



Creative Tech concepts for your Product Launch Campaigns



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OUR GLOBAL STORY OVER THE LAST 10 YEARS.

150+
Agency Clients



500+
Brand Clients

1,500+
Creative Tech
Builds

Projects Across
25 Countries

Team of **40+** Across Strategy,
Design & Technology

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



Why should brands consider Immersive AR Experiences and Interactive Games 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

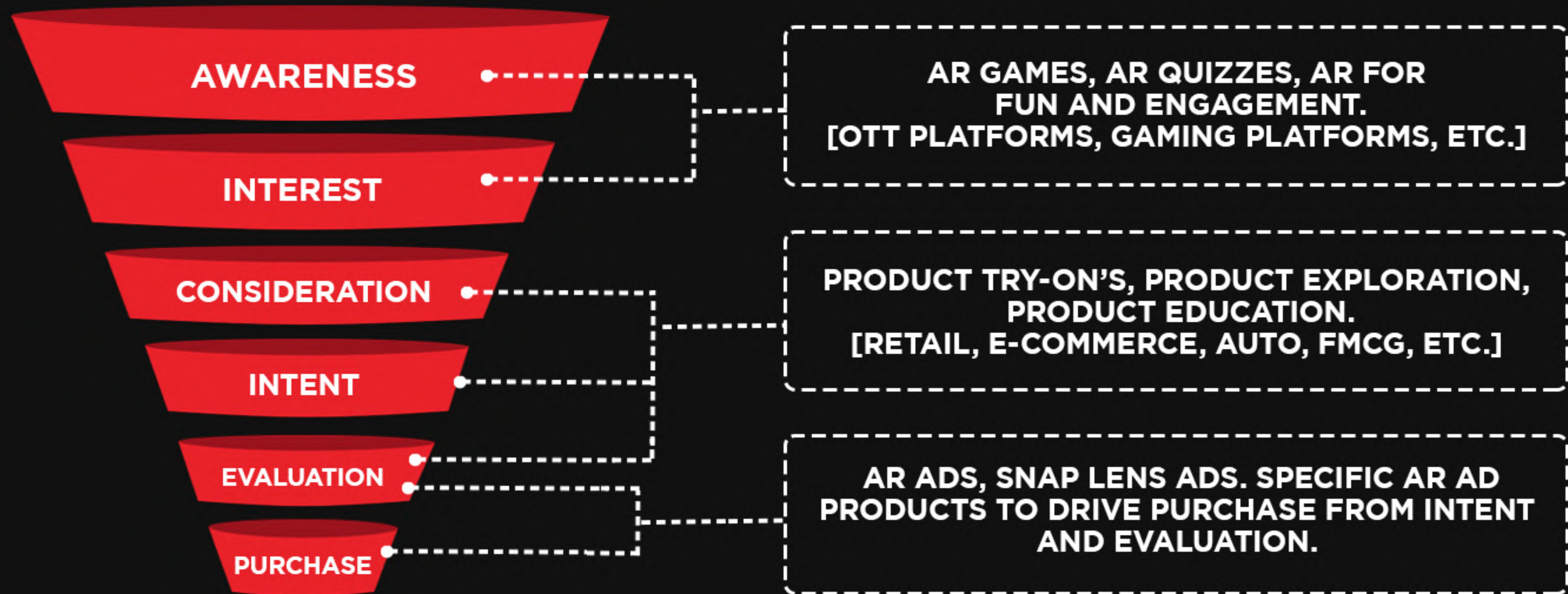
Hearing (ears)



IMAGES

Seeing (eyes)

AUGMENTED REALITY AND THE MARKETING FUNNEL

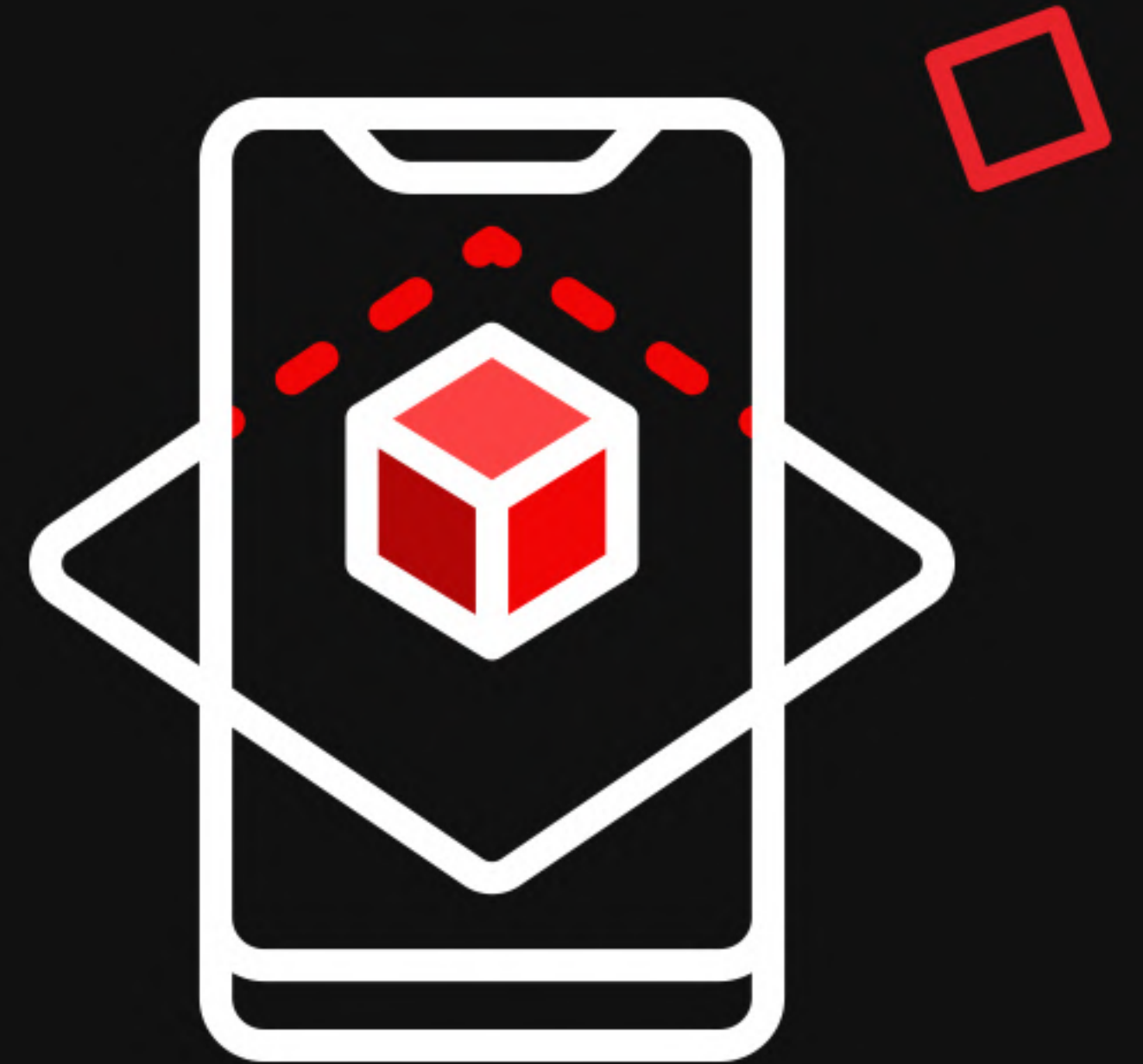


THE WORLD OF WEB-BASED AUGMENTED REALITY

**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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SUCCESS STORIES

Explore the Lenovo Legion 5 laptop in true 3D through WebAR, learn about the features and buy!

▶ WATCH CASESTUDY



SUCCESS STORIES

Integration of a game in WebAR into Ooredoo's online event to give away Qatar World Cup 2022 tickets!

▶ WATCH CASESTUDY



SUCCESS STORIES

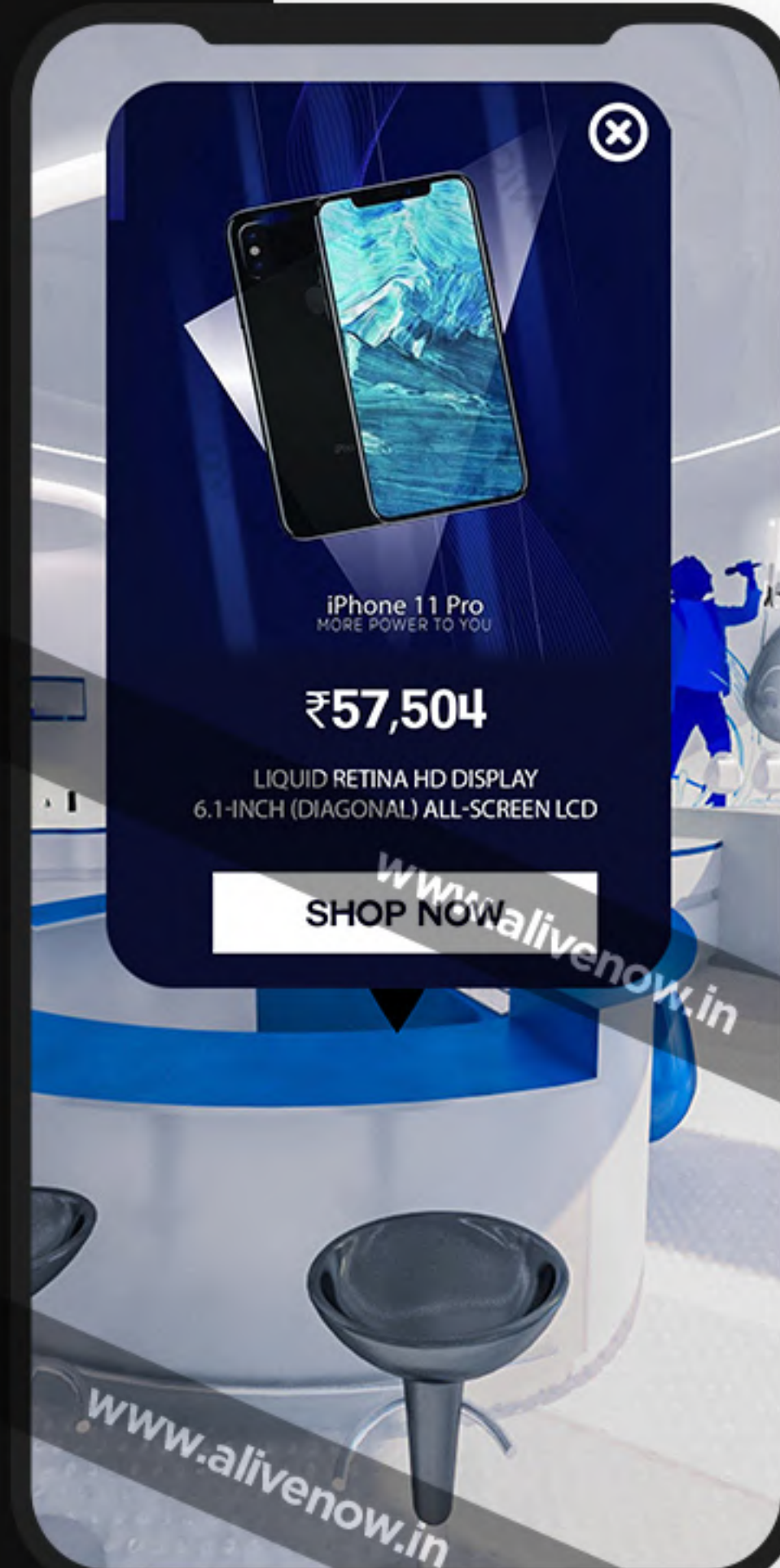
Explore the world of Mercedes-Benz in WebAR, built for on-ground event in Singapore

▶ WATCH CASESTUDY



The background is a dark, grayscale image showing a person's hands interacting with a laptop and a smartphone. The laptop is on the left, and the smartphone is in the foreground. Red geometric shapes are overlaid on the image: a jagged line in the top left, a square in the top right, a square in the middle left, a cross in the bottom left, a square in the bottom center, and a cross in the bottom right.

How you could use WebAR



Explore a virtual store

Launch the experience on your phone, place a virtual store in the room around you with the power of Augmented Reality, and walk around to discover products, features, and deals!

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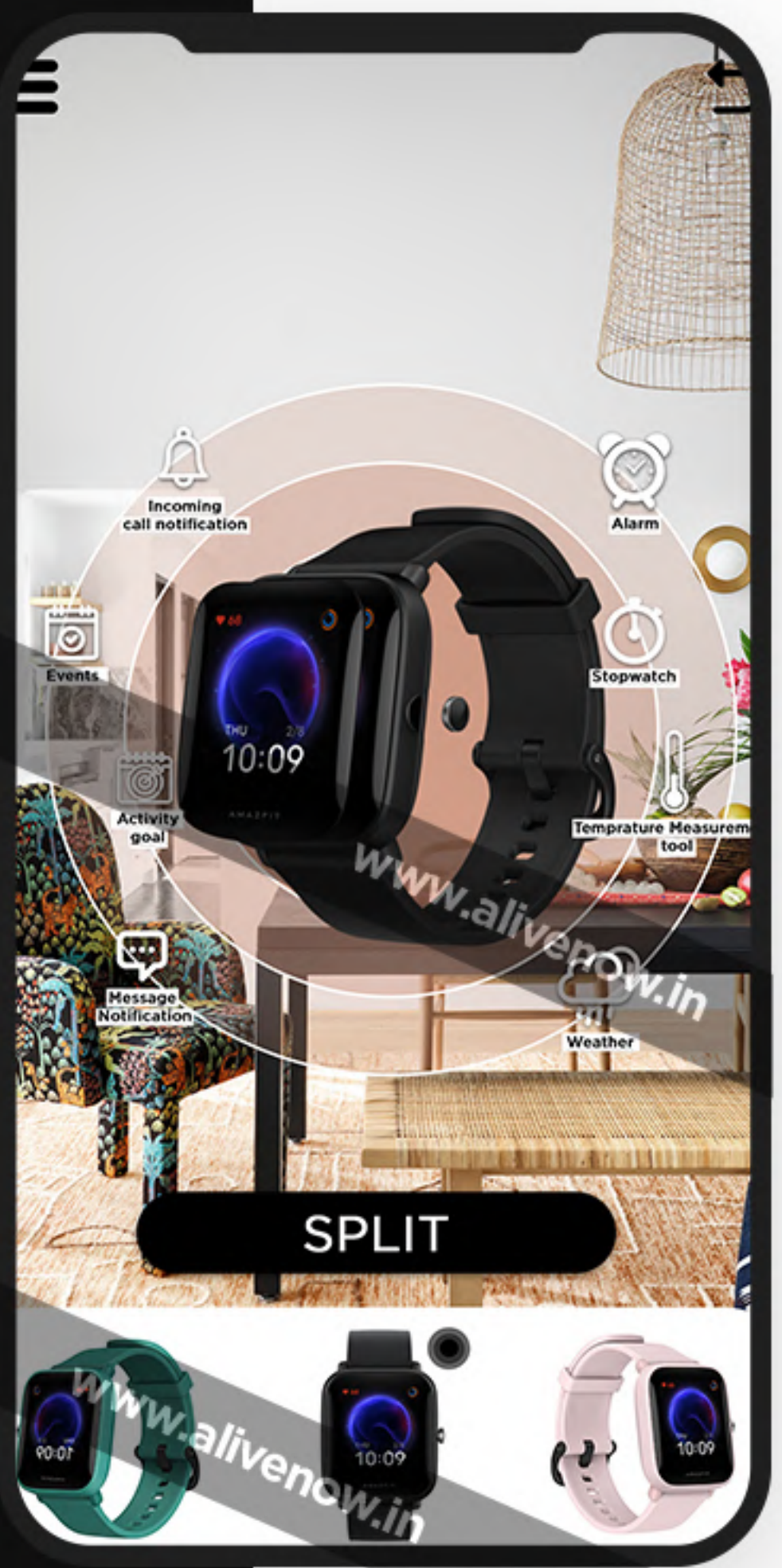


SMART



WATCH

EXPLORE



Virtually Unbox Devices

Place your virtual product packaging on a table to begin the unboxing experience in WebAR! Explore all contents of the box, features of the product, place an order and much more!

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Scan the logo to reveal secrets

Target your loyal customers with a hidden experience, letting them scan the brand's logo on the device they have or on a new product they have purchased to unlock custom content, reveal engaging games, and even give away prizes!

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Place your next tech purchase in AR

With the magic of WebAR place your dream TV in your living room, see how it would fit into your life, before making your purchase!

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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.



OFFICIAL SPARK AR PARTNER



Spark AR

INSTAGRAM, FACEBOOK AR FILTERS & SNAP LENSES

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](#)



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



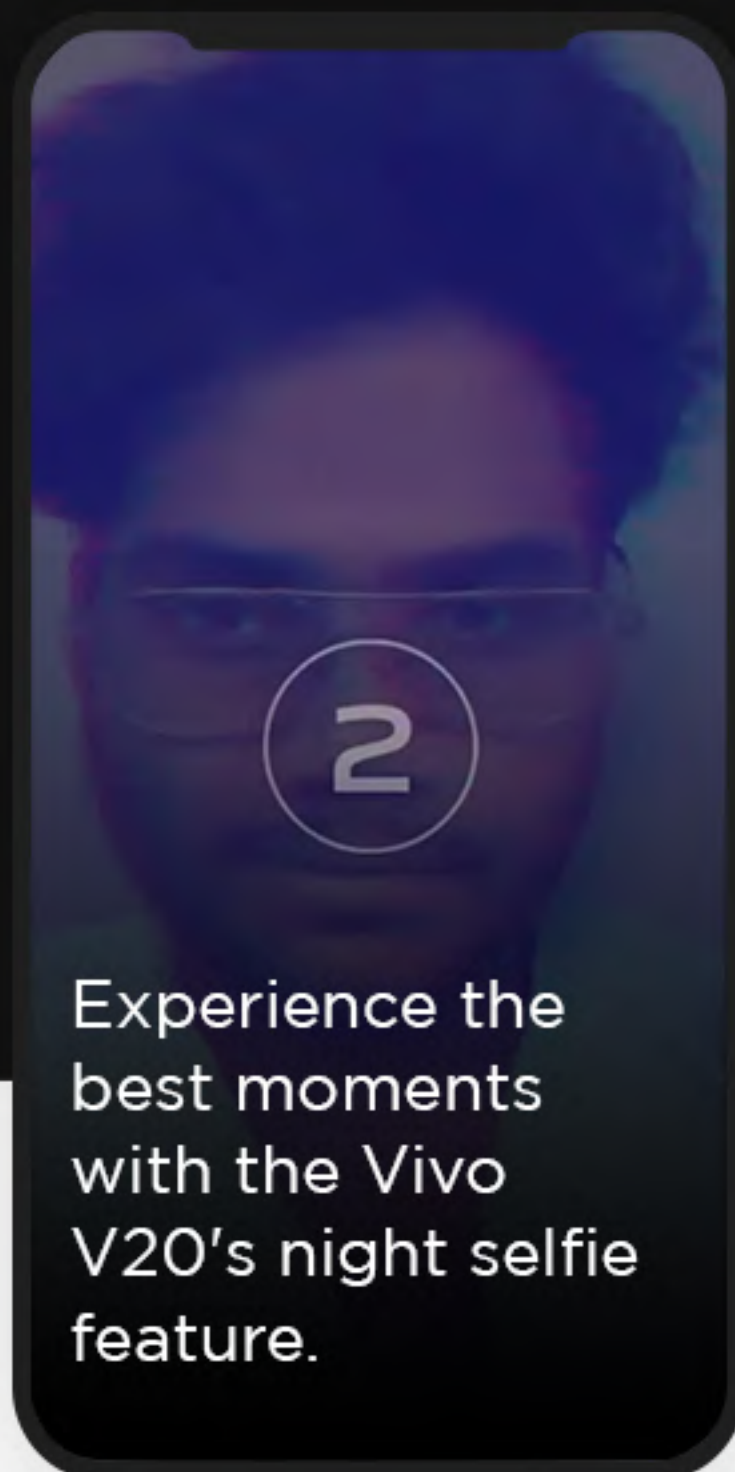
Multiple people tracking

AND MUCH MORE!

SUCCESS STORIES

alivenow
digital & creative tech

VIVO



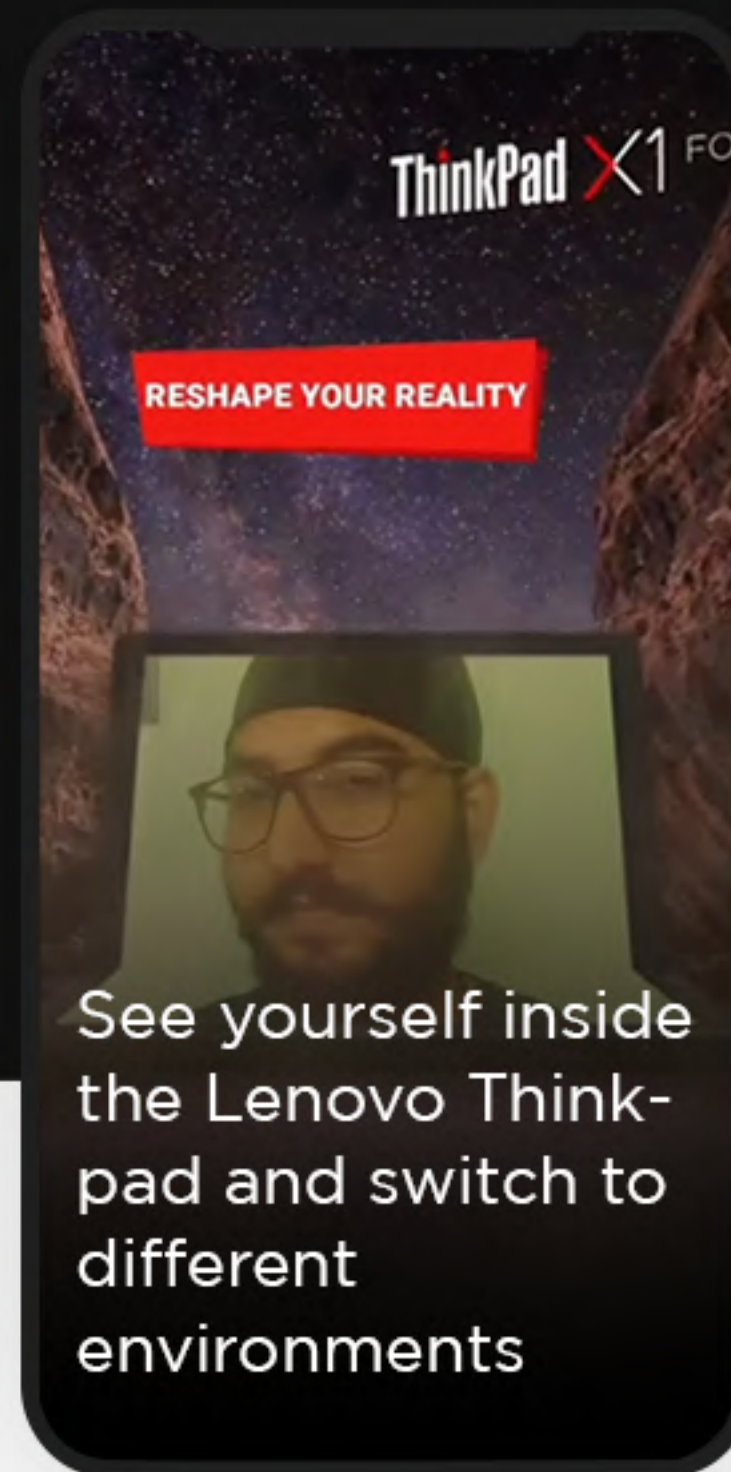
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msi



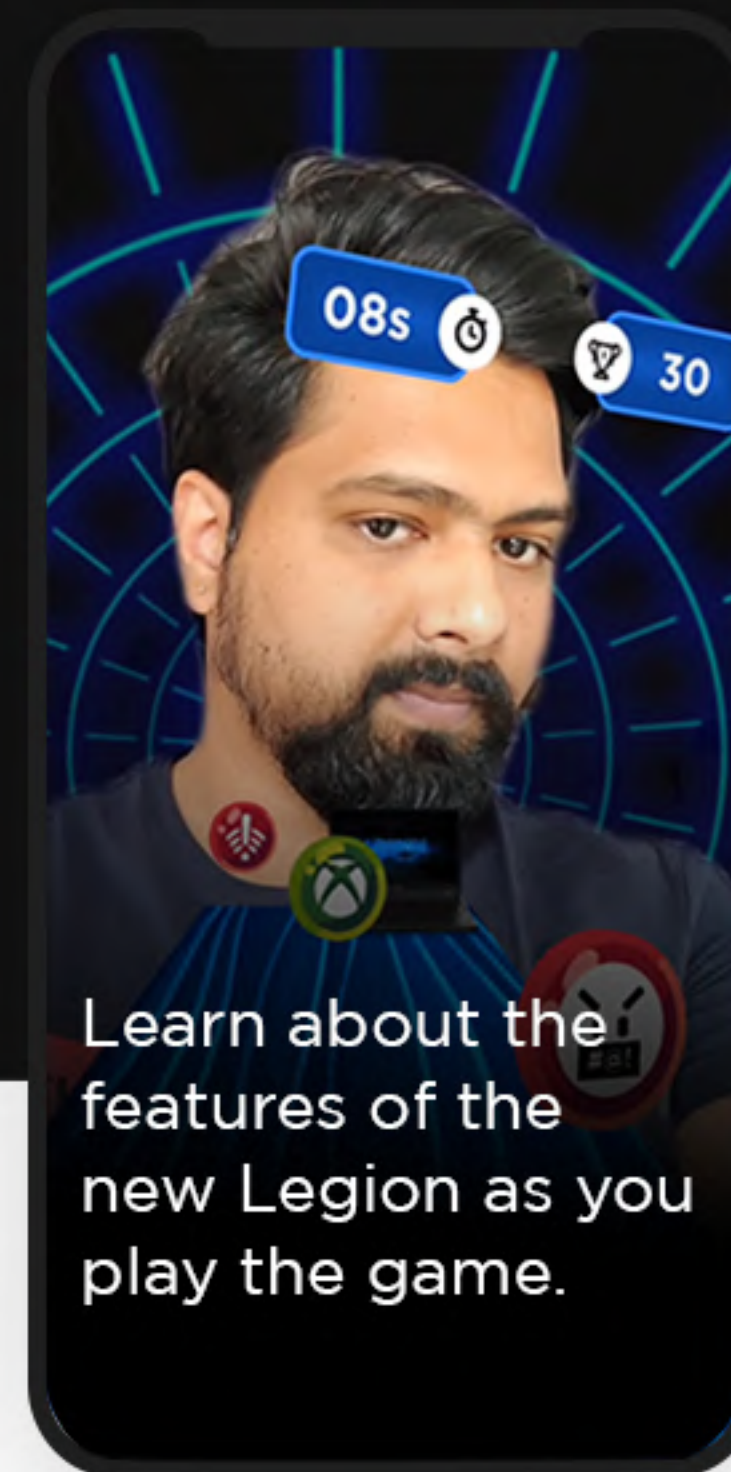
[▶ WATCH CASESTUDY](#)

ThinkPad



[▶ WATCH CASESTUDY](#)

LEGION



[▶ WATCH CASESTUDY](#)



AR Filter concepts for you



Explore a product in AR

Place a virtual product in front of you and explore it's cool features



Blink to discover

Blink and you miss it? Not this time! Every time you blink, you will discover new features of the brand new product in AR.

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360 interactive game

Look around you in AR to spot as many new features as you can. Turn it into a contest and get fans to share their score on their stories

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



Scan QR code
to read article

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- > 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 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.



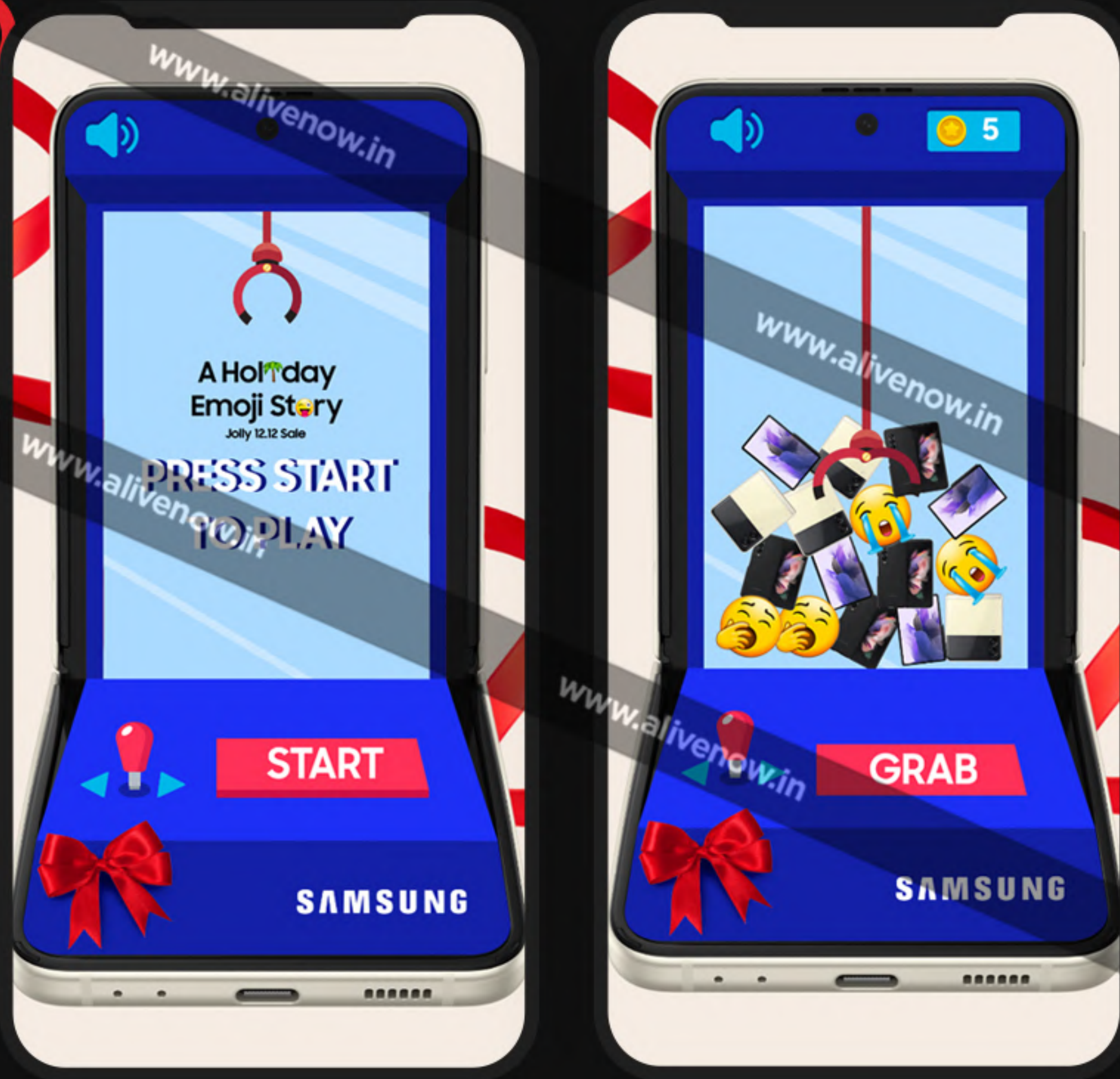
SUCCESS STORIES

Samsung Holiday Claw Game

Grab three Samsung
products in a row to
unlock promo codes!

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SUCCESS STORIES

Samsung Super Brand Day

Catch products, win
discounts that you
can redeem on the
Samsung Super
Brand Day

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SUCCESS STORIES

The Greatest Gift with Hitachi

At the iconic Orchard Road, spot as many hidden Santas around you as you can

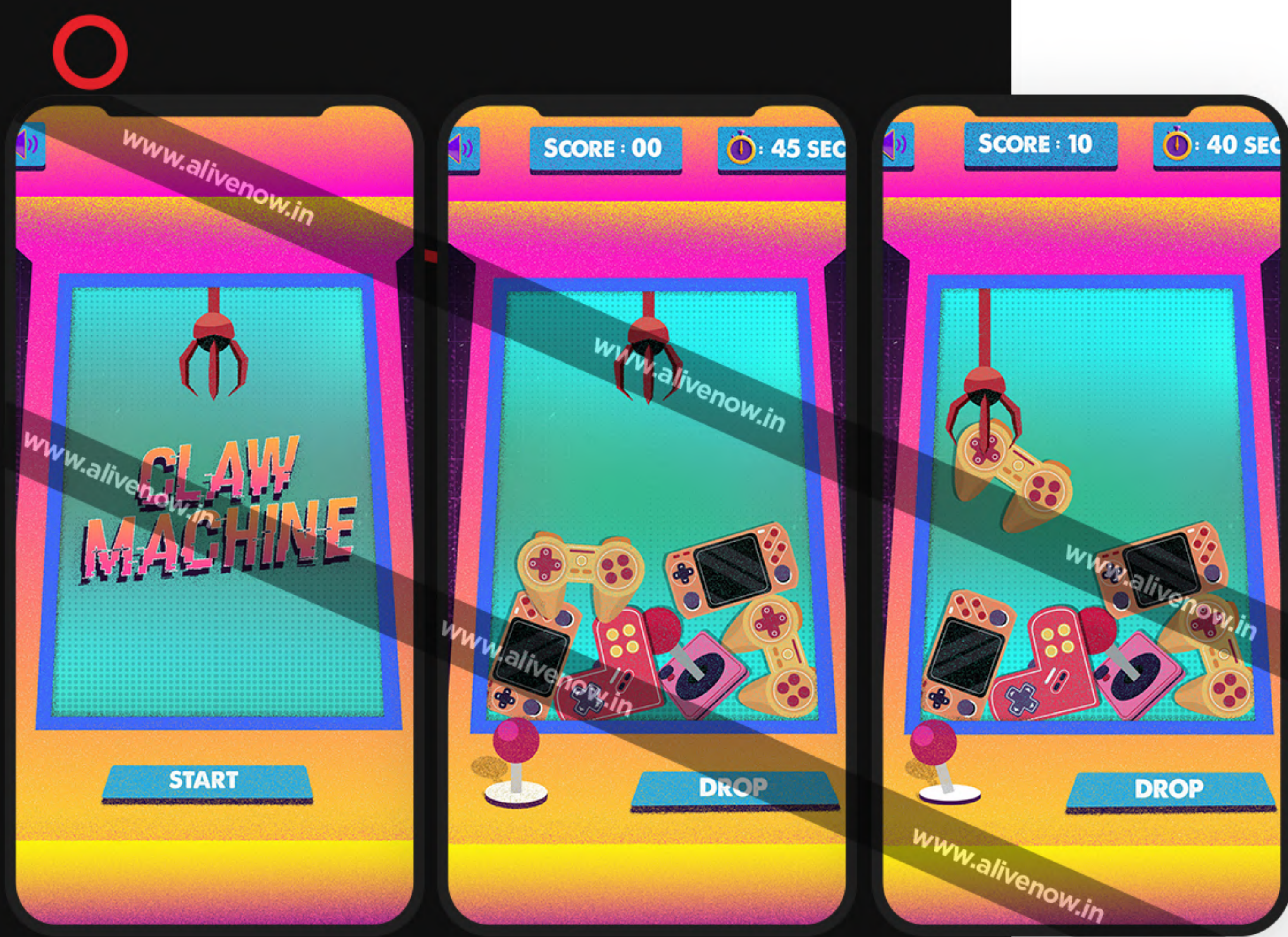
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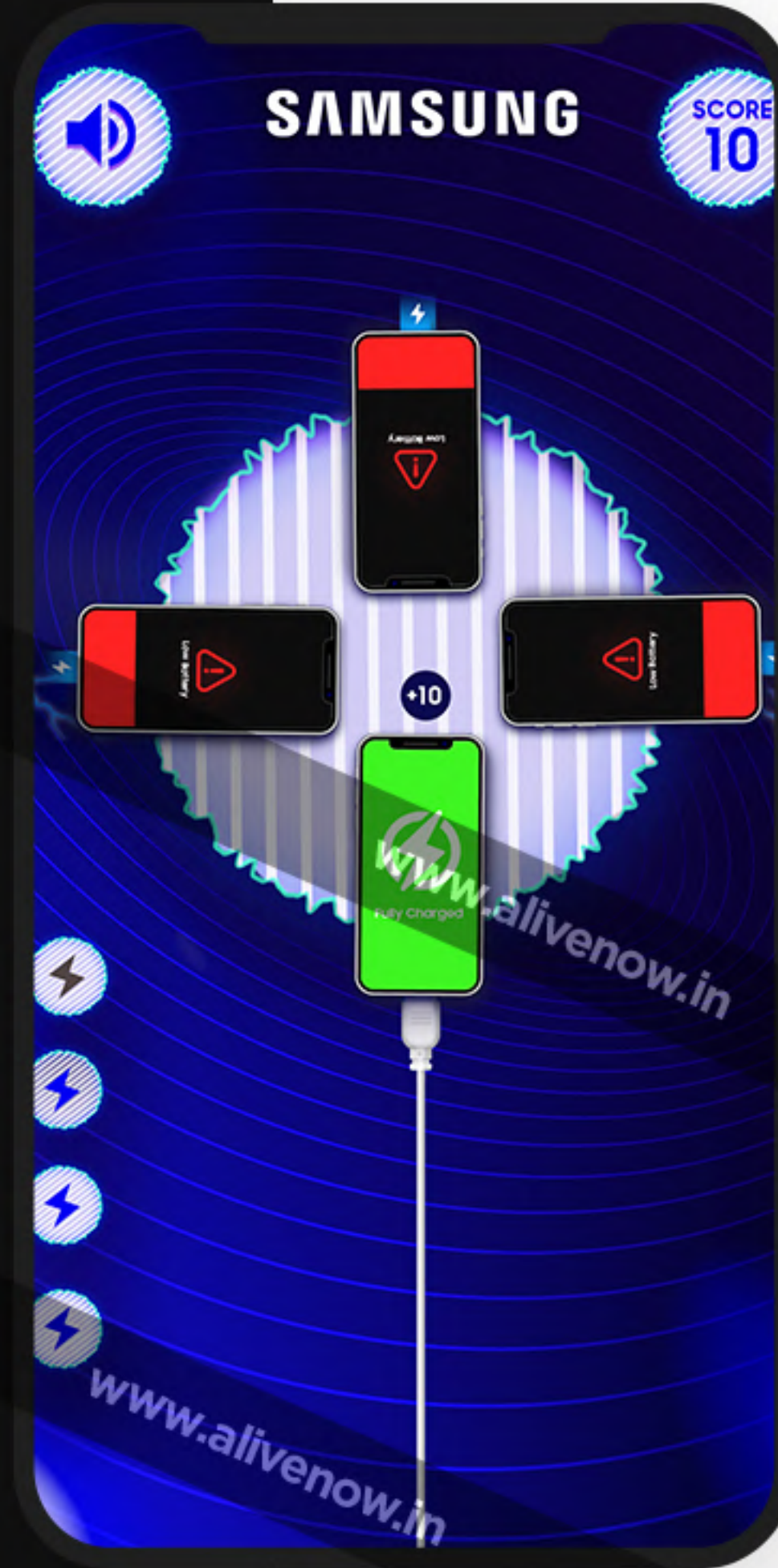
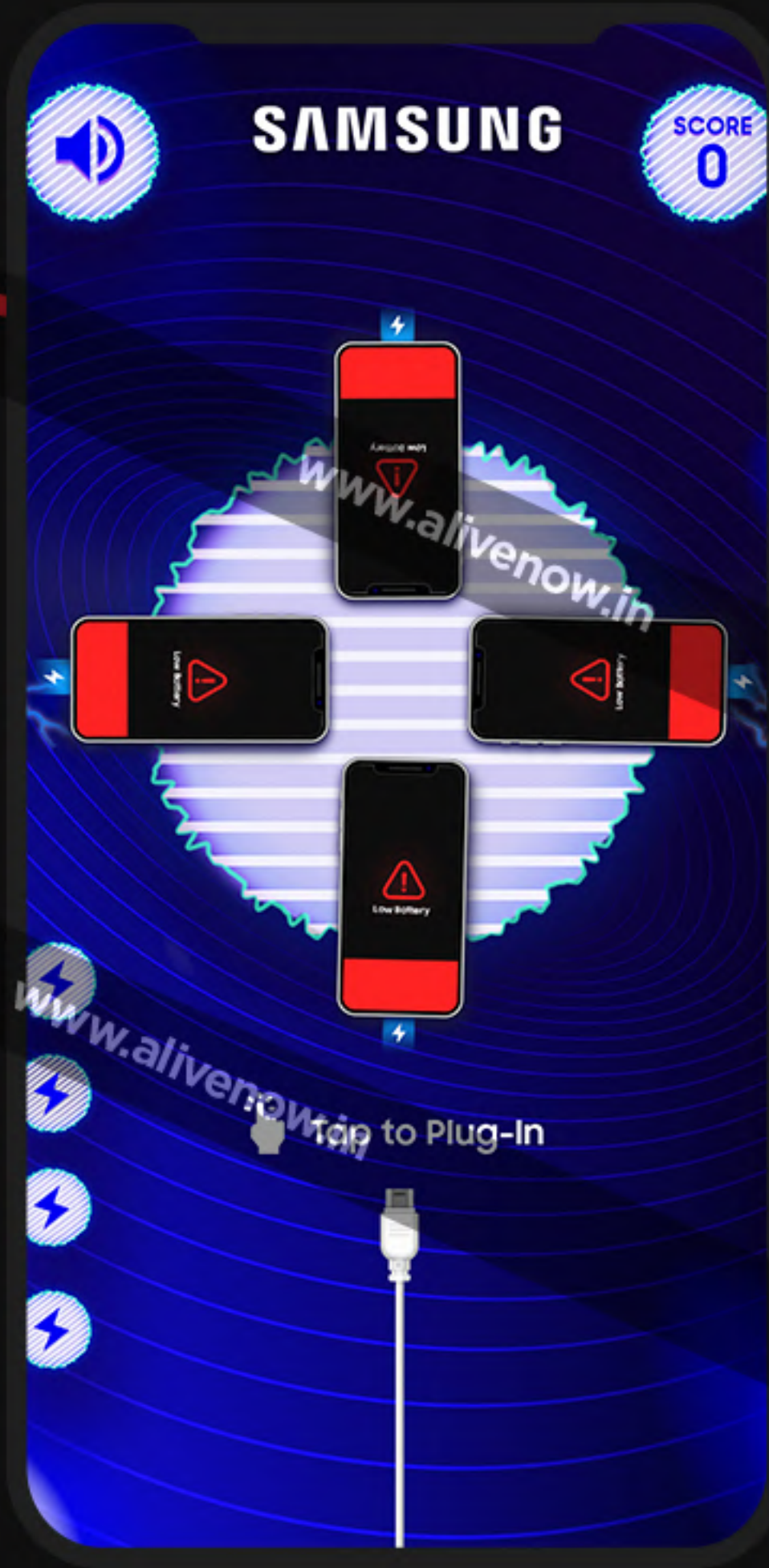


**You should launch these
Hyper Casual Games**



Claw Machine

Challenge the users to collect as many products or features as possible in a short time from the box.



Charge Up

Plug in the charger at the right time to quickly charge up as many devices as possible in a short time.

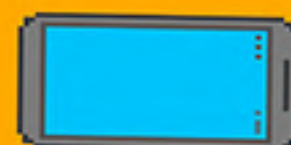


THE PHONE SNAKE



To move the mobile
use arrow buttons

START



Hurray!

Your score

10

TRY AGAIN

The Phone Snake

Move the phone to
catch as many
features as possible
in a short time
window.

10 reasons to explore branded hyper-casual games for marketing campaigns



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- > 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

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

PLATFORM

Explore Portfolio

View All

View All

Newsfeed SmartApp Games

Spark AR Camera Filters

Facebook AR Camera Filters

Instagram AR Camera Filters

INDUSTRY

Explore Portfolio

Newsfeed SmartApp Games

E-Commerce

E-Commerce

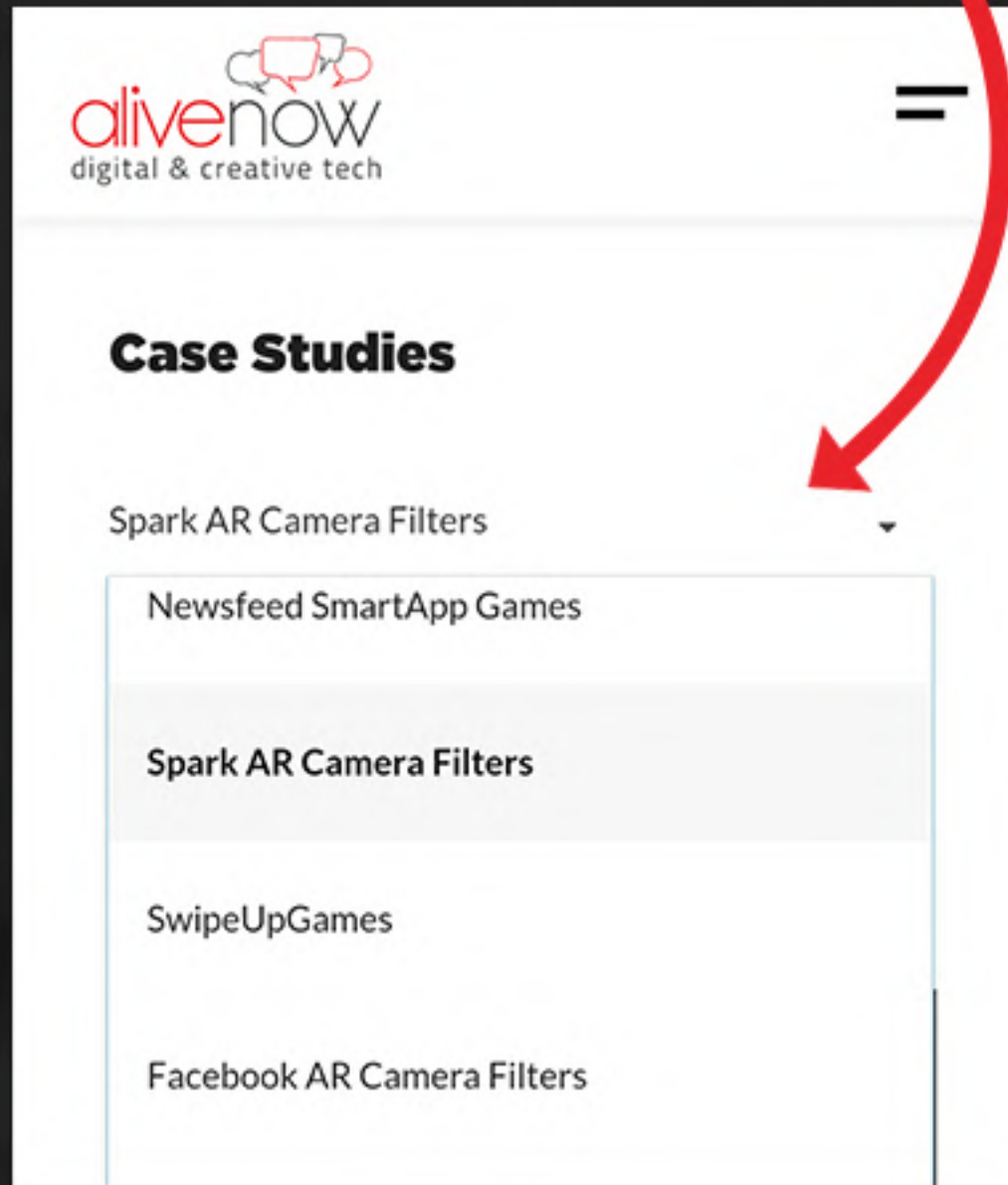
Education

Electronics, Phones & More.

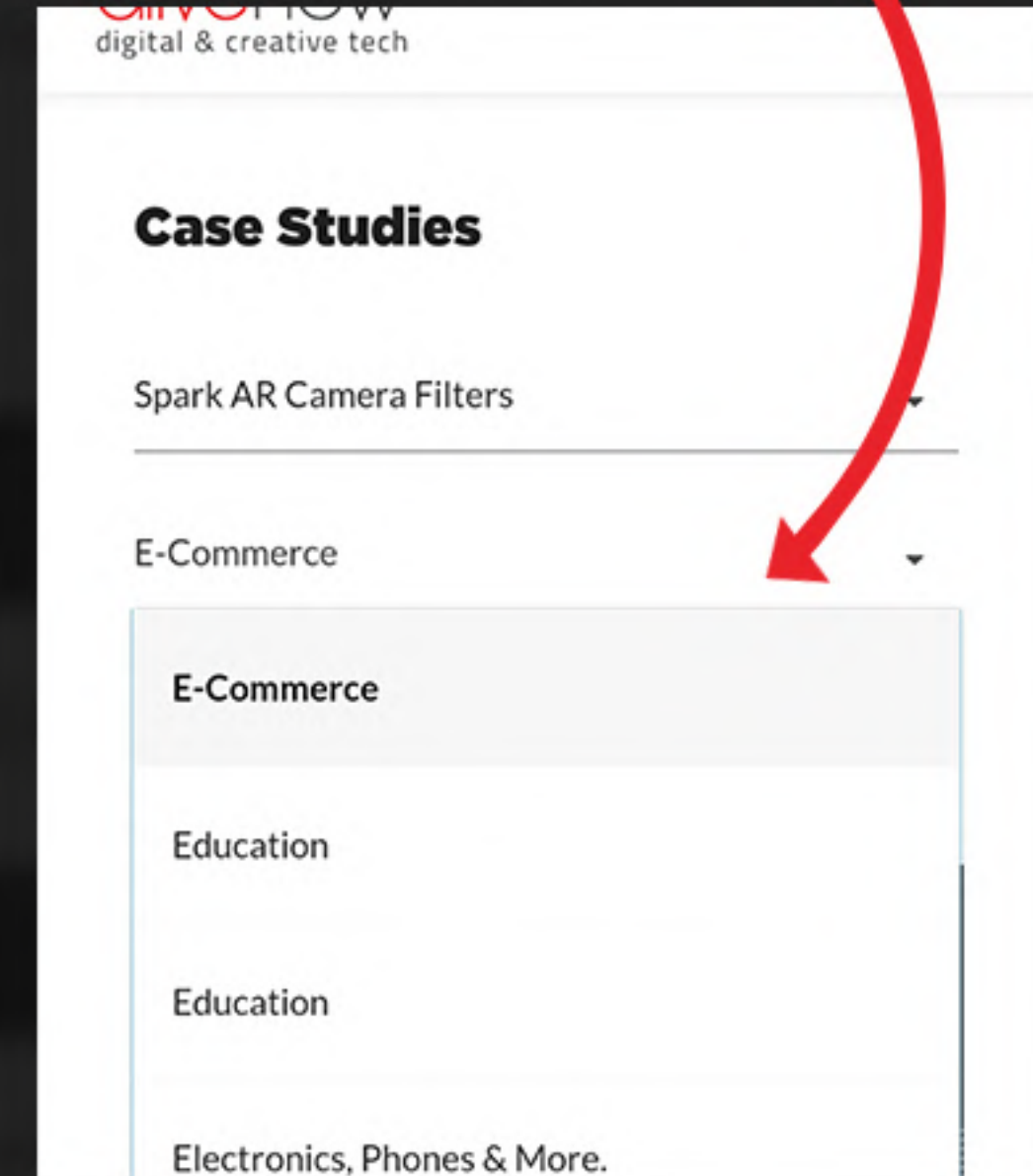
Fashion

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PLATFORM



INDUSTRY





THANK YOU!

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