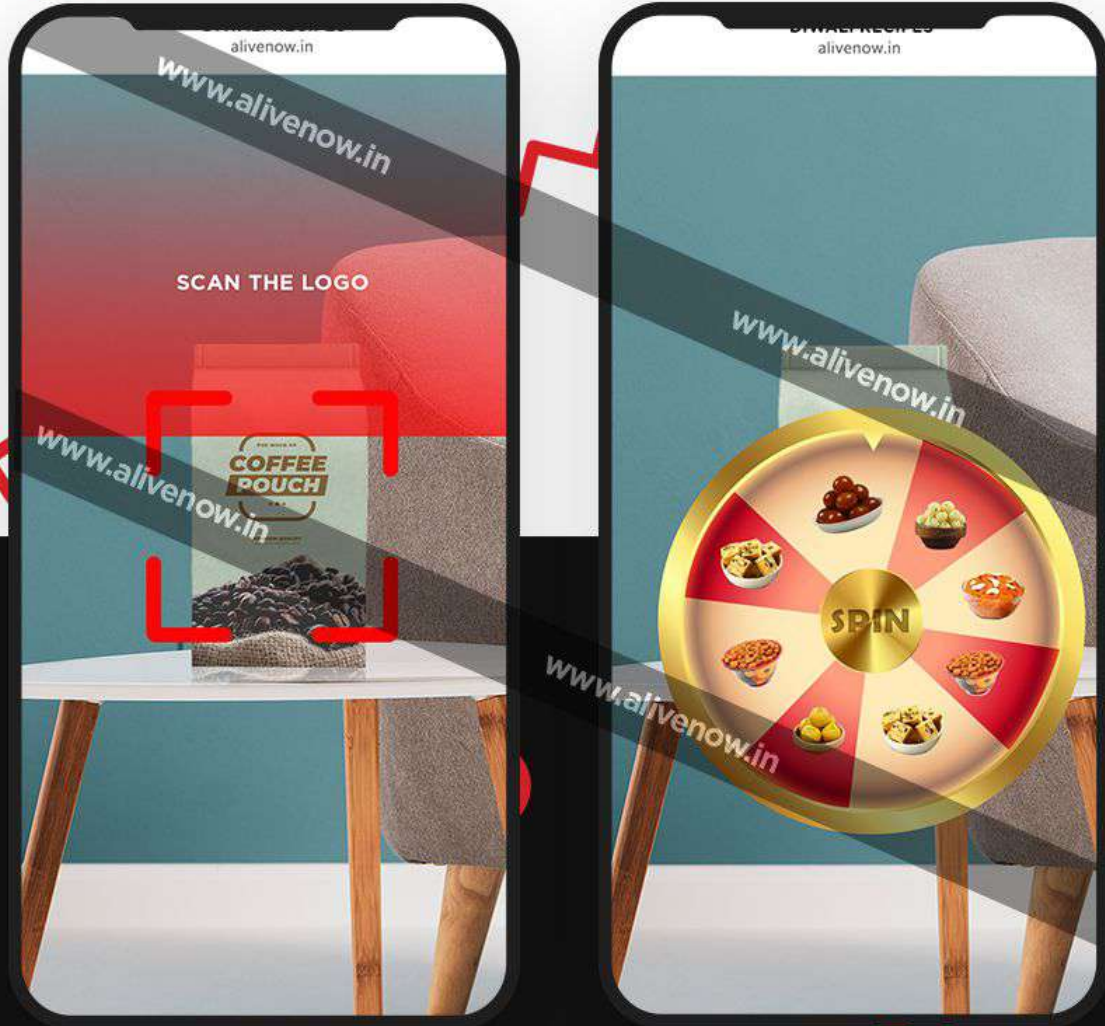
Scan the product and watch firecrackers appear and burst around it in AR! Enter your name and get a personalised Diwali greeting & a branded offer to redeem!

PLATFORM PUBLISHING

Immersive AR experiences on the web.

WEB AR





Diwali Recipes

Scan the product and watch a wheel appear on the logo. Spin the wheel to get a yummy diwali recipe recommendation and flip through the pages in AR to explore!

PLATFORM PUBLISHING

Immersive AR experiences on the web.

WEB AR



STEP INTO A BRANDED ENVIRONMENT: 3D/360 POP UP STORES & MORE

Teleport your audience into hyper-customised 3D 360° Branded Environments, where they can interact with branded products, get information & make purchase decisions.





Step into a Festive Portal

Scan the product and watch the label slide open. Step closer to the product to enter a branded portal through the open label and explore branded products! Spot them to collect them & set a high score!

PLATFORM PUBLISHING

Immersive AR experiences on the web.

WEB AR





Place a Diwali Mela in Your Home!

Place a Diwali Mela on a flat surface around you in AR. Walk towards it to reveal two games - Ring Toss and Whack-a-Mole. Set a high score in the game of your choice & reveal branded offers!

PLATFORM PUBLISHING

Immersive AR experiences on the web.

WEB AR





Spruce up your Festive Selfies!

Watch yourself segmented against festive backgrounds and pan your device to explore the entire 180/360 degree festive background behind you. Take selfies and share with loved ones!

PLATFORM PUBLISHING

Social AR experiences.



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UNBOX BRANDED GOODIES

Everyone loves presents! This holiday season, give your audience branded goodies that they can unbox in their own environment.





Customise a Gift for your Friends!

Enter your friend's name and your name. Pull the ribbons together and wrap the gift. Generate a custom link for your friend. The custom link opens the 3D Diwali Gift box which unravels several goodies and offers that they can redeem!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

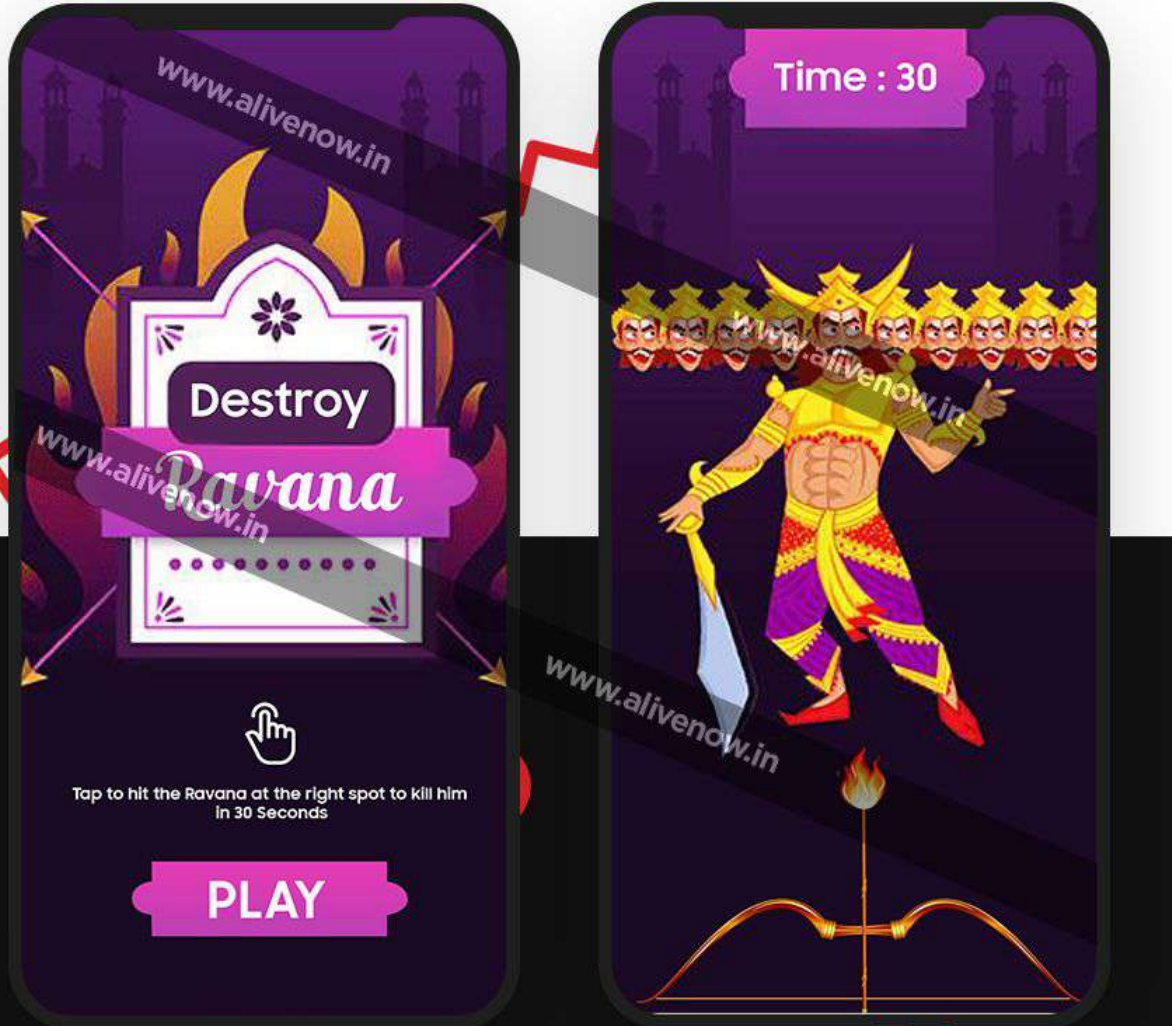


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DELIGHTFUL AR AND NON-AR GAMES TO REWARD USERS WITH BRANDED VOUCHERS

Gratify users as they delve into full-fledged, branded gaming experiences. Incentives can be based on score, location, or any other campaign objectives.





Destroy Ravana

Aim your arrow towards Ravana and shoot to destroy him. Score points and set a high score to unlock branded offers and vouchers!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS



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Mithai Crush

Make pairs of 3 or more sweets & set a high score to reveal branded offers and vouchers!

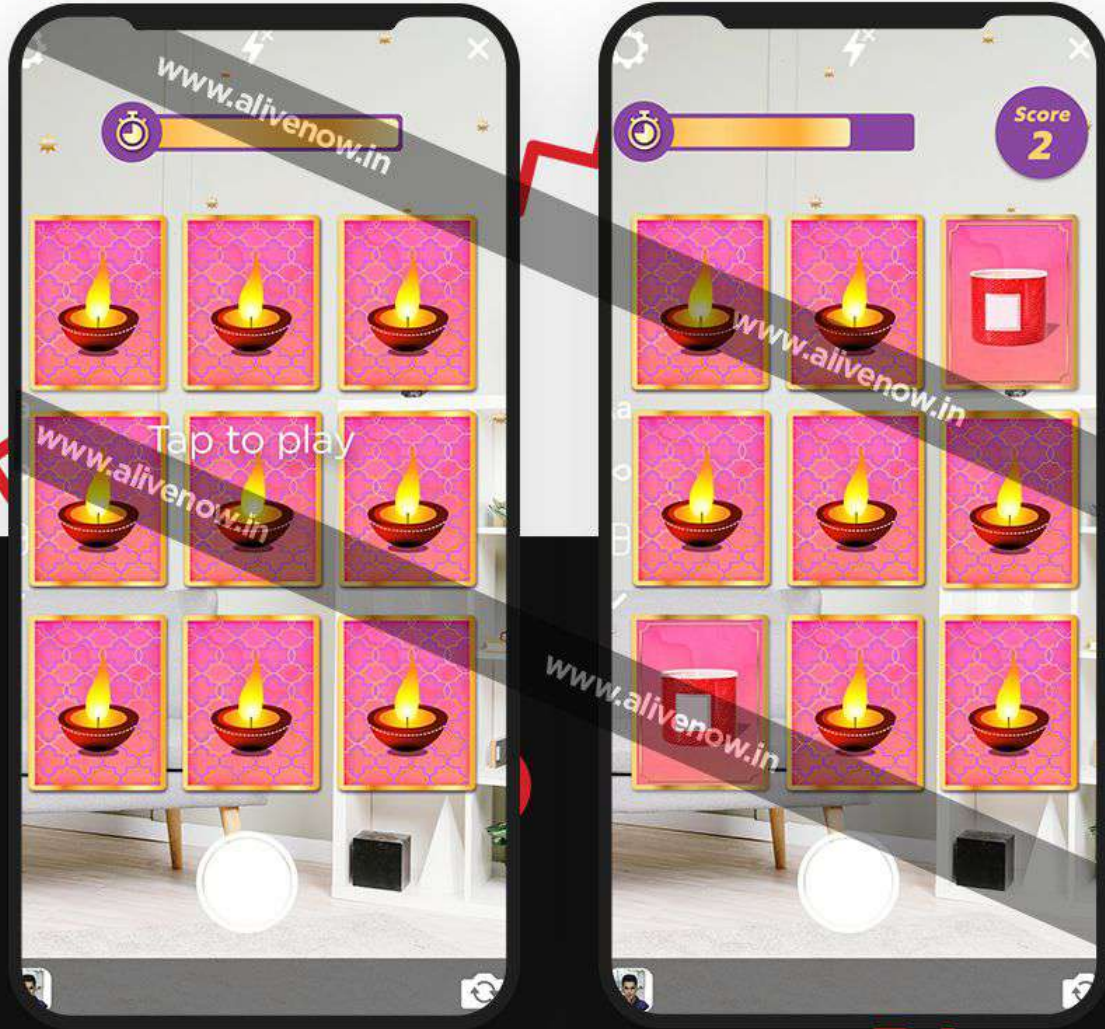
PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS



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Flip & Match the Pairs!

Place a set of cards on a flat surface around you in AR, and flip and match the pairs to reveal branded, festive collections & offers!

PLATFORM PUBLISHING

Social AR experiences.



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Get a Diwali Recipe!

Pick your preferences by tilting your head, and get a Diwali Recipe just for you! Get deals and offers within the AR Experience to make a purchase!

PLATFORM PUBLISHING

Social AR experiences.



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DRIVE SALES & REVENUE

Leverage gamified and experiential creative tech experiences to generate sales and revenue. Whether its try-on experiences or gamification, inform consumers about branded offerings and lead them to the purchase pages to close the loop.





Escape Ravana's Wrath

Move your character left/right to escape Ravana's Fireballs and set a high score by collecting sweets and branded goodies along the way! Win exciting vouchers as you score!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

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Get to the Diwali Sale!

Move through the maze to make it to the Diwali Sale at the end of the maze & avoid ghosts on the way! Set a high score by collecting sweets and coins and unlock goodies!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

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Light up the crackers!

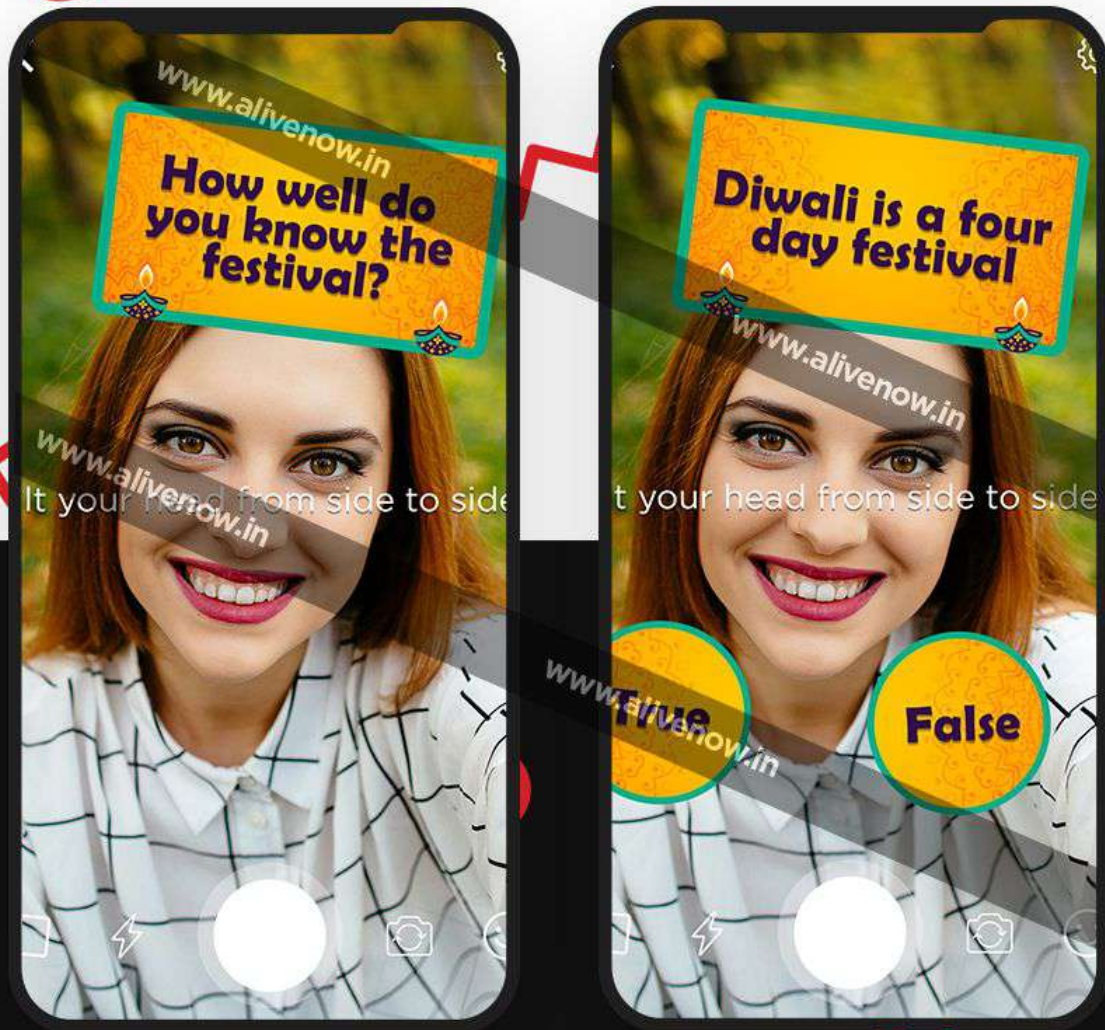
Launch fireballs towards rocket launchers & light them up! Set a high score for every rocket you light up!

PLATFORM PUBLISHING

Social AR experiences.



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How well do you know the festival?

Tilt your head left/right to answer questions and unlock vouchers based on your score!

PLATFORM PUBLISHING

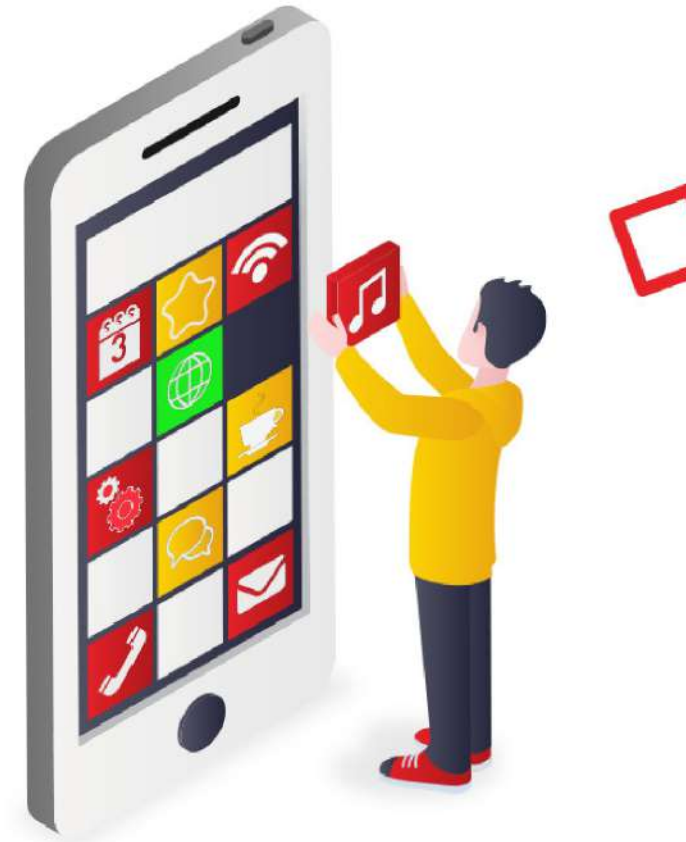
Social AR experiences.

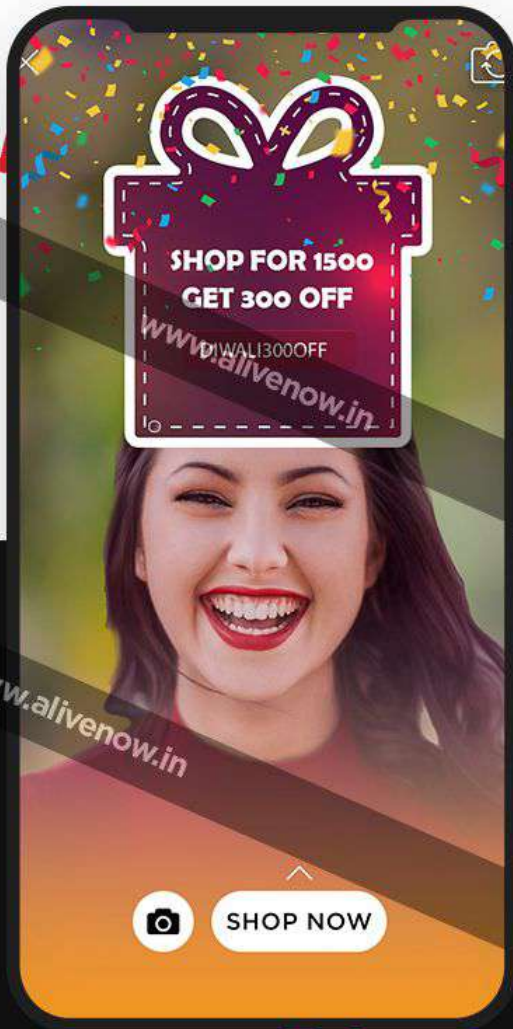
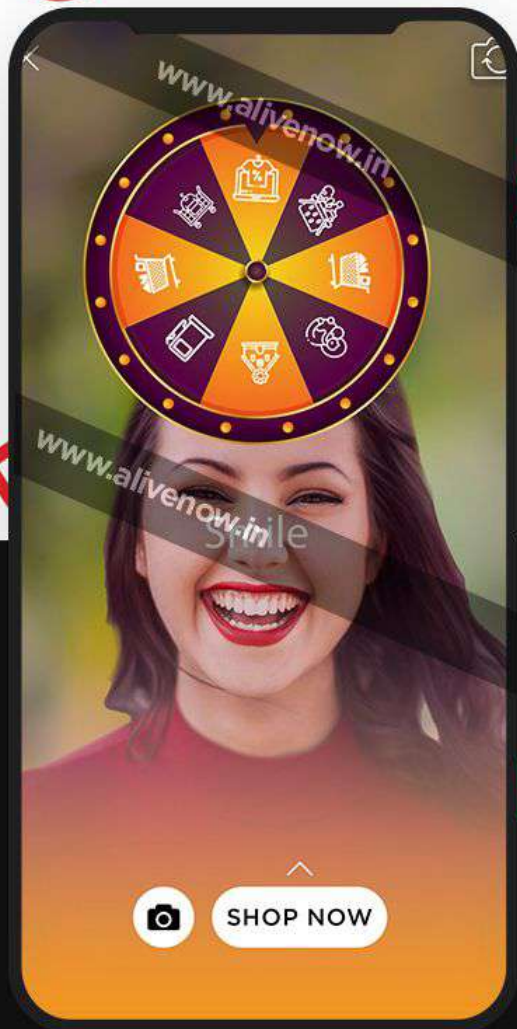


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DRIVE APP DOWNLOADS

Engage users through gamified and experiential solutions and lead them to download your branded app.





Spin the Festive Wheel

Tap the screen to spin the wheel and get a festive discount code!

PLATFORM PUBLISHING

Social AR experiences.



facebook. Ads

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Catch All the Falling Items!

Move your head left/right to catch all the festive offers & set a high score!

PLATFORM PUBLISHING

Social AR experiences.



facebook. Ads

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Diwali Run

Move your character left/right/up/down to collect coins, sweets and branded items that appear on the game board and avoid hitting the edges of the board. Get discount codes & link out to the app to redeem them!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

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Complete the Puzzle

Drag and Drop pieces of the puzzle to complete it and reveal the story. Set a high score, and link out to the app to explore!

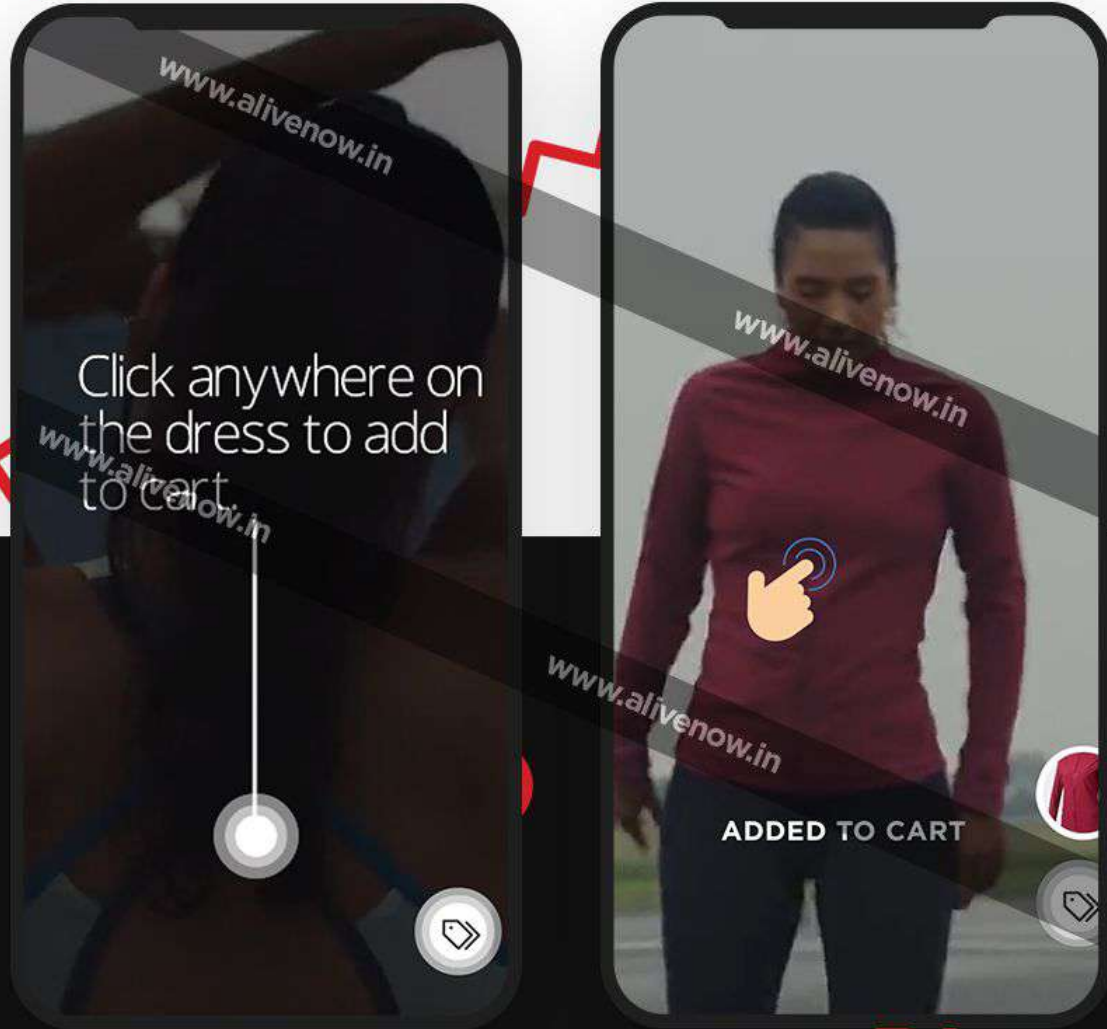
PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS



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Interactive Festive Video

Watch a video and tap on items that you like to add them to your cart. Link out to the app to complete your purchase!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

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DRIVE FOOTFALLS & IN-STORE TRAFFIC

Nothing beats the in-store experience! With the help of coupons/on-ground activations, meet your customers physically.





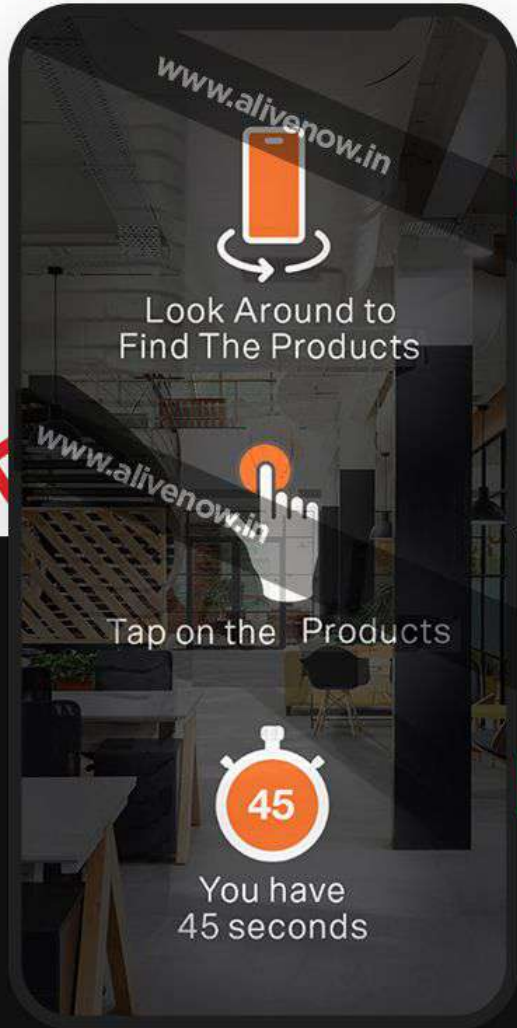
Diwali Treasure Hunt

Explore the venue to look for hidden images and scan them to unlock clues to complete the treasure hunt! Set a high score to win discount coupons.

PLATFORM PUBLISHING

Immersive AR experiences on the web.

WEB AR



Look Around for Branded Items!

In a 360° Branded Image, look around for branded items, and tap to collect them. Set a high score & win vouchers for exciting discounts!

PLATFORM PUBLISHING

Branded games for social feeds and mobile ad networks.

NEWSFEED SMARTAPPS

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HOW DOES THIS WORK & WHAT NEXT?

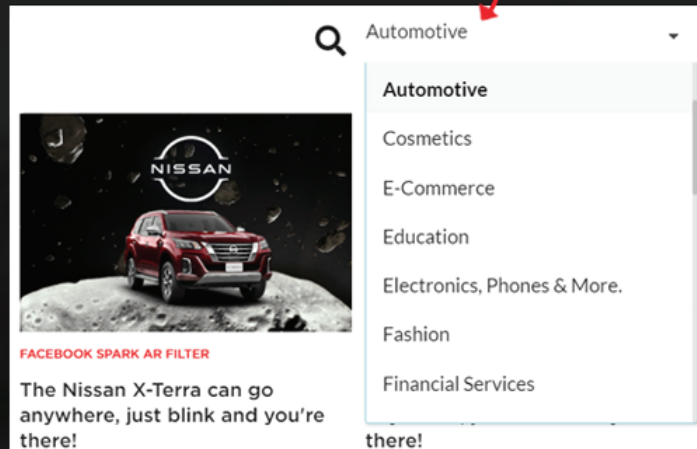
- » Each of these ideas/concepts can be customized and built for your brand and based on your requirements.
- » We can come back with more ideas/concepts if you have a specific brief.
- » All AR filters have to be approved by the platform, which takes anywhere between 2-5 days.
- » Our team undertakes 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?

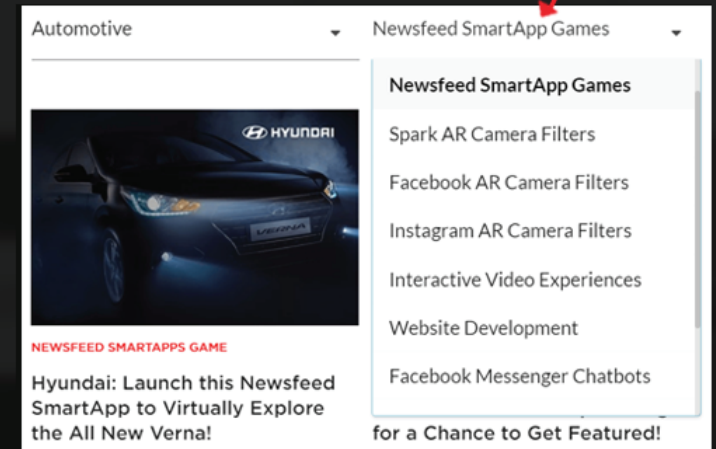
- » Costs/timelines vary based on what idea/concept is picked.
- » We do not have any exclusivity with any brand/agency for any ideas.
- » Please respect the originality of the ideas and we request you not to copy our ideas/concepts.
- » Please visit our **website** to explore other innovative creative tech solutions like Web AR, Interactive Videos, WhatsApp Stickers and Messenger Chatbots.

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

1 INDUSTRY

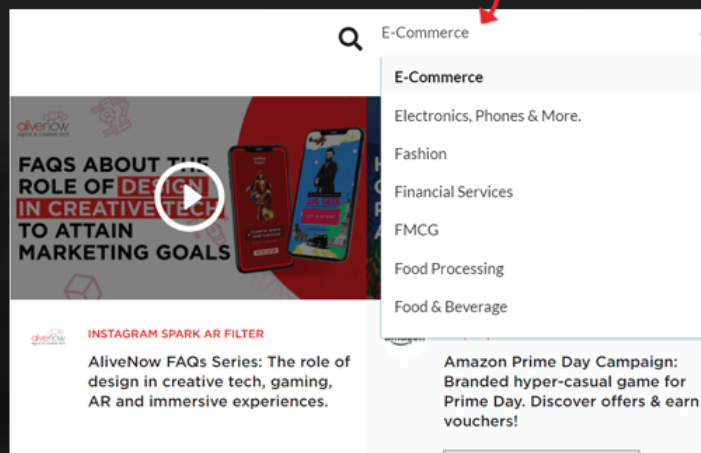


2 PLATFORM

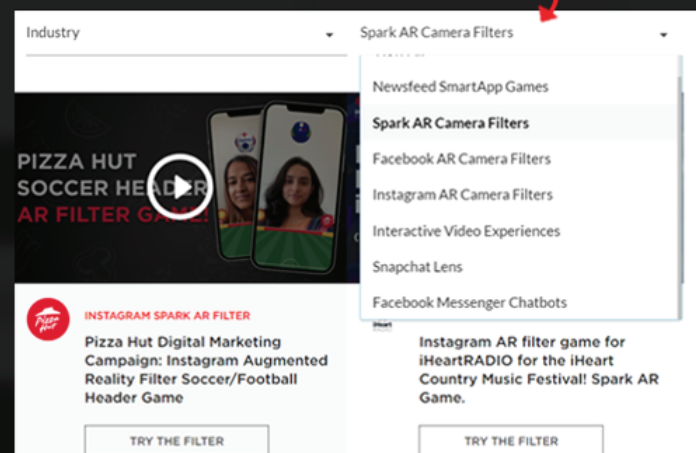


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM





THANK YOU!

contact@alivenow.in

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

