

Amplify Ramadan Campaigns with immersive AR experiences across Meta!



AliveNow has created this engagement proposal. Any and all ideas, concepts, strategies, trademarks, and materials presented in this document are owned by AliveNow. No part of this presentation may be shared with any 3rd party without the consent of AliveNow. This presentation may be shared with the intended client. No part of this presentation shall be copied, changed or reconstituted to create an alternate event format. As AliveNow owns creative copyright over these ideas and concepts, these ideas and concepts cannot be copied in part or full and executed by any other party or entity. We request you to respect our original creative input and hope to collaborate with you to build these digital experiences.

All rights reserved. January 2023.



IN THIS DECK

04

More about
AliveNow

06

Working with
AliveNow

07

Using AR filters
for Ramadan

32

How does this work and
what next?

38

Conclusion and
Contact Us



ALIVENOW'S SUITE OF CREATIVE SOLUTIONS:



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

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

Meta Spark

Partner
Network

**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

AliveNow is the **ONLY** Meta Spark AR Partner globally to have 4 Business Success case studies using augmented reality ads featured in Meta Business

Meta Spark

Partner
Network

Sephora Middle East

Raising brand awareness with Facebook augmented reality ads during Ramadan

Abu Dhabi Islamic Bank

Attracting app installs with Facebook Augmented Reality ads

Swiggy

Encouraging online food orders with Facebook Augmented Reality ads

Dubai Properties

Attracting app installs with Facebook Augmented Reality ads

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.

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



WHAT'S POSSIBLE WITH 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.



Floor
tracking.



3D
portals.



Full body
tracking.



Multiple people
tracking.

AND
MUCH
MORE!

WHY SHOULD A BRAND CONSIDER META SPARK AR FILTERS?

**AR + REELS =
AMAZING WAY
TO DRIVE BRANDED
UGC!**

**NO MORE LEARNING
CURVE IN AR,
EVERYONE GETS IT.**

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

**SPECIFIC AR AD
UNITS ON IG + FB
TO DRIVE RESULTS.**

**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





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.



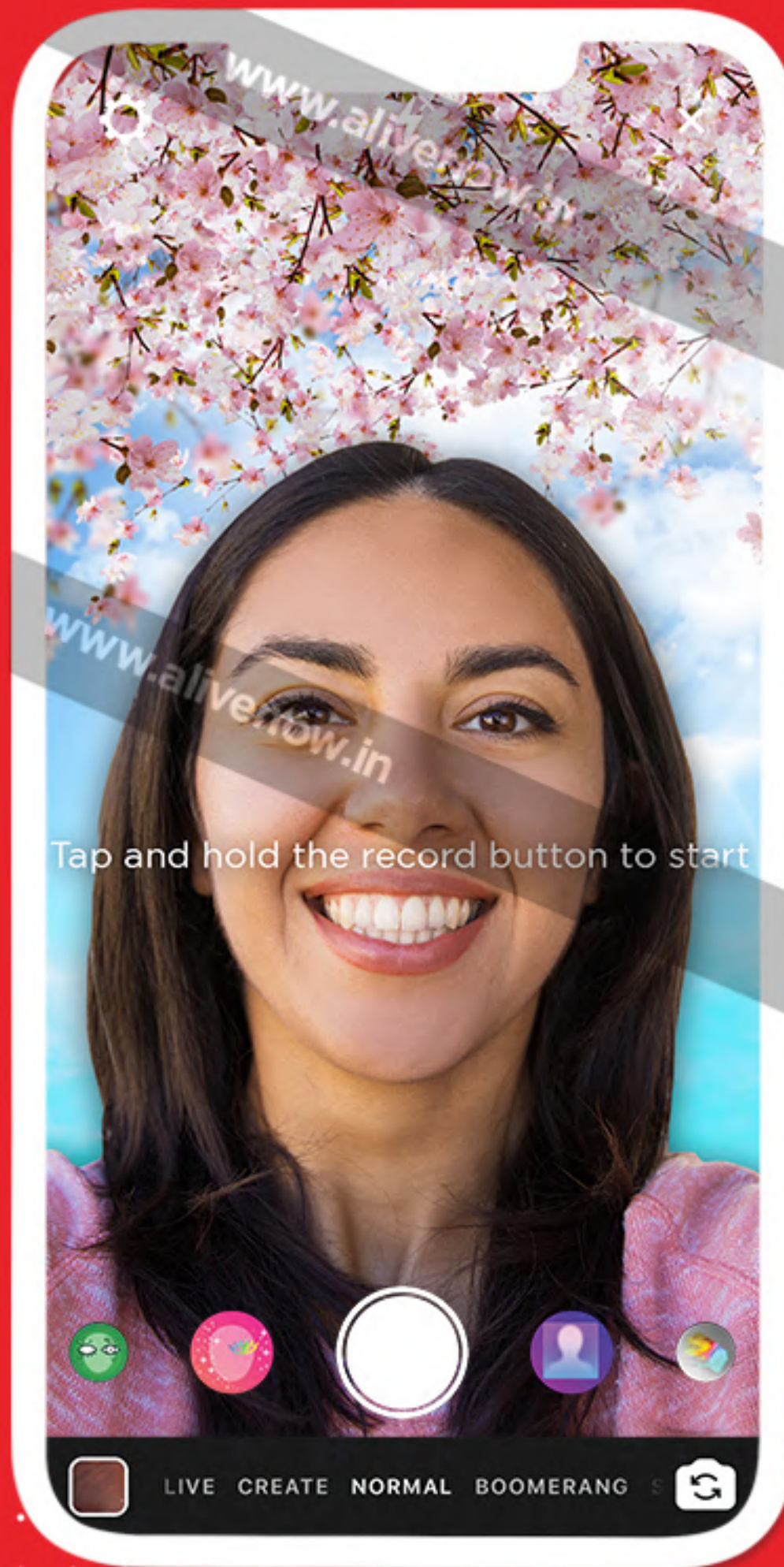


Ramadan Kareem

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

PLATFORM PUBLISHING
Social AR experiences.





Tap and hold the record button to start



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.



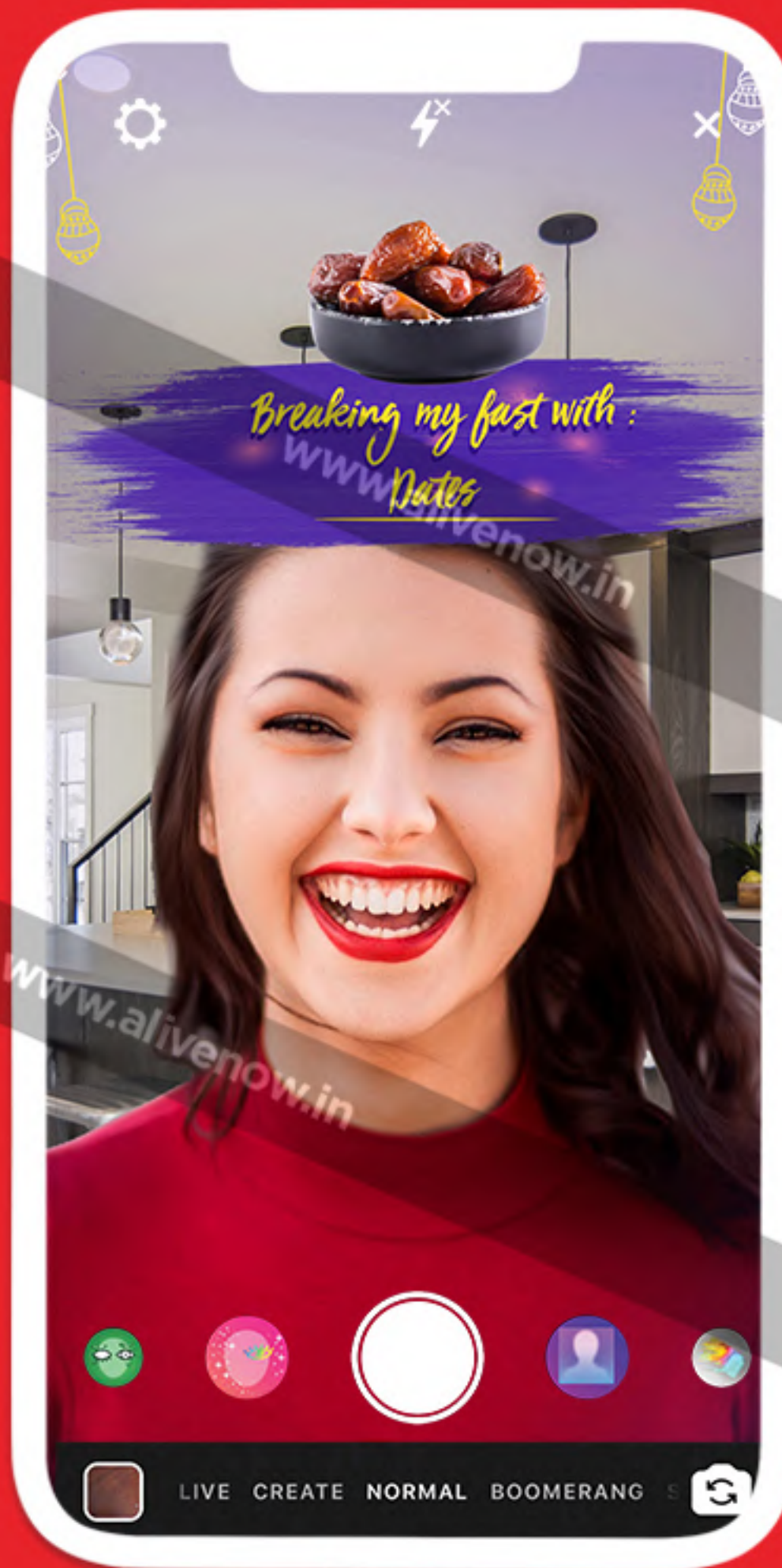
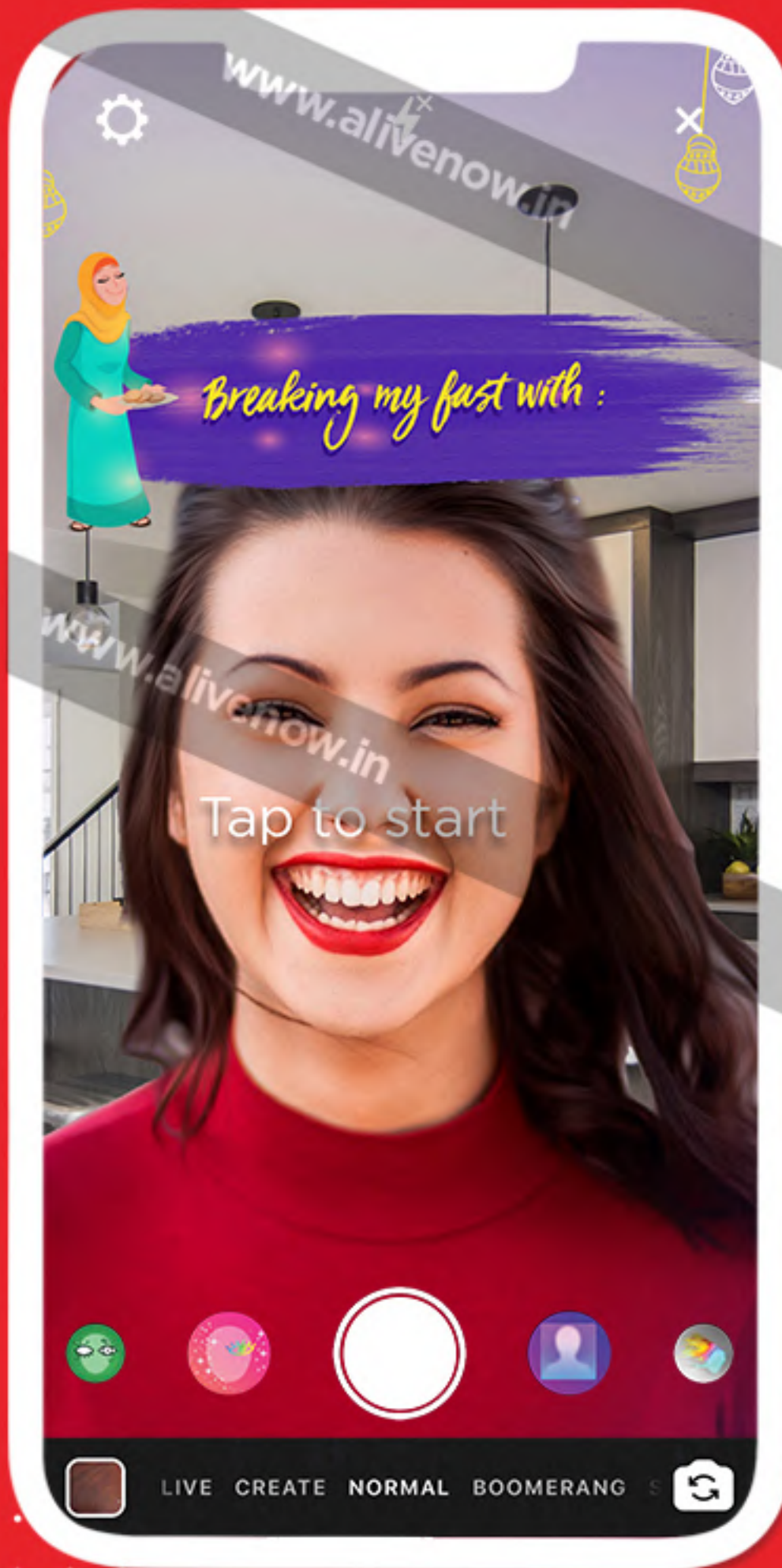


Catch The Falling Dates

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.





Iftar Time

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

PLATFORM PUBLISHING
Social AR experiences.



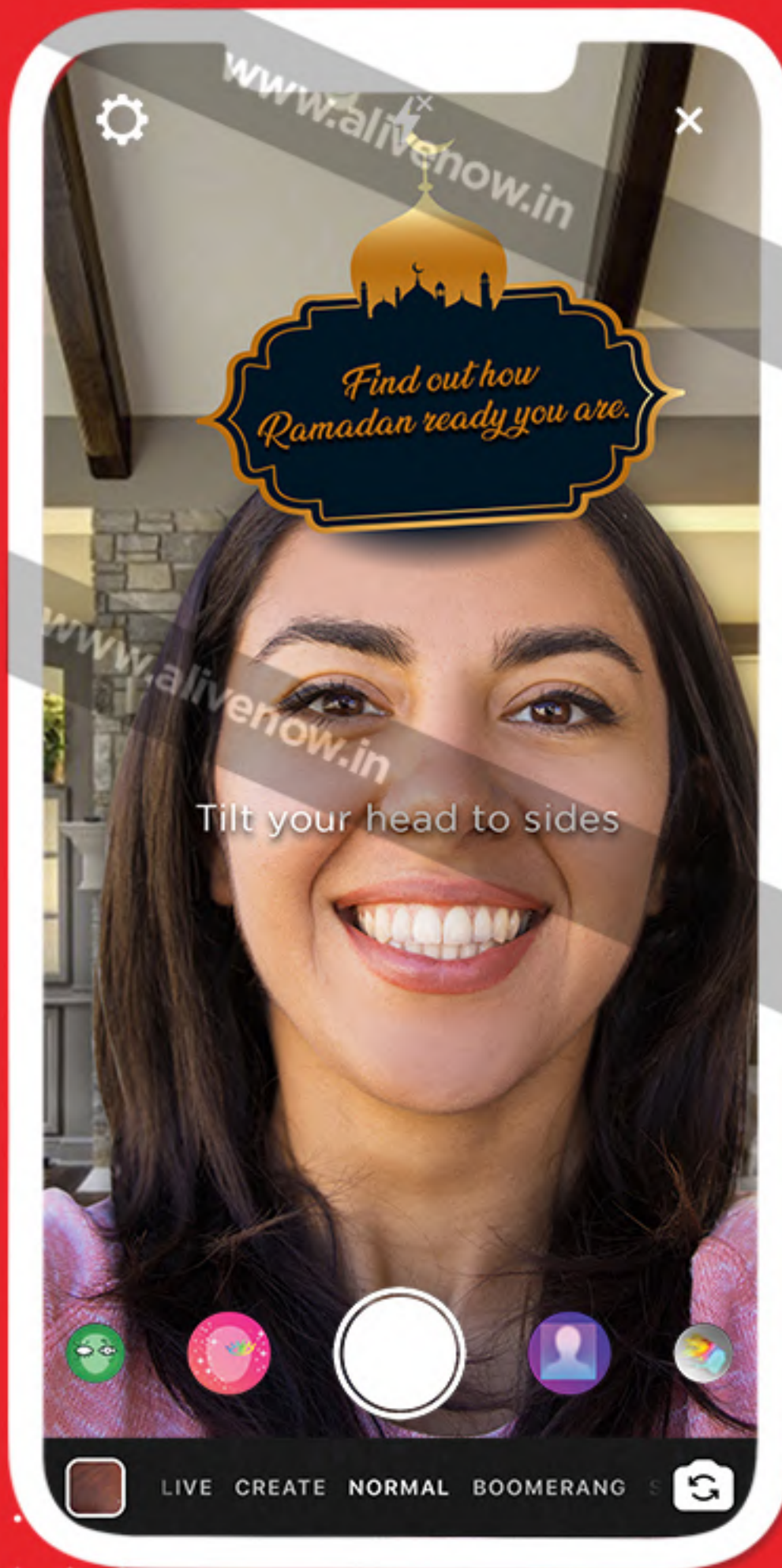


Ramadan Quote For The Day

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

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.



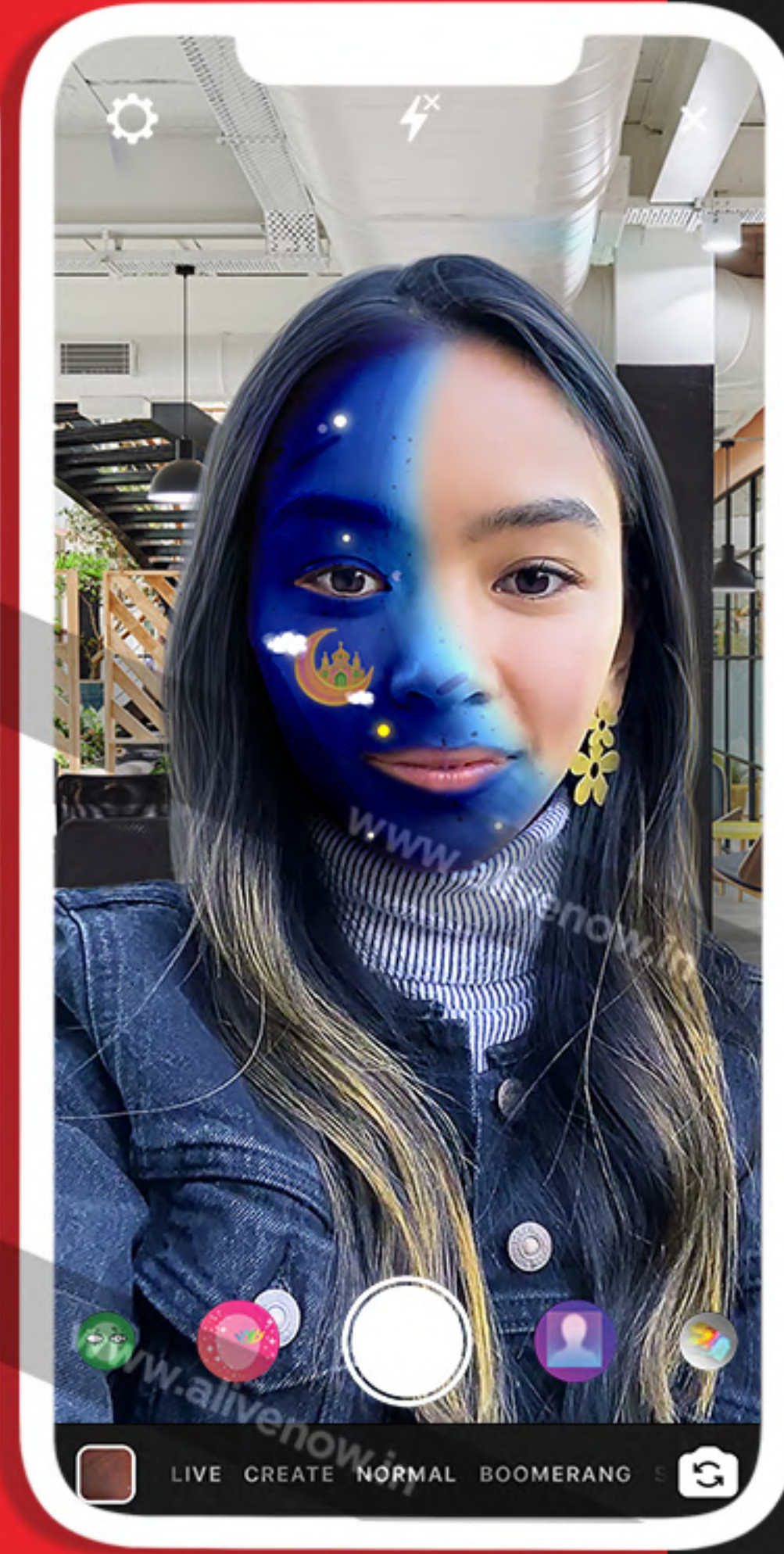
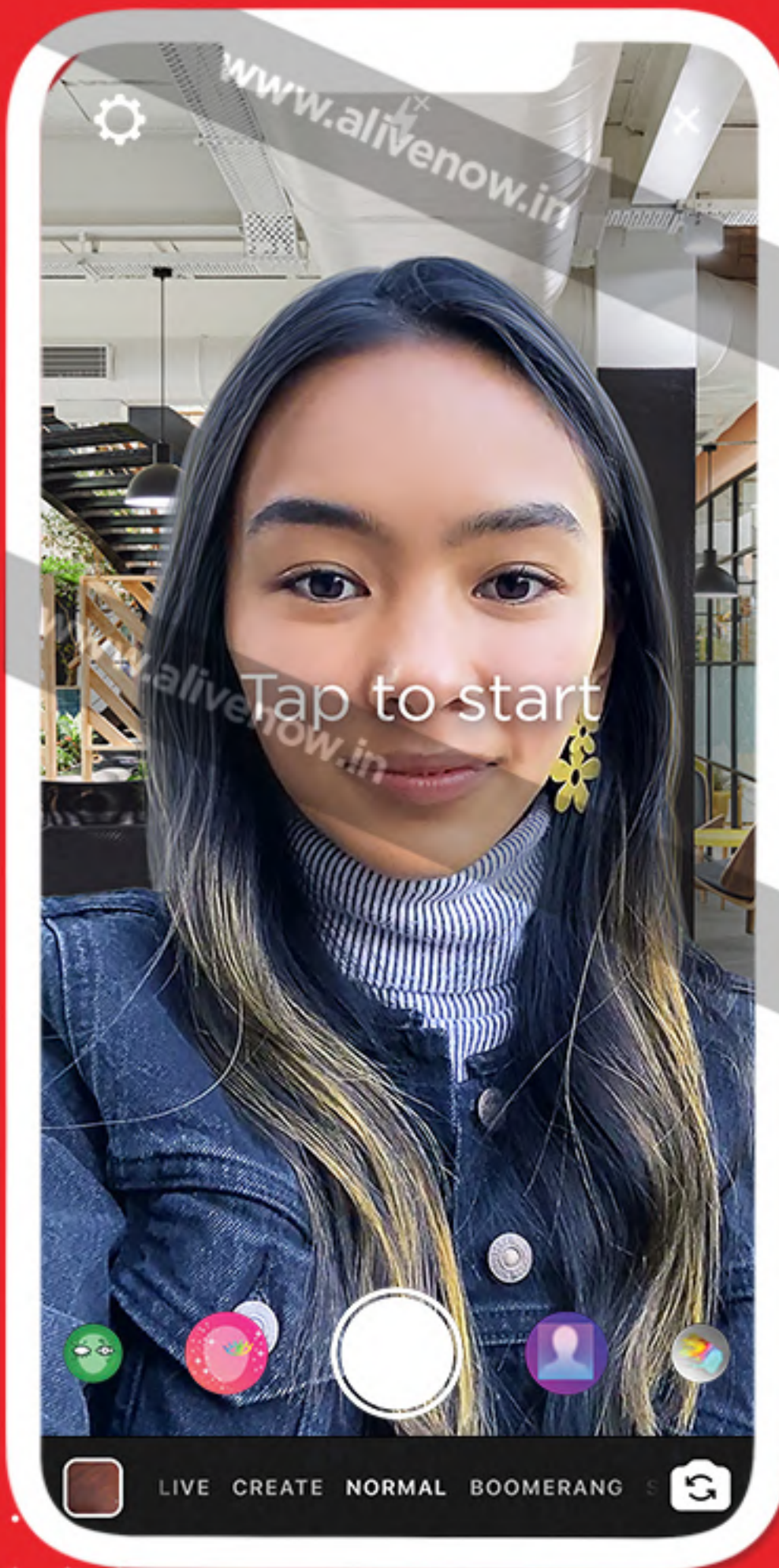


Ramadan Frames

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.



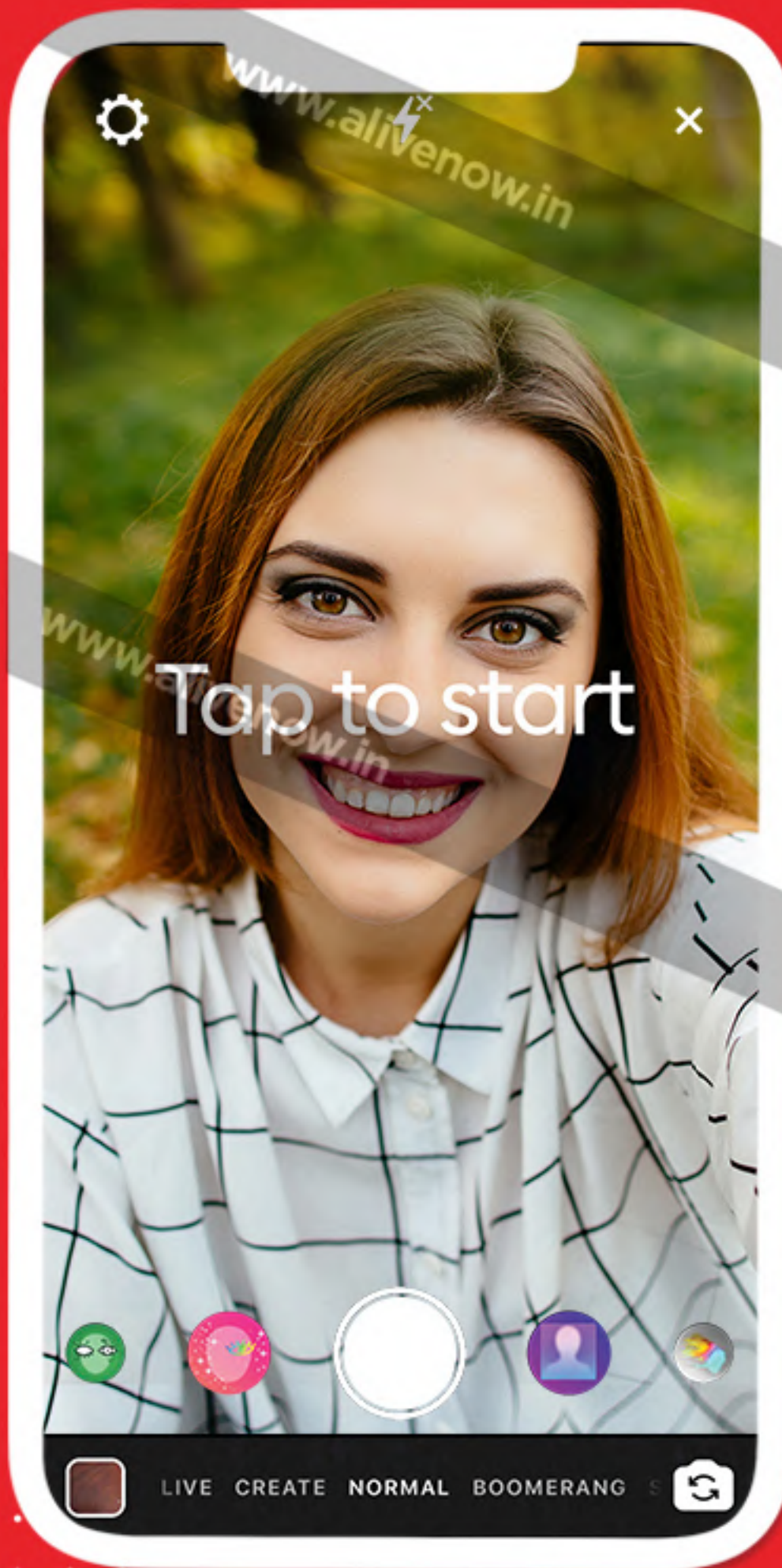


Face paint

Face paints to elevate the Ramadan feel.

PLATFORM PUBLISHING
Social AR experiences.





Balloons

See the balloons that appear in the background that elevates the Ramadan feel

PLATFORM PUBLISHING
Social AR experiences.



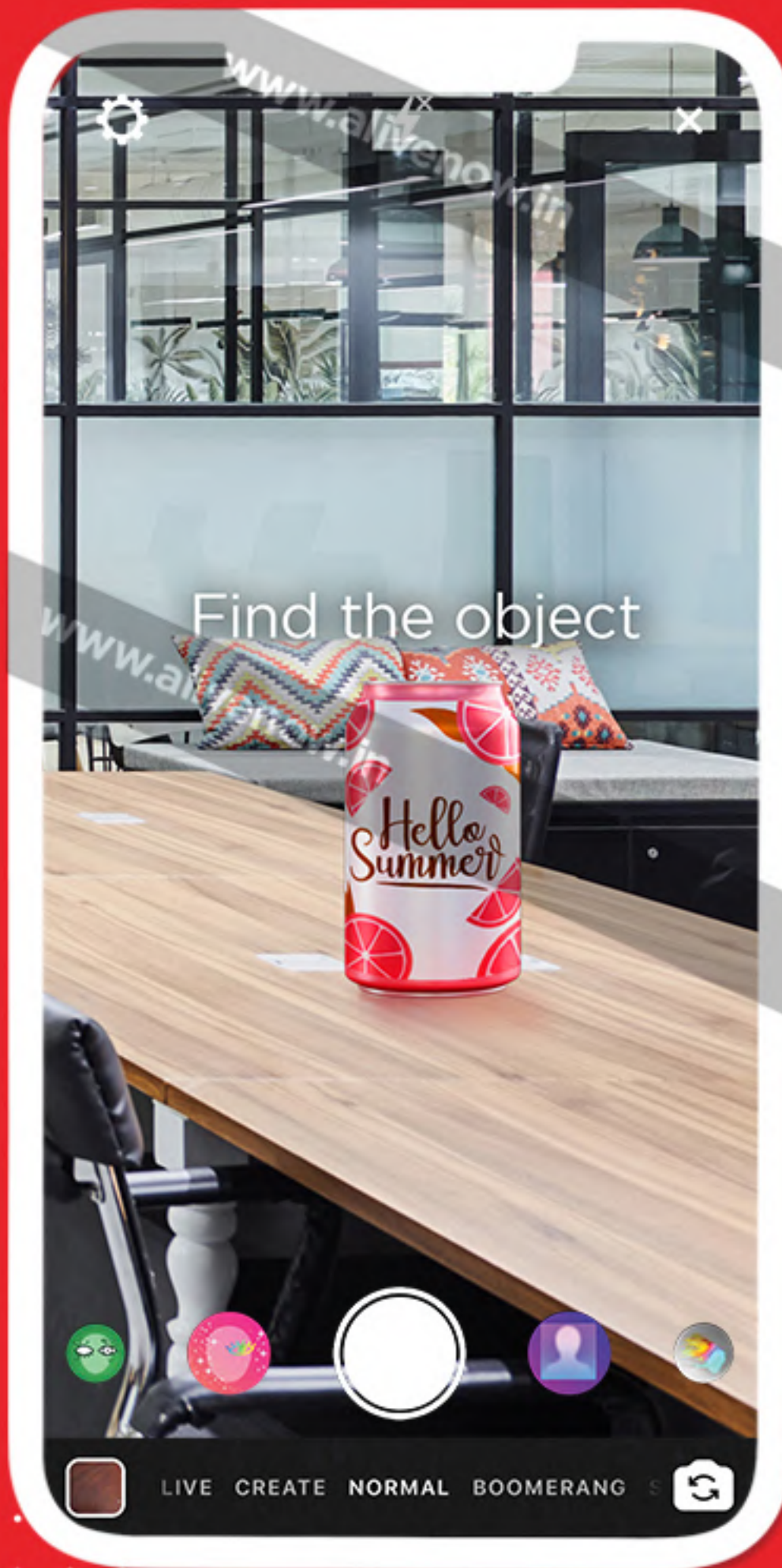


Follow the light to see the Quranic verse

Once users launch the filter, they will need to follow the trail of shimmering light in order to view the beautiful Ramadan decoration at the end of the trail. The decoration will project in a firework style animation in the users surrounding.

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 Jigsaw Puzzle

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

PLATFORM PUBLISHING
Social AR experiences.



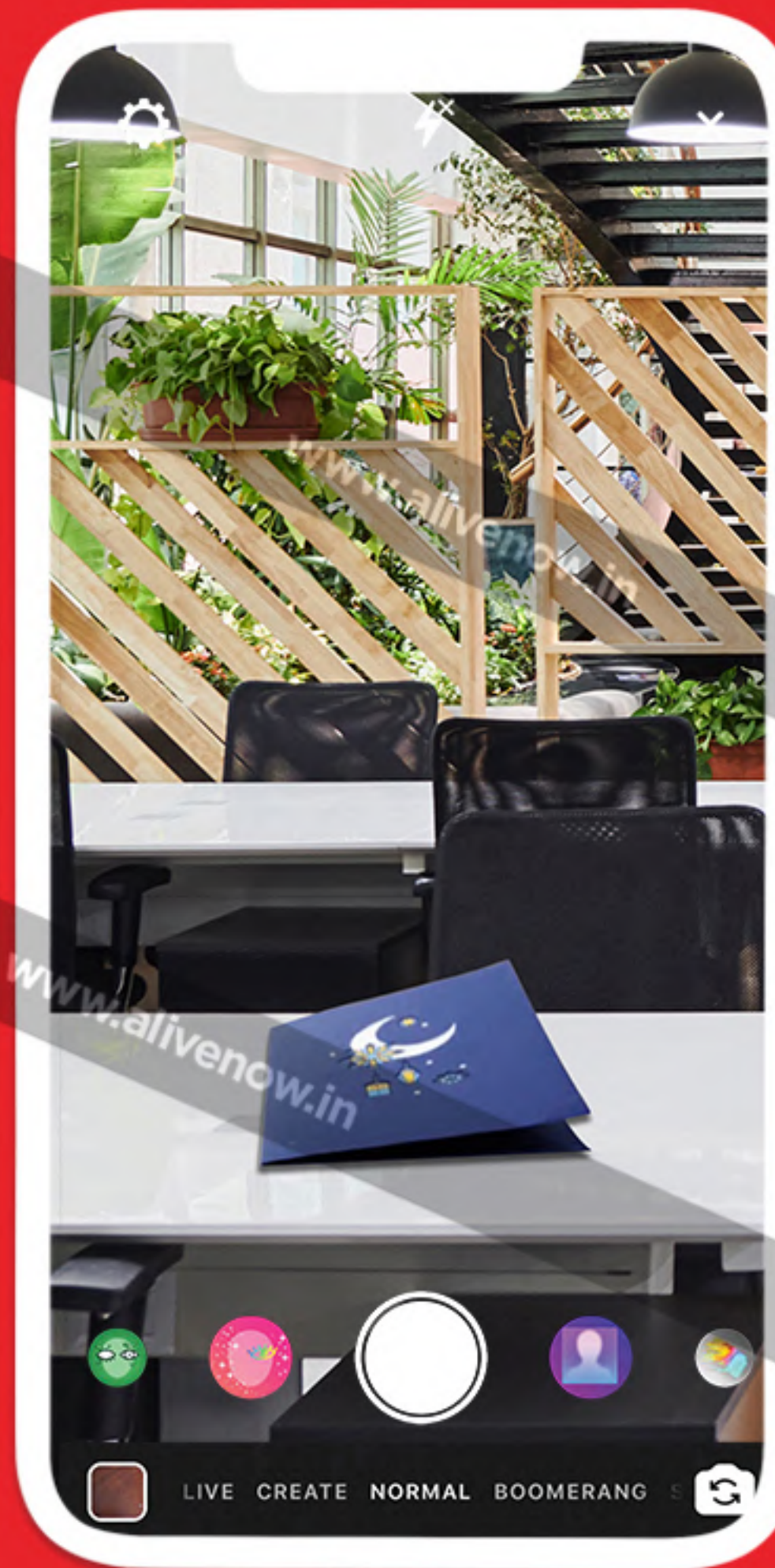
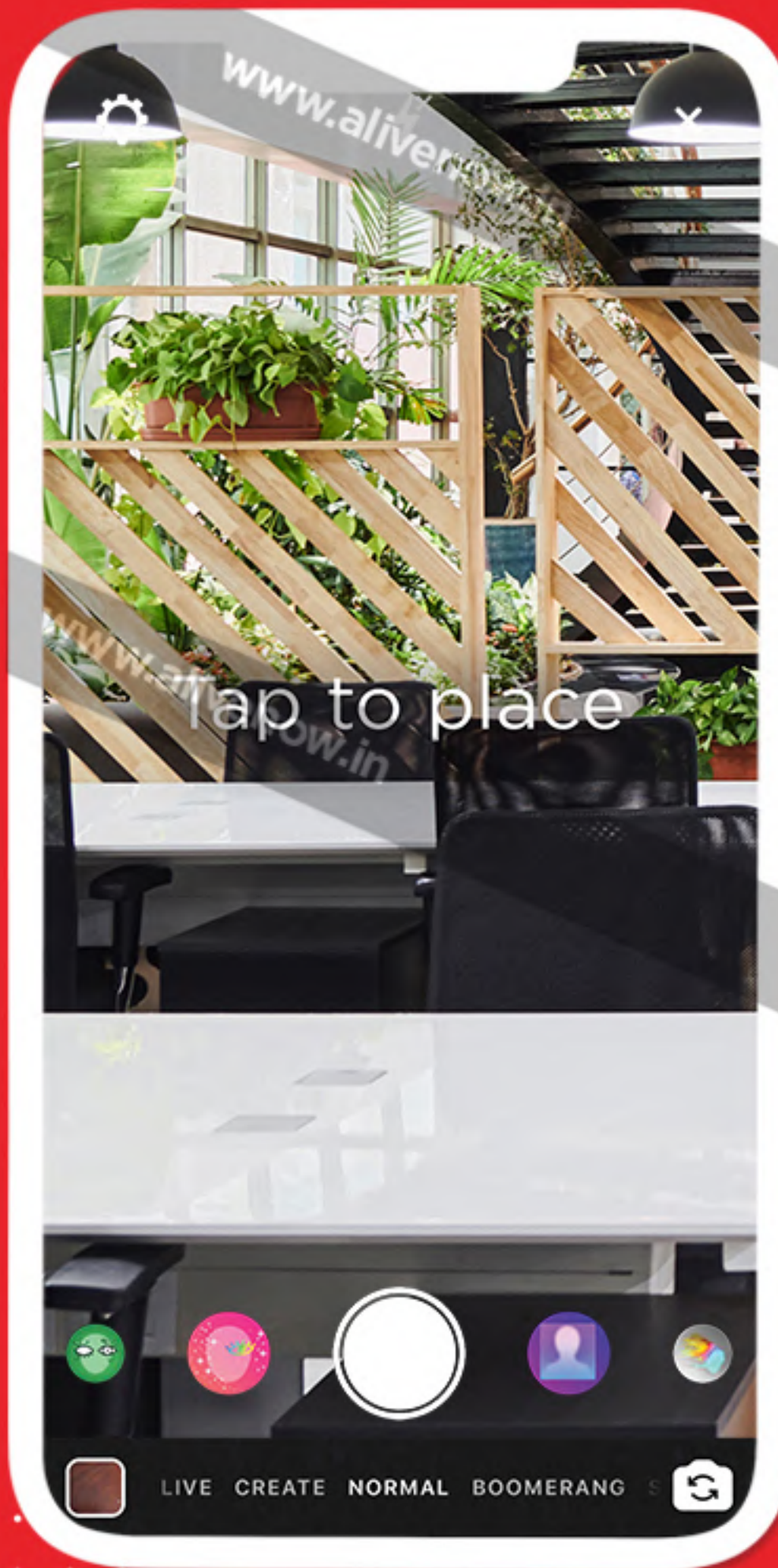


Touch the lantern for the experience

Users need to place the lantern on a flat surface using their back camera, they will then be prompted to tap on the lantern to see a stunning 360 ramadan themed animation in their surroundings.

PLATFORM PUBLISHING
Social AR experiences.



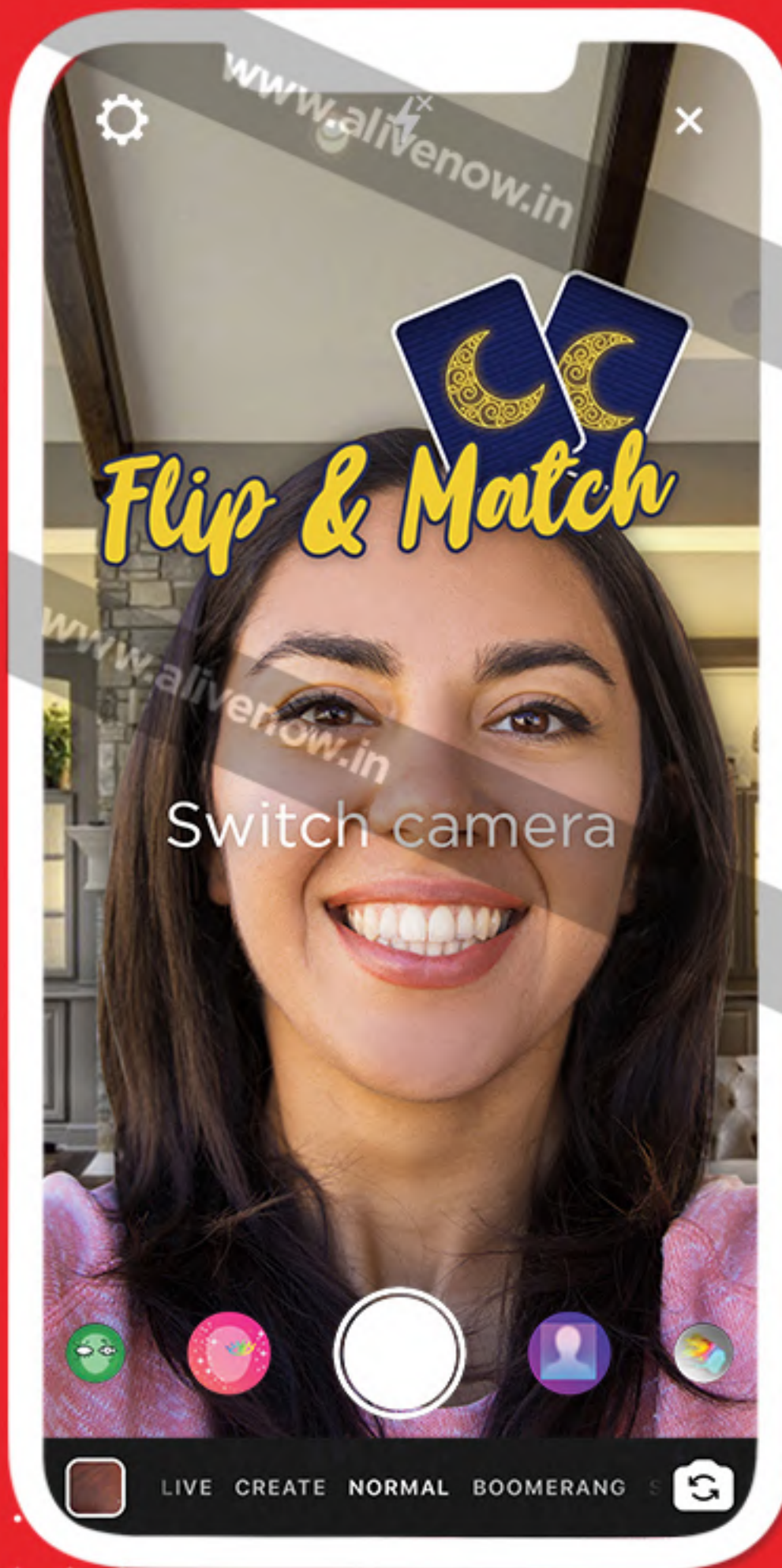


Ramadan Greetings!

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 Reel

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

PLATFORM PUBLISHING
Social AR experiences.



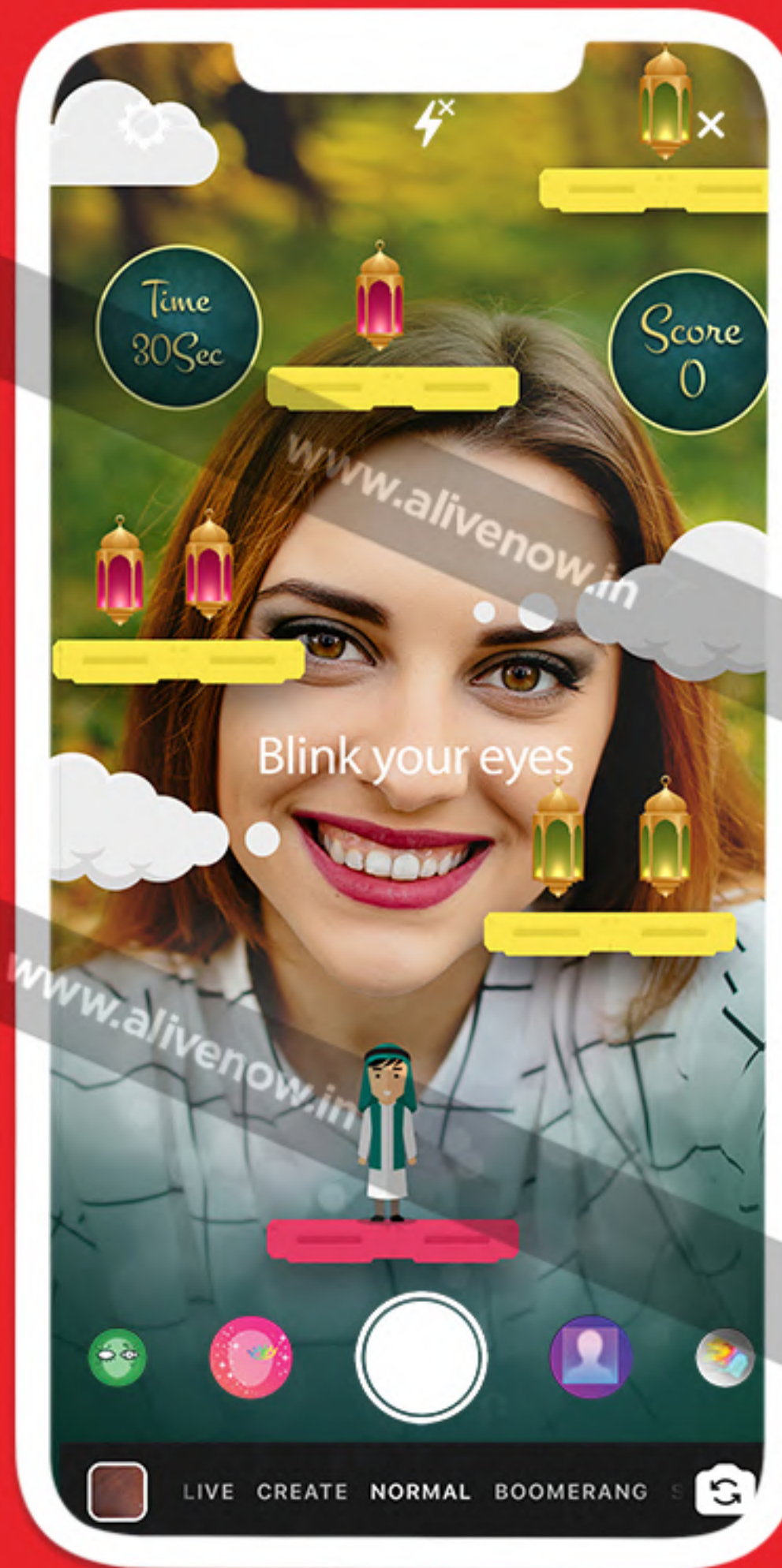


Ramadan Feelings!

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

PLATFORM PUBLISHING
Social AR experiences.





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.



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



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



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

Nestlé

Reese's

dentsu

BOSCH

WPP

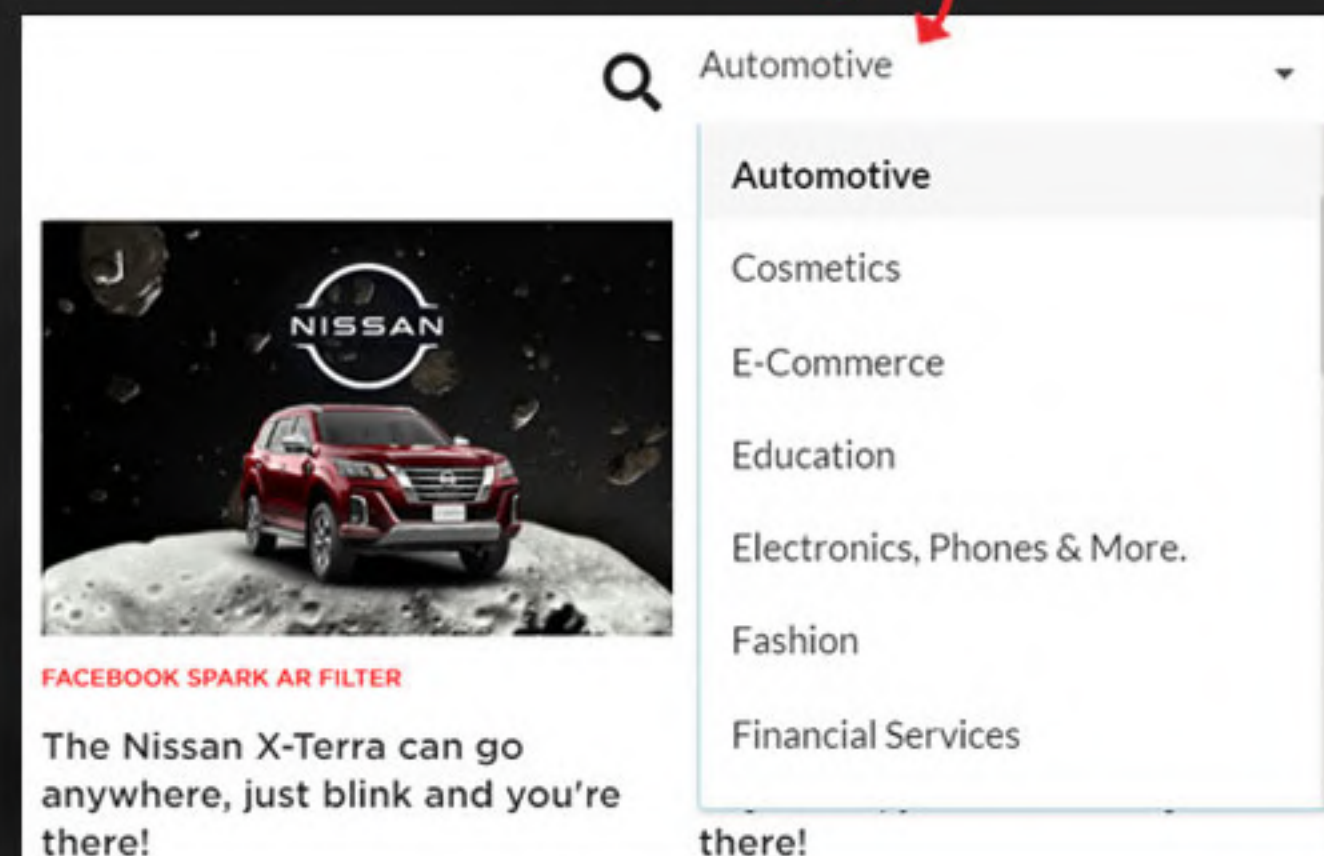
Coca-Cola

CARAT

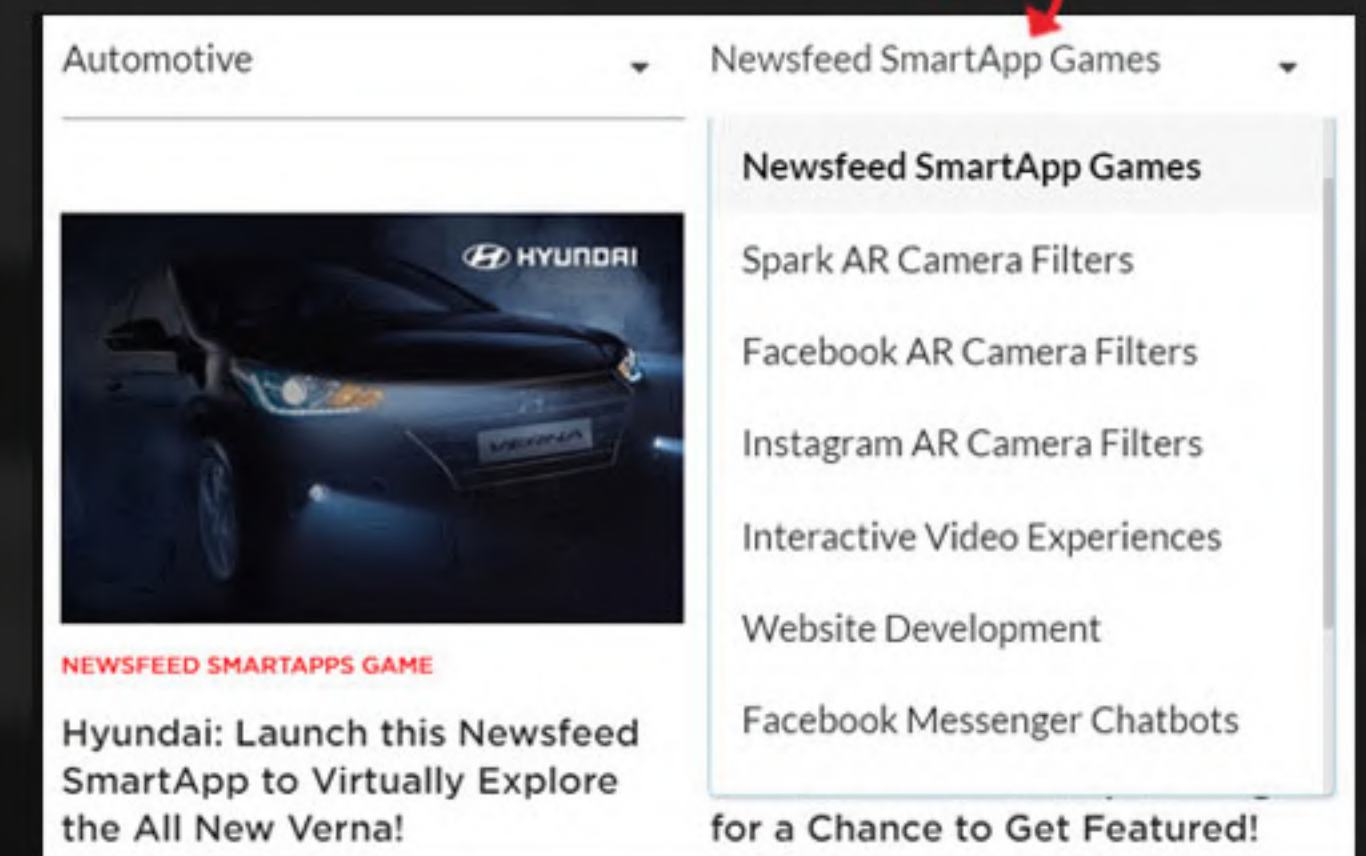
& more!

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

1 INDUSTRY

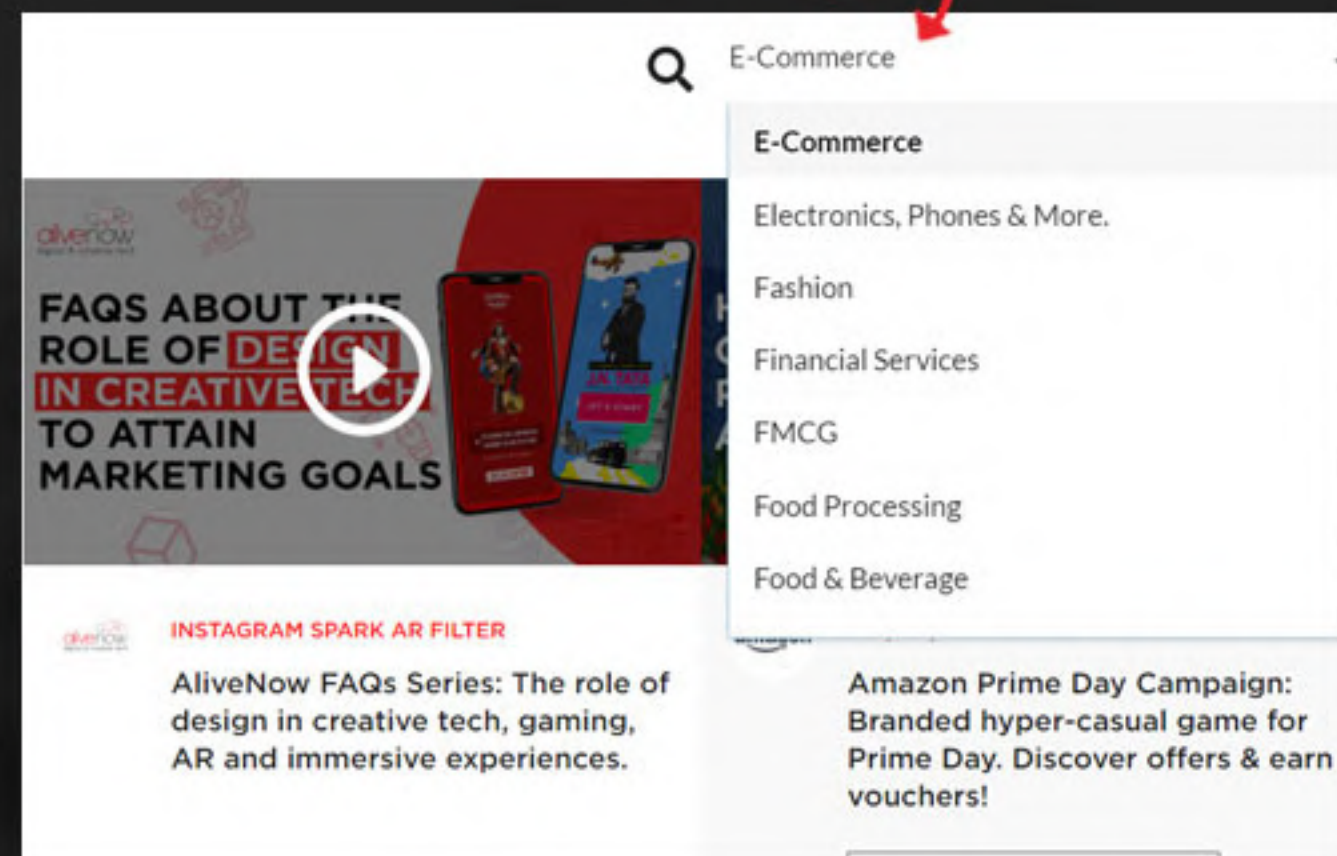


2 PLATFORM

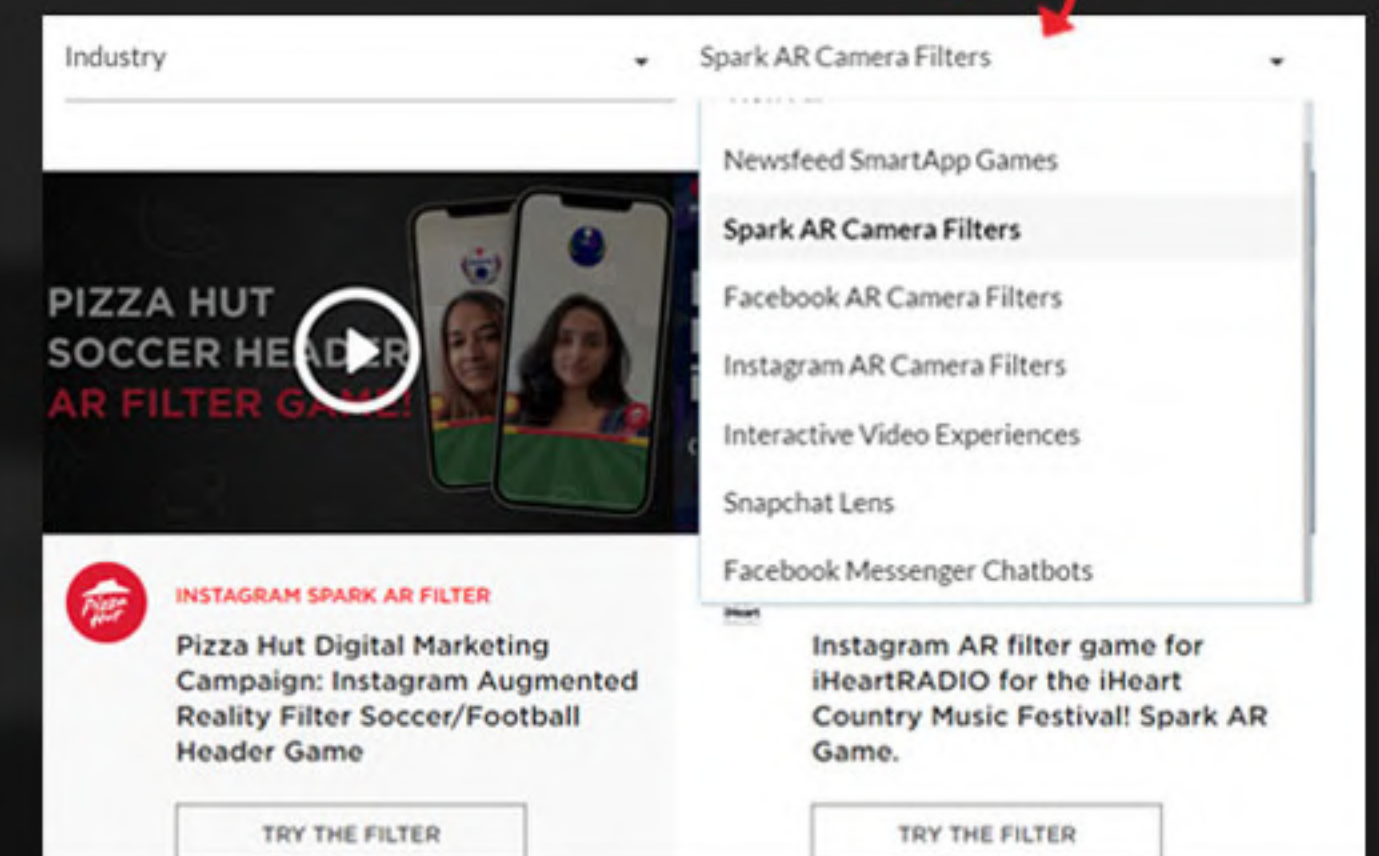


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM



THANK YOU!

contact@alivenow.in

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

