



Amplify Ramadan **Campaigns with immersive** **digital experiences 2023!**

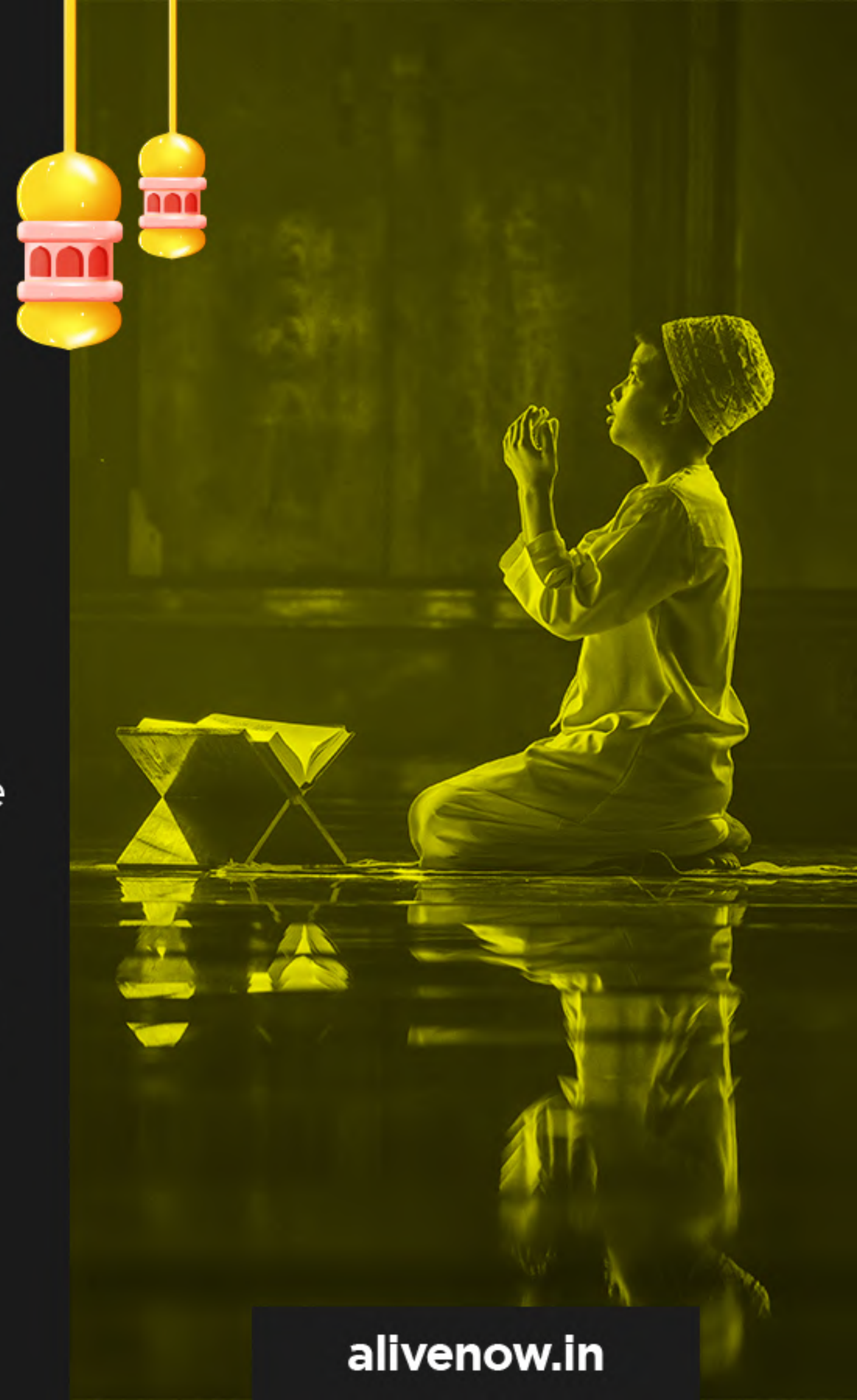
Unlock unique, immersive and memorable
augmented reality experiences with
Snapchat this Ramadan!



S N A P C H A T A R L E N S E S

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OUR GLOBAL STORY OVER THE LAST 11 YEARS.

150+
Agency Clients

Projects Across
25 Countries

Team of **50+** Across Strategy,
Design & Technology

500+
Brand Clients

1,500+
Creative Tech
Builds

WHY SHOULD YOU WORK WITH US?

1,500+ builds over 11 years.

Conceptualized, built and launched over 1,500 experiences across AR, gaming & more.

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.

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.

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.

Official AR partners with global platforms.

Globally, AliveNow is an official Snapchat Lens Creative Partner.

OUR WORK HAS BEEN FEATURED ON

The Drum

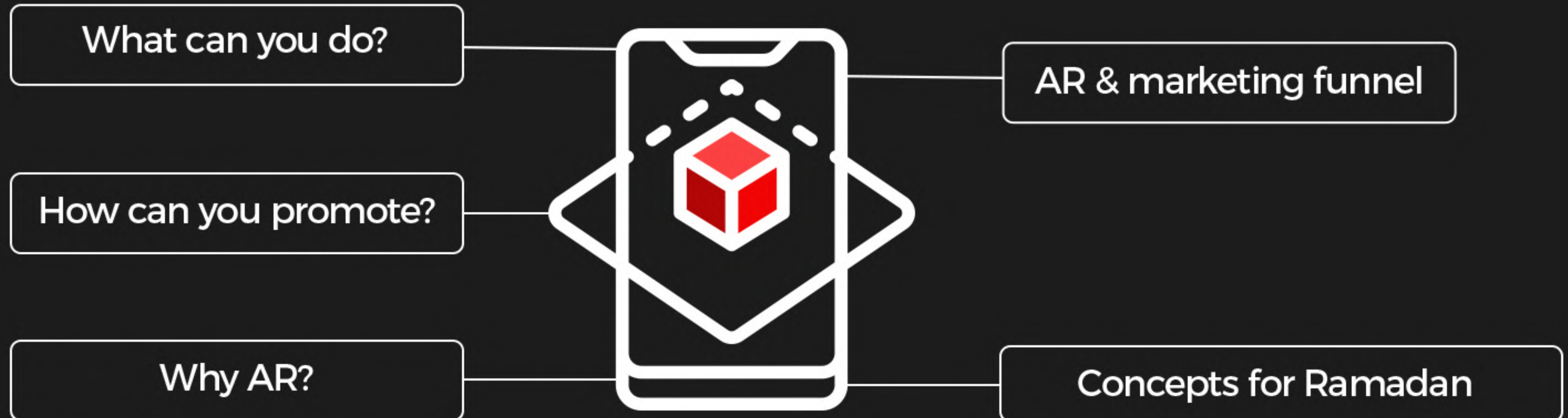
Ads of the World

AdAge

ad:tech

campaign & many more!

THE WORLD OF AR LENSES



WHAT'S POSSIBLE WITH SNAP AR LENSES?



Augmented reality games



Voice recognition



3D objects static & dynamic



Head movement



Facial tracking



Foot tracking



Mouth tracking



Scan to unlock



Surface tracking



3D portals



Wrist tracking



Multiple people tracking



Full body tracking



Landmarker lens

AND MUCH MORE!

WHY SHOULD A BRAND CONSIDER SNAP AR LENSES?

**HUGE INCREASE
IN SNAPCHAT
USAGE ESP. IN THE
16-34 AGE BRACKET.**

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

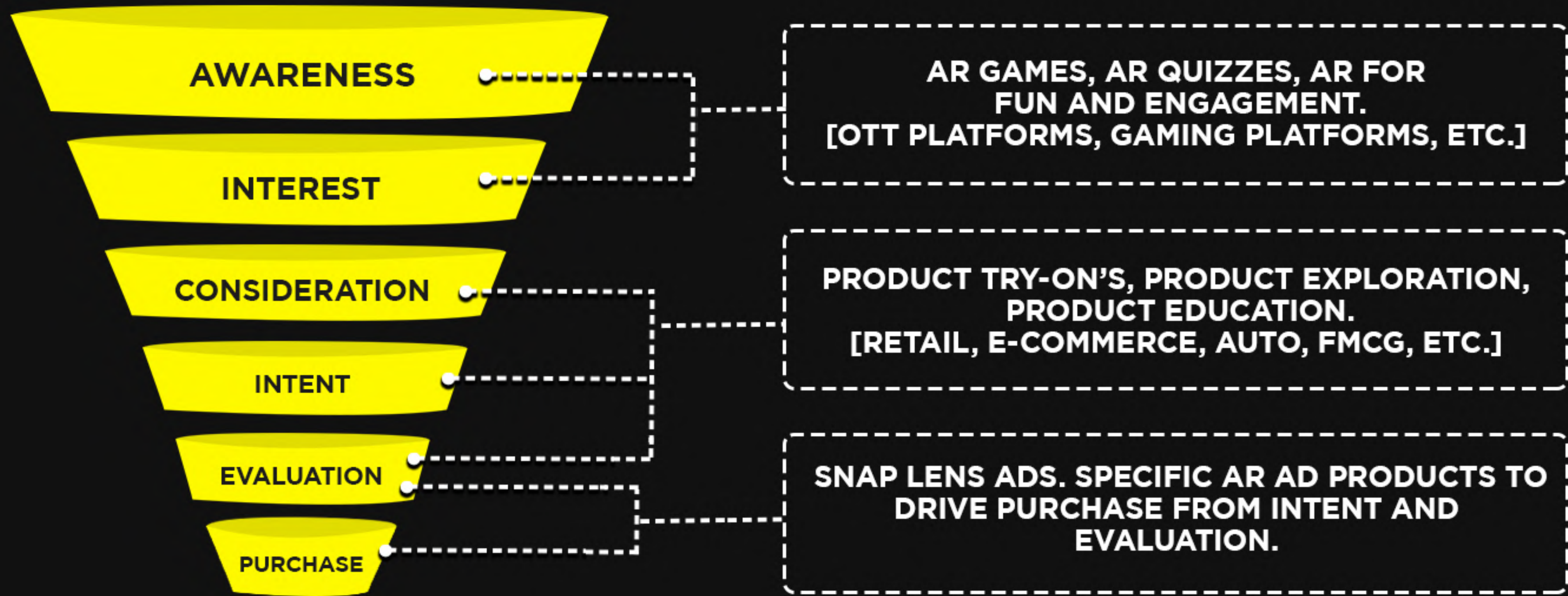
**BETTER
SMARTPHONES +
PROCESSOR=
INCREASED REACH
& AR AT SCALE.**

**PROMOTE ON
SNAPCHAT WITH
SPECIALIZED
AR AD UNITS**

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

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

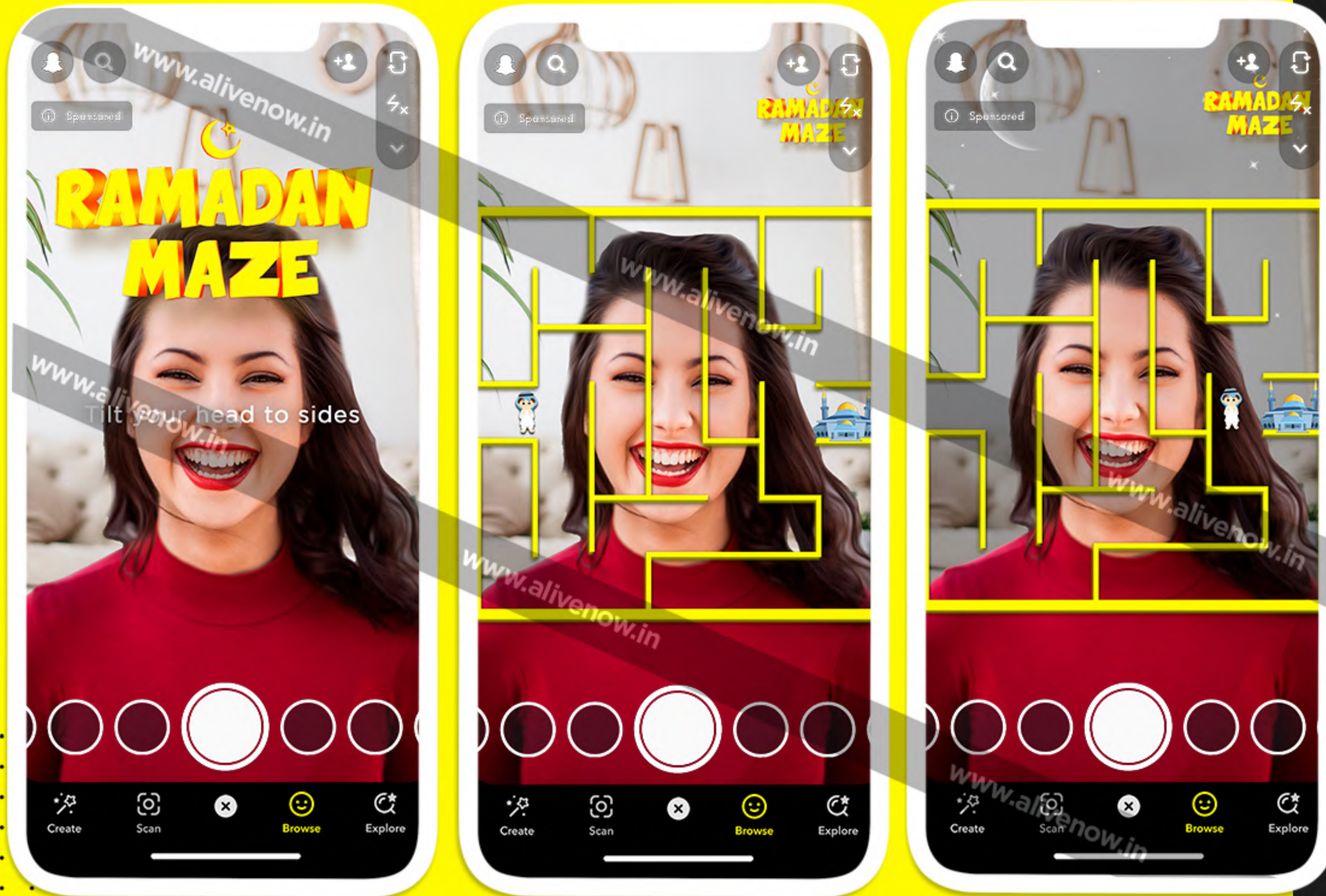
AUGMENTED REALITY AND THE MARKETING FUNNEL





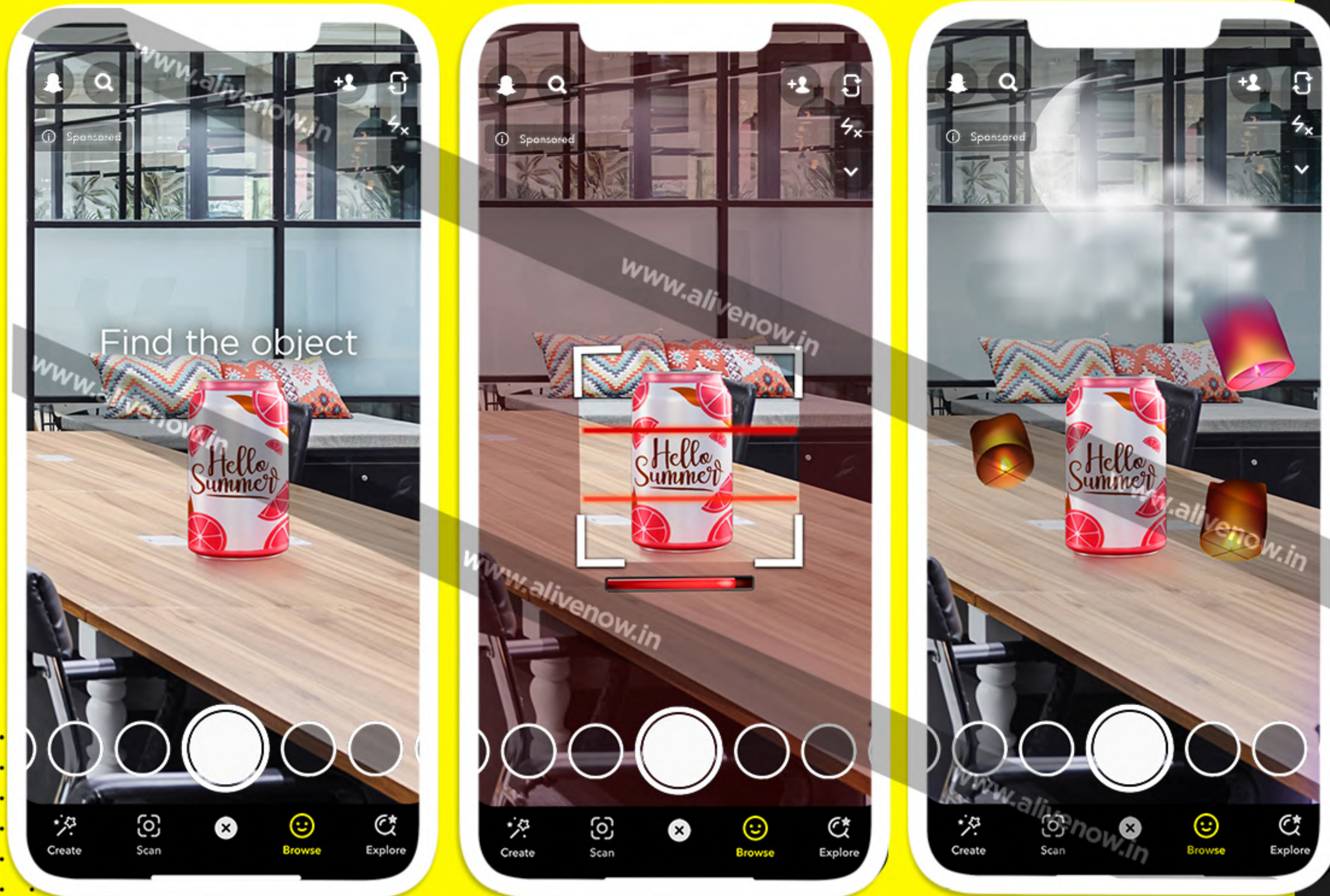
Follow The Light To See the Quranic Verse

Once users launch the Lens, 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.



Suhoor To Iftar!

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



Product Scan

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



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.



Ramadan Jigsaw Puzzle

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



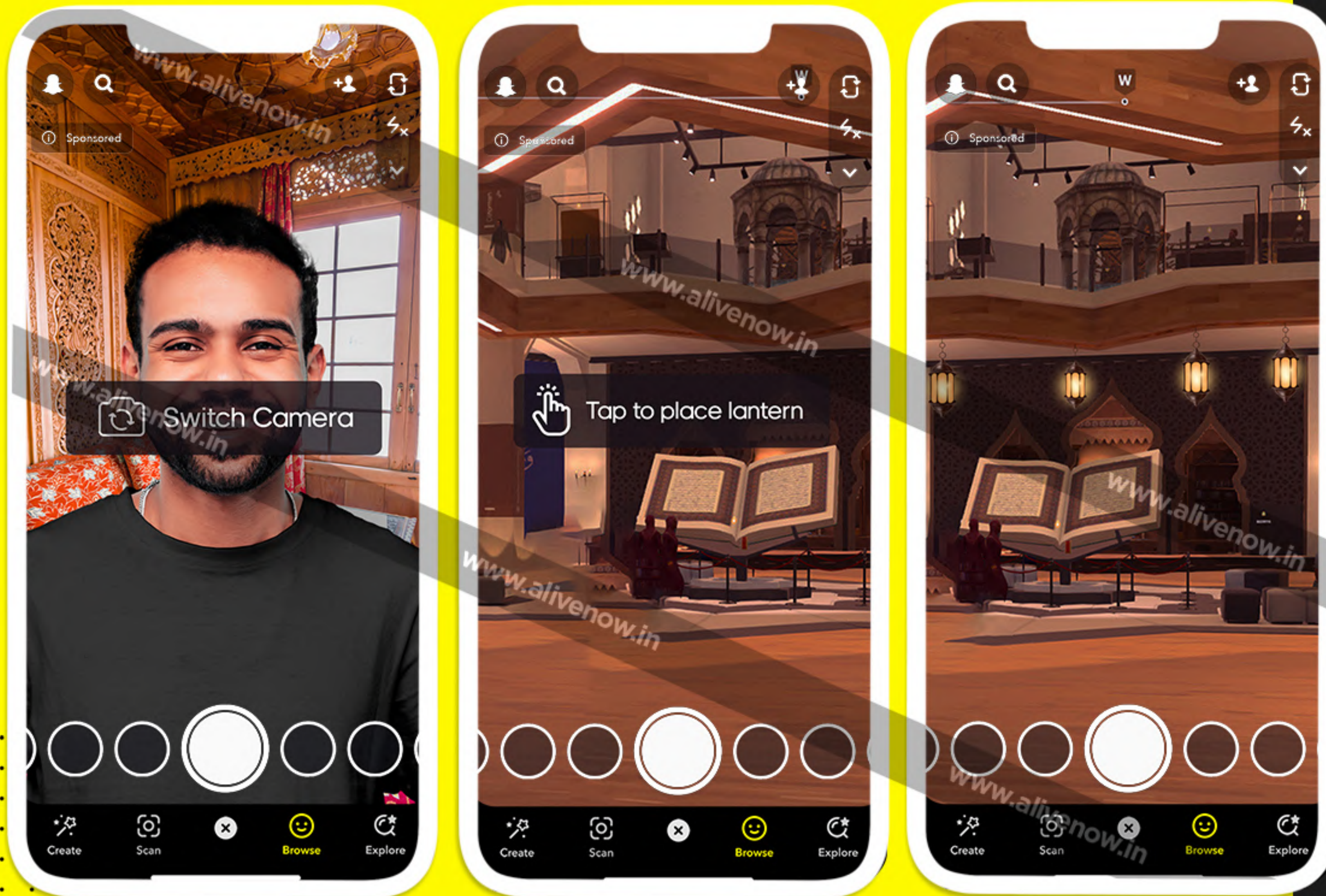
Ramdan Wish In The Sky BG Segmentation

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.



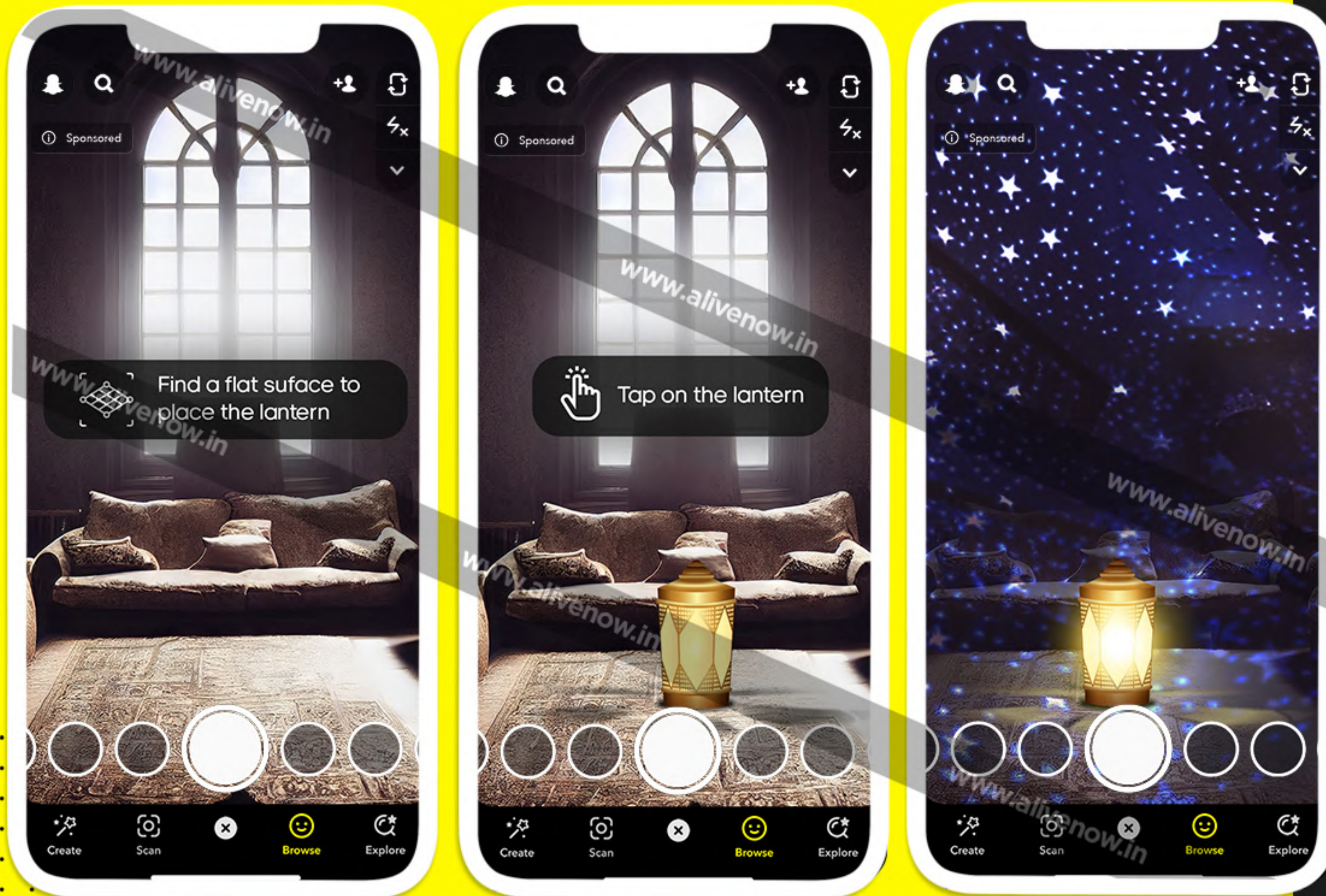
Voice Triggered Ramadan Kareem lights Up Lantern

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.



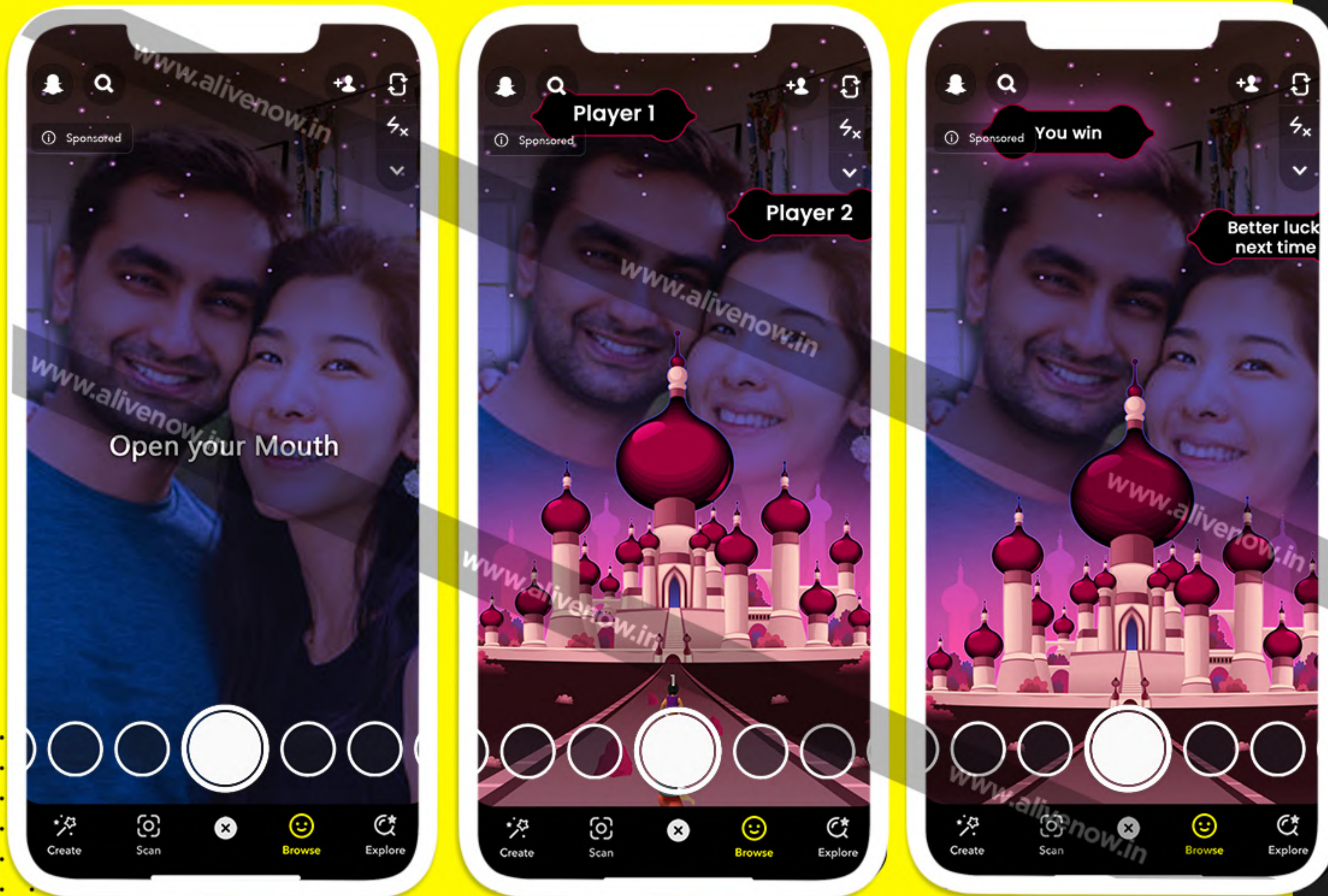
Ramadan Decorations

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.



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.



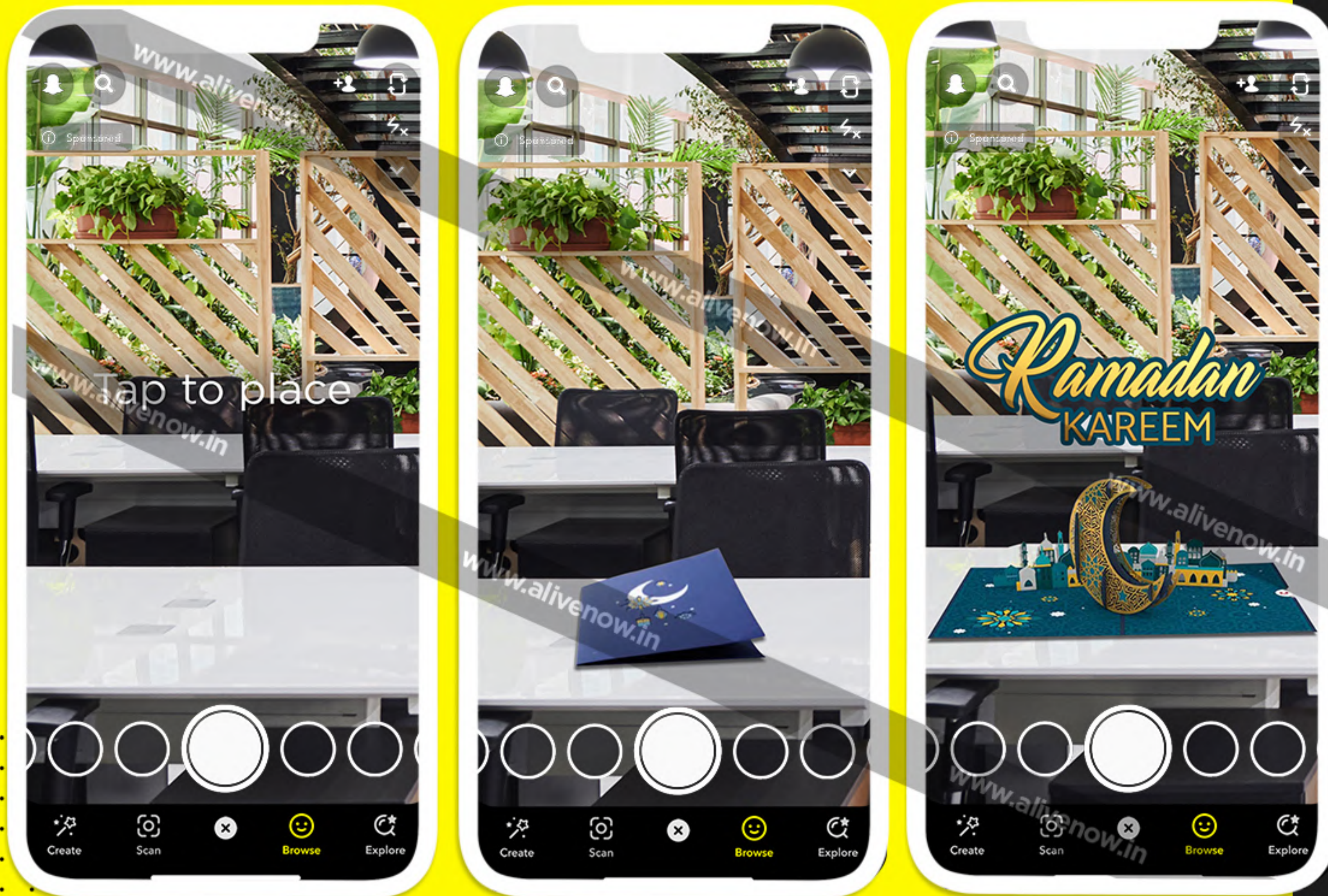
Two Player Game!

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.



Suhoor To Iftar

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



Ramadan Greetings!

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



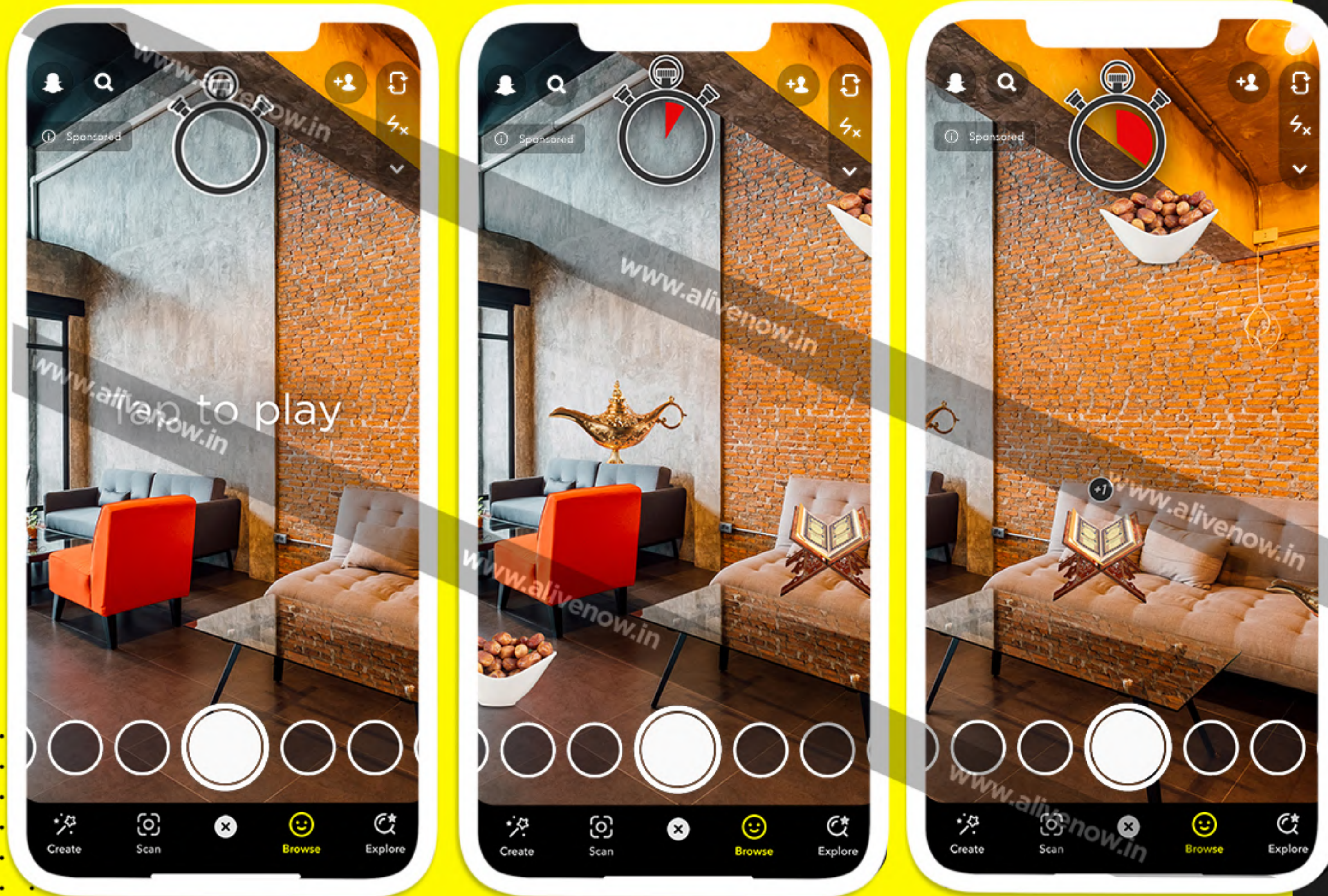
Flip And Match Game

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.



Ramadan Reel

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



Ramadan Feelings!

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



Ramadan Kareem

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



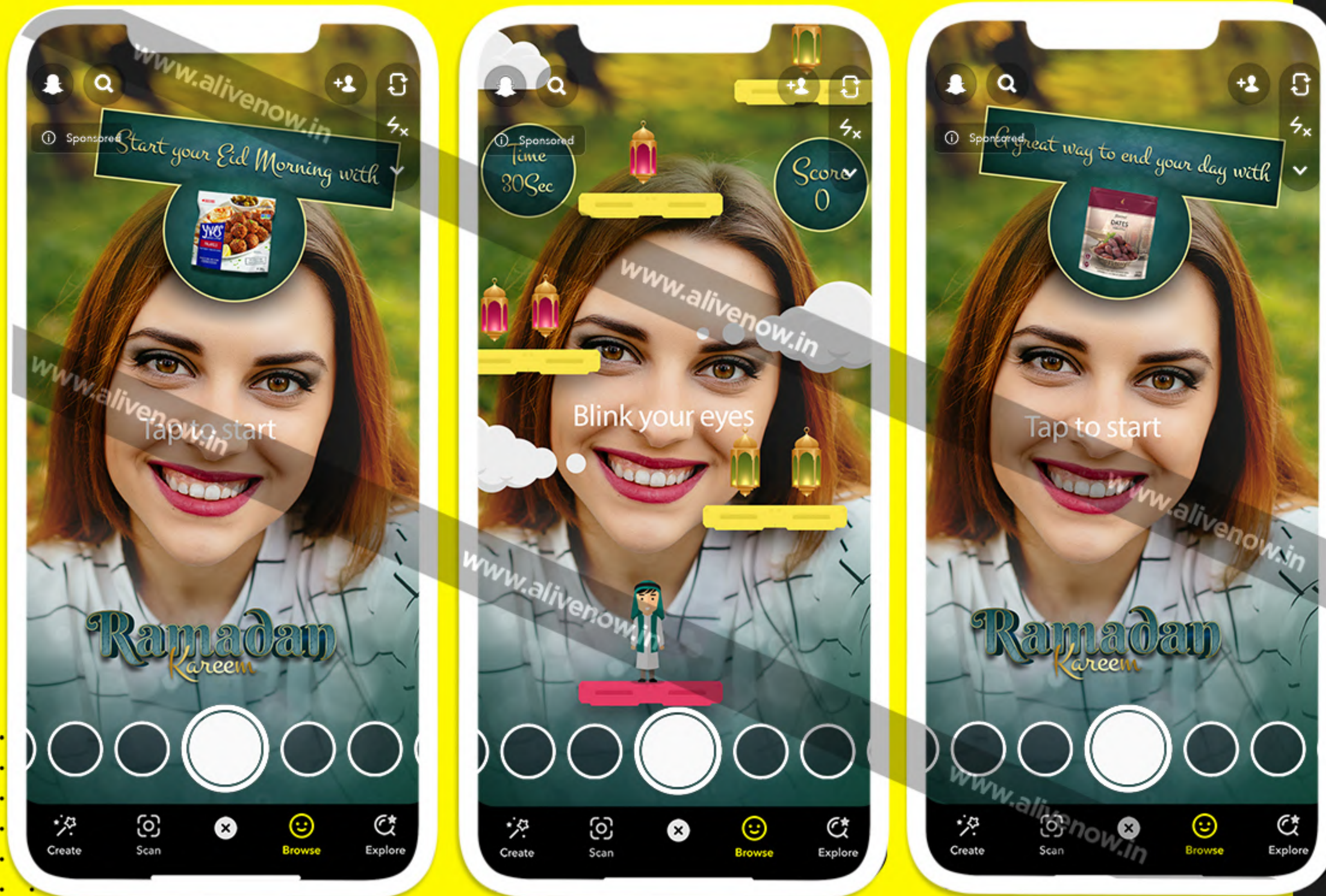
Ramadan Poster

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.



Catch The Falling Dates

In this Lens, 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.



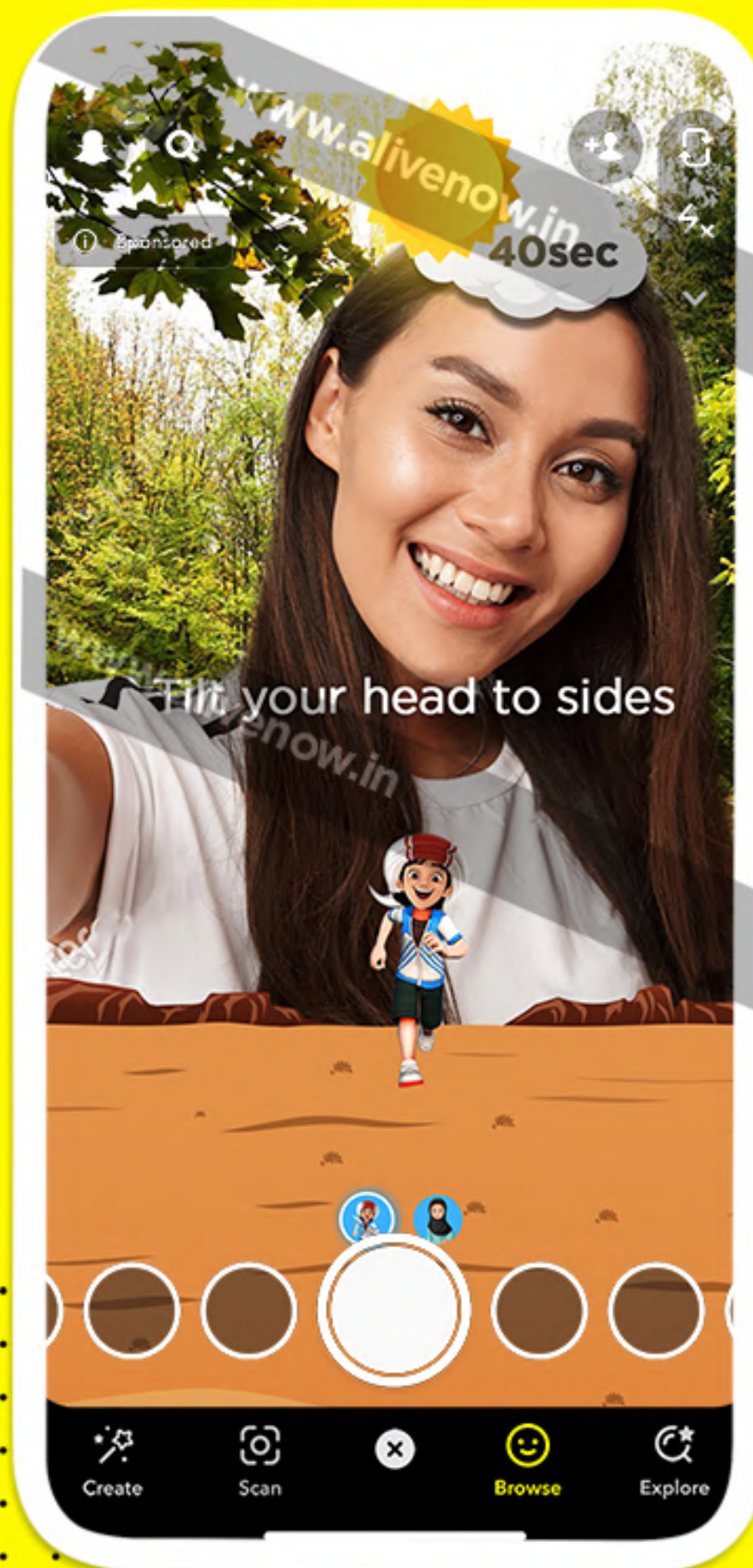
With You From Suhoor To Iftar

This Lens 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.



Iftar Time

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



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!



Ramadan Quote For The Day

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



Ramadan Ready

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



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!



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.

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!

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.

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 CAN YOUR AUDIENCE FIND SNAP LENSES?



QR codes in Print ads
and at offline events



Use influencers to talk
about and promote the
new Lens launch



Organic & promoted
campaigns on Snapchat



Snapchat Sponsored
Lenses



Snapchat 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 Lenses have to be approved by the platform, which takes 1 day.
- » Our team undertakes all the work from 3D design/modeling, to UI/UX design and tech/development work.

HOW DOES THIS WORK & WHAT NEXT?

- » 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.

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

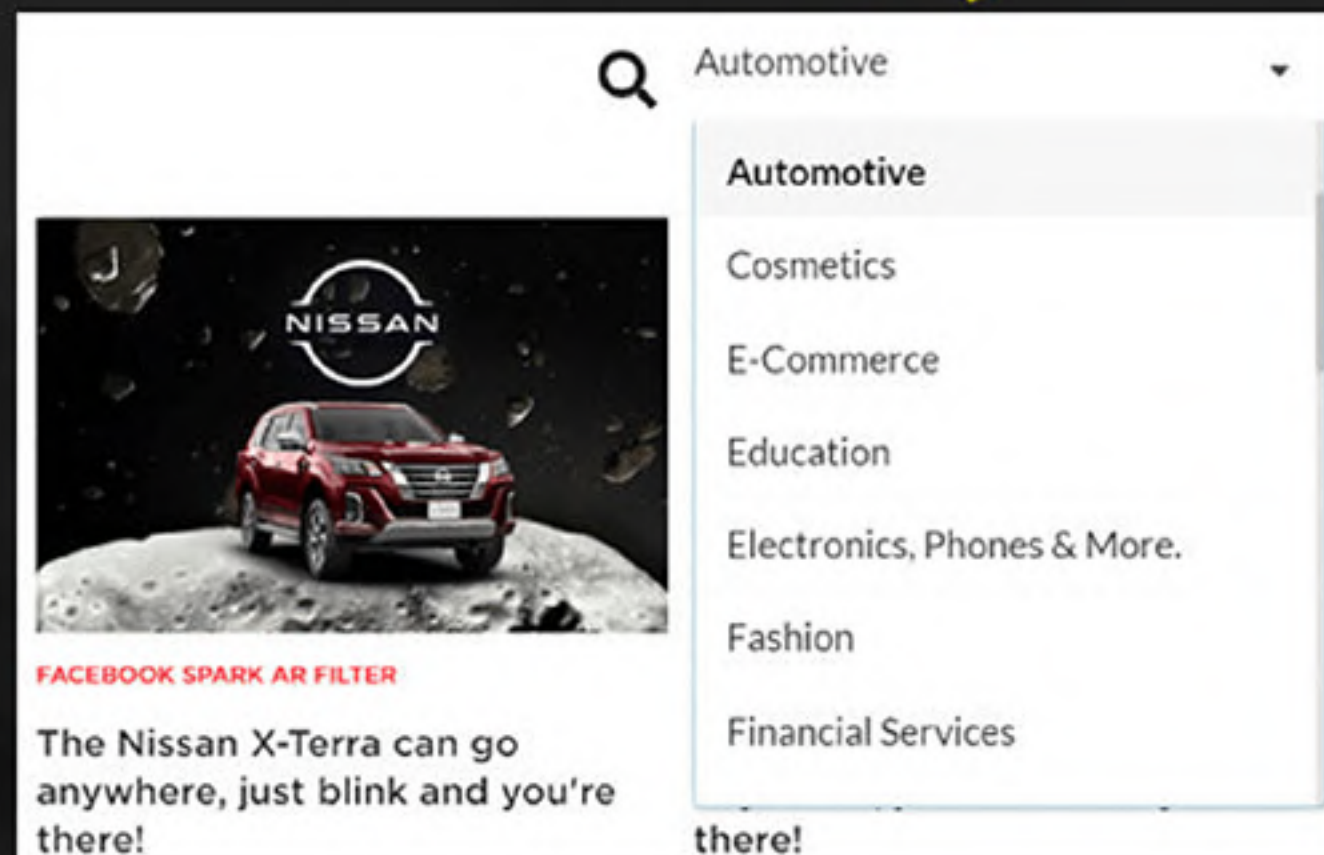
Coca-Cola

CARAT

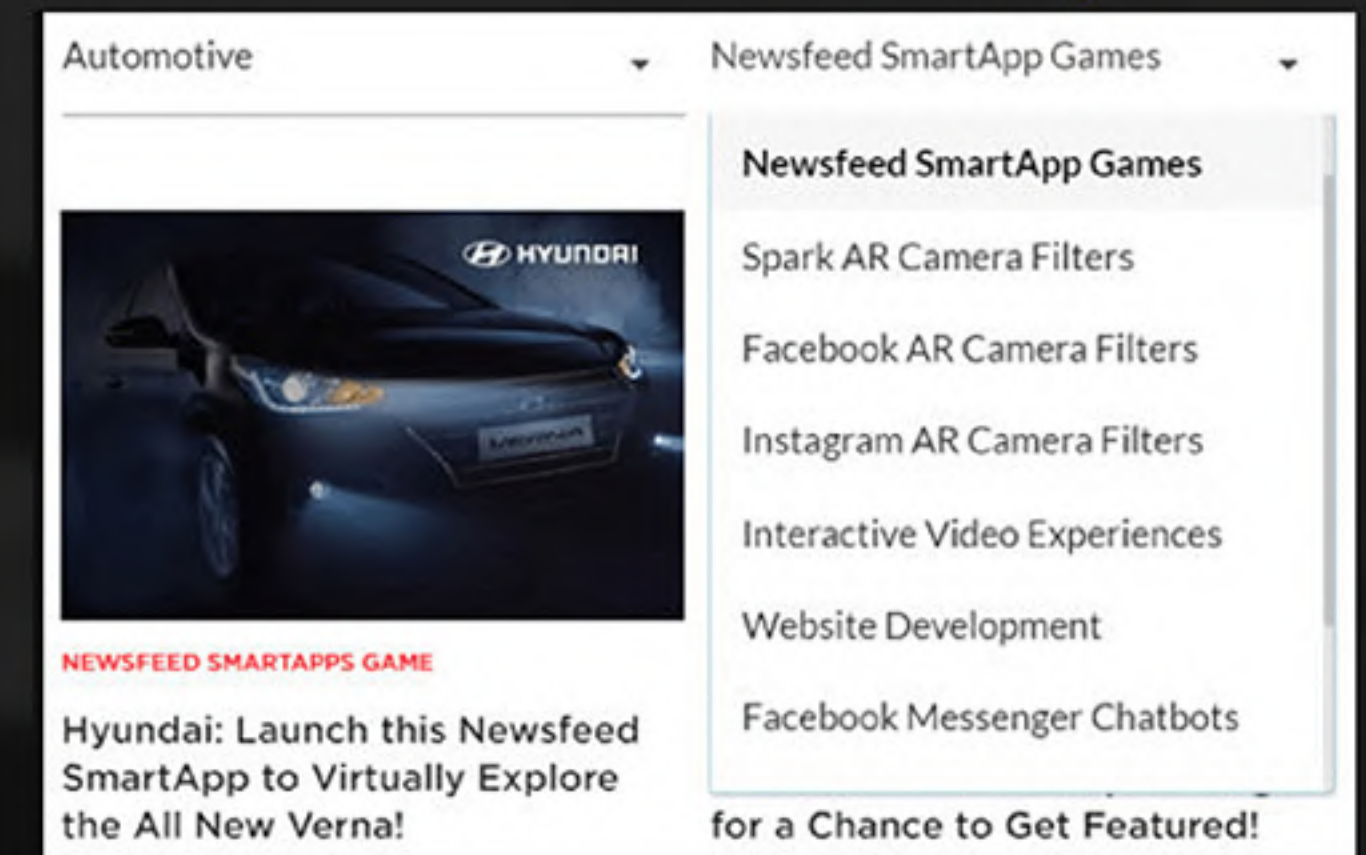
& more!

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1 INDUSTRY

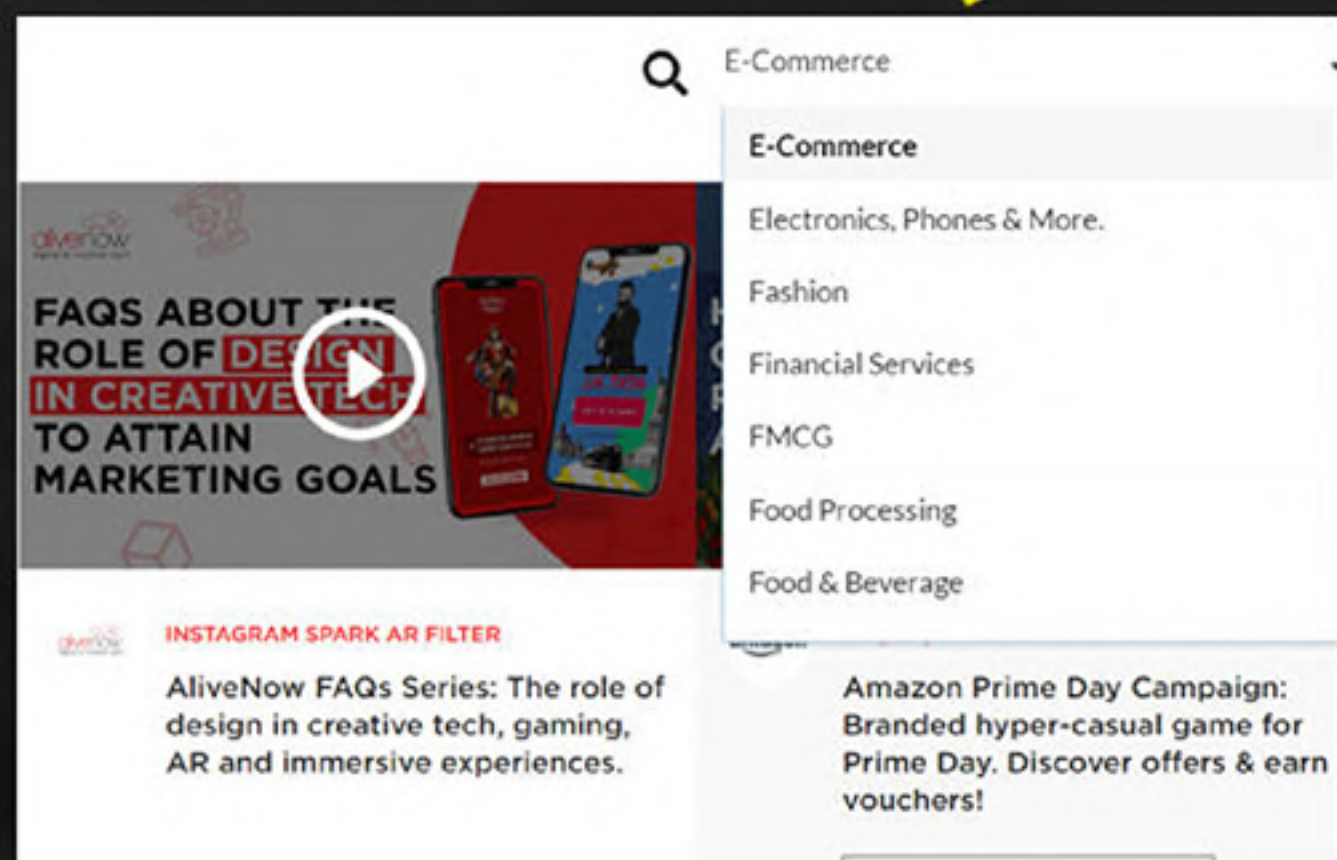


2 PLATFORM

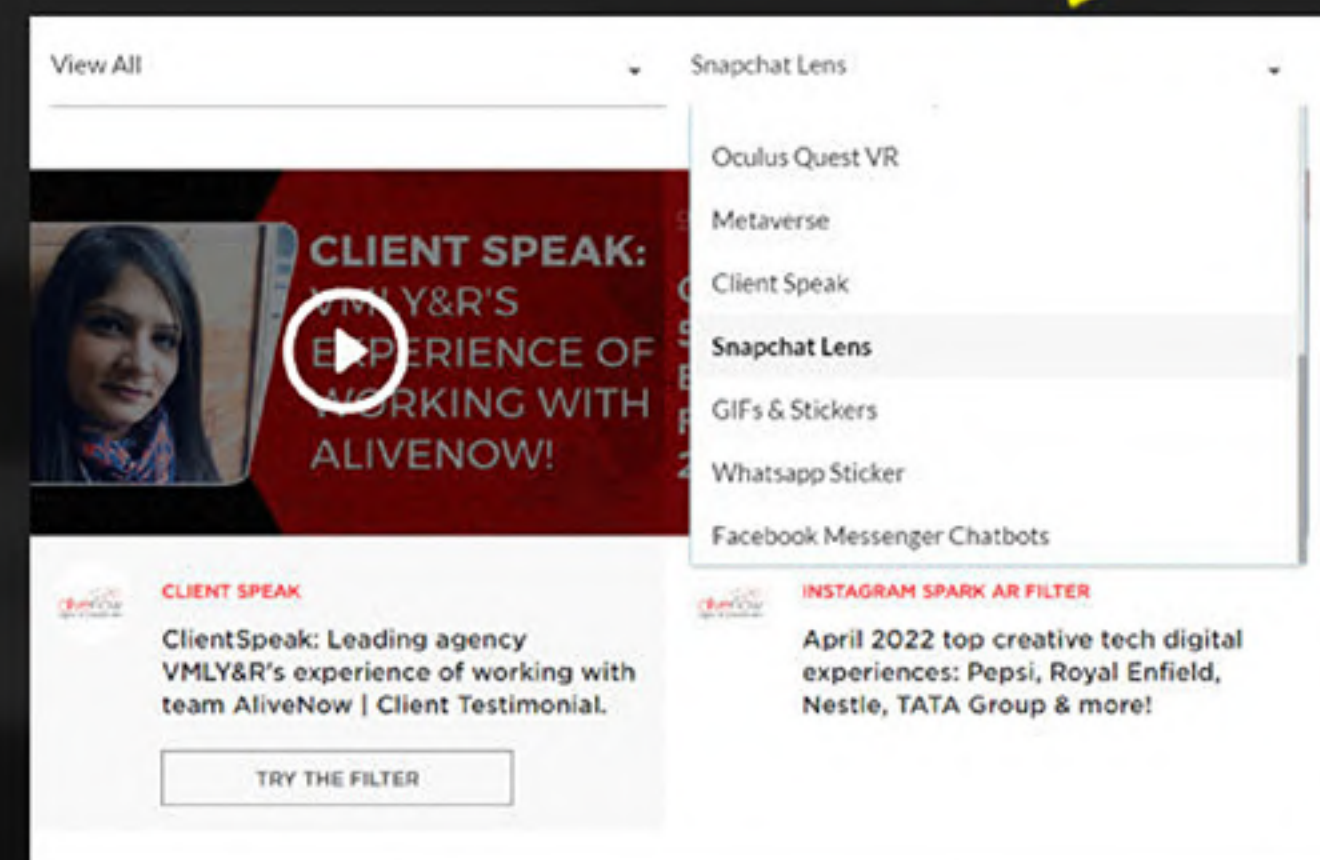


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM



THANK YOU!

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