



OFFICIAL SPARK AR PARTNER



NEWSFEED
SMARTAPPS



75th Indian Independence Day 2021

Interactive Digital Experiences

Ideas for Facebook & Instagram AR Filters

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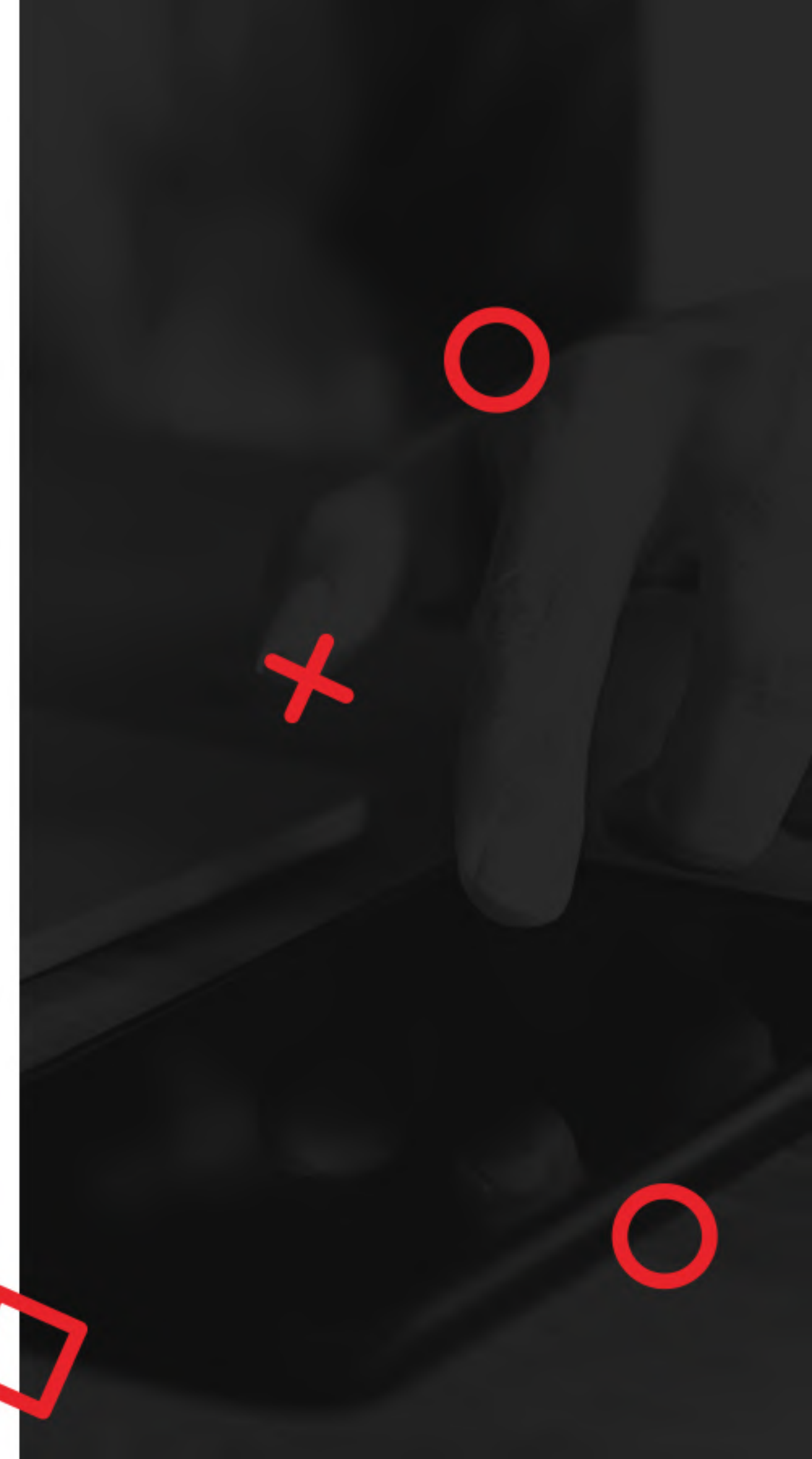
» alivenow is an official Facebook and Instagram Spark AR Partner.

» 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**](http://www.alivenow.in/Portfolio)



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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**



**Messenger
Chatbots**



**WhatsApp
Sticker packs**



**Interactive
Videos**

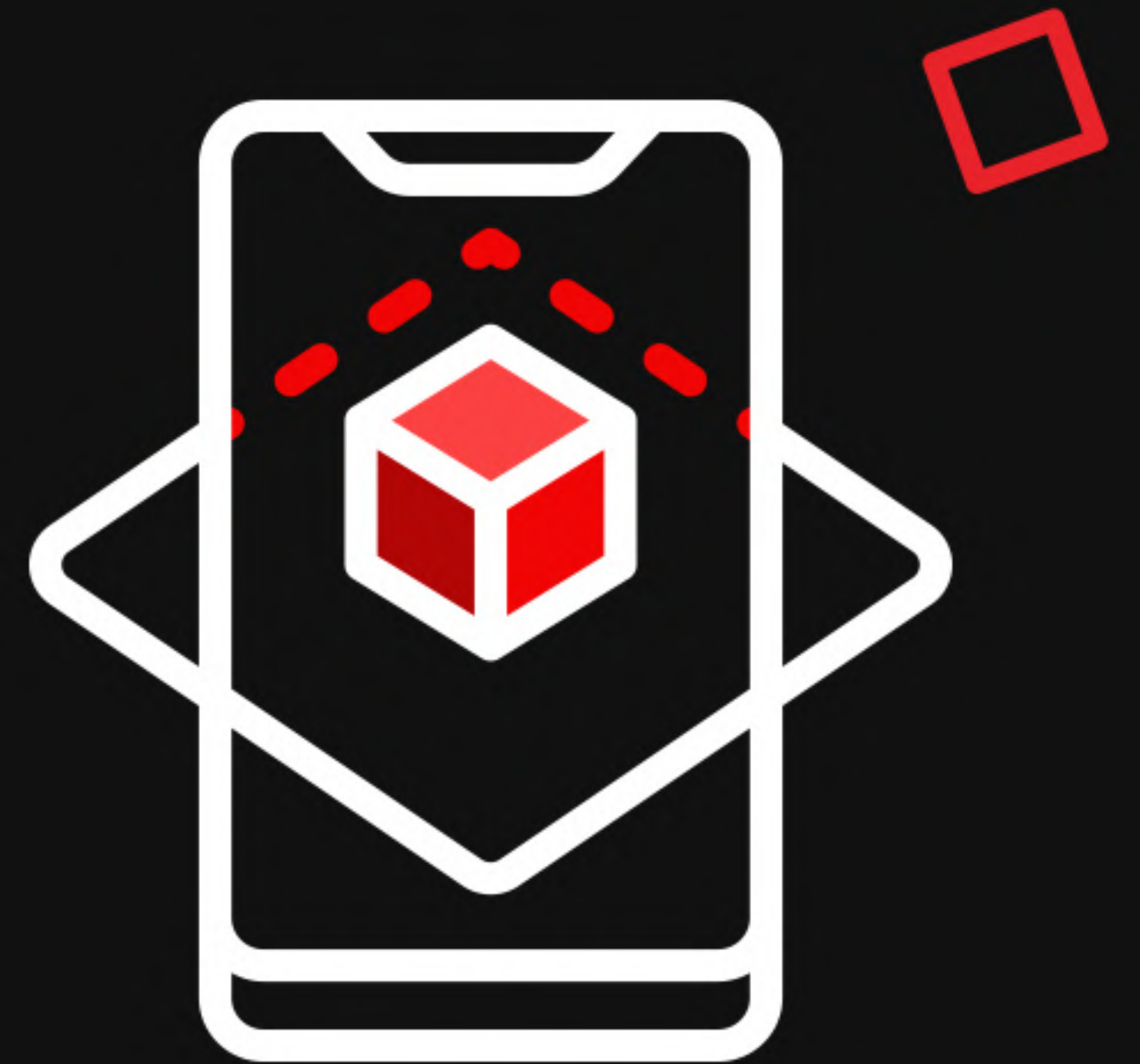
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AND MUCH MORE!

INSTAGRAM, FACEBOOK AR FILTERS

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](#)



POSSIBILITIES WITH SPARK AR 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

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.**

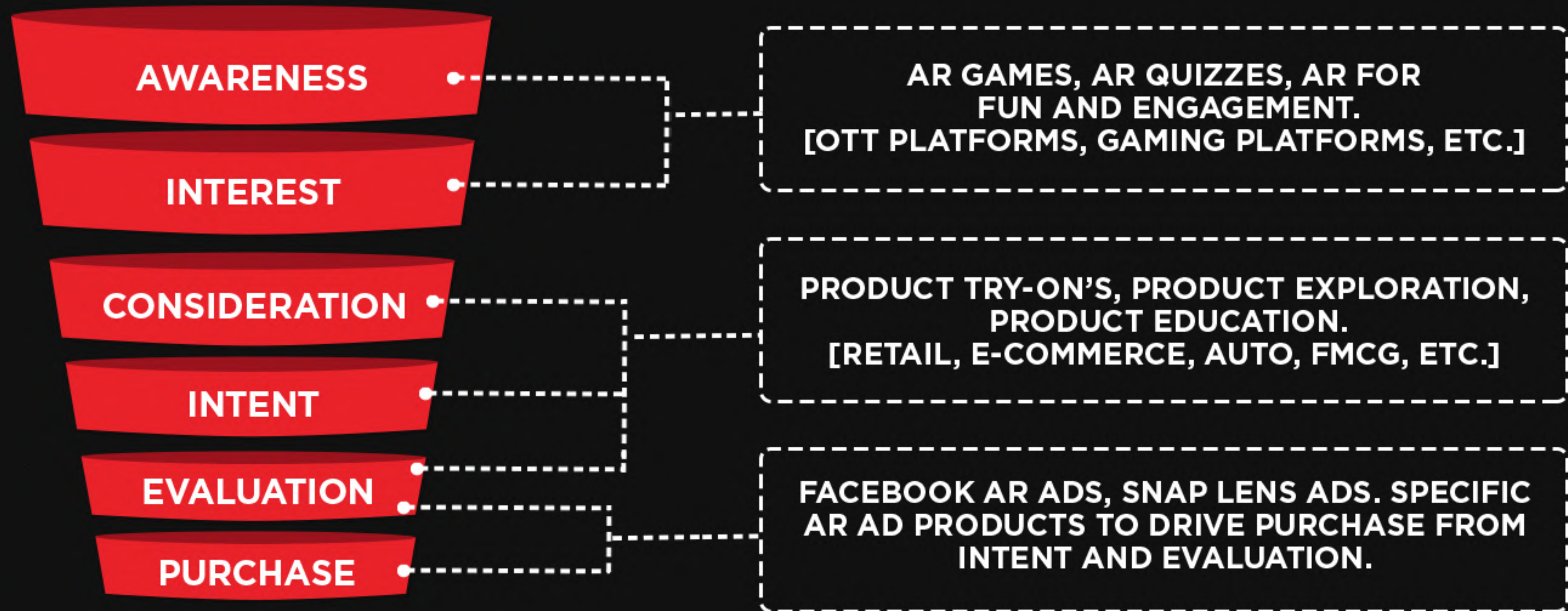
**BETTER
SMARTPHONES &
PROCESSERS =
INCREASED REACH
+ AR AT SCALE.**

**EMERGENCE OF WEB
AR & IMPROVED
SMARTPHONE
BROWSERS.**

**ONLY WAY TO
UNLOCK
GESTURE-BASED
MESSAGING AND
ADVERTISING.**

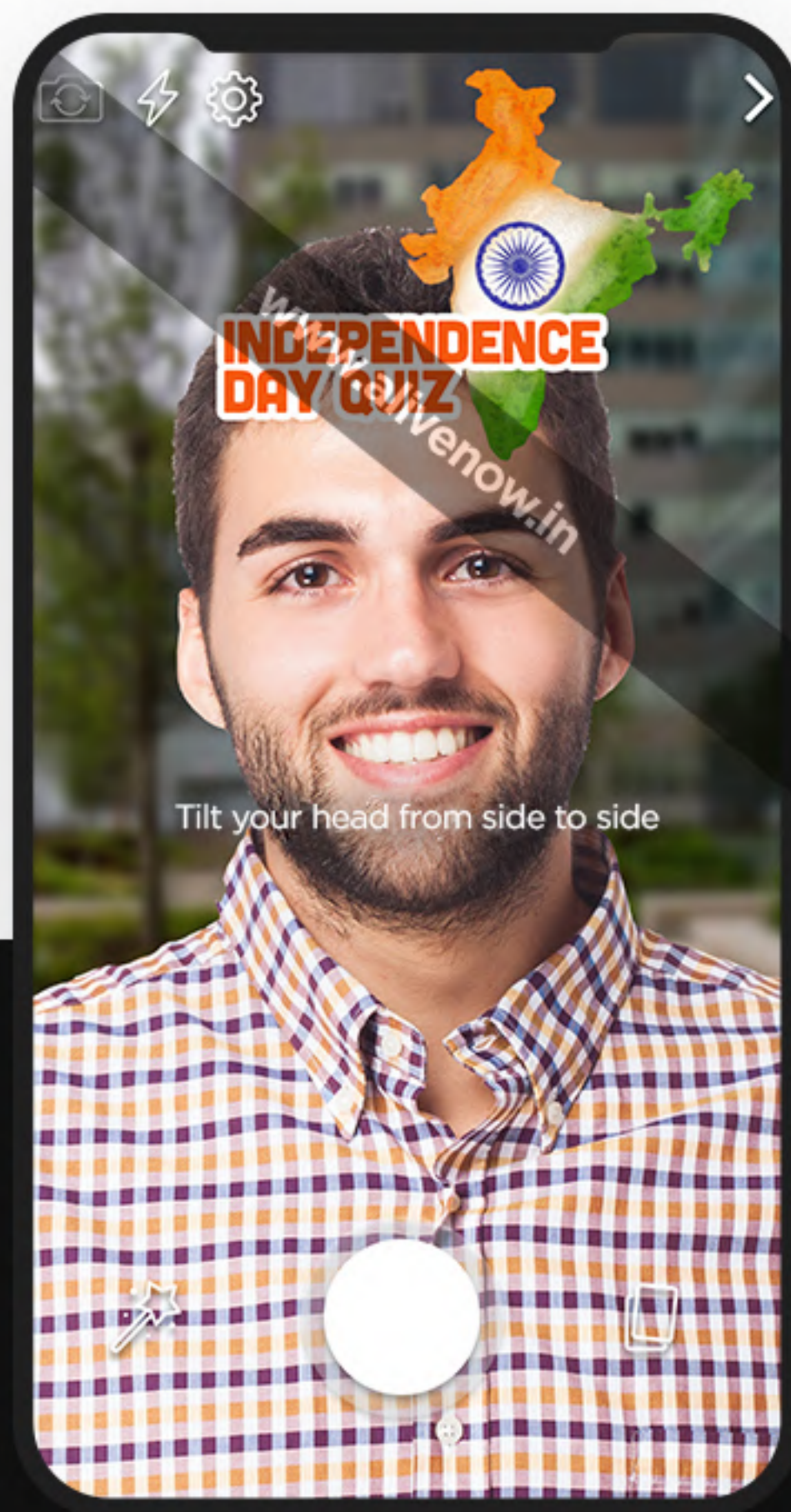
**IMMERSIVE,
WHOLESOME: DO
MORE WITH AR & 3D
VS 2D AND FLAT UI.**

AUGMENTED REALITY AND THE MARKETING FUNNEL.



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

FACE/HEAD TRACKING/HEAD TILT		
FACIAL EXPRESSIONS [BLINK, SMILE, NOD, OPEN MOUTH, POUT, ETC.]		
SCAN A PRODUCT TO UNLOCK [OBJECT OR LOGO SCANNING]		
SURFACE TRACKING: PLACE A 3D OBJECT ON A SURFACE		
VOICE ENABLED GAMES		
PORTALS/VIRTUAL BOOTHS [ENTER A STORE/BOOTH IN AR]		
VOICE CHANGER		

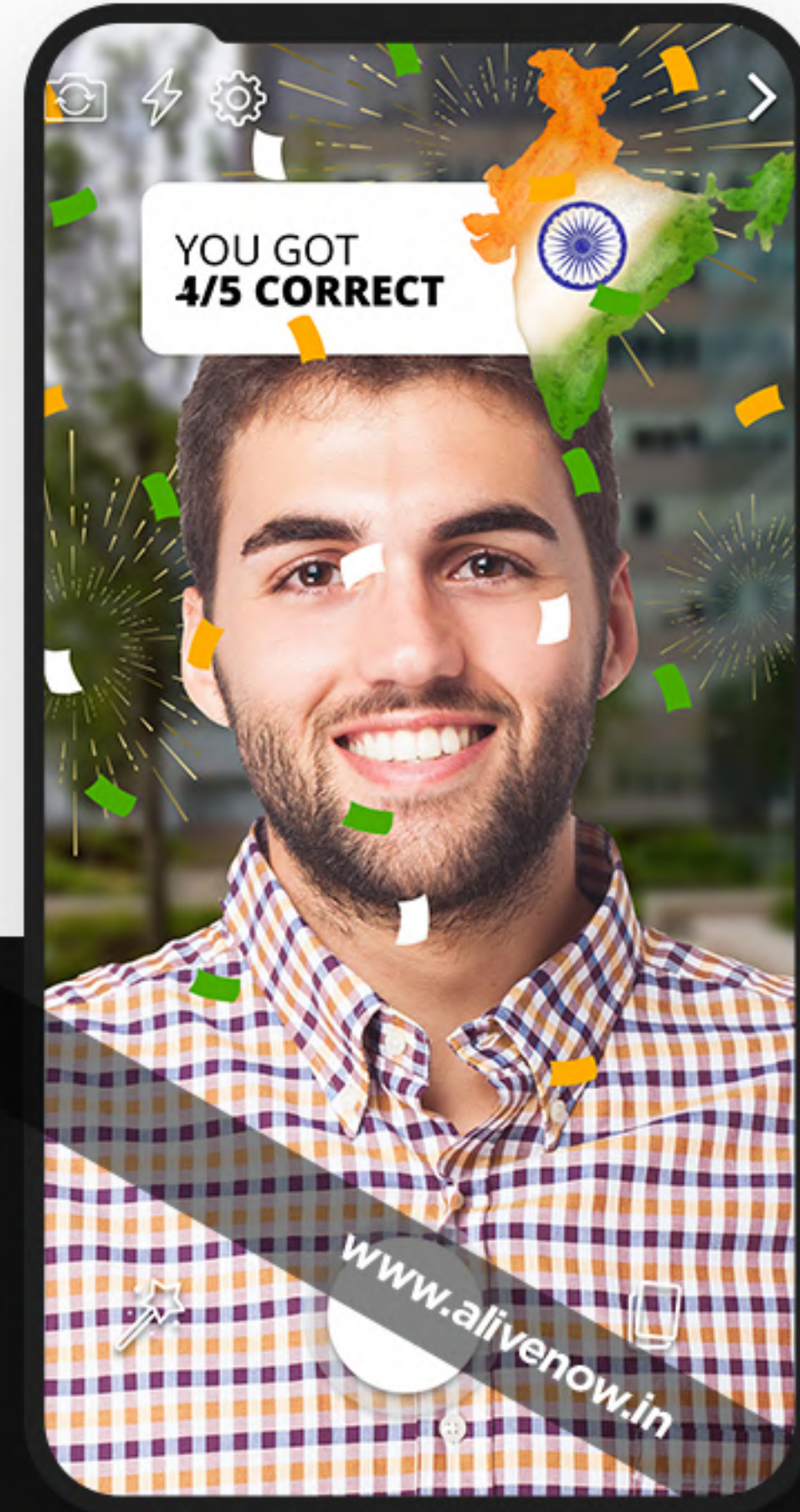


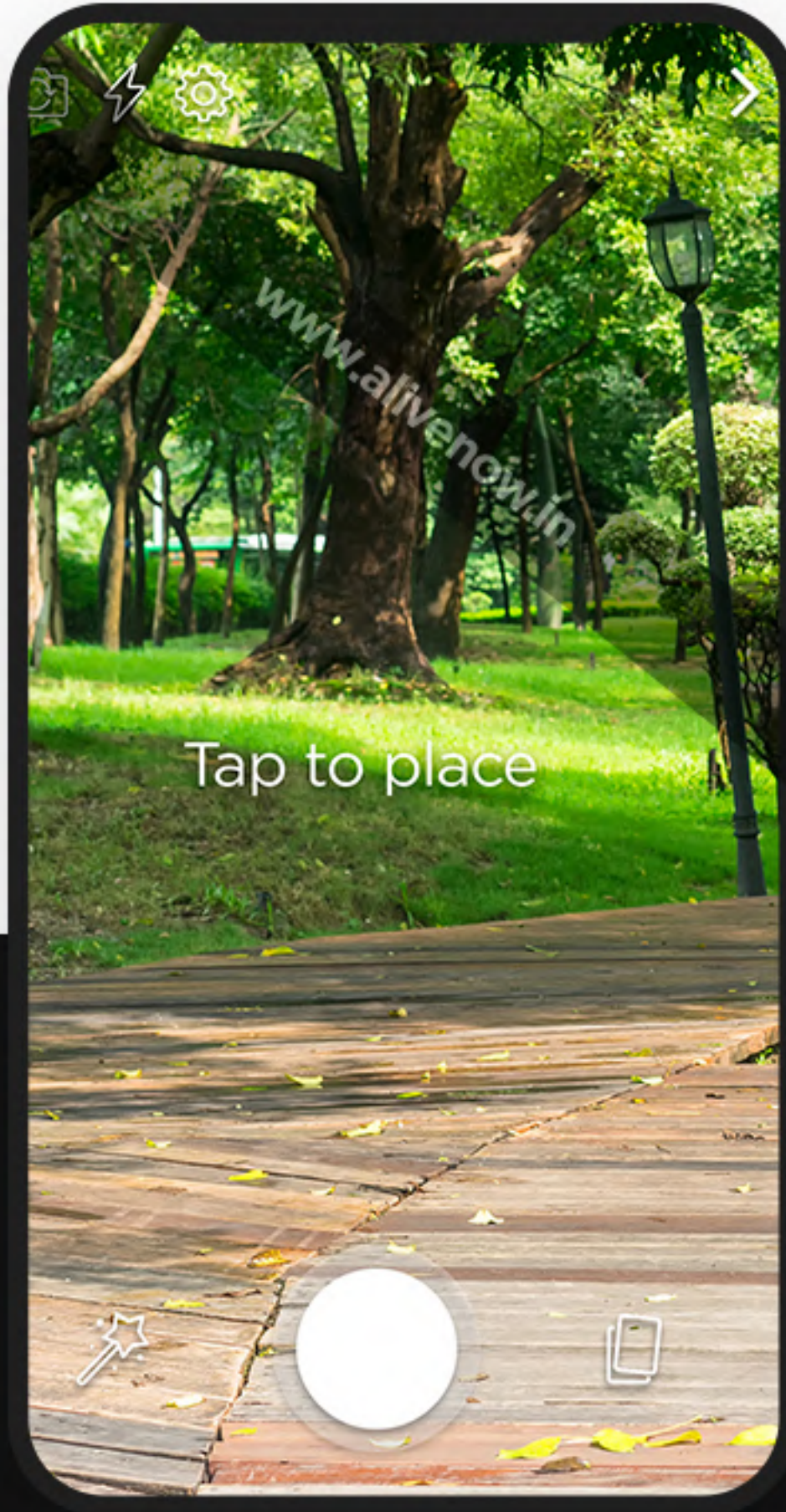
Indian Independence Day Quiz

Tilt your head left or right to choose an option.

Try a similar AR experience that we've built.

[CLICK HERE TO TRY](#)

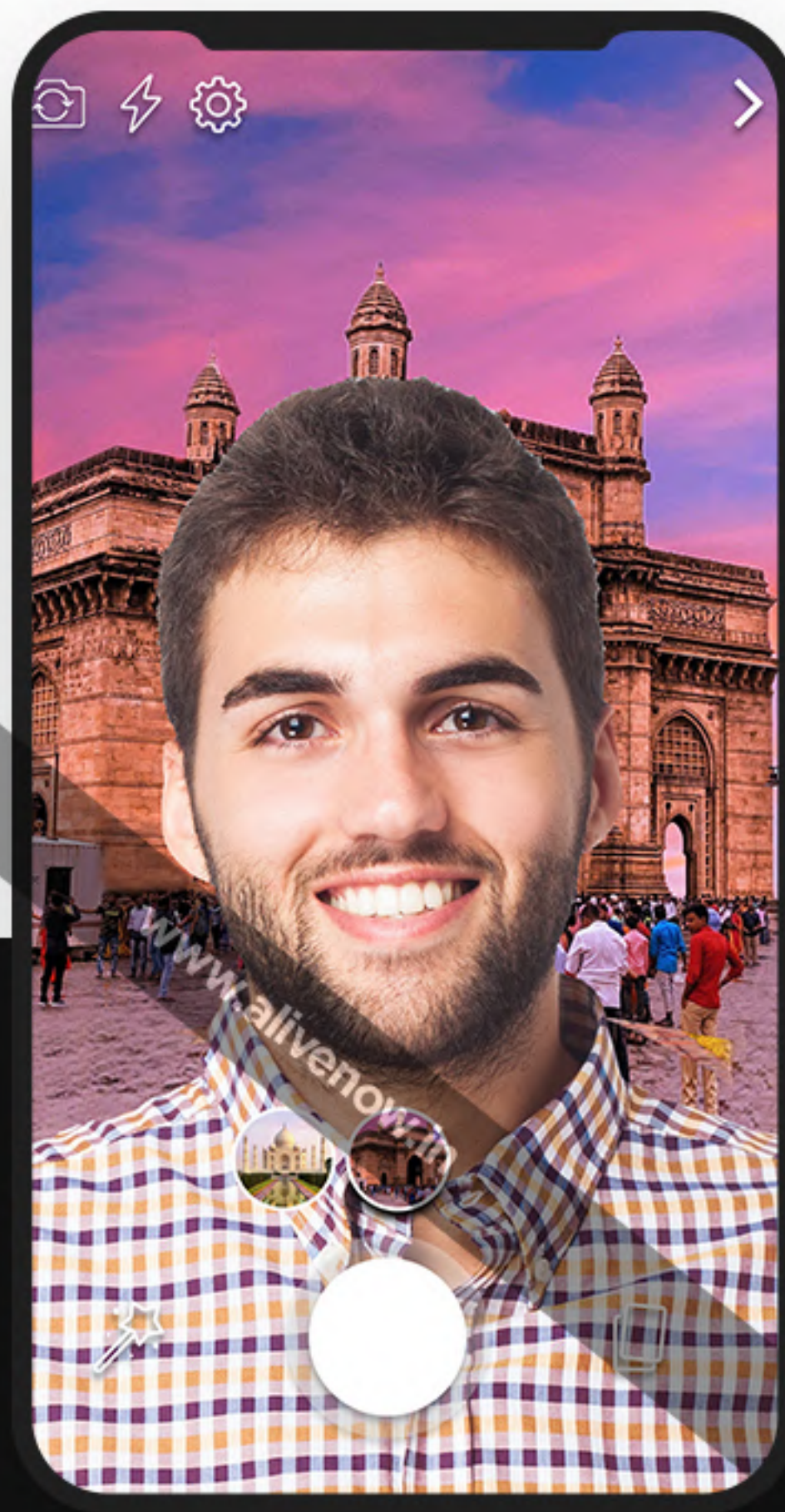




Monuments of India

Launch the filter and switch to the rear camera to select a famous monument and place it in augmented reality in your live location with national anthem music and tricolour lighting on it.





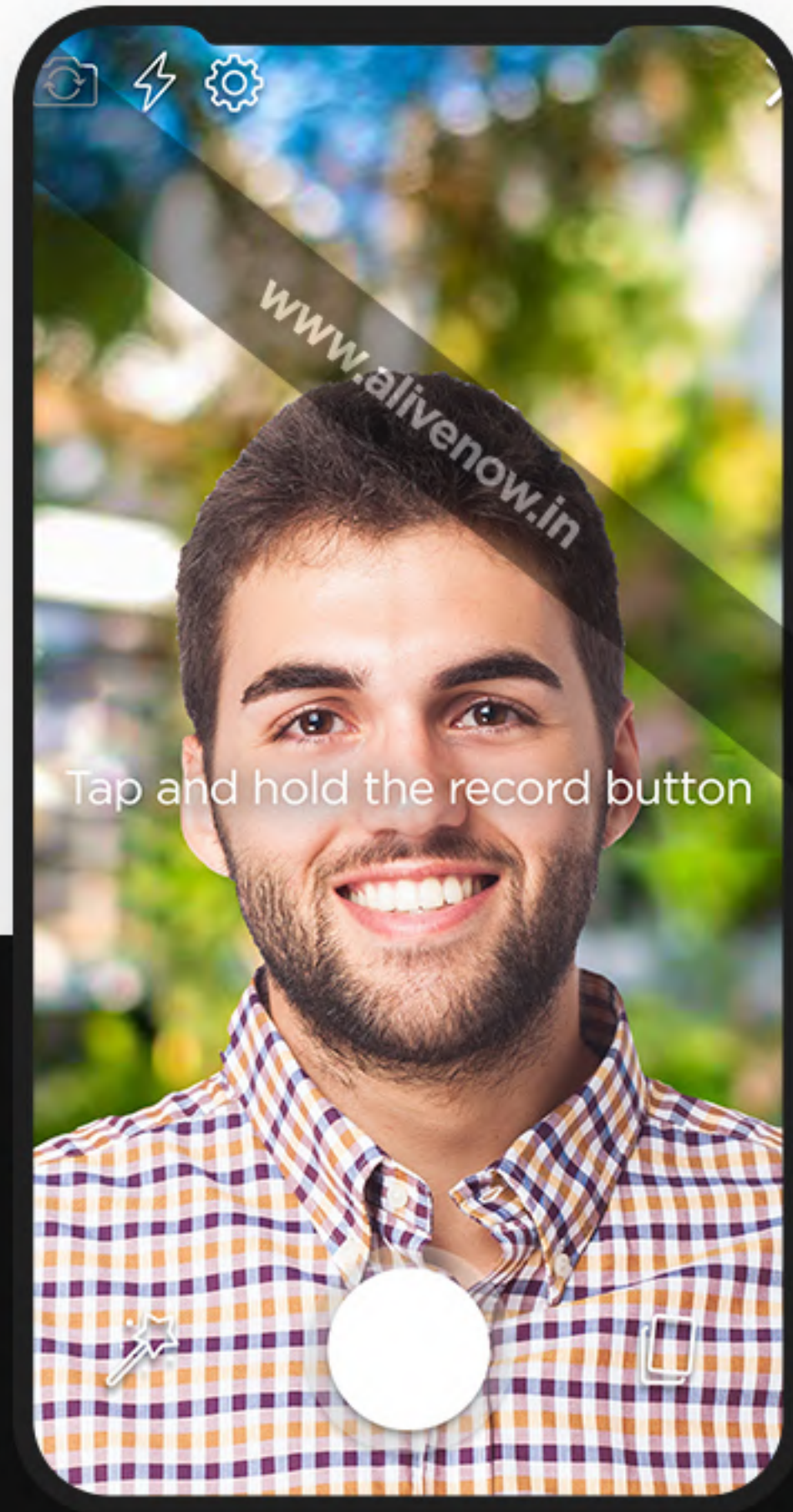
Selfie with Monuments - Background Segmentation

Transport yourself to different places with famous monuments of India and take a selfie with it.



Virtual Museum

Launch the filter in the rear camera to enter the virtual museum and move around your phone to see different elements. Tap on the hotspots to learn more about an event or a freedom fighter.



Sing the Anthem

Launch the AR filter and select the pattern of face paint of your choice. Hold the record button to start the national anthem music and sing it as the lyrics appear in a card on top of the users heads in augmented reality.



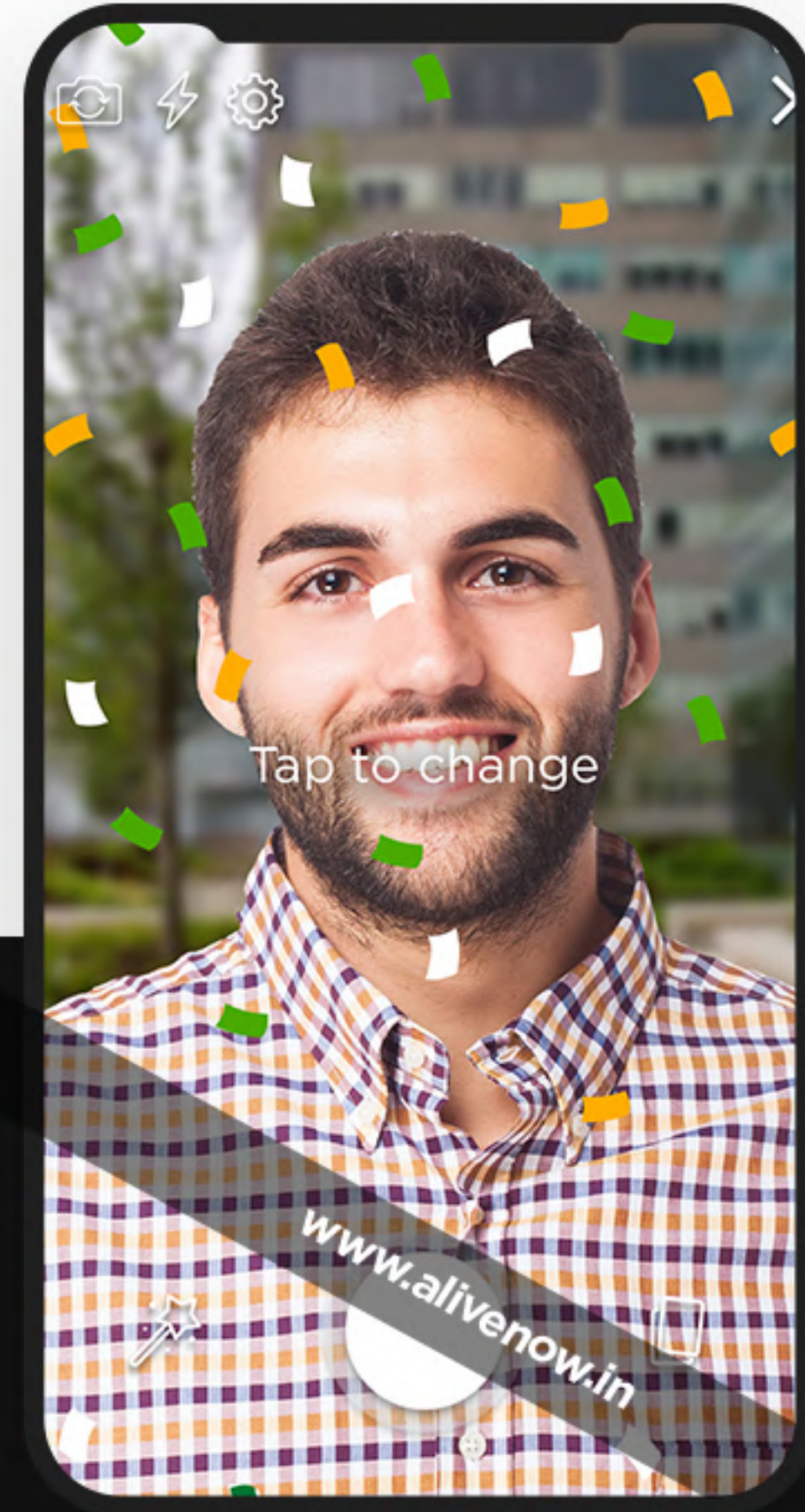
India Face Paint



India Colour Glasses



India Colour Confetti



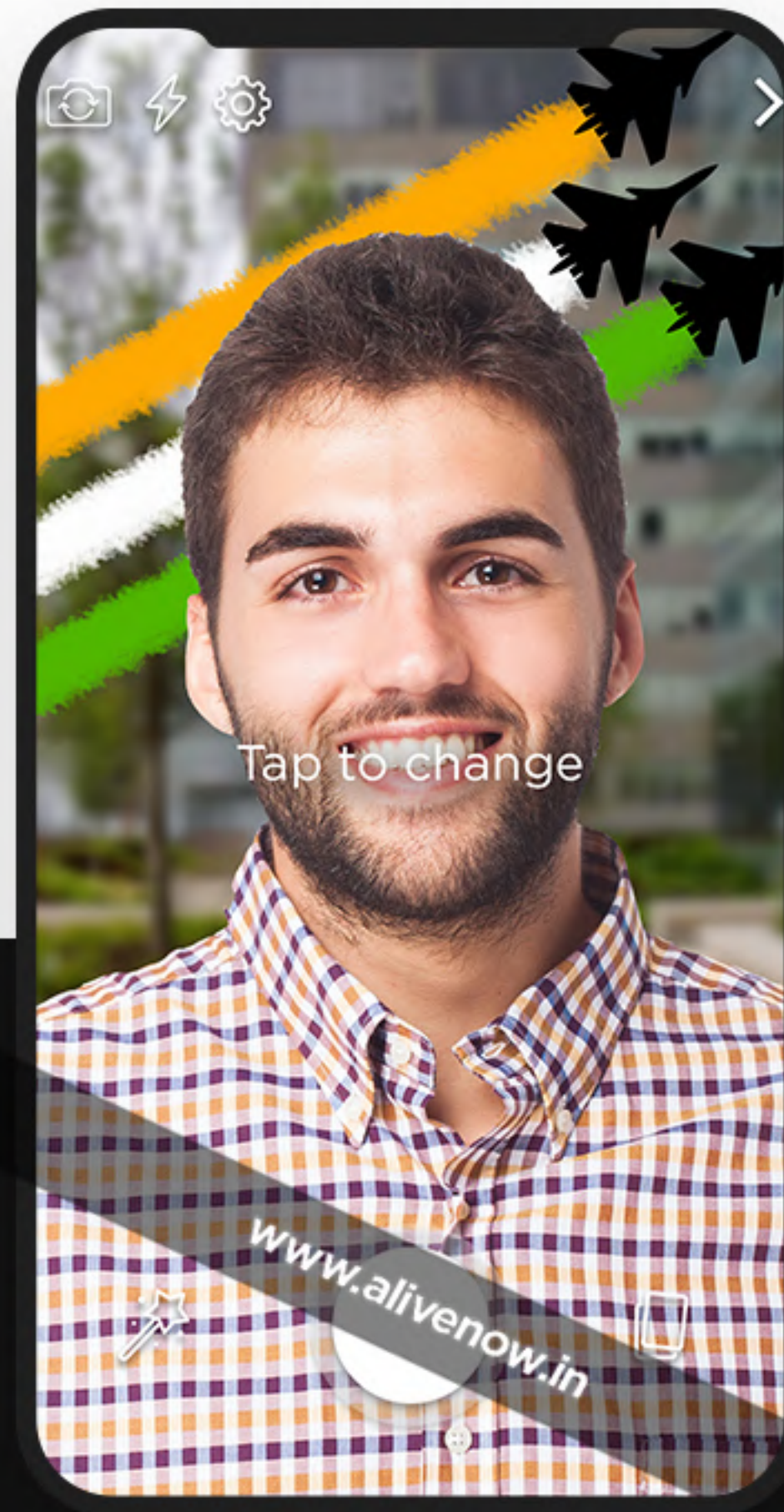
India Colour Balloons



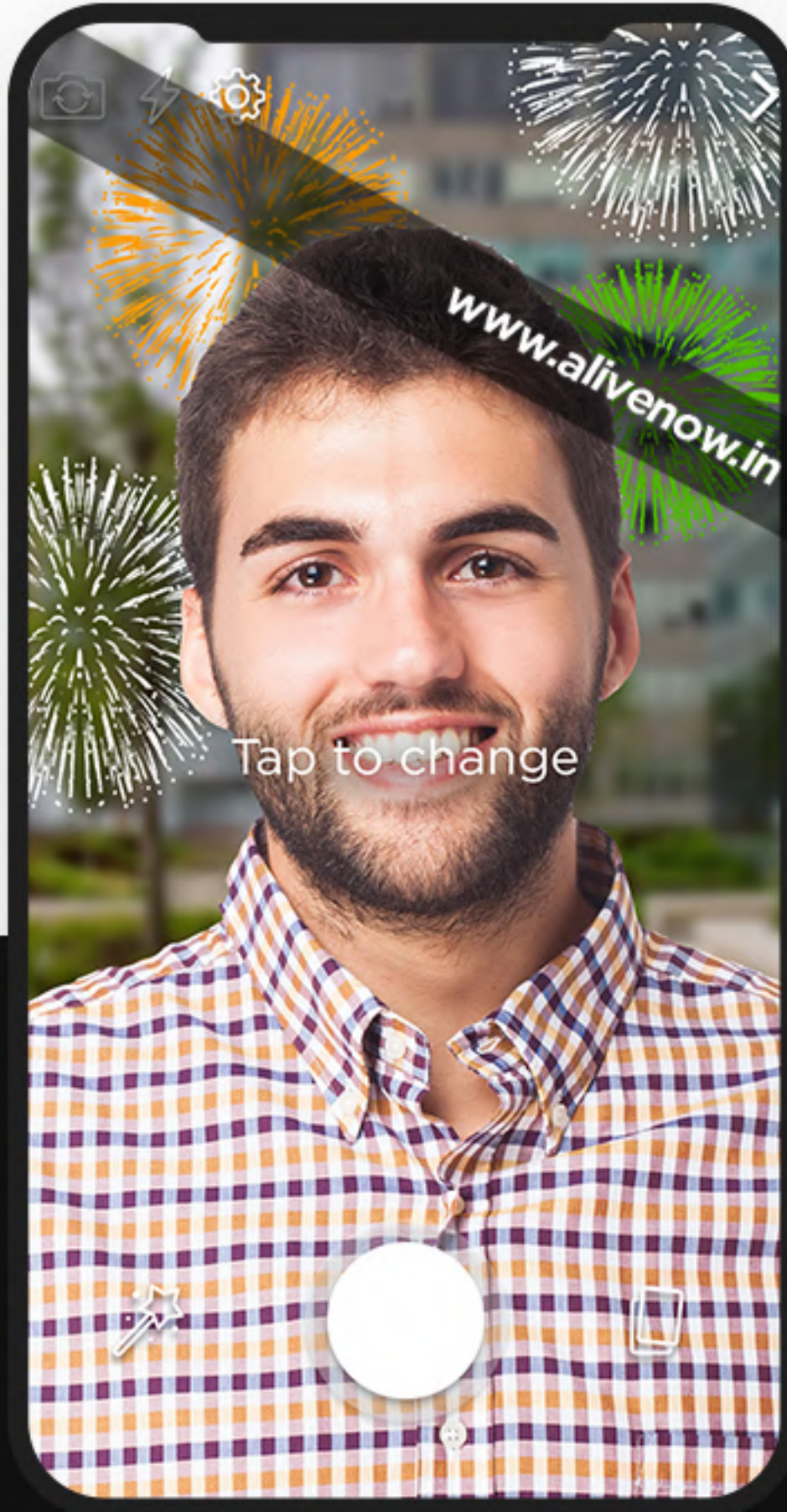
India Colour Lipstick



Plane Flyby with Smoke in India Colours



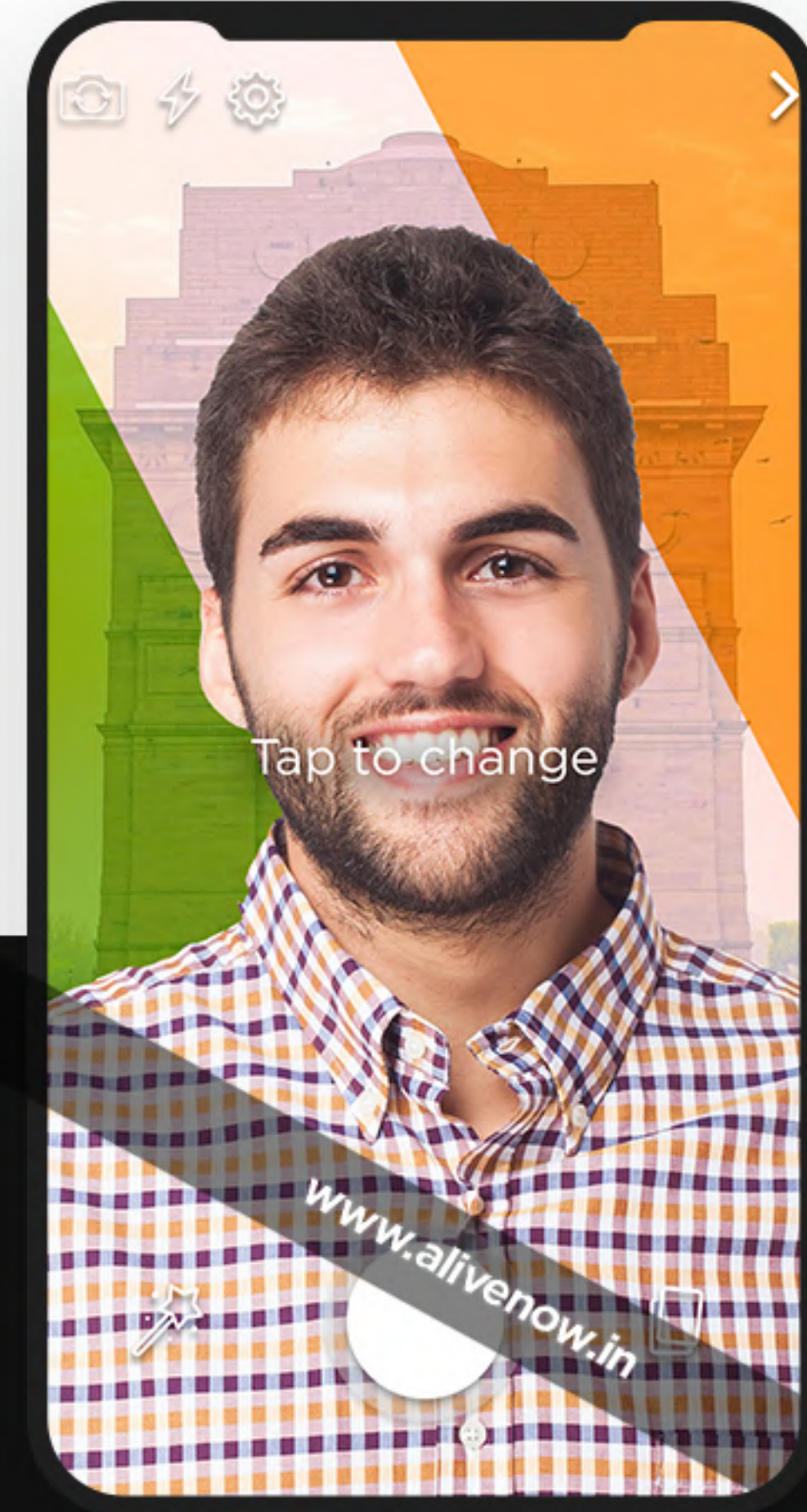
Fireworks in India Colours



Face Mask in India Colours



Background Segmentation with different India Cities





- » We can build these as separate filters or as a combination of different elements in the same filter.
- » For example the same filter can have the India face paint with confetti or India coloured fireworks with India Glasses.
- » We can integrate branding in different ways. Logos on the balloons, logo anchored to the face, etc.





TRY THIS FILTER



TRY THIS FILTER

Try similar National Day Instagram AR filters that we've built for Almarai and Panda Retail Supermarket

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!

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