



SNAPCHAT SOCCER WORLD CUP CONCEPTS

Amplify your Soccer World Cup
campaigns with **immersive**
Augmented Reality experiences
across Snapchat lenses!



SNAPCHAT AR LENSES

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OUR GLOBAL STORY OVER THE LAST 10 YEARS.

150+
Agency Clients

Projects Across
25 Countries

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

500+
Brand Clients

1,500+
Creative Tech
Builds

WHY SHOULD YOU WORK WITH US?

1,500+ builds over 10 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

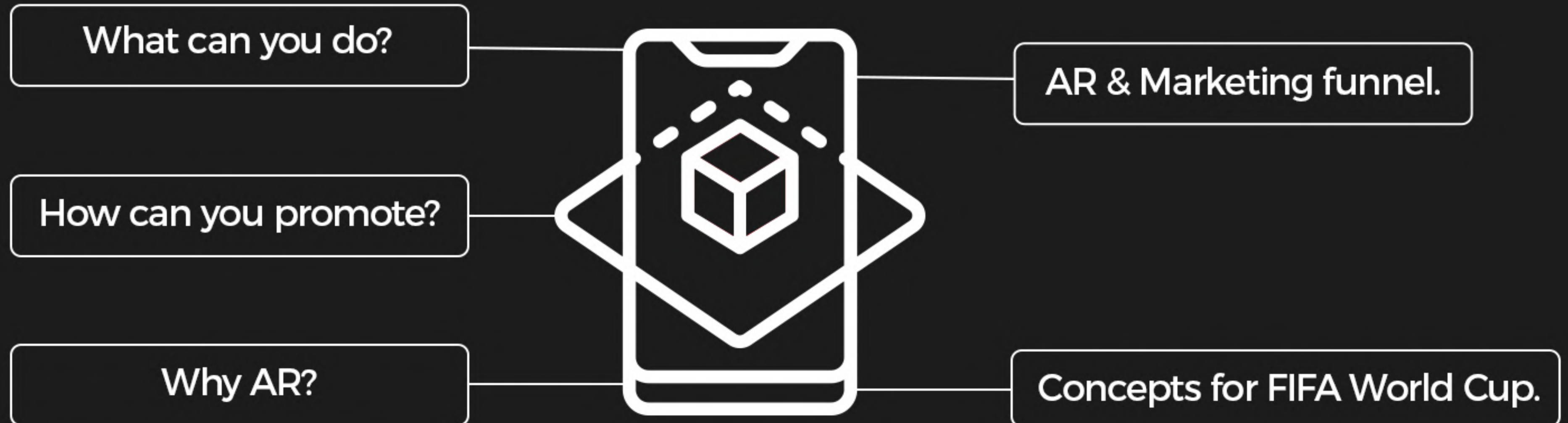
Ads of the World

AdAge

ad:tech

campaign & many more!

THE WORLD OF AUGMENTED REALITY LENSES



WHAT'S POSSIBLE WITH LENSES



Augmented
reality games



Face
masks



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

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.**

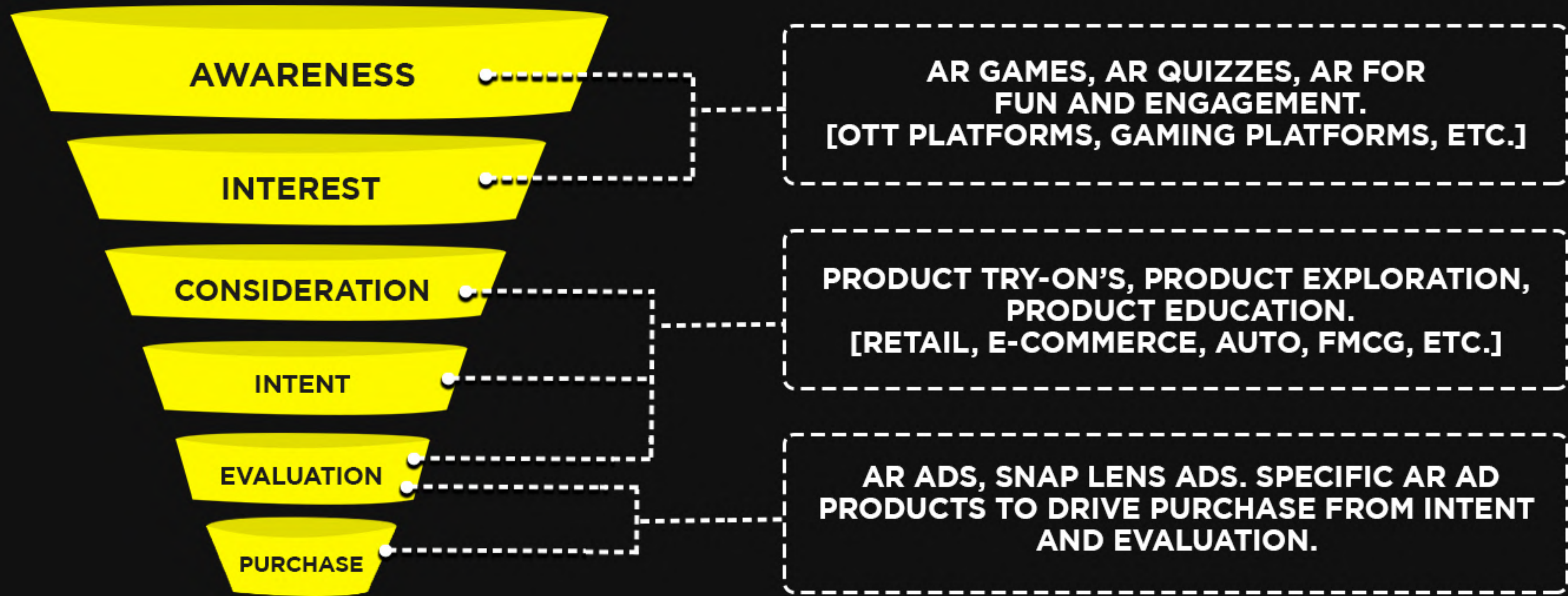
**BETTER
SMARTPHONES &
PROCESSOR=
INCREASED REACH
+AR AT SCALE.**

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

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

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

AUGMENTED REALITY AND THE MARKETING FUNNEL





Beat Em' All

Try this Lens out with your friends, open your mouth to make your player jump and avoid defenders.



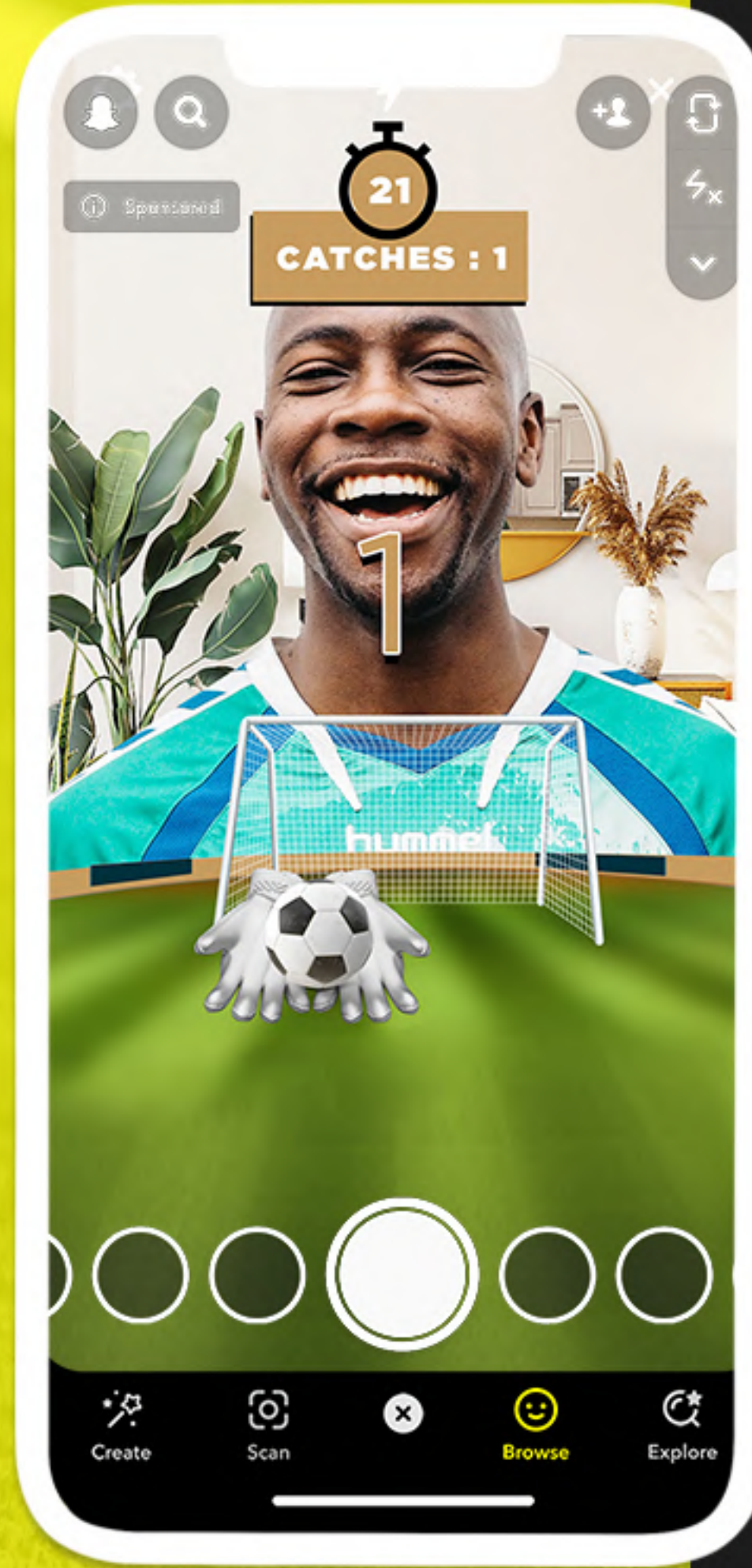
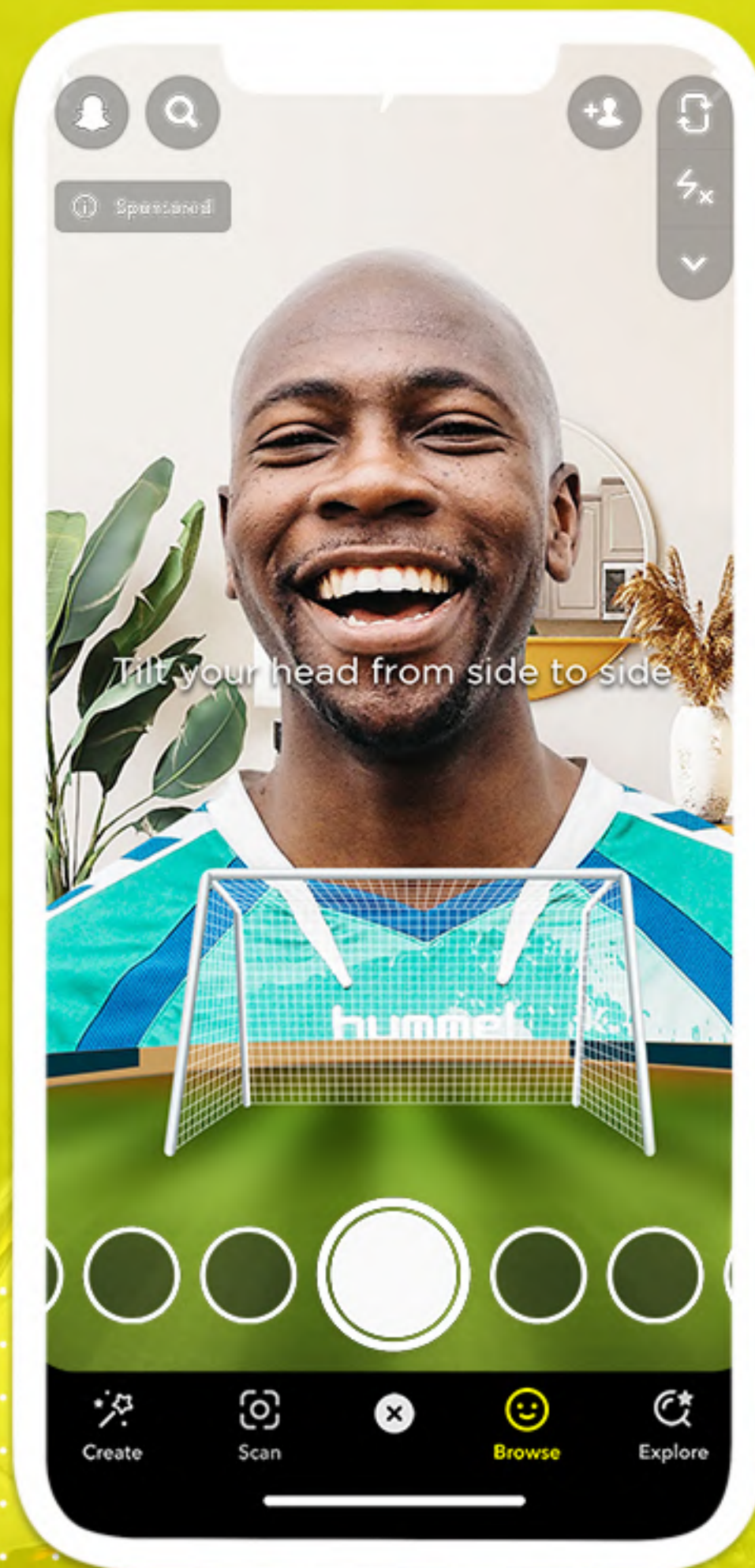
Team Face Paint

Pick your favourite team and the filter applies the team colours face paint on the user's face along with the team crest on their cheek.



Head Ball

The user has to move their head left and right towards the on coming football to head the ball into the goal and dodge the obstacles to score points.



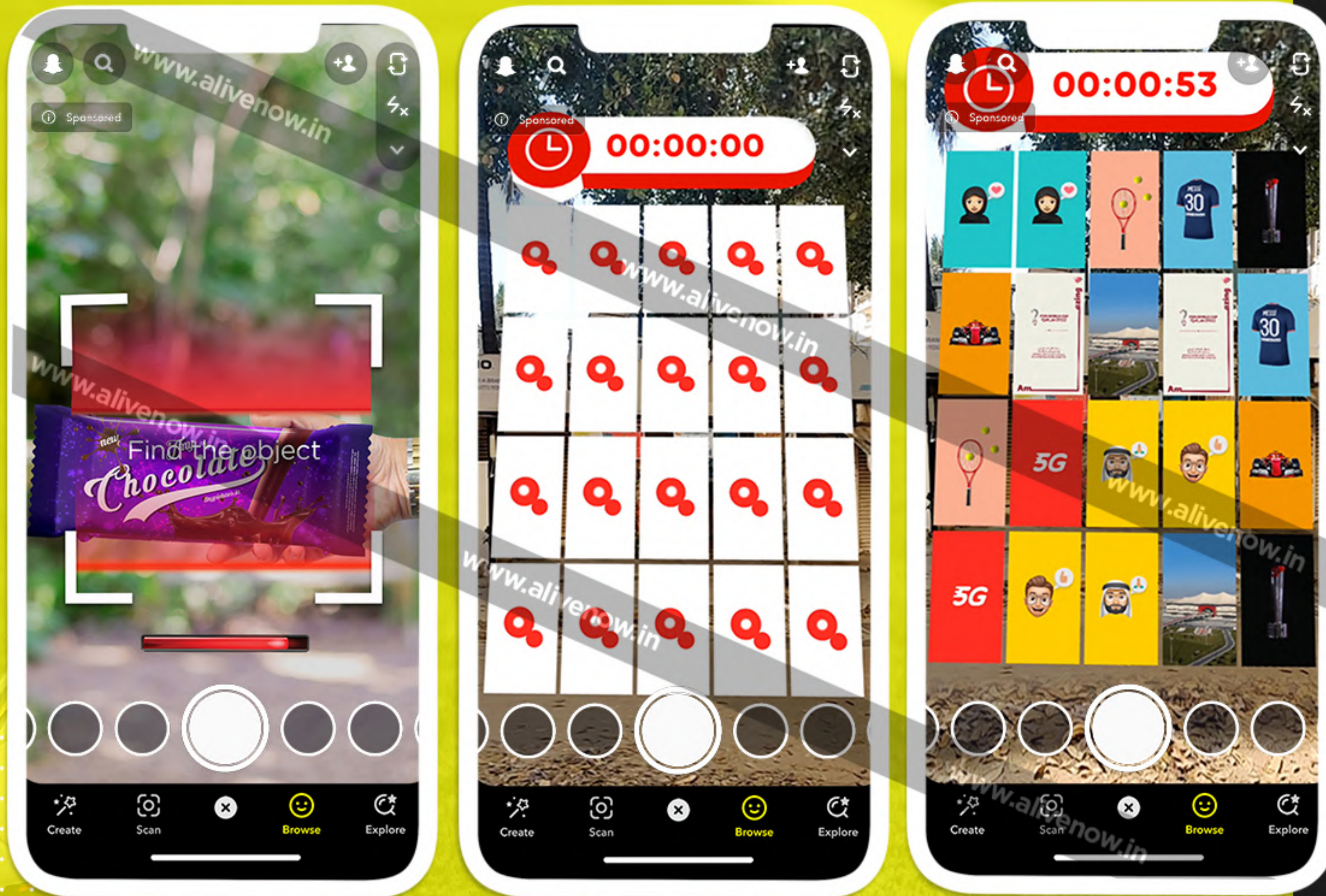
Let's Go Goalie!

In this game, the user is the goalkeeper. Move your head to block the ball from entering the goal. Earn points for each save



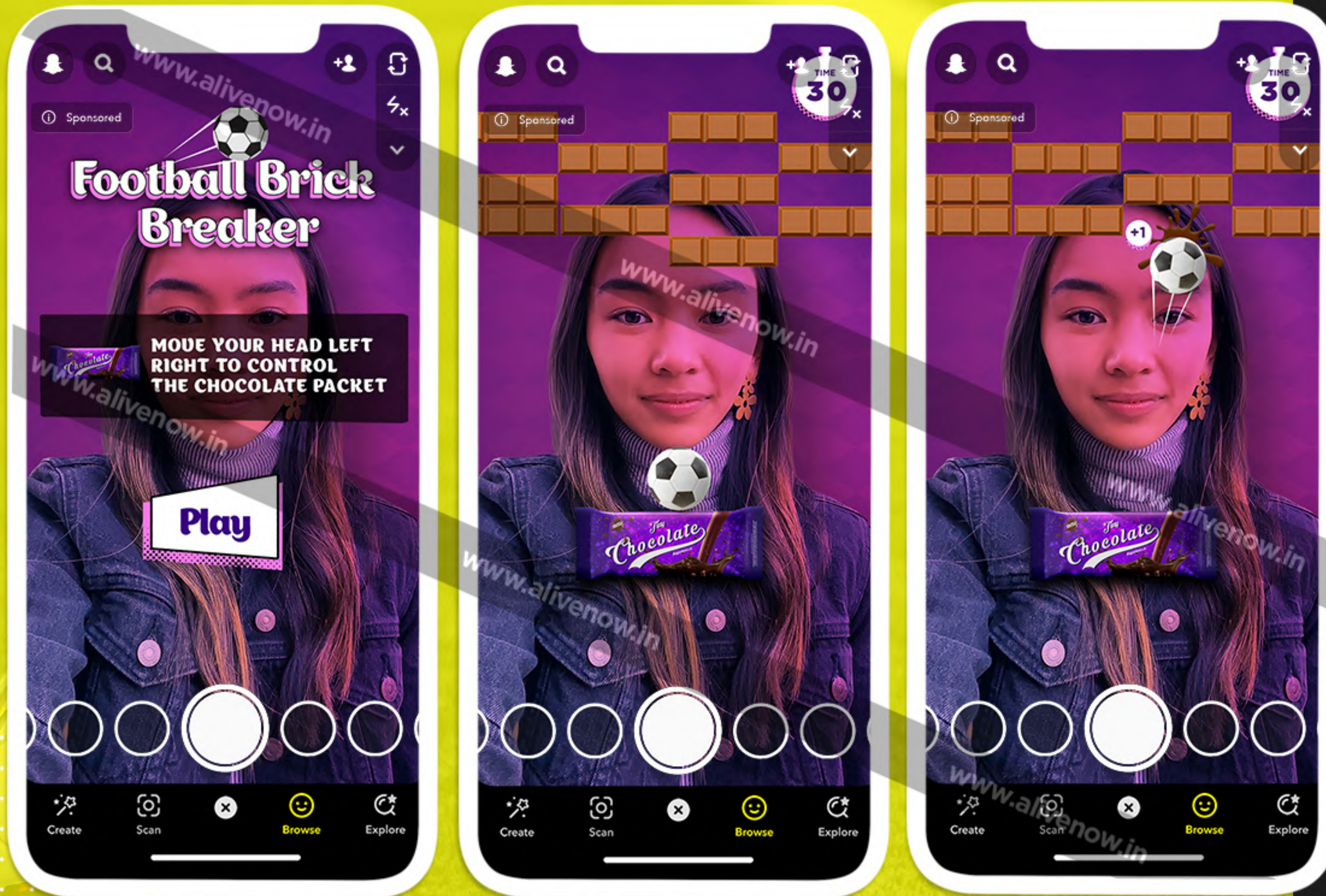
Football Quest

Move your head left and right to move the branded football through the goals appearing in the path to collect the brand products and score points.



Scan The Product To Unlock The Game

The user can launch the lens and scan the product and view an AR flip and match game unfold.



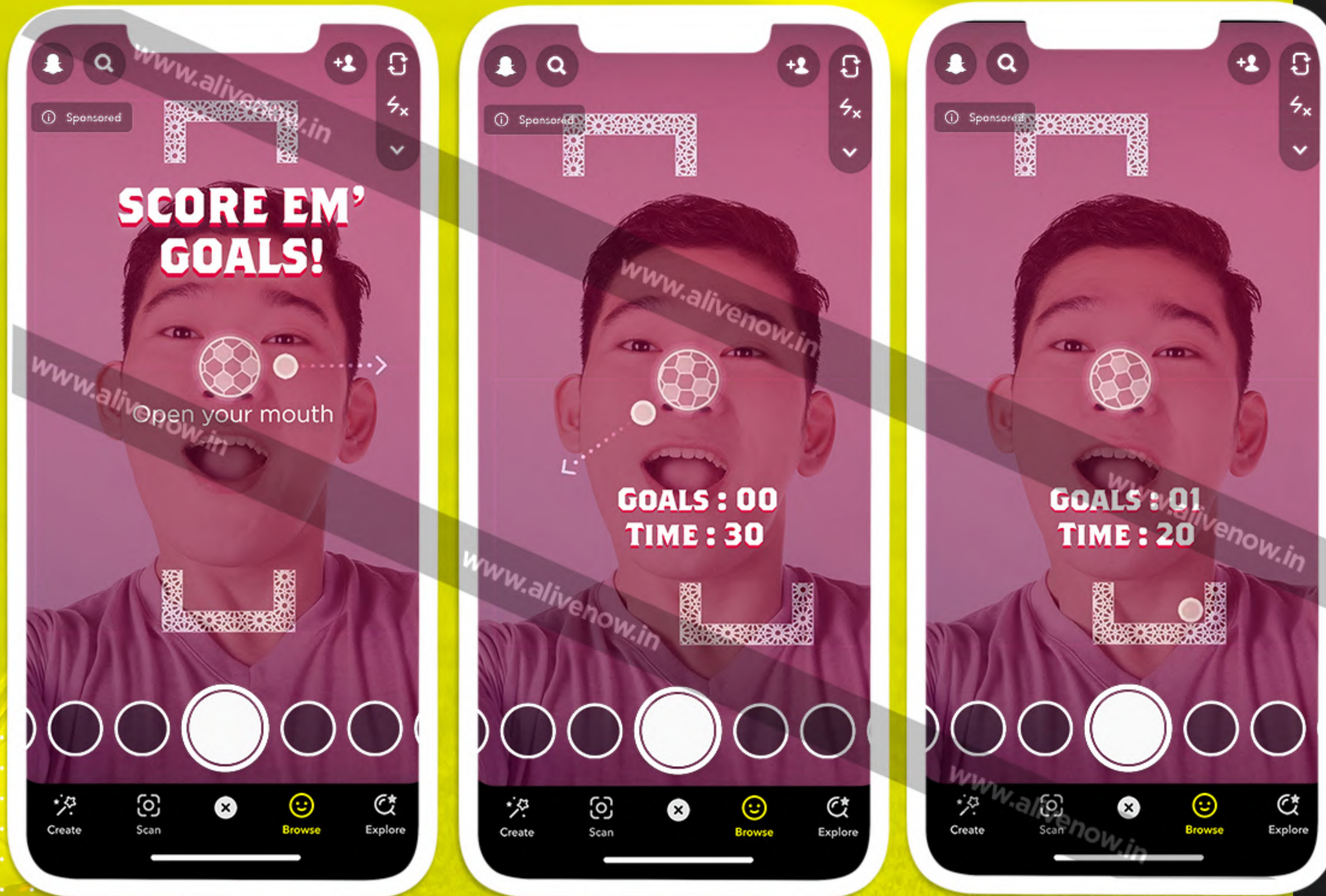
Football Brick Breaker

Clear all the bars on the screen with the football to score points. Move your head left and right to move the brand product placed at the bottom of the screen towards the football to bounce it.



Header Game!

Header the falling football ball before the timer ends to see the background transform.



Score Em' Goals!

Open your mouth to score realise the revolving ball to score goals.



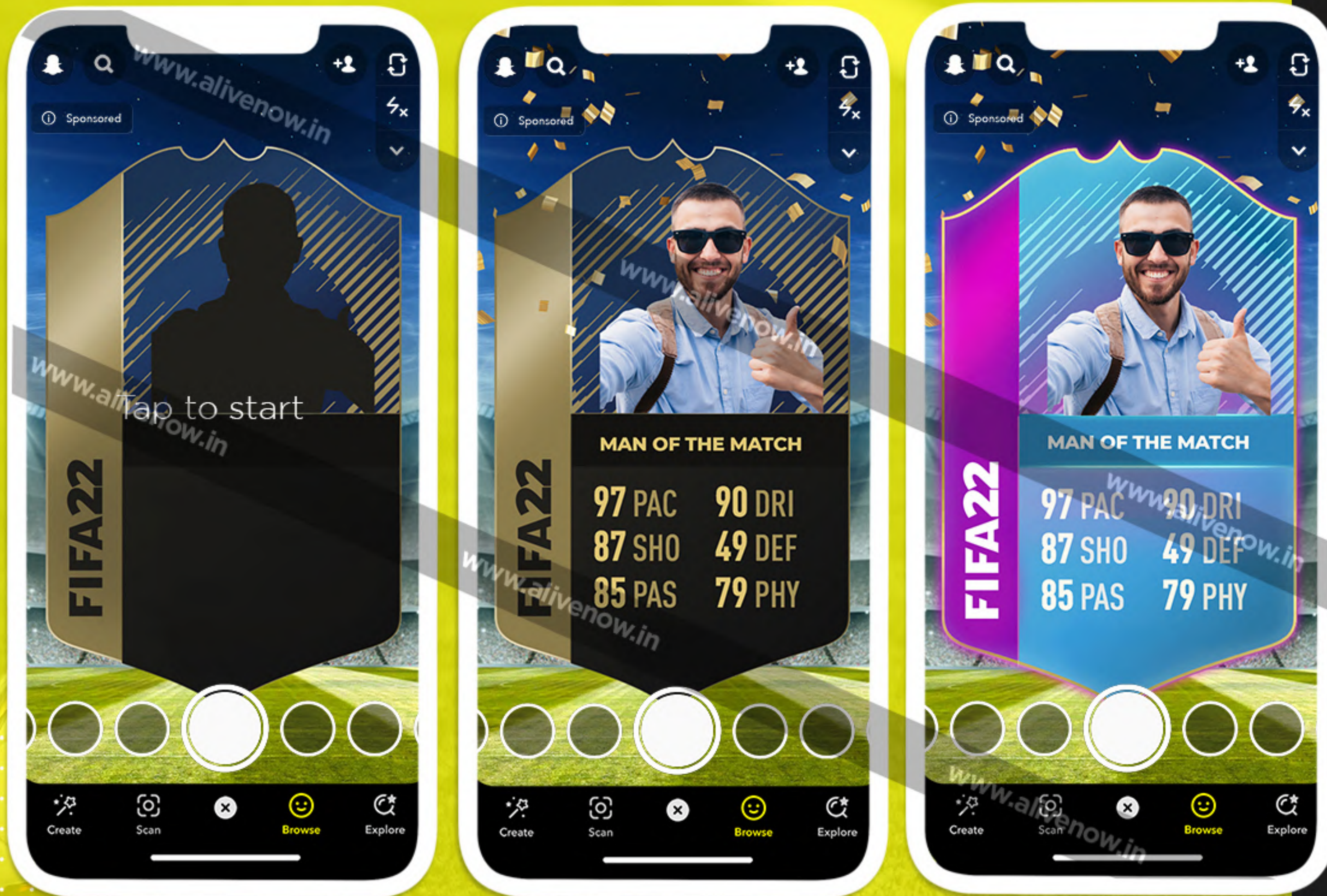
World Cup Predictions

This fun prediction lens is a great way to generate UGC. Record your predictions for who you believe is going to perform the best in each category this world cup 2022.



AR Picture With Your Idol

Switch to the rear camera and place your favourite team's captain. Invite your friends over to click a picture. If you'd like a selfie with them, go ahead and switch to the front camera and pick your captain.



Trump Cards!

Select the trump card of your choice and see yourself in it. Be ready to boast your stats on social media

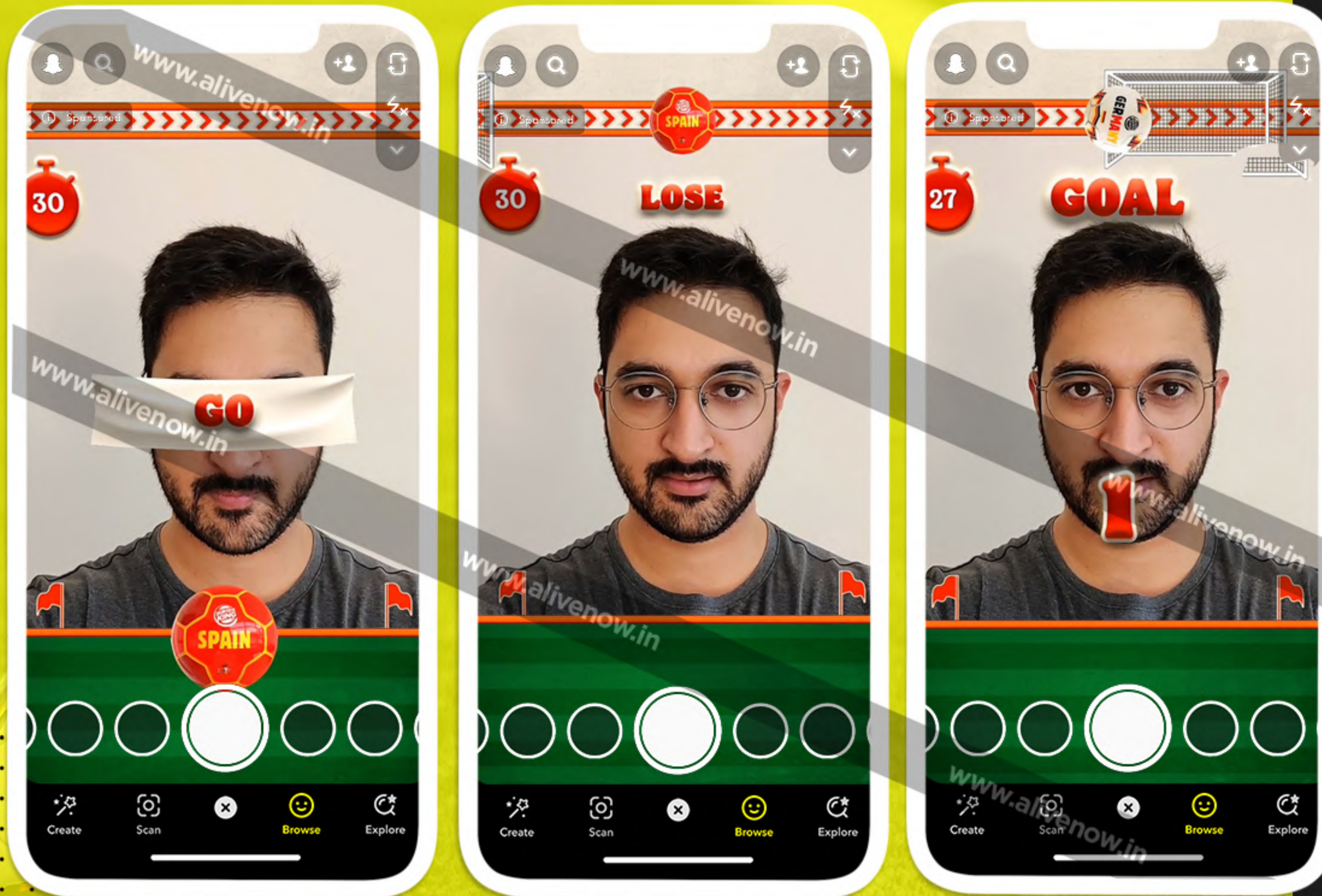


Move your head
left/right to control
your character and
have them kick the ball
against the wall and
score points.



Time For Trivia!

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



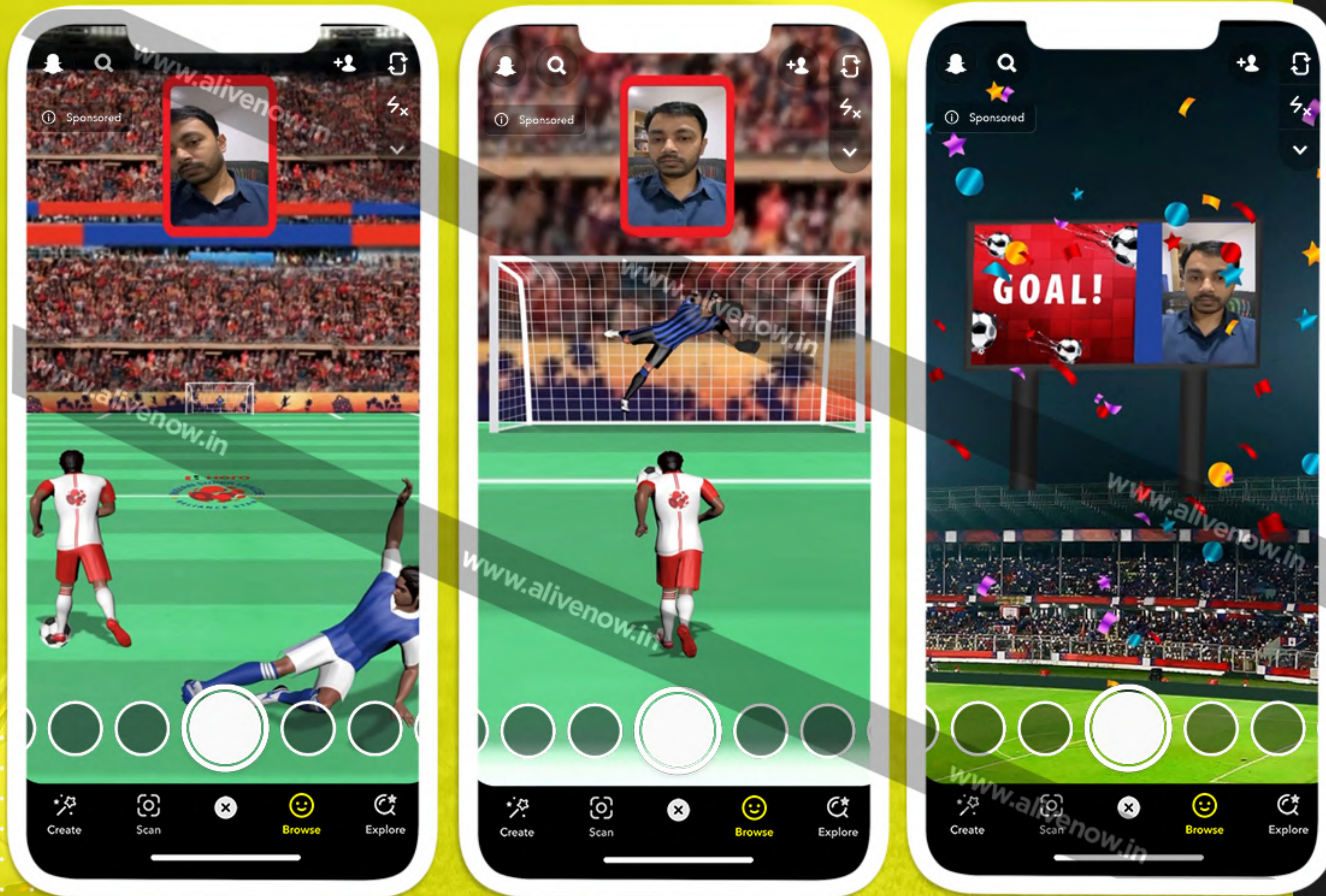
Shoot & Score

Open your mouth to launch the football towards the moving goalpost. Score points before the timer run out.



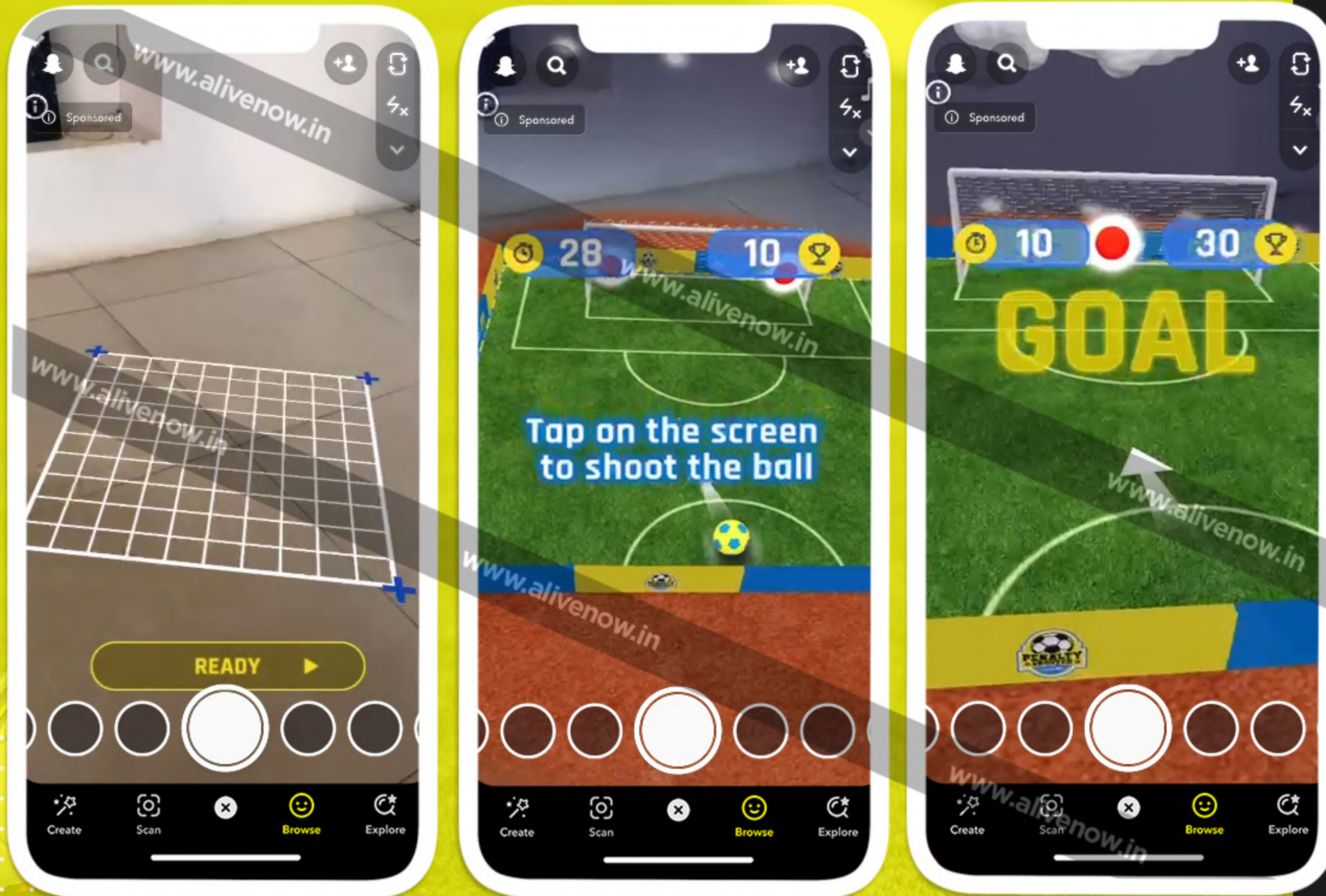
Rewards in the Sky

Launch a beautiful display of football and fireworks in the sky through this lens and win discount codes!



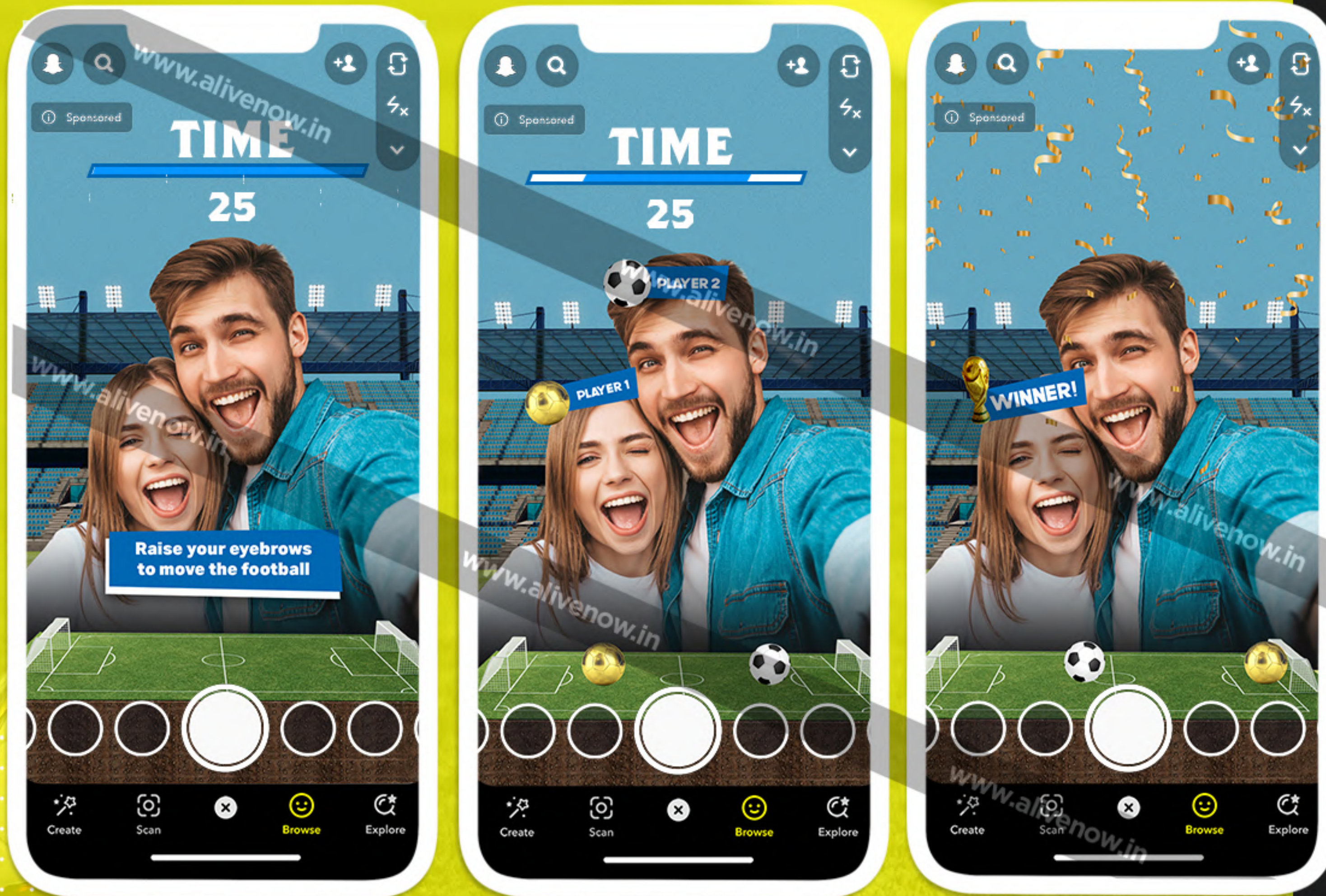
Dribbling Challenge!

Move your head left/right to control your character. As defenders come sliding in, be sure to avoid them in time to score a goal.



Penalty Shooter

In this fun shooter game, the user can place a 3D miniature football field in their environment and tap to shoot the goals into the goalpost to score points.



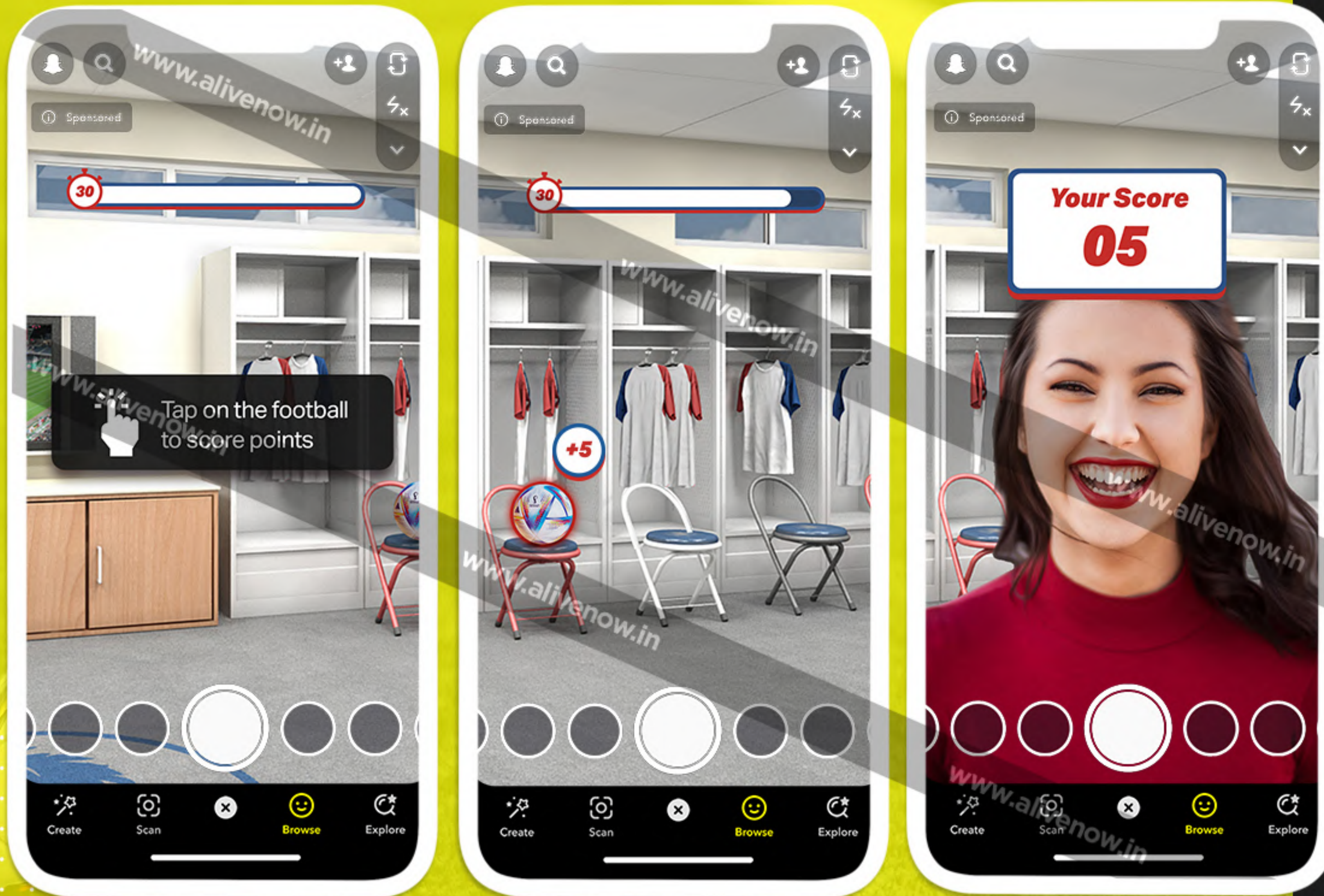
Raise Your Eyebrows To Move The Footballs

Challenge a friend for a brow match. Raise your eyebrows up and down to move the football forward. The first to score the goal wins.



Stadium Tour!

Switch to the back camera and explore the whole stadium or move over to the selfie camera and see yourself in it.



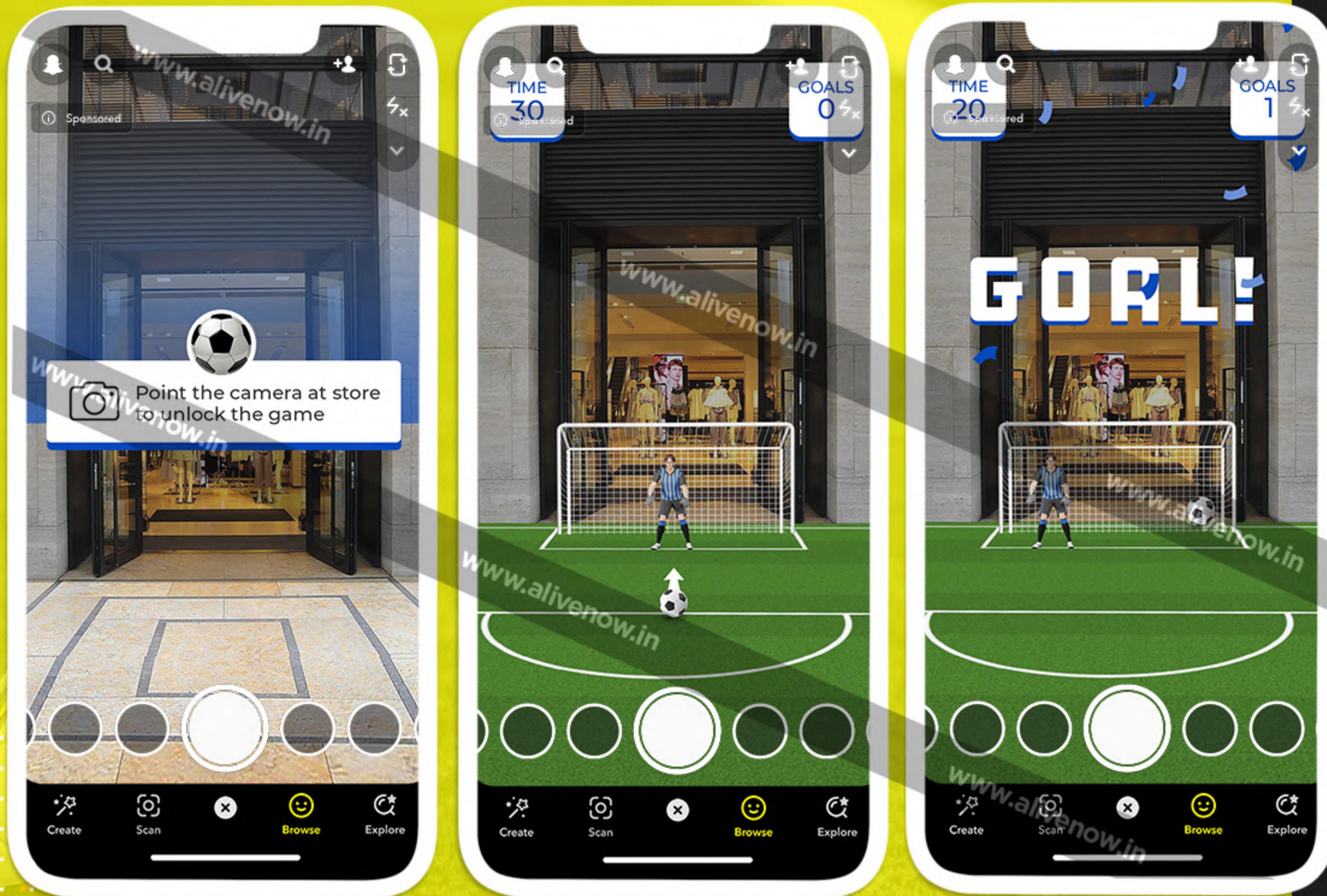
Explore The Locker Room!

Switch over to the rear camera and find yourself inside the locker room of your favourite team. Within 30 seconds, tap on icons to collect objects and score points.



May The Best Juggler Win

A fun two-player game that allows users to keep their player juggling the ball by raising their eyebrows.



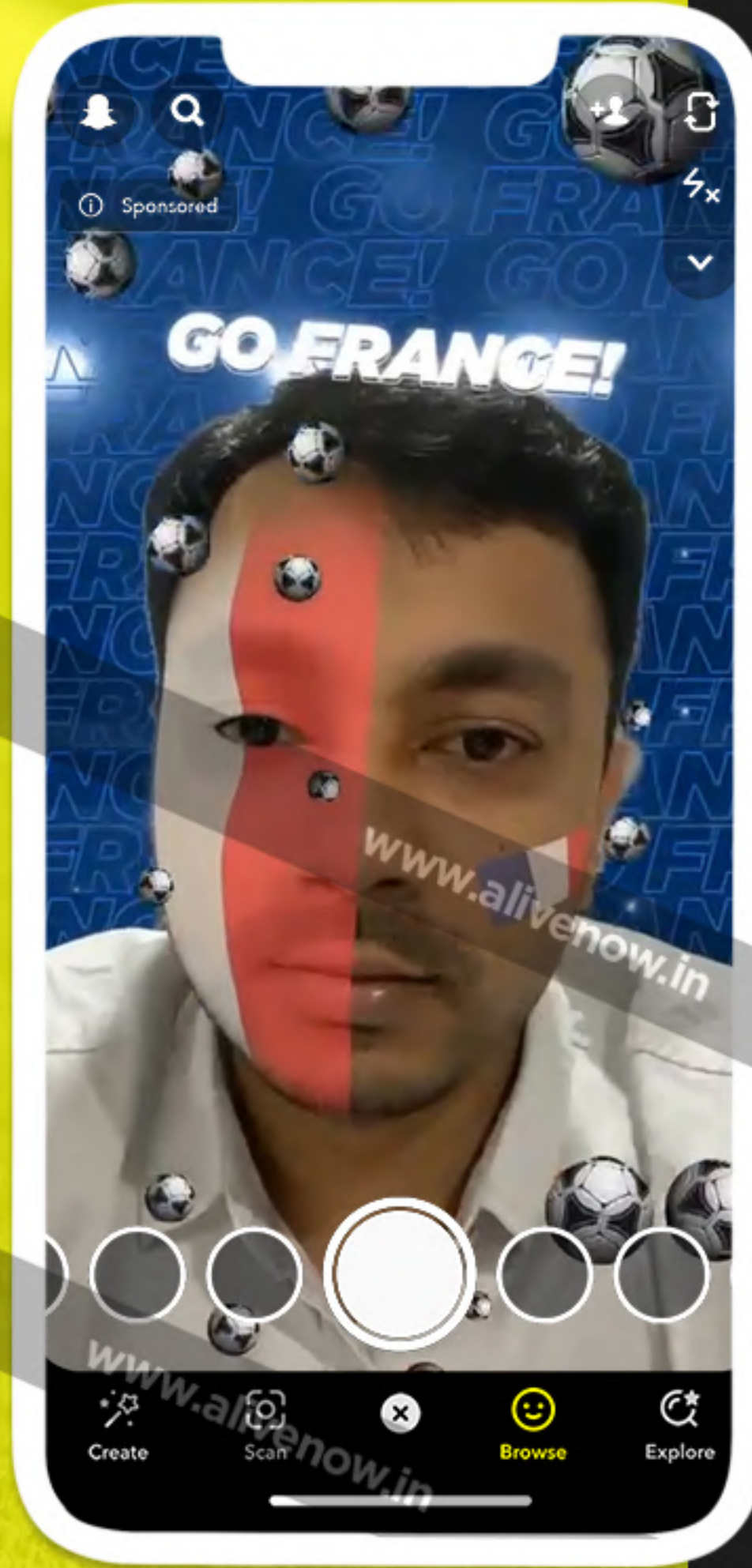
Scan The Store And Play

Users can visit and scan the brand's store to play an AR game where the entrance of the store becomes a goalpost and the user needs to tap to shoot the football into the goal to win!



Celebrity Footballer Call

Users can launch the Lens to find themselves on a video call layout with a celebrity footballer and record their experience.



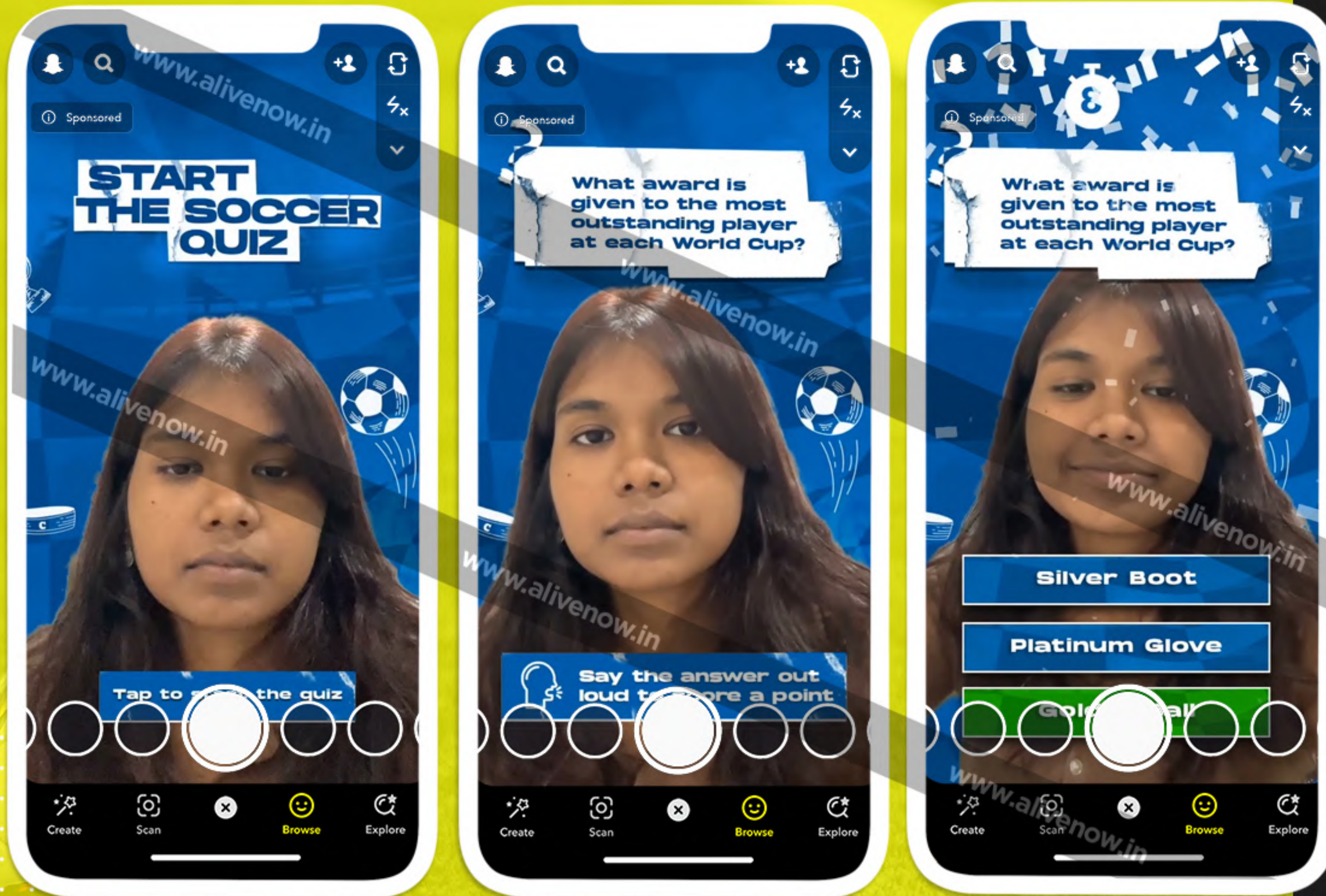
Say The Team Name And Wear The Team Colours

Say the team name out loud and see the team/country face mask appear with background segmented animation. This is powered via the voice recognition functionality



Soccer Practice

Practice with your teammates by passing the ball around the field with your voice.



Soccer Quiz

Answer this quiz using your voice as you test your knowledge of Soccer in AR

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



Agilvy



VISA



Lenovo



BBC



IPG



JWT



Reese's

dentsu



WPP

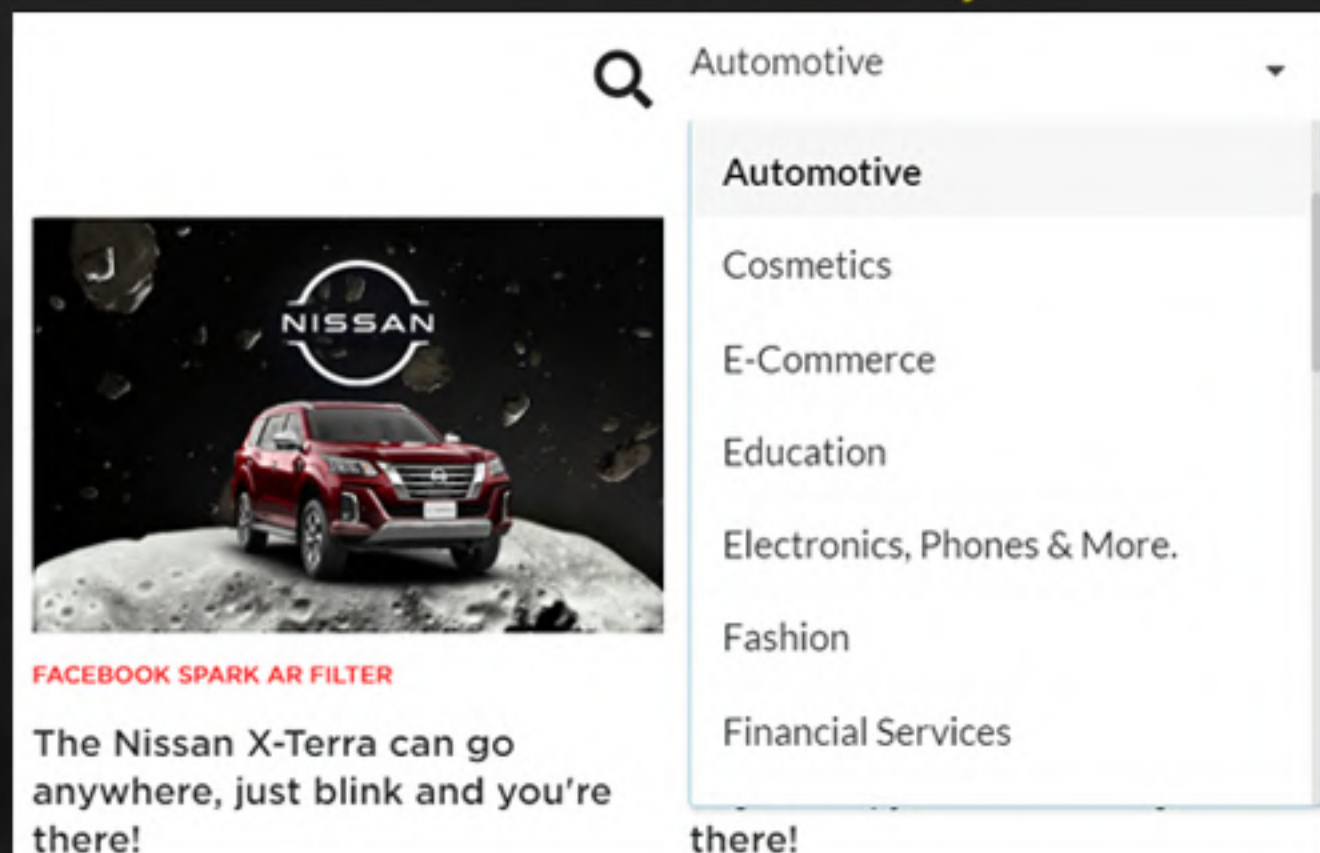


CARAT

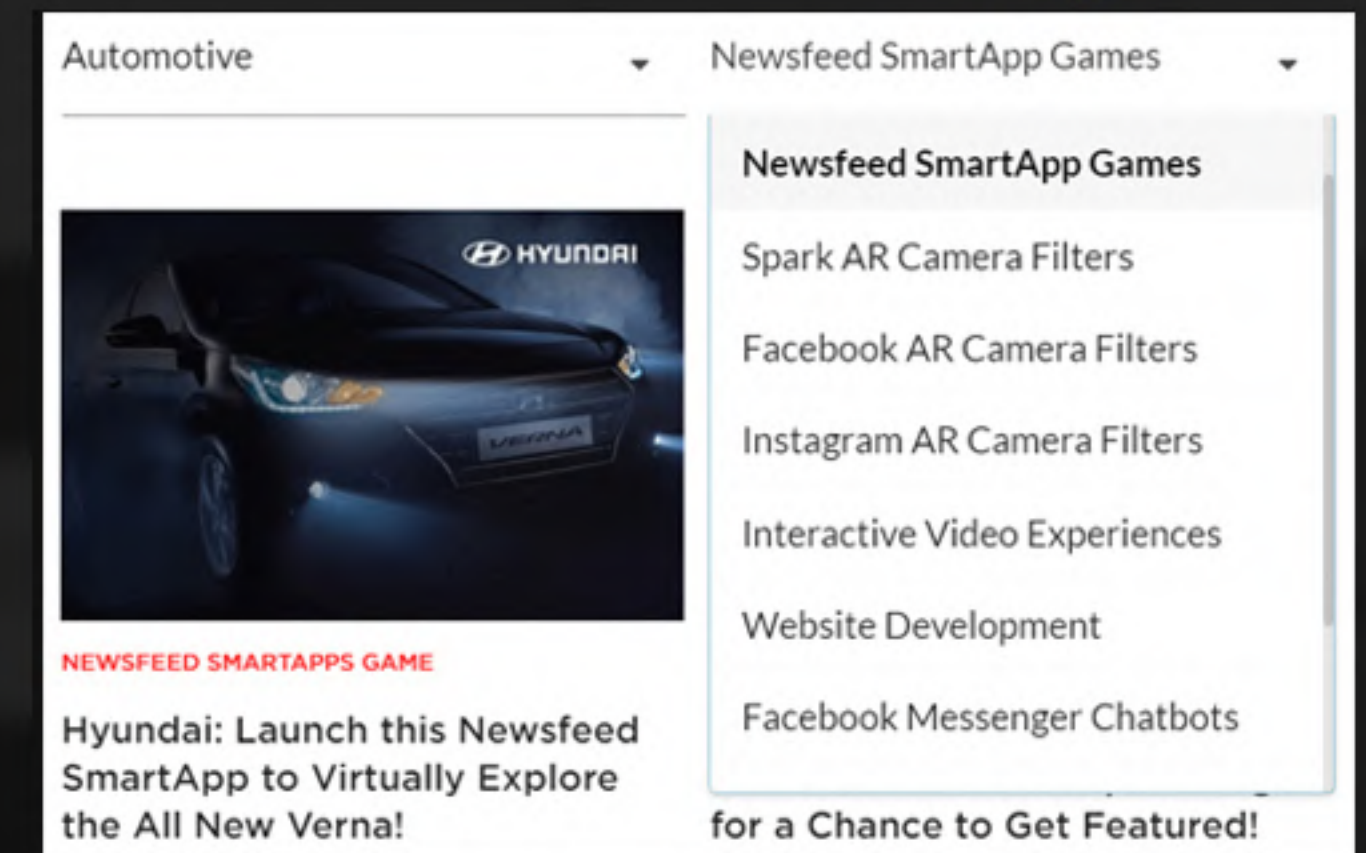
& more!

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INDUSTRY

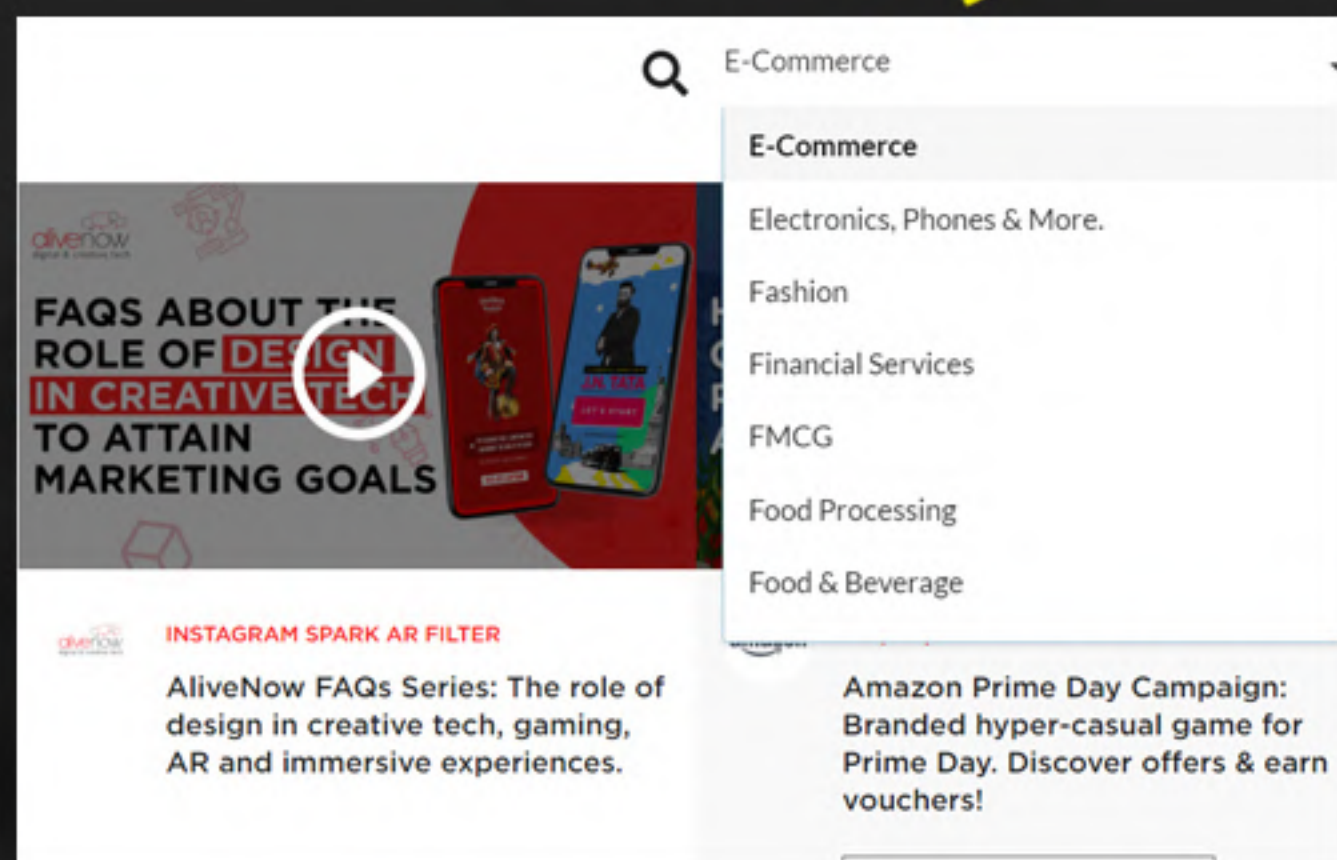


PLATFORM

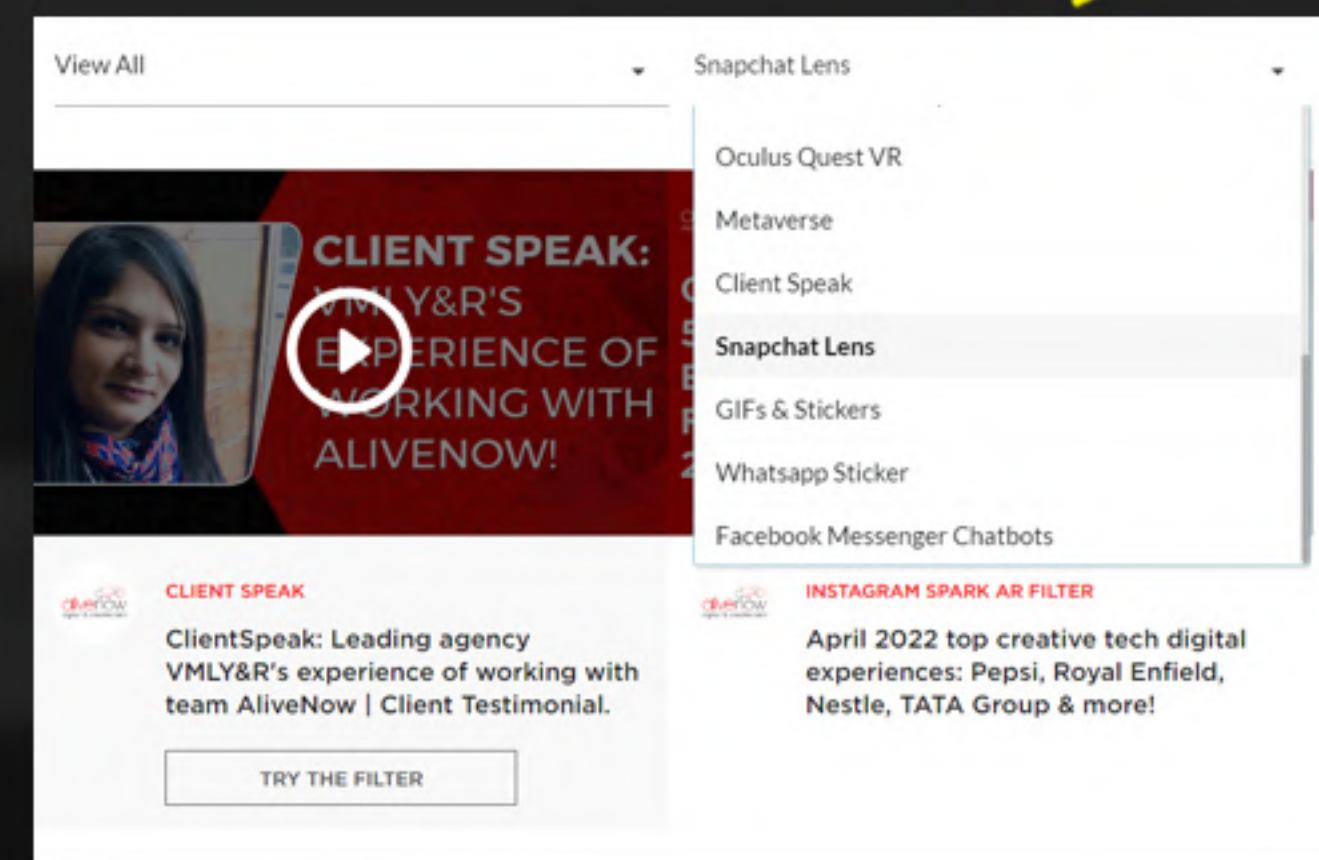


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM



THANK YOU!

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