



Engage your audience with AR and hyper-casual games for the Saudi F1 Grand Prix.

Celebrate with your audience for the first Saudi F1 Grand Prix with immersive and engaging concepts with Social AR, WebAR and Hyper-casual games. Drive leads and engagement with these unique concepts!



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WHY SHOULD YOU CONSIDER CREATIVE TECH SOLUTIONS FOR YOUR MARKETING CAMPAIGNS



Bring
Commerce
to life



Try-
Before-You-
Buy Potential



Rich Media
& Information
Delivery



Reach 3.8 Billion
Users with
Creative Tech



60% to 100%
increase in
purchase intent



More delightful
experience
compared to
videos/banners



Be present in
the consumer's
space



Increase
Dwell
Time & Recall

AND
MUCH
MORE!

alivenow.in

CREATIVE TECH SOLUTIONS WE OFFER:



Augmented Reality & Camera Solutions

- Facebook AR Filters
- Instagram AR Filters
- Snapchat AR Lenses
- Web AR Experiences
- In-App AR Experiences
- Kinect Camera Experience



Branded Gaming Solutions

- Newsfeed SmartApps
- Swipe Up Games
- Facebook Playable Ads
- In-App Games
- AR Games



Other Creative Tech Solutions

- 3D-360 Virtual Stores
- Interactive Videos
- Messenger Bots
- WhatsApp Stickers Pack



OFFICIAL SPARK AR PARTNER



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

**150+
Agency Clients**

**Projects Across
25 Countries**

**500+
Brand Clients**

**Team of 40+ Across
Strategy, Design &
Technology**

**1,500+
Creative Tech
Builds**

WHY SHOULD YOU WORK WITH US?

1,500+ builds over 10yrs.

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.

Serviceable Locations

Three primary markets where we are strong is Middle East/North Africa (MENA), South East Asia and India. But we've also executed a good number of campaigns in Europe and North America.

OUR WORK HAS BEEN FEATURED ON

facebook

The Drum

Ads of the World

AdAge

ad:tech

& many more!



POSSIBILITIES WITH SPARK AR FILTERS, & 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!

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.**

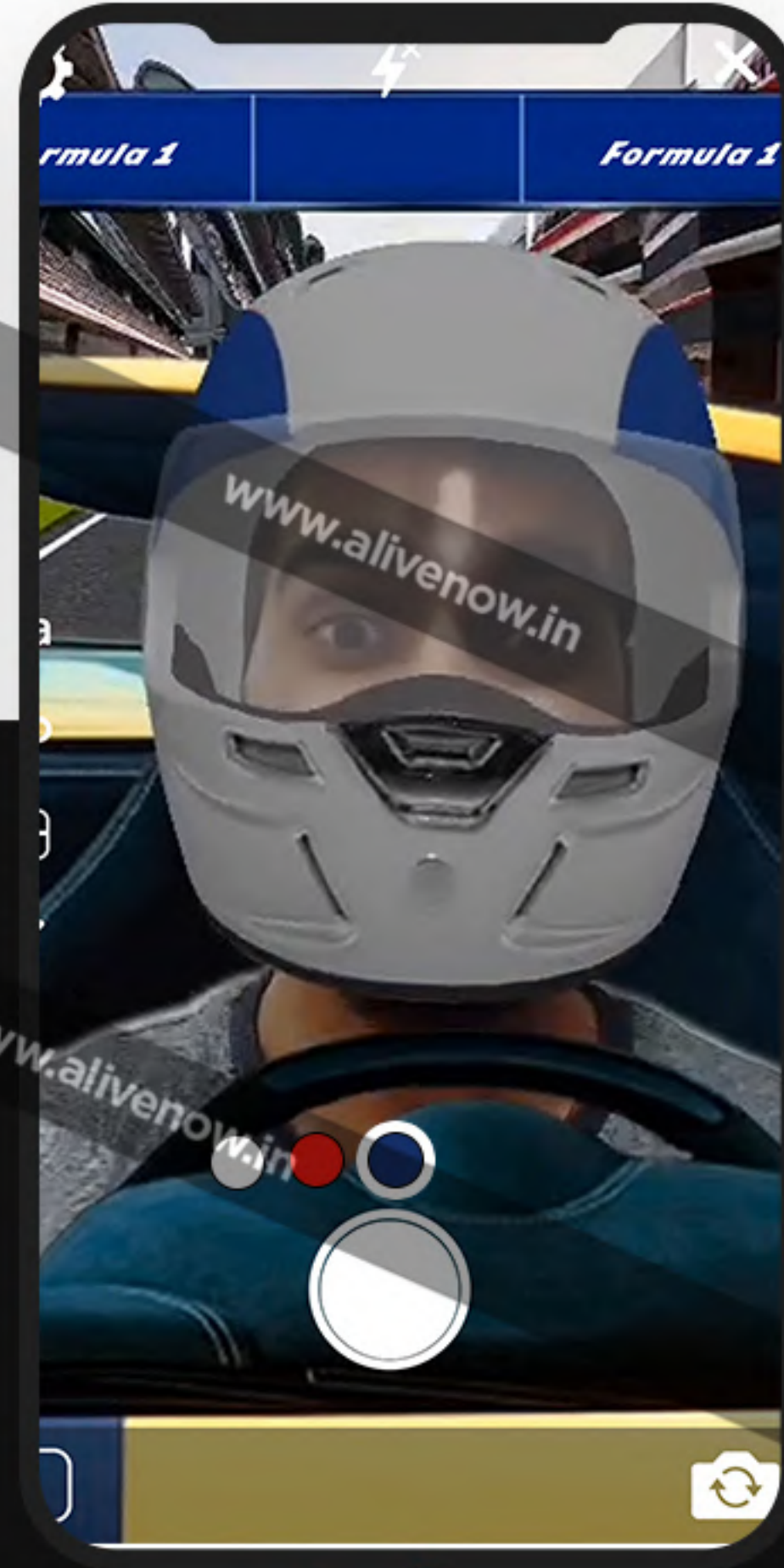
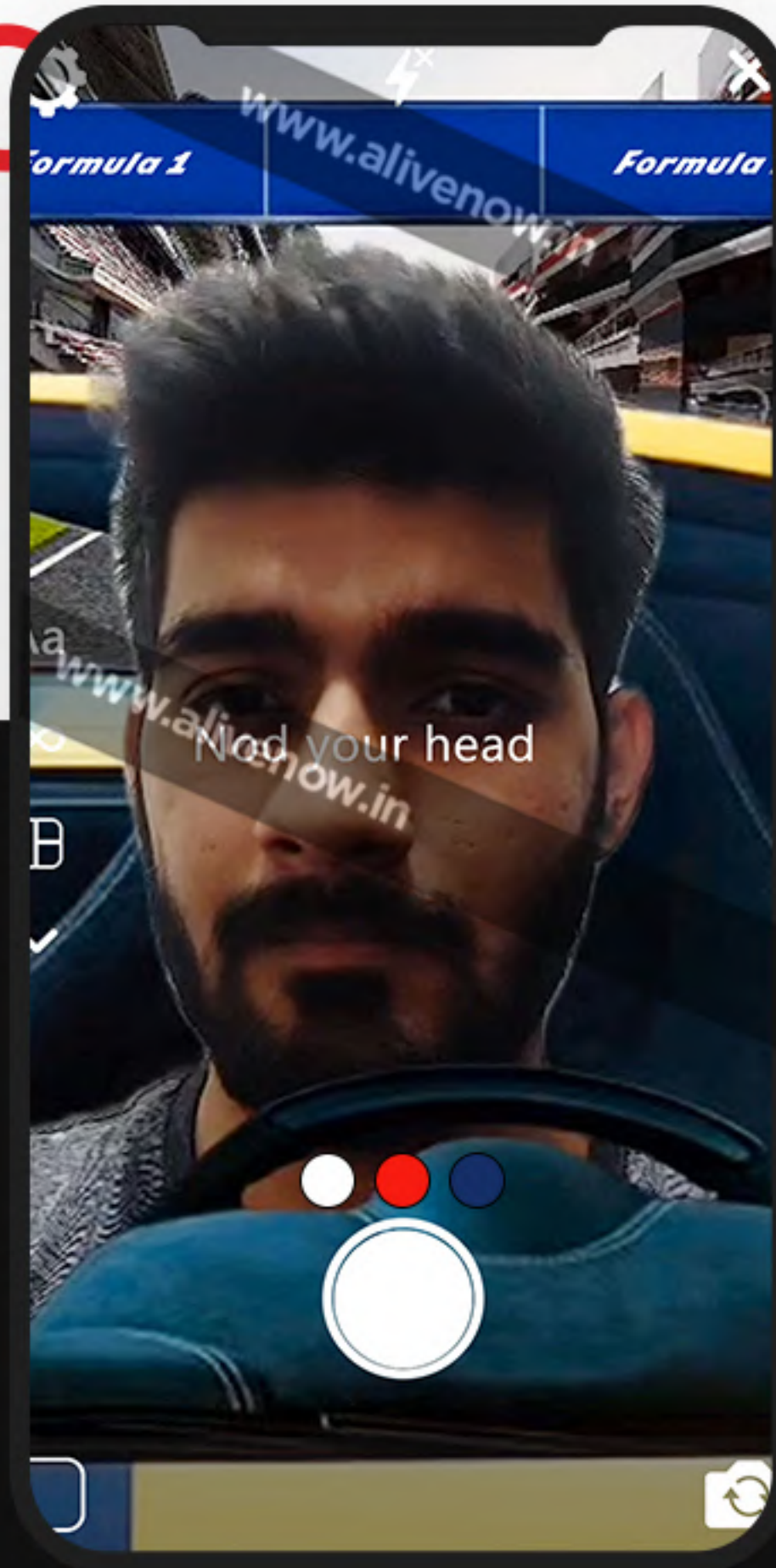
**IMMERSIVE,
WHOLESOME: DO
MORE WITH AR & 3D
VS 2D AND FLAT UI.**

AUGMENTED REALITY AND THE MARKETING FUNNEL.



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

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]	  

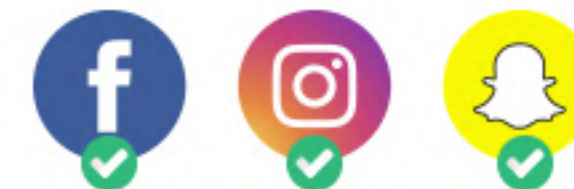


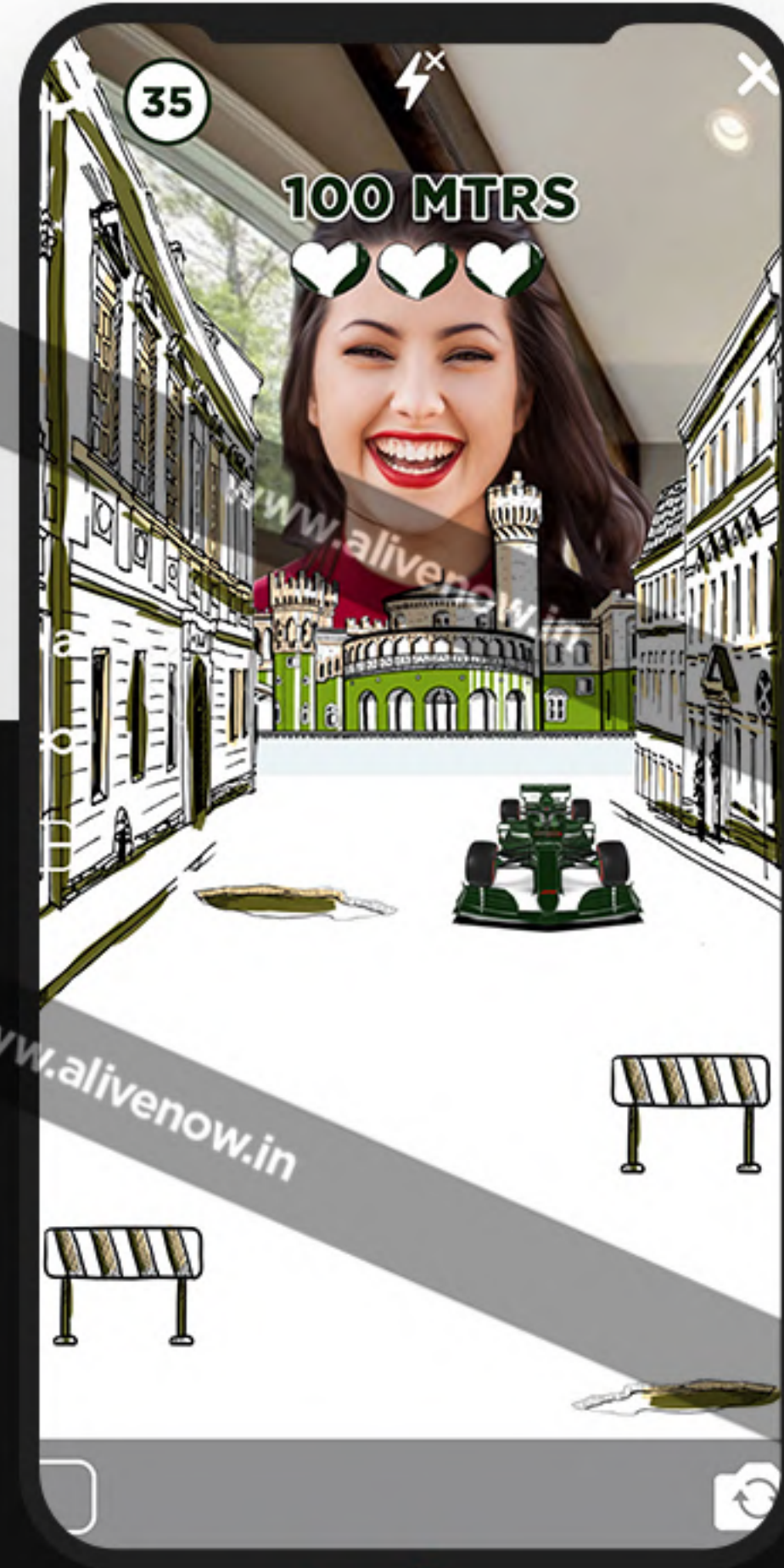
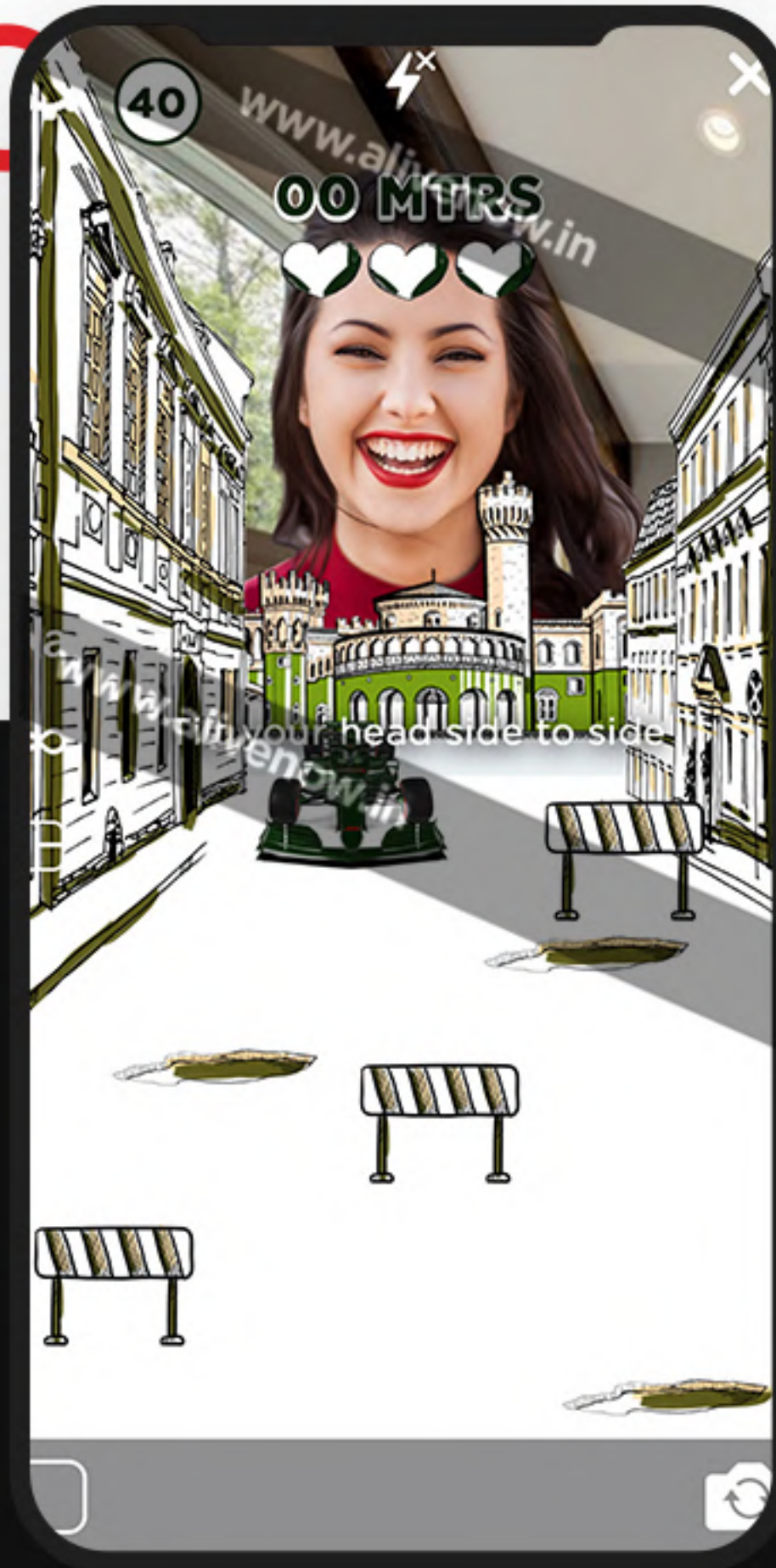
Gear Up for the Saudi circuit

Flaunt your helmet and gear up for the Saudi F1 Grand prix. Choose your helmet and colors of your favourite team.

PLATFORM PUBLISHING

Social AR experiences.

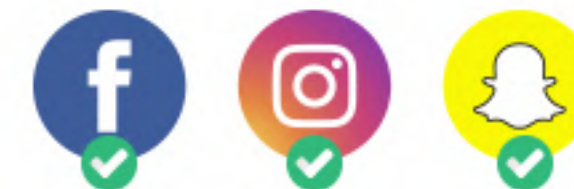


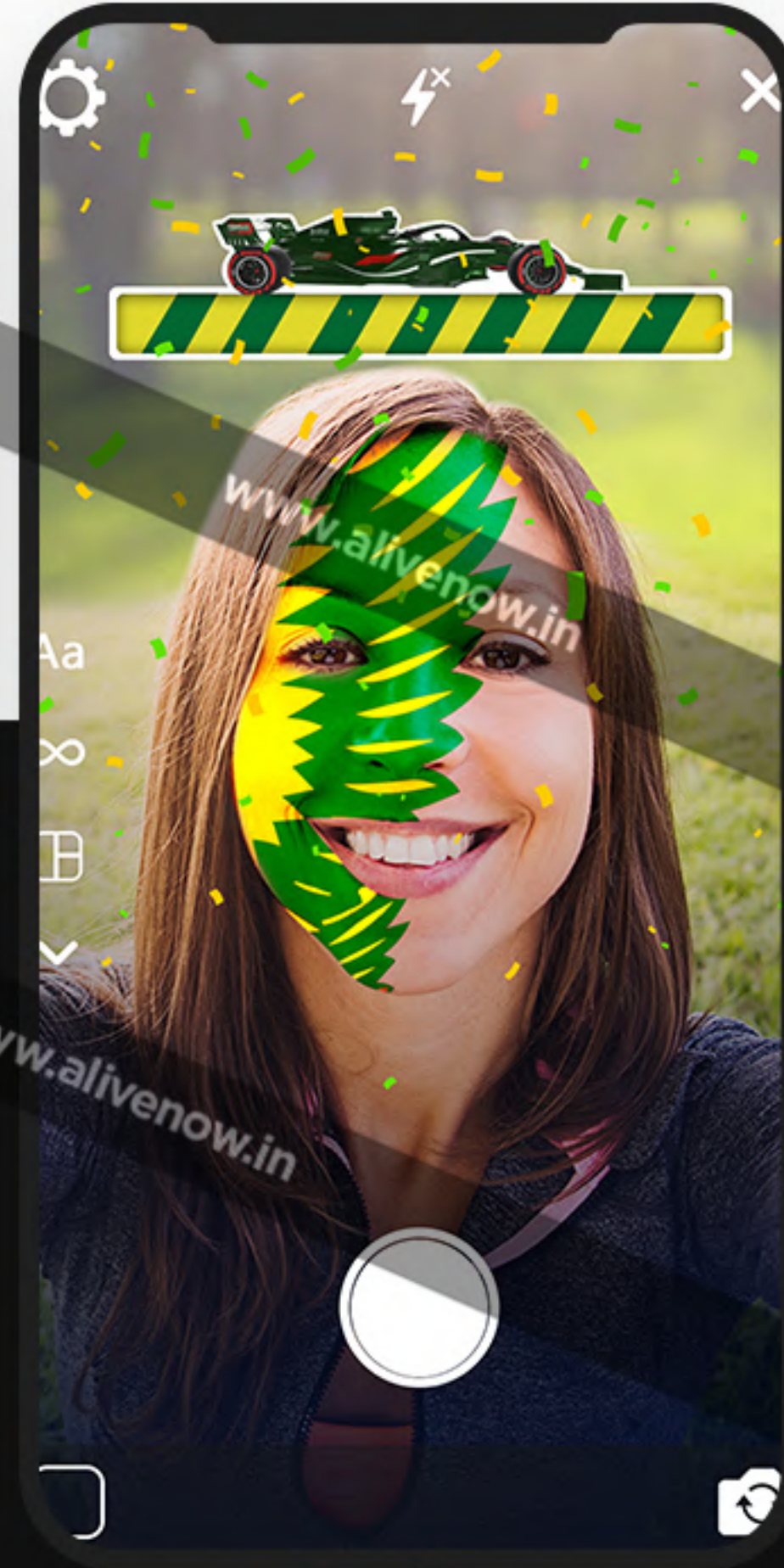
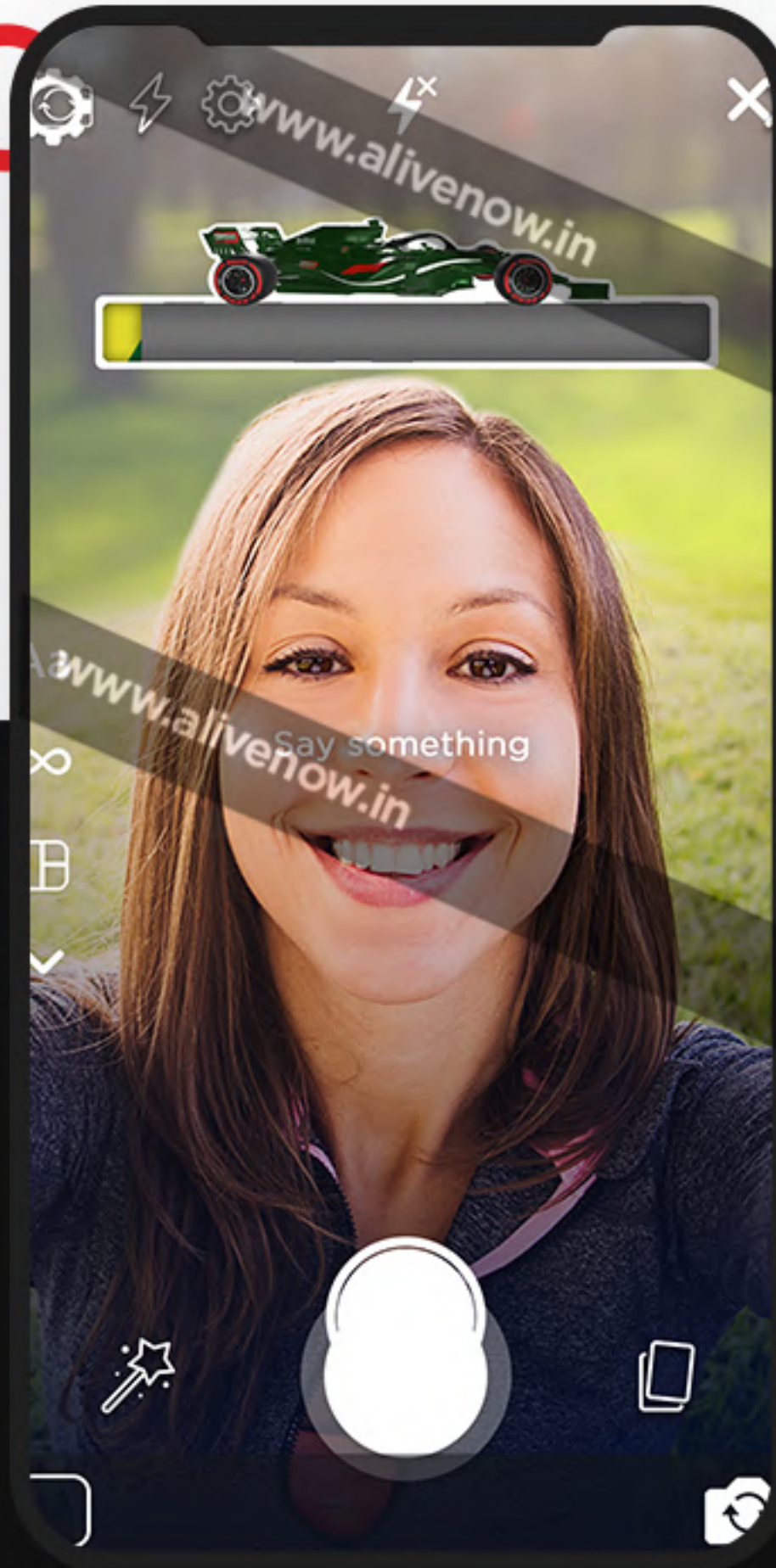


Race to avoid obstacles and share your score

Choose your driver to race down the track. Post your score and celebrate with your favourite team.

PLATFORM PUBLISHING
Social AR experiences.





Cheering Filter

Scream loud to cheer for your favourite team and watch the facepaint come alive with some confetti to celebrate.

PLATFORM PUBLISHING

Social AR experiences.





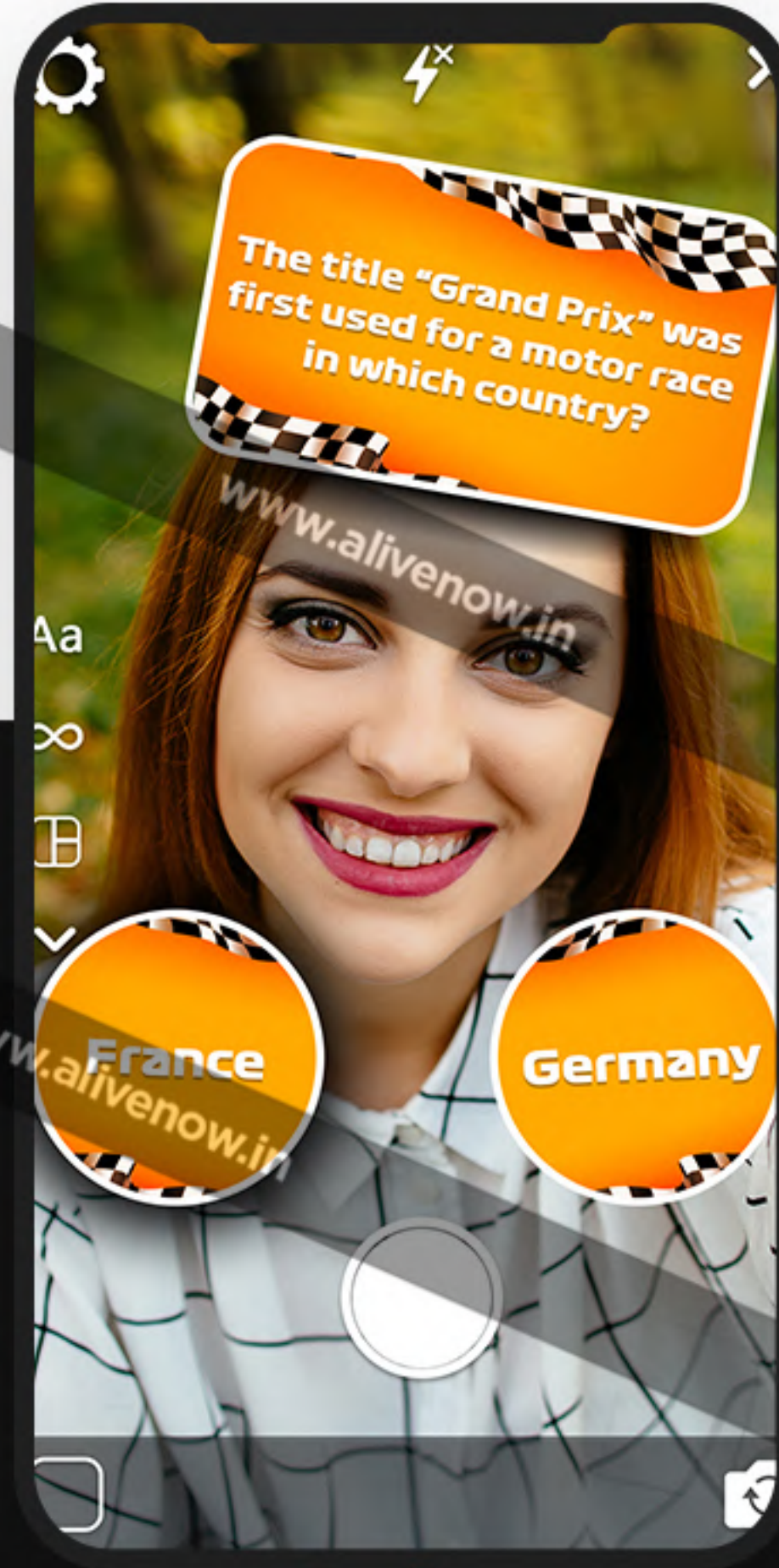
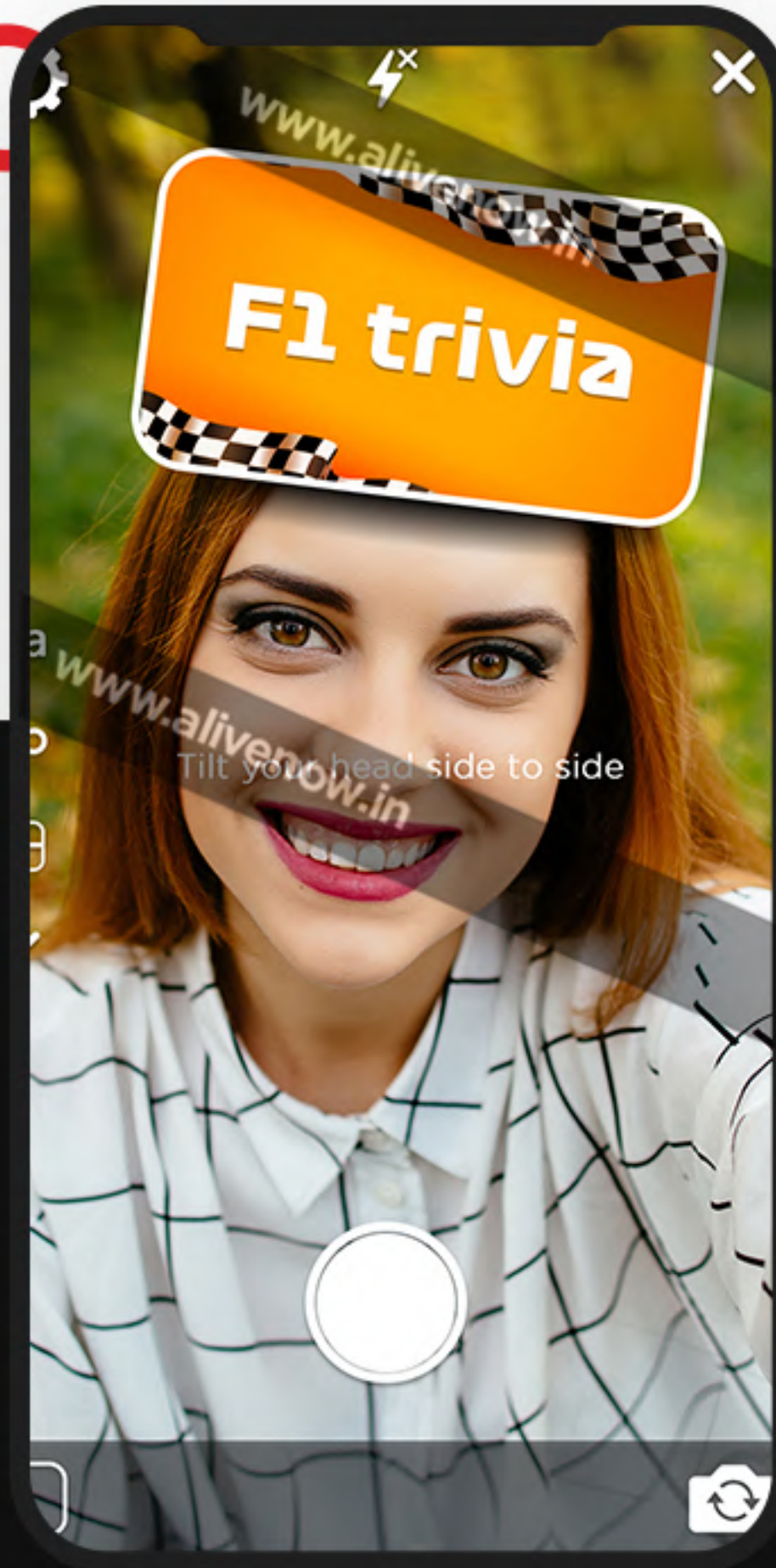
Team Photo

Switch to the rear camera and place your team's racer. Invite your friend to click a picture. Or if you'd like a selfie switch to the front camera and click a picture with the F1 racing drivers.

PLATFORM PUBLISHING

Social AR experiences.



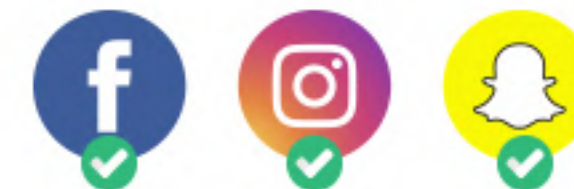


F1 trivia

Question appears on your forehead, tilt your head in the direction of the desired answer and try to answer the trivia correctly.

PLATFORM PUBLISHING

Social AR experiences.



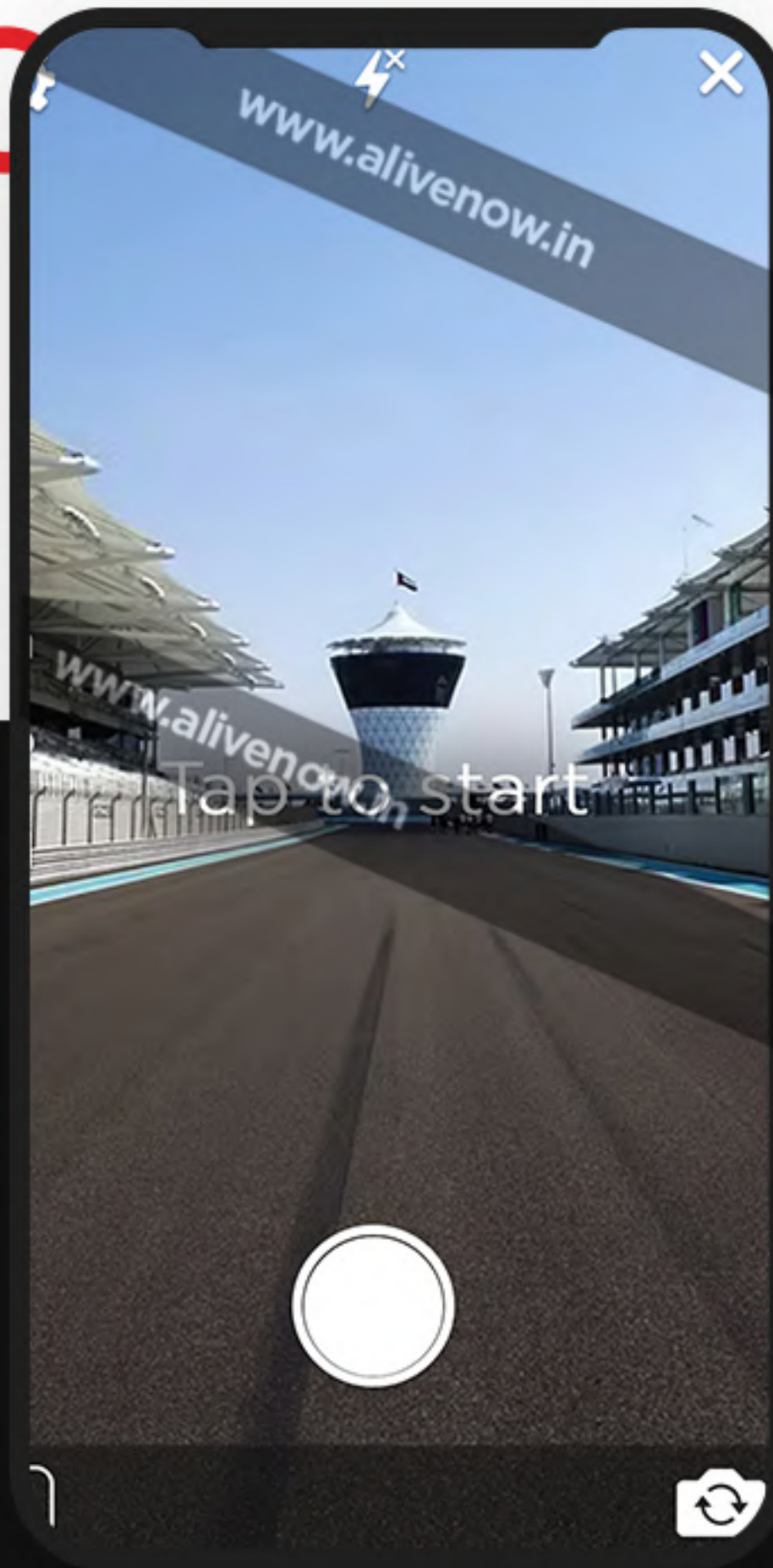


Saudi Pit Stop tour

Switch to the back camera and explore the 360 degree images of the F1 pitstop

PLATFORM PUBLISHING
Social AR experiences.





Use your phone to navigate around the Saudi F1 Track

Use the gyroscope to navigate the car around the prestigious Saudi F1 track. Also, explore how the drivers take those tight corners

PLATFORM PUBLISHING
Social AR experiences.



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.



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



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.



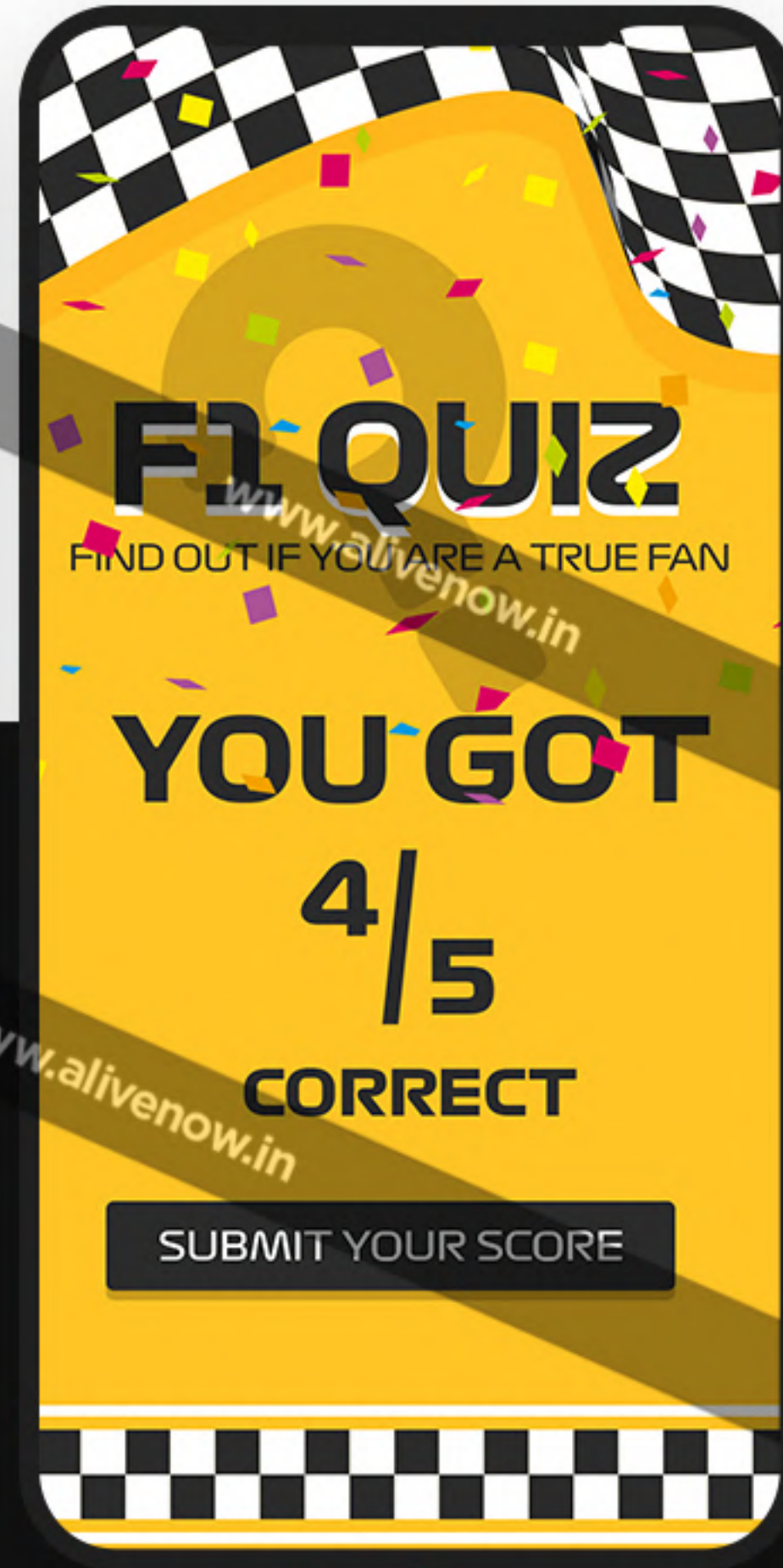


Poster creator

Upload a picture and select your favourite spot on the track. We will generate a customized poster with the brands logos that can be downloaded and shared across socials.

PLATFORM PUBLISHING
NEWSFEED
SMARTAPPS





F1 Quiz

An interesting trivia that asks questions about the Saudi Grand Prix. The winners can enter a draw to win prizes by filling a form.

PLATFORM PUBLISHING

NEWSFEED
SMARTAPPS





Overtaking the car in front

Swipe left or right to avoid the car in front and overtake the cars to win the race. Win points for a successful overtakes without any collision and also collect powerup along the track.

PLATFORM PUBLISHING

NEWSFEED
SMARTAPPS





Explore the pitstop

Pan/swipe on your device to look around the 360 degree images of the F1 Track.

PLATFORM PUBLISHING
NEWSFEED
SMARTAPPS

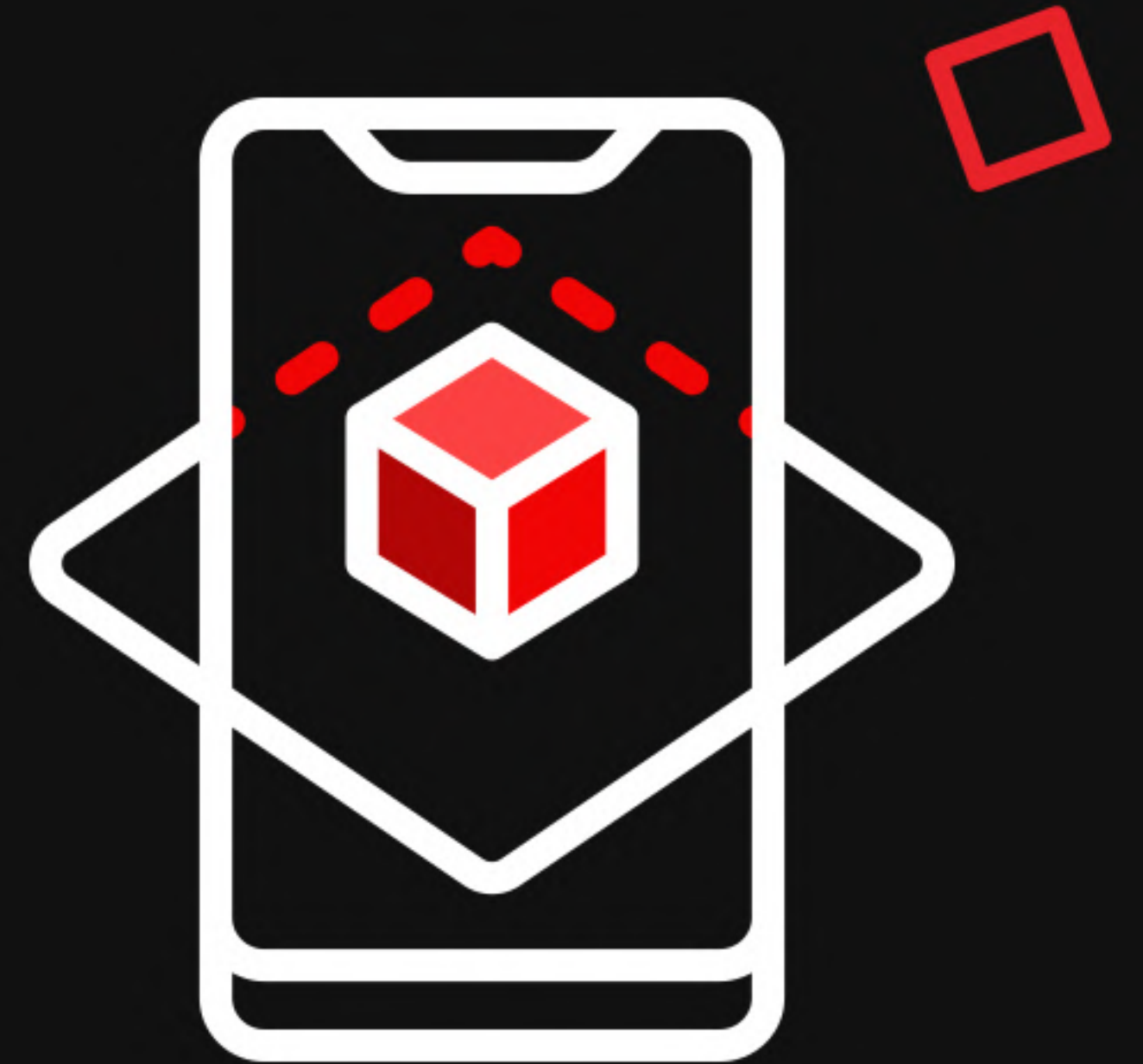


WEB AR

**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.



Explore the F1 car

Explore the F1 car in great detail. Learn more about the salient features by interacting with the hotspots.

PLATFORM PUBLISHING

Immersive AR experience on the web.

WEB AR



Interact with the drivers and click a picture

Place the drivers and learn more about their journey and how they are preparing for the Saudi F1 Track. Also click a picture.

PLATFORM PUBLISHING

Immersive AR experience on the web.

WEB AR

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!

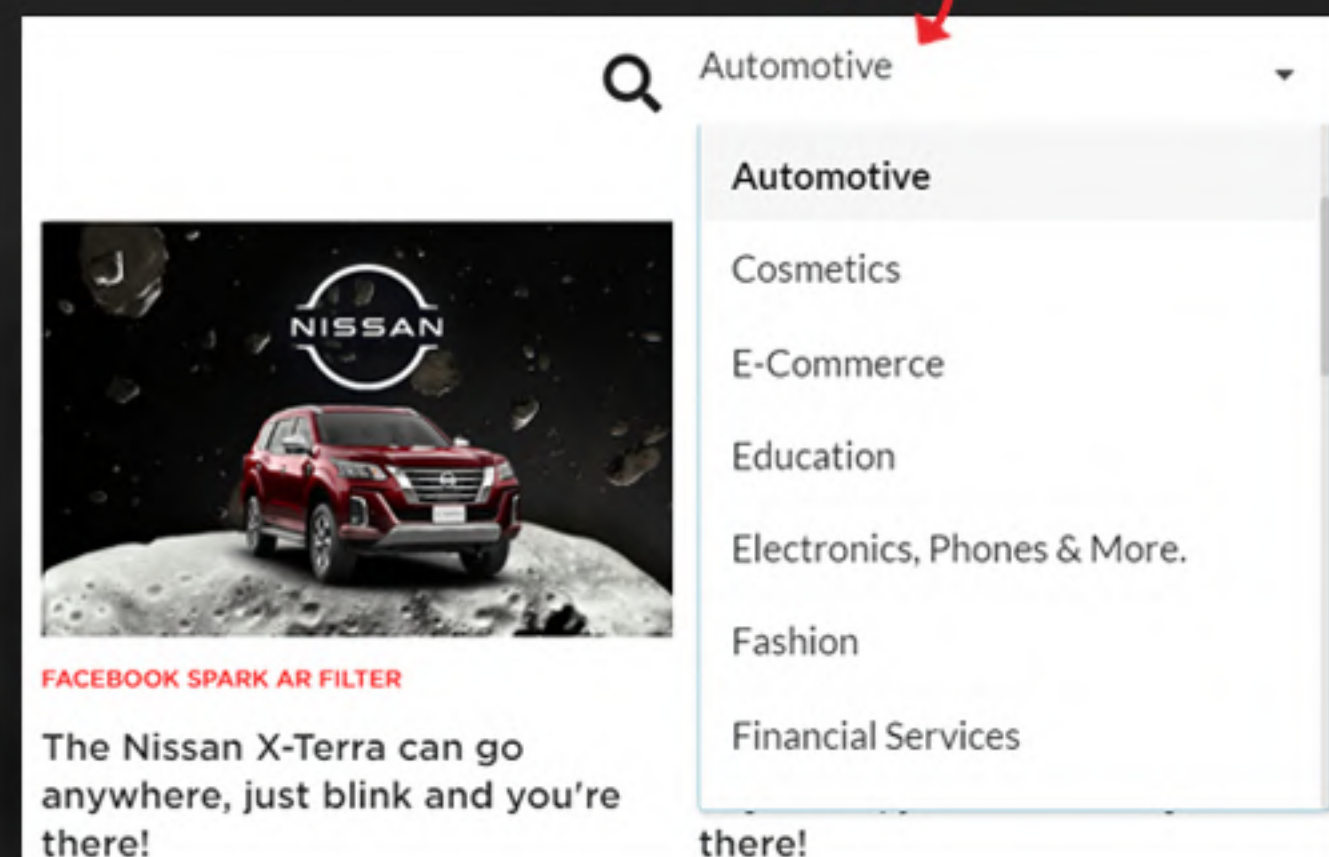




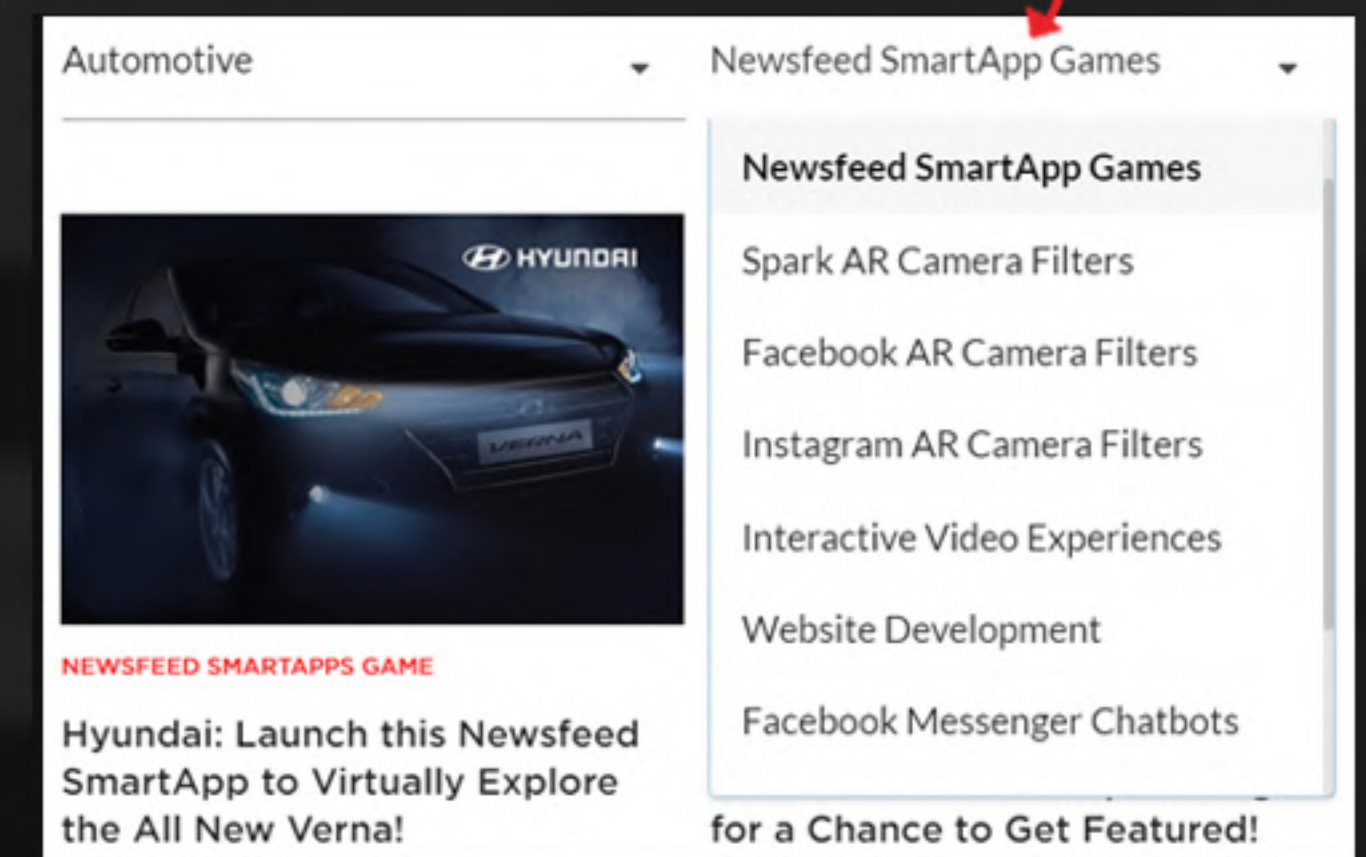
& more!

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

1 INDUSTRY

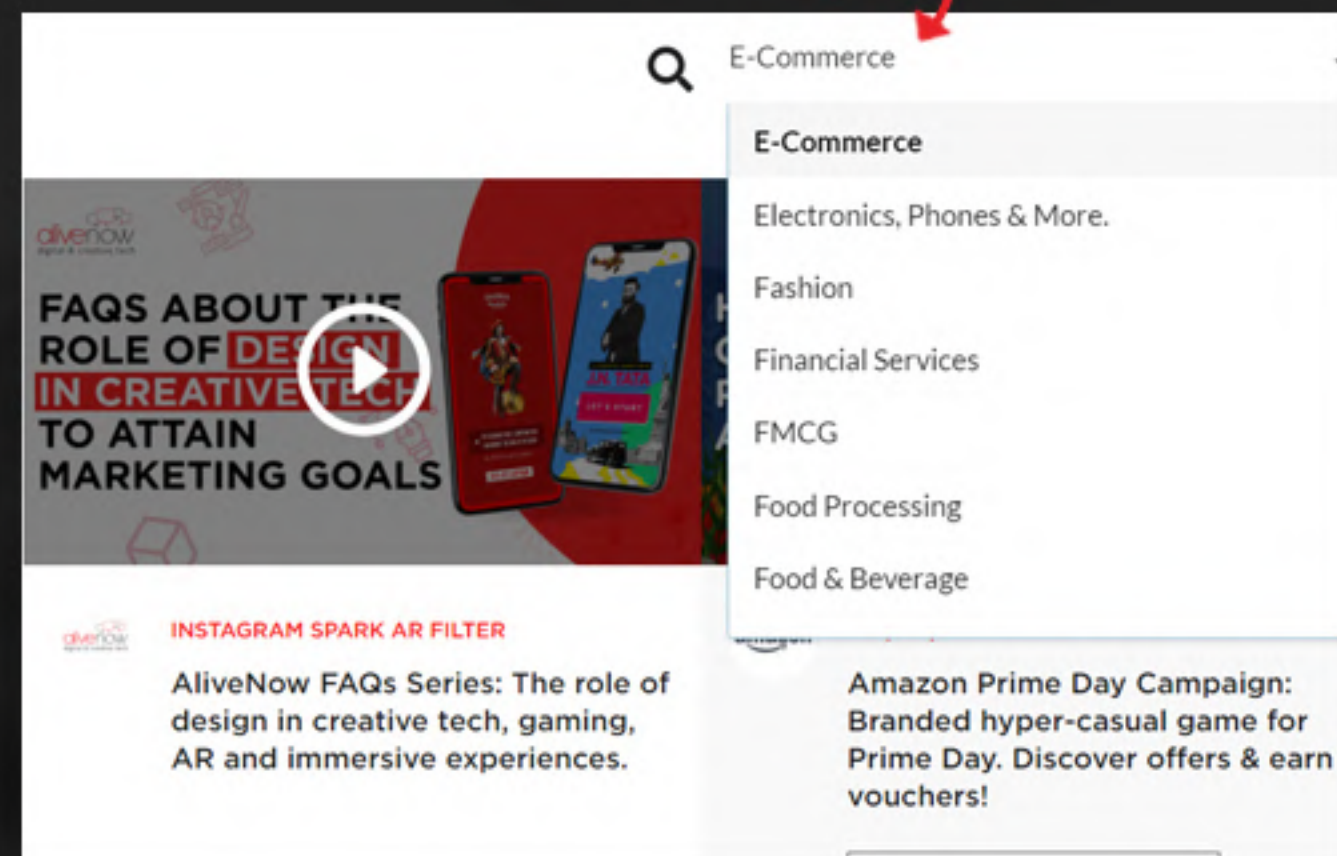


2 PLATFORM

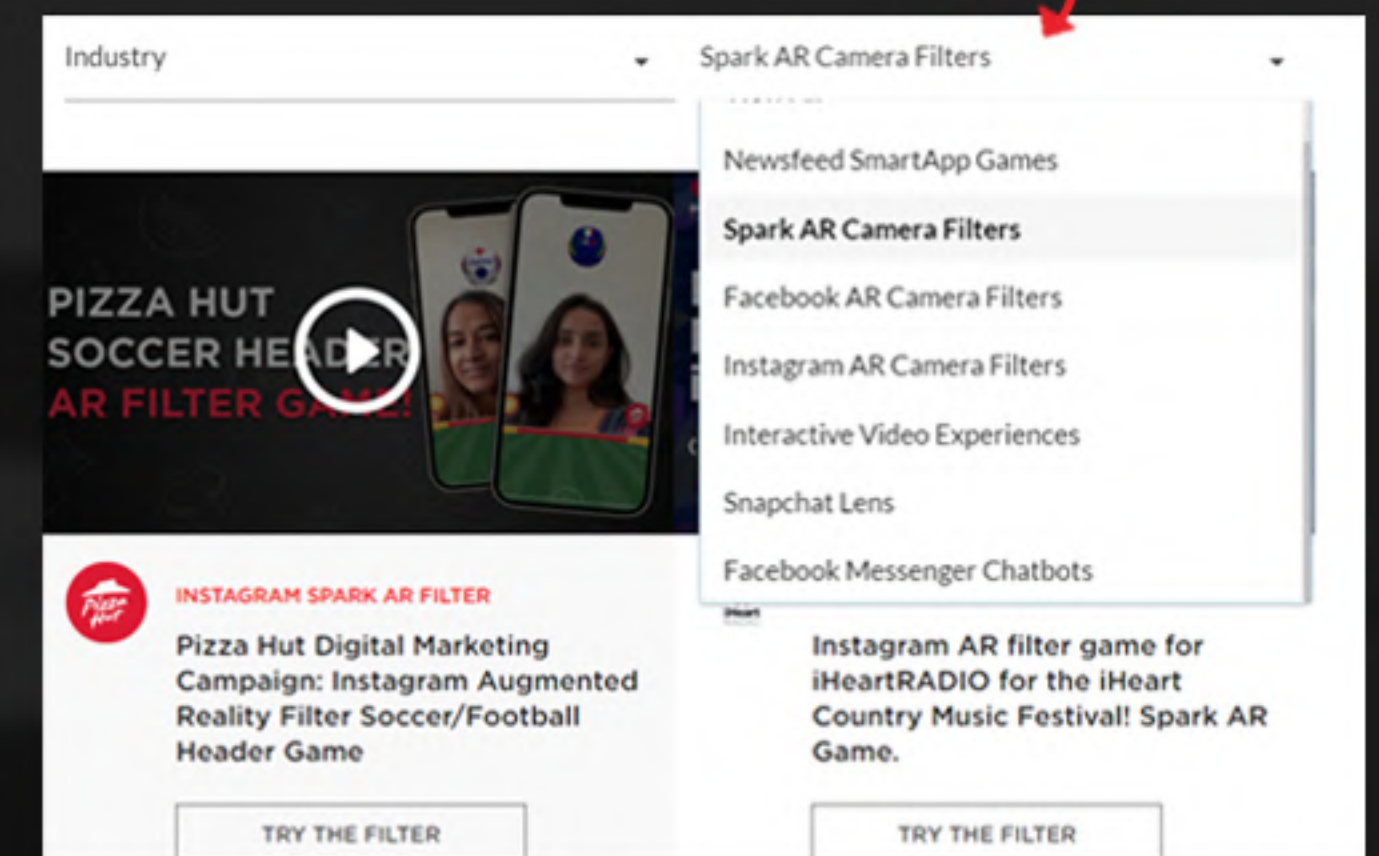


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM





THANK YOU!

contact@alivenow.in

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

