alivenow
digital & creative tech

NEWSFEED
SMARTAPPS

SwipeUp Games

OFFICIAL SPARK AR PARTNER
Spark AR

8TH WALL
OFFICIAL PARTNER

Retail Industry - Launch Ideas 2021

Immersive & engaging concepts using Social AR, Web AR, Branded Games, Playables & more.

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» Globally, alivenow is an official Facebook & Instagram Spark AR Partner, Snapchat Lens Creative Partner and 8th Wall Web AR Partner.

» We're a global creative tech studio building immersive experiences like branded AR Camera Filters, Facebook Playable Ads, Swipe Up Games, branded Newsfeed SmartApp games, Interactive Videos, Web AR experiences & more.

» Explore all our projects with working links on our portfolio page **www.alivenow.in/Portfolio**

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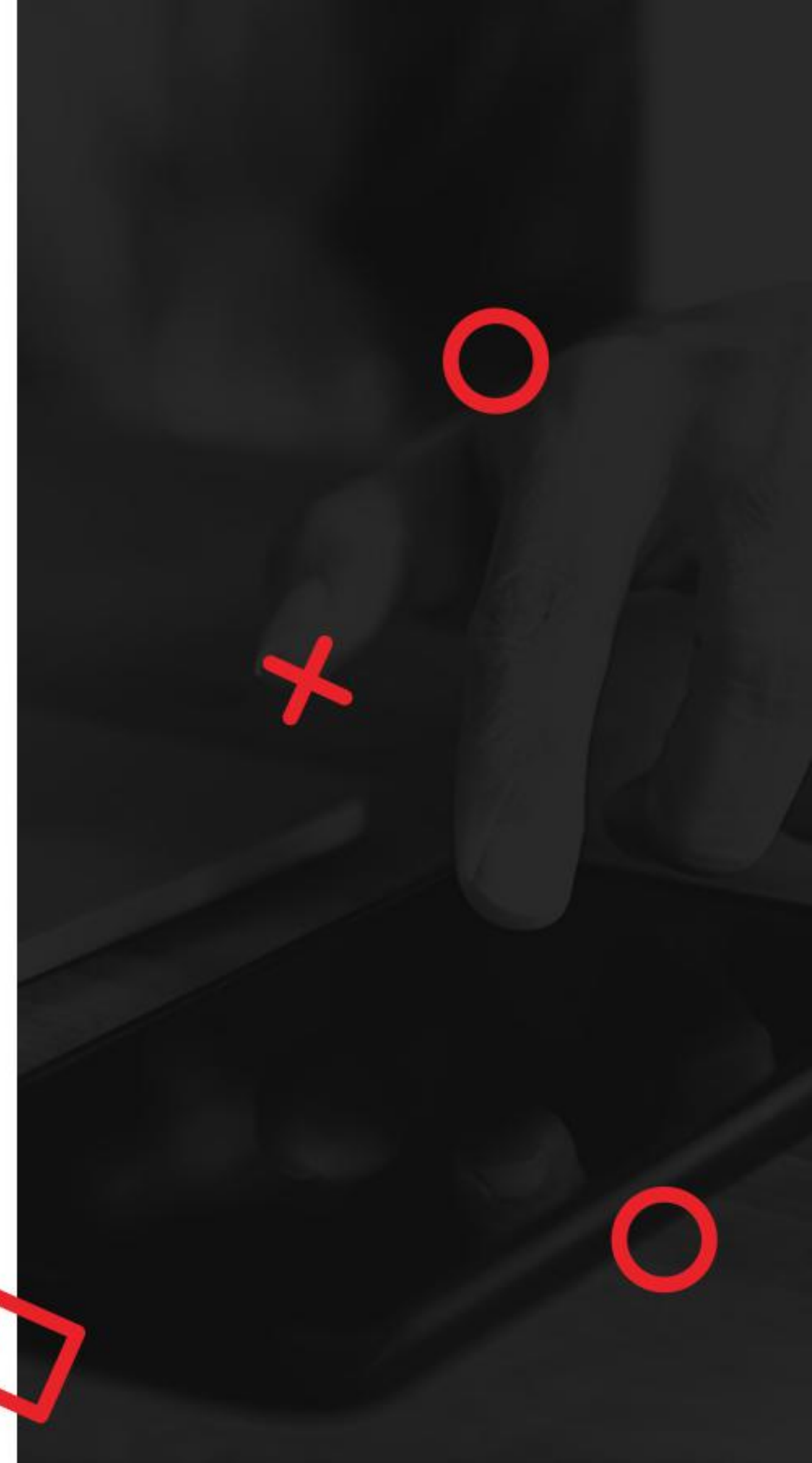
OUR CREATIVE TECH SOLUTIONS

8TH WALL OFFICIAL PARTNER

SNAPCHAT LENS CREATIVE PARTNER

OFFICIAL SPARK AR PARTNER — Spark AR

Instagram AR Filters

Facebook AR Filters

Web AR Experiences

Swipe Up Games

Facebook Playable Ads

Newsfeed SmartApps

Snapchat AR Lenses

Messenger Chatbots

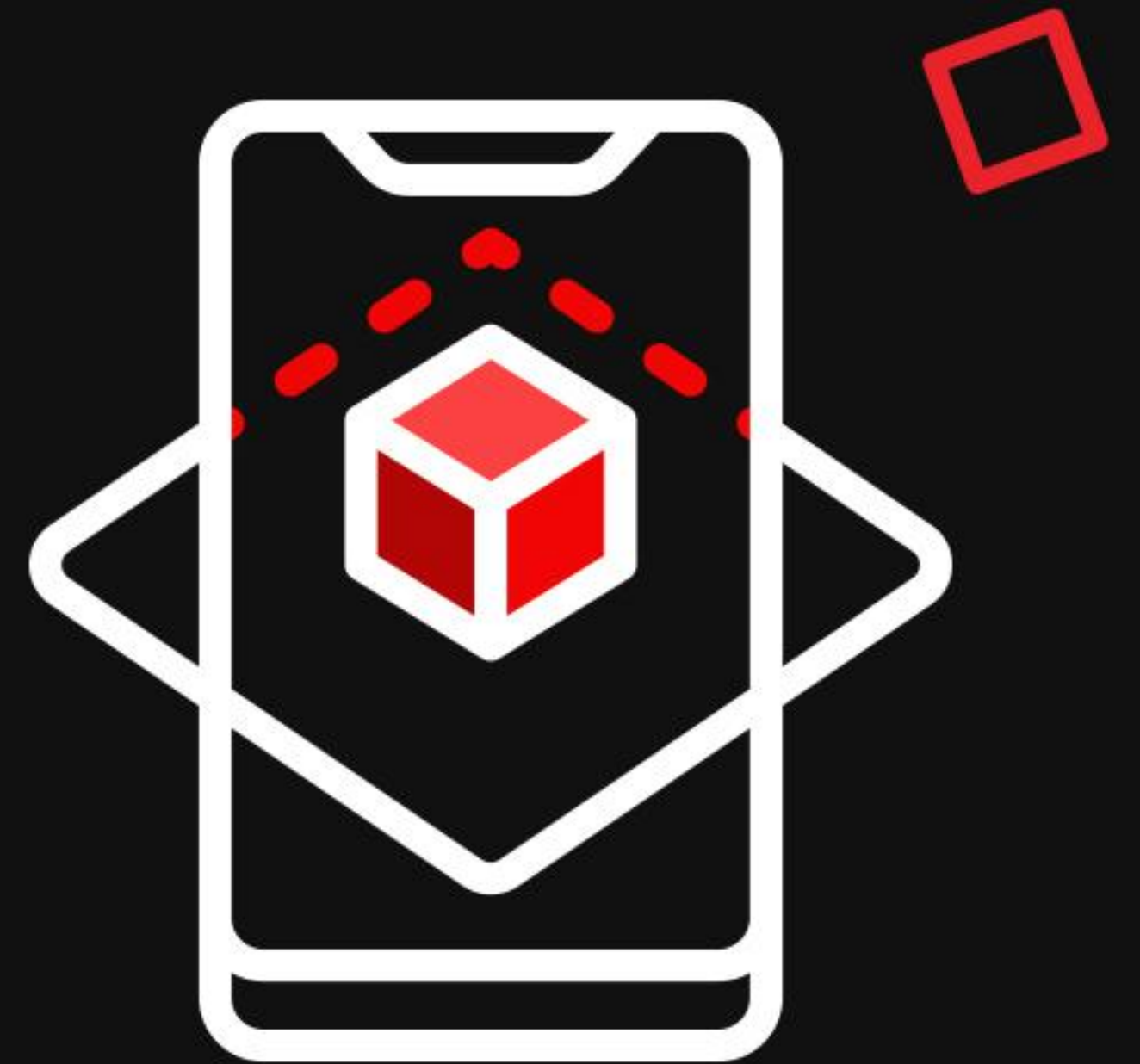**WhatsApp Sticker packs**

Interactive Videos

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AND MUCH MORE!

INSTAGRAM, FACEBOOK AR FILTERS, WEB AR & 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

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POSSIBILITIES WITH SPARK AR FILTERS, WEB AR & SNAP 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

AND MUCH MORE!

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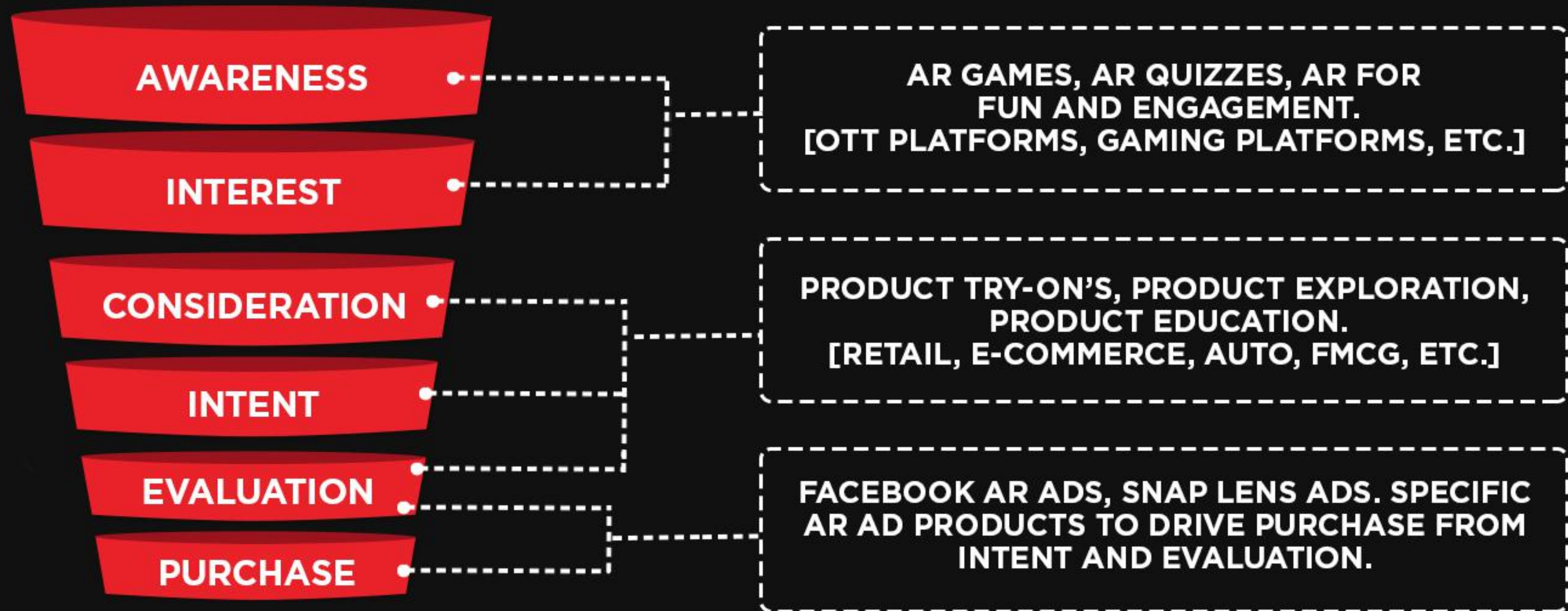
BETTER SMARTPHONES & PROCESSERS = INCREASED REACH + AR AT SCALE.

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.

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AUGMENTED REALITY AND THE MARKETING FUNNEL.

AWARENESS

INTEREST

CONSIDERATION

INTENT

EVALUATION

PURCHASE

AR GAMES, AR QUIZZES, AR FOR FUN AND ENGAGEMENT.
[OTT PLATFORMS, GAMING PLATFORMS, ETC.]

PRODUCT TRY-ON'S, PRODUCT EXPLORATION, PRODUCT EDUCATION.
[RETAIL, E-COMMERCE, AUTO, FMCG, ETC.]

FACEBOOK AR ADS, SNAP LENS ADS. SPECIFIC AR AD PRODUCTS TO DRIVE PURCHASE FROM INTENT AND EVALUATION.

WHAT KIND OF "EXPERIENTIAL MARKETING" ARE YOU ABLE TO UNLOCK WITH AUGMENTED REALITY?

	Facebook	Instagram	Snapchat	Other
FACE/HEAD TRACKING/HEAD TILT	✓	✓	✓	✓
FEET TRACKING			✓	
HAND TRACKING	✓		✓	
HAND GESTURES [1 FINGER, 2 FINGERS, CLOSE FIST, YOLO SIGN, ETC.]			✓	
FACIAL EXPRESSIONS [BLINK, SMILE, NOD, OPEN MOUTH, POUT, ETC.]	✓	✓	✓	
SCAN A PRODUCT TO UNLOCK [OBJECT OR LOGO SCANNING]	✓	✓	✓	✓

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WHAT KIND OF "EXPERIENTIAL MARKETING" ARE YOU ABLE TO UNLOCK WITH AUGMENTED REALITY?

SURFACE TRACKING: PLACE A 3D OBJECT ON A SURFACE	Facebook Instagram Snapchat AliveNow
VOICE ENABLED GAMES	Facebook Instagram
PORTALS/VIRTUAL BOOTHS [ENTER A STORE/BOOTH IN AR]	Facebook Instagram Snapchat AliveNow
IMPORT YOUR OWN MACHINE LEARNING MODULES [SNAP ML]	Snapchat
VOICE CHANGER	Facebook Instagram Snapchat
TRACK AND CHANGE THE FLOOR	Snapchat

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Get a Purchase Recommendation!

Take this fun AR Quiz, answer questions by tilting your head left/right and get a purchase recommendation!

PLATFORM PUBLISHING

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Try On A Fun Mask!

Pick your favourite brand/colours and try on a 3D mask!

PLATFORM PUBLISHING
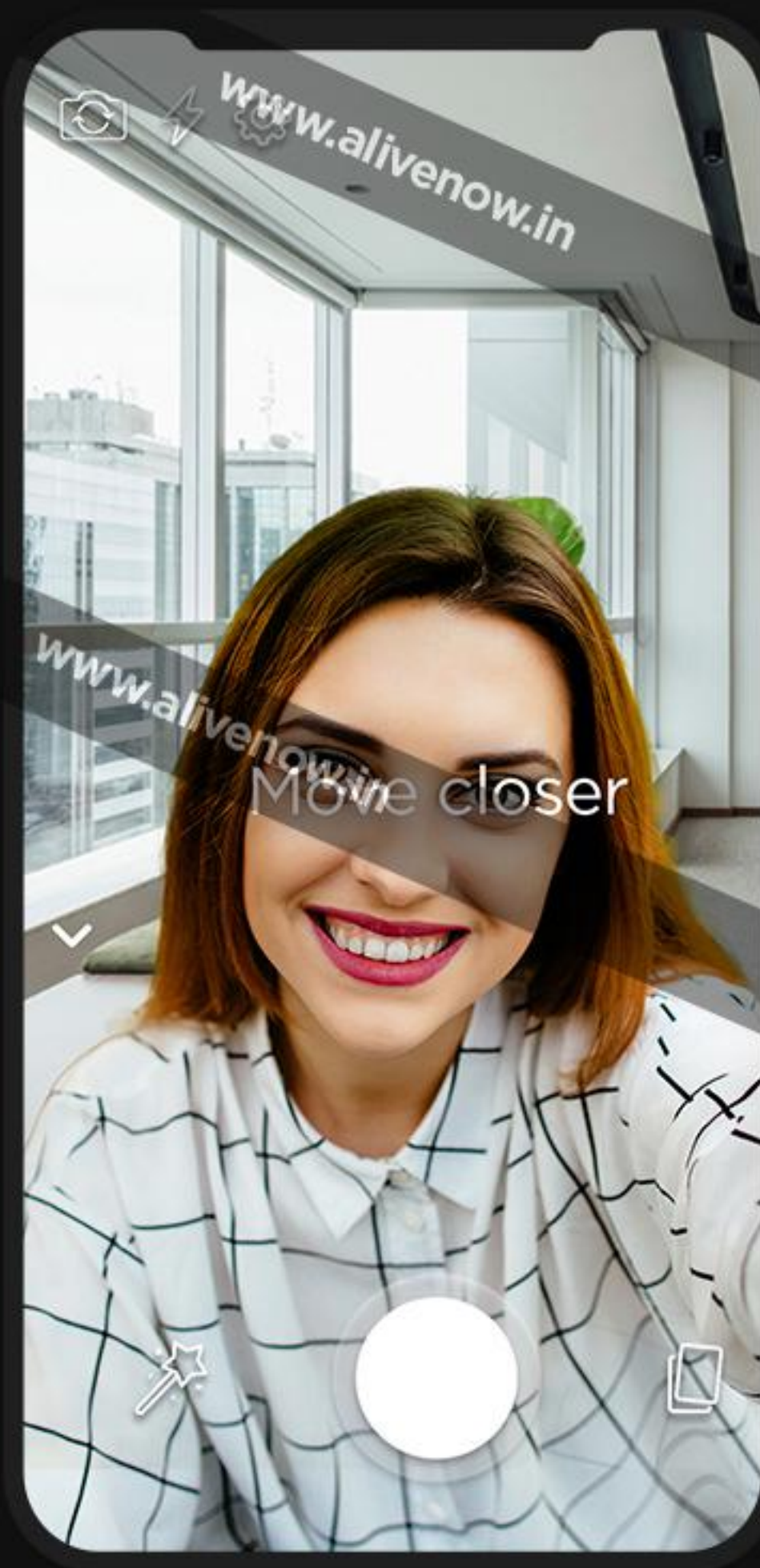
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Step Closer for a Surprise!

Come closer to the screen to try on some branded accessories!

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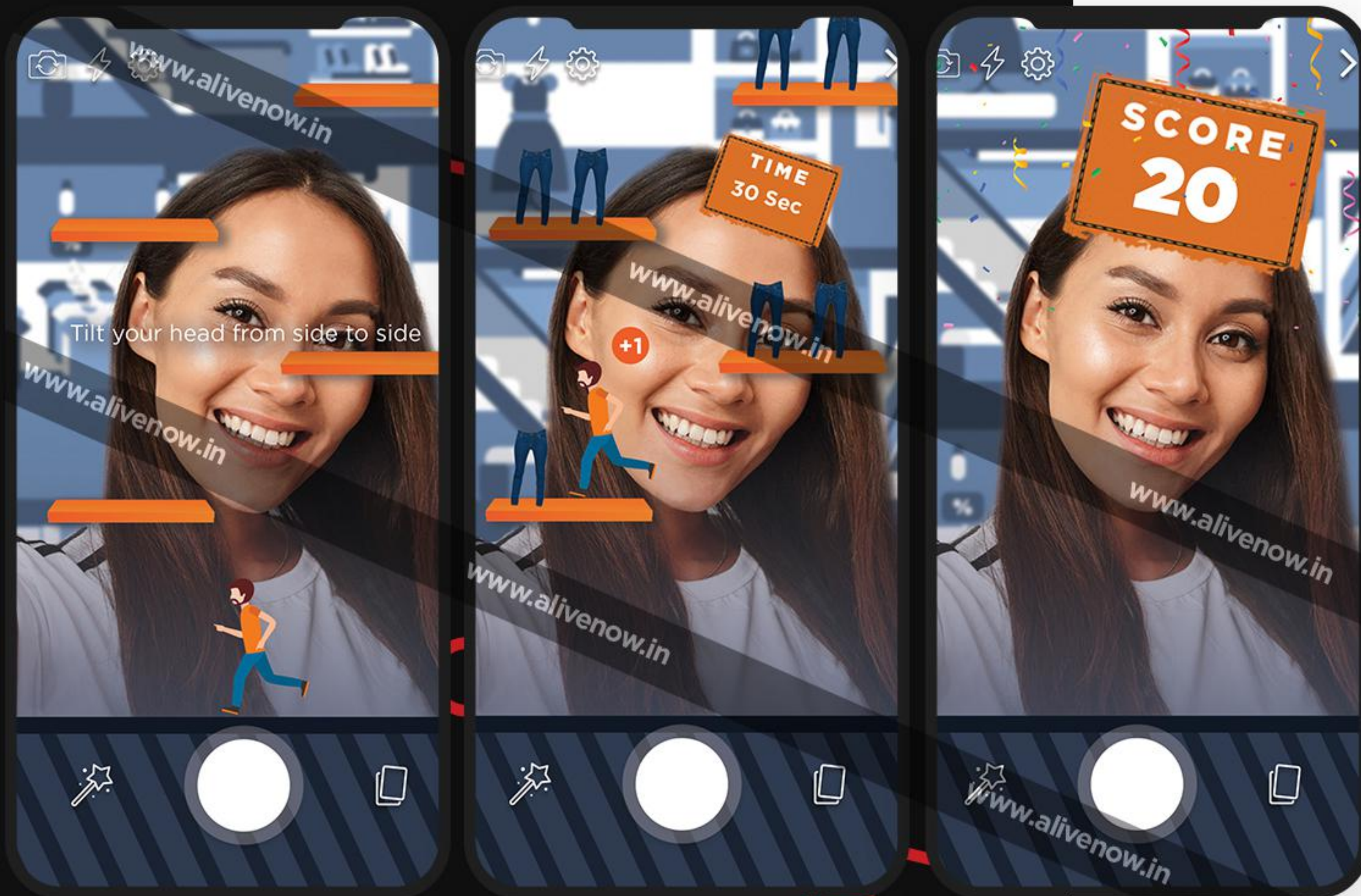
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Jump & Collect!

Move your head left/right to land on the slabs and collect your favorite branded items!

PLATFORM PUBLISHING

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Stack all the Delivery

Blink at the right time to stack up all the boxes of your favourite accessories!

PLATFORM PUBLISHING
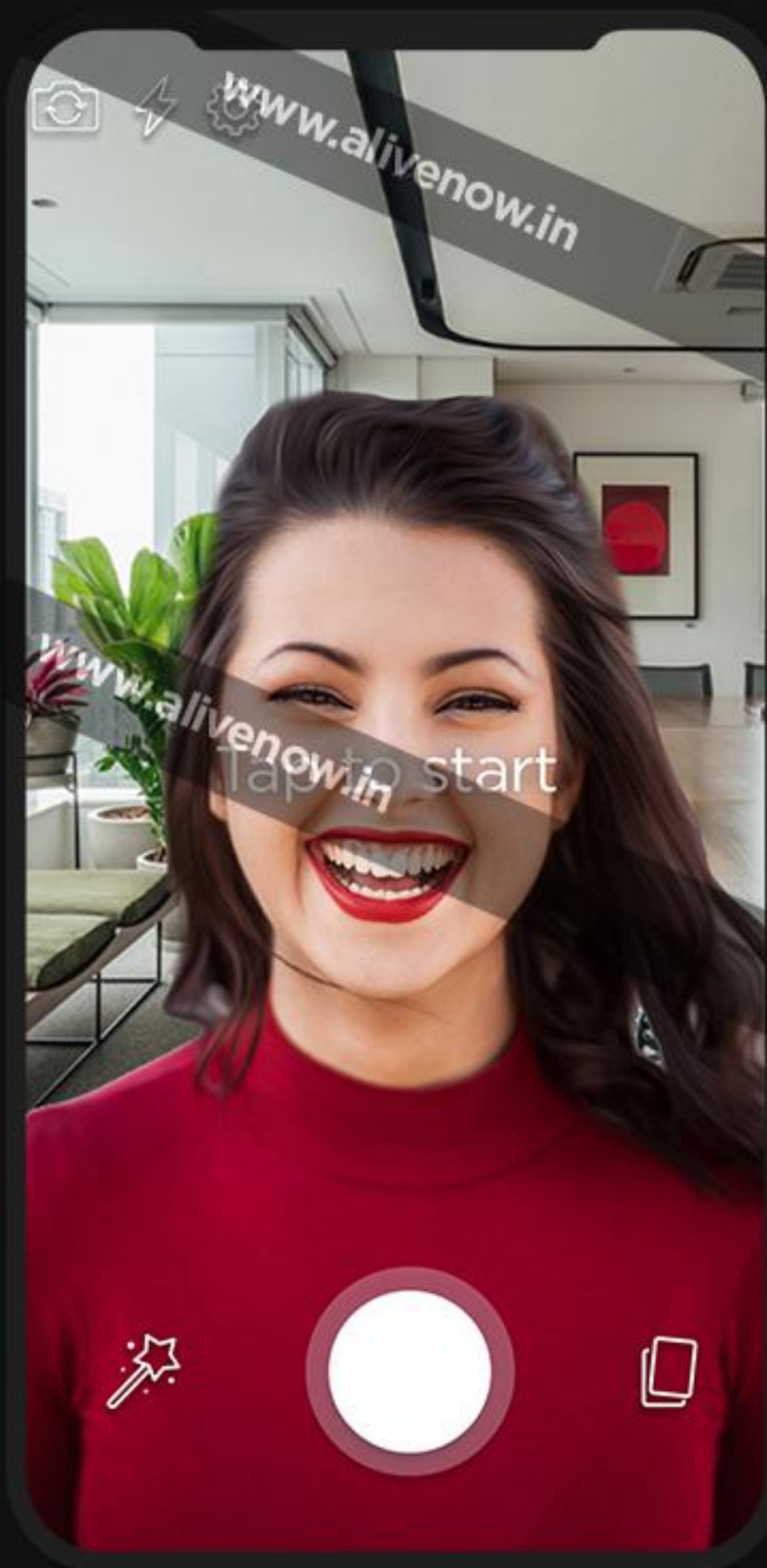
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Try on a Branded 3D Crown

Tap the screen, try out a branded 3D crown and click some fun selfies!

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Browse the Collection & Make Your Choice!

Tap the screen to switch between various pairs of glasses and see what suits you best!

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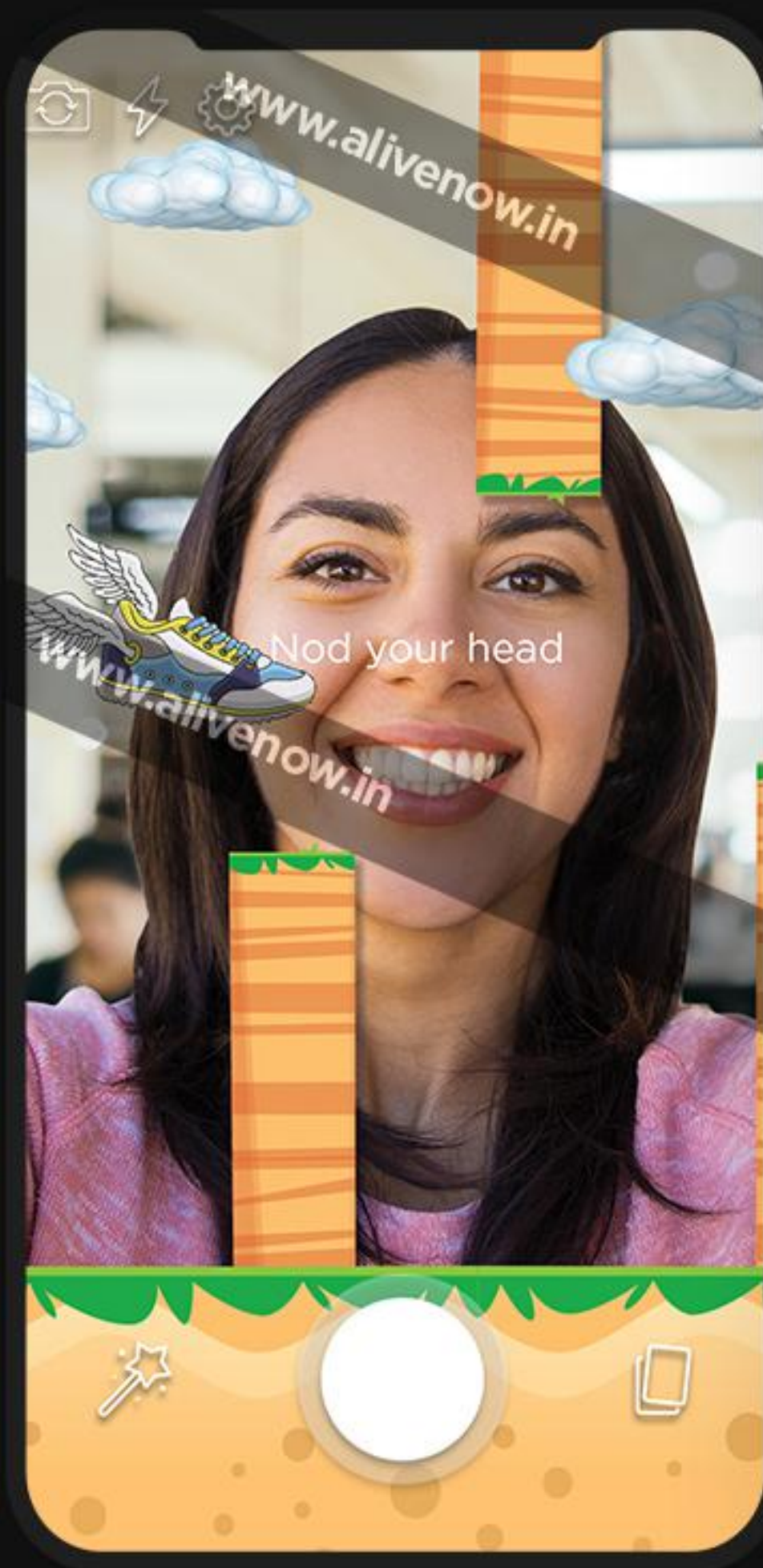
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Get the Sneaker Home!

Move your head up/down and save the sneakers from damage, and get a pair home!

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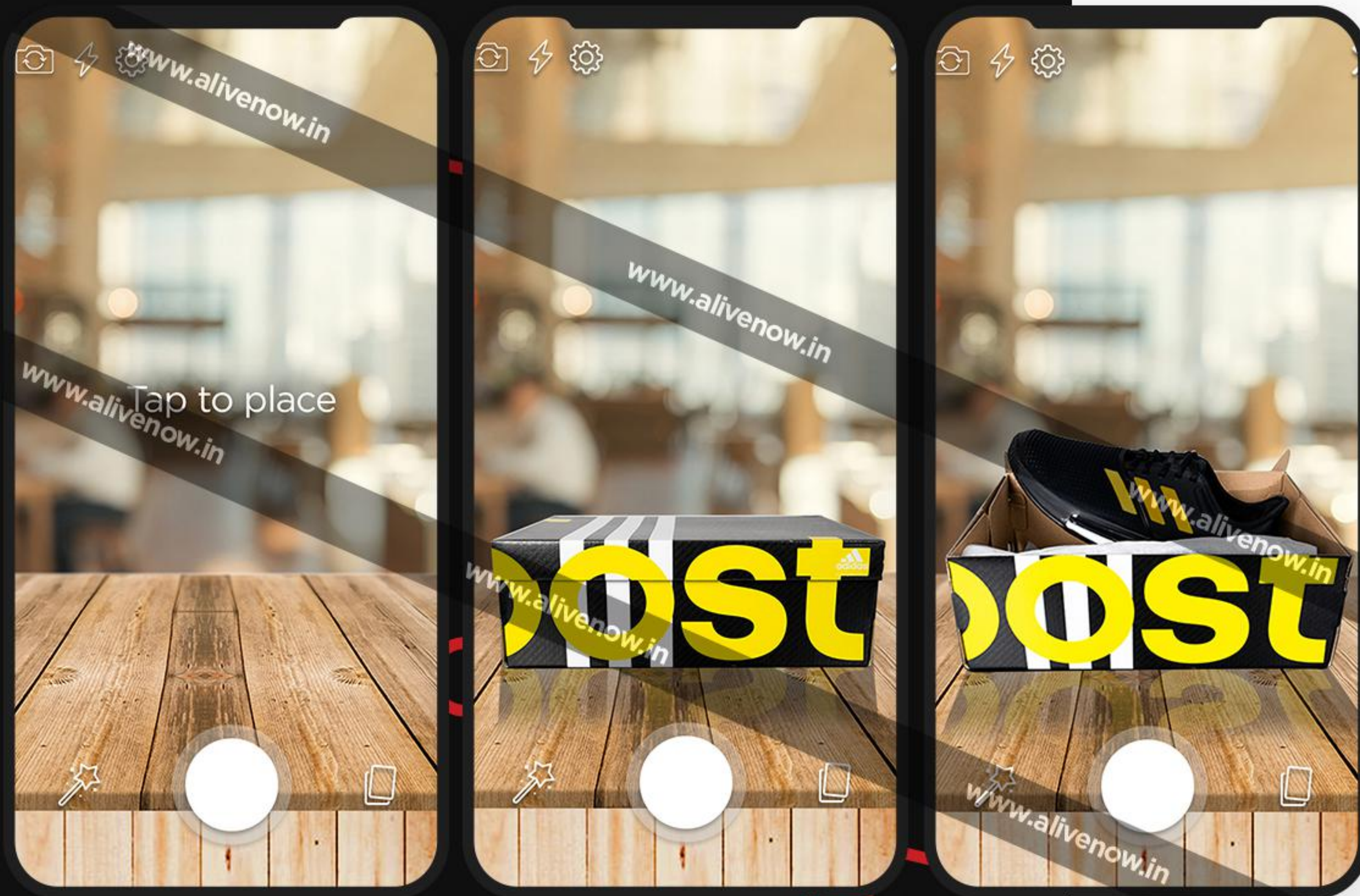
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Unbox Your Favourite Branded Products!

Switch to the rear camera and tap on a flat surface to place a 3D box. Tap the screen to unbox your favourite items!

PLATFORM PUBLISHING

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Scan the Pack for a Surprise!

Scan a pack to reveal a coupon code, and redeem it on your next purchase!

PLATFORM PUBLISHING

10% OFF
Promo Code
PROMO10

Find the object

aStTINE
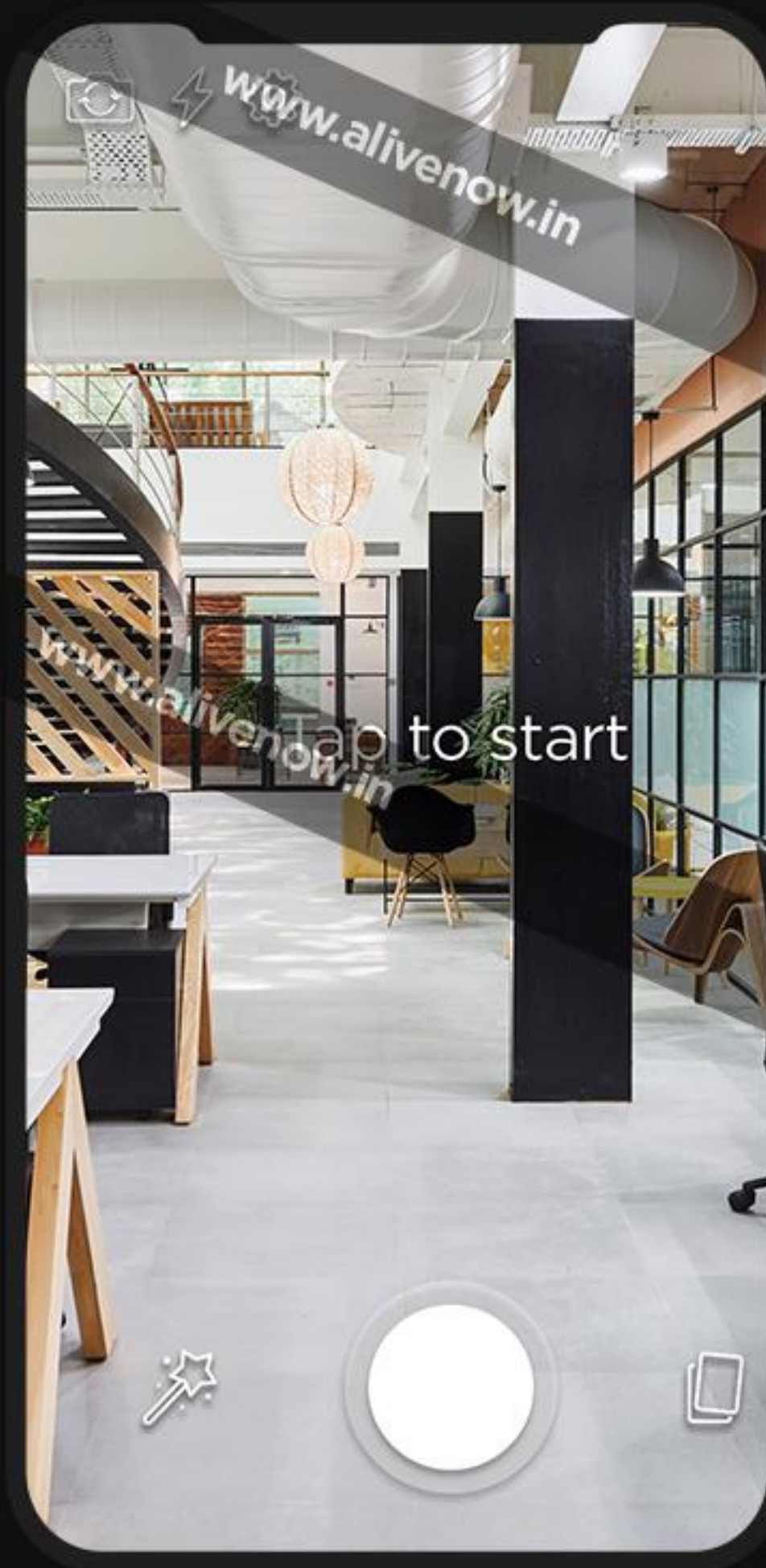
www.alivenow.in

Product Showcase

Switch to the rear camera and tap the screen to watch your favourite product appear and revolve for a full display!

PLATFORM PUBLISHING

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Catch All the Falling Items!

Move your head left/right to move the shopping cart and catch all your favourite products to set a high score!

PLATFORM PUBLISHING
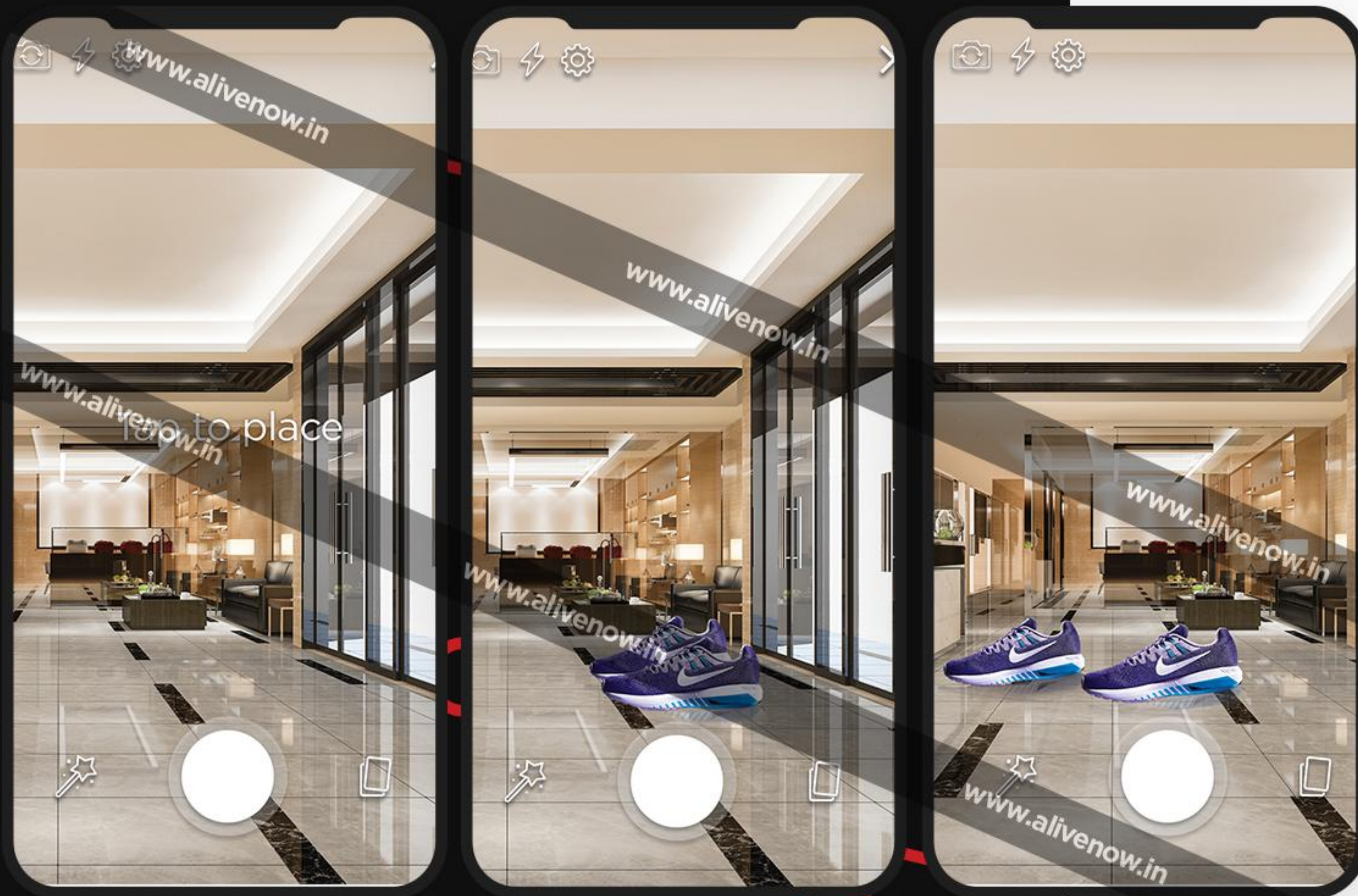
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Watch Your Favourite Sneakers Come to Life!

Switch to the rear camera and watch sneakers walk around you in AR!

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Branded Face Paint

Try on some cool branded face masks to spruce up your selfie-game!

PLATFORM PUBLISHING
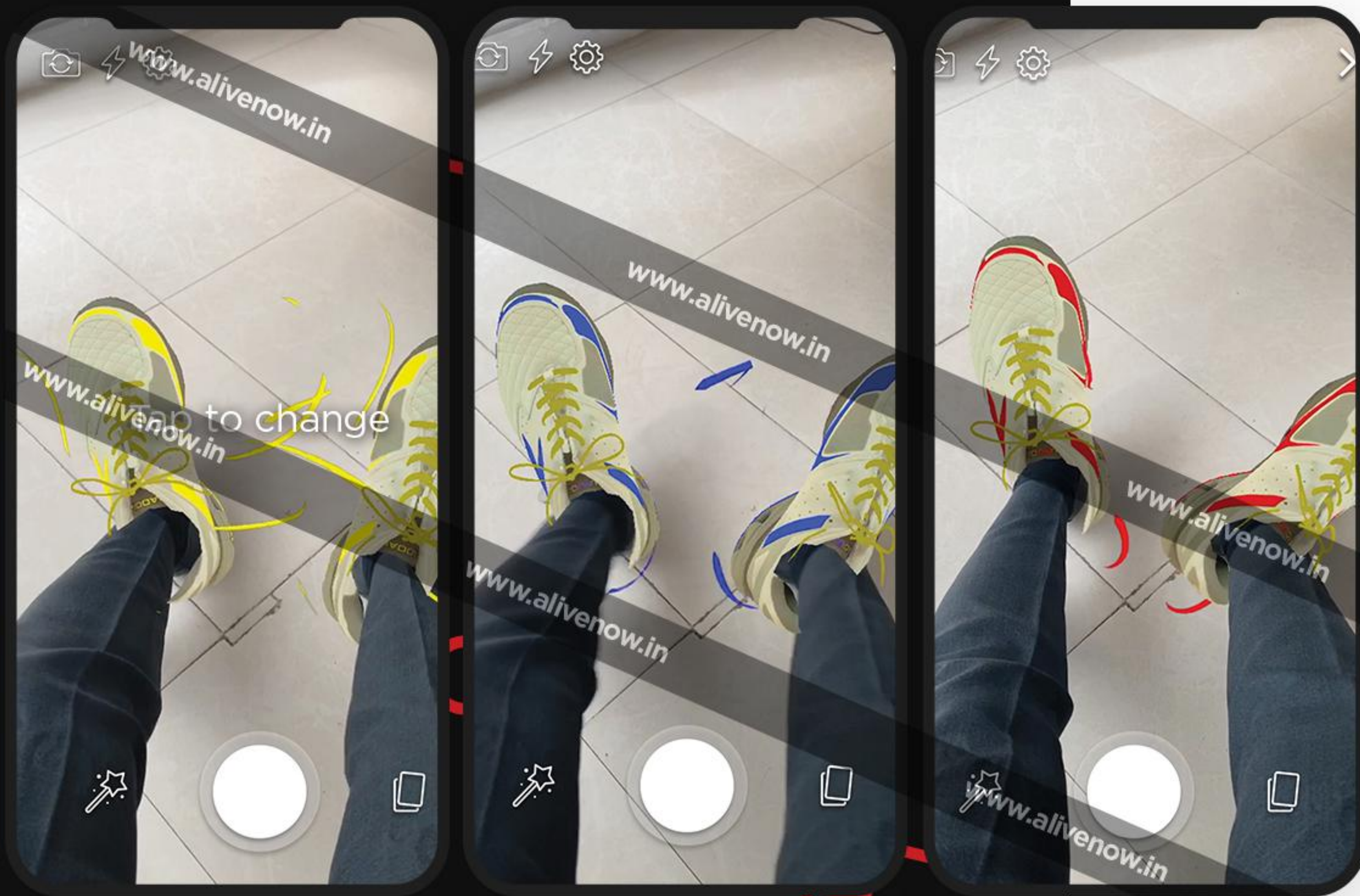
aliveno.in

Try on a Pair of Sneakers!

Point your snapchat camera towards your feet and try on a pair of sneakers in AR!

PLATFORM PUBLISHING

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WEB AR

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
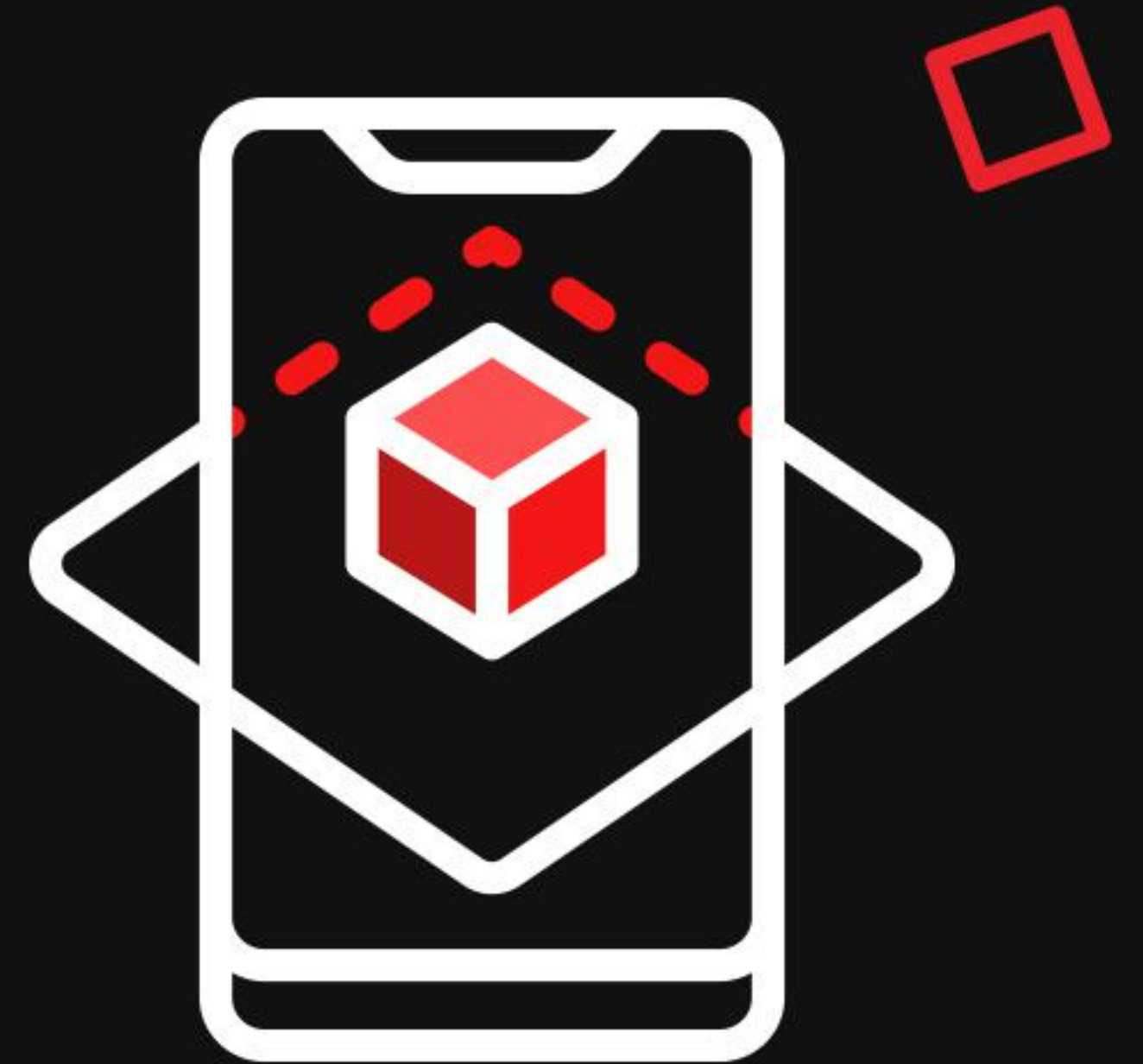
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TREMENDOUS ADVANTAGES OF WEB AR!

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.

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Virtual Runway!

Launch this WebAR Experience using the rear camera, tap on a flat surface around you to place the digital runway and enjoy the show!

VIRTUAL RUNWAY!
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TAP ON A FLAT SURFACE

START

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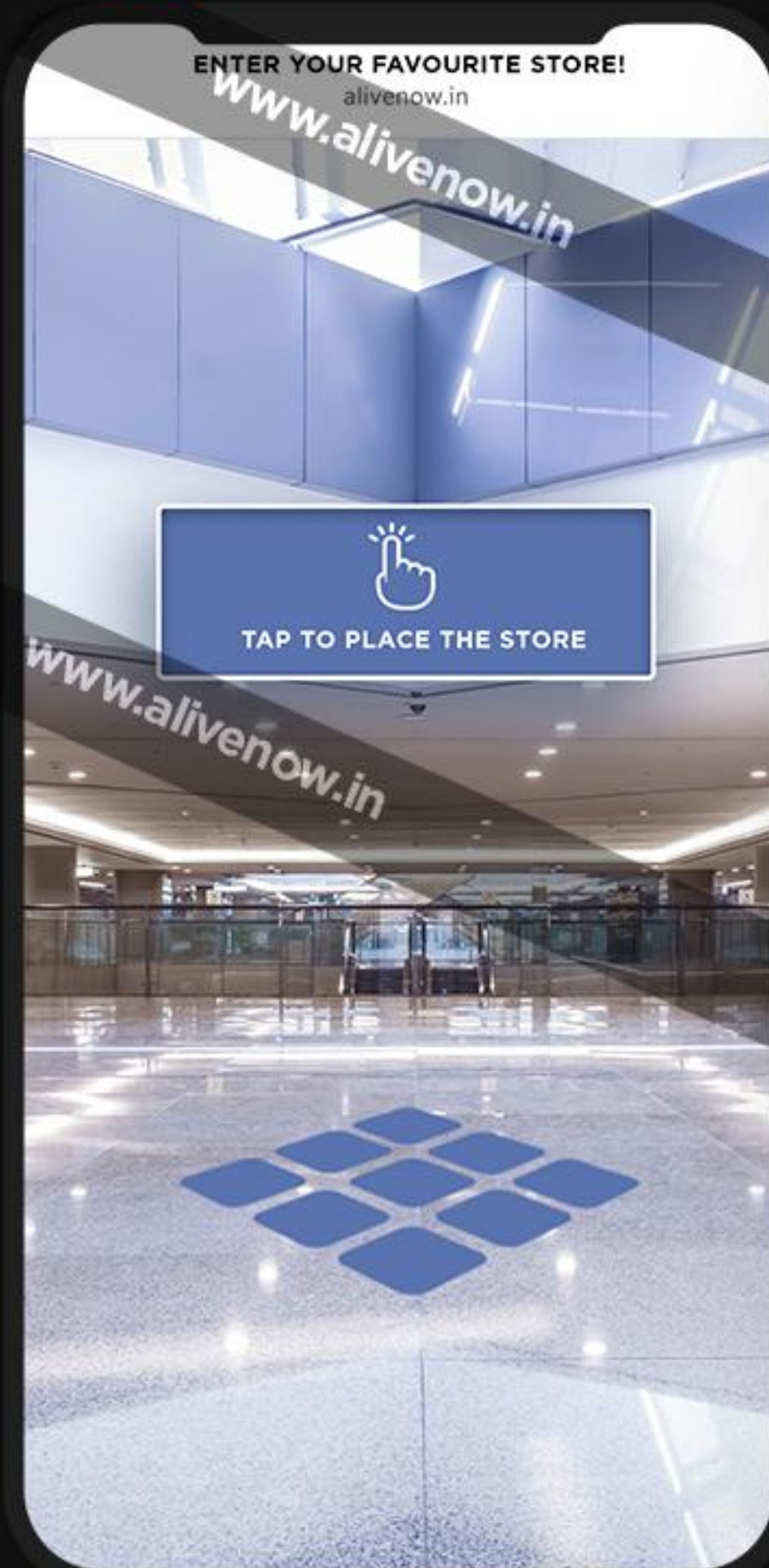
Enter Your Favourite Store!

Place a 3D Store in your surroundings in AR, move towards it and enter the Store! Pan your device to explore.

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SCAN A PRODUCT FOR A SURPRISE!
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SCAN THE LOGO

COFFEE POUCH

SCAN A PRODUCT FOR A SURPRISE!
alivenow.in

GIFT VOUCHER   10% OFF
VOUCHER CODE
PROMO10OFF

COFFEE POUCH

SCAN A PRODUCT FOR A SURPRISE!
alivenow.in

GIFT VOUCHER   10% OFF
VOUCHER CODE
PROMO10OFF

COFFEE POUCH

VISIT WEBSITE
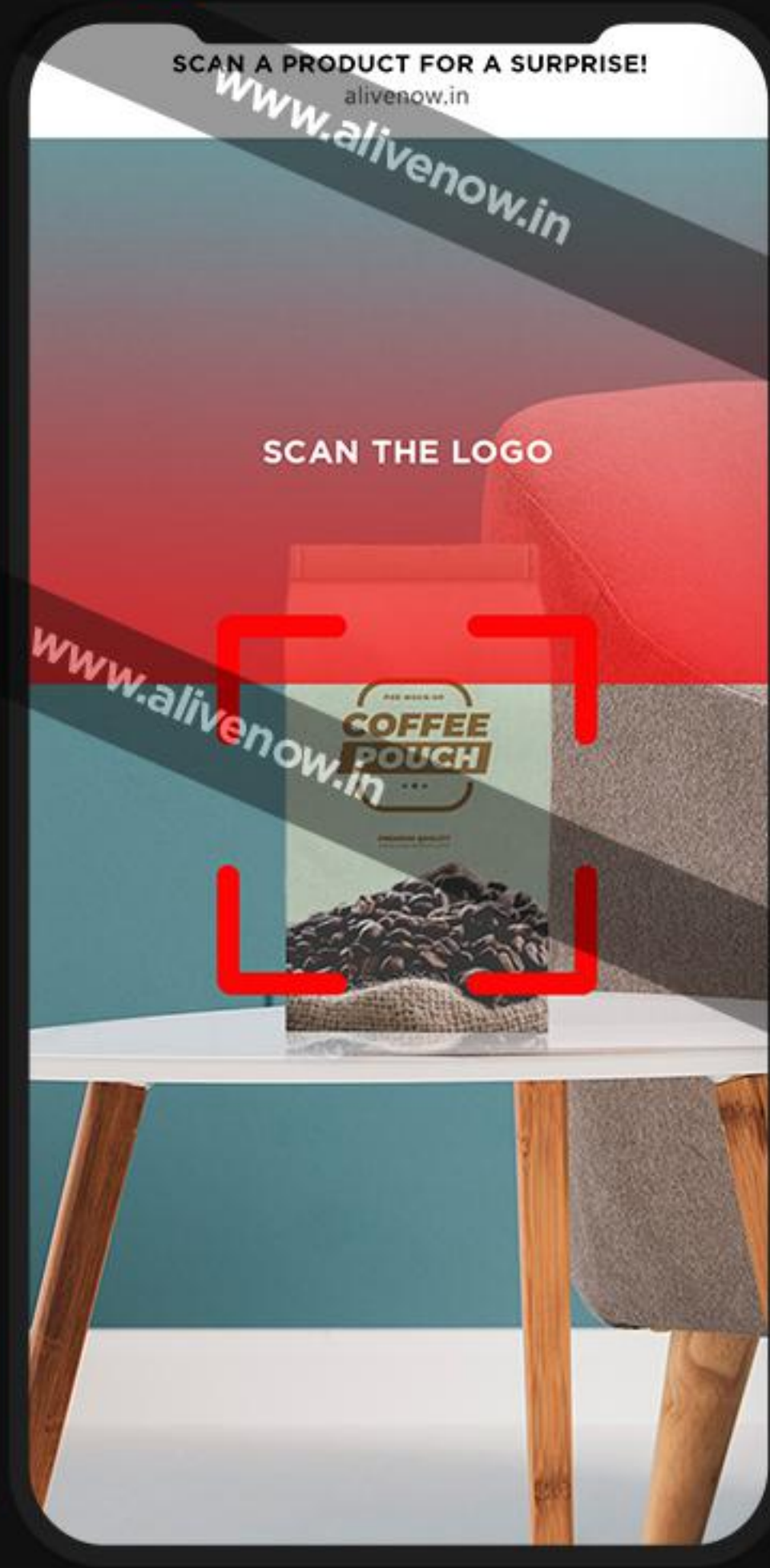
Scan a Product for a Surprise!

Point the camera towards a product to scan it and reveal a surprise voucher! Click on the link in the WebAR Experience to shop the brand!

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INTERACTIVE GAMING EXPERIENCES

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.

SwipeUp Games
Gaming solution built specifically to convert passive story viewers on Instagram and Facebook into an active and engaged audience.

Facebook Playable Ads
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.

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How Many Items Can You Get?

In a fun claw-machine-like game, pick up as many items as you can in 45 seconds and set a high score to win BIG!

aliveNow.in
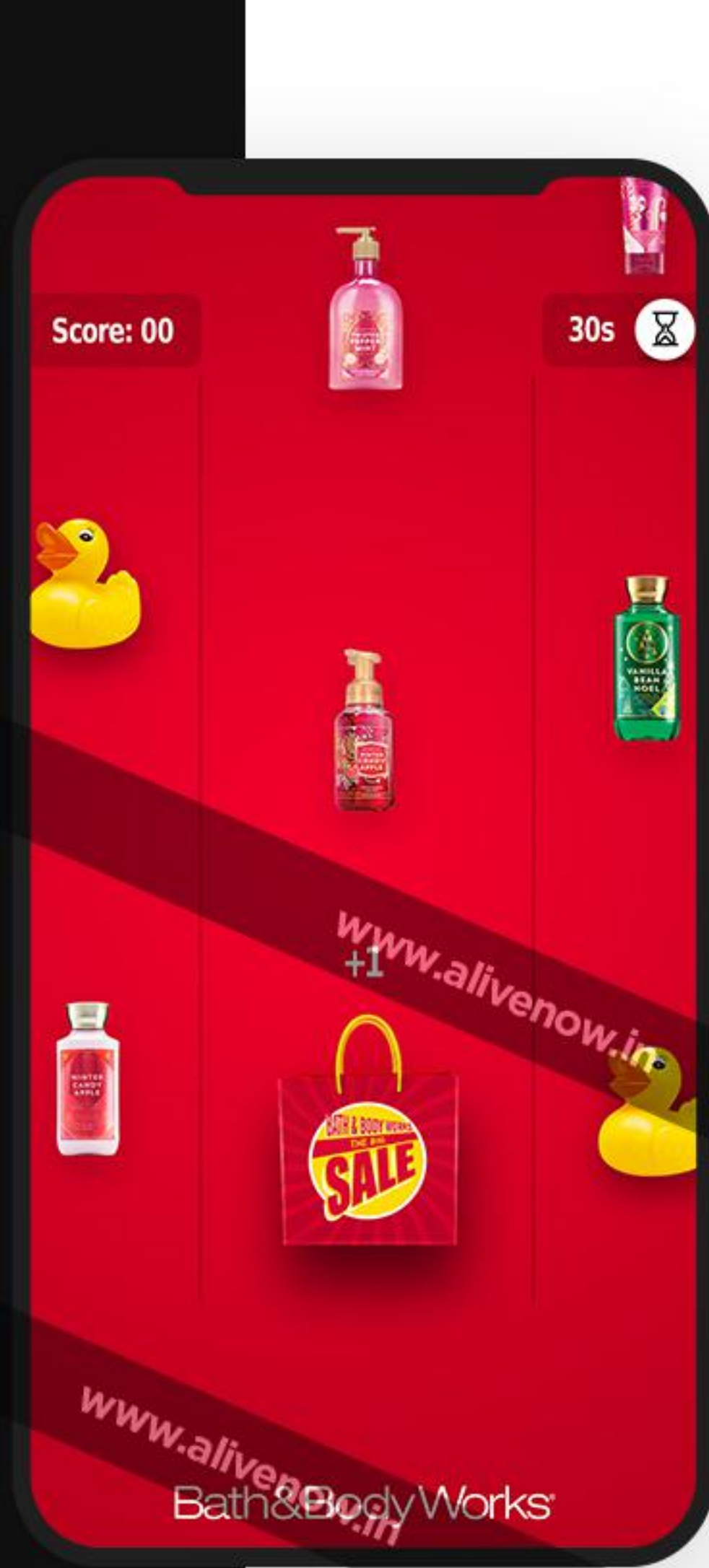
Catch All the Falling Items

Move the cart left/right and collect all the logos and products to set a high score!

BATH & BODY WORKS THE BIG SALE

HOW TO PLAY

SWIPE BAG LEFT TO RIGHT TO COLLECT

COLLECT AS MANY PRODUCTS IN 30 SECONDS

COLLECT DUCK FOR EXTRA 10 POINTS

PLAY

Bath&BodyWorks

Score: 00   30s

+1

Bath&BodyWorks

TAP TO START

Bath&BodyWorks
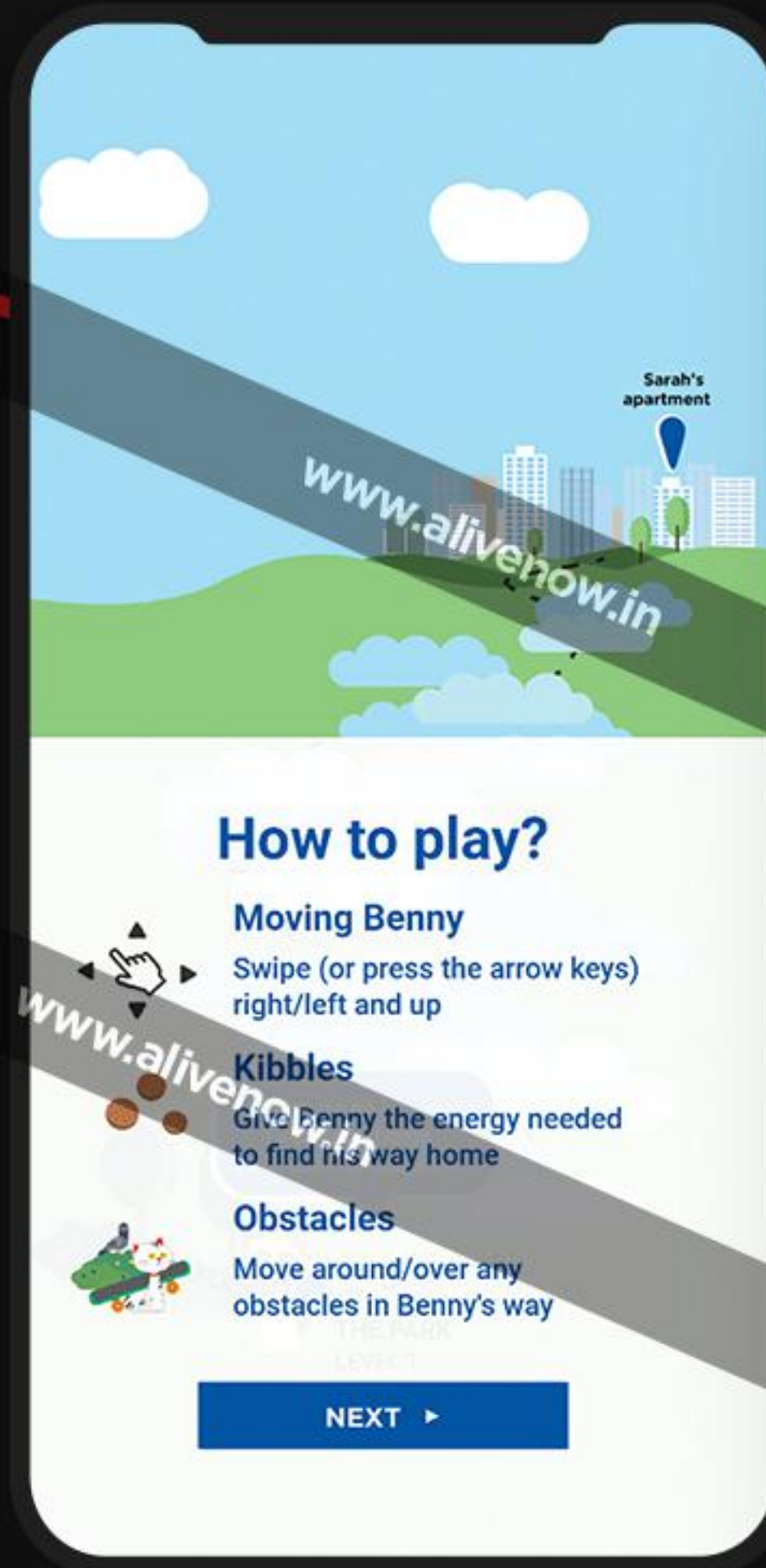
alivenow.in

Run & Collect!

Swipe your screen left/right to switch lanes. Collect branded products and avoid obstacles!
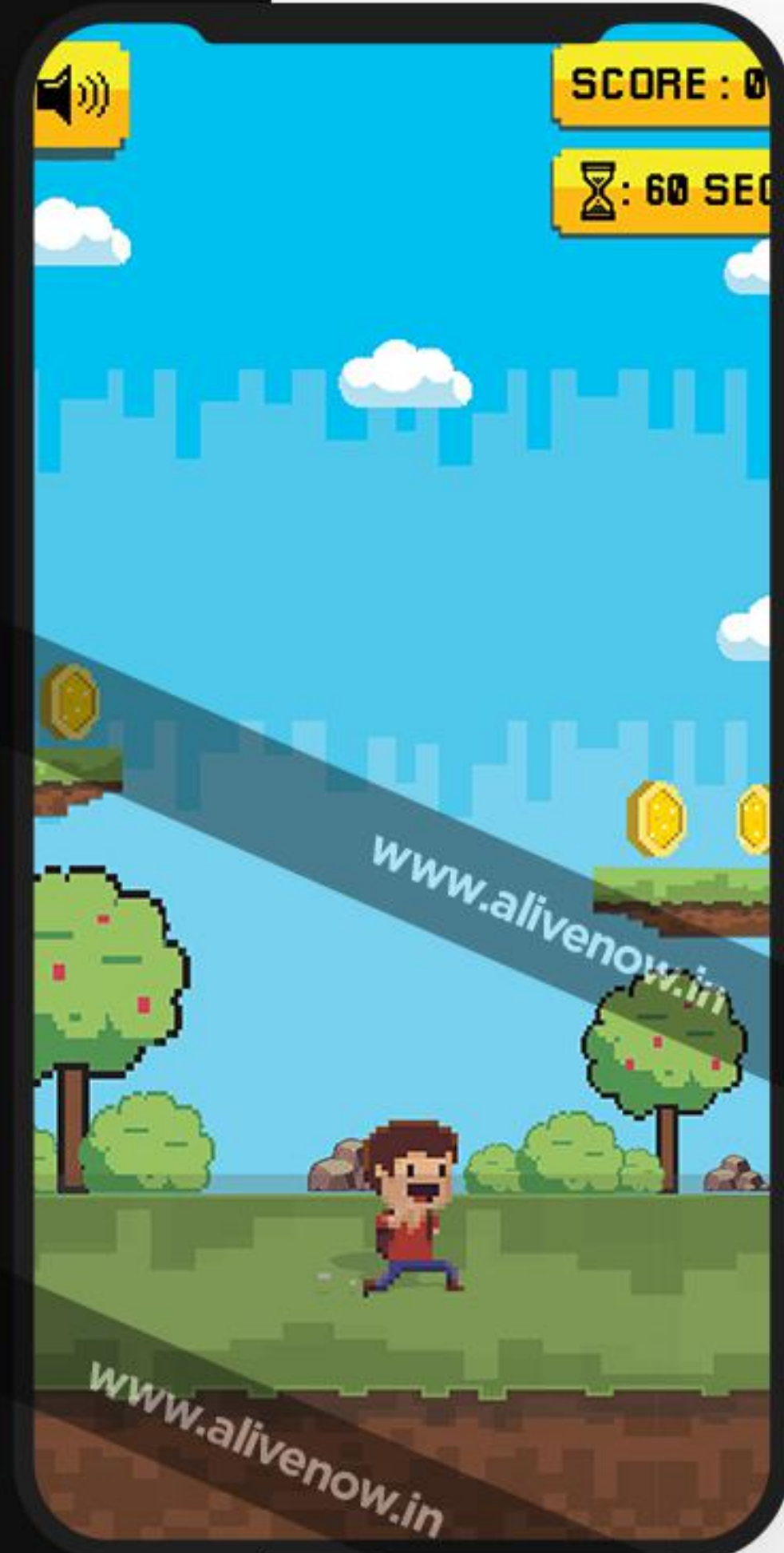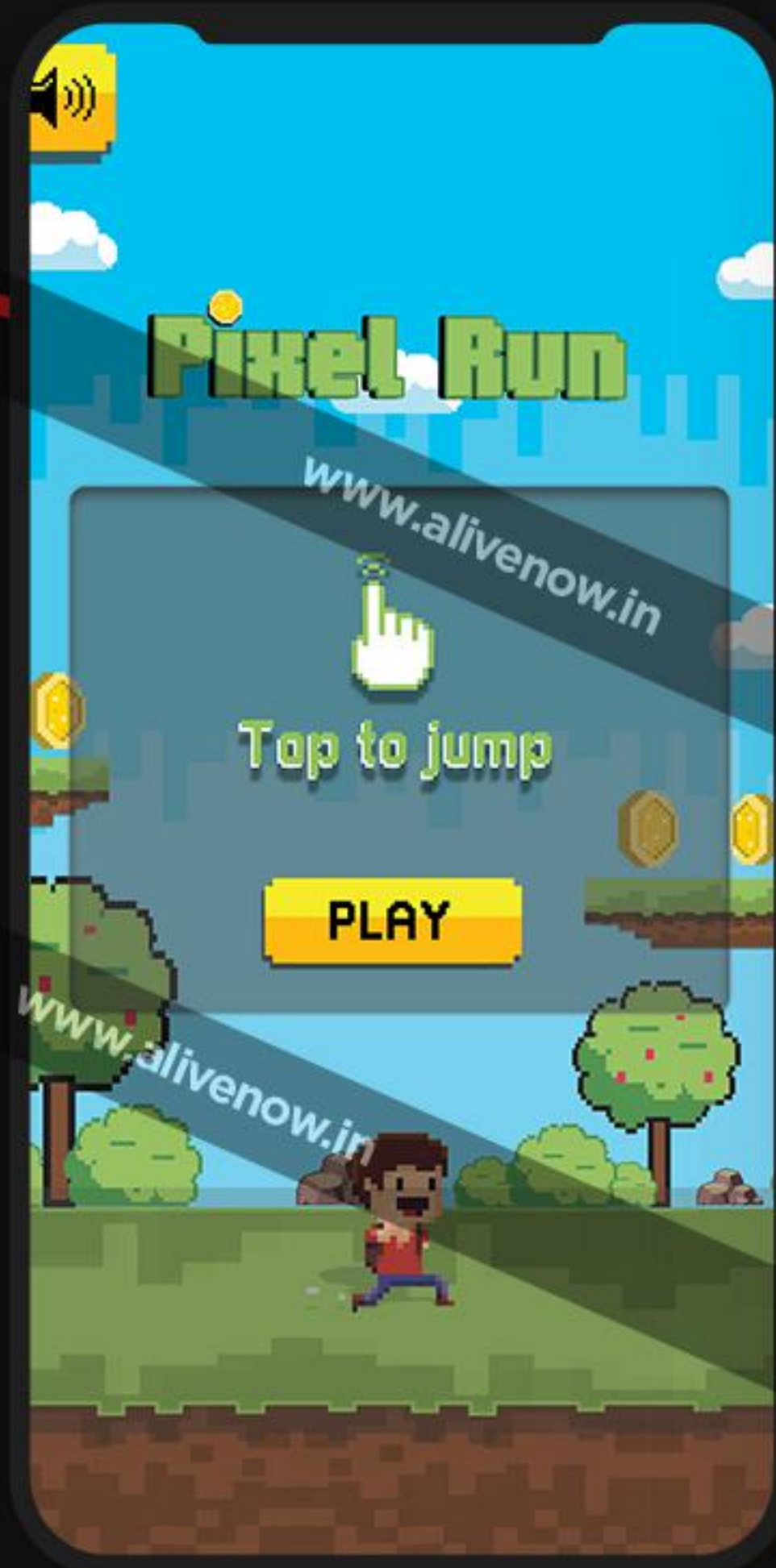
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Run, Jump and Set a High Score!

Tap the screen and jump on slabs to collect all the offers, logos and branded items!

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SUPERDRY® 冒険魂

#WIN DIFFERENTLY

Grab our ultimate gym to street bath & body collection before the time runs out

START NOW

Stand a chance win discounts, free products and a Rs 50,000 shopping spree

SEE WHAT YOU WIN

SUPERDRY® 冒険魂

#WIN DIFFERENTLY

Look Around to Find The Superdry Products

Tap on the Superdry Products

45

You have 45 seconds

SCORE 2 0

00:10

SCORE 10

Look Around For the Branded Items!

Pan your device left/right, spot all the branded items in a 360° Environment and collect them all to set a high score!

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FASHION
Mood Board!
Let's create
your own style

Let's start →

FIND NEW STYLES

SWIPE RIGHT TO ADD THE STYLE
ON THE MOODBOARD

MOODBOARD

Create a Mood Board!

Swipe left/right on
images that you like
or don't and create
and share a mood
board of your
favourite styles!

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What do you prefer more?

Beaches!

OR

The hills!

What do you prefer more?

Explore the wilderness

OR

Laze around and relax

Here's Your Fashion Recommendation!

BUY NOW

How Well Do You Fashion?

Take a fun Quiz, answer questions about latest trends and see how well you Fashion!

FREE SHOPPING WEEKEND 4TH TO 8TH DEC

Play

Swipe the bottom of the screen to move the cart

Tag 5 friends on FB and get a chance to win a surprise

Score:256

60 SEC

Free

Free

Free

Free

Free

Free

Free

Score:25

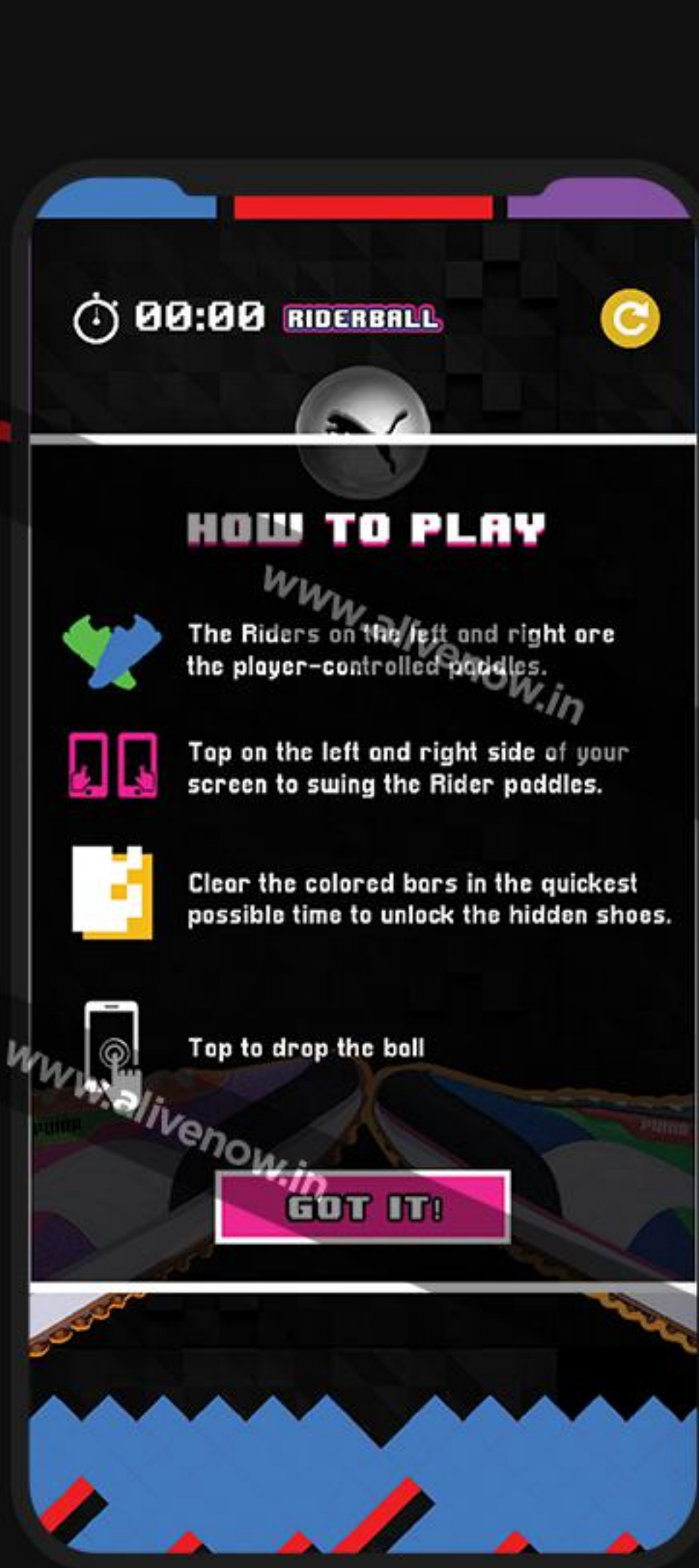www.alivenow.in

Make Your Way Through the Maze!

Collect as many items as possible and avoid the ghosts to get to set a high score!
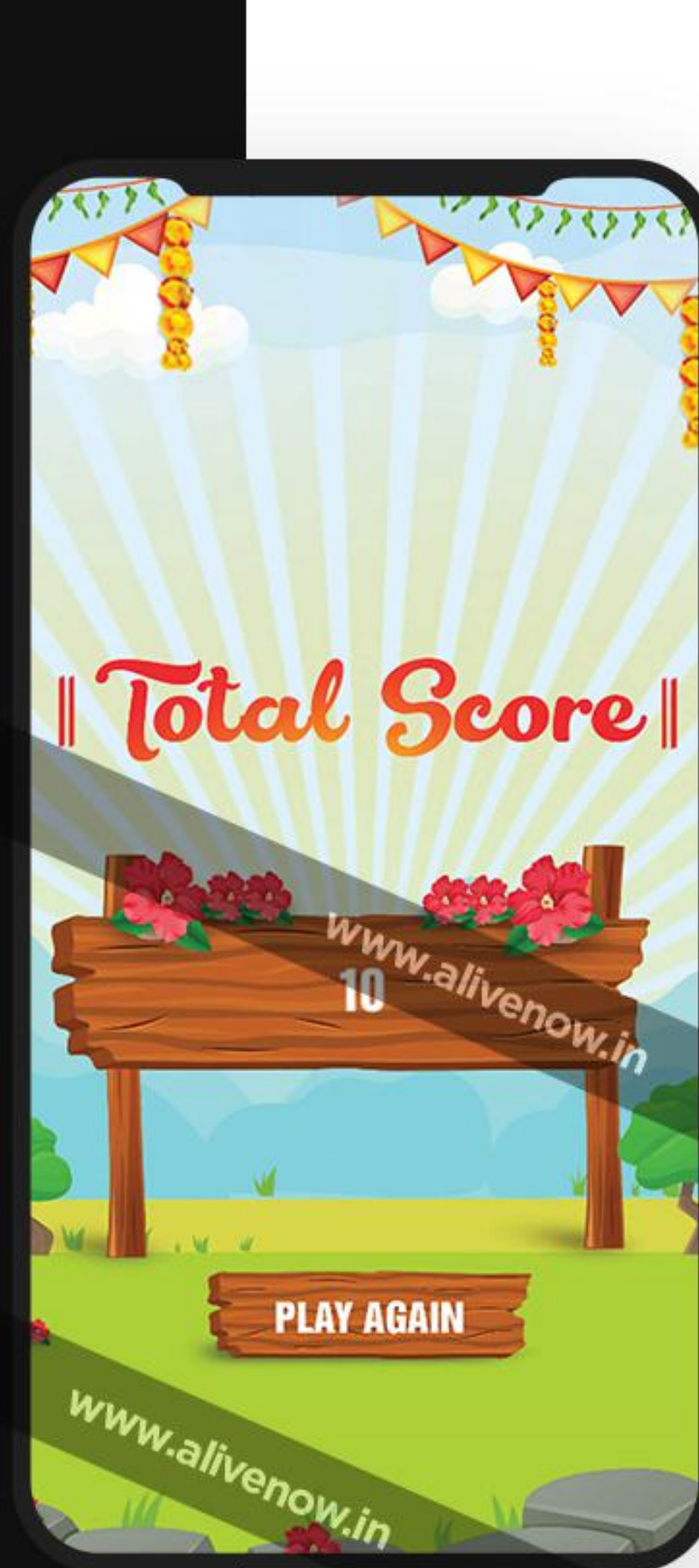
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Sneaker-Ball

In a fun pinball-style game, hit as many corners as possible to reveal the branded poster!

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Jump &
Collect Your
Favourite
Items!

Land on slabs to
collect branded items
on them, and set a
high score to win BIG!

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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.

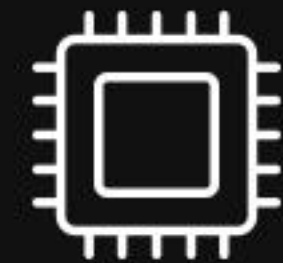No need for URLs or app installs.

Help users with complex purchasing decisions.

Push content to users on demand.

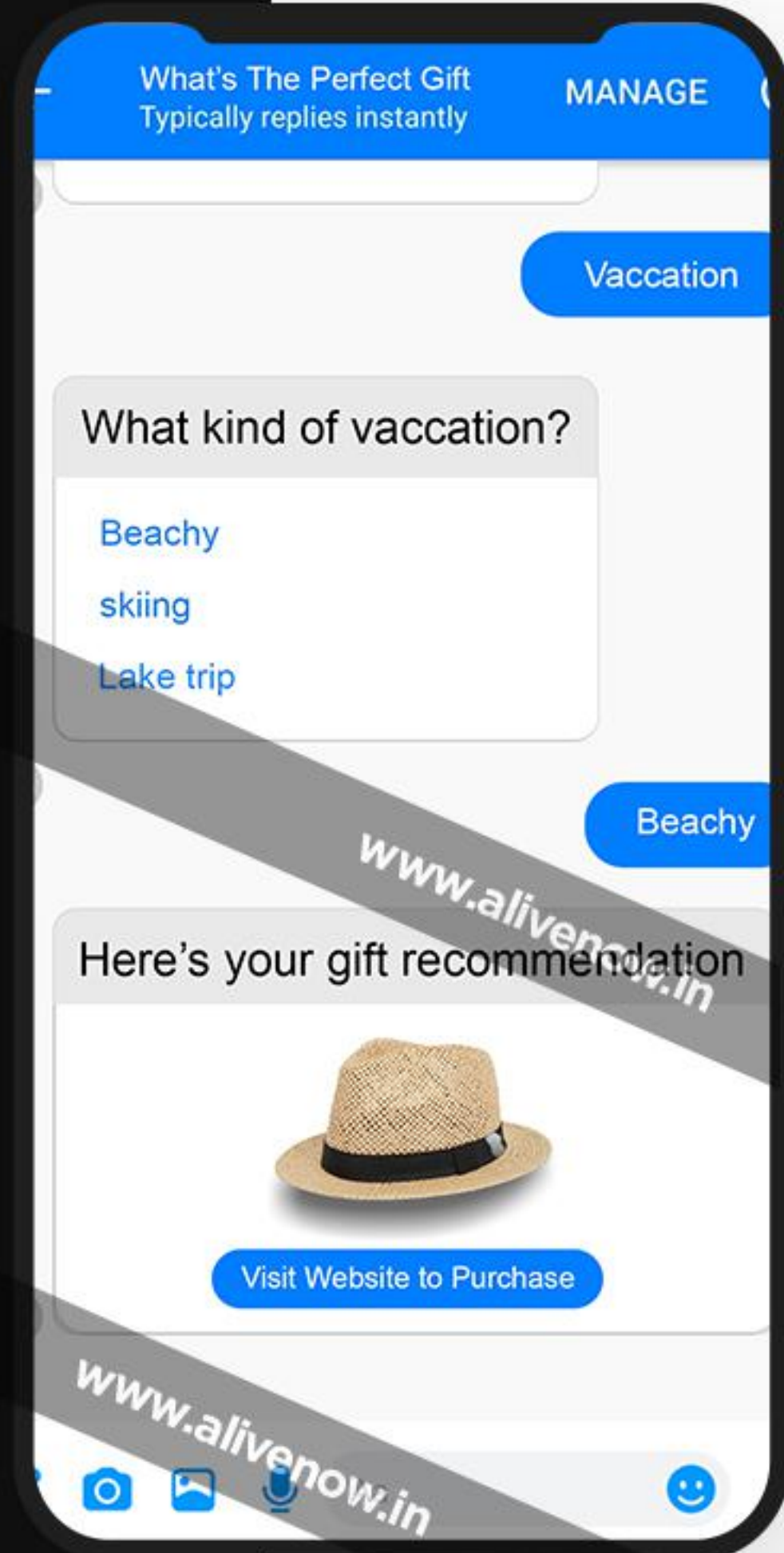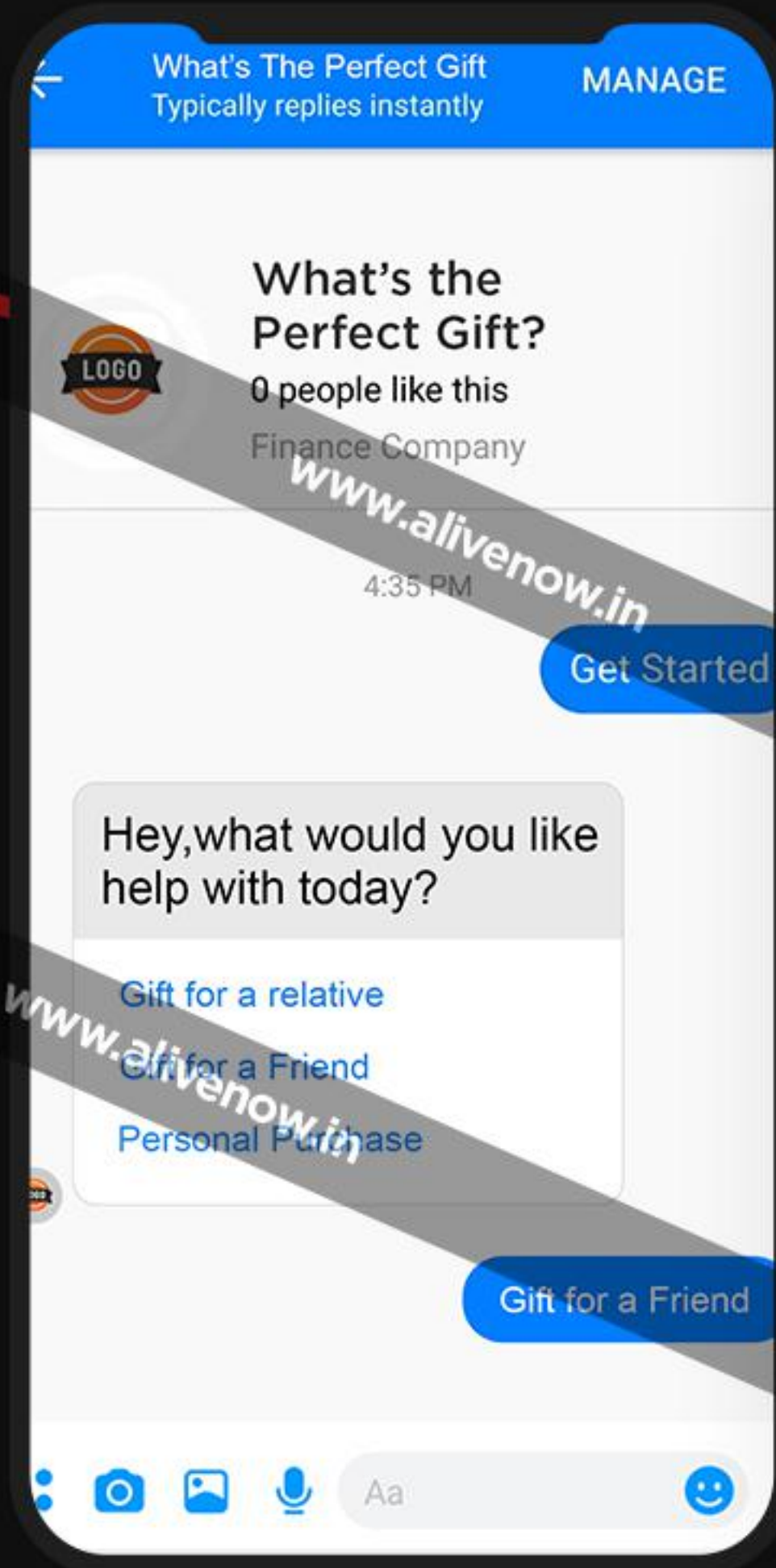Perform text, number & date manipulations.

Messaging is a real-time process

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What's the Perfect Gift?

Interact with this Chatbot, answer questions about your friend and get a perfect gift recommendation and a link to buy it!

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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!

Marriott. Dettol ONEPLUS VISA SanDisk durex

NIKE GUINNESS BEN & JERRY'S HYUNDAI i'm lovin' it CHEVROLET

Starcom Mediavest Group Publicis WORLDWIDE Cheil HAVAS WORLDWIDE MINDSHARE UM

Ogilvy VML DiDi Edelman JWT & more!

THANK YOU!

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contact@alivenow.in

Explore more work at **www.alivenow.in**
Visit our **PORTFOLIO PAGE** and **CASE STUDIES**
page to see hundreds of examples