

Amplify Ramadan Campaigns with immersive digital experiences 2023



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CREATIVE TECH SOLUTIONS WE OFFER:



Augmented Reality & Camera Solutions

Instagram AR Filters
Snapchat AR Lenses
TikTok AR Effects
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
FlipTok Games
In-App Games
Facebook Playable Ads
AR Games
Branded Gaming Modules



Other Creative Tech Solutions

Web-based Metaverse Experiences
3D-360 Virtual Shoppable Stores
Static & Dynamic 3D Modelling
Interactive Videos
Messenger & Instagram Bots

PREMIER PARTNER
8thWall



**OUR GLOBAL
STORY OVER
THE LAST 10
YEARS.**

200+
Agency Clients
Projects Across
25 Countries

500+
Brand Clients
Team of 50+ Across
Strategy, Design &
Technology

2500+
Creative Tech
Builds

WHY SHOULD YOU WORK WITH US?

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.

2500+ builds over 10 years.

Conceptualized, built and launched over 2,500 experiences across AR, gaming & more.

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.

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.

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 FILTERS & LENSES



WHAT'S POSSIBLE WITH AR FILTERS & 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.



Foot
tracking.



Floor
tracking.



3D
portals.



Full body
tracking.



Multiple people
tracking.

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.**

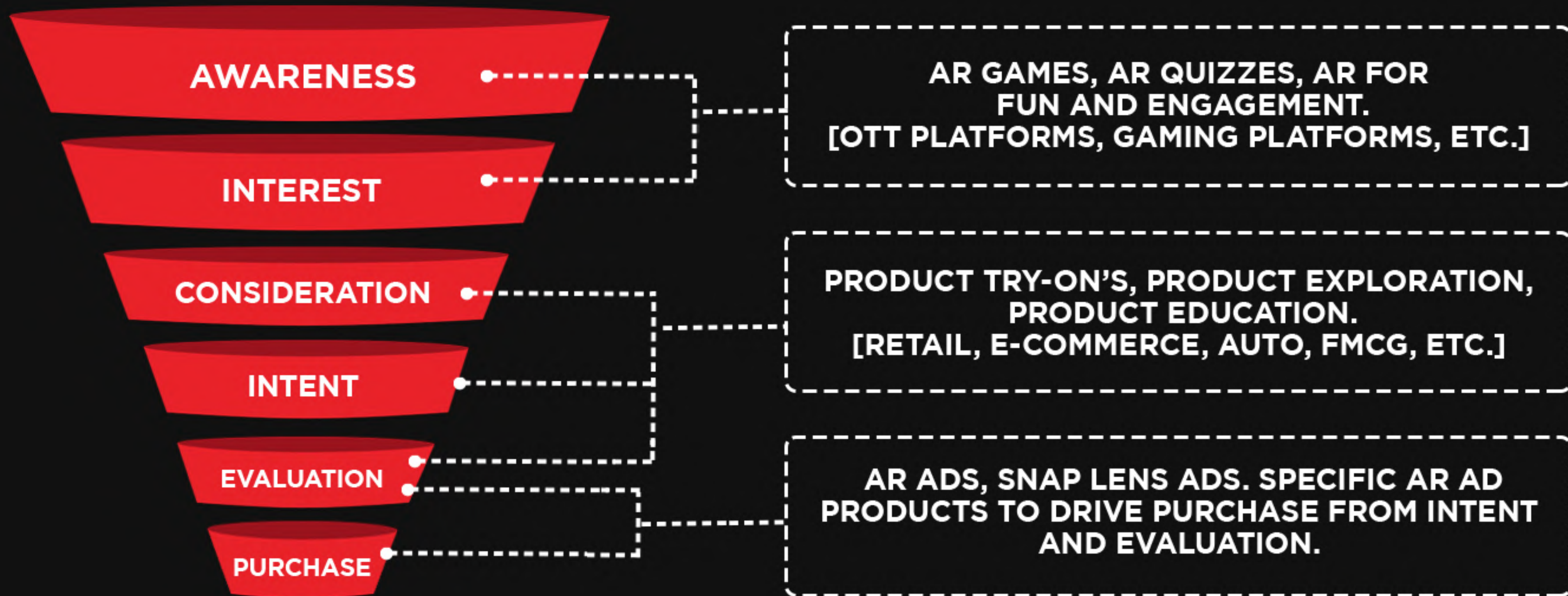
**BETTER
SMARTPHONES &
PROCESSERS =
INCREASED REACH
+ AR AT SCALE.**

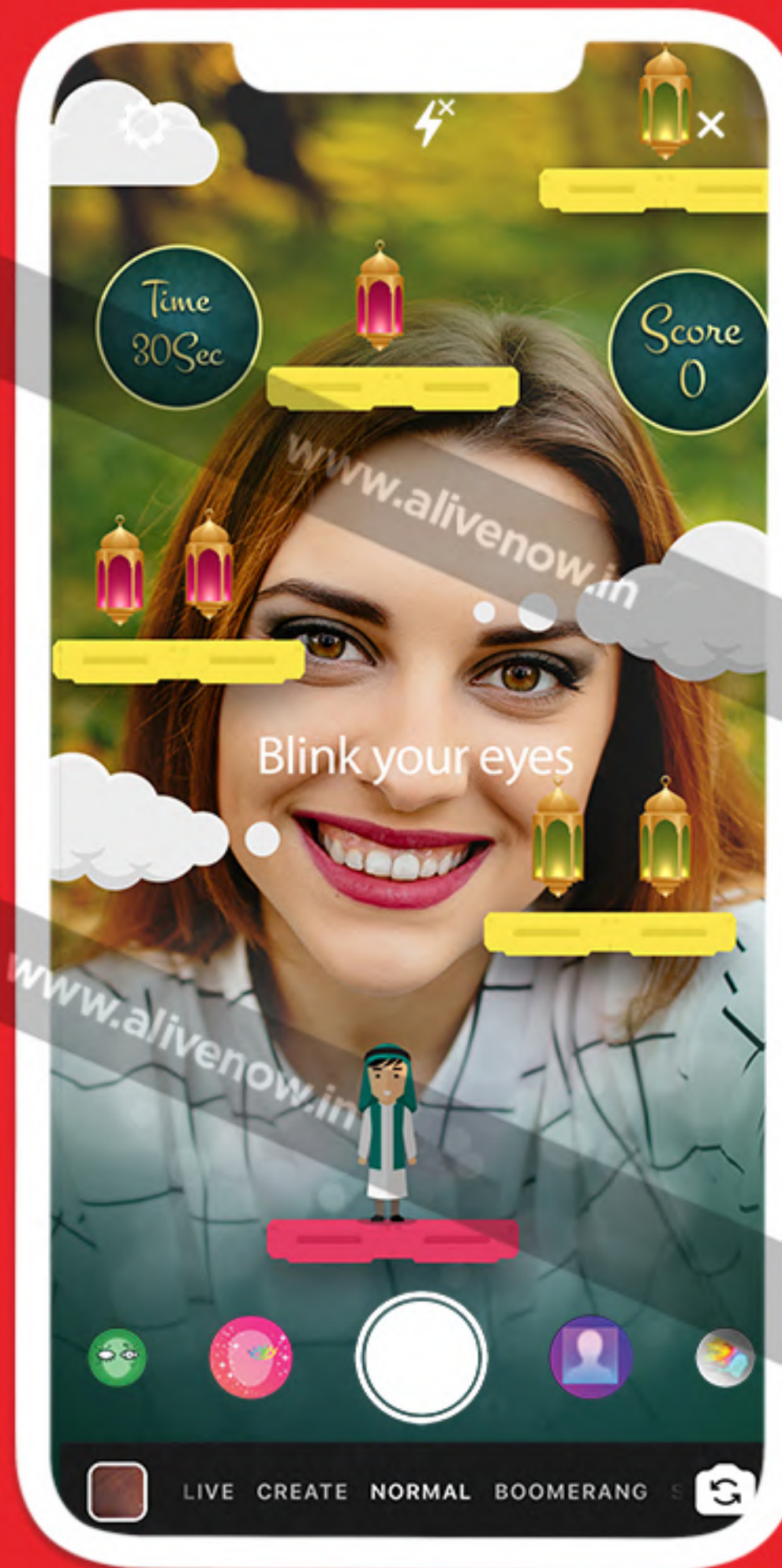
**EMERGENCE OF WEB
AR & IMPROVED
SMARTPHONE
BROWSERS.**

**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



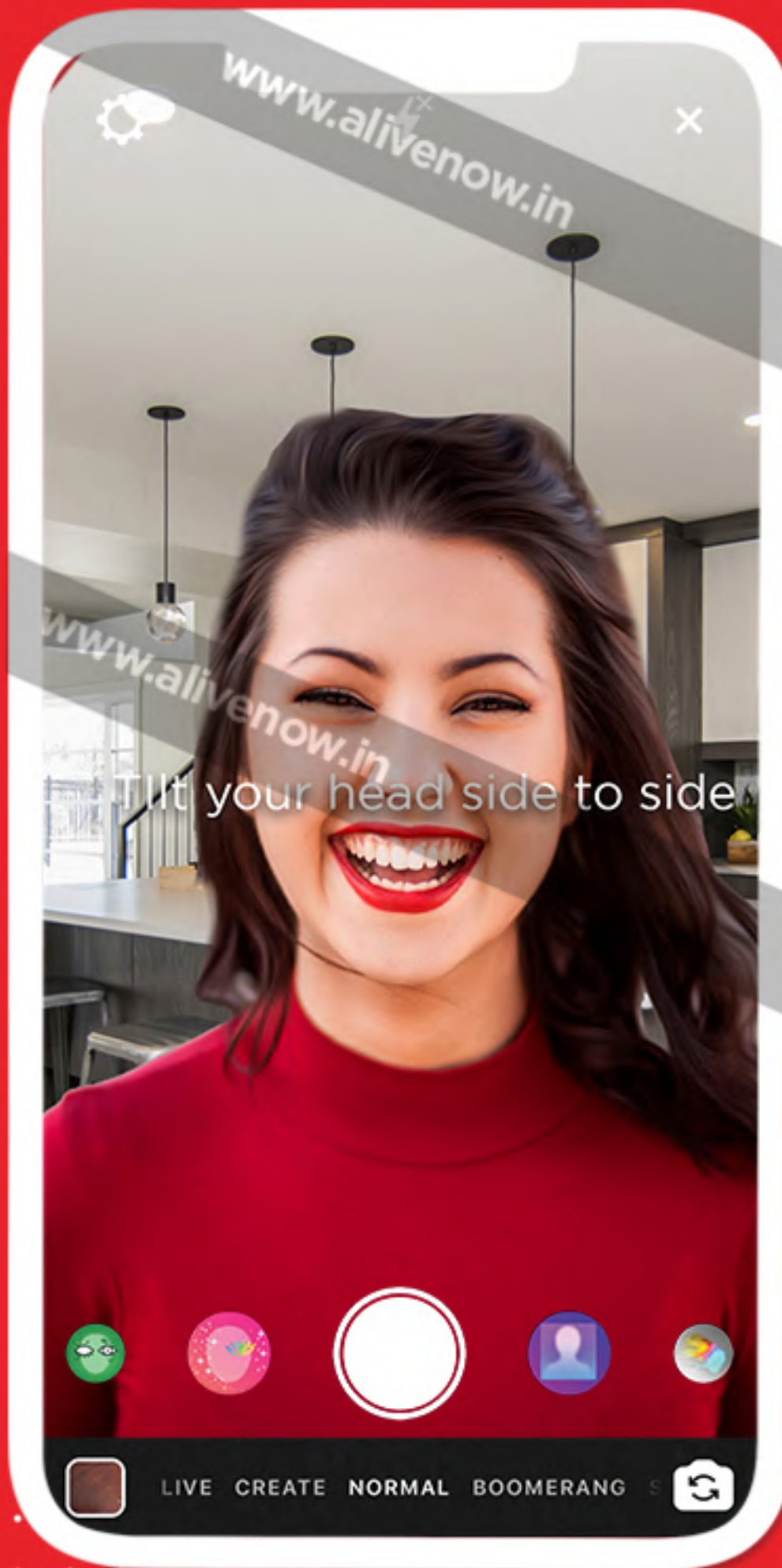


With You From Suhoor To Iftar

This filter can track everyday Suhoor and Iftar timings and suggest products depending on the time of day. During the fasting period of the day, the filter engages the user with a fun Lantern Jump game.

PLATFORM PUBLISHING
Social AR experiences.



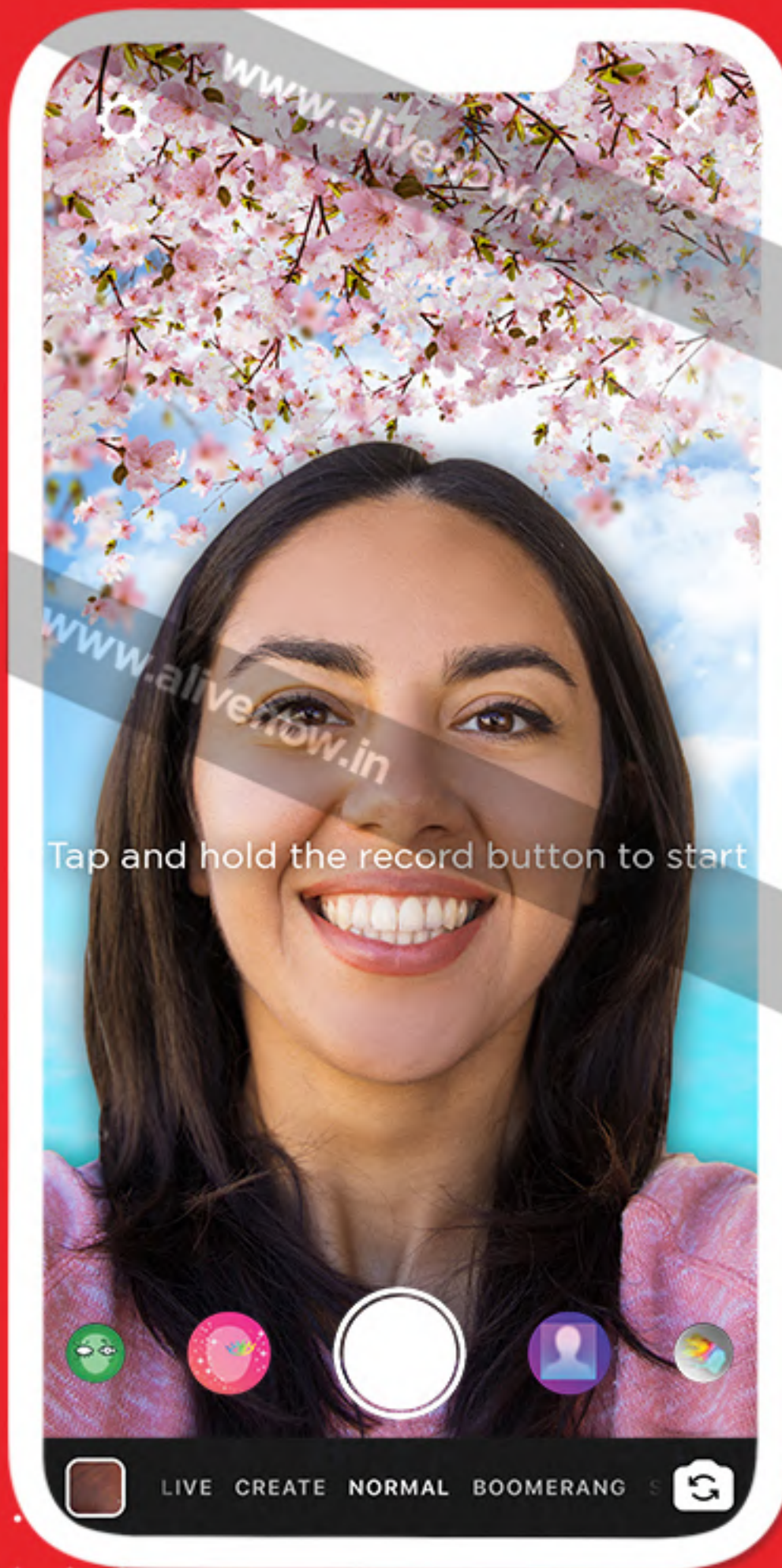


Catch The Falling Dates

In this filter, the user's head controls the box at the bottom of the screen. The user has to move their head left and right to catch the falling dates.

PLATFORM PUBLISHING
Social AR experiences.





Ramadan Poster

When the user taps and holds the button, a line moves across the screen to reveal a pretty moonlit background and the text, 'Ramadan Kareem' appears at the bottom of the screen.

PLATFORM PUBLISHING
Social AR experiences.





Ramadan Kareem

Move your hand across to reveal the beautiful Ramadan setting and background.

PLATFORM PUBLISHING
Social AR experiences.



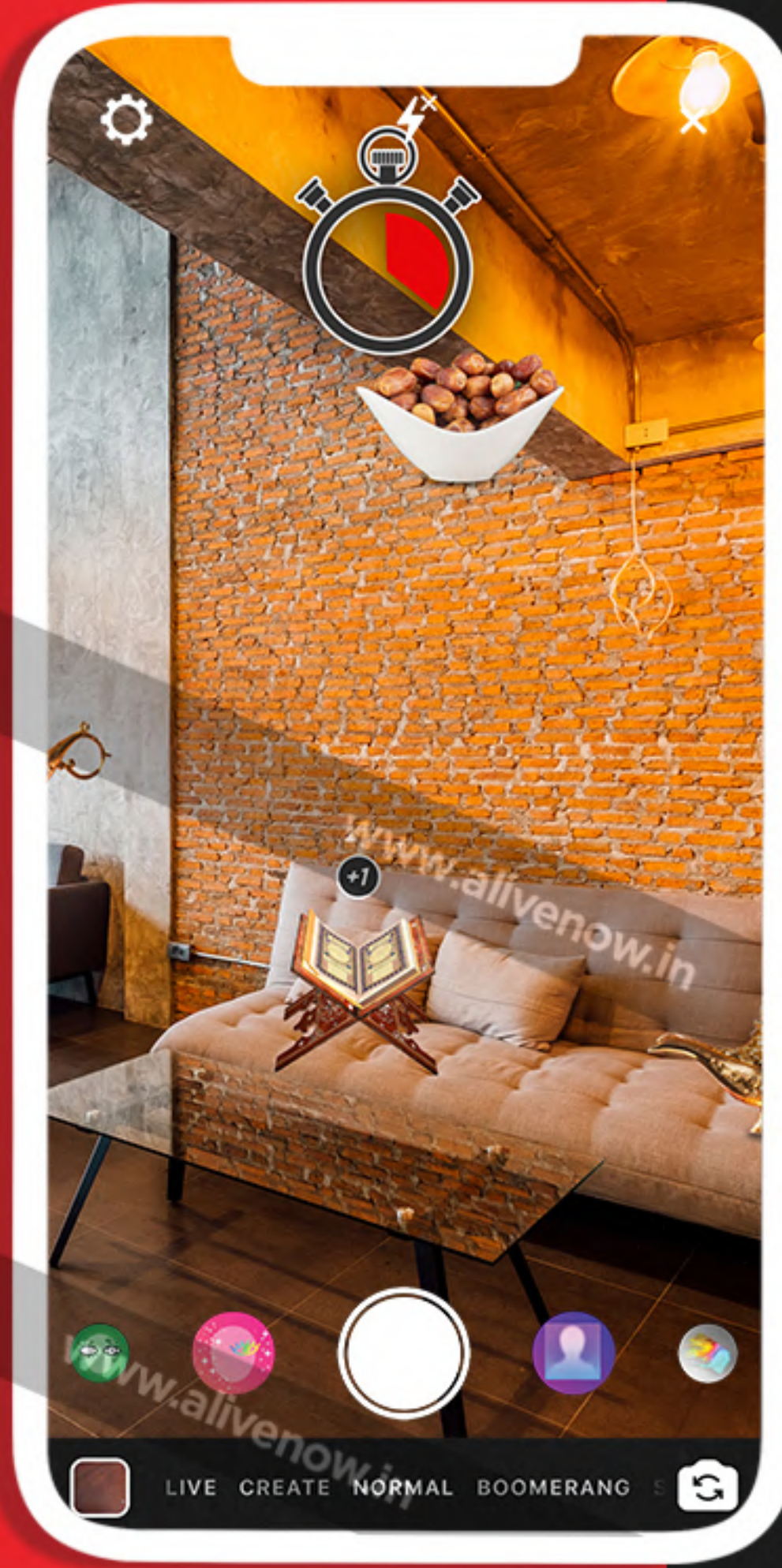
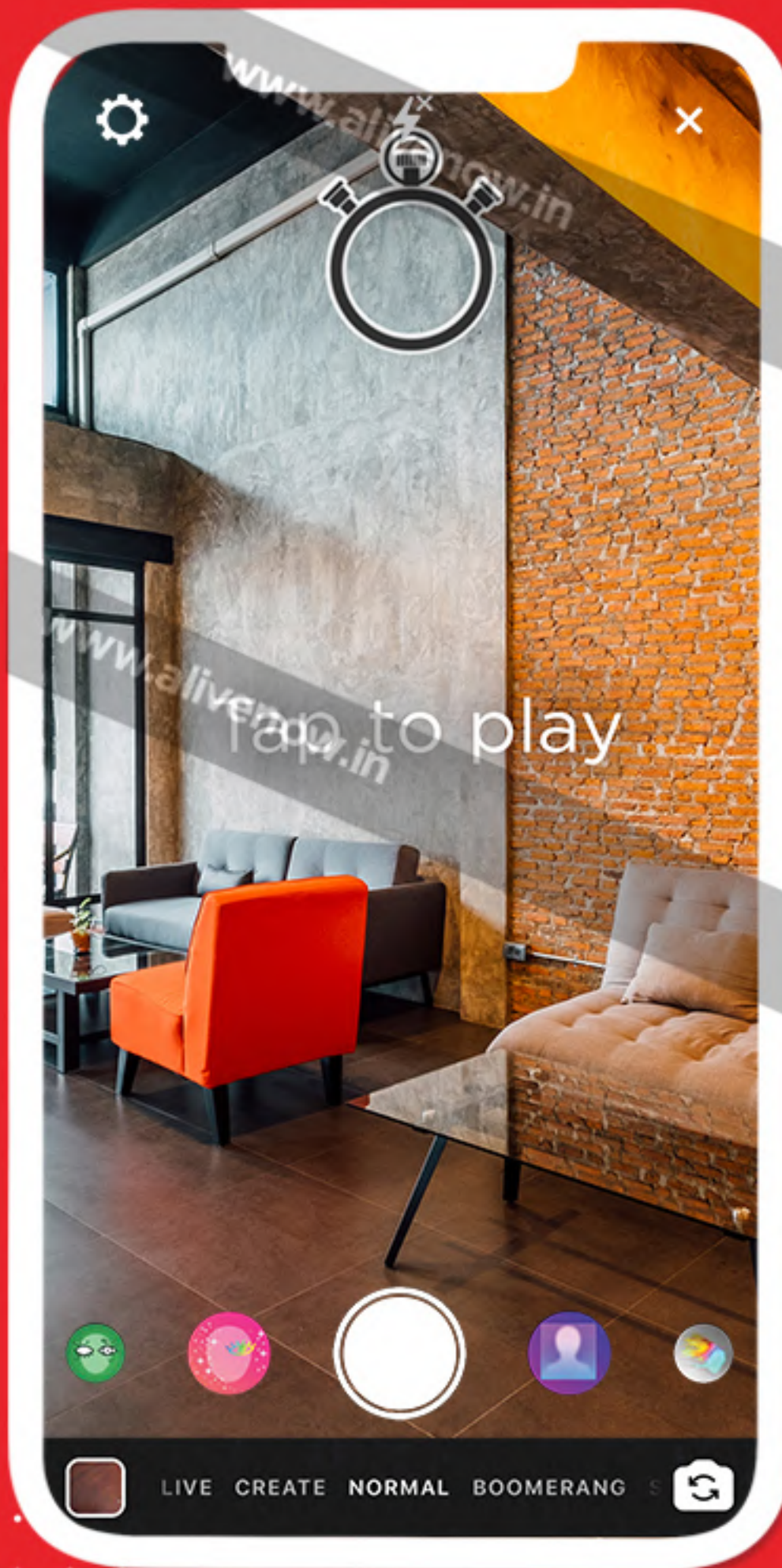


Ramadan Reel

Capture pictures or select them from your gallery to create a beautiful branded Ramadan reel to share.

PLATFORM PUBLISHING
Social AR experiences.



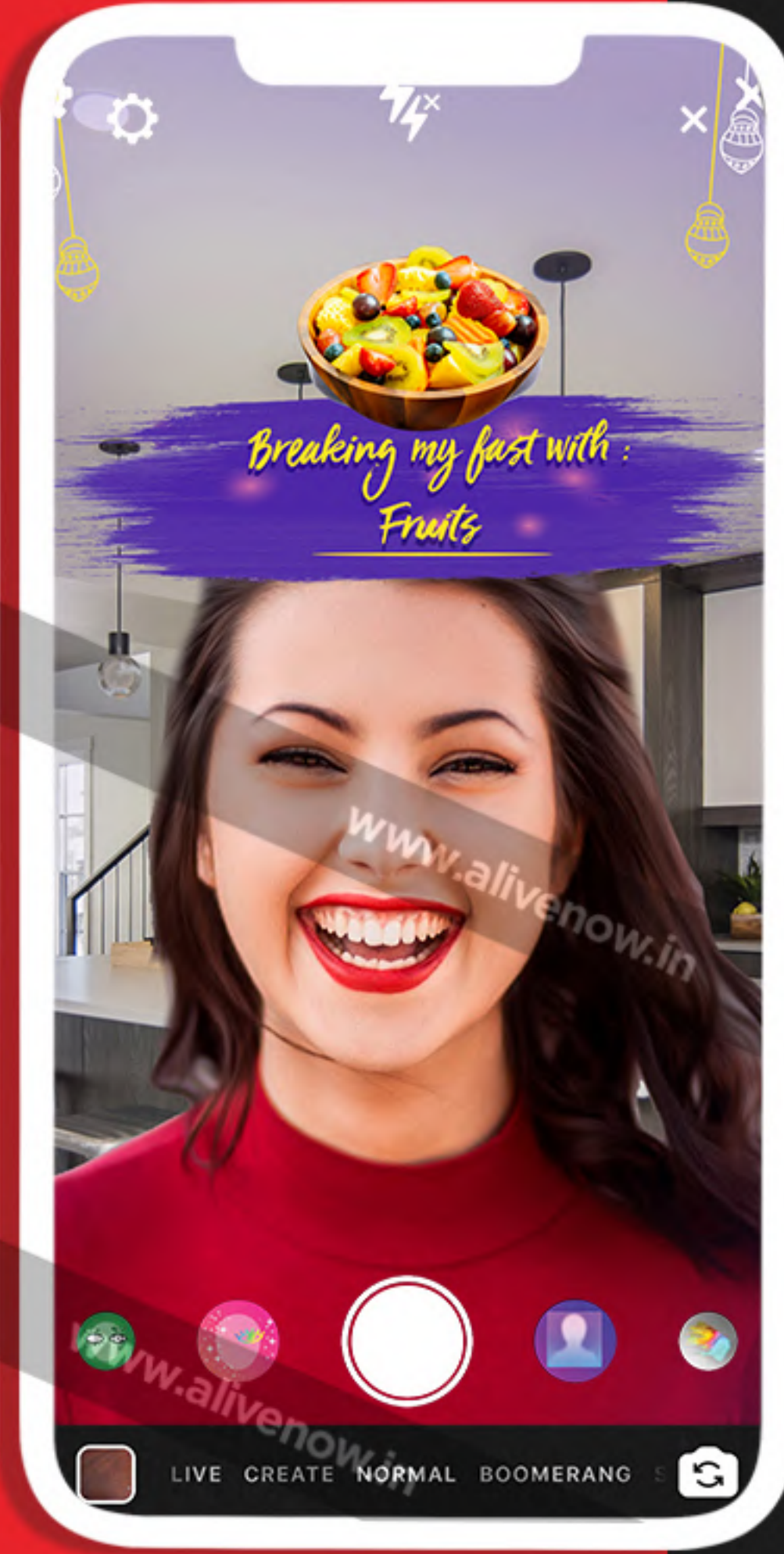
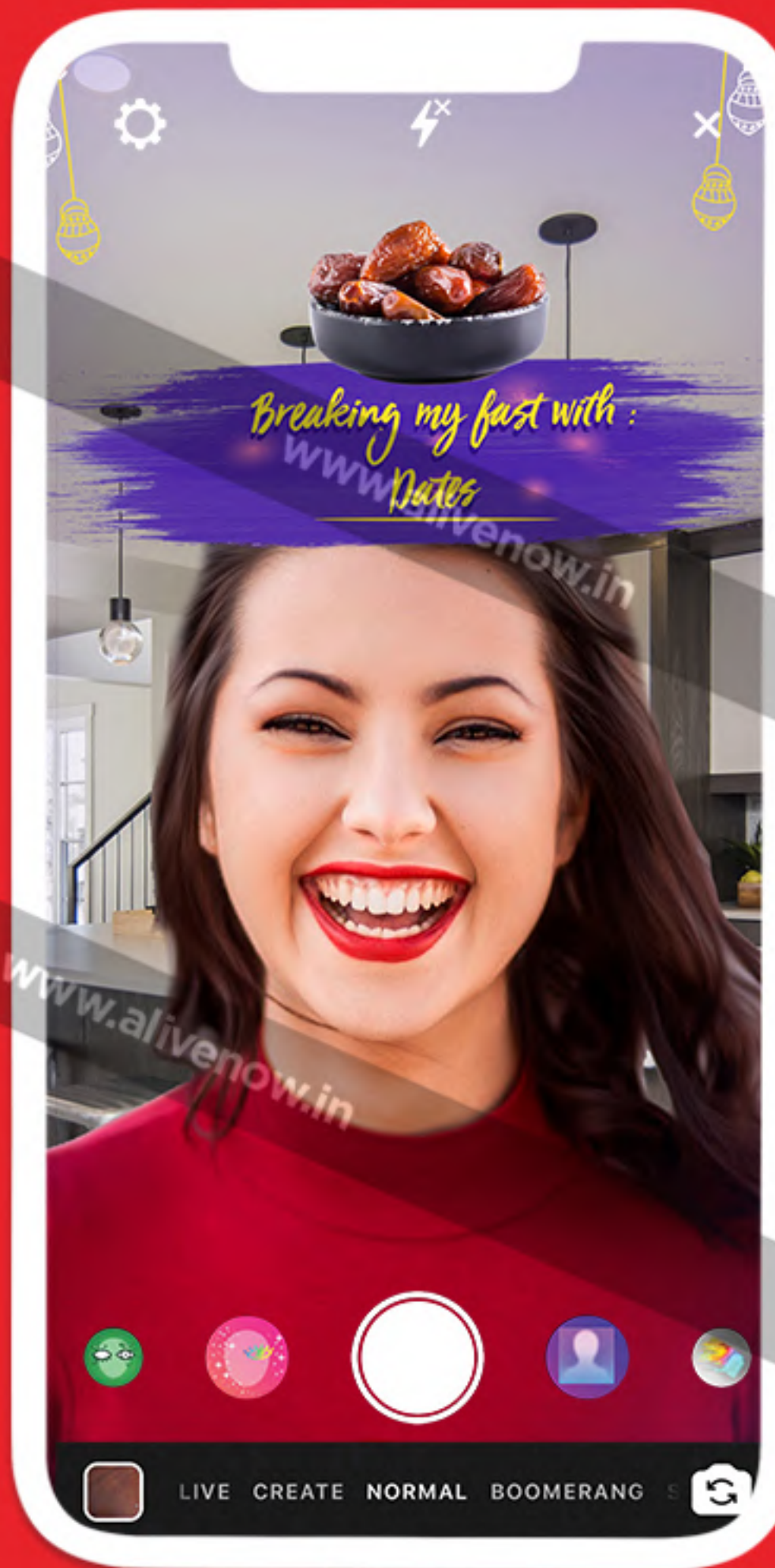
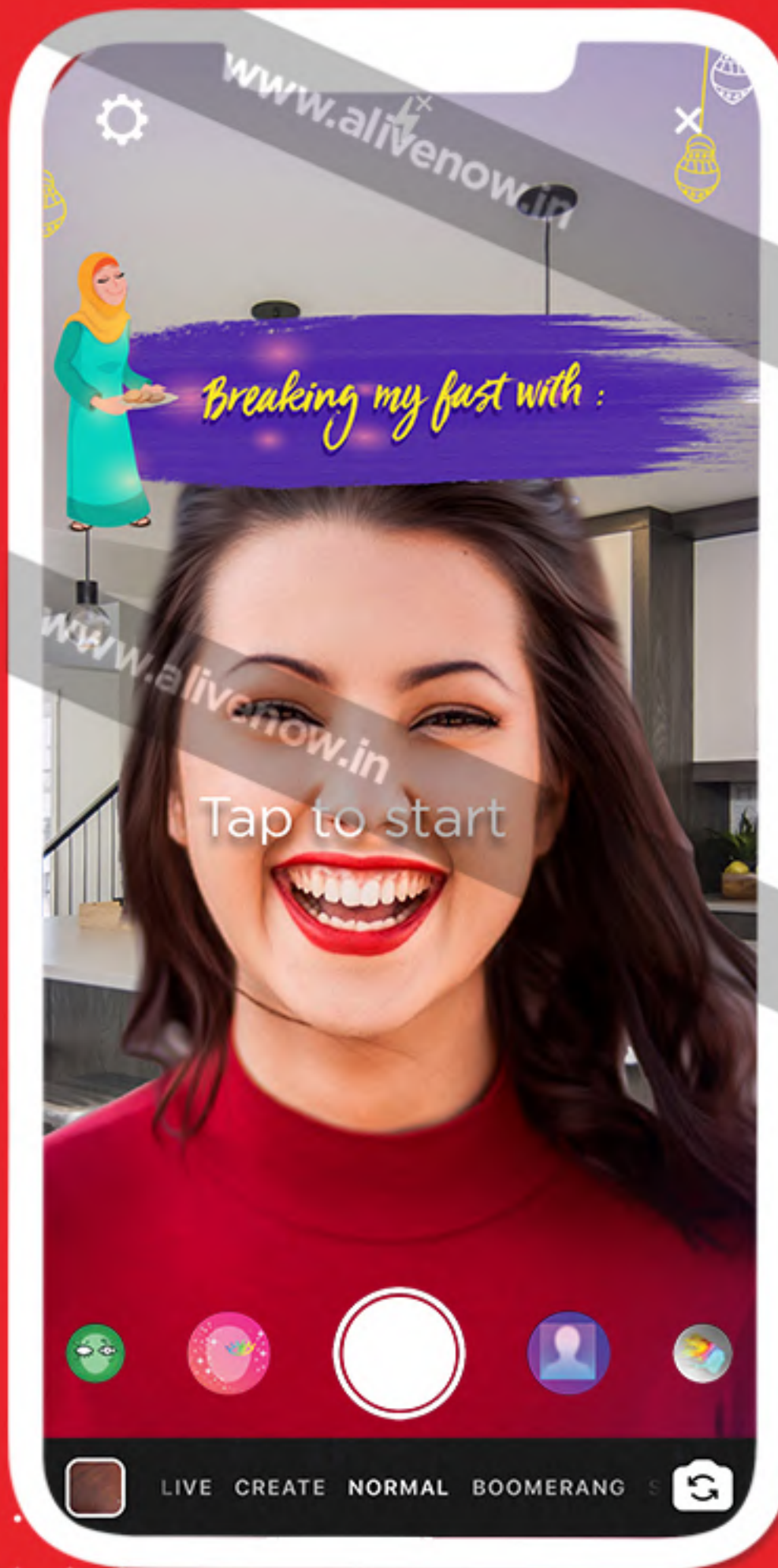


Ramadan Feelings!

Switch to your rear camera and tap on the Ramadan related objects to catch them.

PLATFORM PUBLISHING
Social AR experiences.



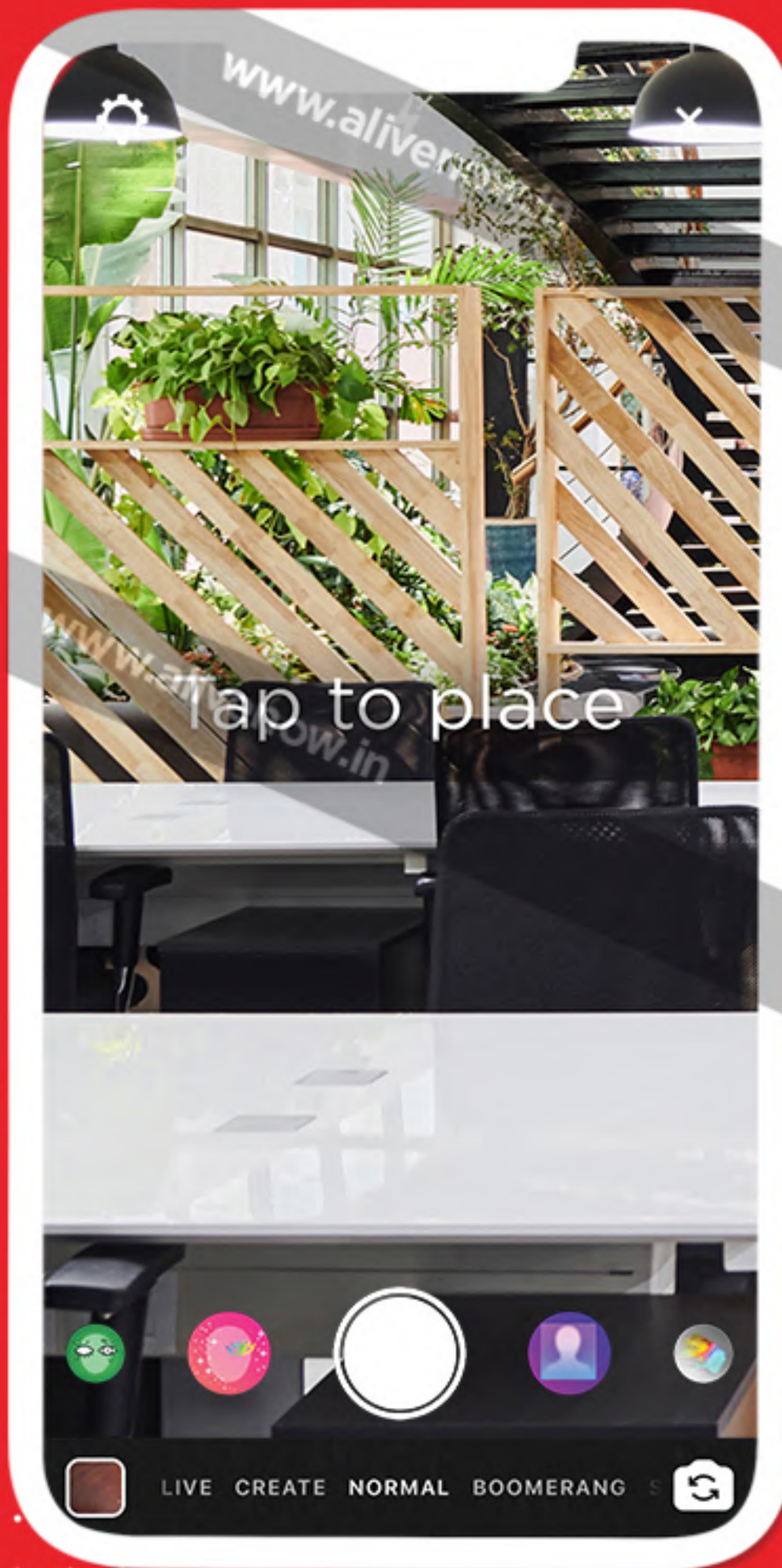


Iftar Time

This fun randomizer filter suggests an Iftar meal that the user could break their Ramadan fast with.

PLATFORM PUBLISHING
Social AR experiences.



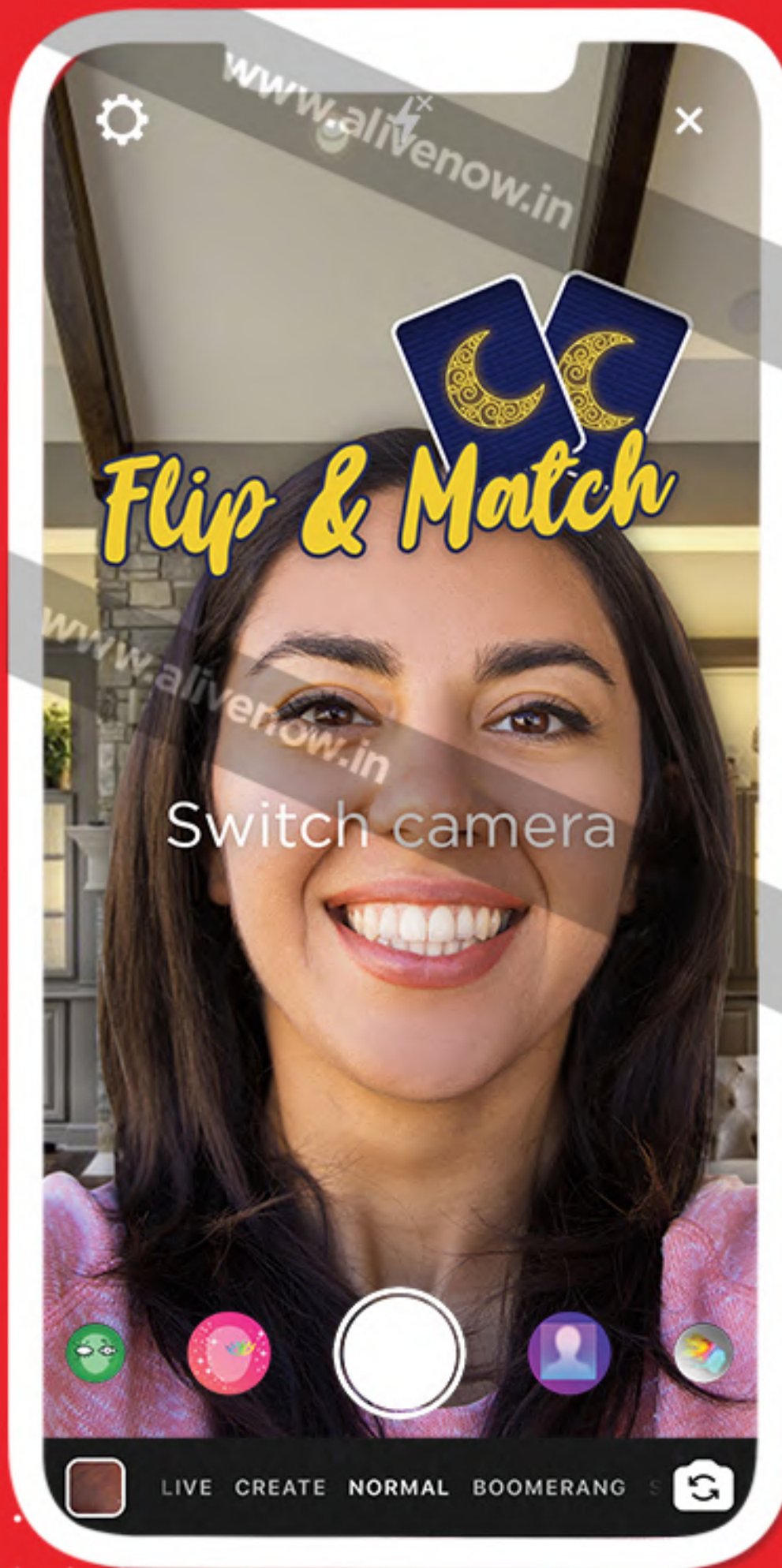


Ramadan Greetings!

Switch to your rear camera and place a Ramadan greeting card.

PLATFORM PUBLISHING
Social AR experiences.





Flip And Match Game

Switch to the rear camera and place cards in your surroundings. Tap on a pair to guess if they match and try to complete the game under 30 seconds.

PLATFORM PUBLISHING
Social AR experiences.



Ramadan Quote For The Day

Watch a banner scroll
appear and open up to
reveal a beautiful
Ramadan quote.

PLATFORM PUBLISHING
Social AR experiences.



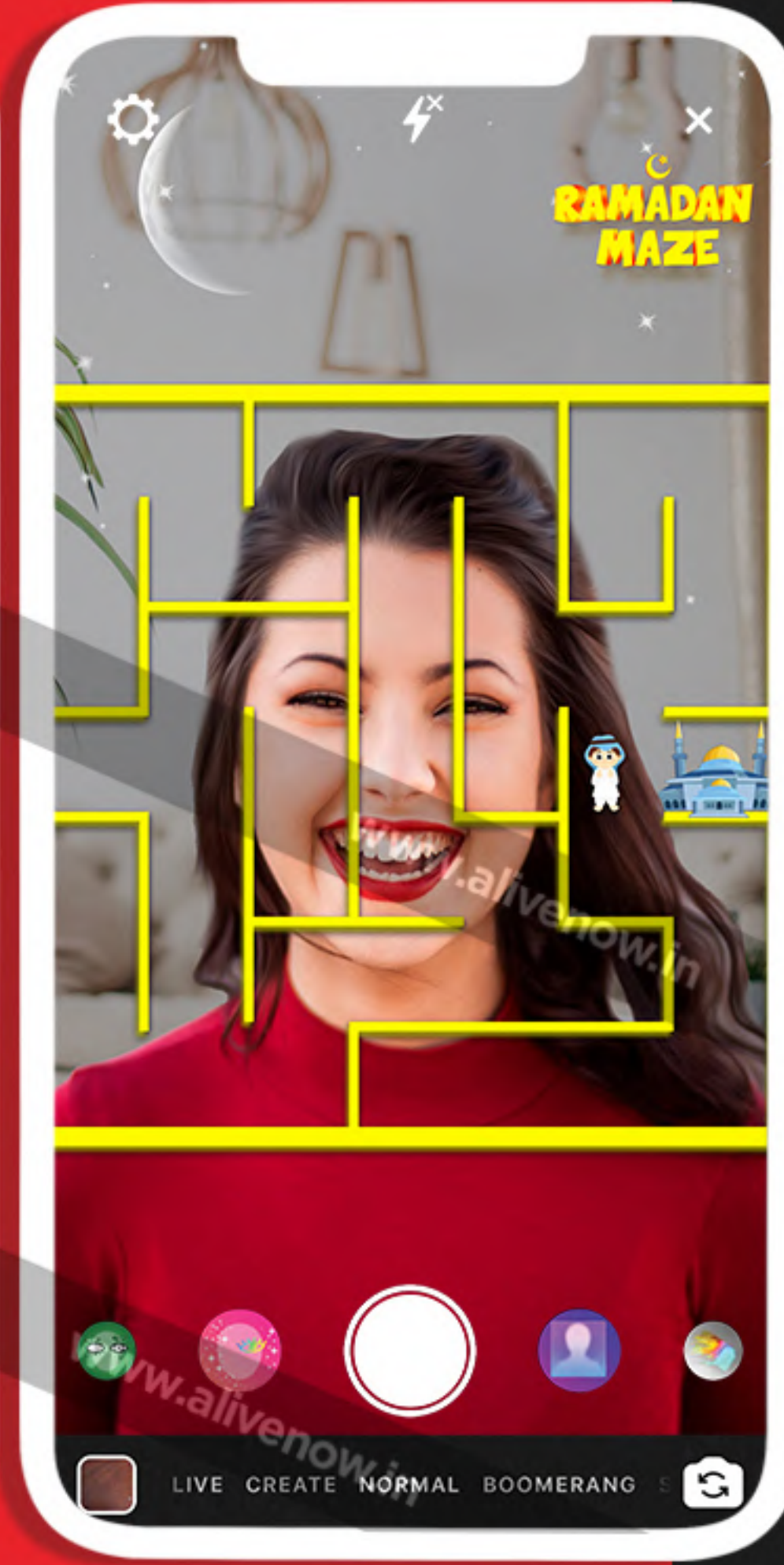
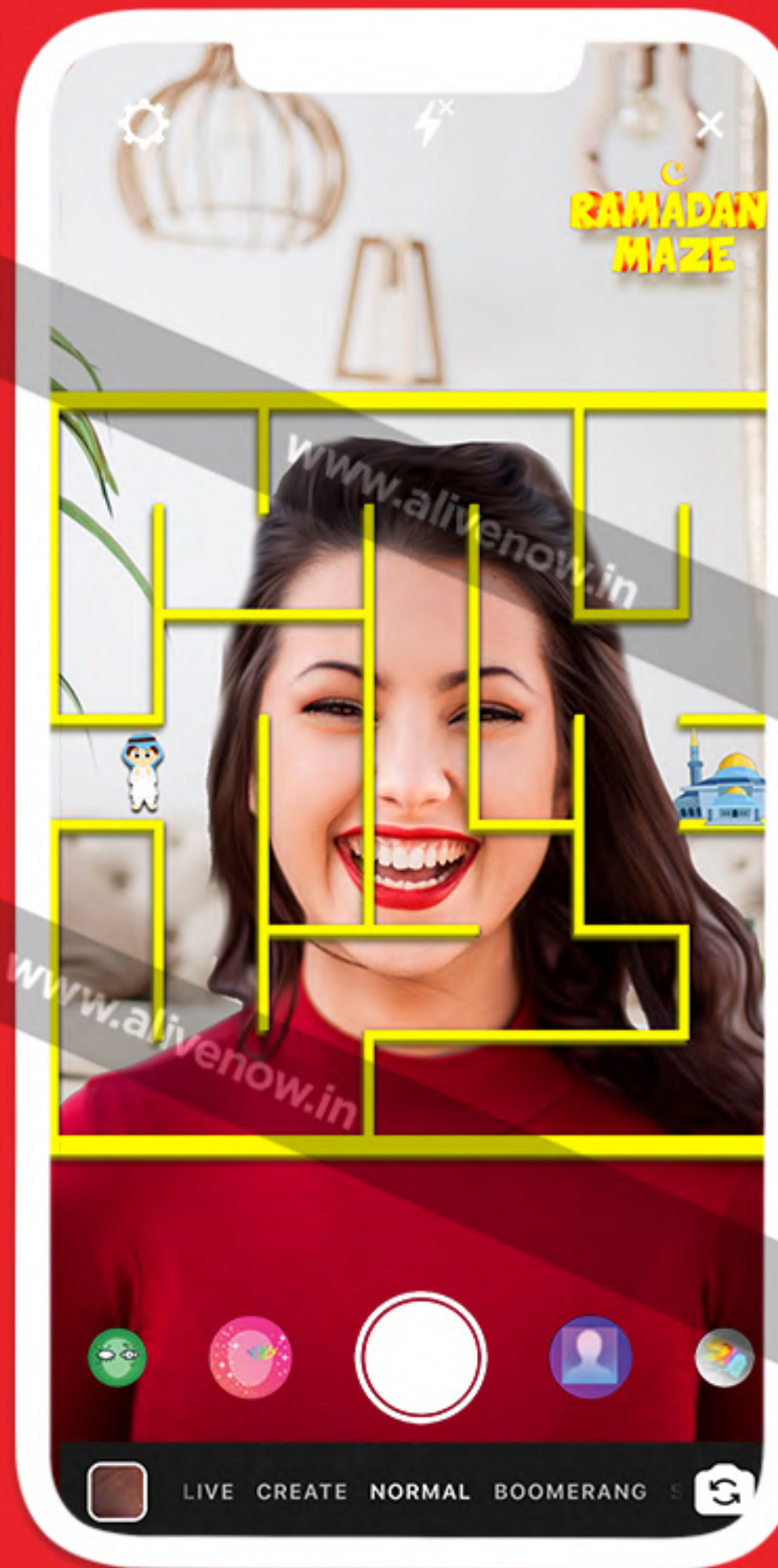


Ramadan Magic

Say Ramadan Kareem and watch the hanging lanterns light up

PLATFORM PUBLISHING
Social AR experiences.



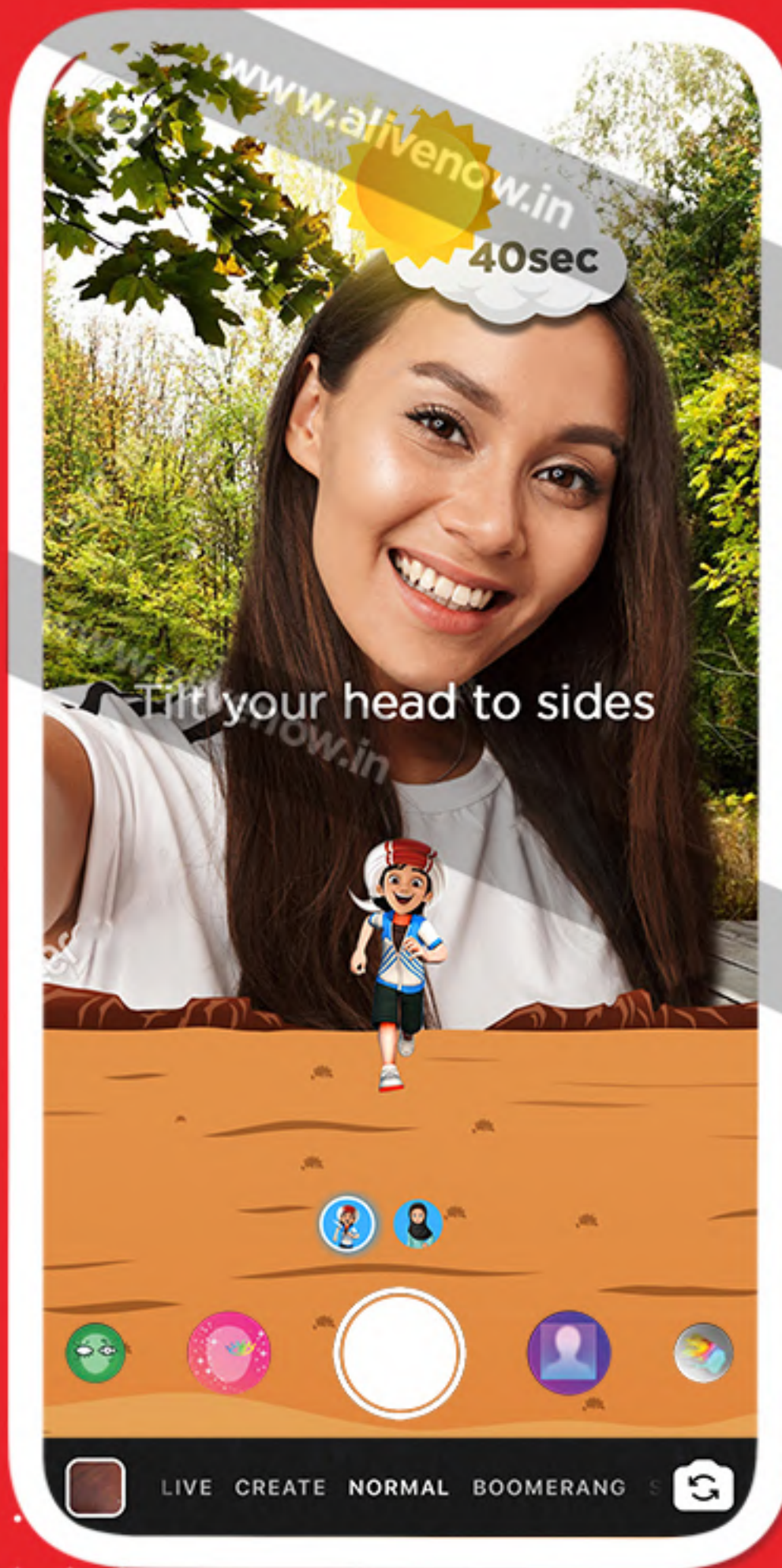


Suhoor To Iftar!

Pick a character from the menu buttons and control the character by saying the directions out loud.

PLATFORM PUBLISHING
Social AR experiences.



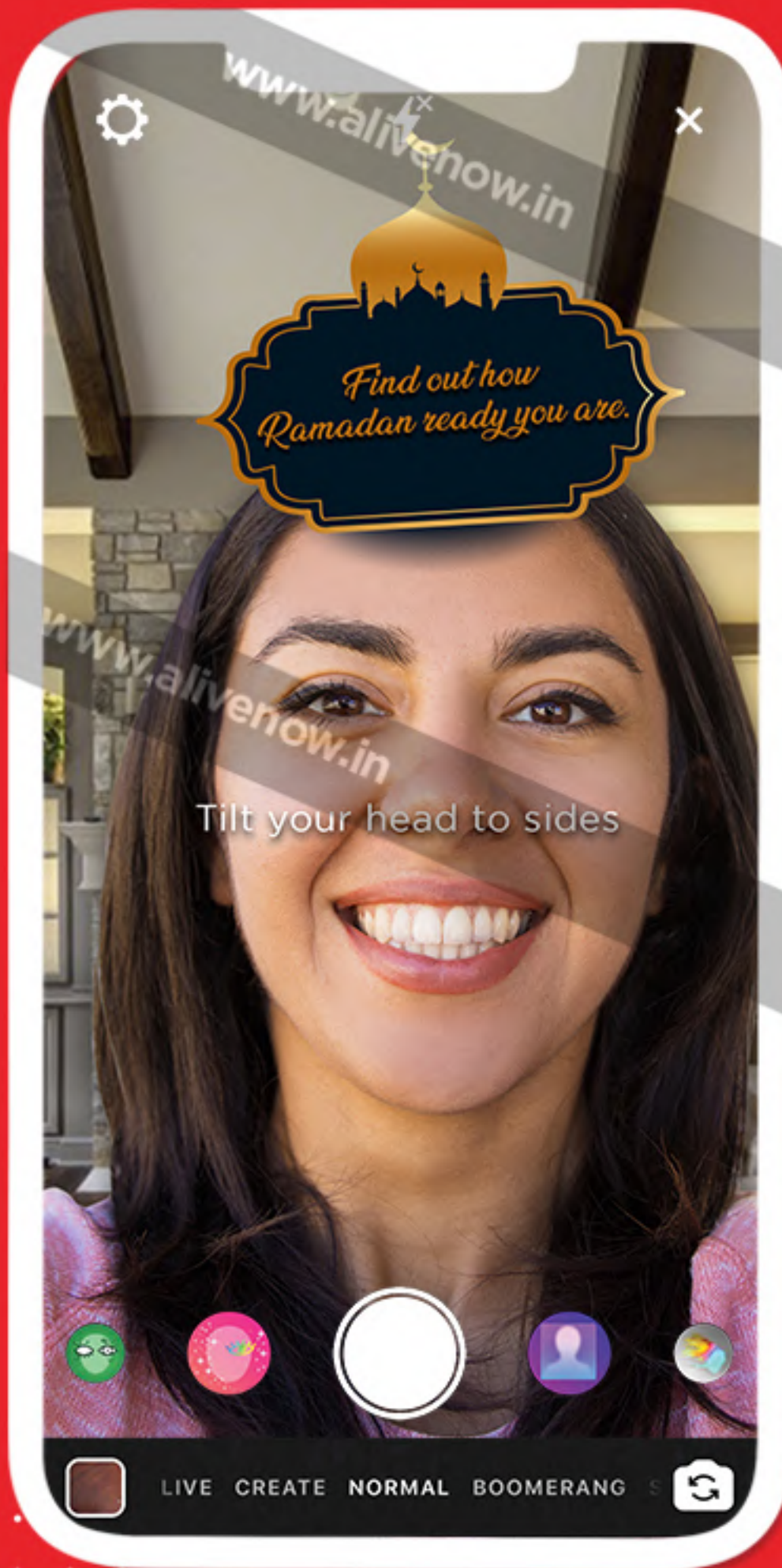


Ramadan Dash

Move your head left/right to catch/avoid obstacles. Catch the Iftar dishes when it's evening and avoid them during the day!

PLATFORM PUBLISHING
Social AR experiences.



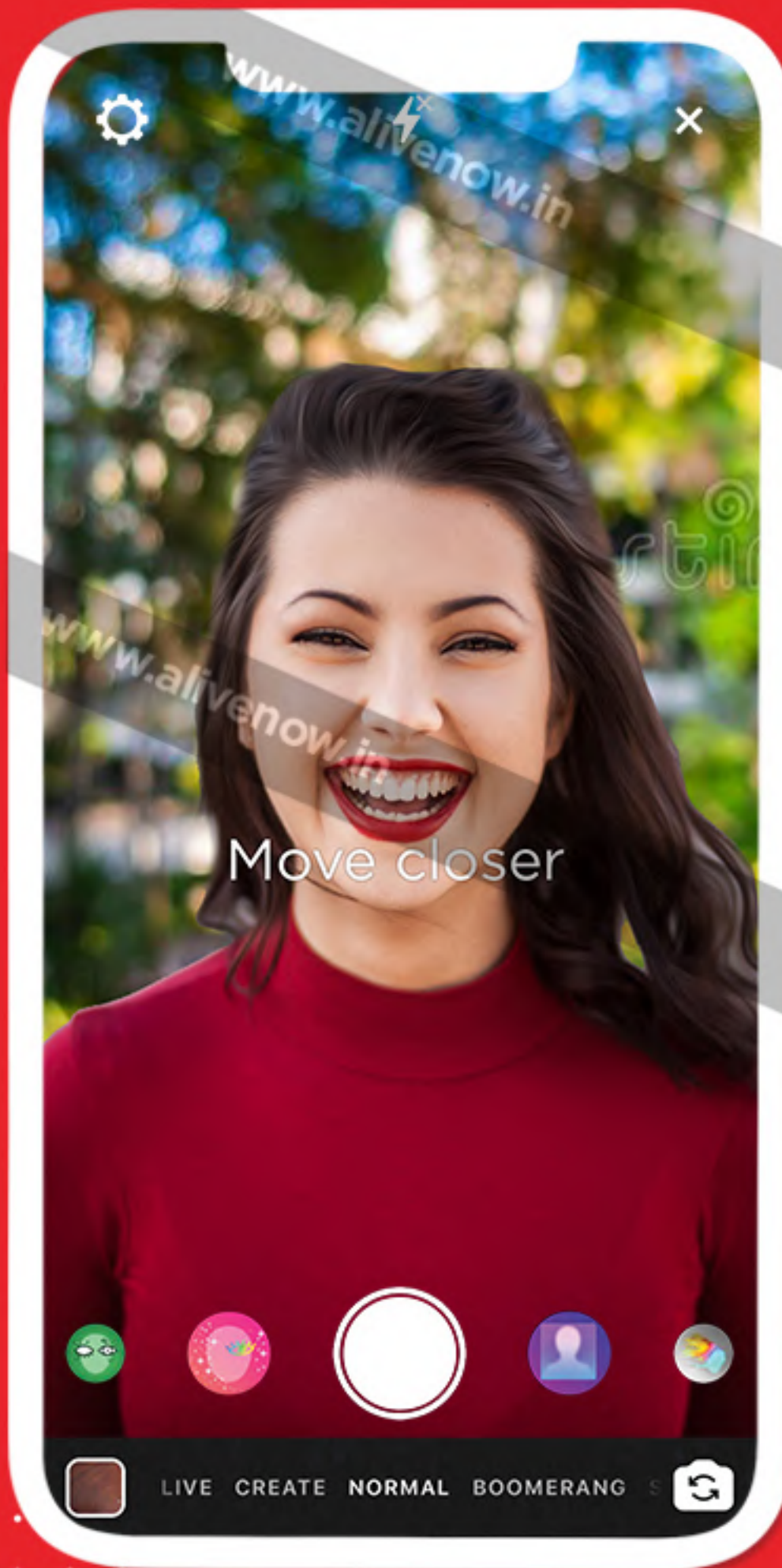


Ramadan Ready

Tilt your head left/right to select the answer choice and finally find out how Ramadan ready you are.

PLATFORM PUBLISHING
Social AR experiences.





Suhoor To Iftar

Move closer to the screen for suhoor, move back for iftar and see the background change behind you!

PLATFORM PUBLISHING
Social AR experiences.



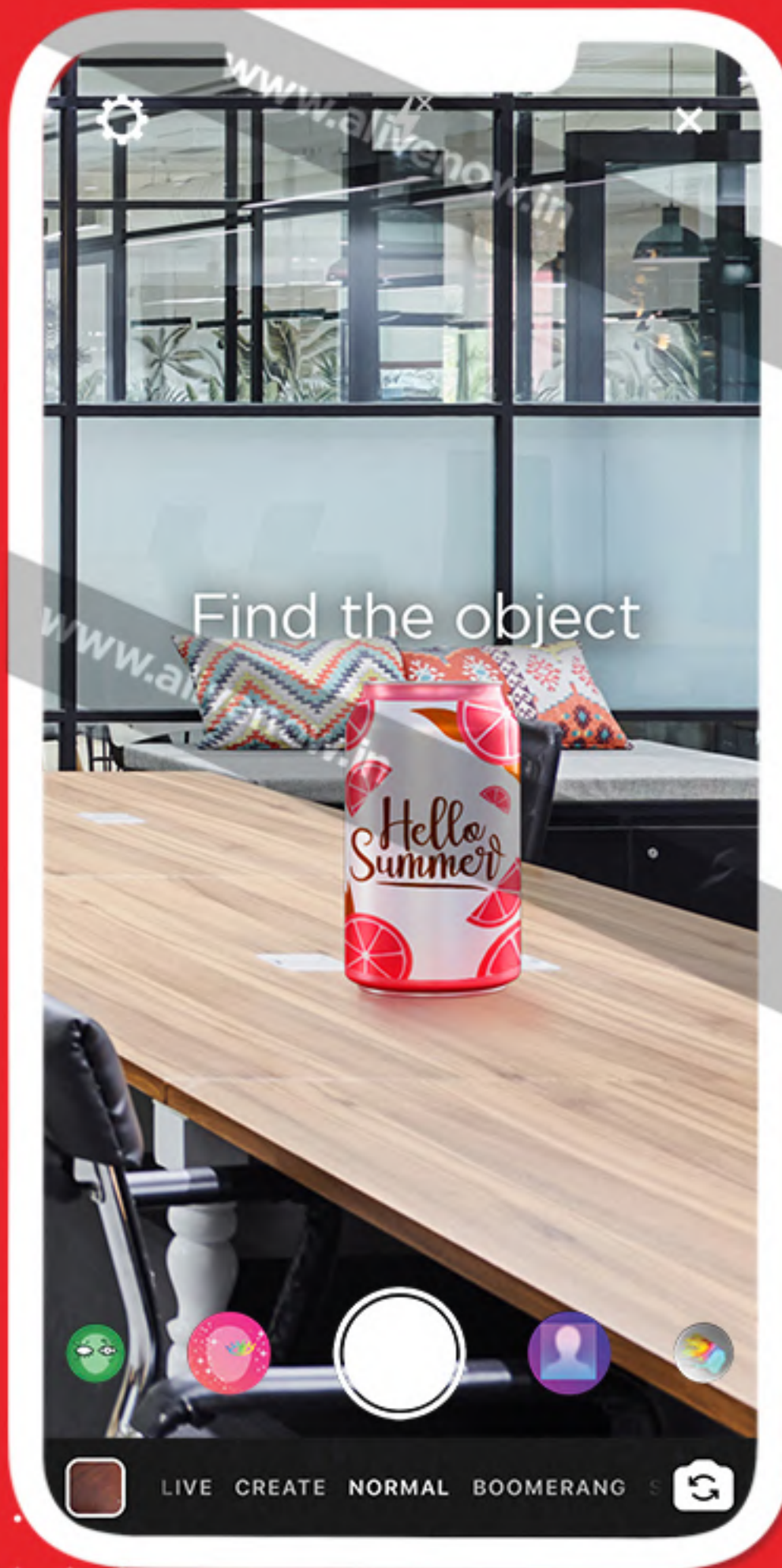


Ramadan Frames

Tap on the screen to change different Ramadan frames. Take a picture with your favourite frame and share it with your friends and family!

PLATFORM PUBLISHING
Social AR experiences.



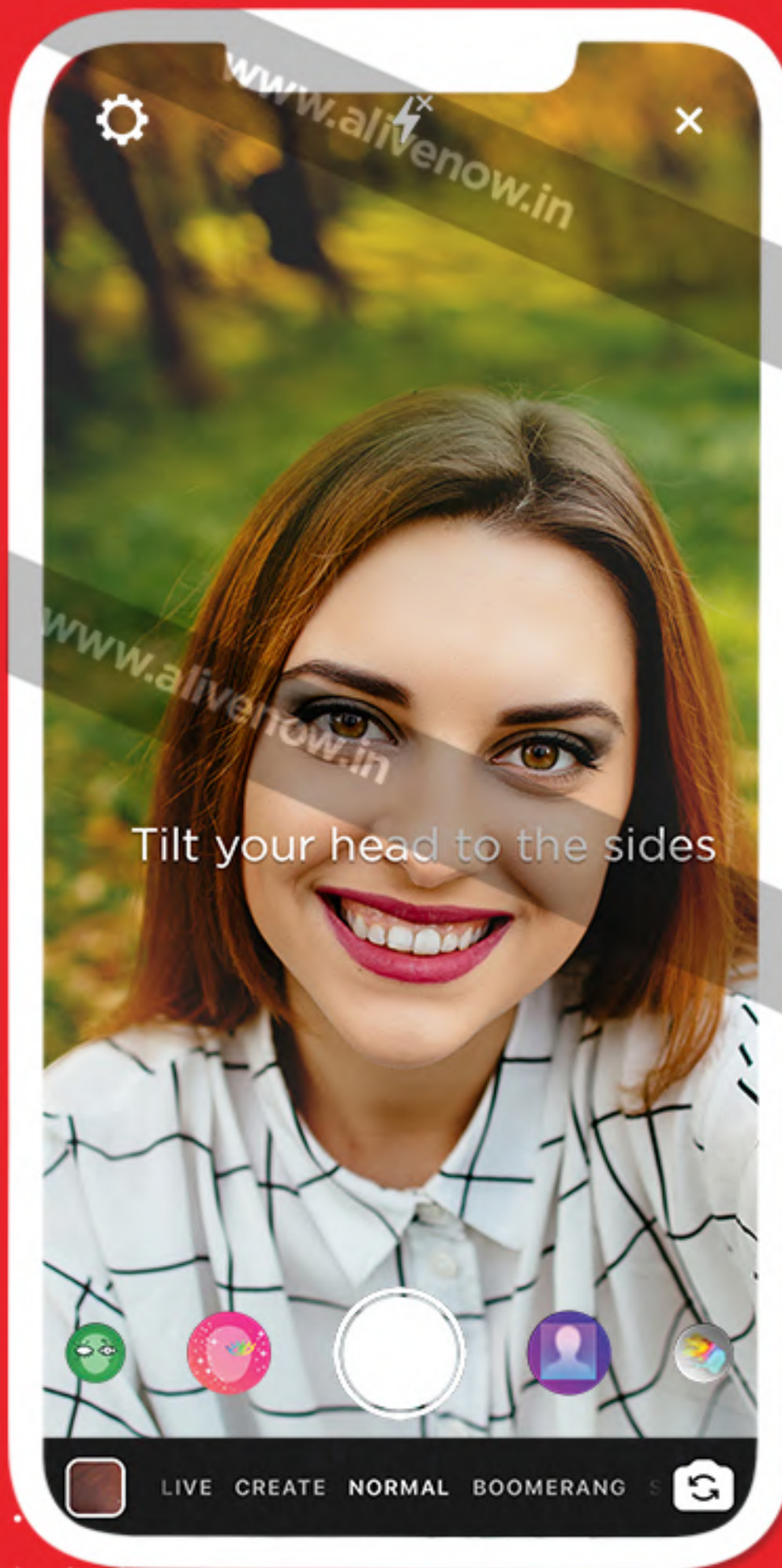


Product Scan

In the rear camera, scan the product pack and see Ramadan animations come alive!

PLATFORM PUBLISHING
Social AR experiences.



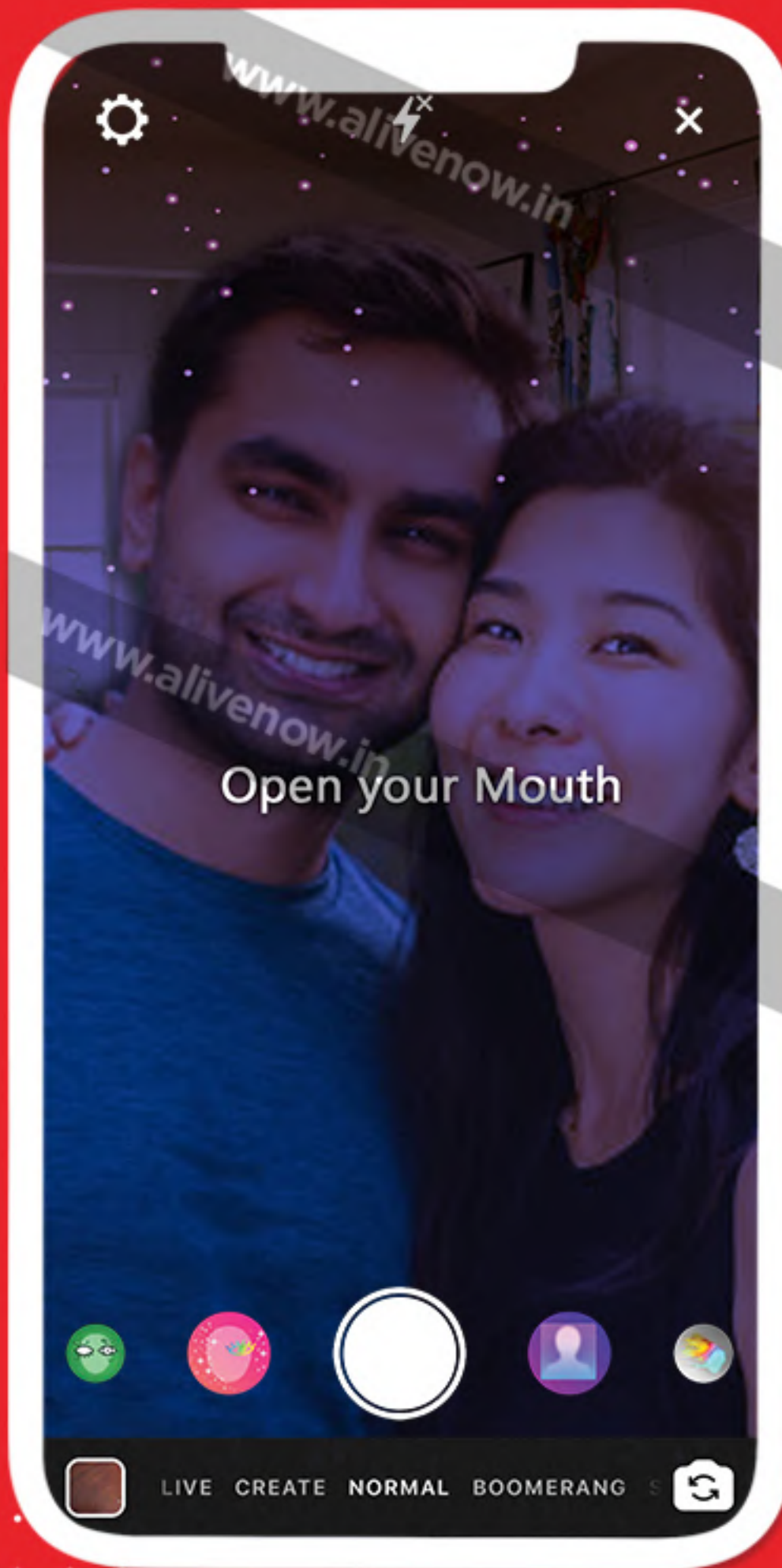


Ramadan Calendar

Keep tilting your head to the left and right to move through dates. For each date, we show you Suhoor and Iftar times!

PLATFORM PUBLISHING
Social AR experiences.





Two Player Game!

Get your friend in the frame and play this super fun game with them. Open your mouth to control your character in the frame. Every time you open your mouth, your character dodges the obstacles.

PLATFORM PUBLISHING
Social AR experiences.





Ramadan Jigsaw Puzzle

Solve the Ramadan jigsaw puzzle in order to reveal the hidden image.

Reference

PLATFORM PUBLISHING
Social AR experiences.



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



Scan QR code
to read article

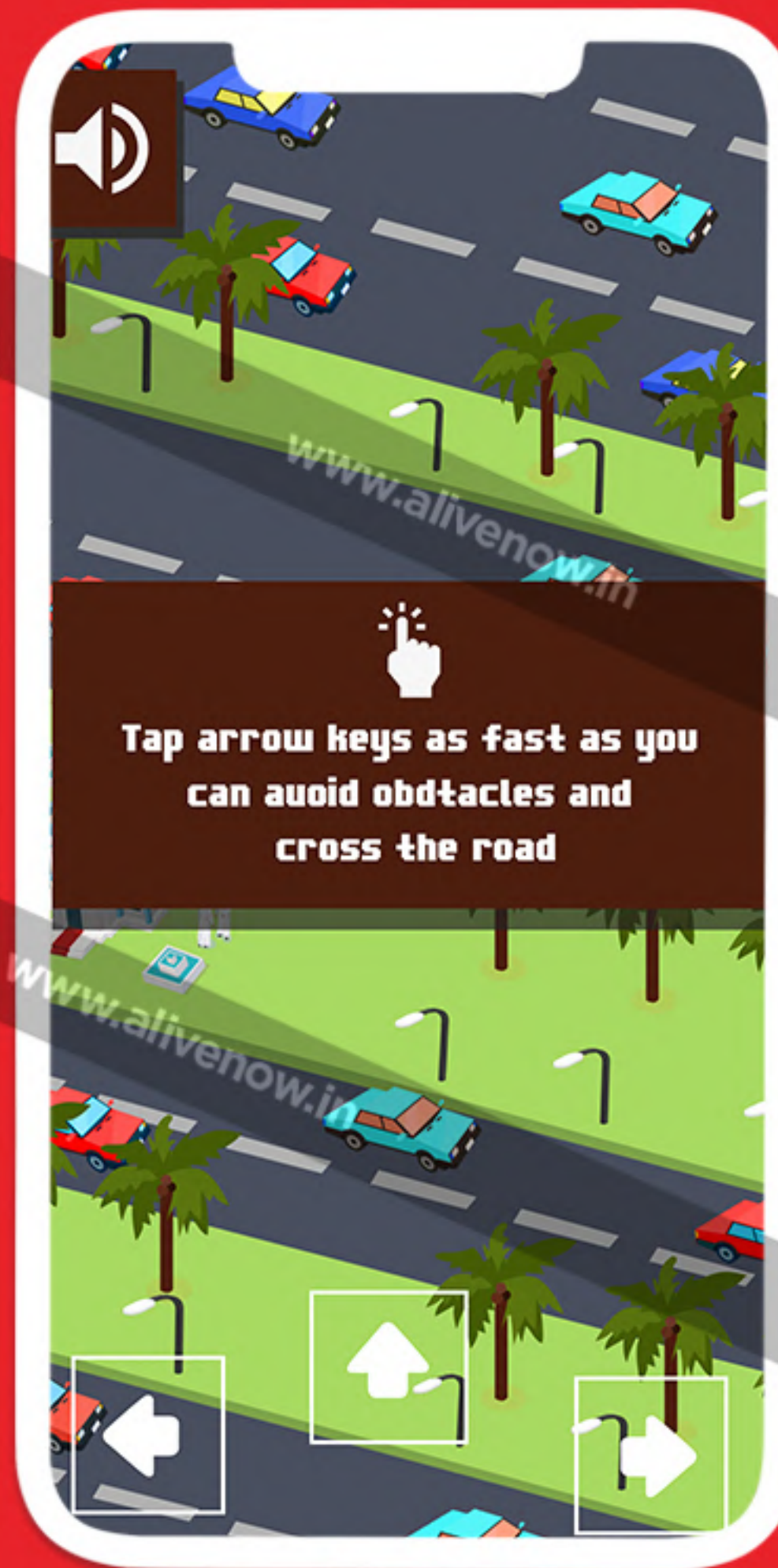
- > Reach of Augmented Reality: 3.5 billion plus and counting
- > AR experiences deliver higher brand recall and increased purchase intent
- > AR enables and simplifies user generated content like never before
- > No better way to let customers "try before you buy"
- > With AR: Voice + Gestures like 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!

THE WORLD OF FLIPTOK GAMES / SWIPE-UP GAMES

Rich branded games that are custom built and can be deployed across social, web and mobile platforms. Get insightful analytics, true user engagement, increased brand recall and conversions using fun games.

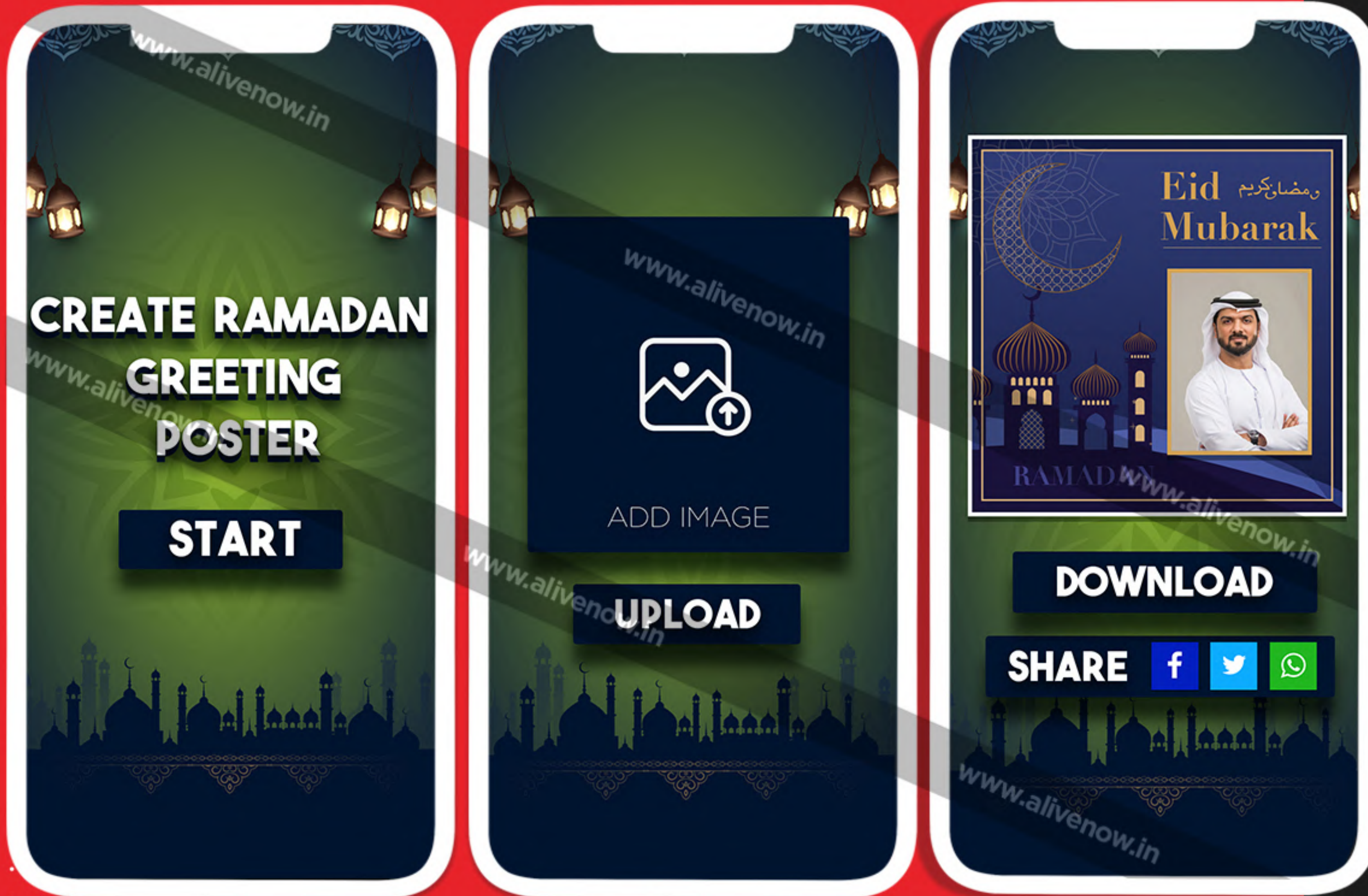
[Learn More](#)





Get Home In Time For Iftar

The aim of the game is to tap the screen to make the character jump and dodge all the obstacles that appear along the way to get home in time for Iftar.



Ramadan Greetings Picture

The user can click or upload a picture and insert it in a branded Ramadan template of their choice to share it with their friends and family.



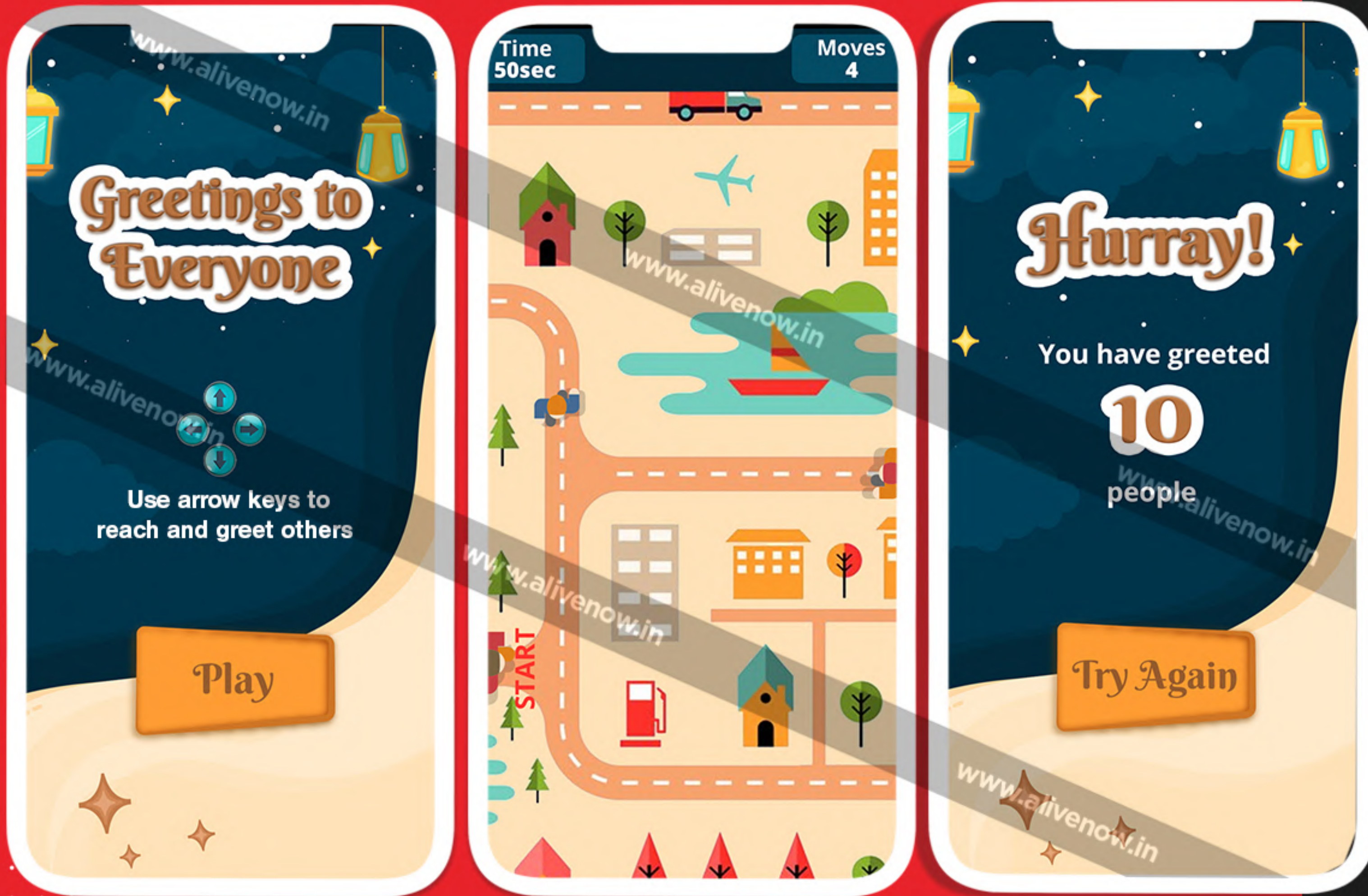
Lantern Fun

Swipe and match the different coloured lanterns to score points, the brand's products can also be incorporated within the game.



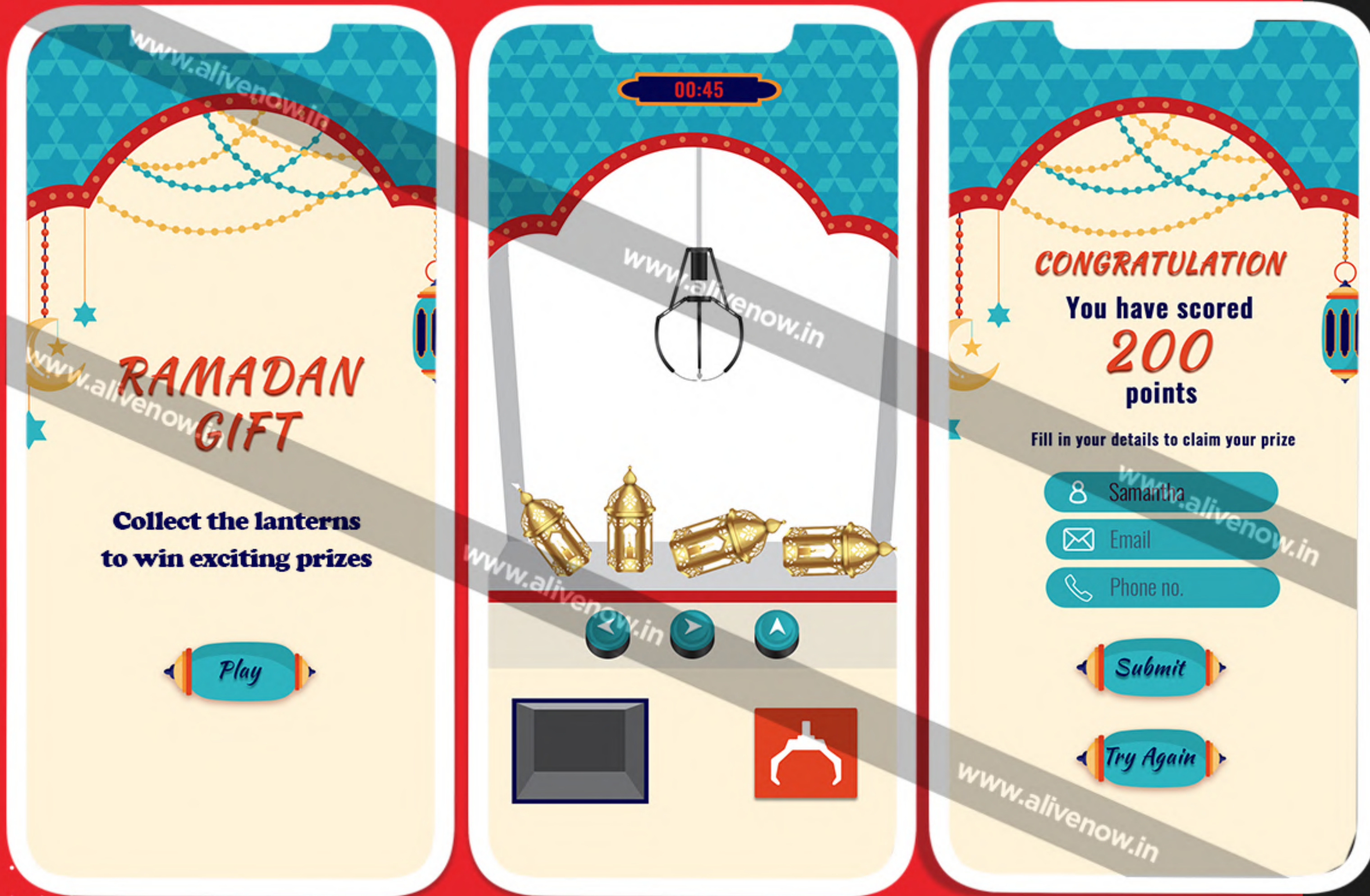
Ramadan Crossword

Users have to swipe through the square and find the Ramadan related words



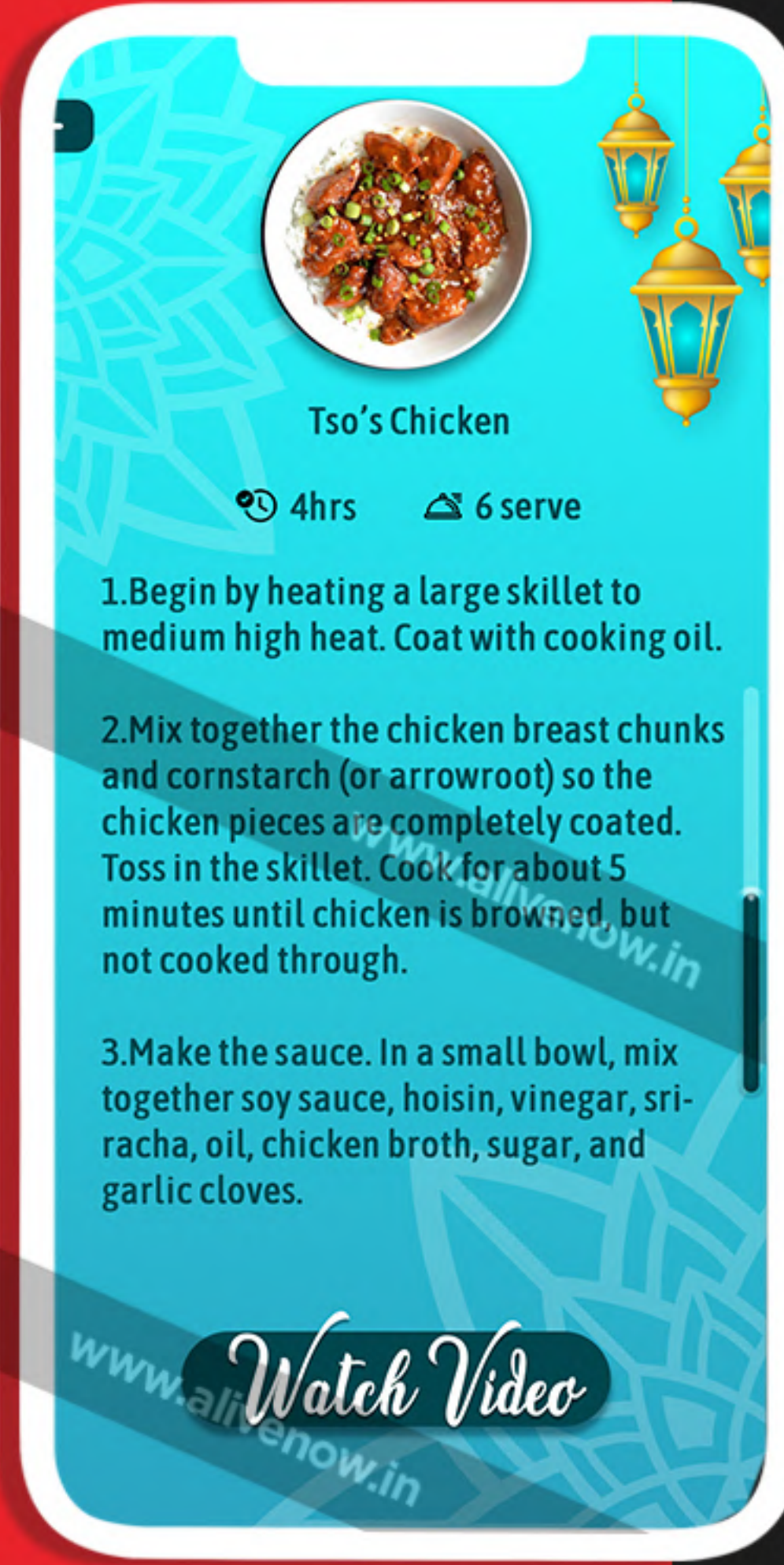
Greeting To Everyone!

Swipe left/right/up and down to move the character around the streets and make them wish the other characters "Ramadan Kareem"



What's my Ramadan gift?

Pick up as many items as you can in the Claw Machine and win Exciting Gifts!



Iftar recipes!

Tap to spin the wheel and reveal a recipe that you should cook tonight!

Collecting Iftar Food

Instruct your partner as they collect food on their device that lead to results on the other screen

Play



Wooahoo

You have helped your partner travel

250mtrs

Try Again

Collecting Iftar Food!

Two player games are here! Get your partner to instruct you as you make moves on your device that lead to results on the other screen. In this game, control the character by swiping left/right and see how you're doing on the other screen. Each item you collect signifies the amount of donation made.



Ramadan Days!

Pan your phone around to find Ramadan related objects in an Iftar setting and score points



Family Greetings!

Upload pictures with your family, enter a Ramadan message and create a family greeting video that you can share with friends and relatives!

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

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



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.



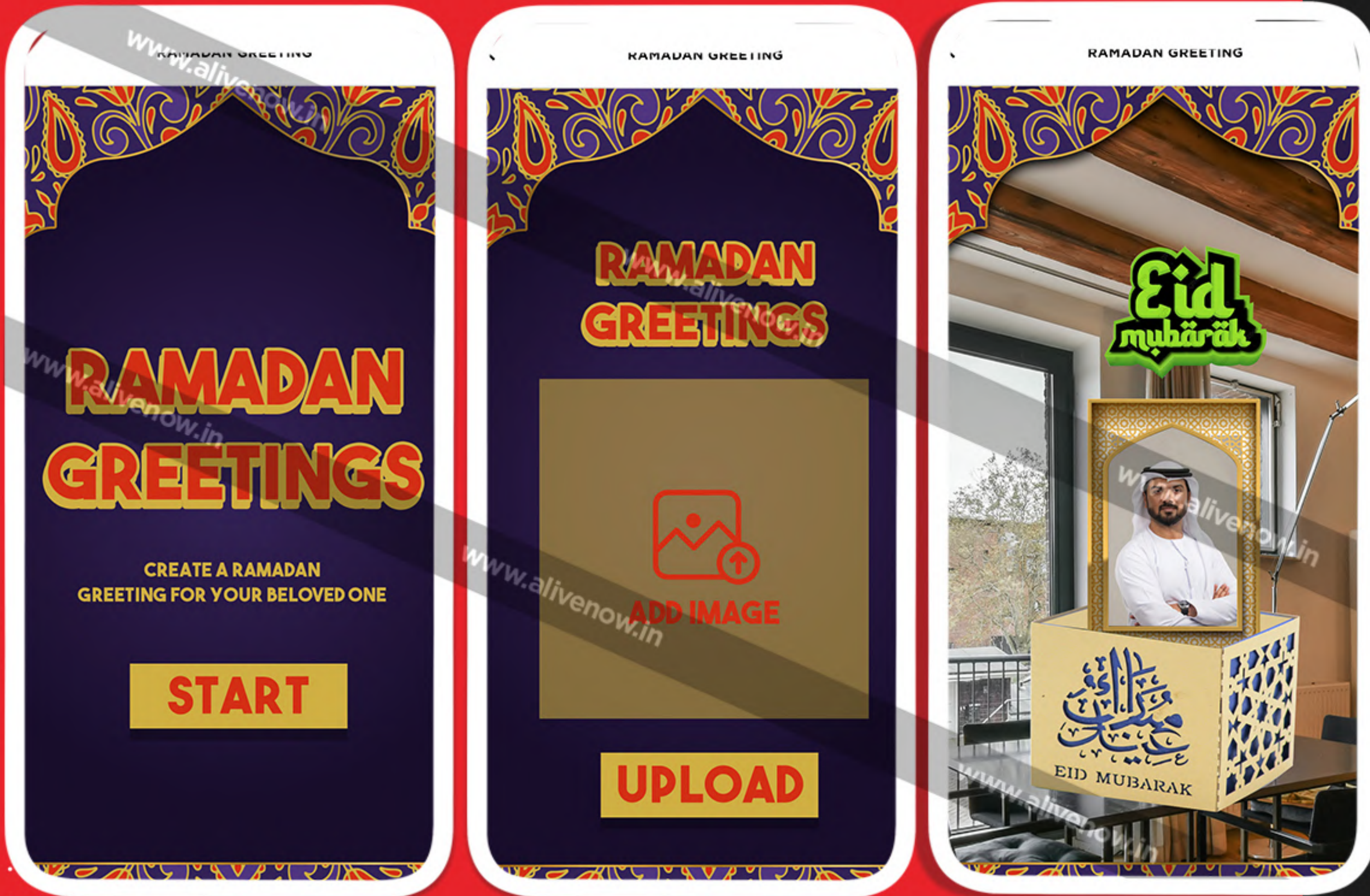
AR enabled product visualization results 60-100% increase.



Empowered customer & higher brand recall.



Life Size AR: Scaled to real sizes for customers to try.

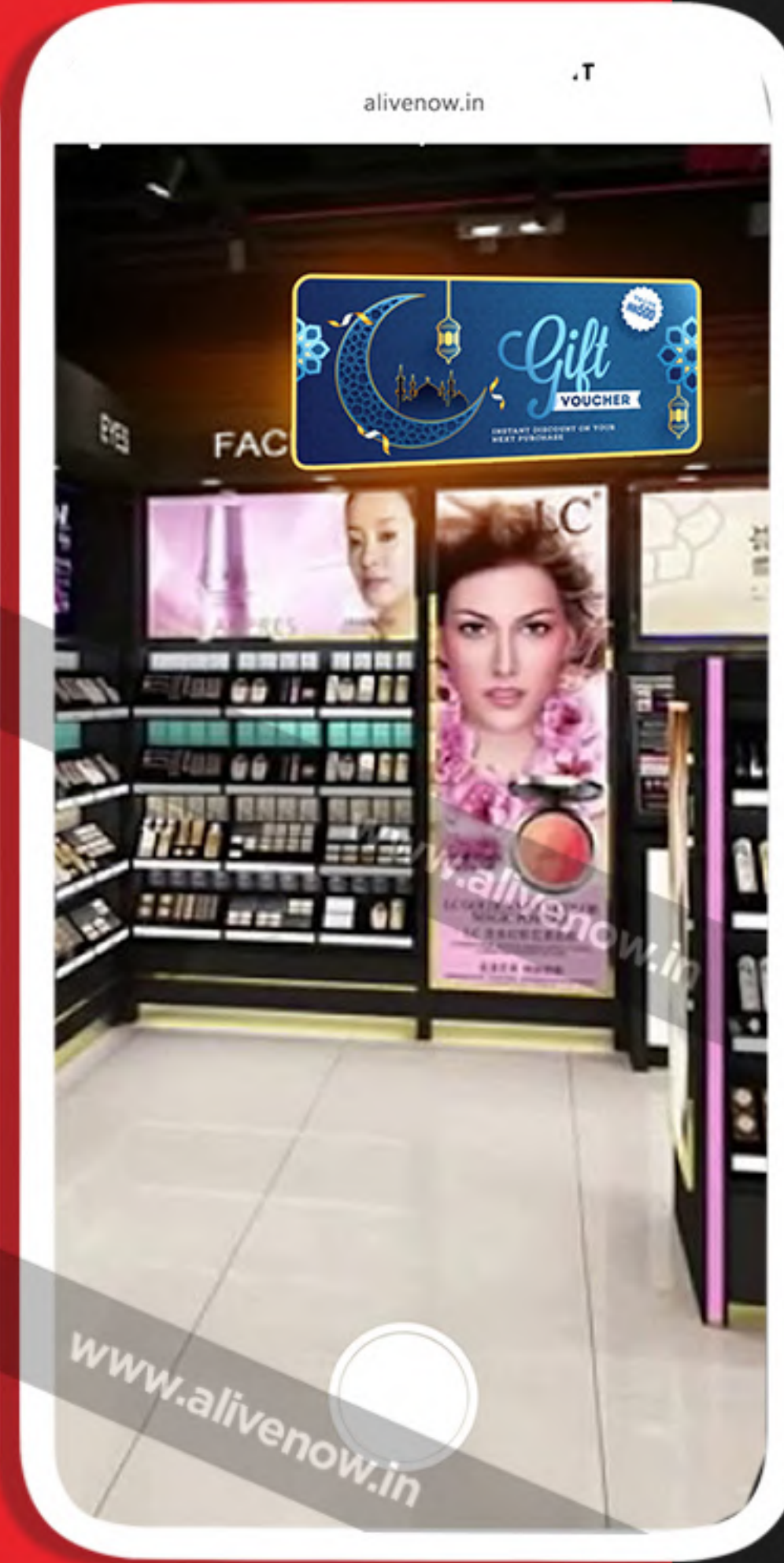
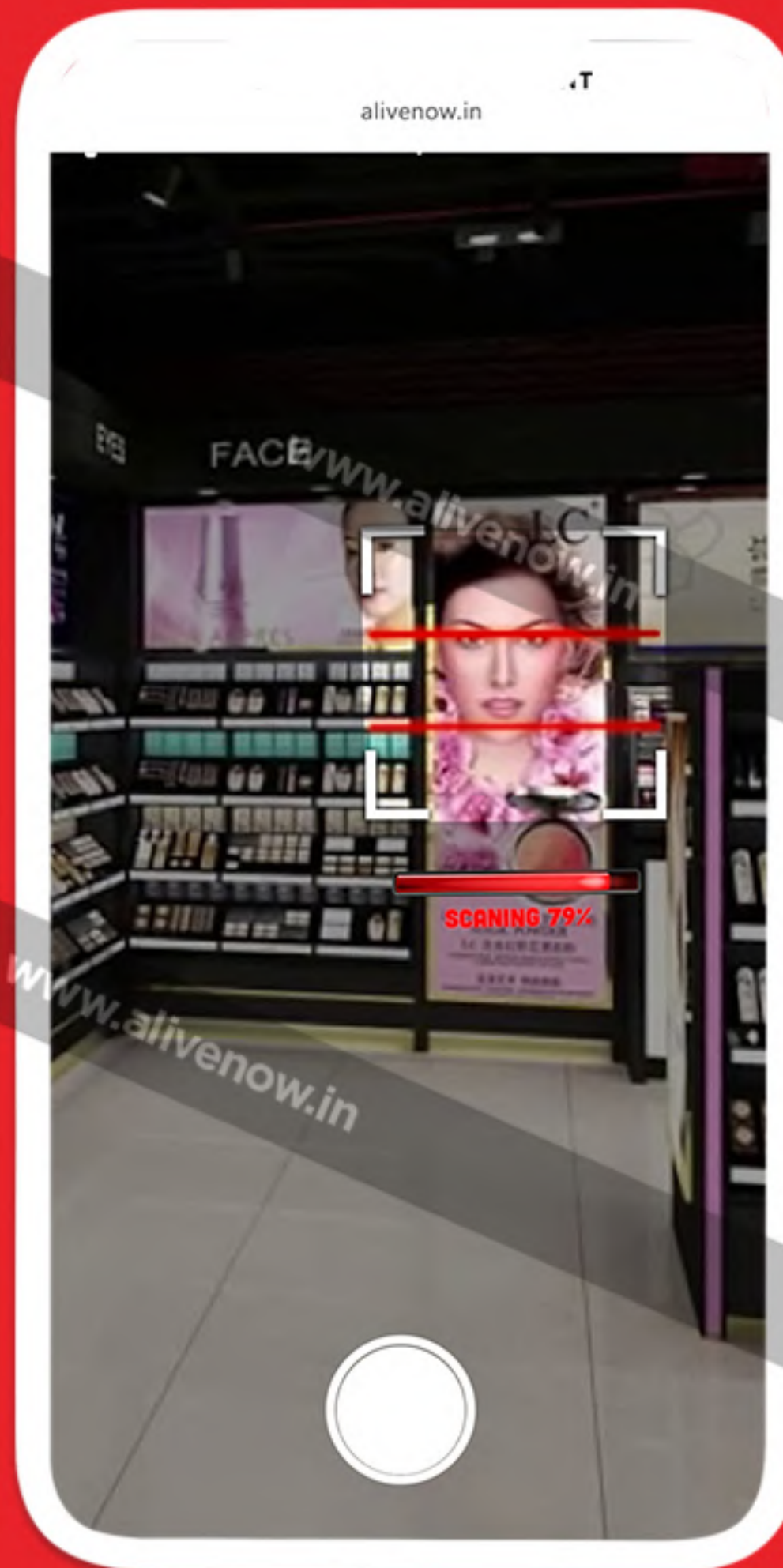
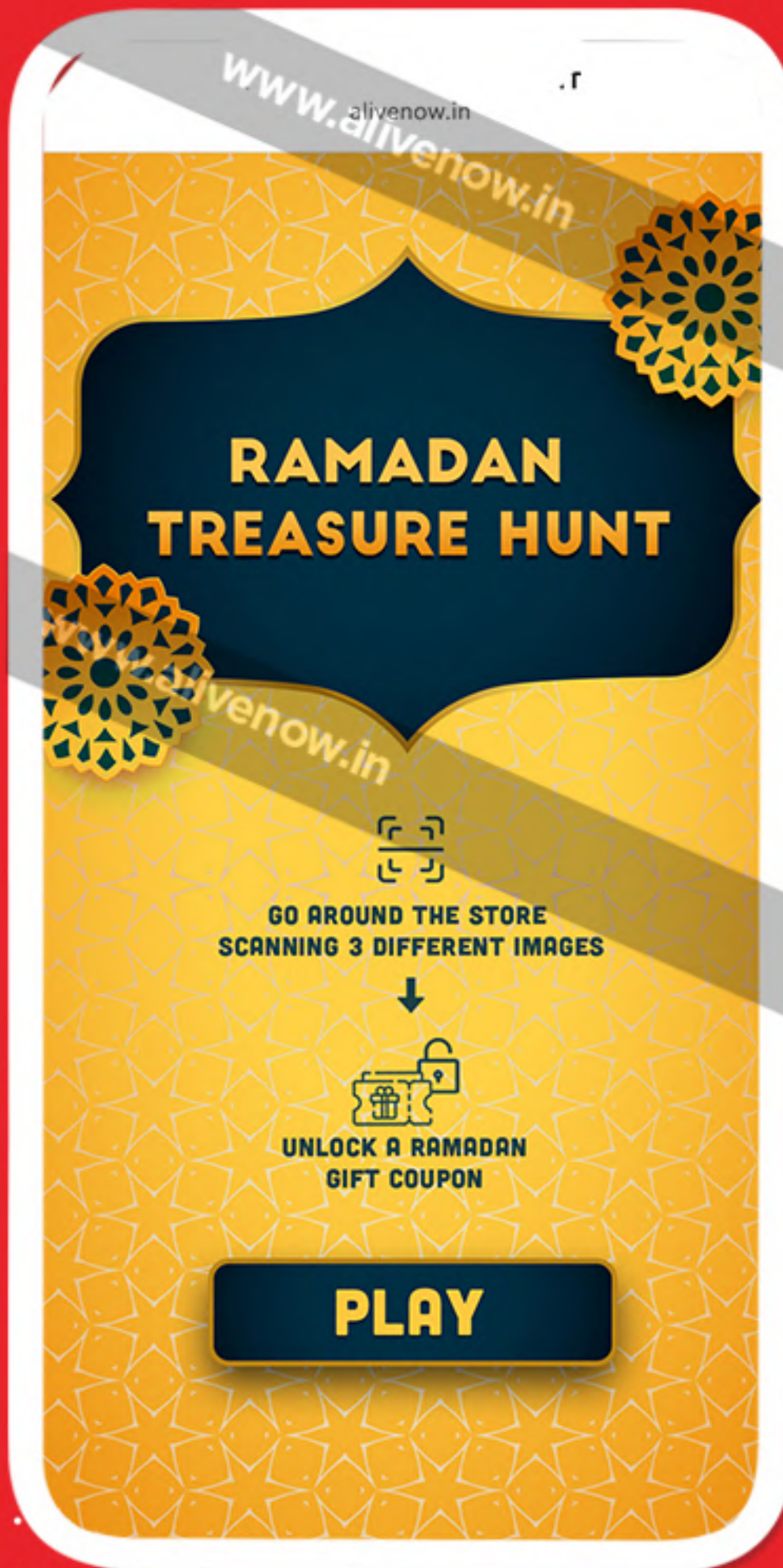


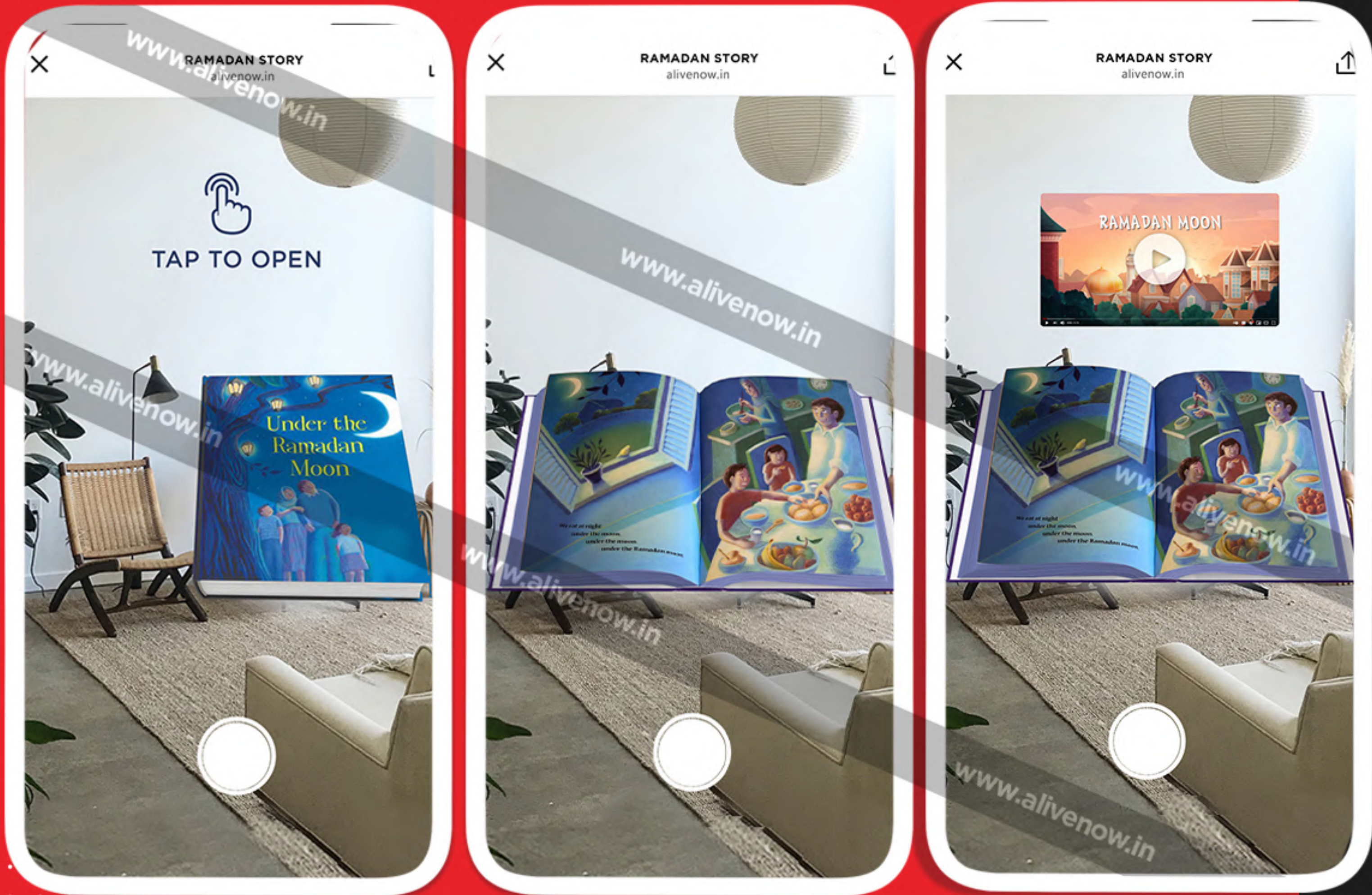
Send Personalized Ramadan Greetings

Capture images and share an amazing virtual Ramadan greetings box with your friends and family.

Ramadan Treasure Hunt

In this Treasure Hunt style execution, go around the store scanning 3 different images. Unlock a gift coupon once you've collected all of them!





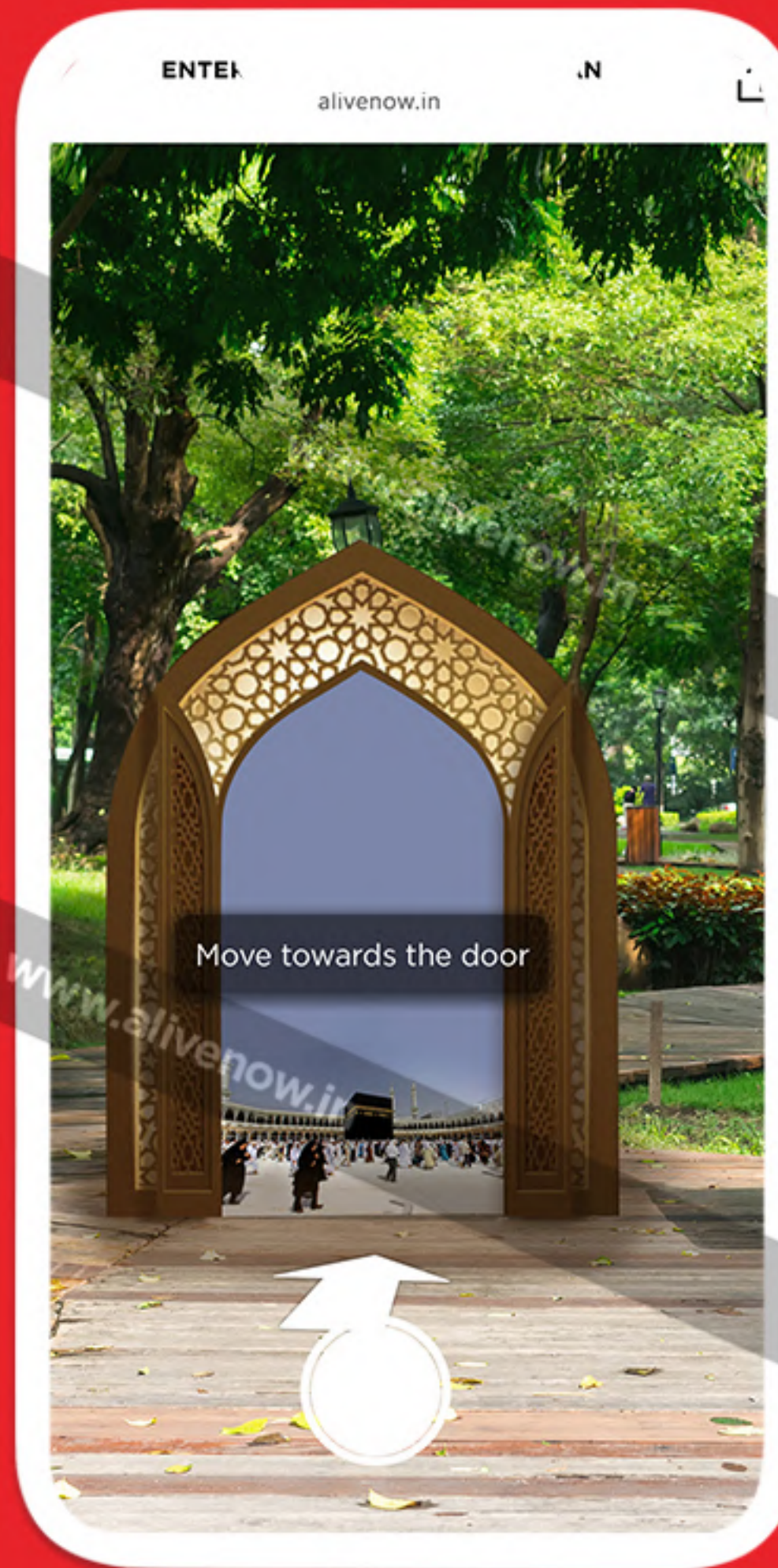
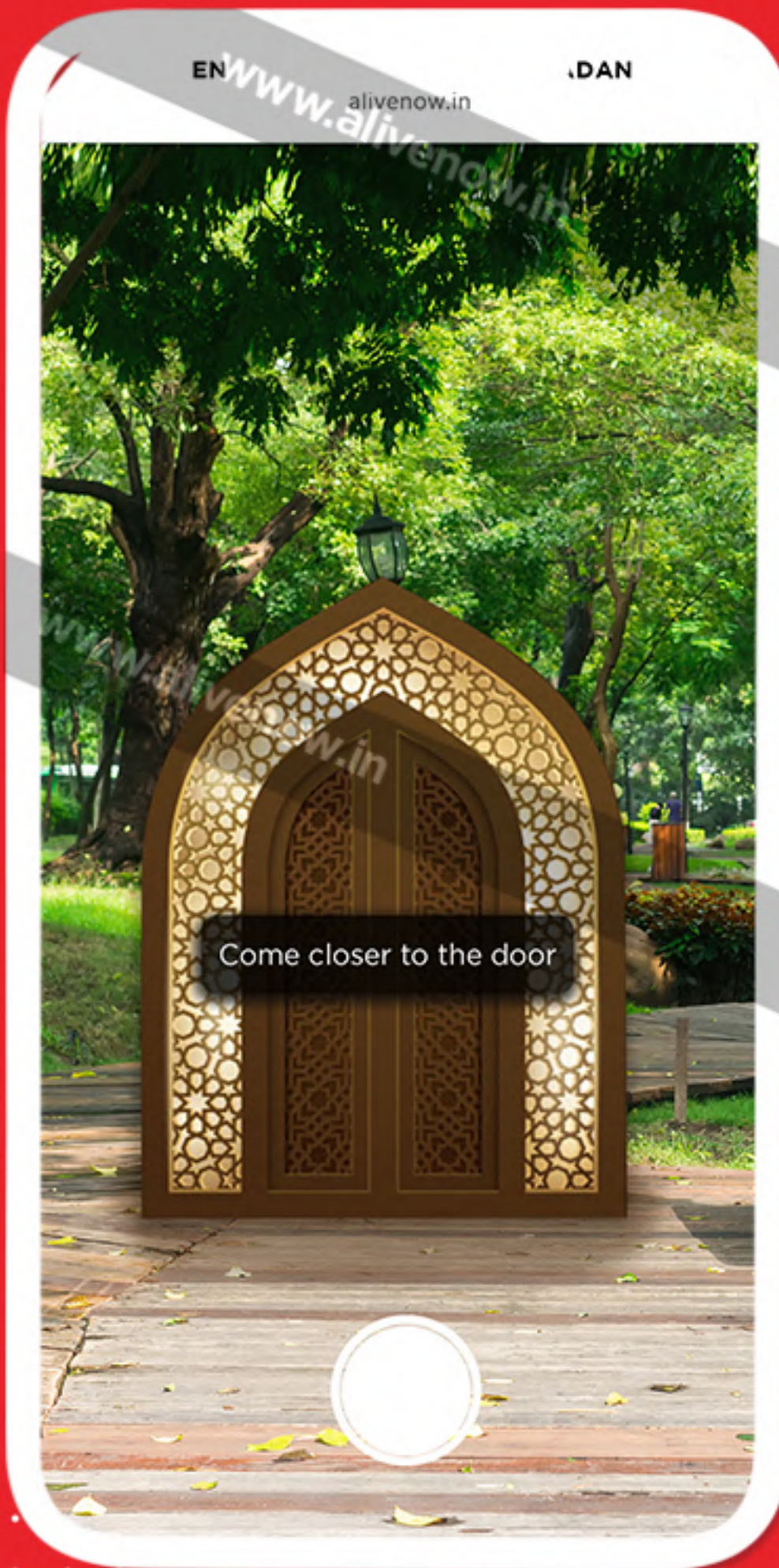
Ramadan Story

Switch to rear camera and place a Ramadan storybook, watch visuals come alive in your natural surroundings!



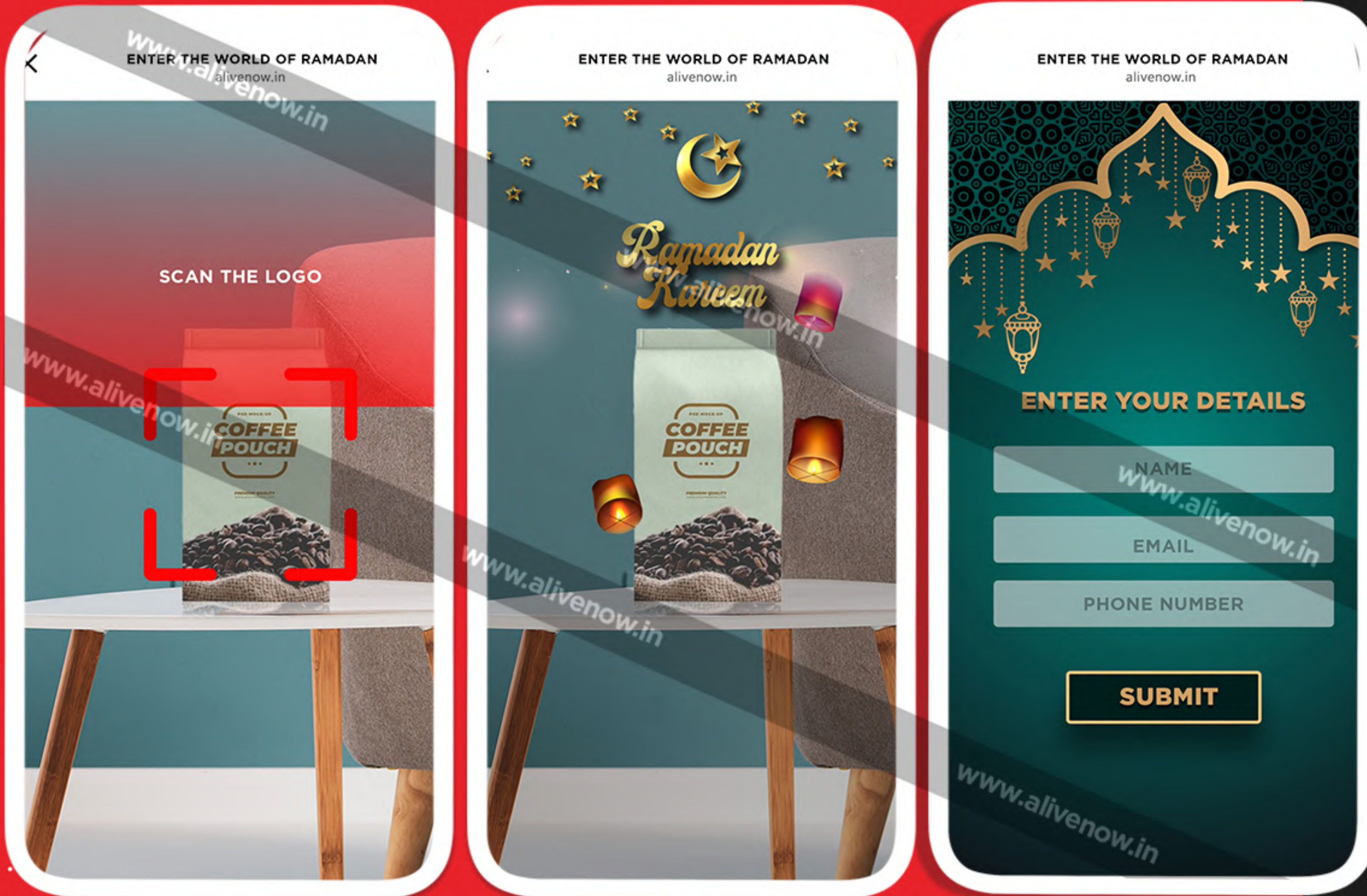
Celebrity Greeting!

Receive Ramadan greetings from the brand ambassador! Tap to place them in your surroundings and pose for a picture with them!



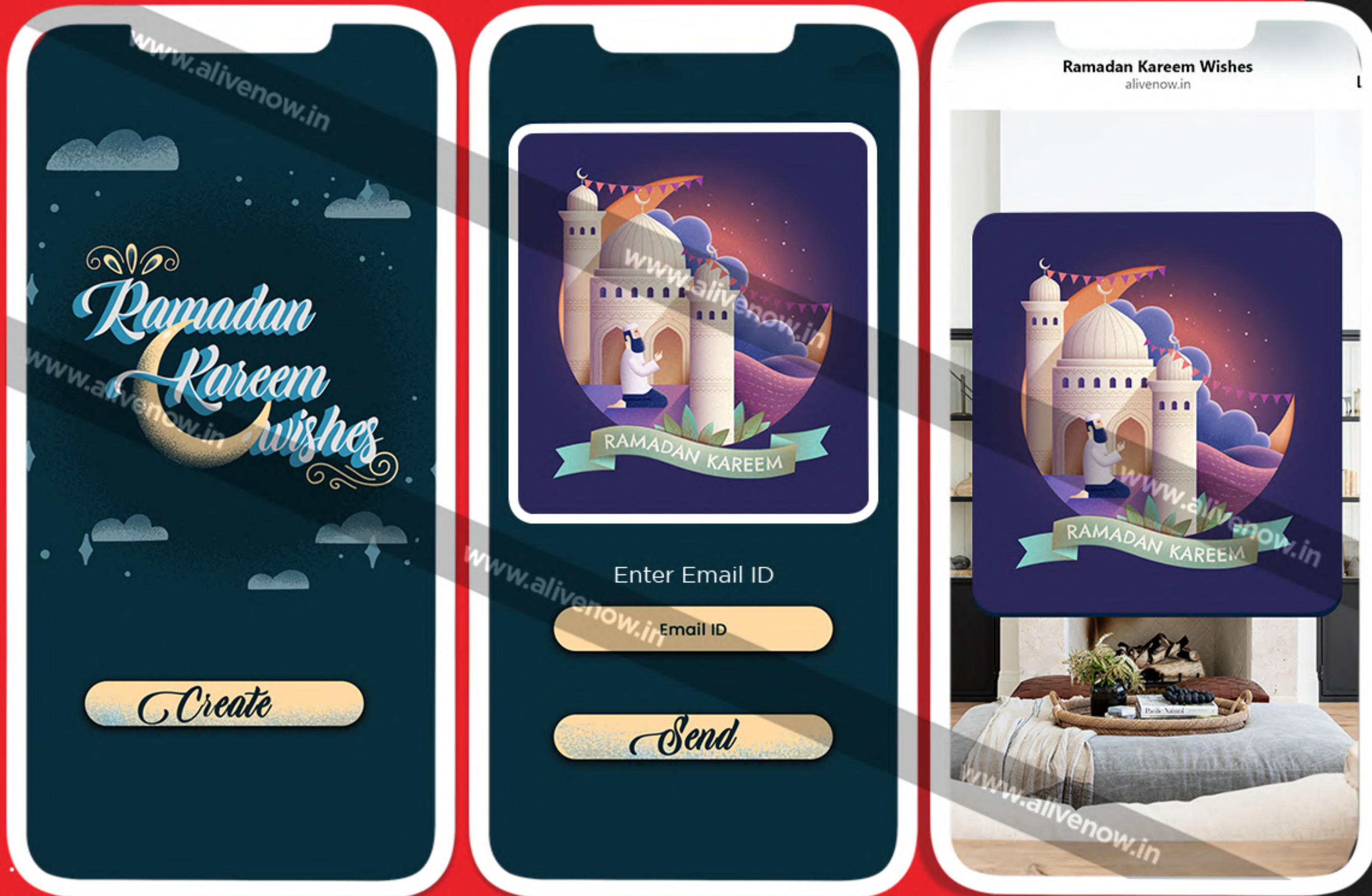
Enter The World Of Ramadan

Through this WebAR experience, place a portal in your environment, walk towards it and then explore the entire place!



Product Scan!

Scan the logo on the pack to see a Ramadan greeting and bring the tpack alive! After the experience, lead the user's to a lucky draw form fill!



Ramadan Kareem Wishes To You And Your Family!

Select celebration style (fireworks/lamp/flower shower), enter a message and enter your relative email ID. We send them a link to the greeting that they can view in AR

THE WORLD OF CHATBOT EXPERIENCES

Chatbots are at the talking point of the business world now. The arrival of chatbots have opened up new realms of the customer engagement and new ways of doing business in the form of conversational commerce. It is one of the most useful technologies that businesses can rely on, possibly replacing the traditional models and making apps and websites redundant.

[Learn More](#)



Advantages of a Messenger Chatbot!



Conversation is natural and seamless.



Send and receive images & other files.



Make your conversations immortal.



No need for URLs or app installs.



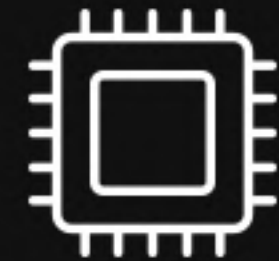
Help users with complex purchasing decisions.



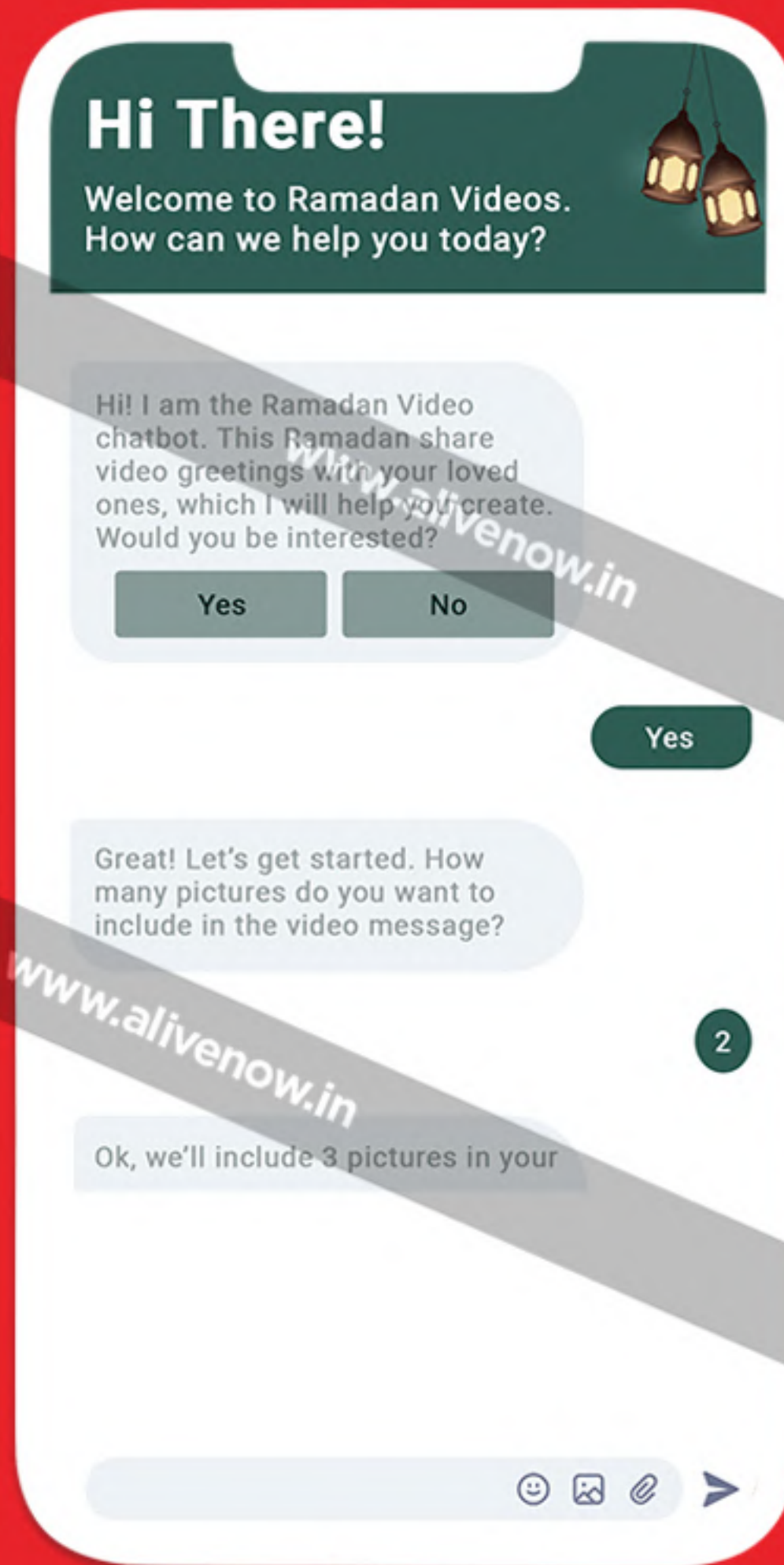
Push content to users on demand.



Perform text, number & date manipulations.

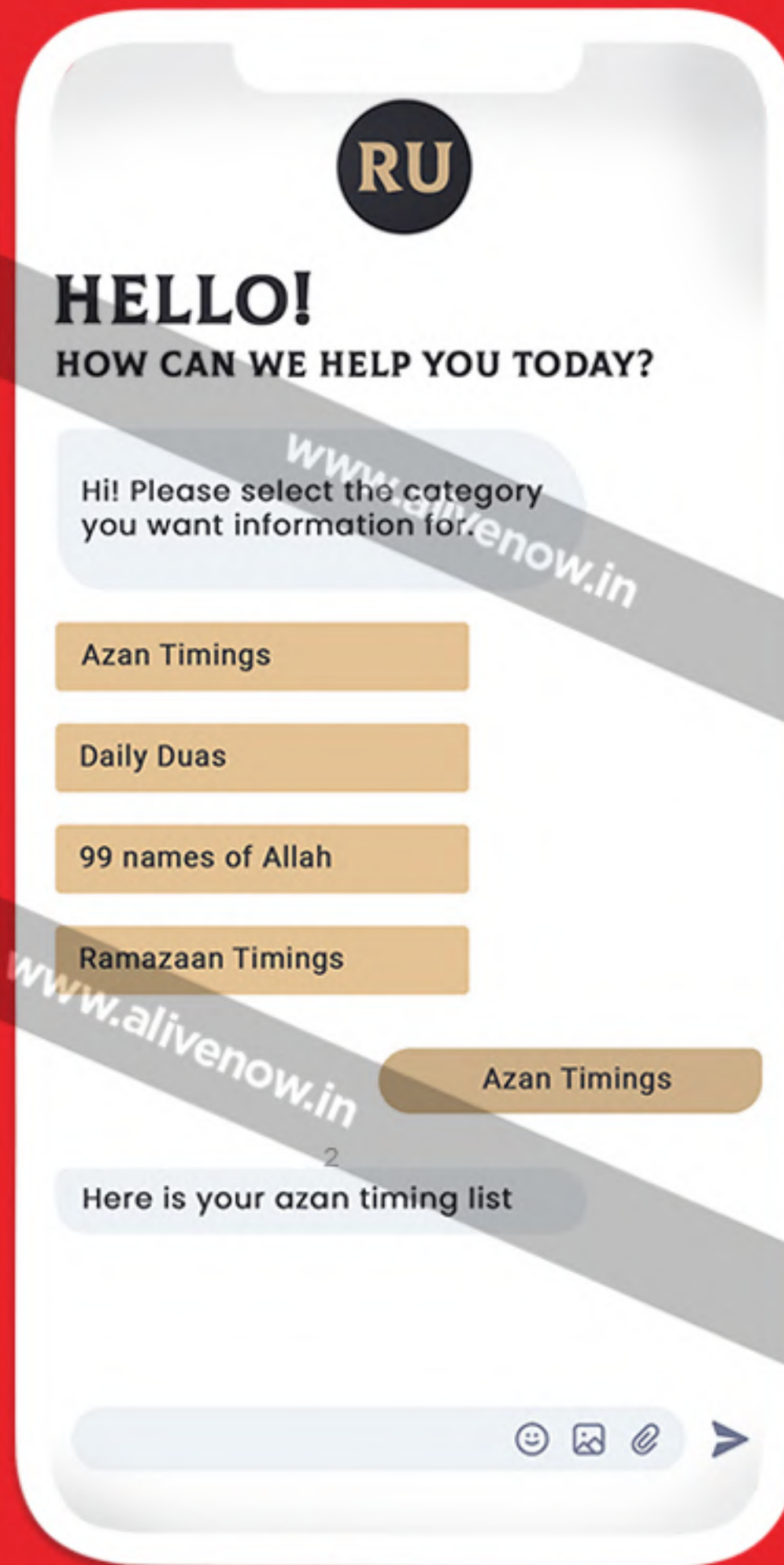


Messaging is a real-time process



Ramadan Video!

Upload images to the Facebook chatbot, enter a greeting message and we generate a video for you to share with your friends and relatives!



Ramadan Updates!

Through this chatbot, we keep you up-to-date with various facts about Ramadan. Each day, you can get suhoor/iftar timings and even learn more about Ramadan Traditions.



Ramadan Quiz!

Scan the QR code on the product pack to land on the Facebook Chatbot, answer various questions about Ramadan quiz and stand a chance to win goodies from the brand!

Why Should Brands Integrate 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.



AUGMENTED REALITY

Physical action (blink, nod, tilt) + Seeing



GAMES

Interaction (see/hear + click)



VIDEOS

Watching (see + hear)



PODCASTS

Hearing (ears)



IMAGES

Seeing (eyes)

DISCOVERY: HOW DOES YOUR AUDIENCE FIND BRANDED GAMES, AR FILTERS/LENSES AND OTHER 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.

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



FACEBOOK



Cadbury



amazon

NETFLIX

intel

PUMA

MICHELIN

Agilvy

Domino's

VISA

McDonald's

Lenovo

HSBC
The world's local bank

Toys R 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

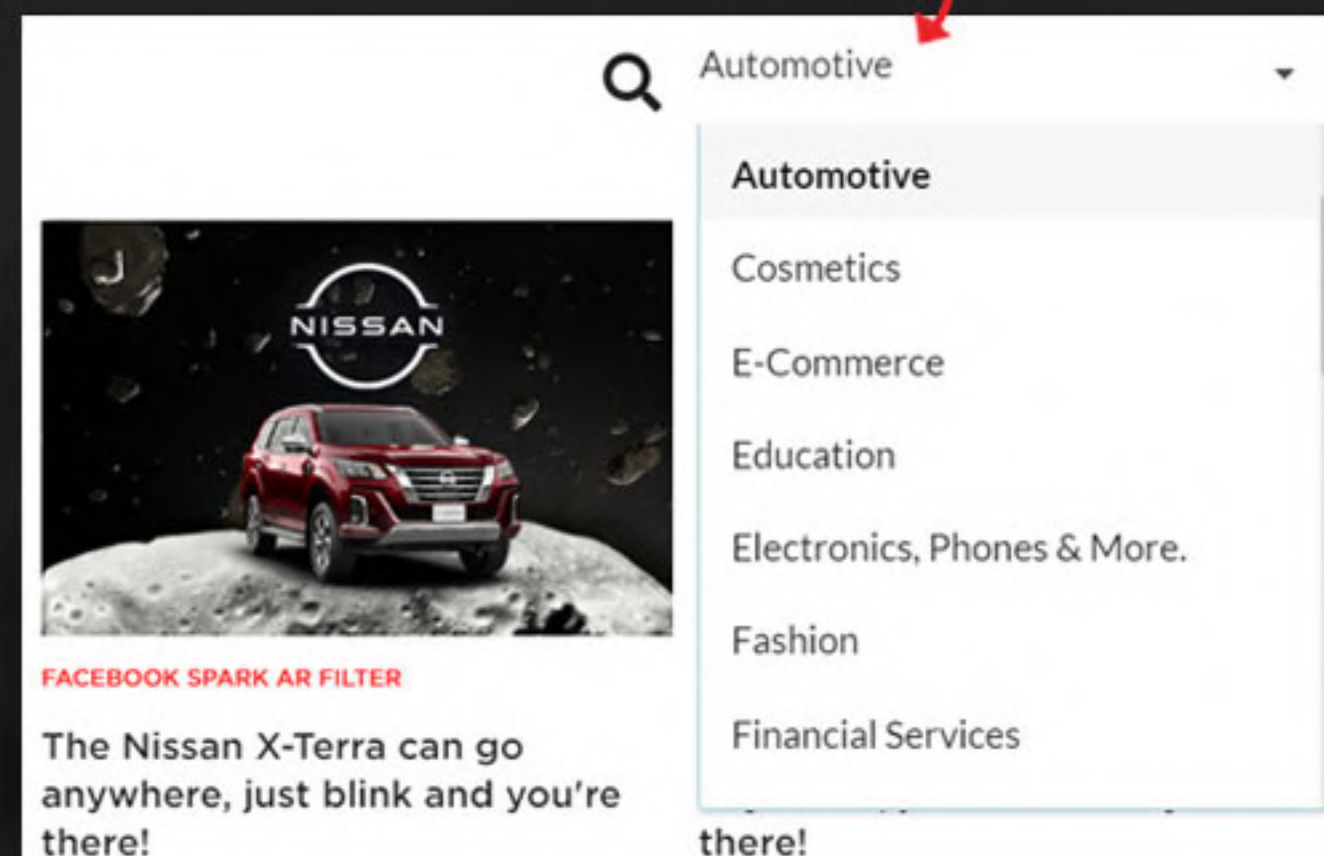
DiDi

CARAT

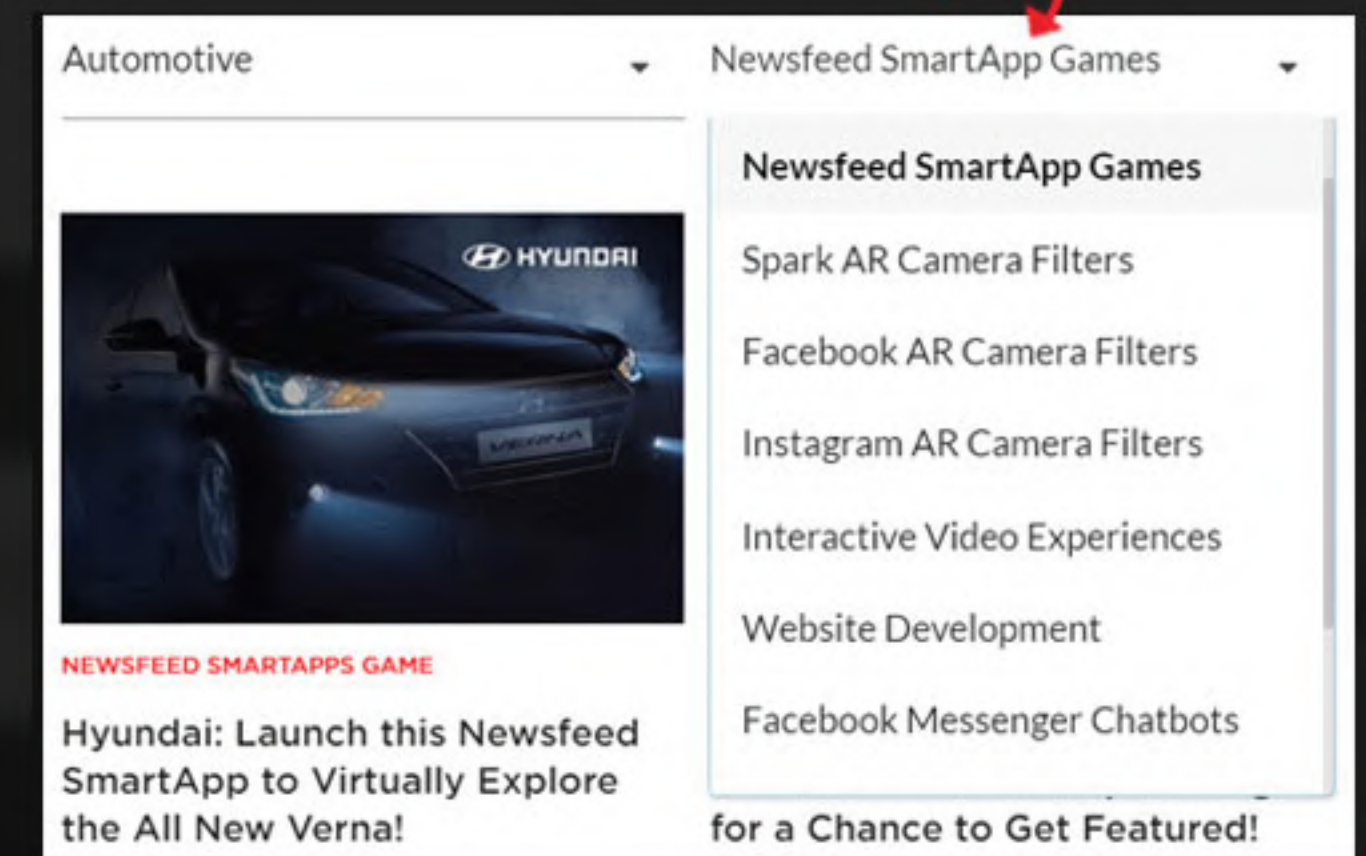
& more!

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

1 INDUSTRY

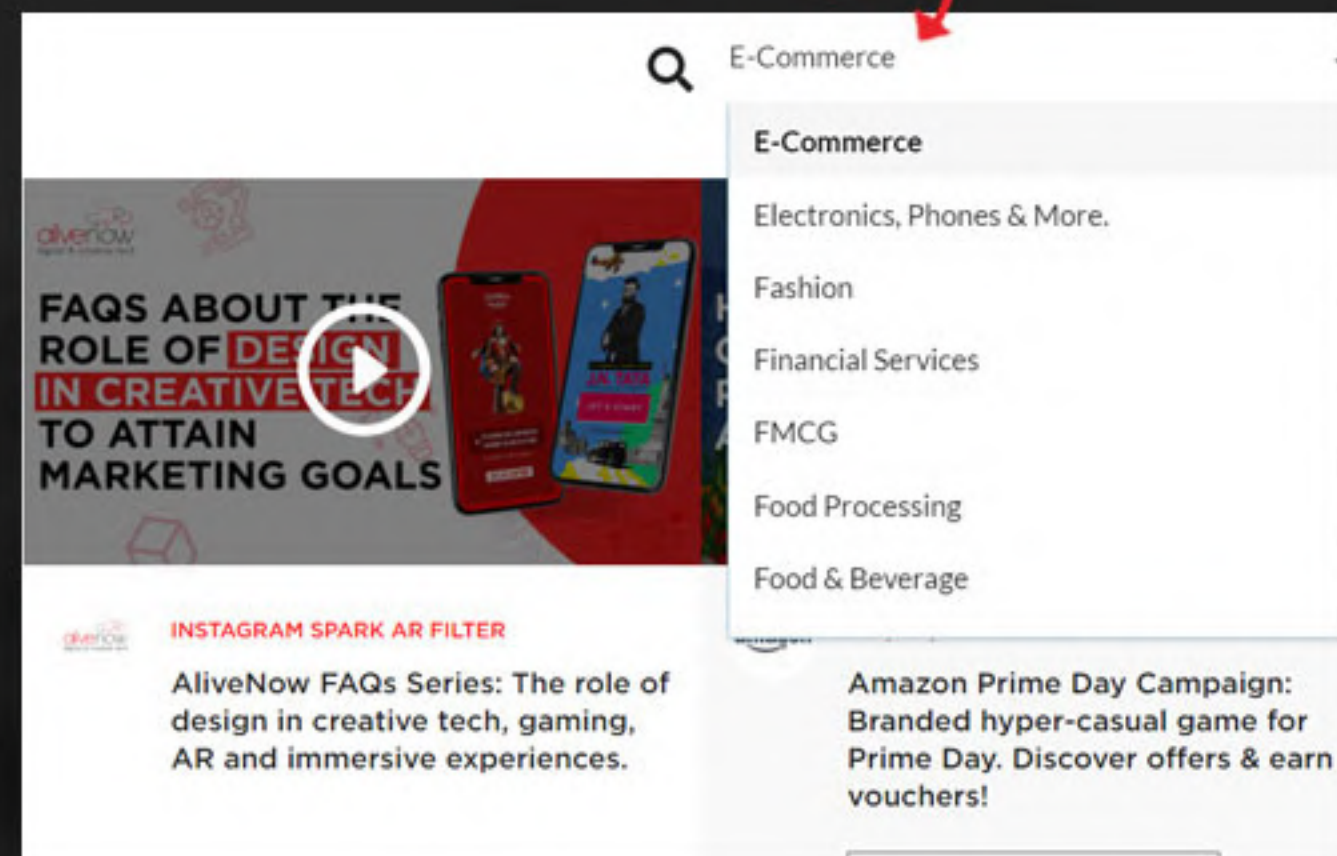


2 PLATFORM

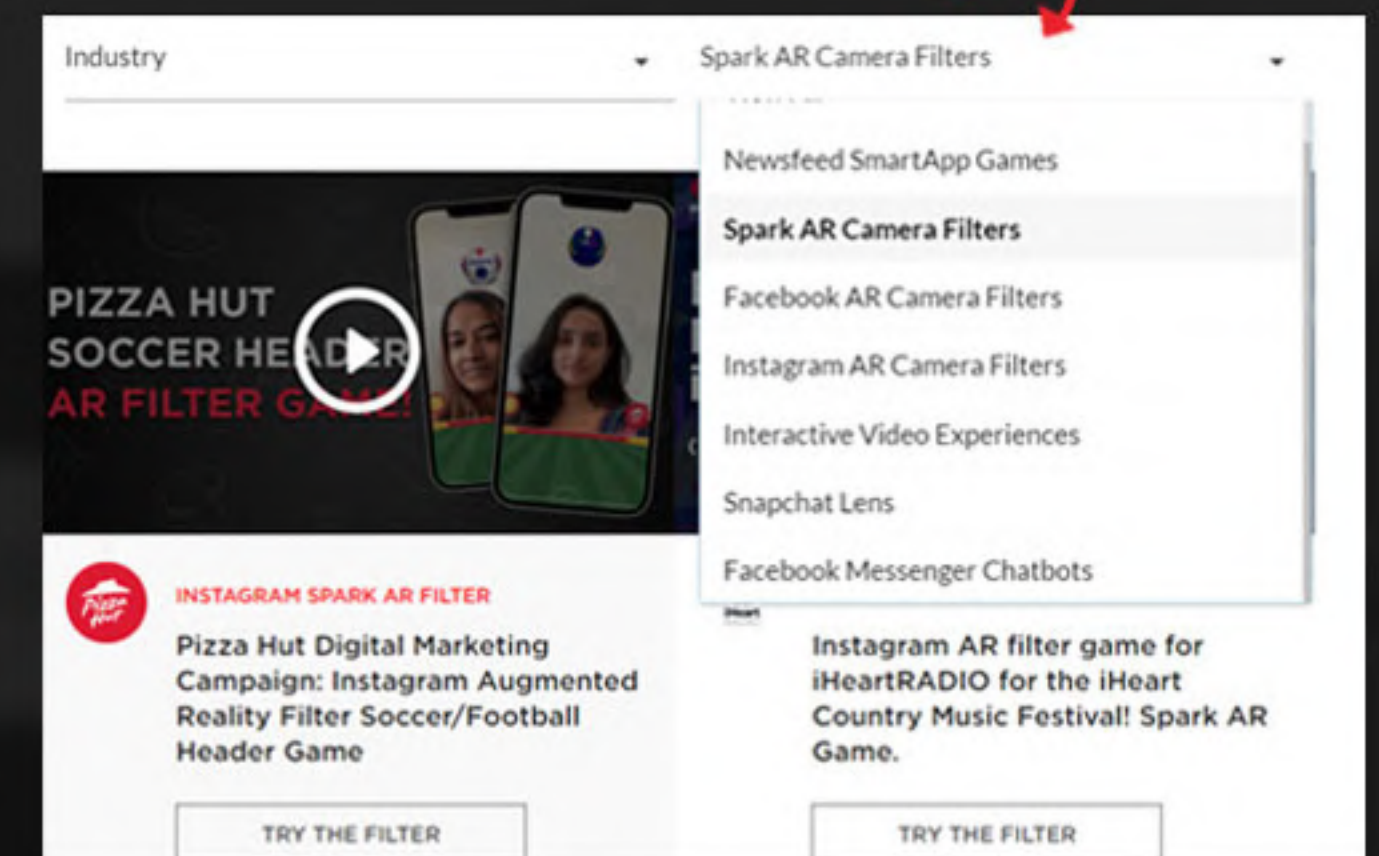


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM



THANK YOU!

contact@alivenow.in

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

