

Amplify Ramadan Campaigns with immersive digital experiences 2023!



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IN THIS DECK



04

More about
AliveNow

05

Working with
AliveNow

06

Using 3D-360 Experiences
for Ramadan

10

Web-based Augmented
Reality for Ramadan

19

Using AR Filters & Lenses for
Ramadan

50

Branded hyper-casual games
for Ramadan

66

How does this work
and what's next?

72

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

PREMIER PARTNER
8|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 3D-360 EXPERIENCES



Web based experience
(No app download required)



Explore products and click
for details



Mobile & Desktop friendly



Fully shoppable with
E-commerce integration



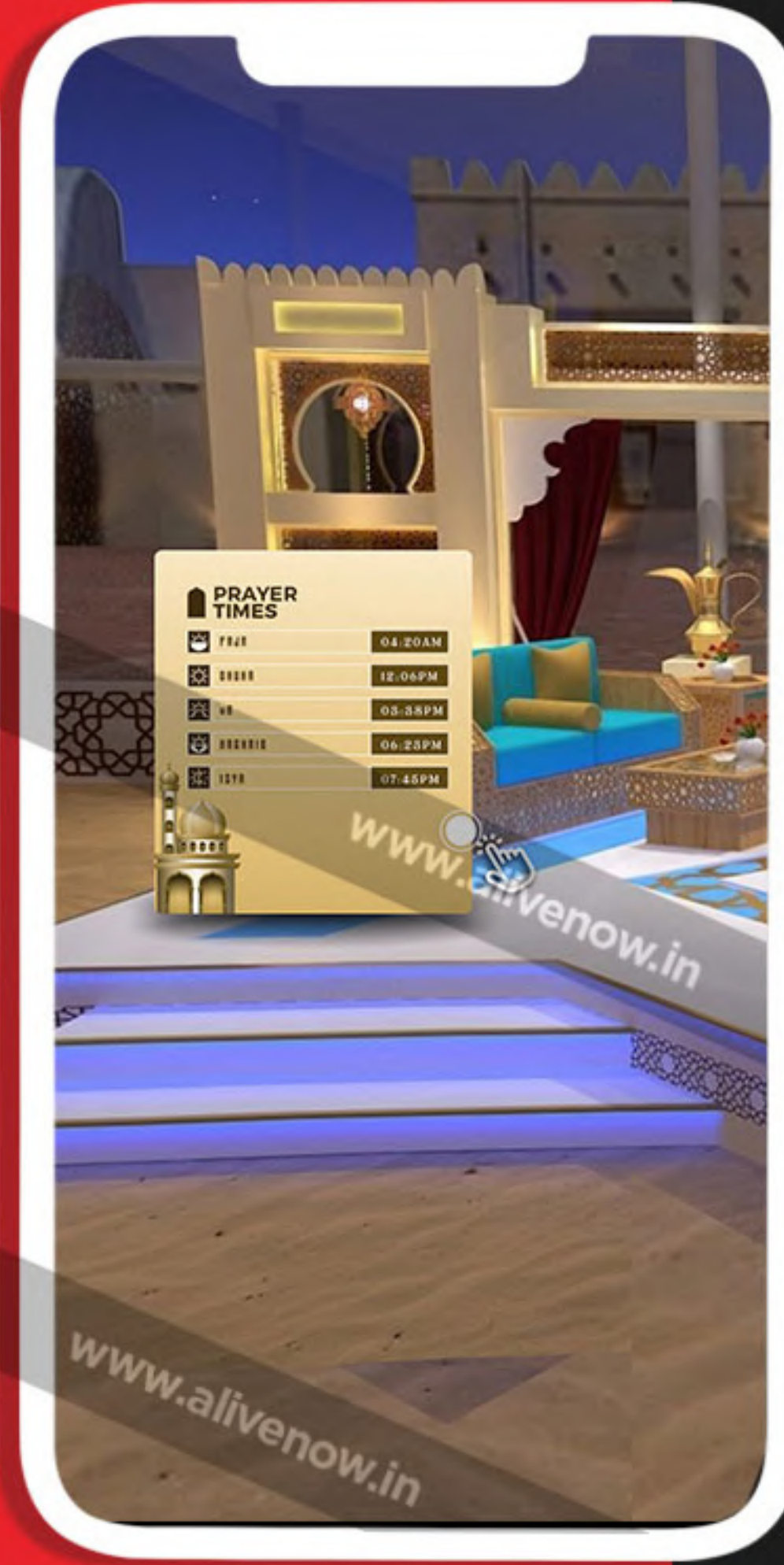
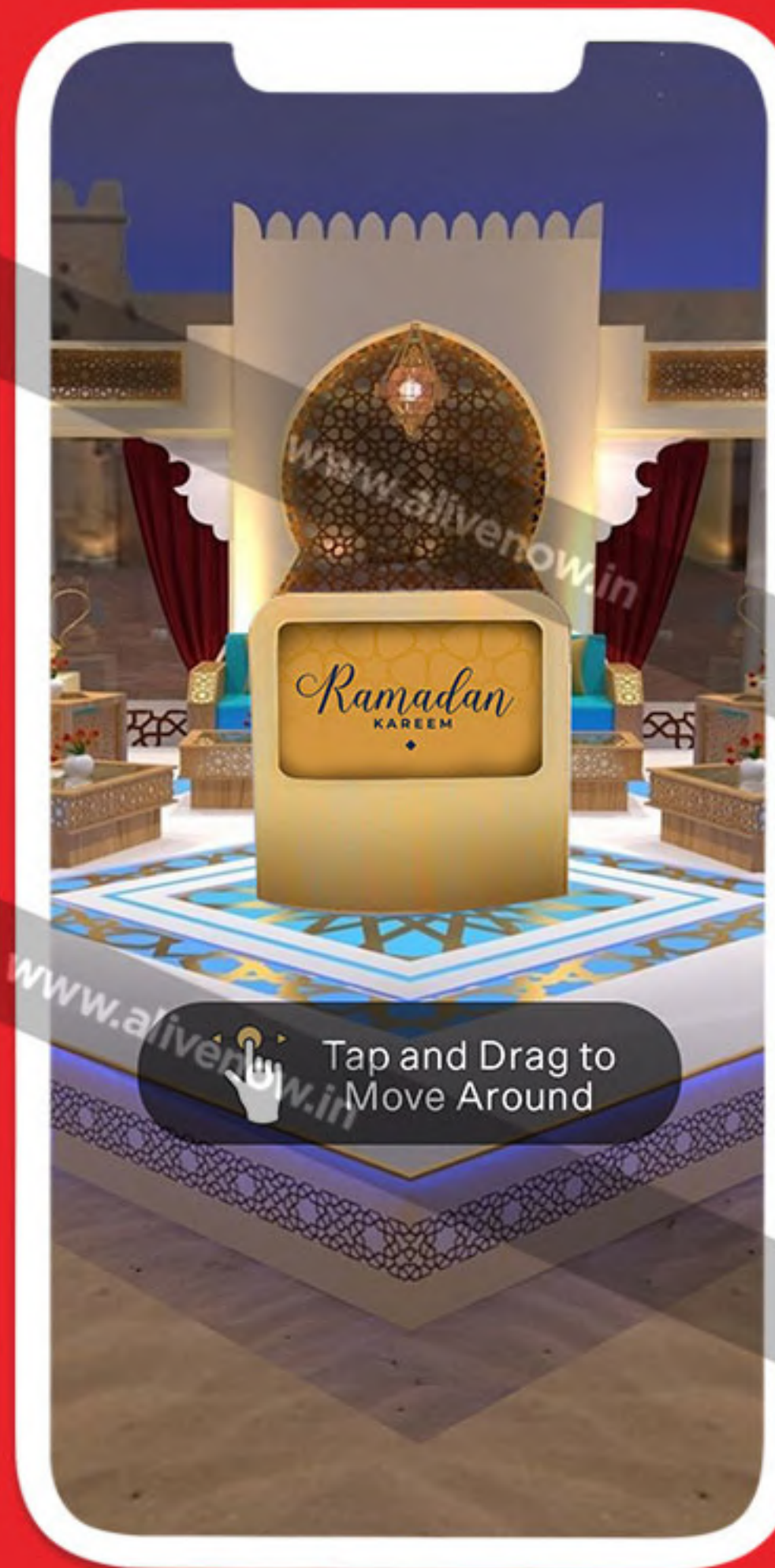
Look Around and Walk
Around VS Scroll up/down



Replicates the brand's look,
theme & interiors virtually

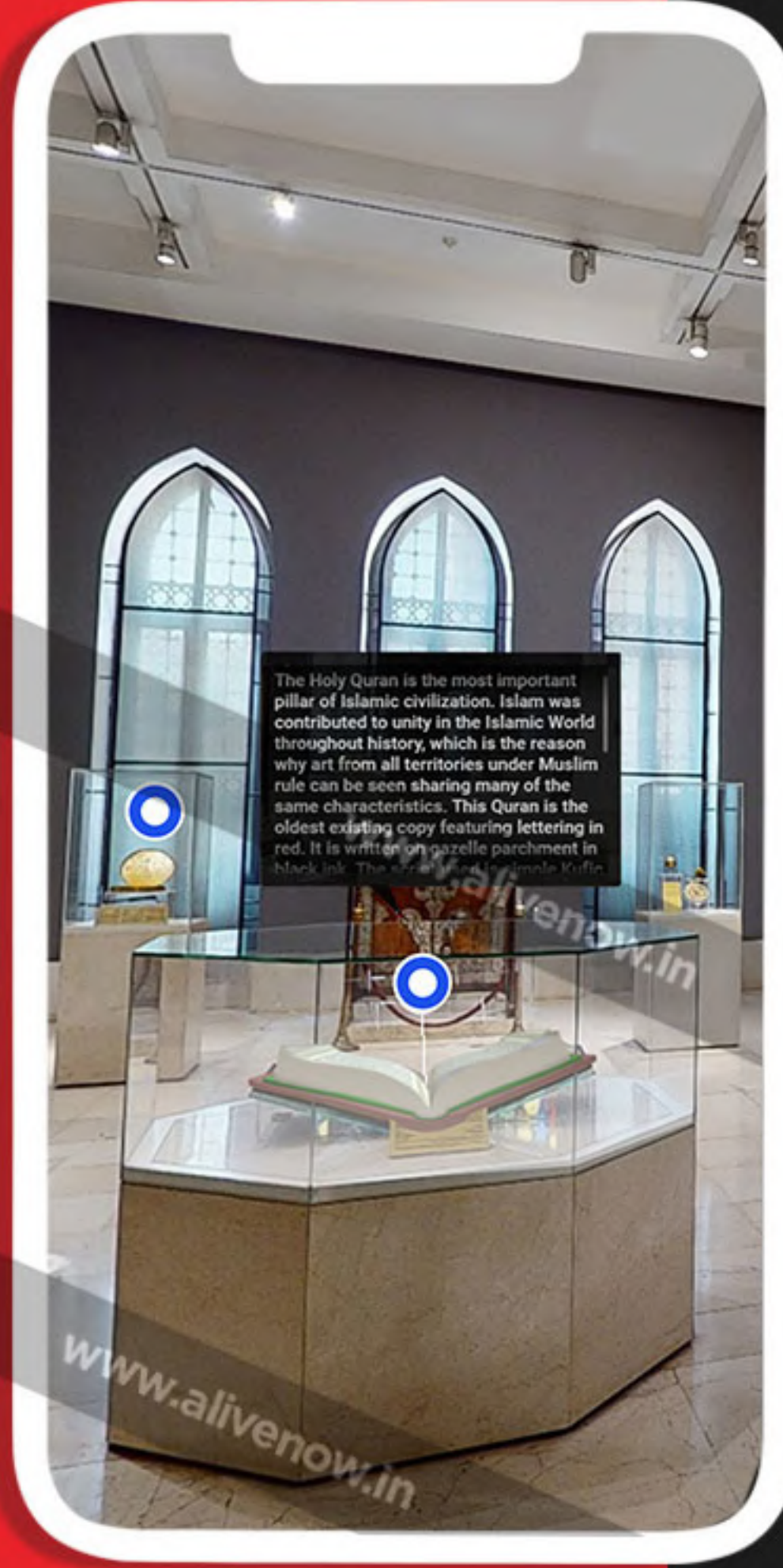
[Learn More](#)





Majlis 360

Explore a 3D 360 experience of a majlis setting. Users can navigate through the 3D majlis in a first person view and interact with the Ramadan themed elements around the room. Elements can include an interactive board providing information about different aspects of Ramadan, charts showing users the Suhoor and Iftar timings for that day and so much more!



Ramadan Museum

Users can move around in the 360 environment and learn more about the holy month of Ramadan. The room will contain Ramadan themed design elements along with the 5 pillars of Islam and include extensive information about each pillar.

Iftar 360

START



TAP AND DRAG TO MOVE
AROUND & FIND IFTAR PARTY

Iftar 360

With Iftar being one of the most important times during the holy month of Ramadan, we can create a 360 environment presenting users with interactive and informative 3D models of Iftar meals and dishes that are used to break the fast around the world.

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.



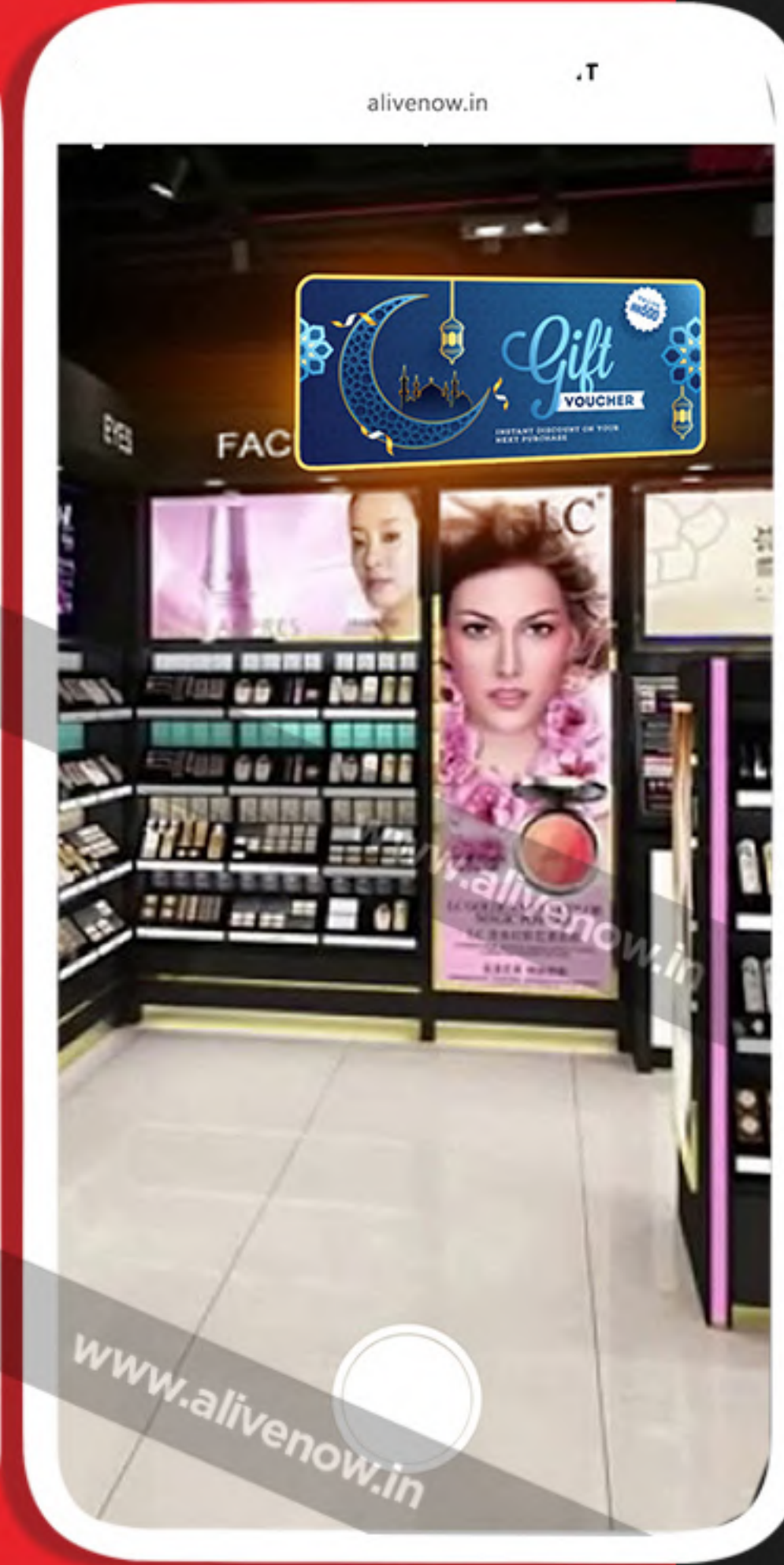
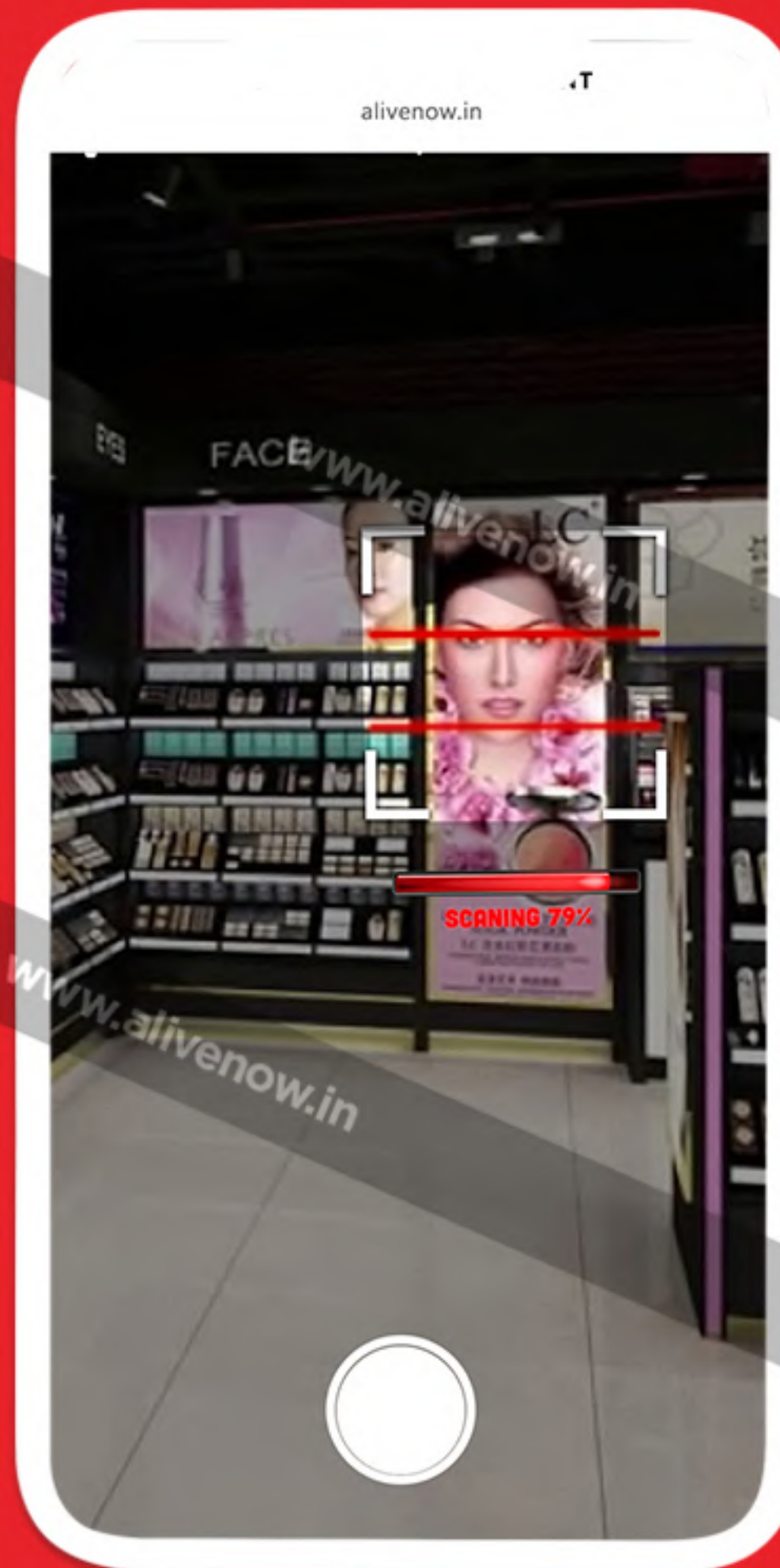
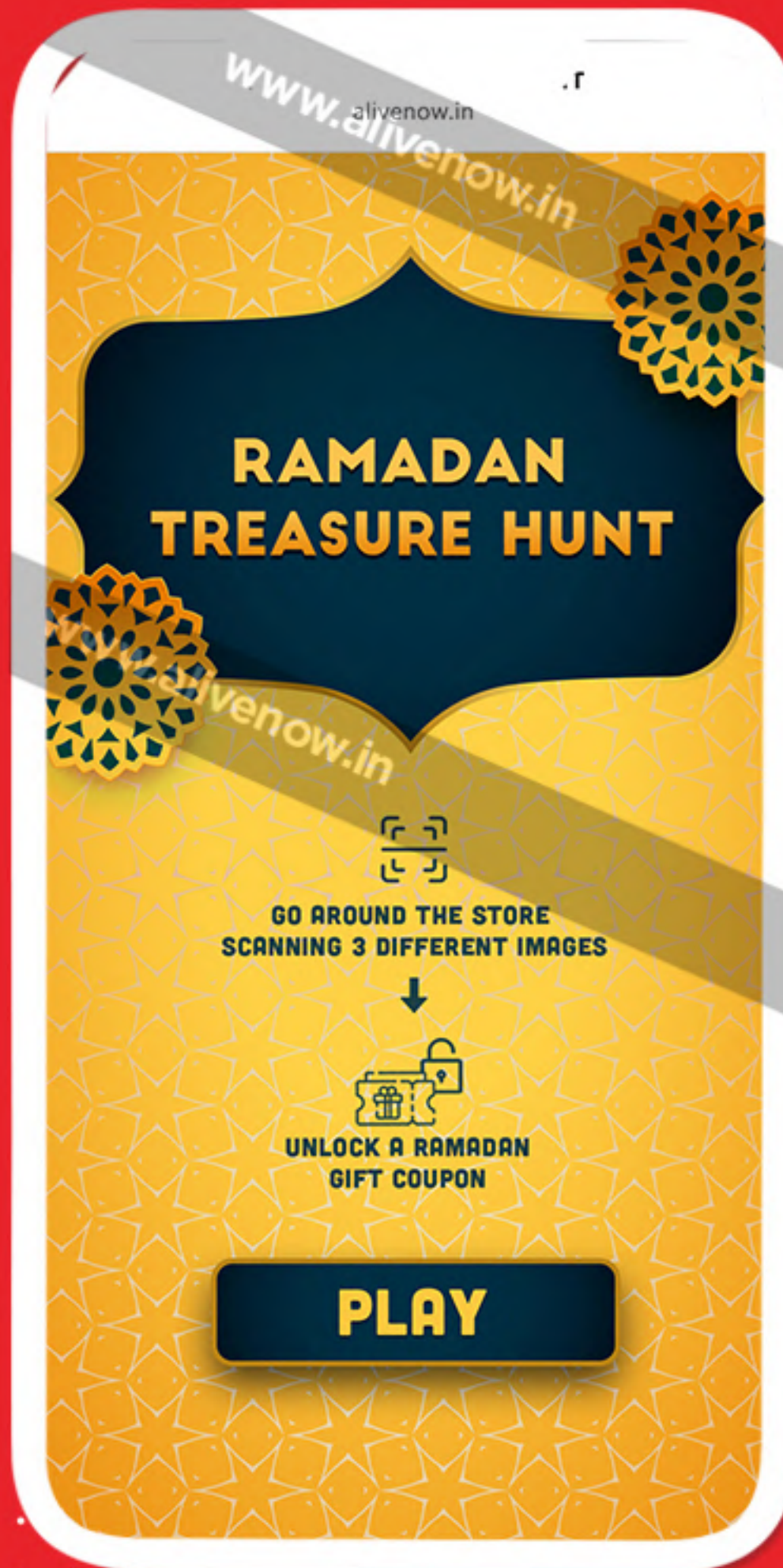
Empowered
customer & higher
brand recall.

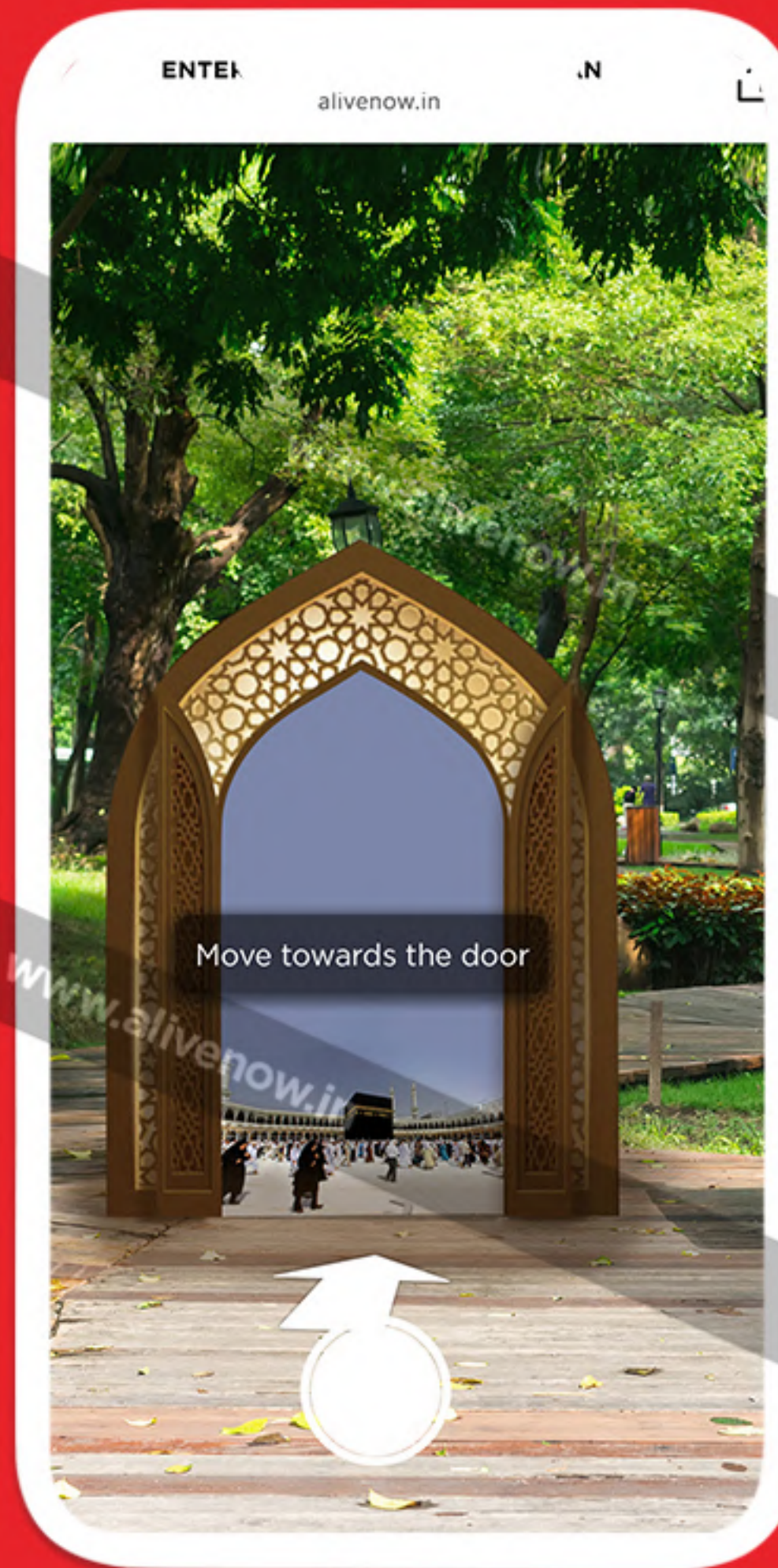
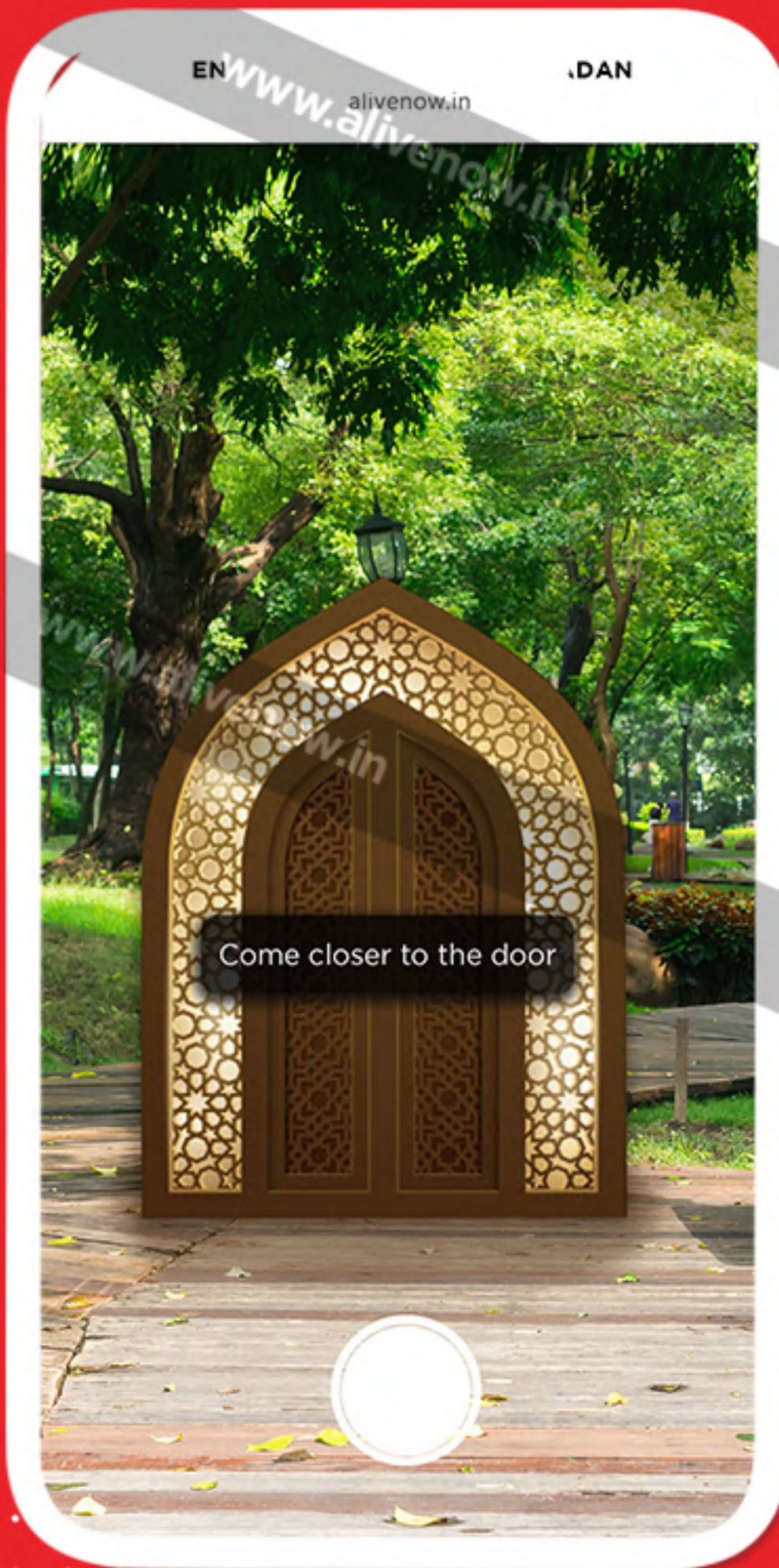


Life Size AR:
Scaled to real sizes
for customers to
try.

Ramadan Treasure Hunt

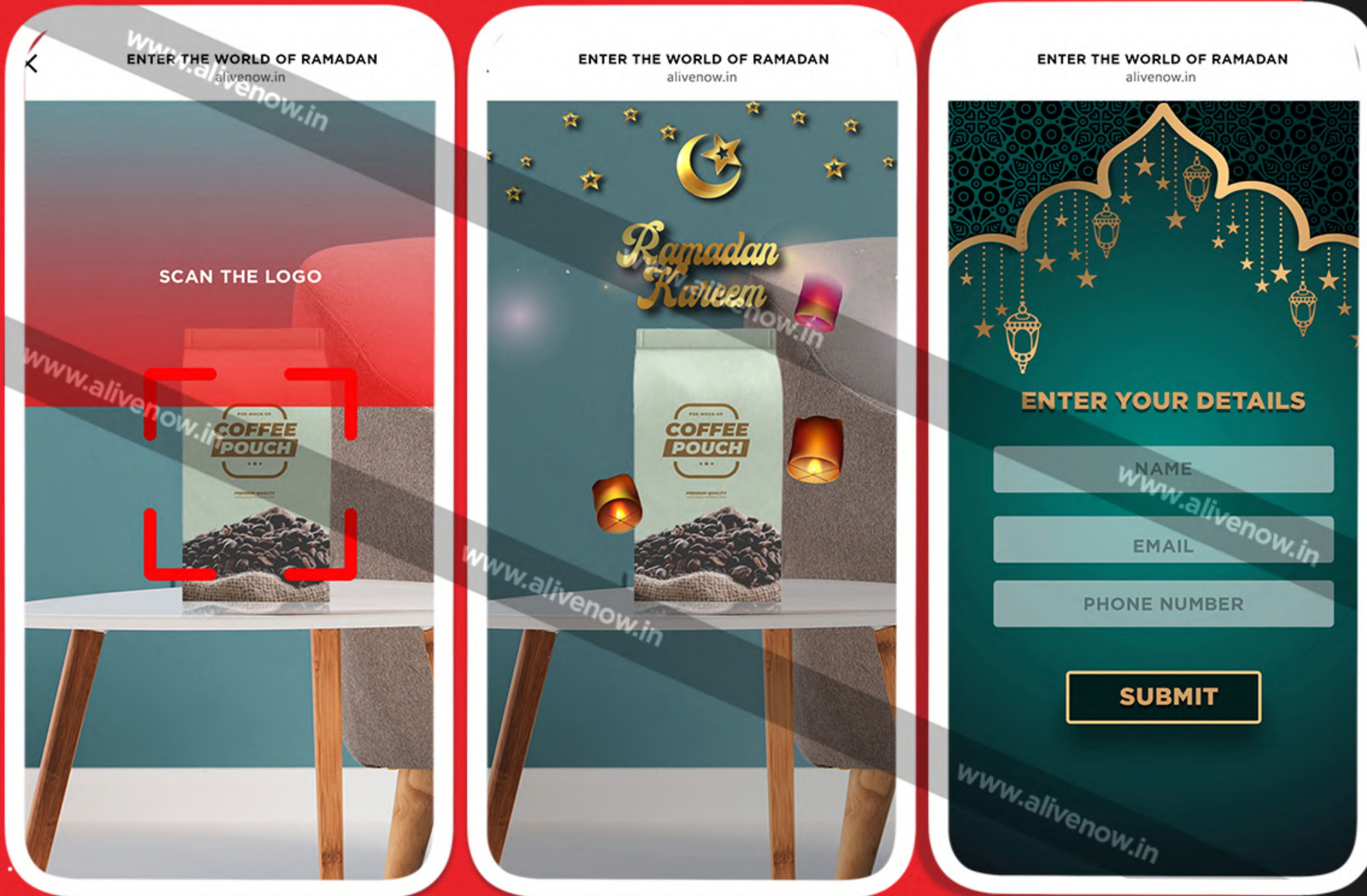
In this Treasure Hunt style execution, go around the store scanning 3 different images. Unlock a gift coupon once you've collected all of them!





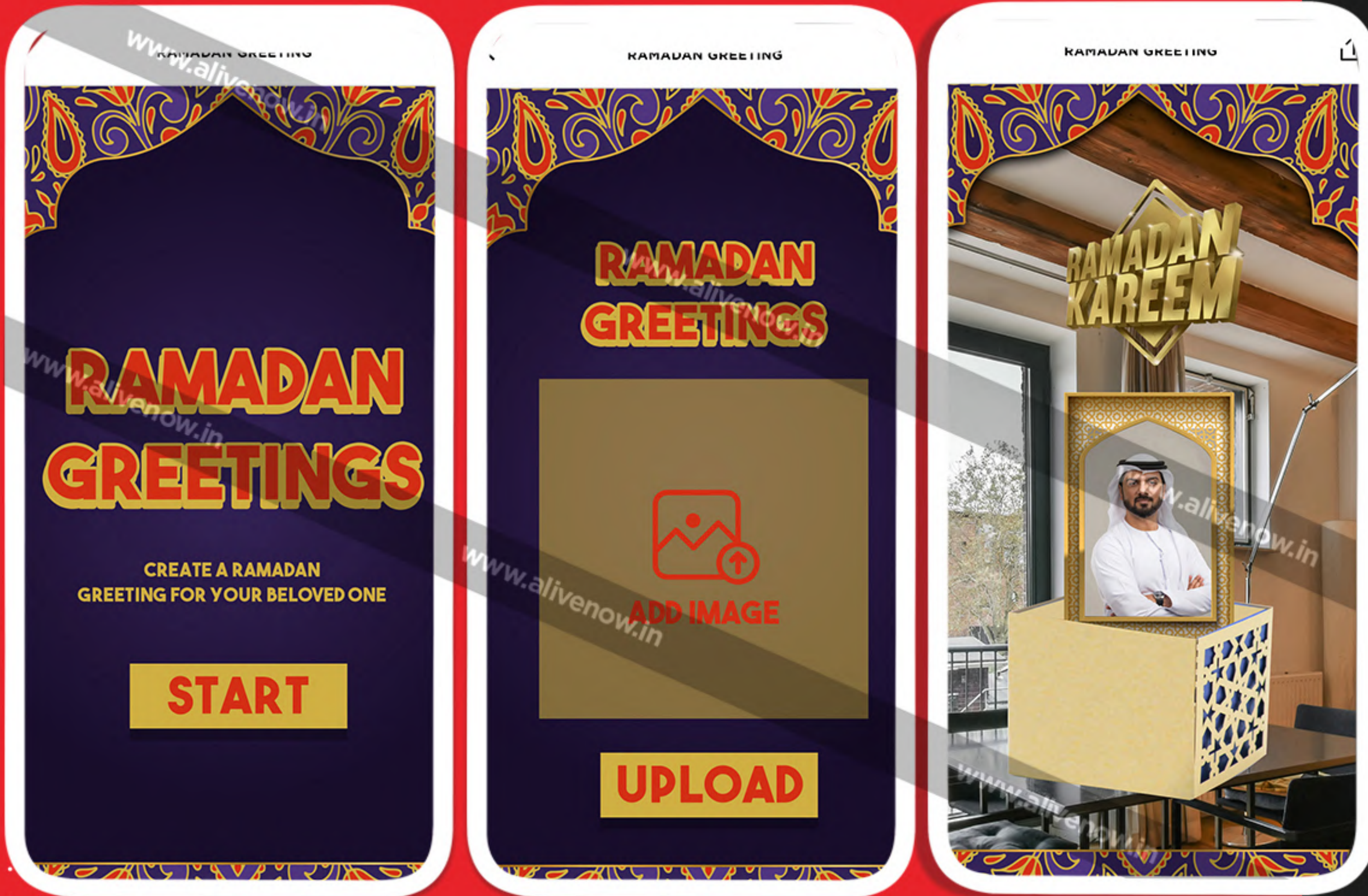
Enter The World Of Ramadan

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!



Send Personalized Ramadan Greetings

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



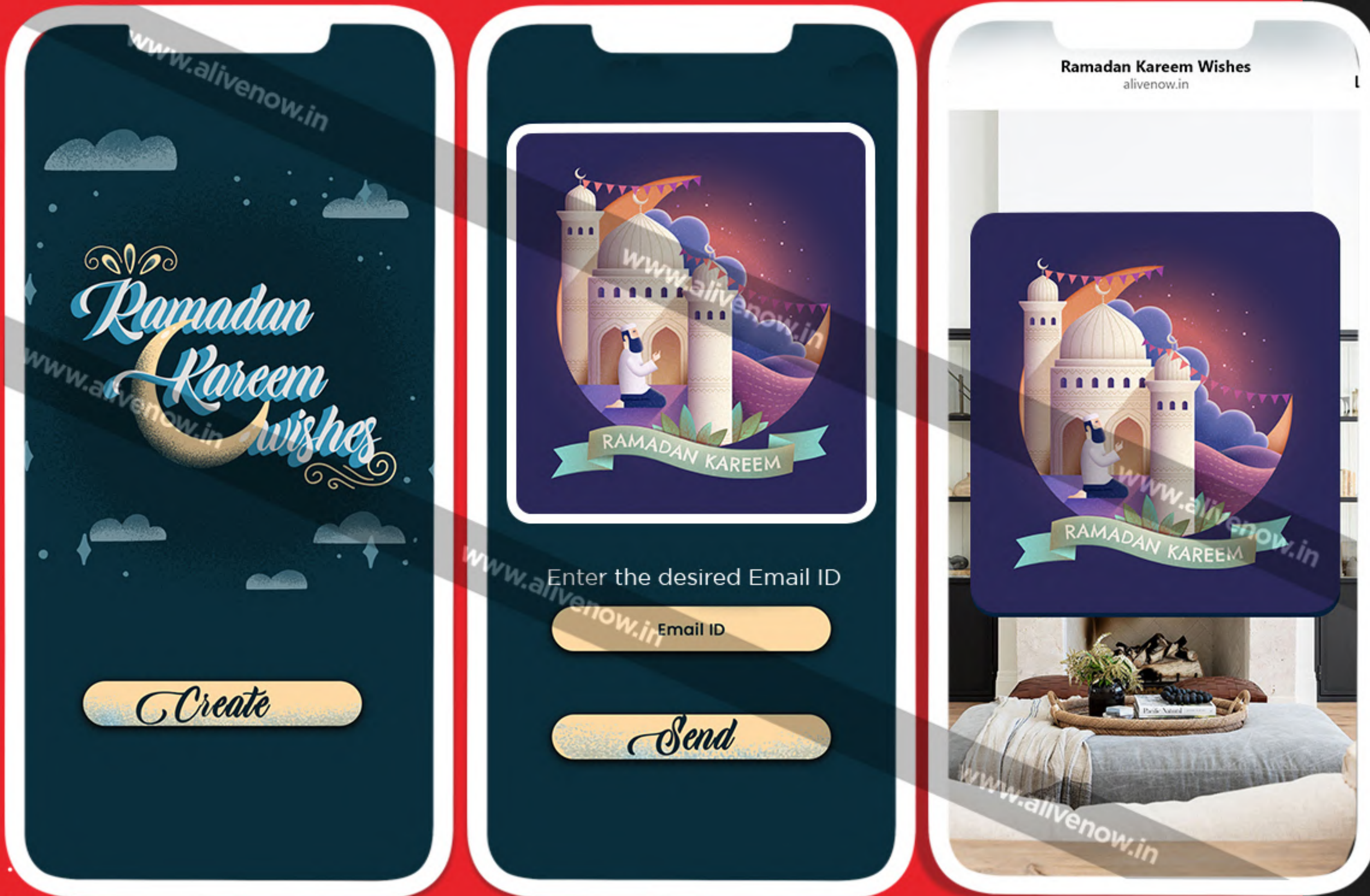
Celebrity Greeting!

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



Ramadan Story

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



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 AUGMENTED REALITY FILTERS & LENSES



WHAT'S POSSIBLE WITH AR FILTERS & LENSES



Augmented reality games.



Voice recognition



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?

**CONSUME AN AR
EXPERIENCE WITH
OR WITHOUT AN
APP.**

**DEMOCRATIZED AR,
THANKS TO SOCIAL
PLATFORMS.**

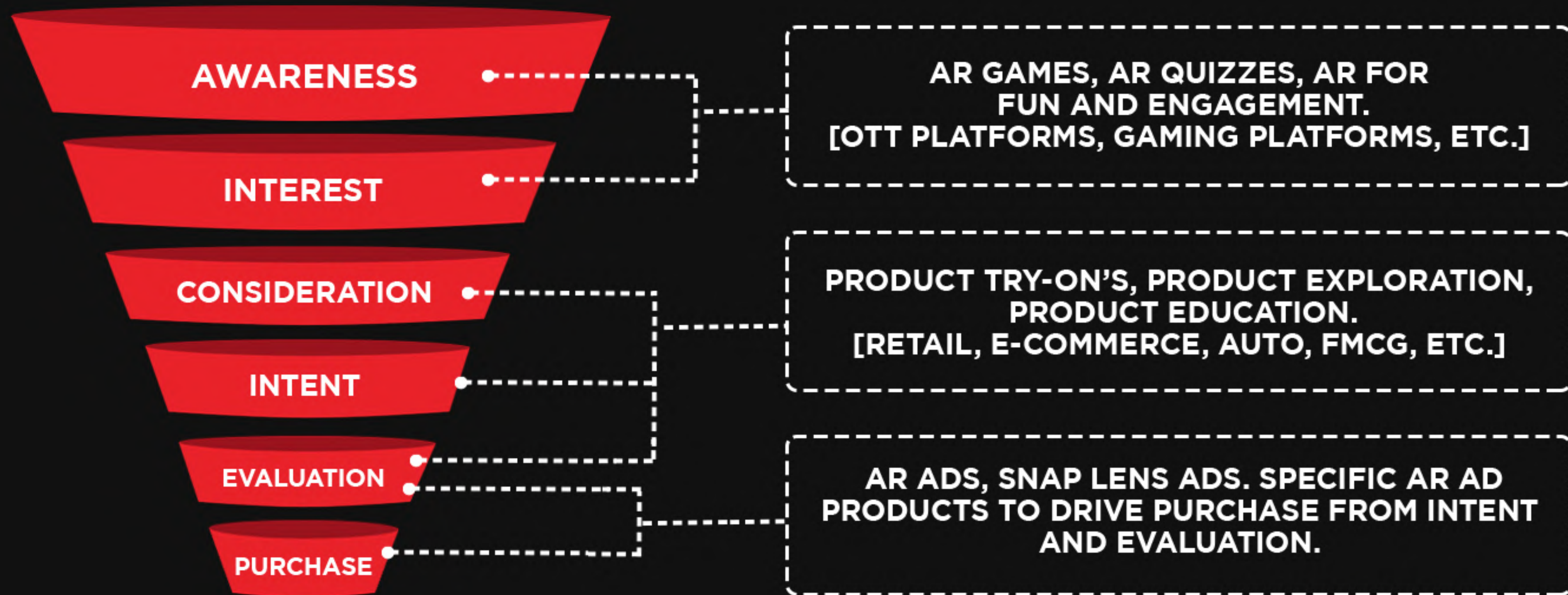
**BETTER
SMARTPHONES &
PROCESSERS =
INCREASED REACH
+ AR AT SCALE.**

**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

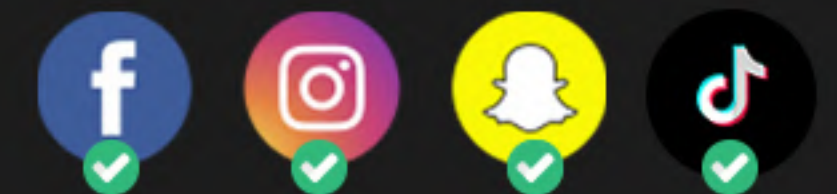


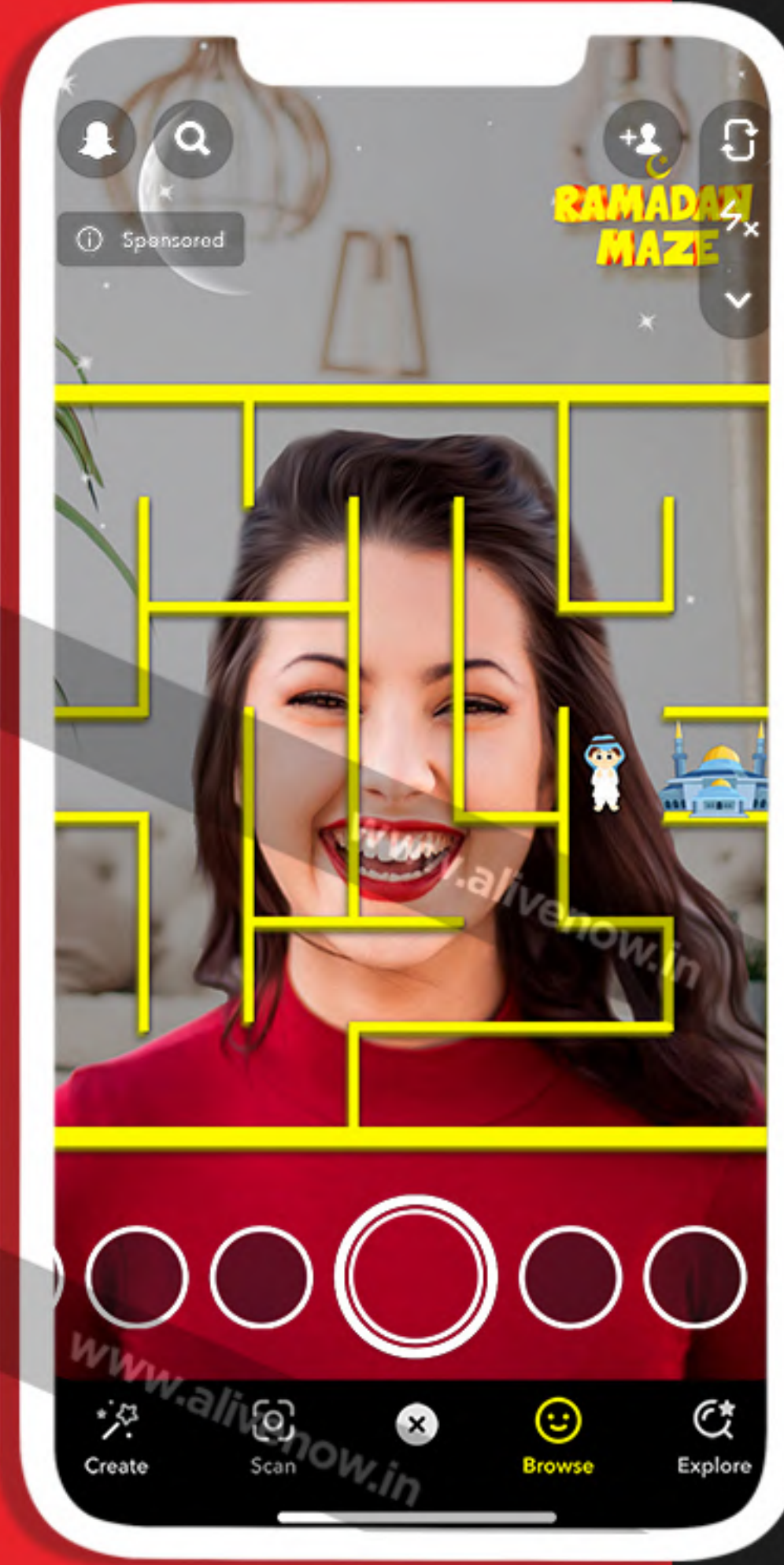
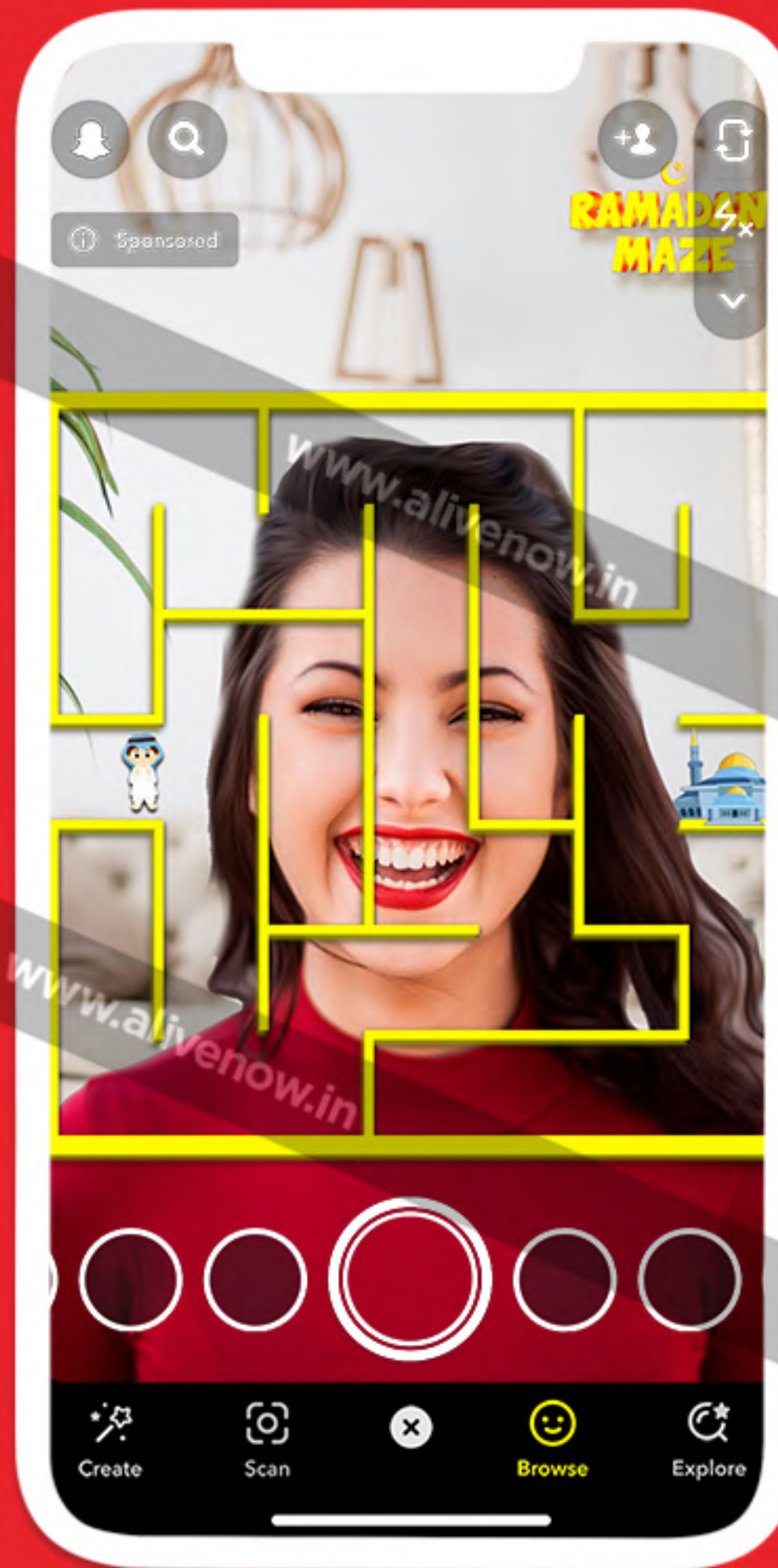


Follow the light to see the Quranic verse

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.



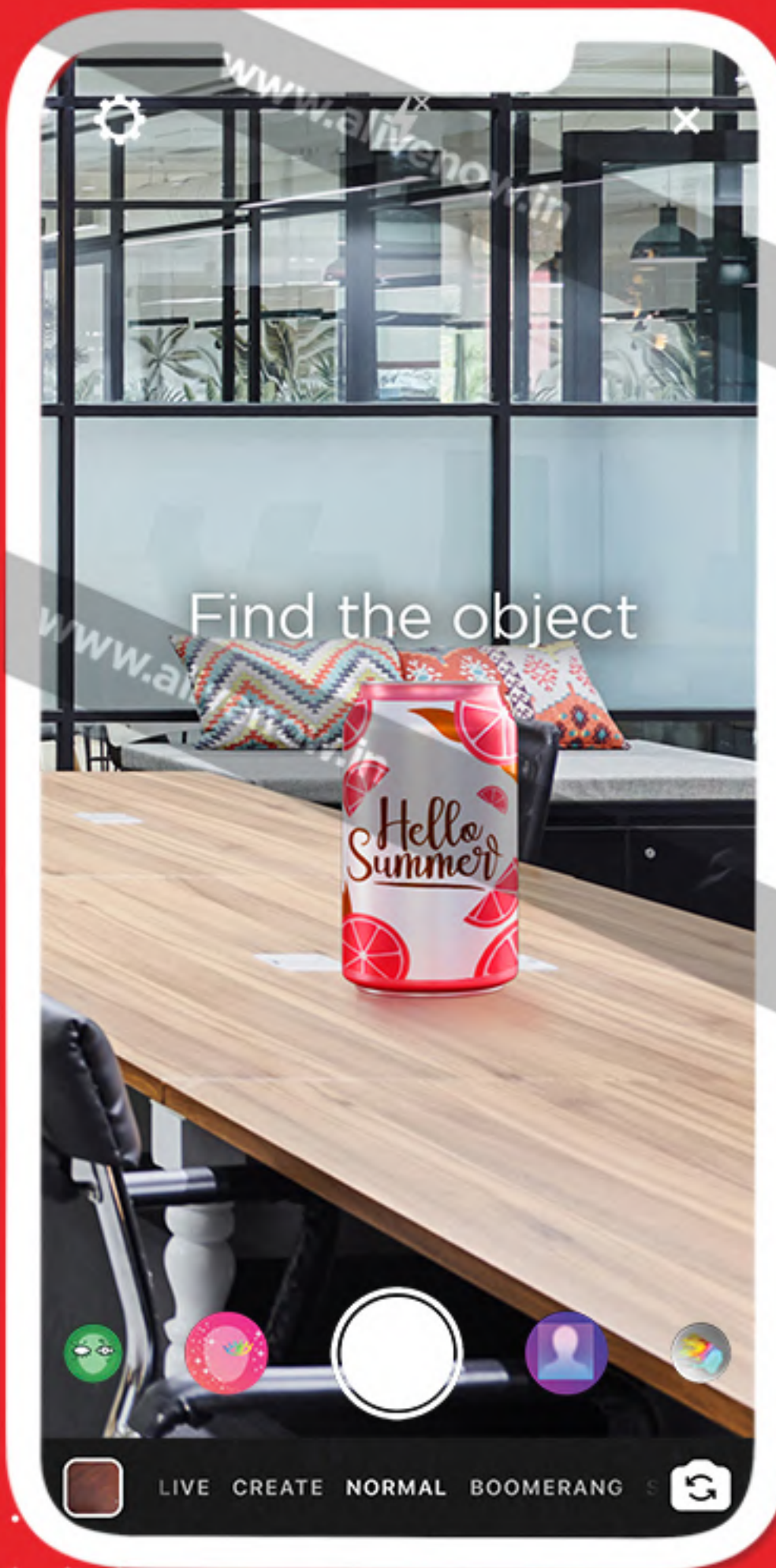


Suhoor To Iftar!

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

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Social AR experiences.





Product Scan

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

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Social AR experiences.





Kandura try on (garment transfer)

Using Snapchat's new and innovative garment transfer technology, users can now see themselves adorned with stunning traditional Ramadan outfits. A user can see themselves dressed up in a Kandura or an Abaya.

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Social AR experiences.





Ramadan Jigsaw Puzzle

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

Reference

PLATFORM PUBLISHING
Social AR experiences.





Ramdan wish in the sky BG segmentation

After launching the lens, the user just has to point their phone at the sky and their personalised Ramadan wish will be created instantly for them to share. The wish can be in both English and Arabic

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Social AR experiences.



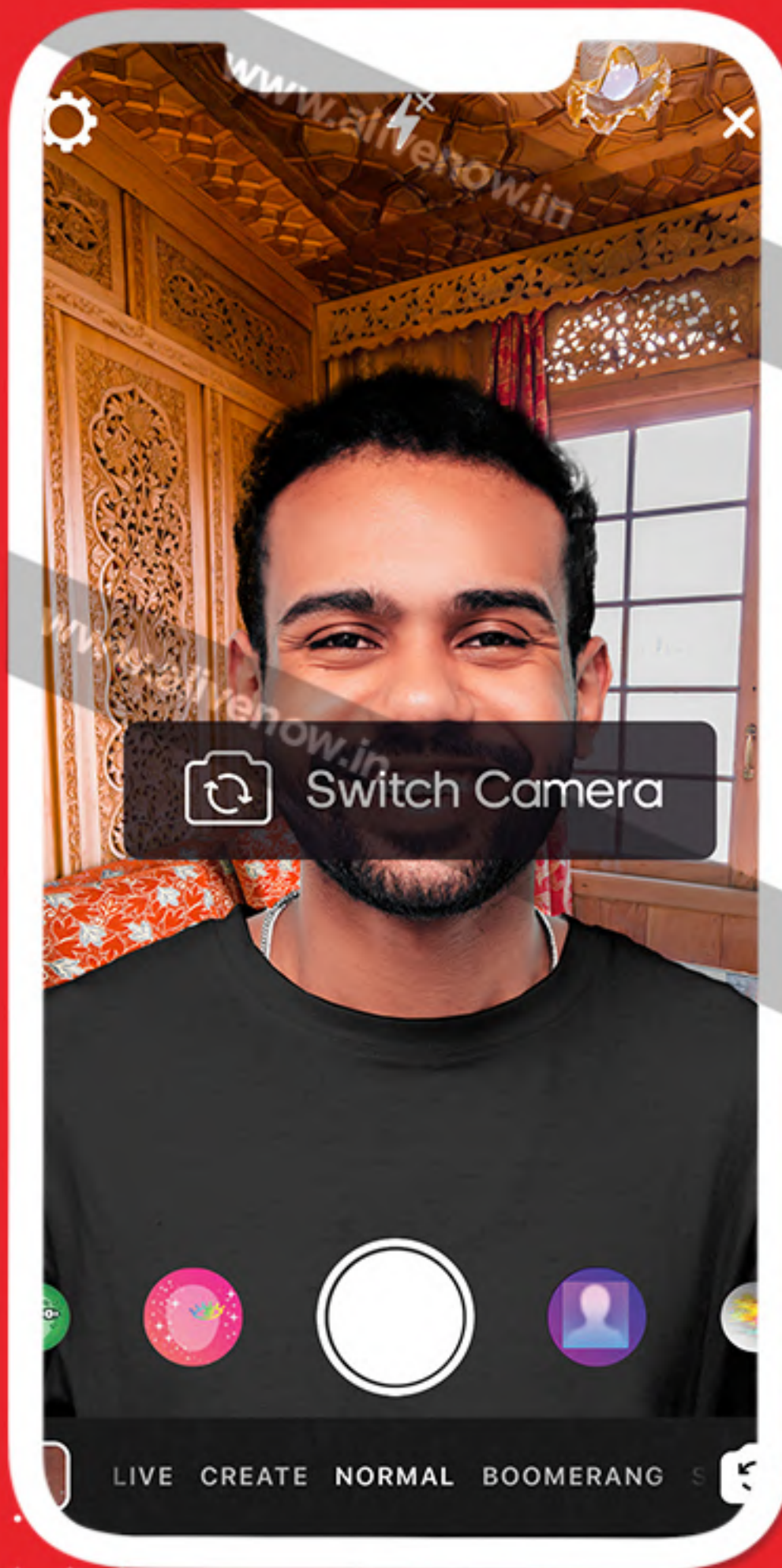


Voice triggered Ramadan Kareem lights up lantern

This lens uses Snapchats unique voice recognition lens. Users need to say "Ramadan Kareem" out loud in order to light up the AR lanterns above them in real time.

PLATFORM PUBLISHING
Social AR experiences.





Ramadan Decorations

Users can place multiple Ramadan themed lanterns in their 360 environment. Users can also choose to light them all up at once or even change the lanterns' colours.

PLATFORM PUBLISHING
Social AR experiences.



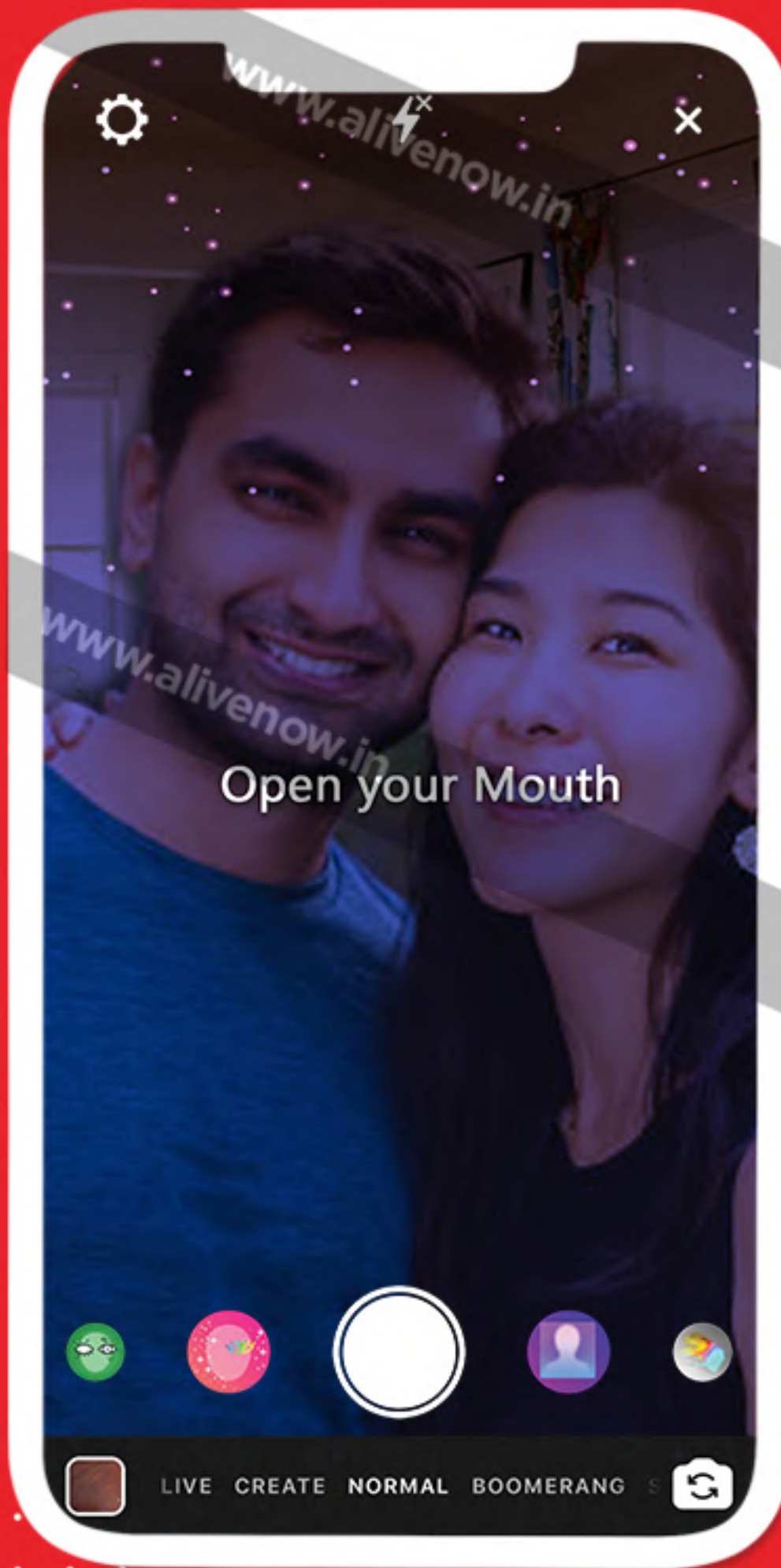


Touch the lantern for the experience

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.

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Social AR experiences.



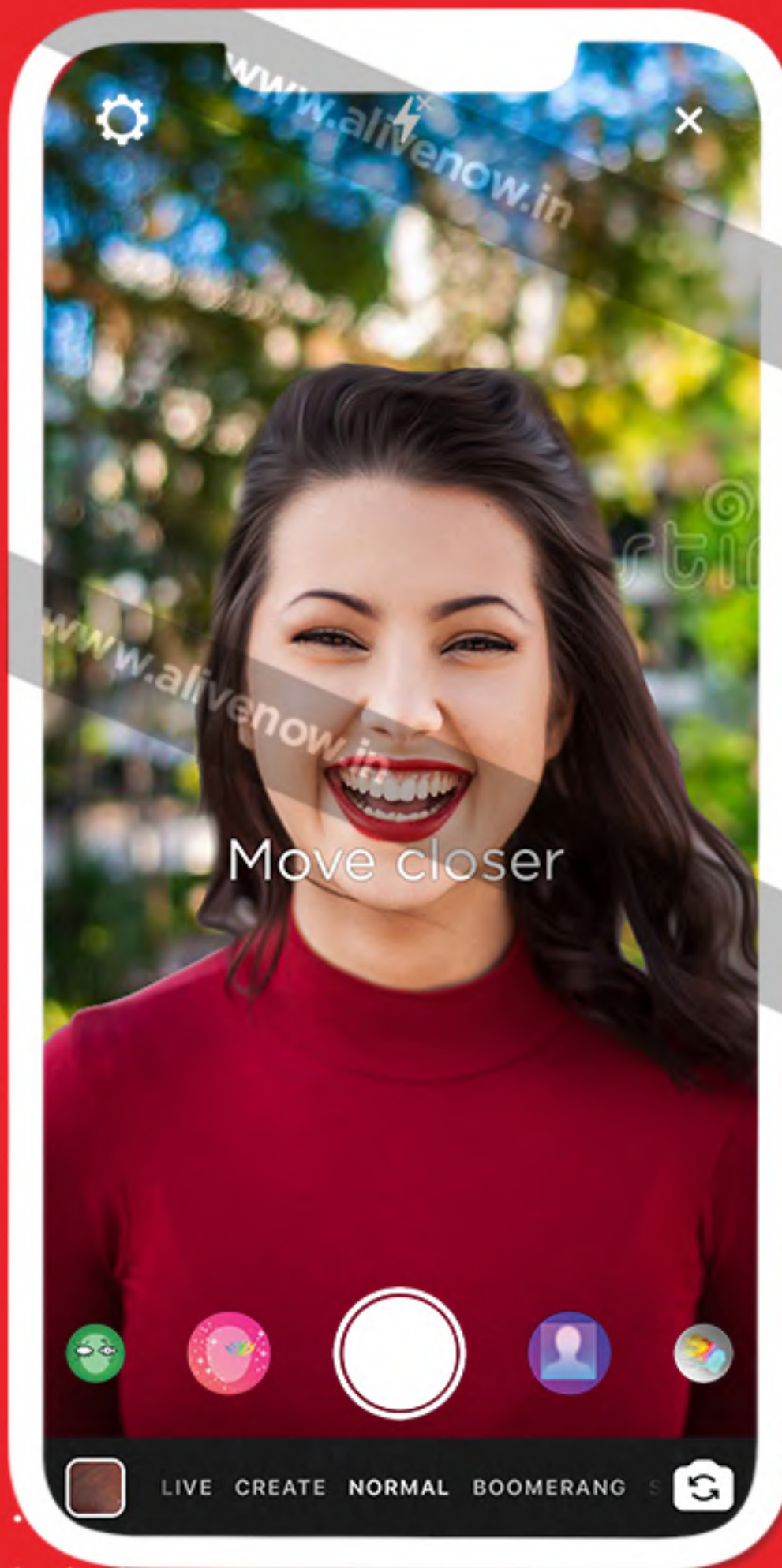


Two Player Game!

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.

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Social AR experiences.

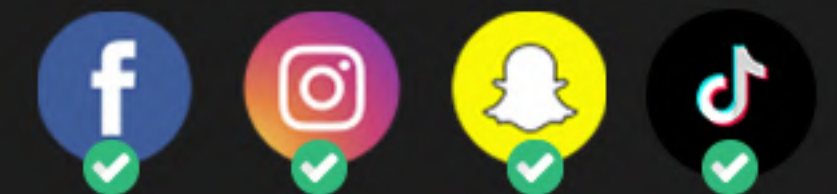


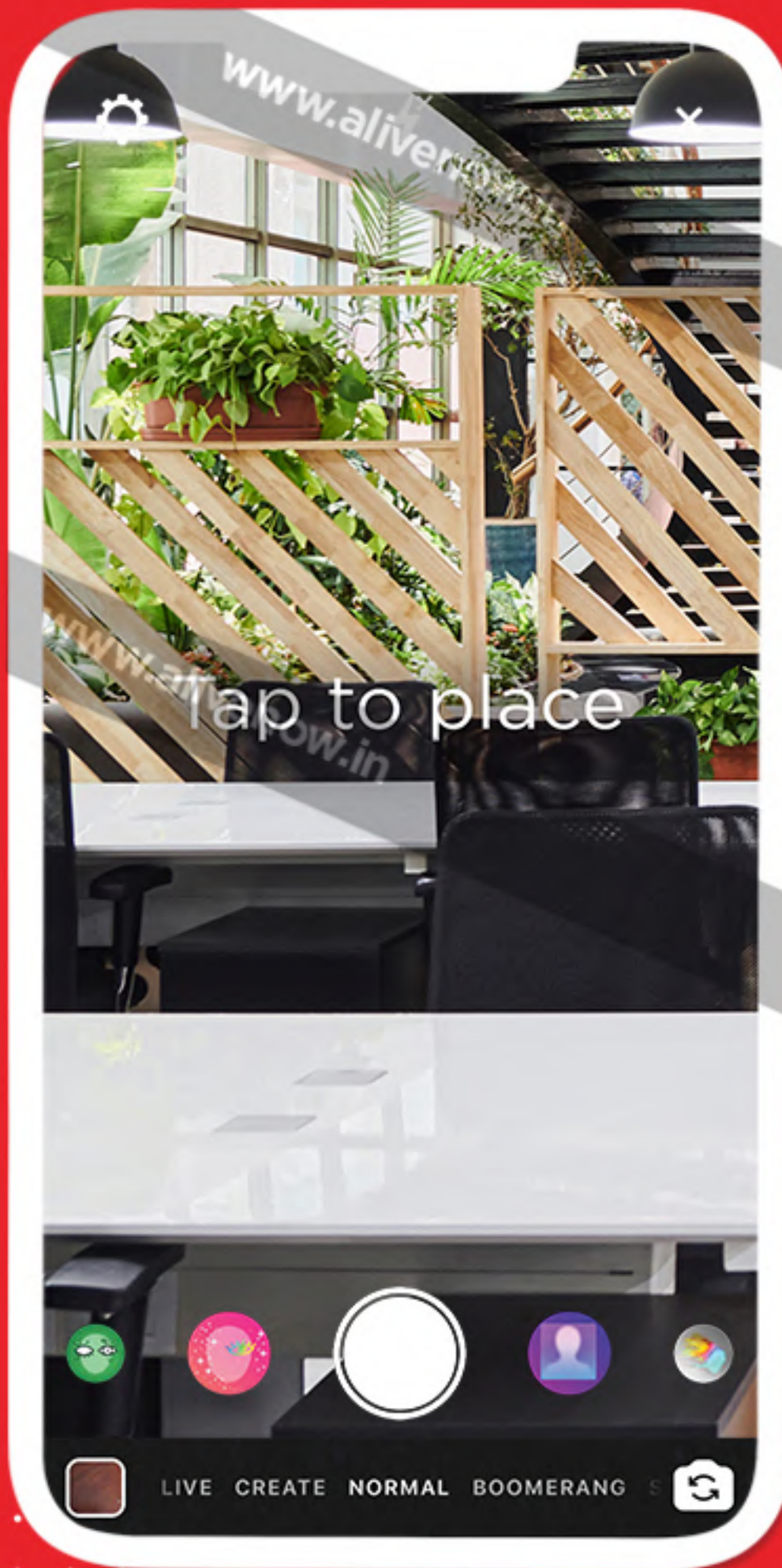


Suhoor To Iftar

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

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Social AR experiences.

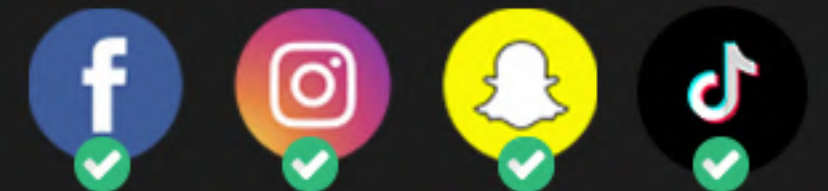


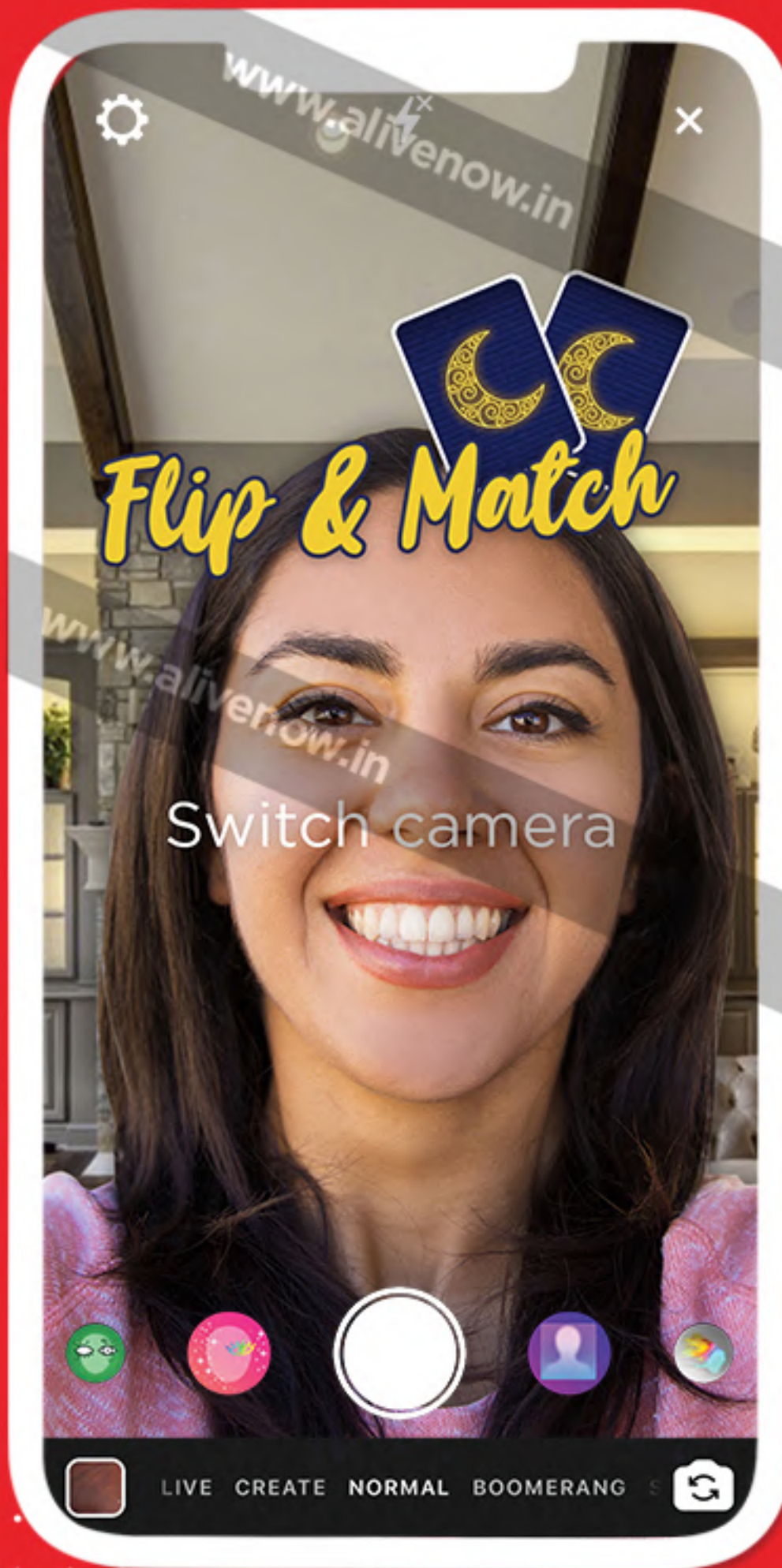


Ramadan Greetings!

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

PLATFORM PUBLISHING
Social AR experiences.

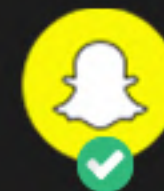




Flip And Match Game

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.



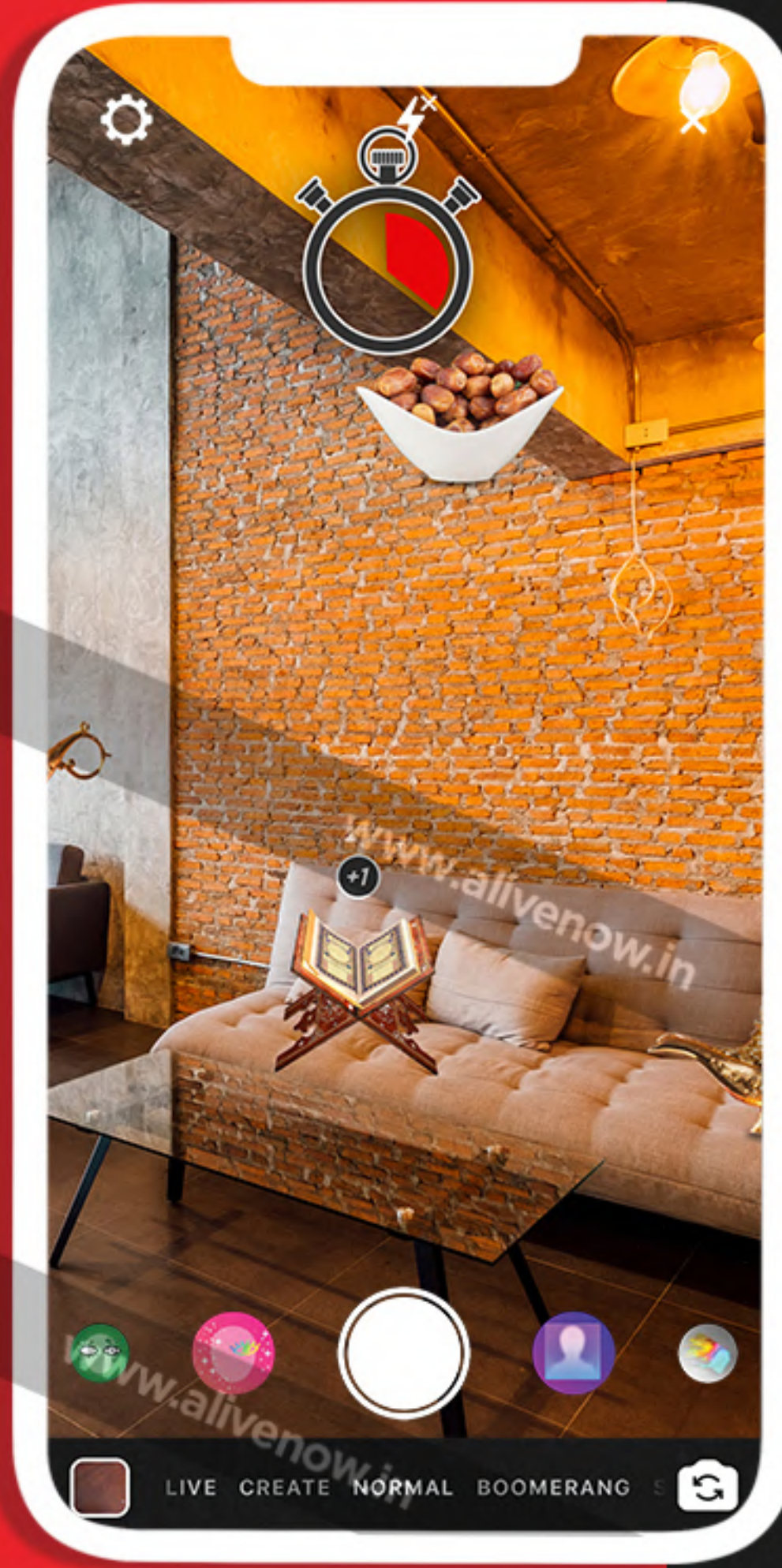
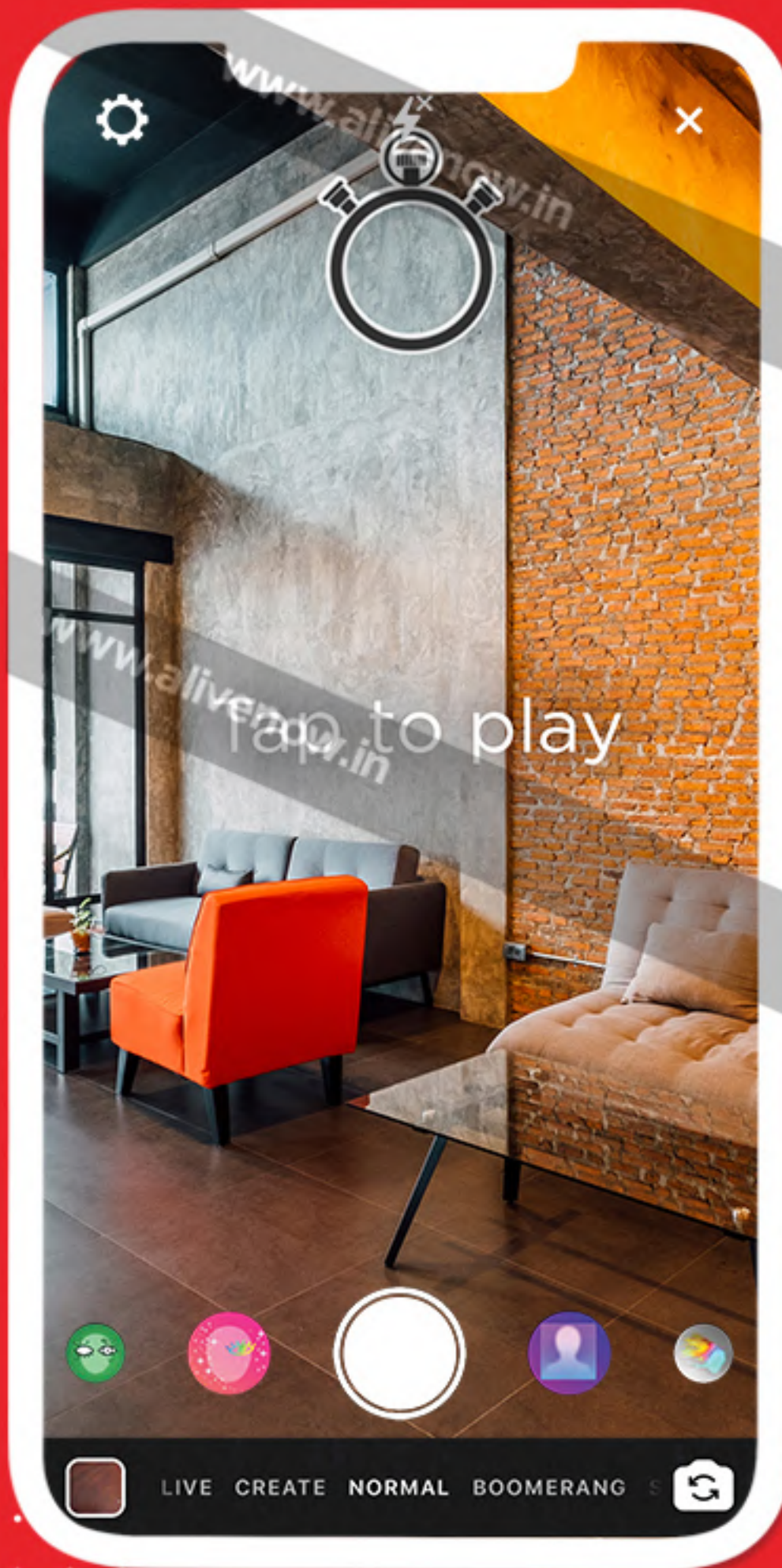


Ramadan Reel

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.



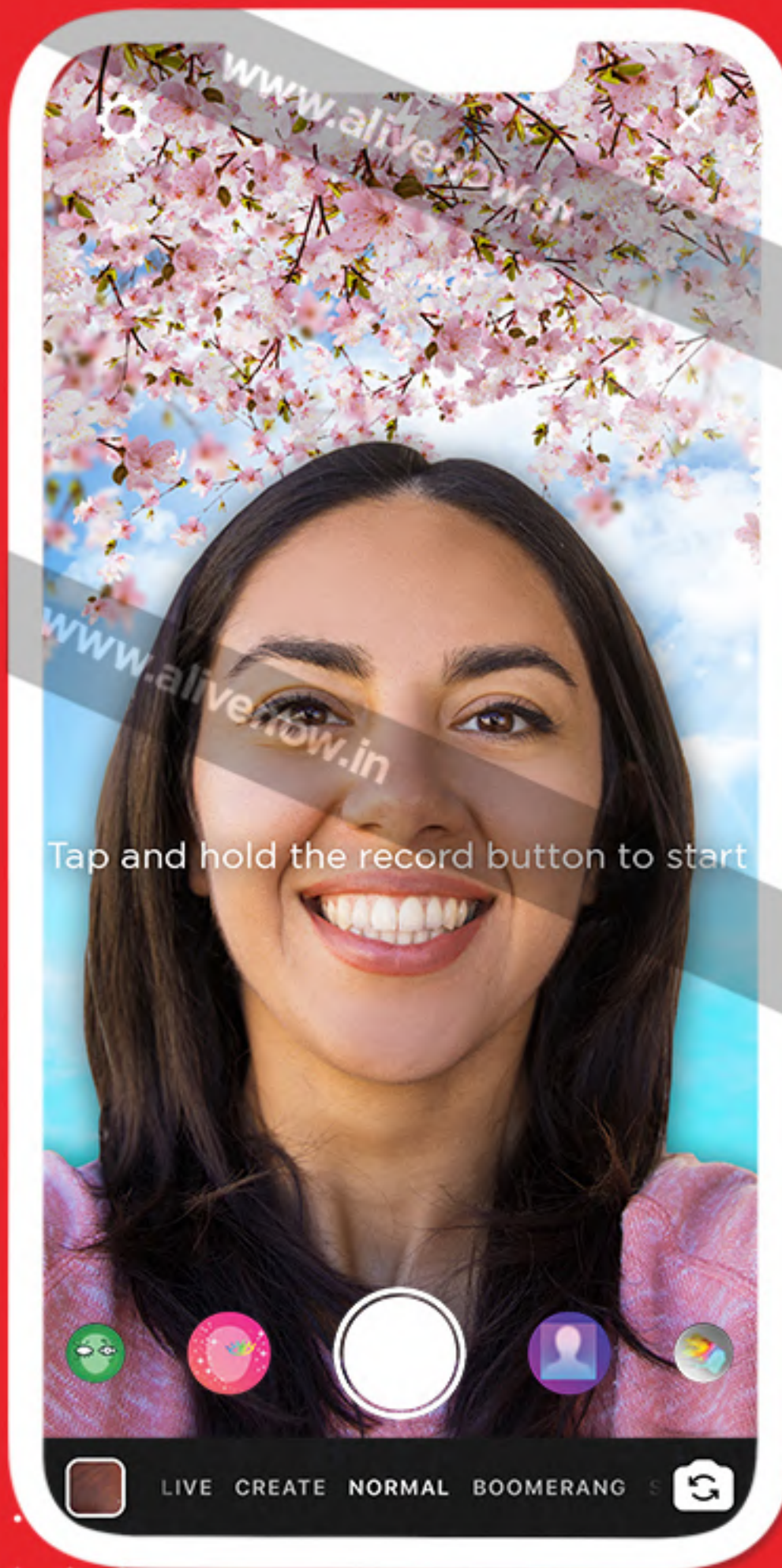


Ramadan Kareem

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

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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.



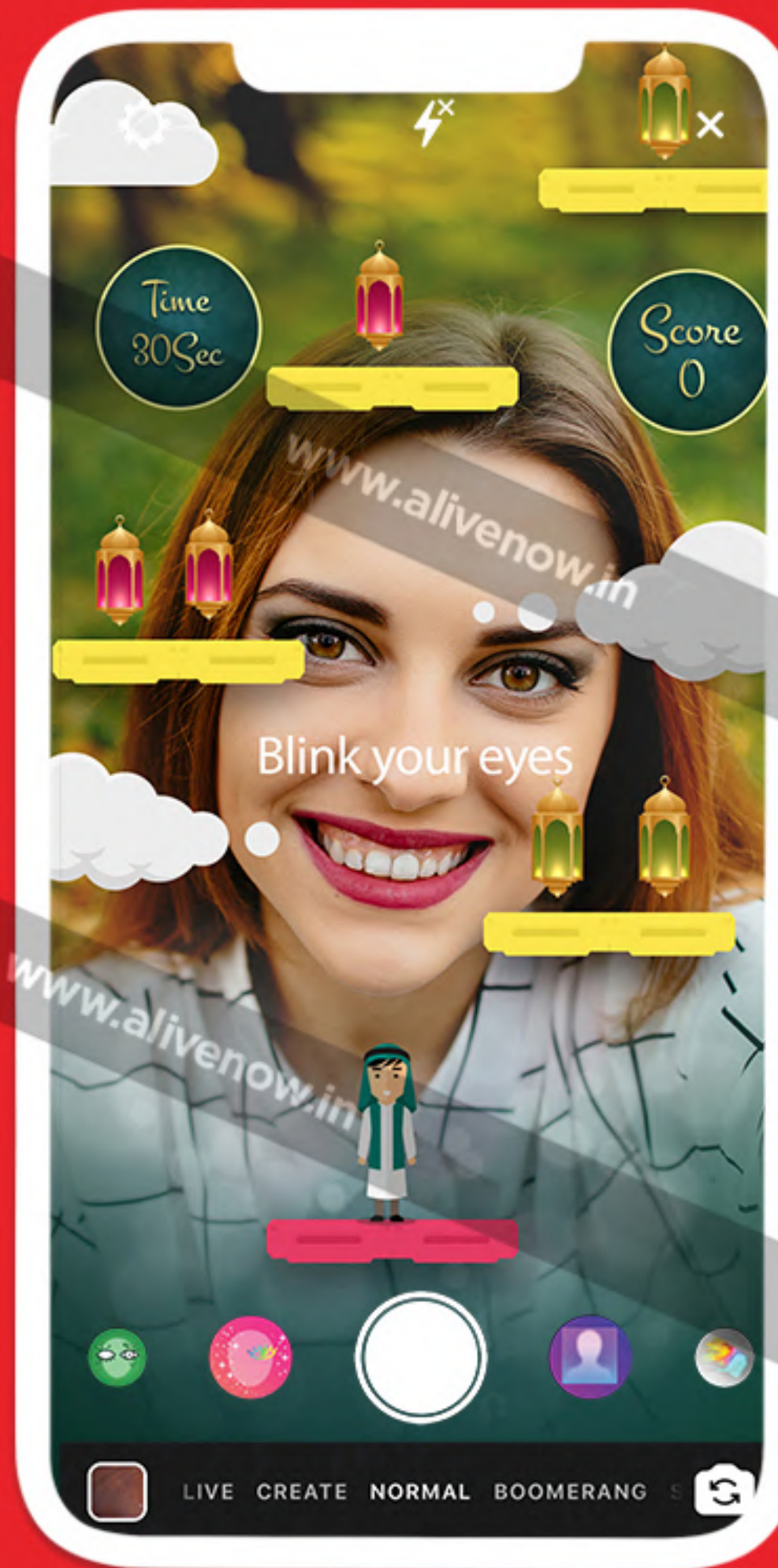


Catch The Falling Dates

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.

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Social AR experiences.



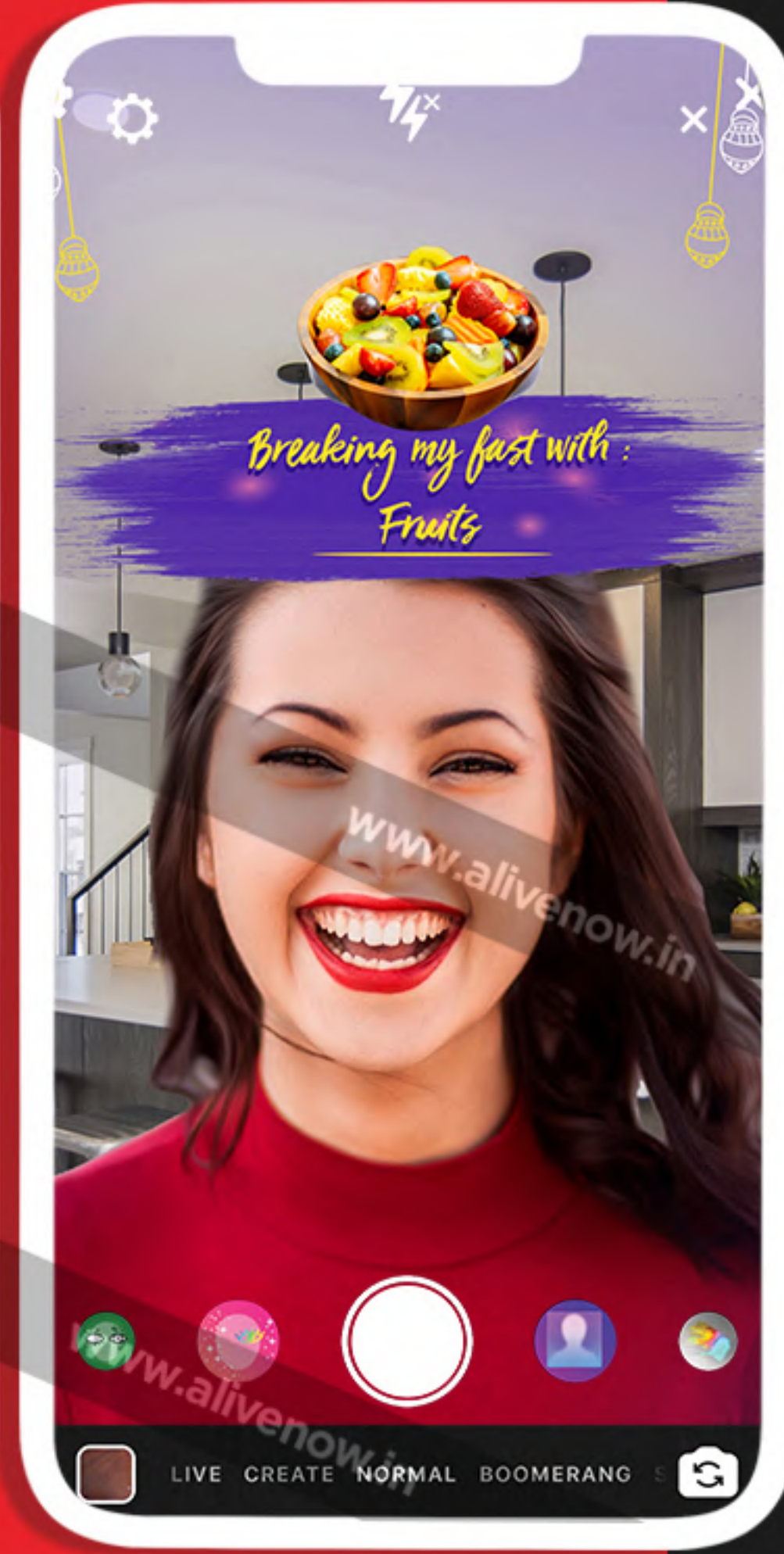
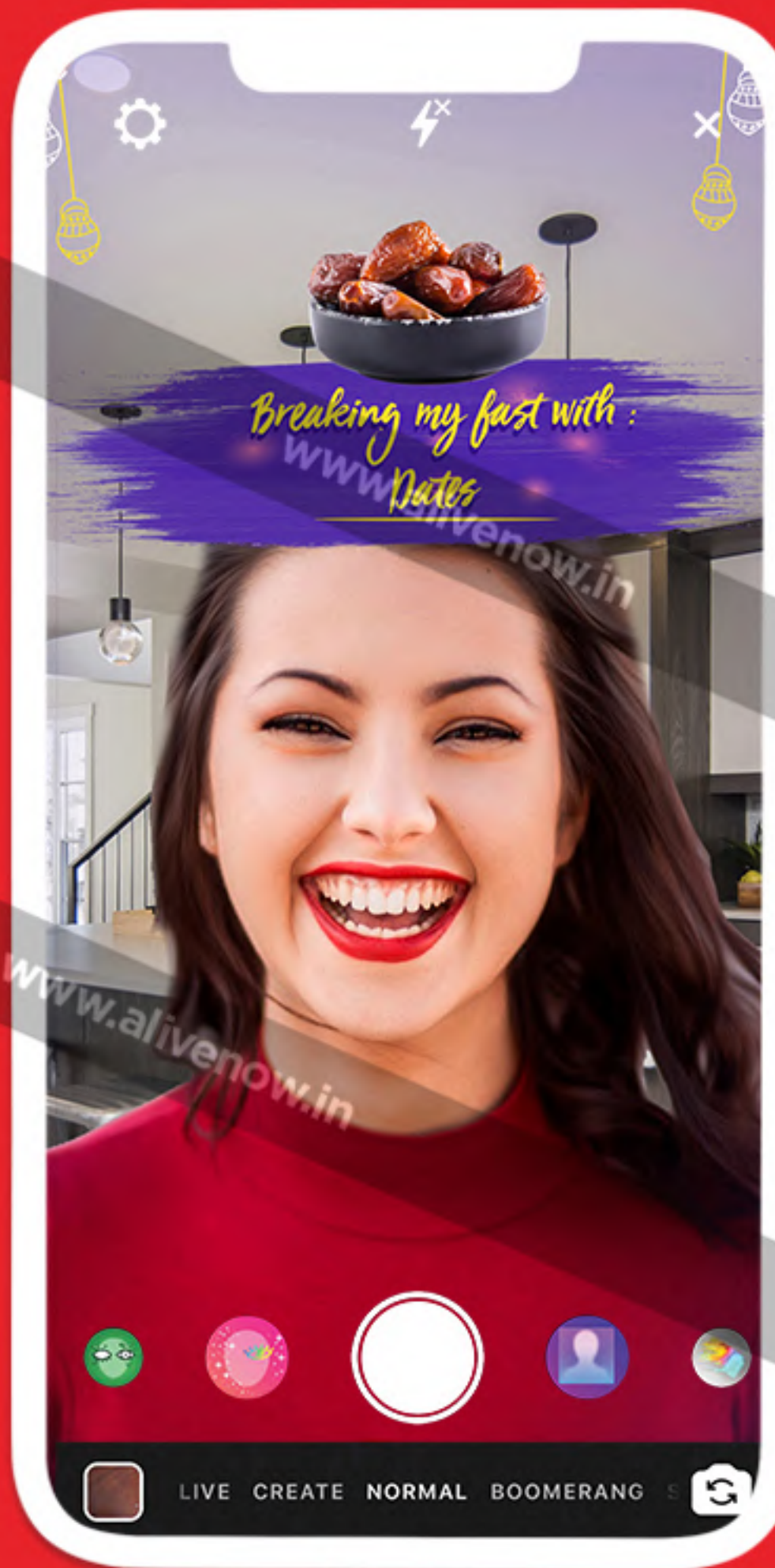
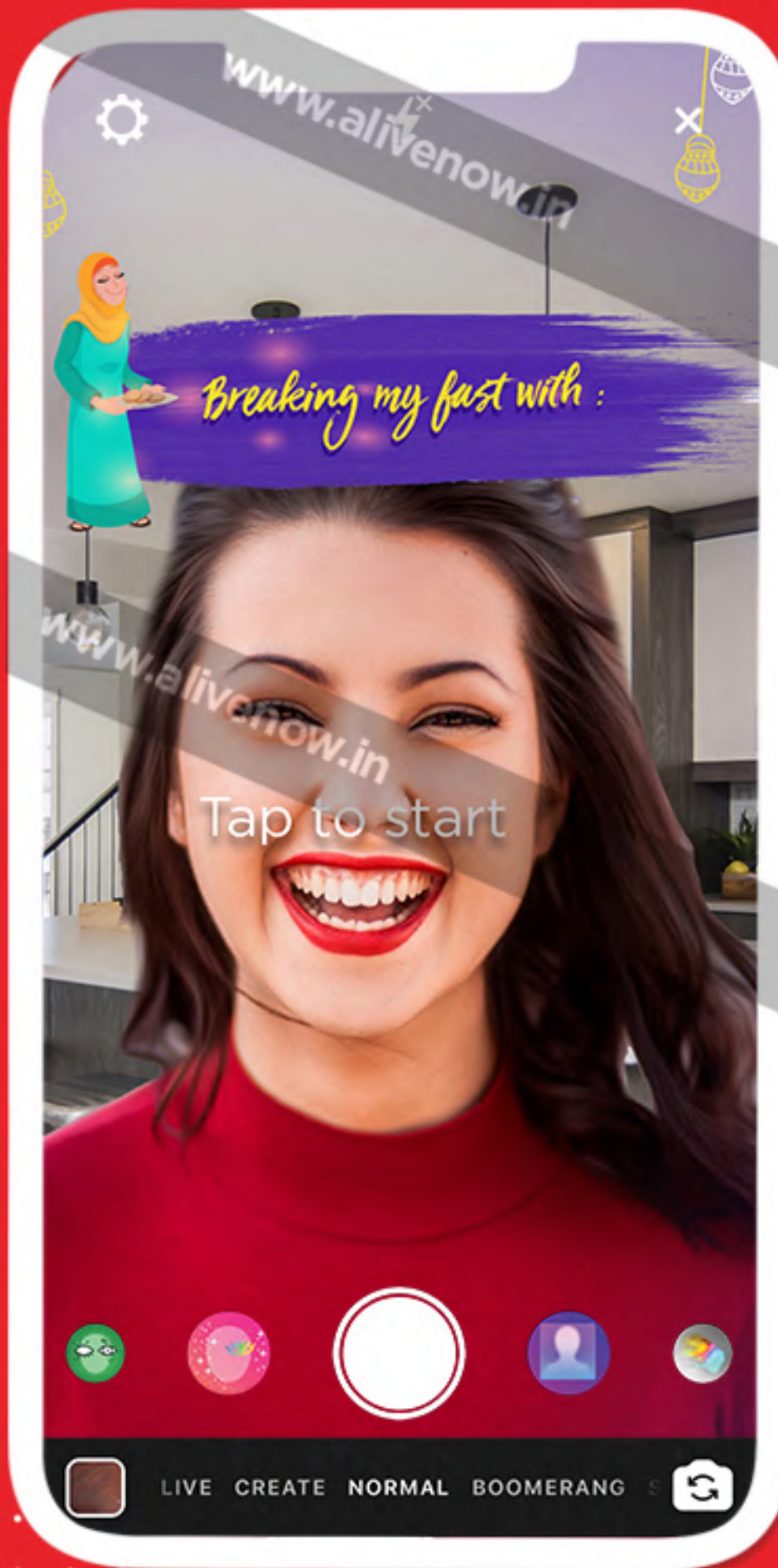


With You From Suhoor To Iftar

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.

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Social AR experiences.

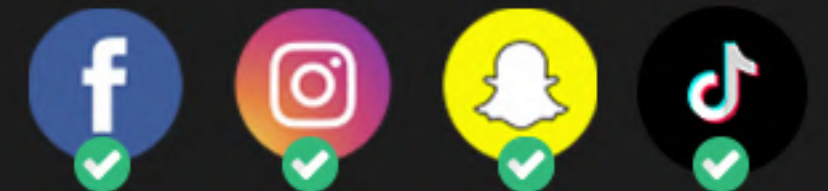


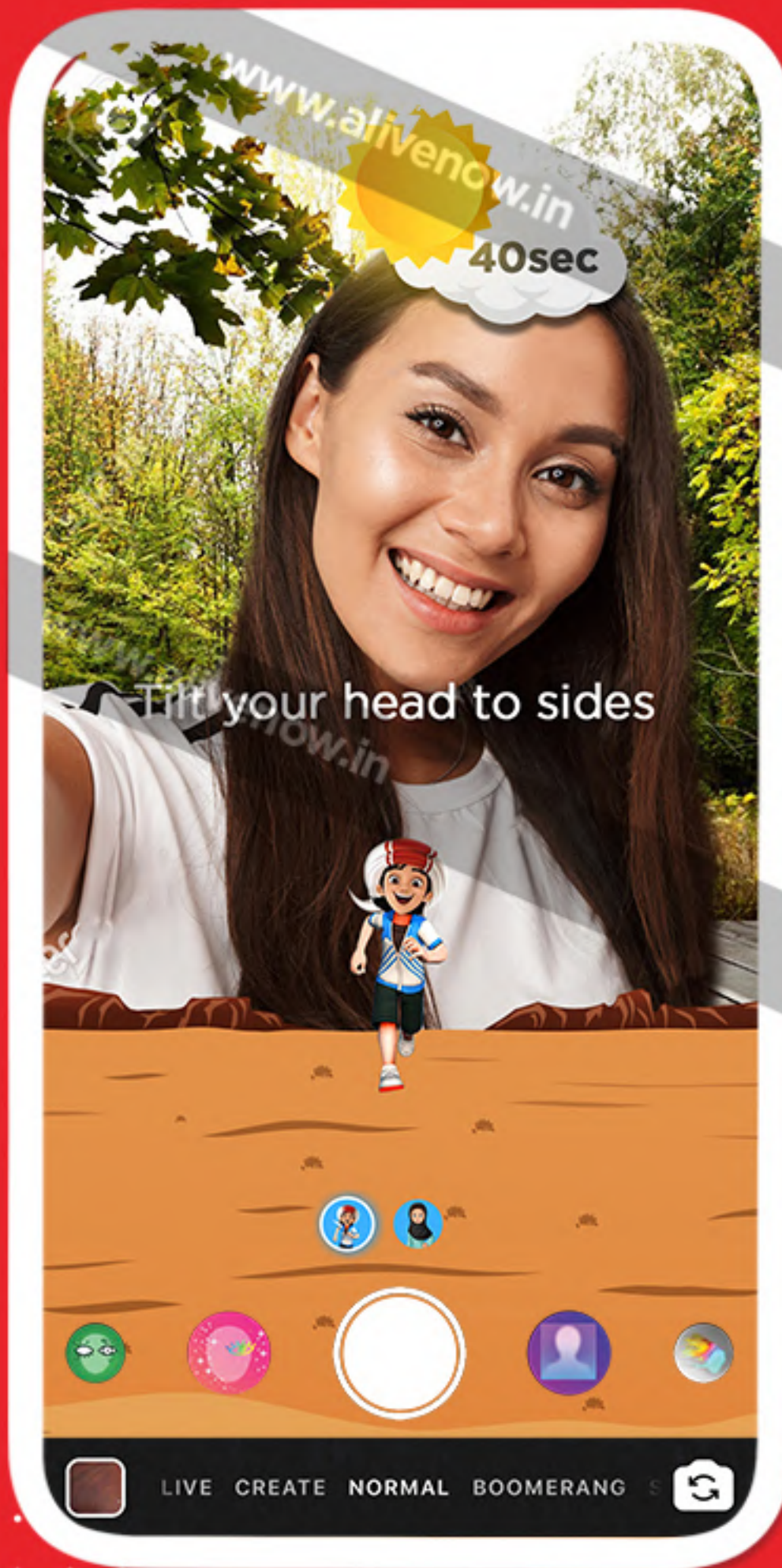


Iftar Time

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

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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!

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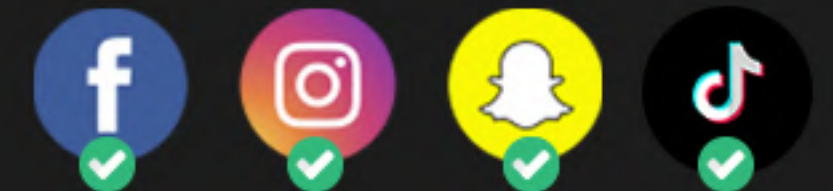


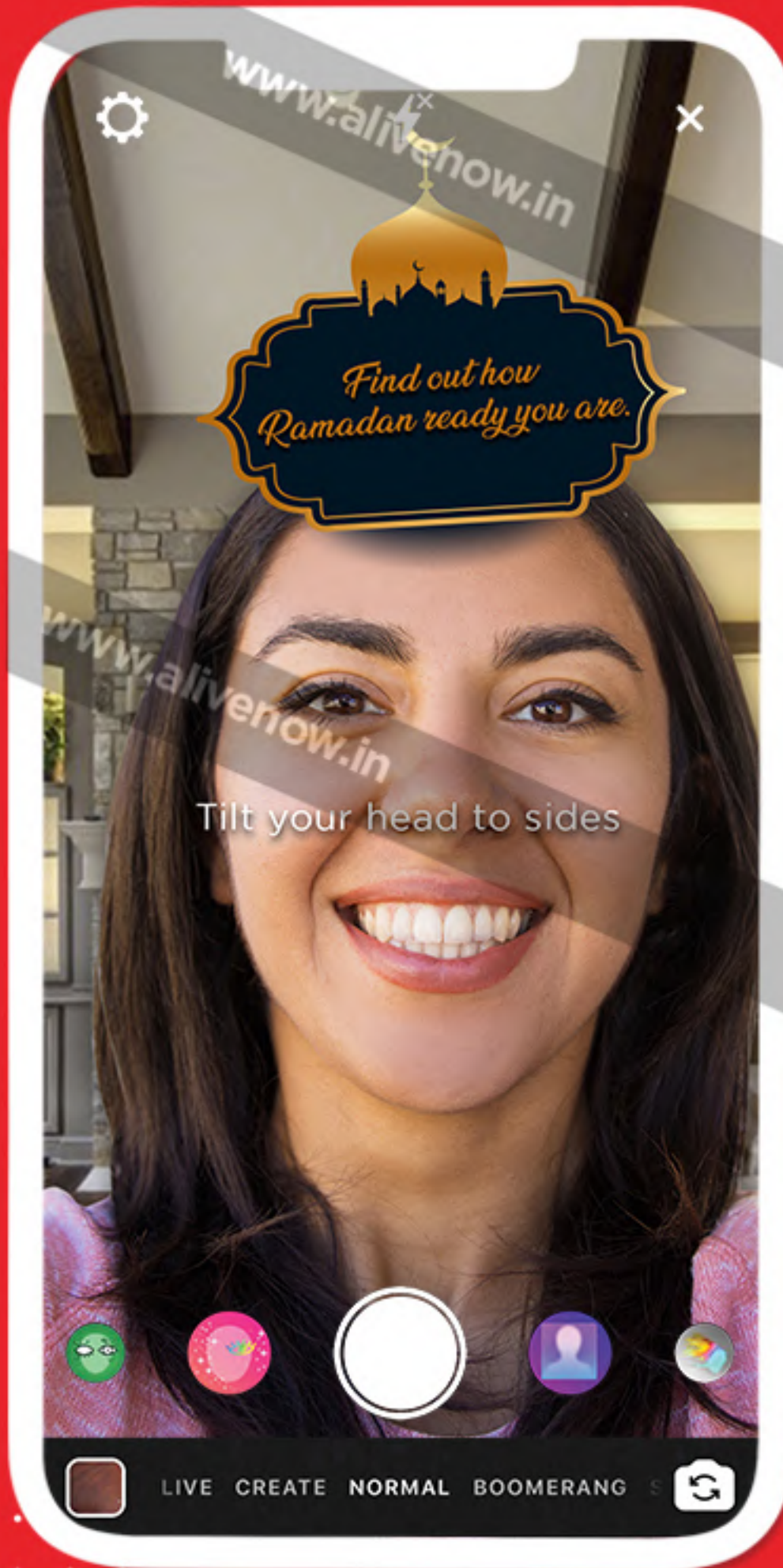


Ramadan Quote For The Day

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

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Social AR experiences.





Ramadan Ready

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

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Social AR experiences.

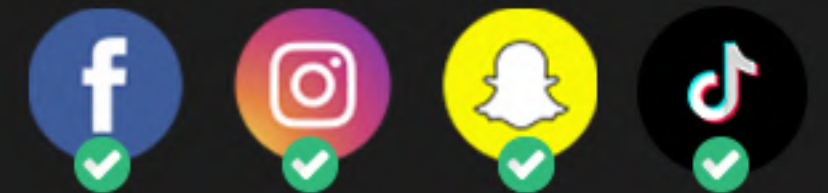




Ramadan Frames

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

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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.





Say Ramadan Kareem

Users need to point their back camera towards a flat surface and say "Ramadan Kareem" in order to create an AR wish with animations.

PLATFORM PUBLISHING
Social AR experiences.



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



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alivenow.in

- > 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. Get insightful analytics, true user engagement, increased brand recall and conversions using fun games.

[Learn More](#)





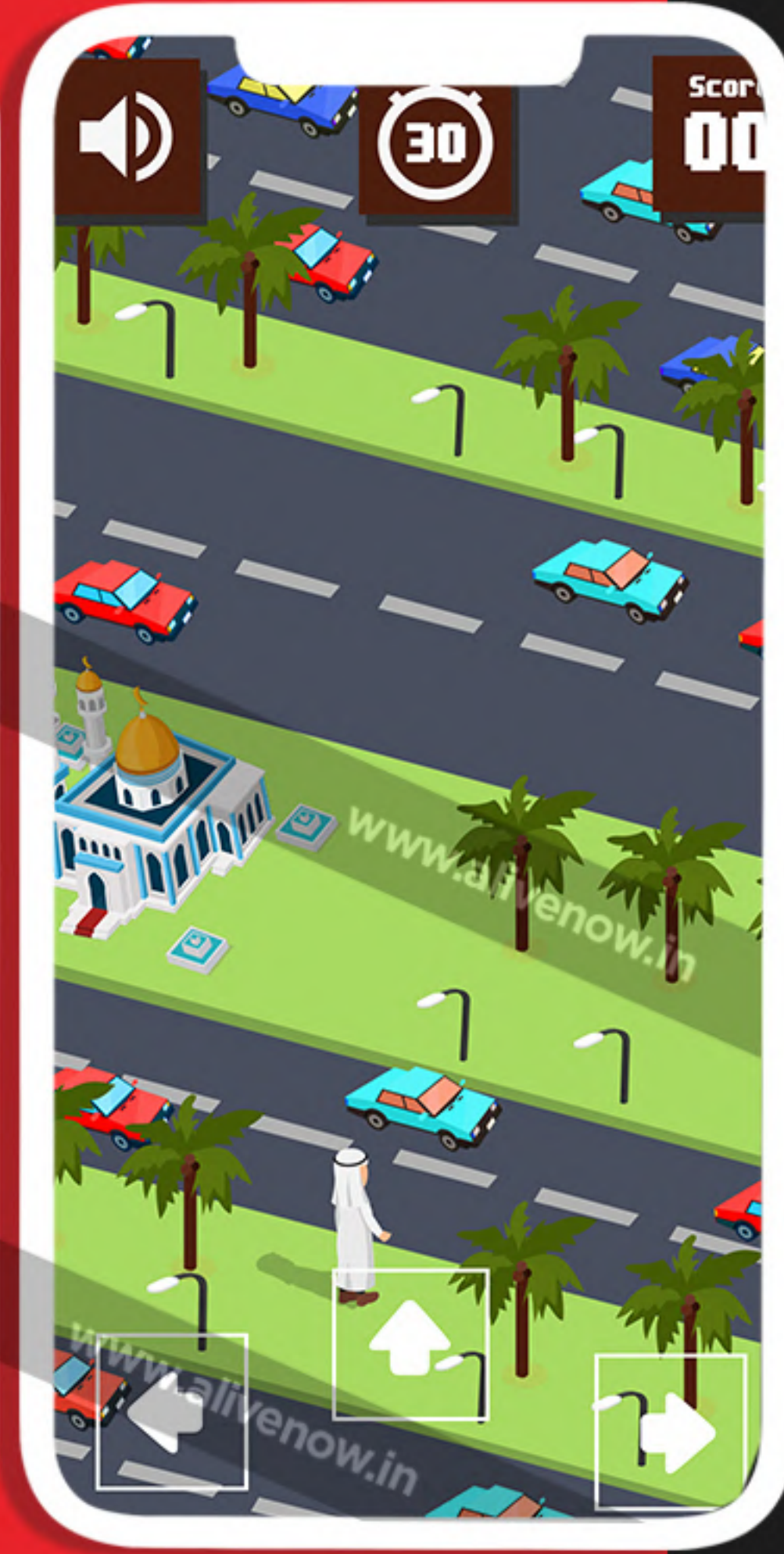
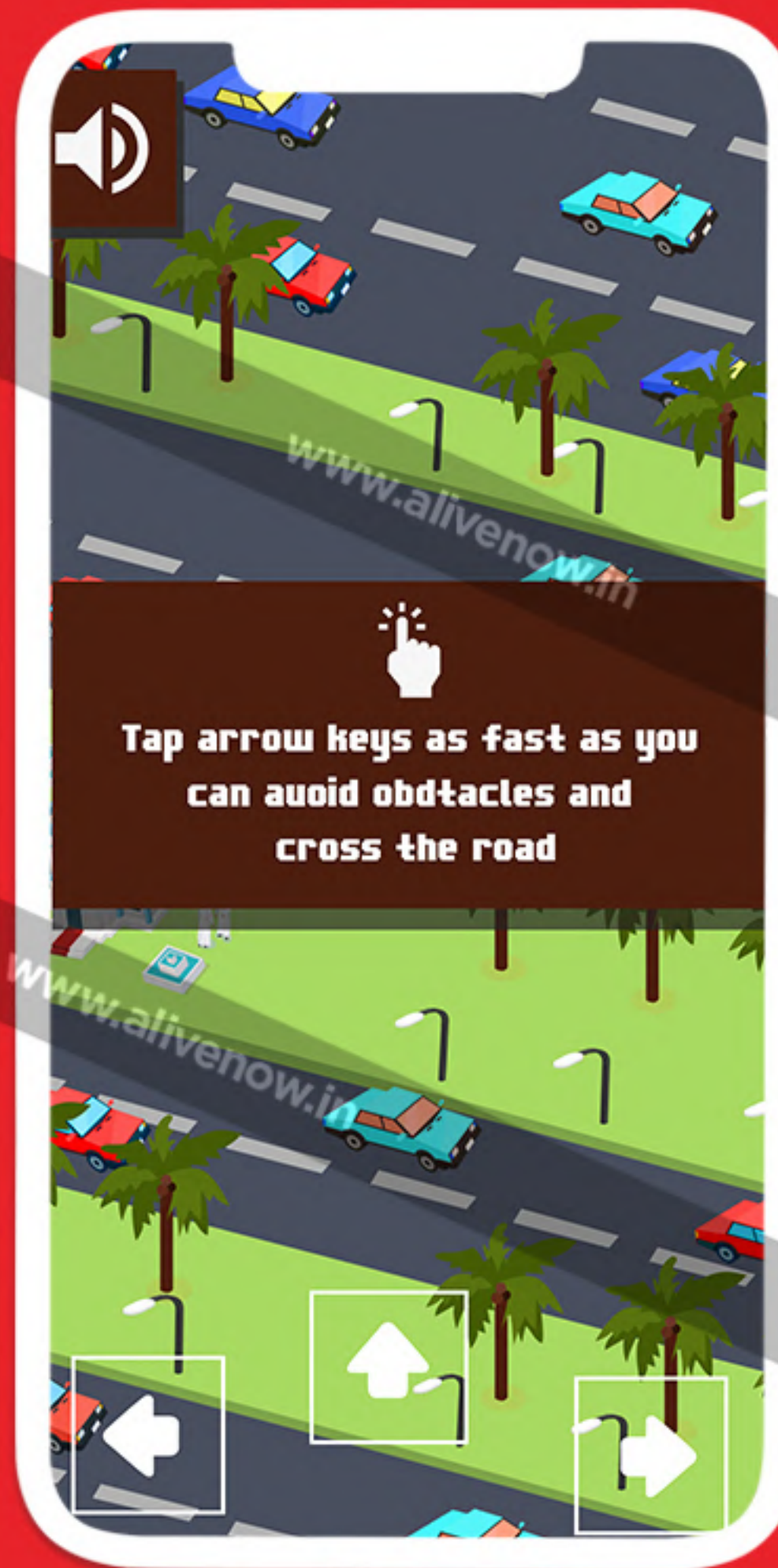
Ramadan Sling

Use the Ramadan slingshot to illuminate the lanterns before they touch the moon



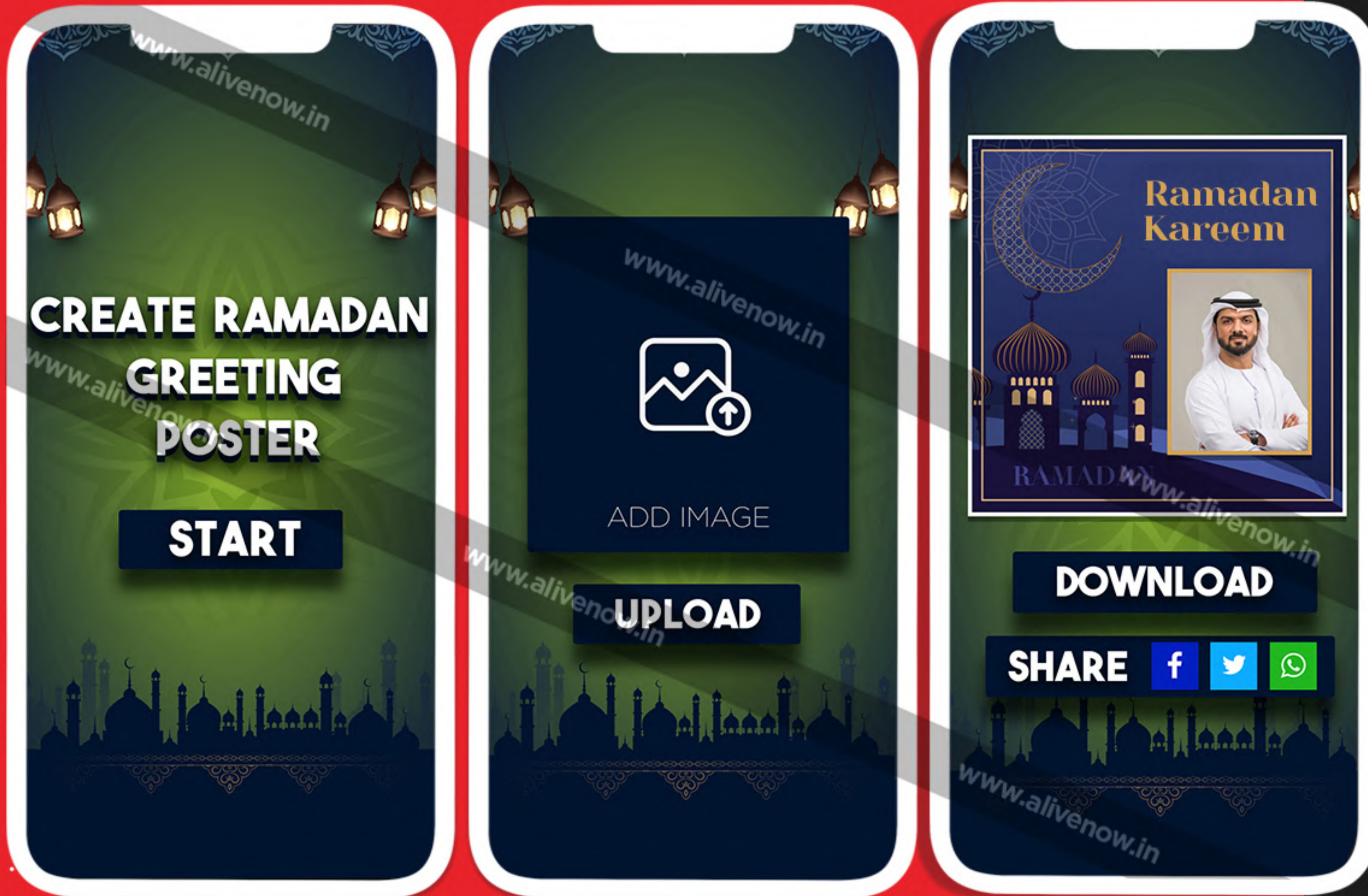
Jump To Reach The Moon

Users need to help their character jump upwards onto the platforms of either side of their screen. The background shifts from day to night as the user progresses through the game.



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.



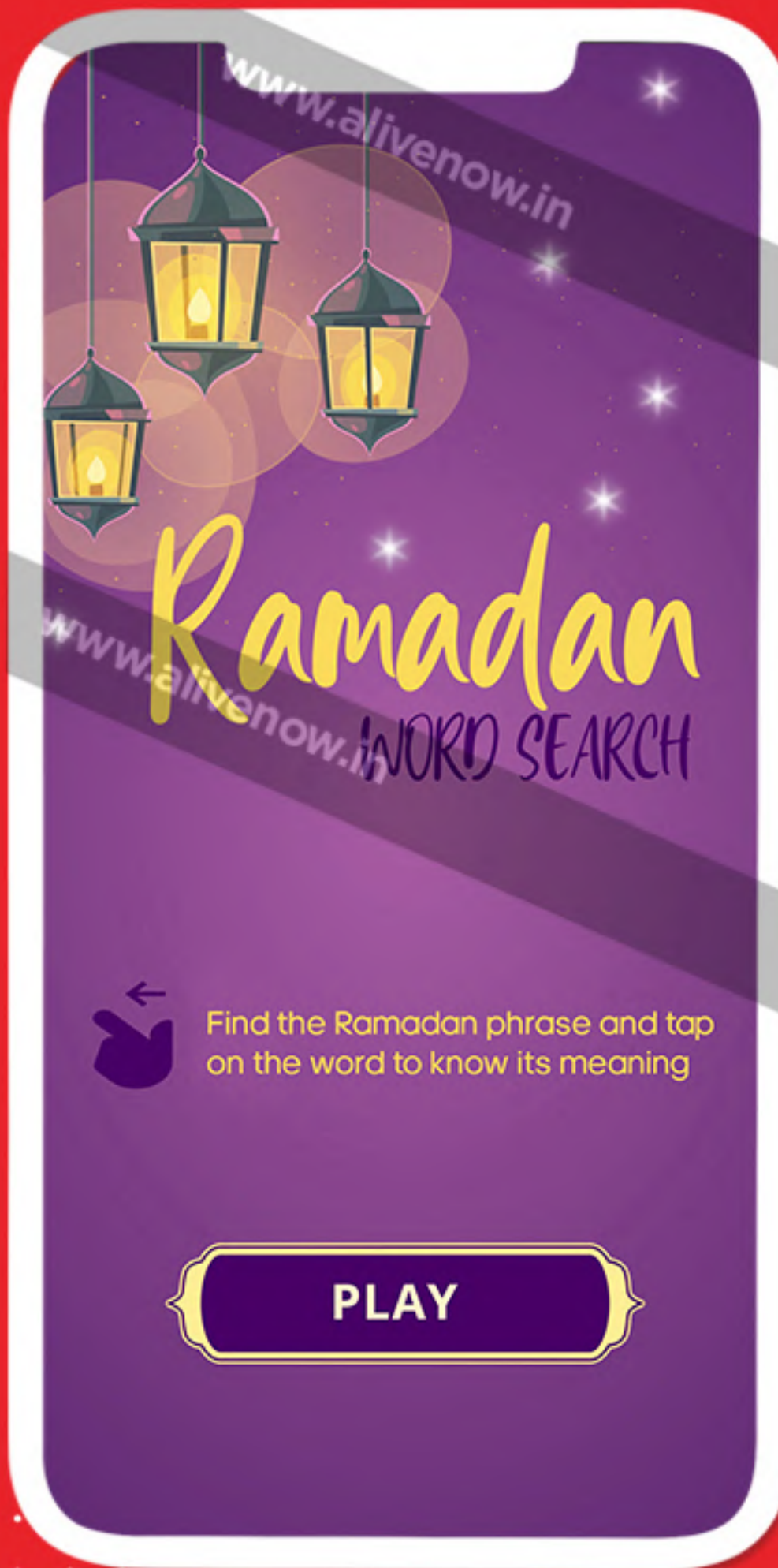
Ramadan Greetings Picture

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.



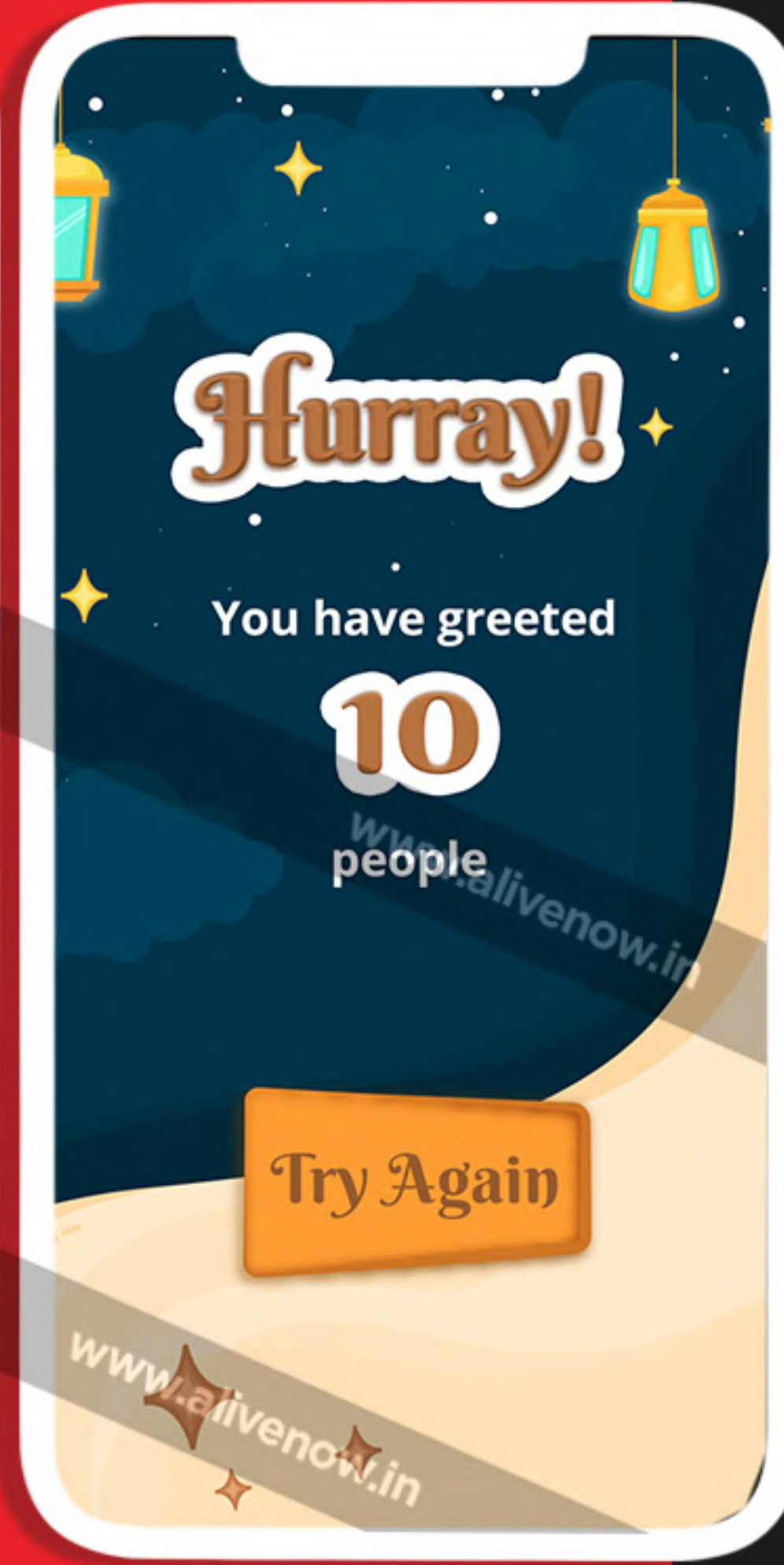
Lantern Fun

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



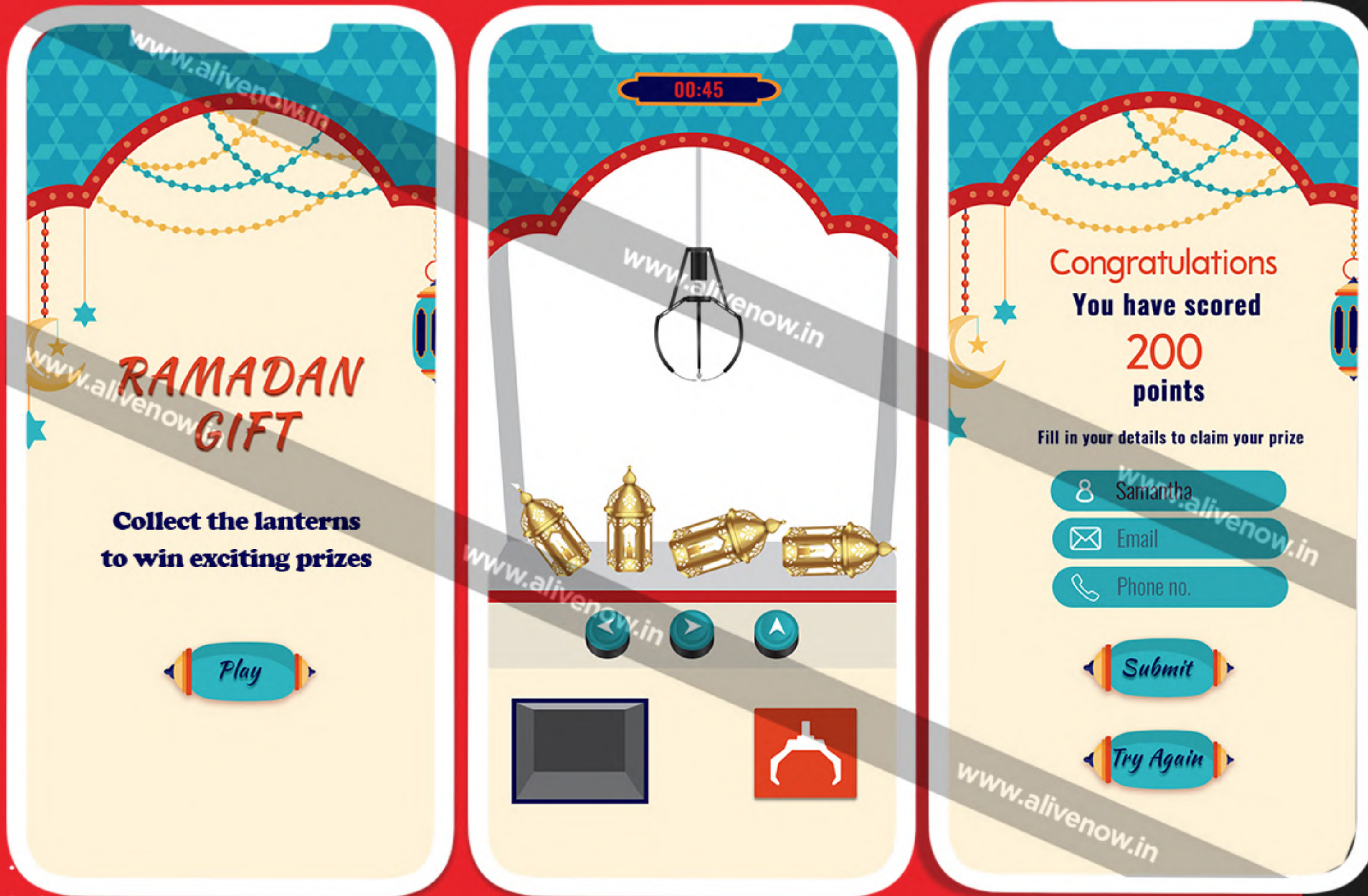
Ramadan Crossword

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



Greeting To Everyone!

Use the joystick to help navigate the character around the streets and make them wish the other characters "Ramadan Kareem"

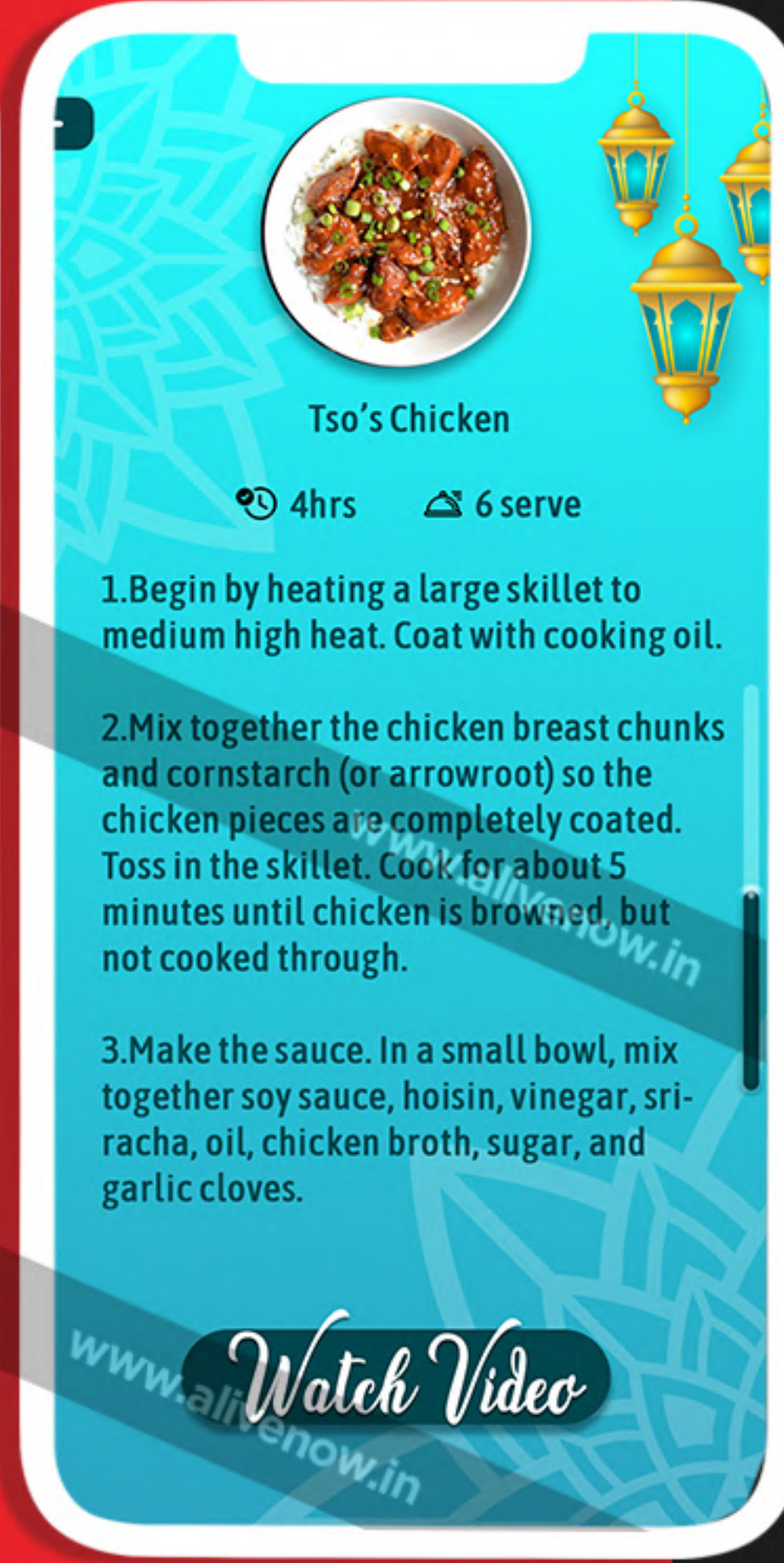


What's my Ramadan gift?

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!





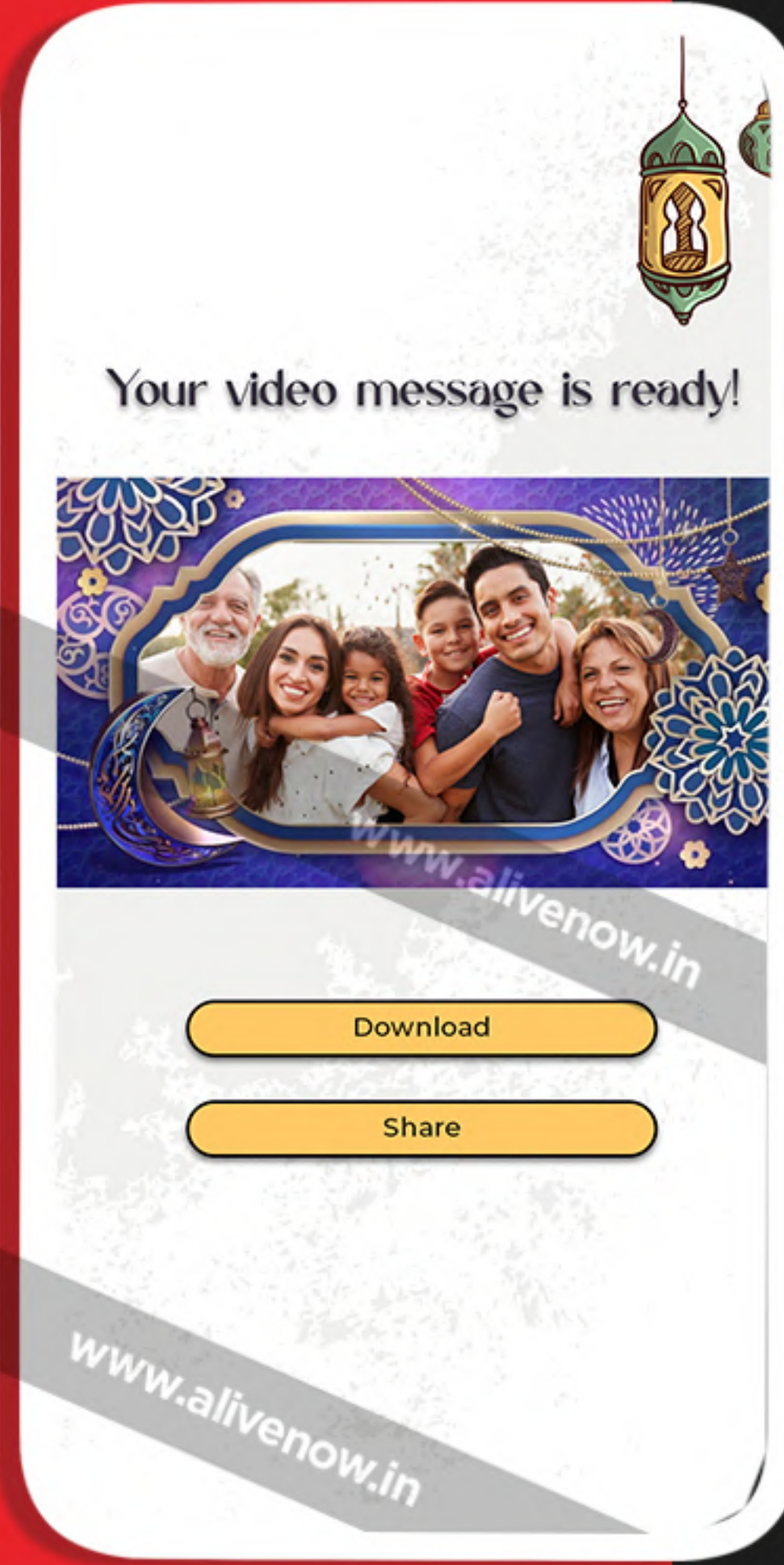
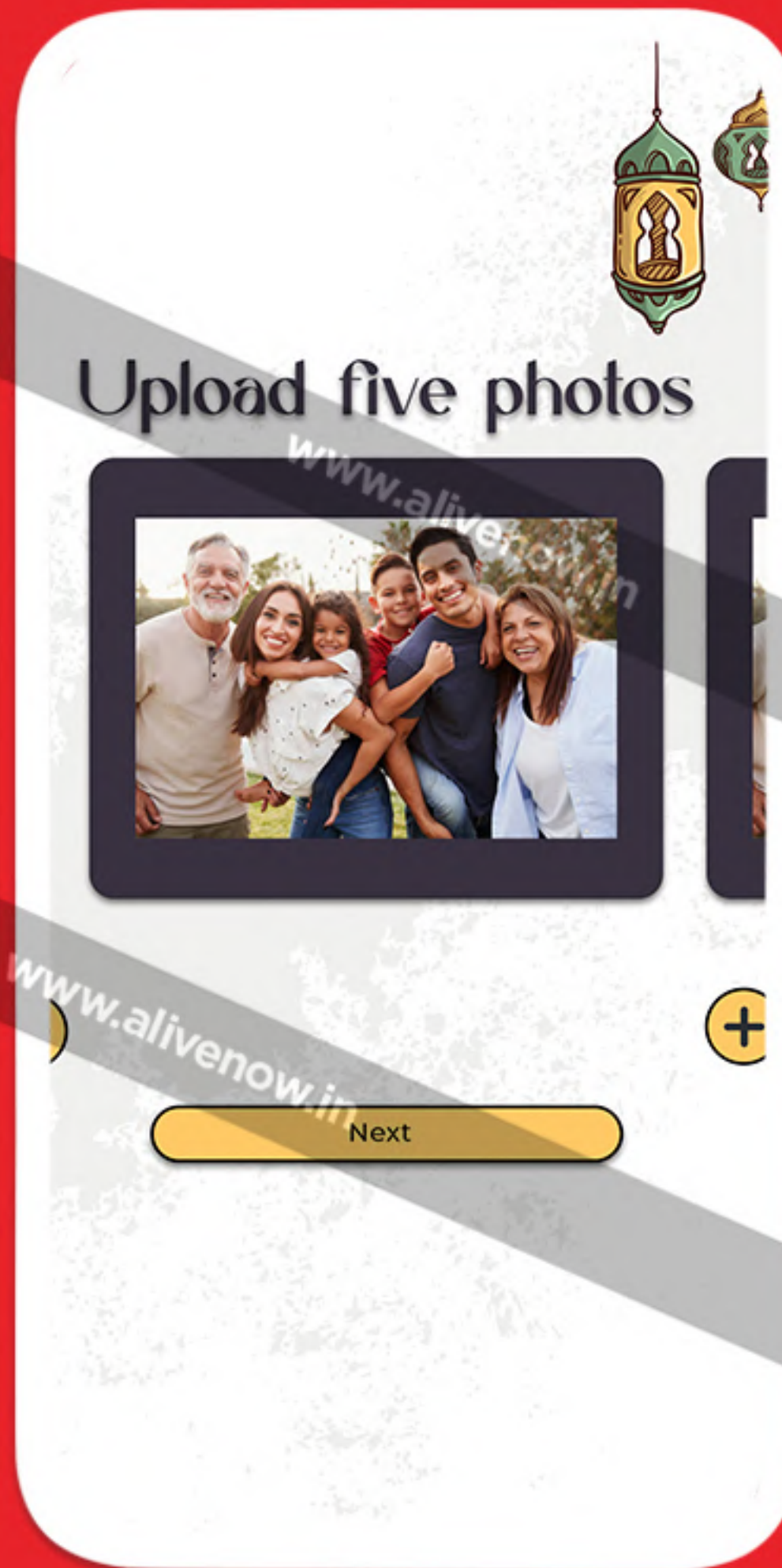
Collecting Iftar Food!

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



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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

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.

alivenow.in



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



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

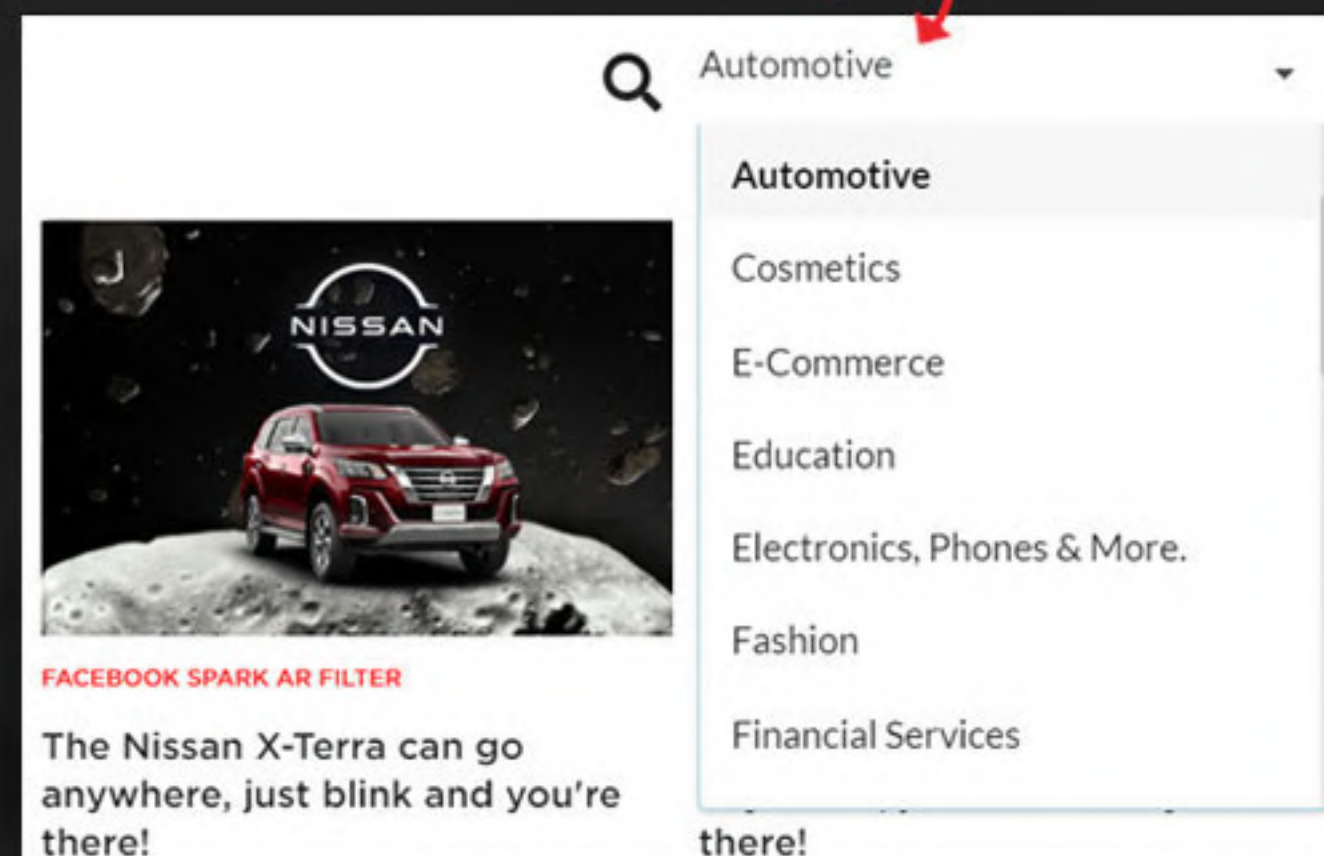
Coca-Cola

CARAT

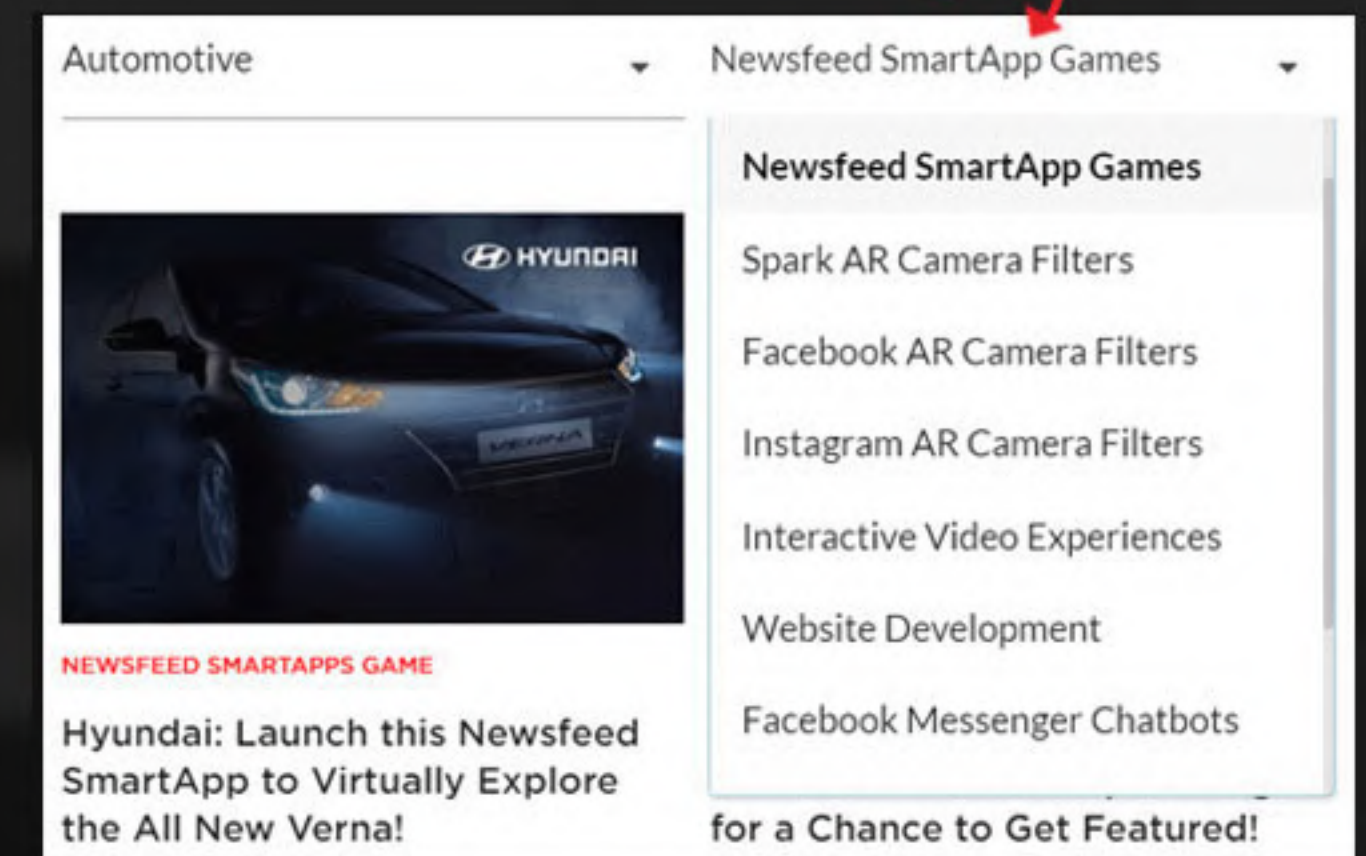
& more!

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

1 INDUSTRY

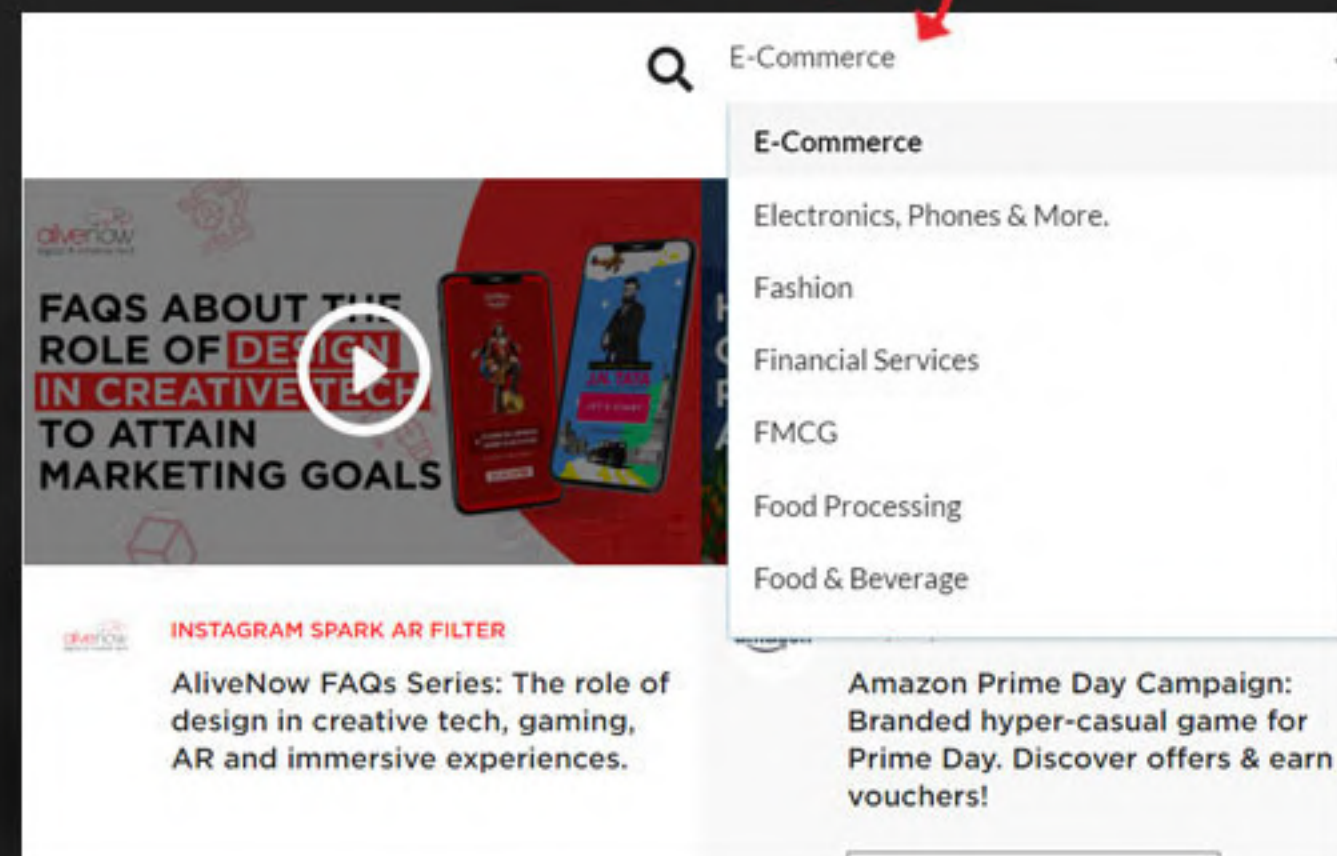


2 PLATFORM

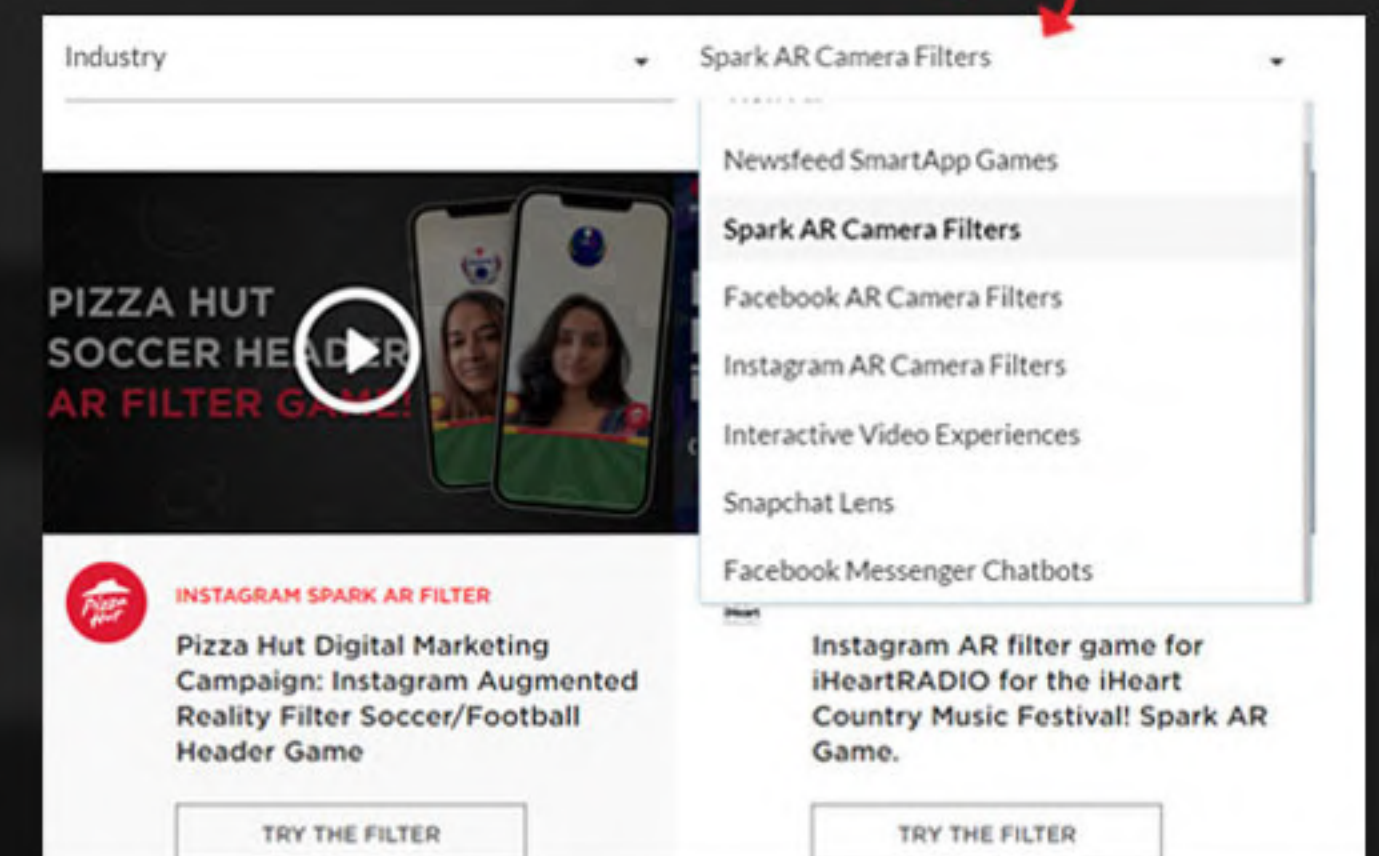


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM



THANK YOU!

contact@alivenow.in

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

