



Amplify **Cricket** Season Campaigns With Immersive Digital TechExperiences

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



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.

200+
Agency Clients

Projects Across
25 Countries

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

500+
Brand Clients

2,500+
Creative Tech
Builds

WHY SHOULD YOU WORK WITH US?

2,500+ 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

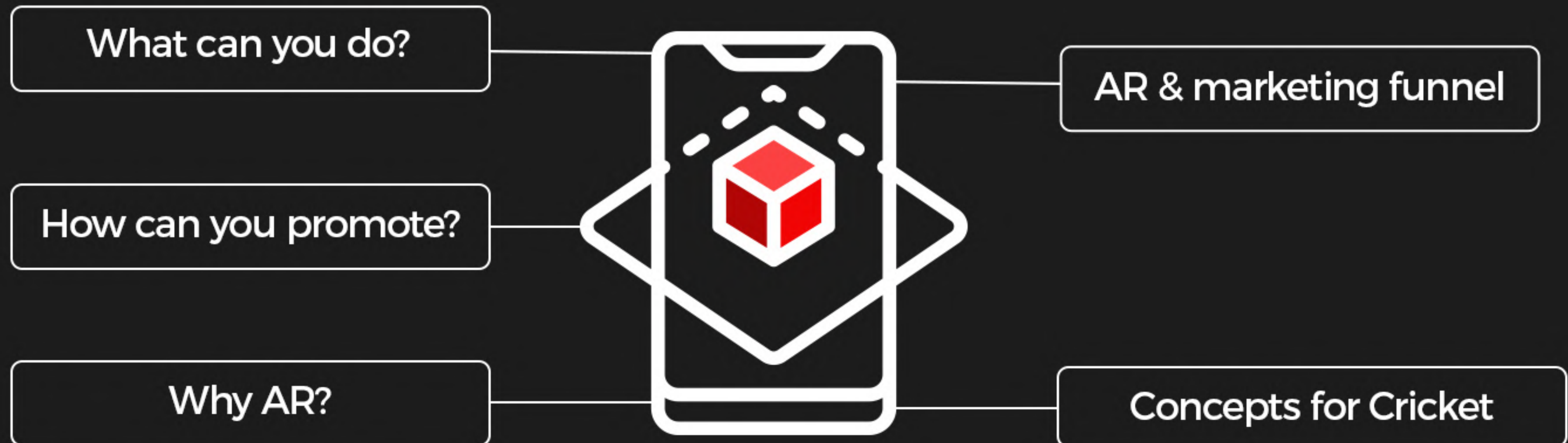
Ads of the World

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.**

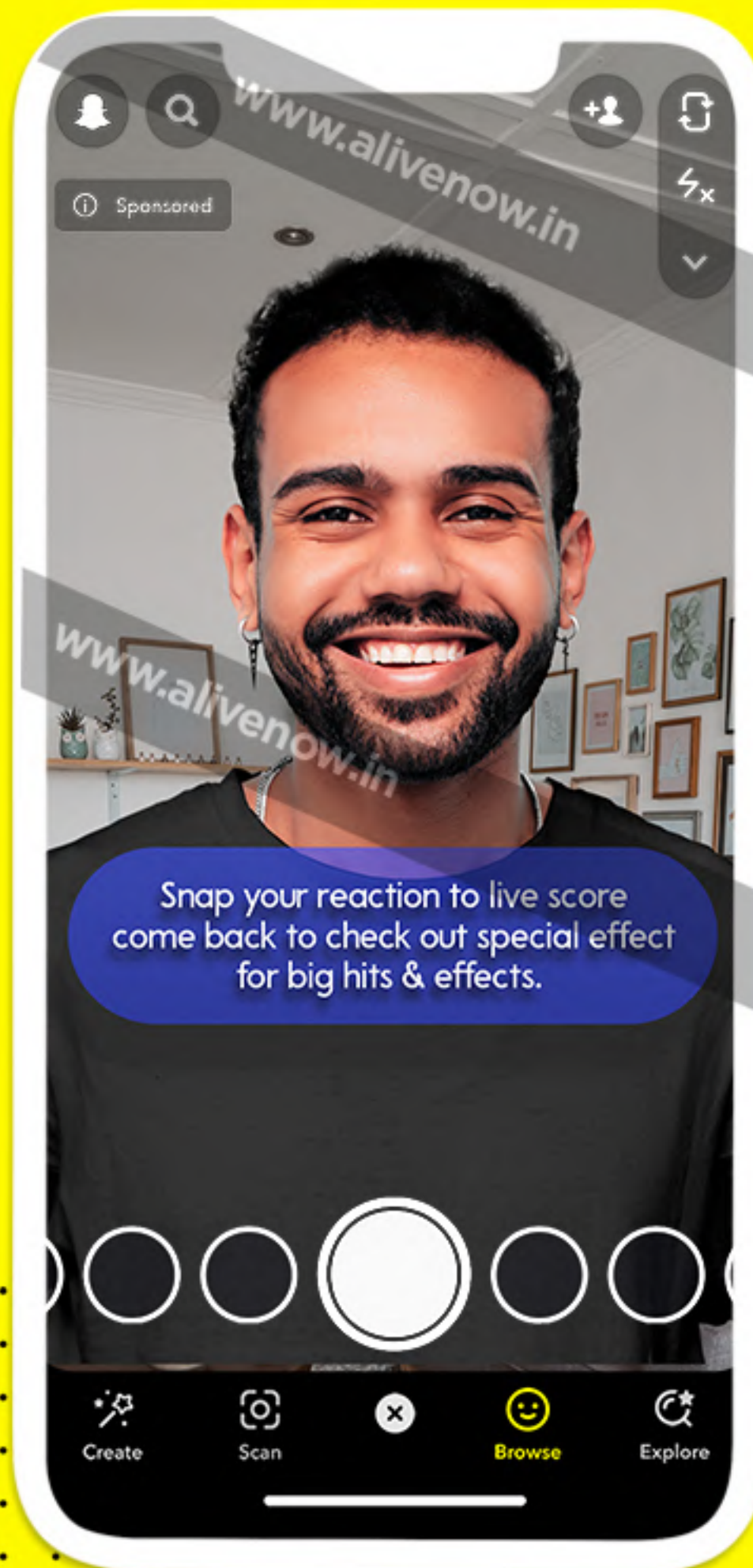
**NO MORE LEARNING
CURVE IN AR,
EVERYONE GETS IT.**

**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**



What's Your Reaction?

Who said momentary reactions are only for fans at the stadium? Now snap your own reaction for every ball or a shot using this lens.



Today's Match Quiz

What's your prediction for today's match? Tilt your head to select the options for these questions, powered by real time match stats.



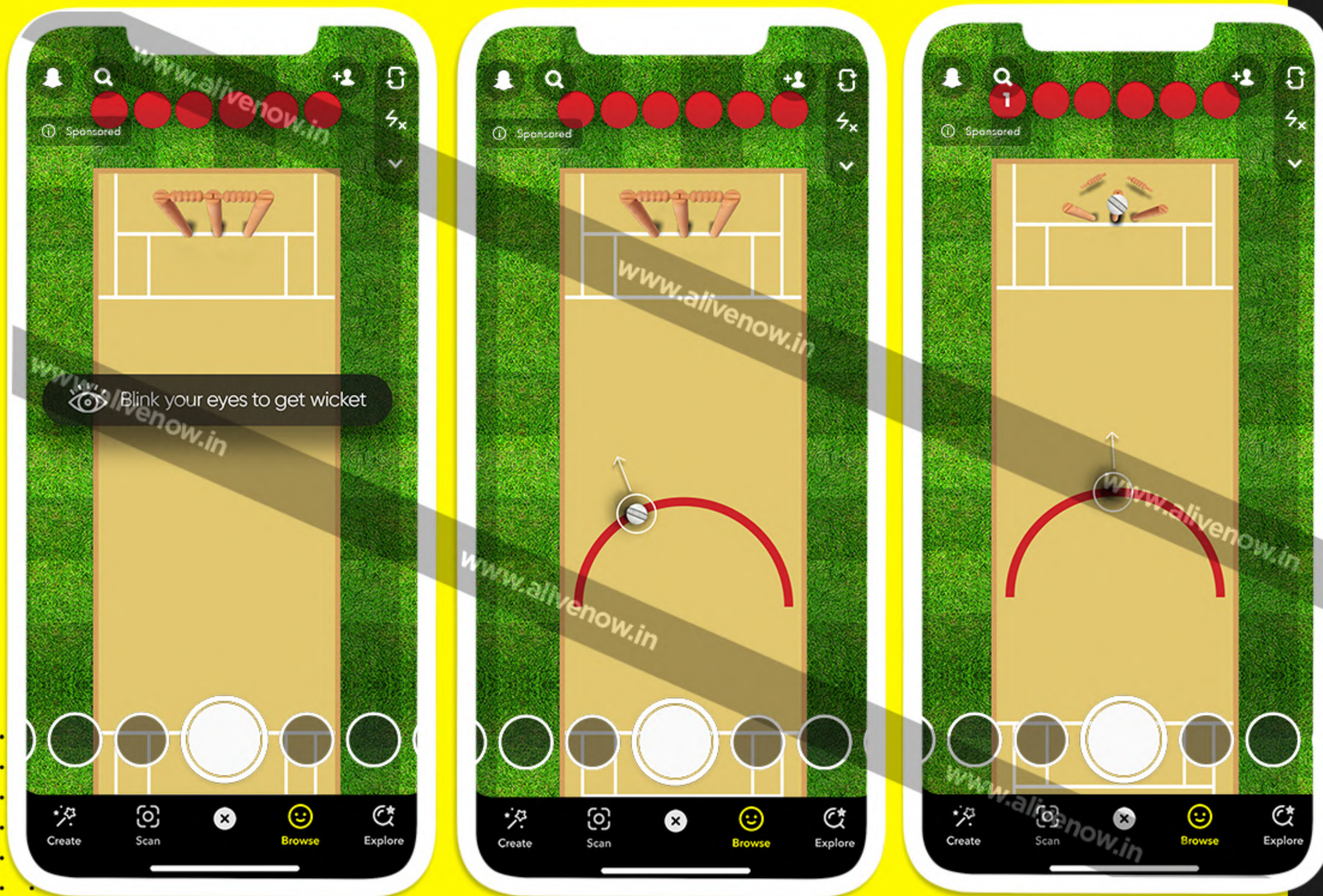
Power Game

Move the cricket player left or right and open your mouth to strike the balls with the runs marked on it. Score as much as possible with 30 seconds. Avoid balls with wicket markings & 0s



See Your Reaction On A Product

An AR experience where you can pick the face paint of the team you support, scream to react to the live score and switch camera to place the 3D product and see your reaction image with the face paint on that, take a picture to save and share.



Run Out Game

Blink at the right moment to shoot the balls from different positions to challenged yourself and get wickets. Six ball slots placed in a arc format. The ball appears one after the other with the arrow rotating.



Keepy Ups

Try to keep up the ball as long as possible by bouncing it on the cricket bat.



Cheer For Your Team

Call out the team name to cheer them with the team's 3D helmet with face paint & confetti in AR



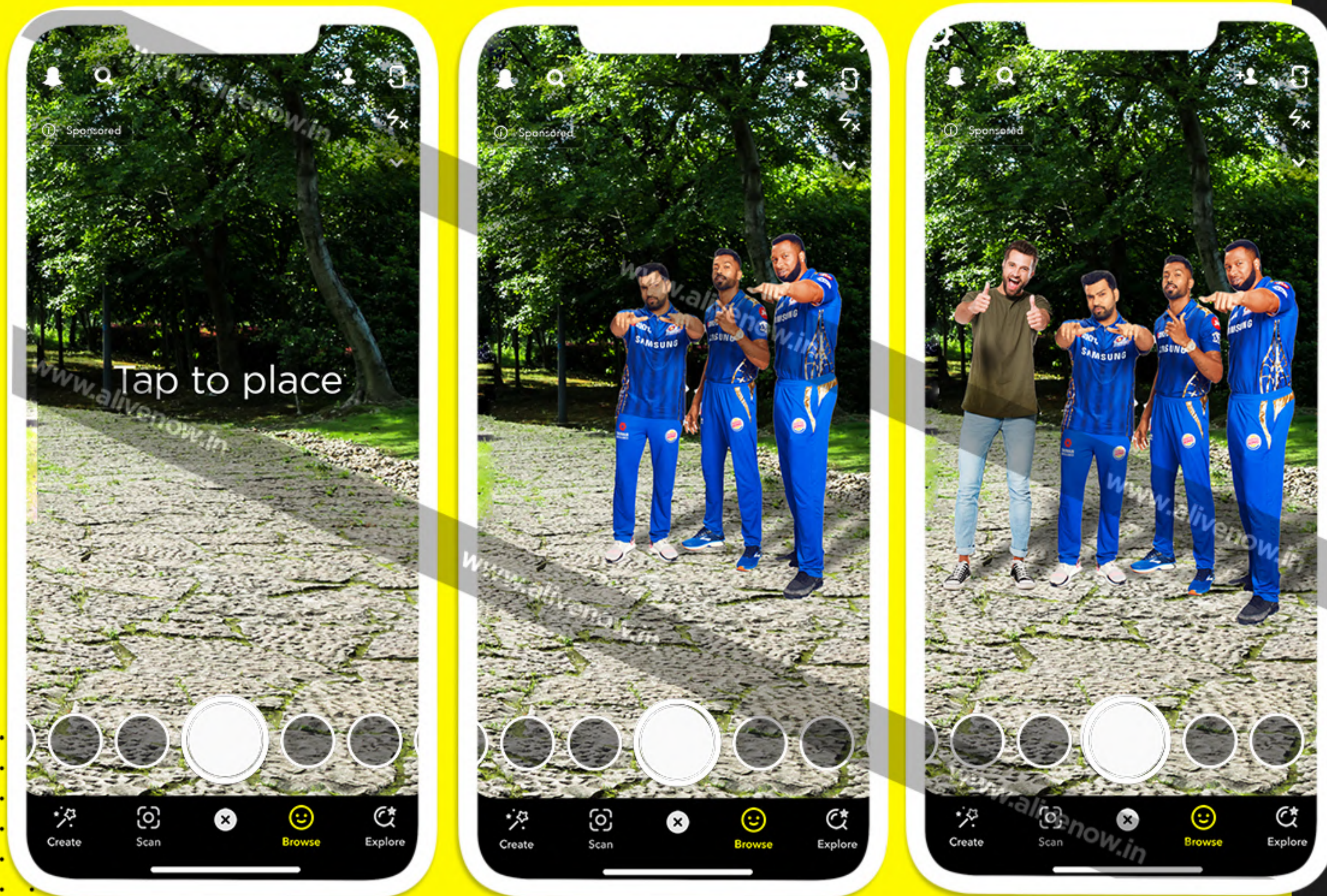
The Ultimate Cricket Challenge

Collect as many cricket elements as possible with 45 seconds, the collectibles change every 15 second. First 15 seconds is cricket bat, next 15 seconds are balls, & then the gloves/wickets.



Emoji Quiz

Guess the name of the cricketer shown as an emoji quiz



Fan Meet!

Switch to your rear camera and place your favourite superstar in your environment. Don't forget to get your friends into the frame and take a picture for bragging rights!



IPL Dhamaka

Look around in the 360 stadium environment to spot the 4 and 6 placard and tap on them for a surprise.



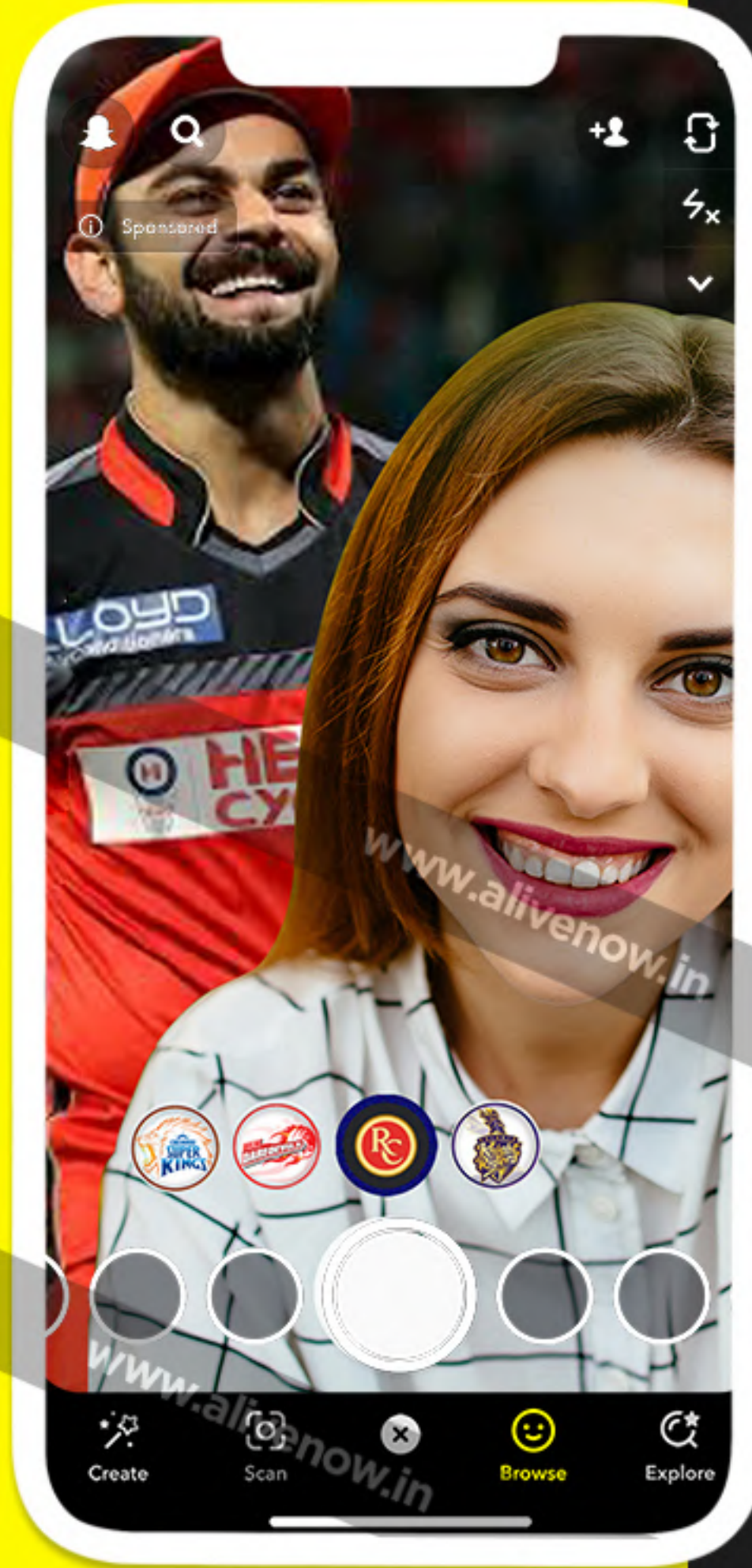
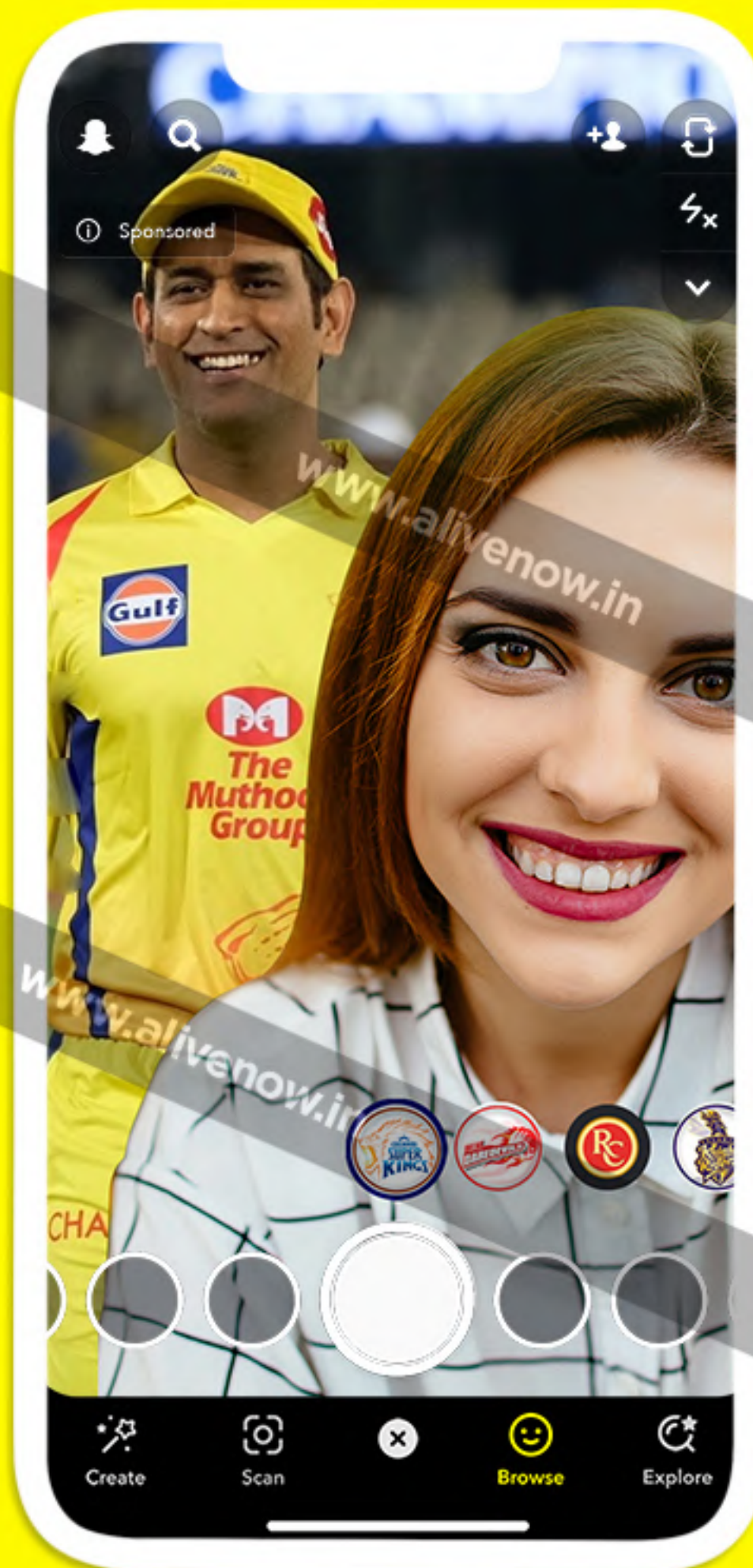
Locker Room

You are in the team's locker room. In 60 seconds, what all can you find? look around and tap to find different items to win prizes.



Super Over

How much can you score in your Super over! Blink to stop and that's what you score in that ball. Give it a try.



Selfie With The Stars!

Select your favourite team from the menu buttons and pose for a selfie with the captain!



The Action Collage

Pose for the series of actions shown to you by the randomizer and make a collage with it.

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

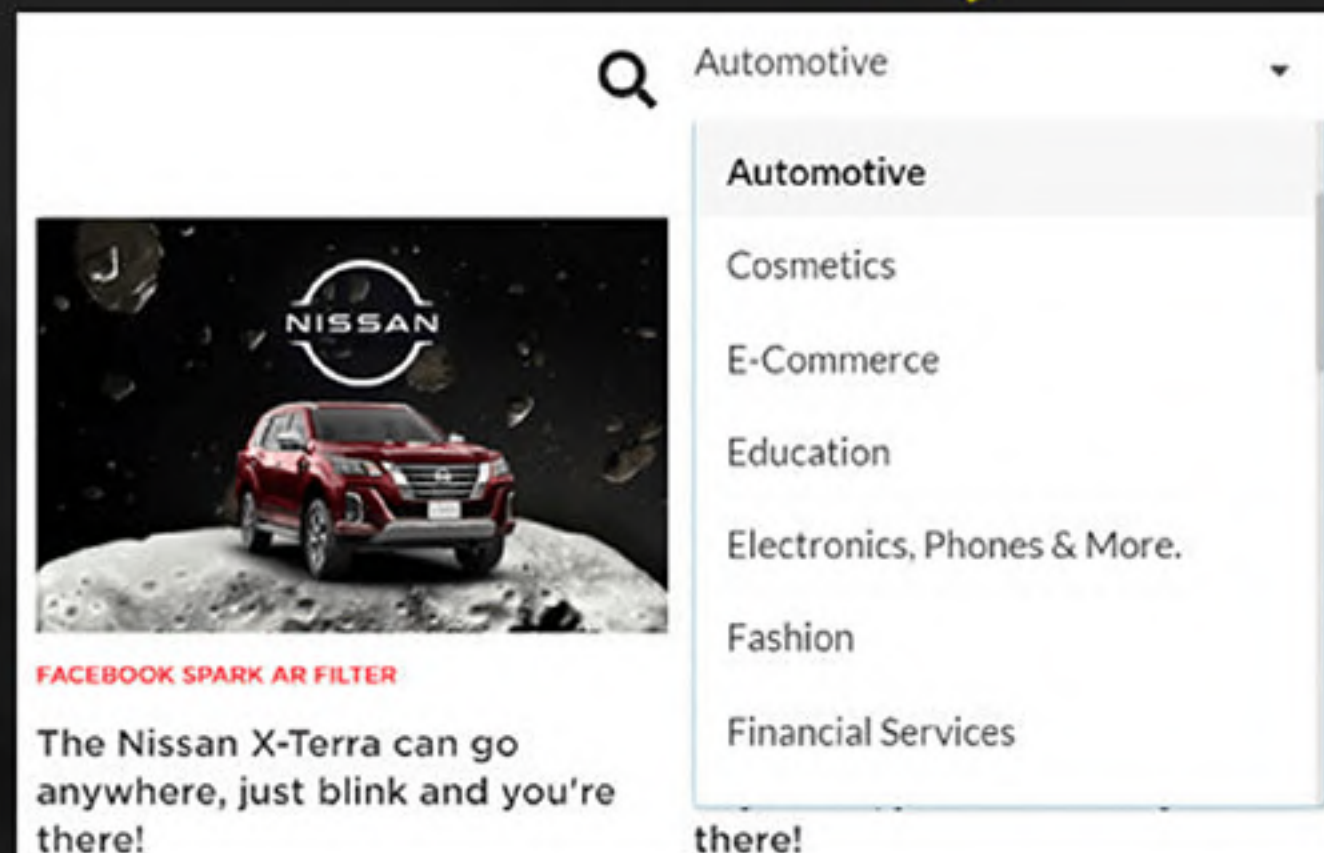
Coca-Cola

CARAT

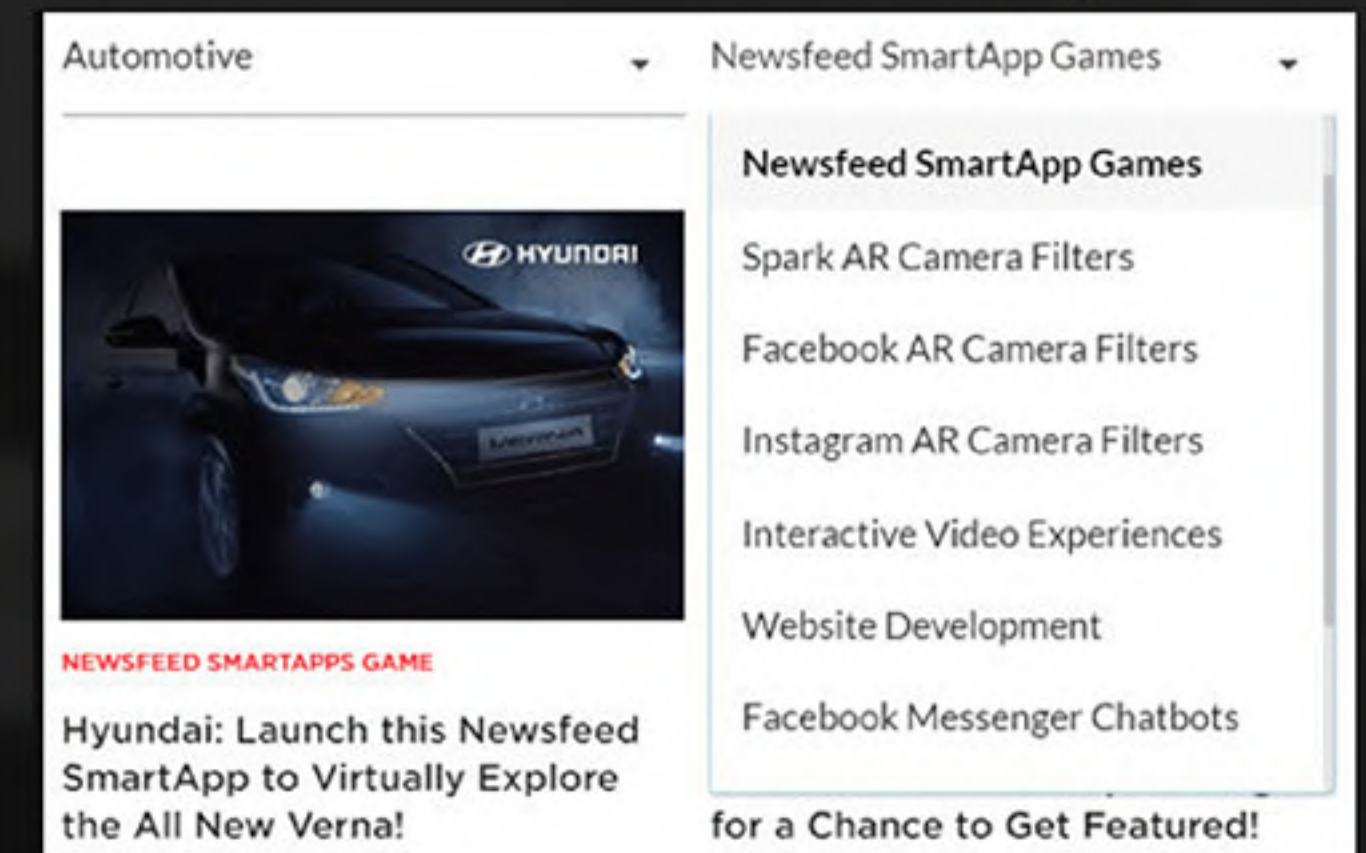
& more!

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1 INDUSTRY

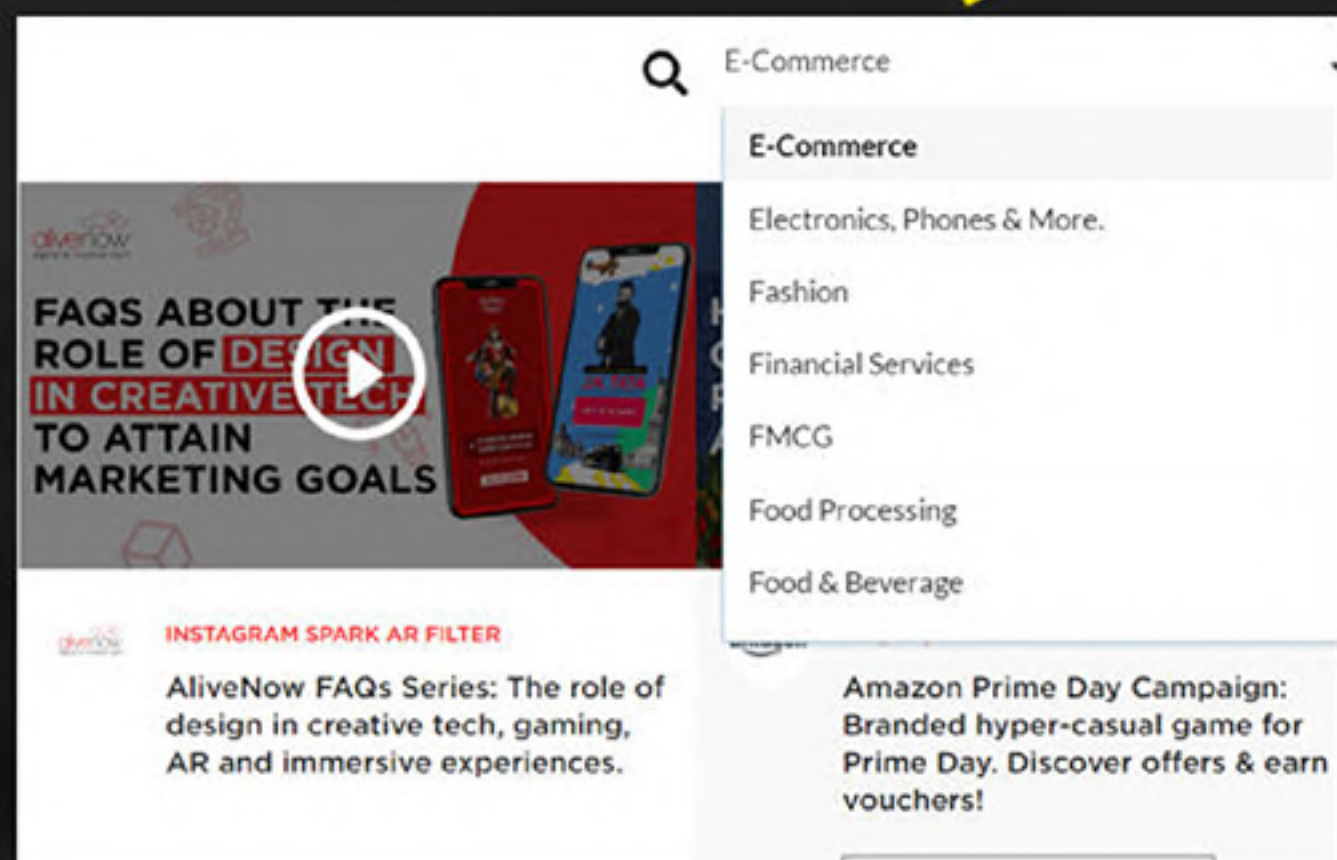


2 PLATFORM

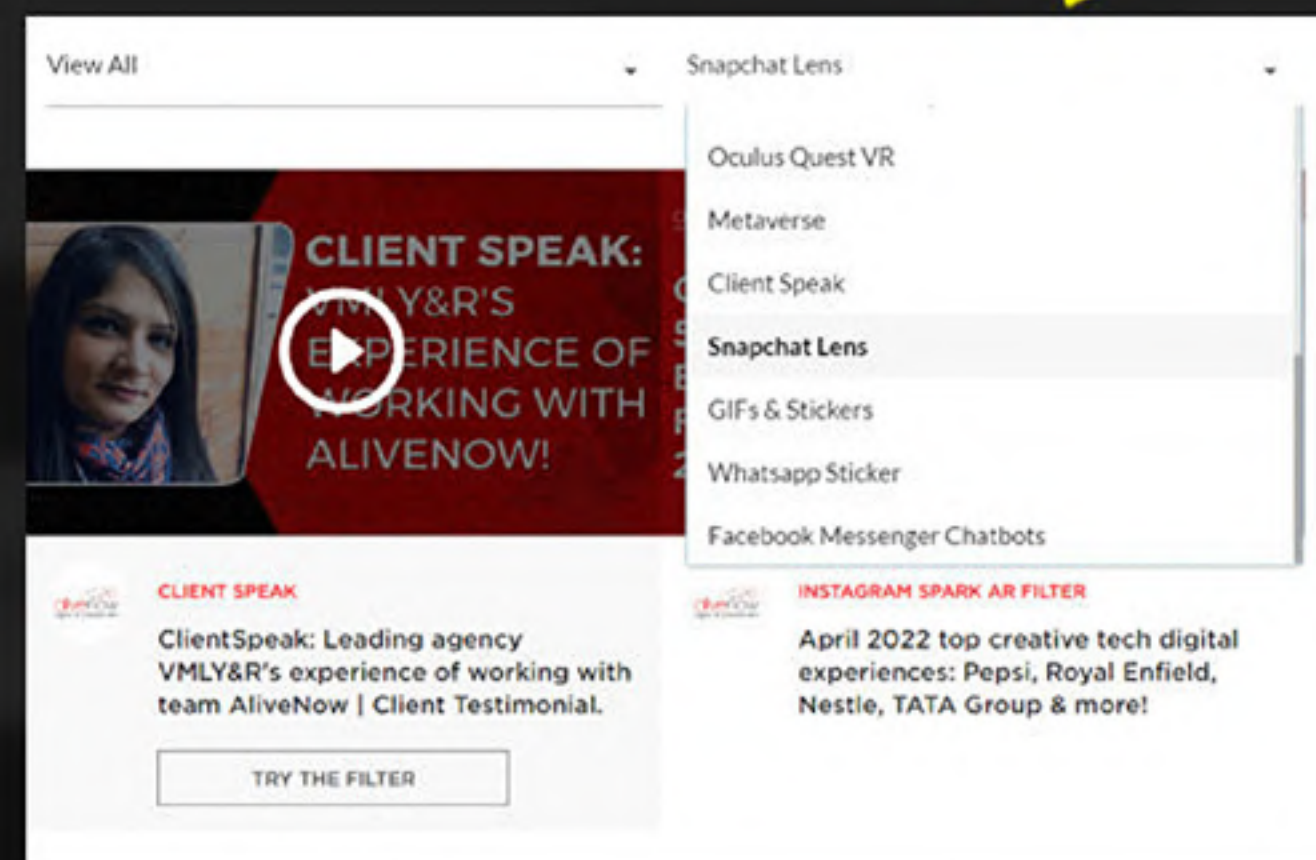


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM



THANK YOU!

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