

MEMORABLE VALENTINE'S DAY WITH **SNAPCHAT**!

Unlock unique, immersive and
memorable augmented reality
experiences with Snapchat this
Valentine's day!



SNAPCHAT AR LENSES



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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

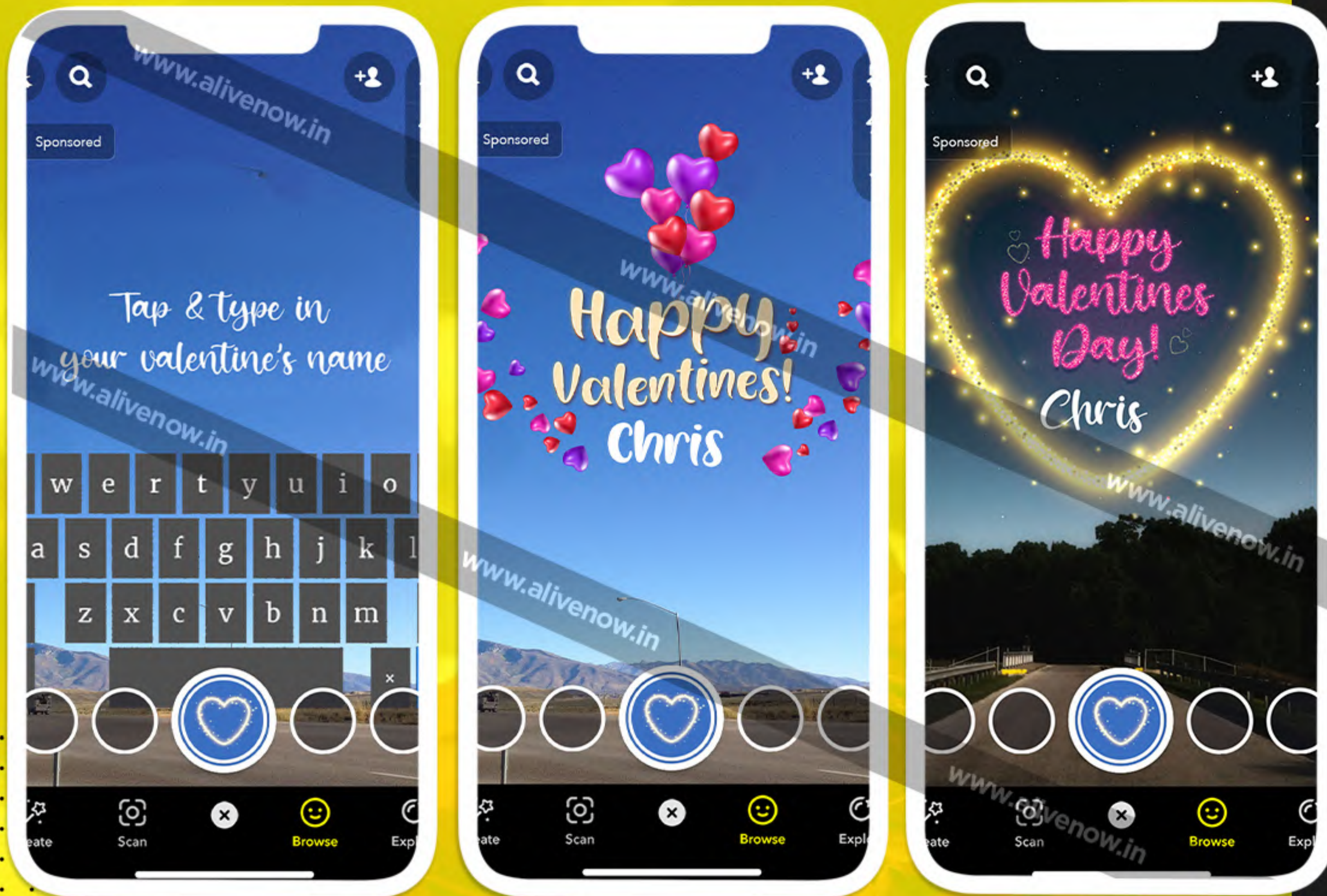
The Drum

Ads of the World

AdAge

ad:tech

campaign & many more!



Message in the Sky

In this lens, the user get to place a personalized Valentine's greeting for their partner in the sky, at any time of the day

Sky Tracking

Personalization



Create Personalized Love Bracelets

In this lens, the user collects bracelet charms in the front camera and then switches the camera to try it on their wrist in AR.

Wristwear Try-on

Personalization



In this lens, the user gets to try on Valentine's Day cupid ear set in AR.

Ear Tracking



Compatibility Test

In this lens, couples take turns answering a voice-activated quiz to determine their level of compatibility.

Voice Recognition ML

Background Segmentation



V-day Outfits

In this lens, the user tries matching Valentine's Day Special outfits with their partner.

Cloth Simulation Try-on

Full Body Tracking



Say "I love you"

In this lens, users say I-love-you out loud in parts to trigger special animation on the screen.

Voice Recognition ML



Convey Your Special Message

Users are prompted to convey a V-day message on the screen using special words. Users see lovely animation triggered when they use special words like love, beautiful, grateful, etc.

Voice Recognition ML

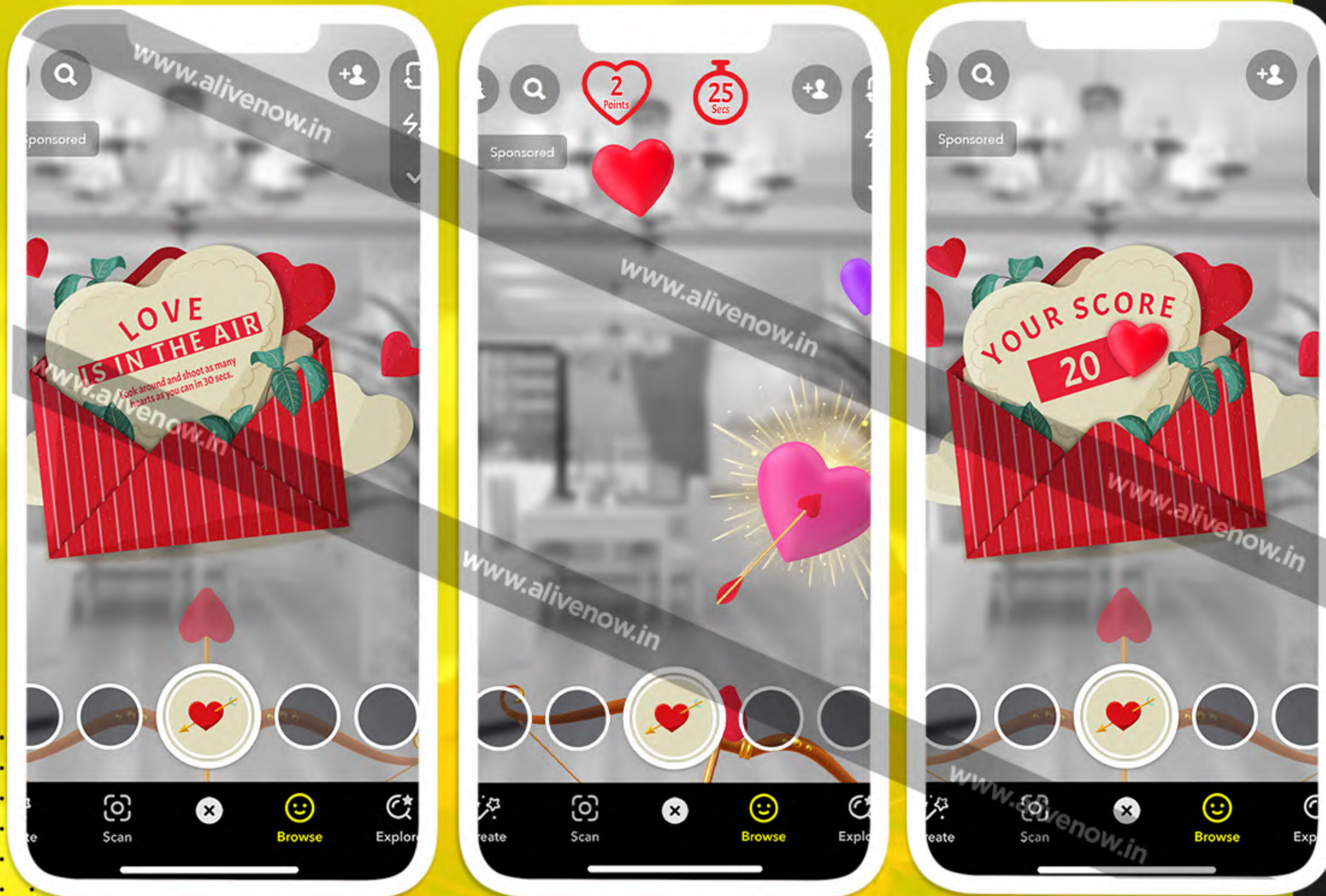


Valentine's Date Challenge

In this lens, the user gets to spin the wheel to try out quirky challenges with their date.

Gamification

Face Tracking



Love is in the Air

In this lens, the user gets to pan their phone to spot and collect hearts in their environment and set a high score!

Rear camera- 360° look around

Gamification



Heartbreaker Game

In this lens, singles get to have fun on Valentine's day by breaking some hearts in this AR game and setting a high score!

Gamification

Face Tracking



Ultimate V-day Couple Quiz

In this lens, the user takes a fun AR couple quiz with their partner.

Multiple face tracking

Gamification



Hearty Collage

In this lens, the user gets to create a loving heart shape collage with their partner.

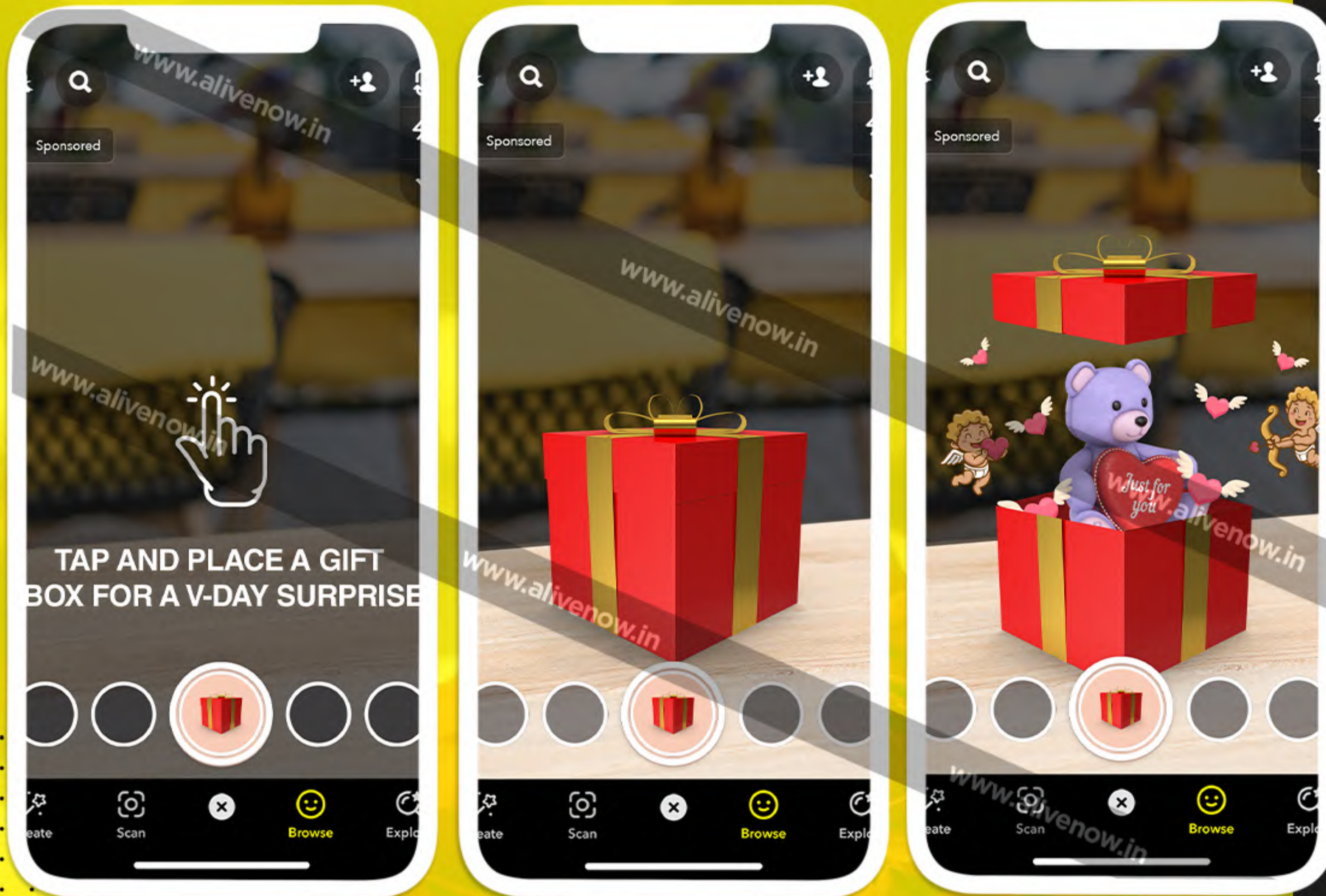


Travel Partners for Life

In this lens, the user and their partner's faces get segmented into a frame of two loving travel buddies.

Multiple face tracking

Background Segmentation



Valentine's Day Gift Box

In this lens, the user gets to place and tap open a 3D gift box for a V-day greeting.

Surface Tracking

3D Objects

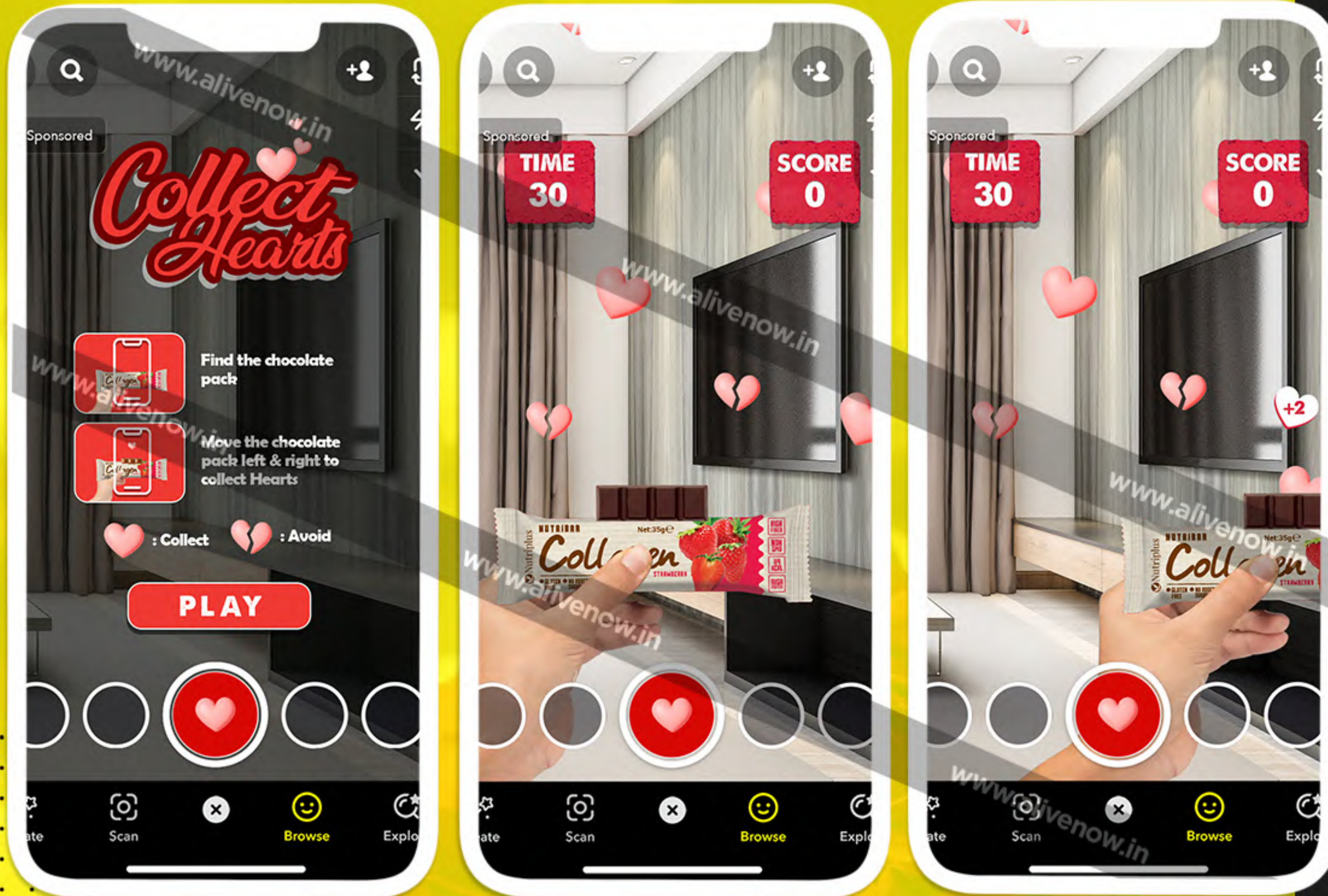


Scan & Play

In this lens, the user gets to scan a product and play a fun game on the packaging itself.

Target Tracking

Gamification



Collect Hearts

In this lens, the user gets to turn the chocolate bar into a controller and collect hearts to set a high score.

Target Tracking

Gamification



Spread Love

In this lens, the user blows a heart that will appear to float seamlessly into the screen and to the rear camera to set the Vibe for V-day.

Face Gesture Tracking



Form A Heart Together

In this lens, the user and their partner will be instructed to form one side of the heart with their hands to trigger a lovely experience on the screen.

Hand Tracking

Face Tracking

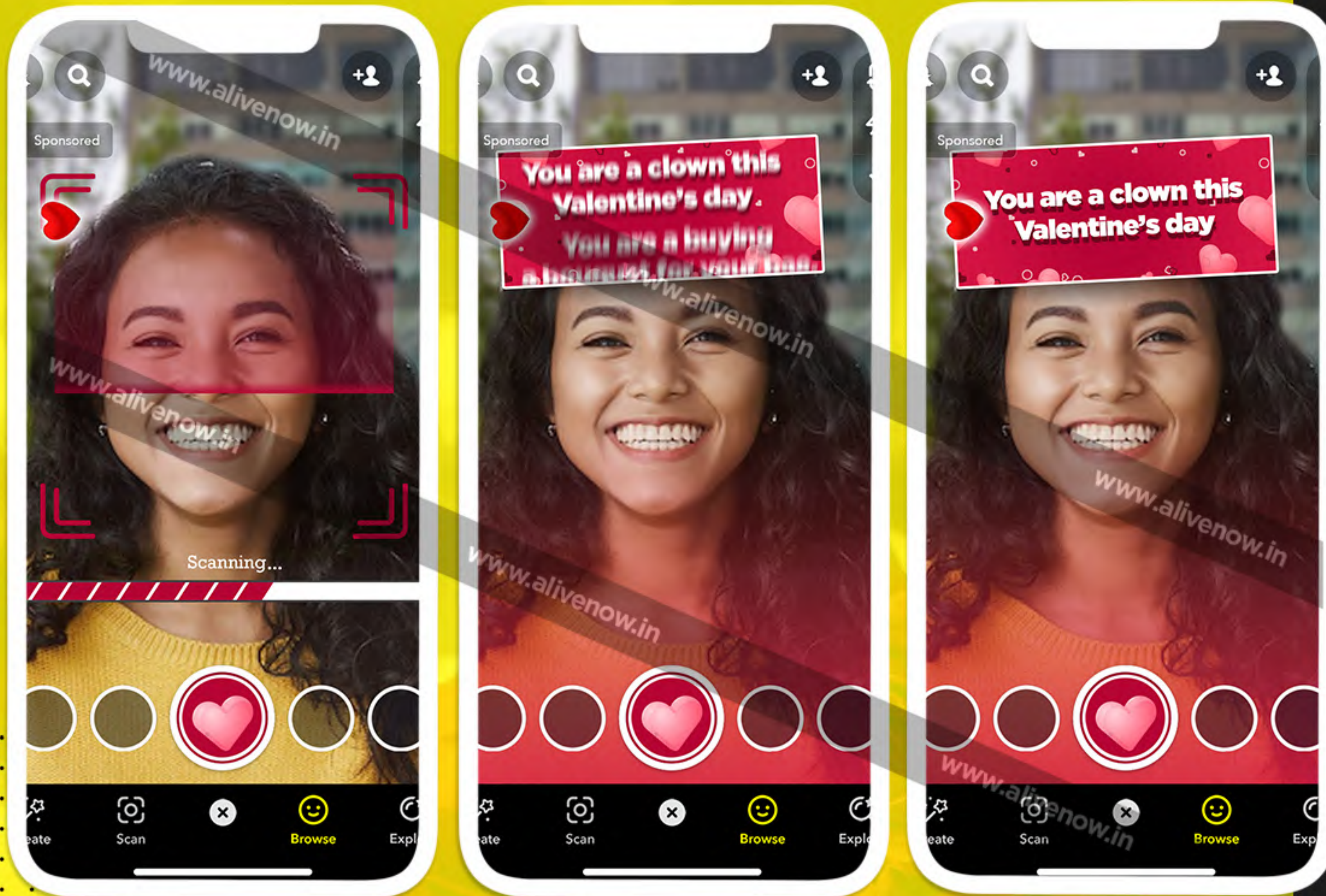


Valentine's Day Wonderland

This experience is incomplete until the user brings their partner into the frame. The user triggers relevant animation on the screen by sharing the screen with their partner.

Multiple face tracking

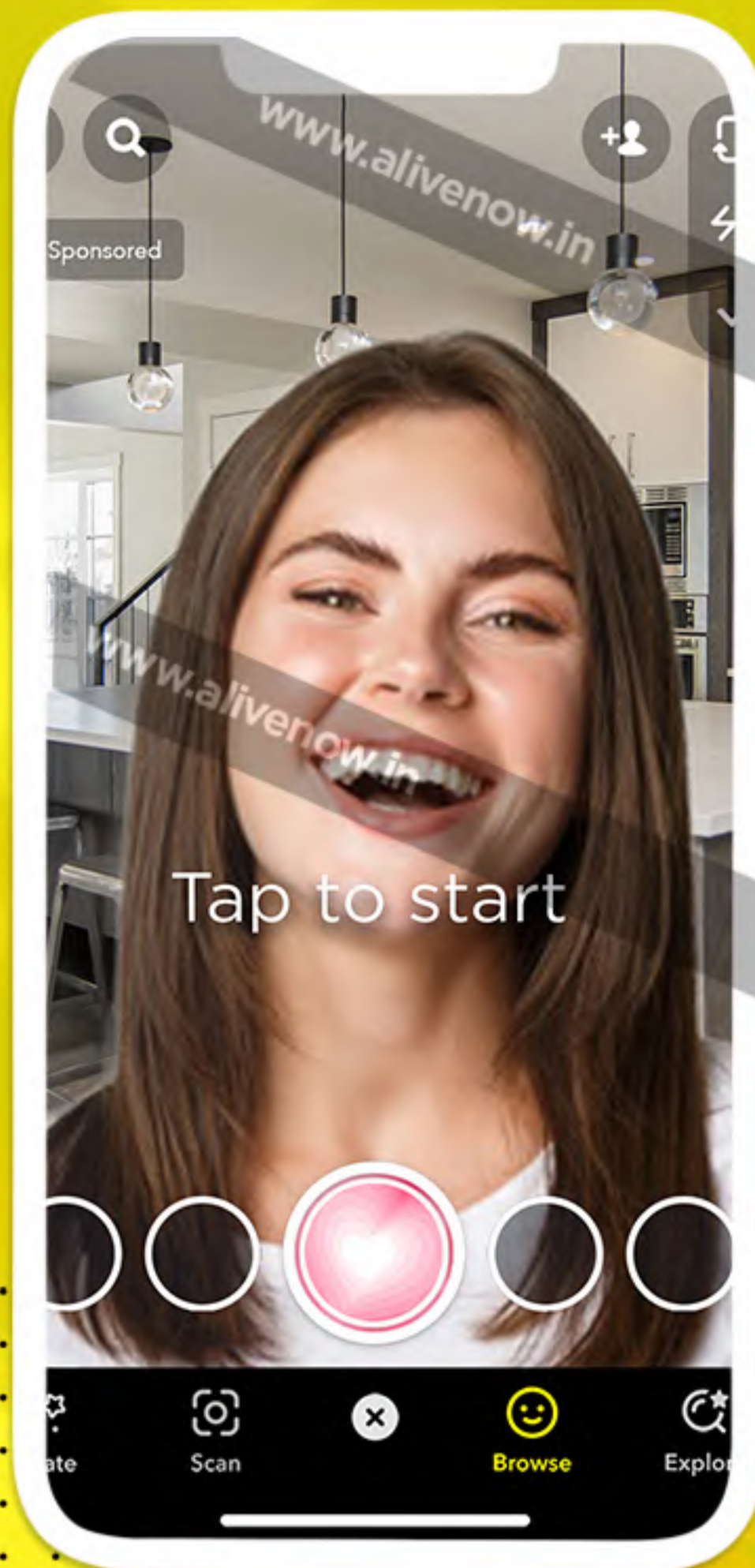
Background Segmentation



Valentine's Day 2023 Prediction

In this lens, the user uses the lens to find out their predictions for Valentine's Day 2023

Face tracking



Heart Tunnel

In this lens, the user get to try on a lens with an aesthetic Valentine's day background and share it with their Valentine.

Face tracking

Background segmentation



Come Together to Form a Heart

In this lens, users see their real-time background transition into a romantic one when they come together from a heart on the screen.

Multiple face tracking

Background segmentation

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

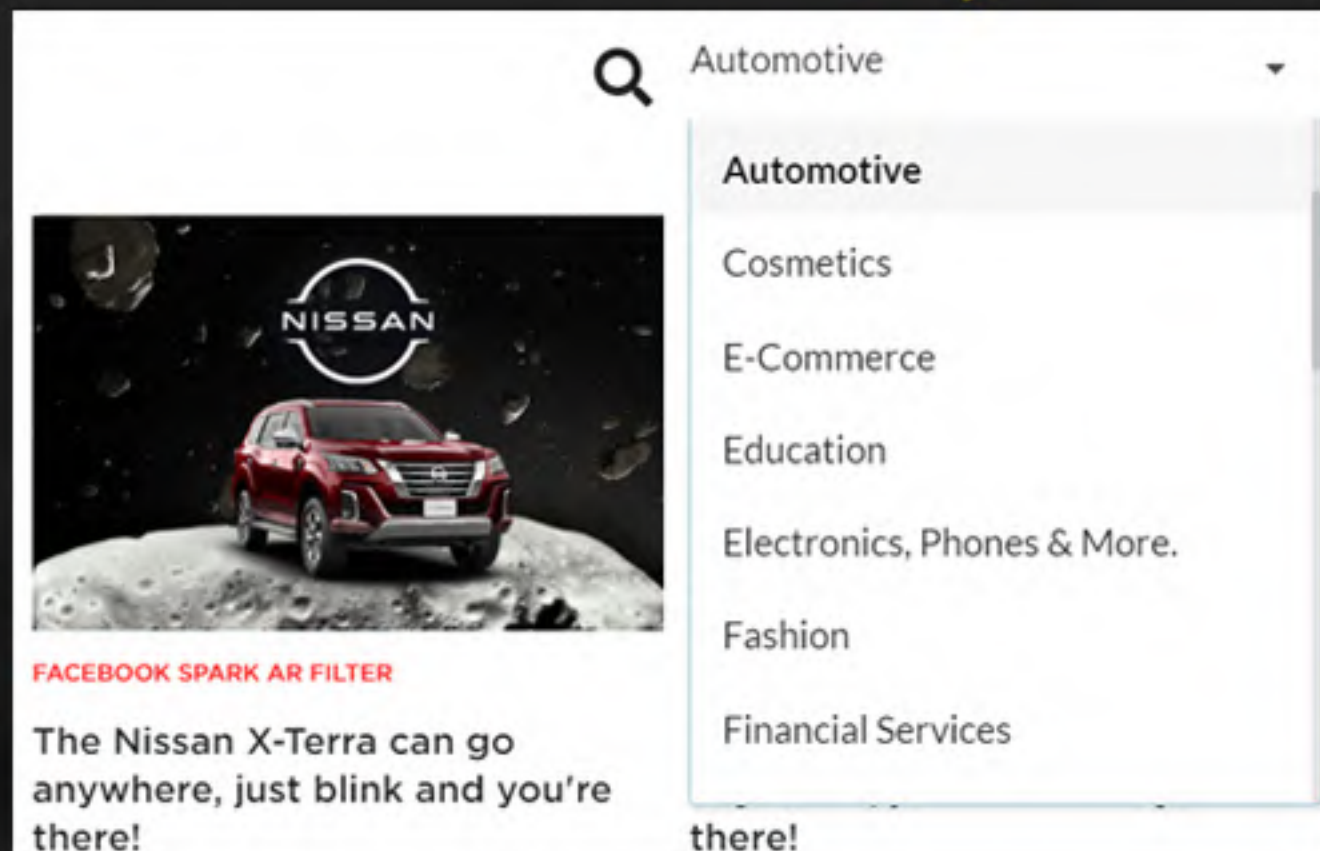
Coca-Cola

CARAT

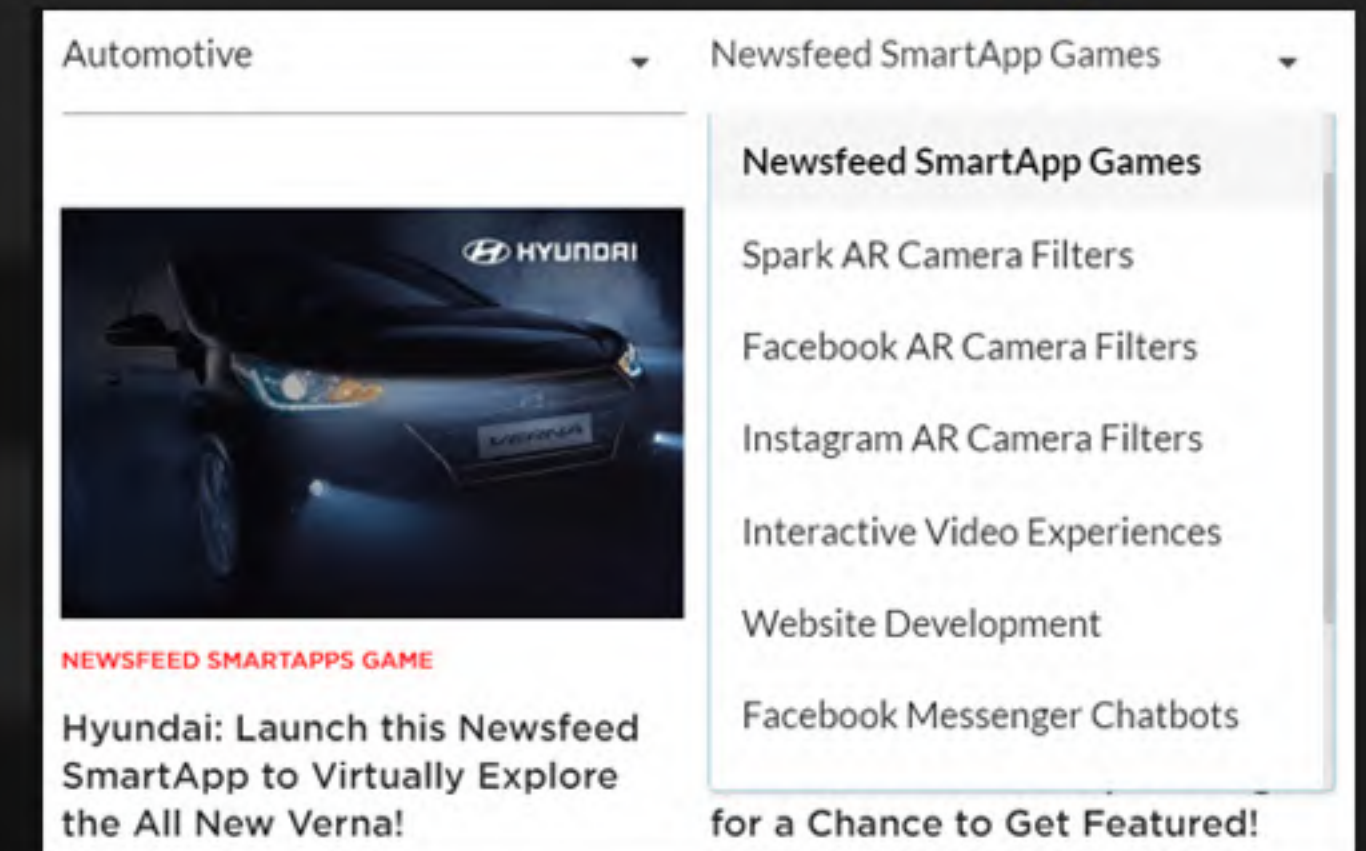
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INDUSTRY

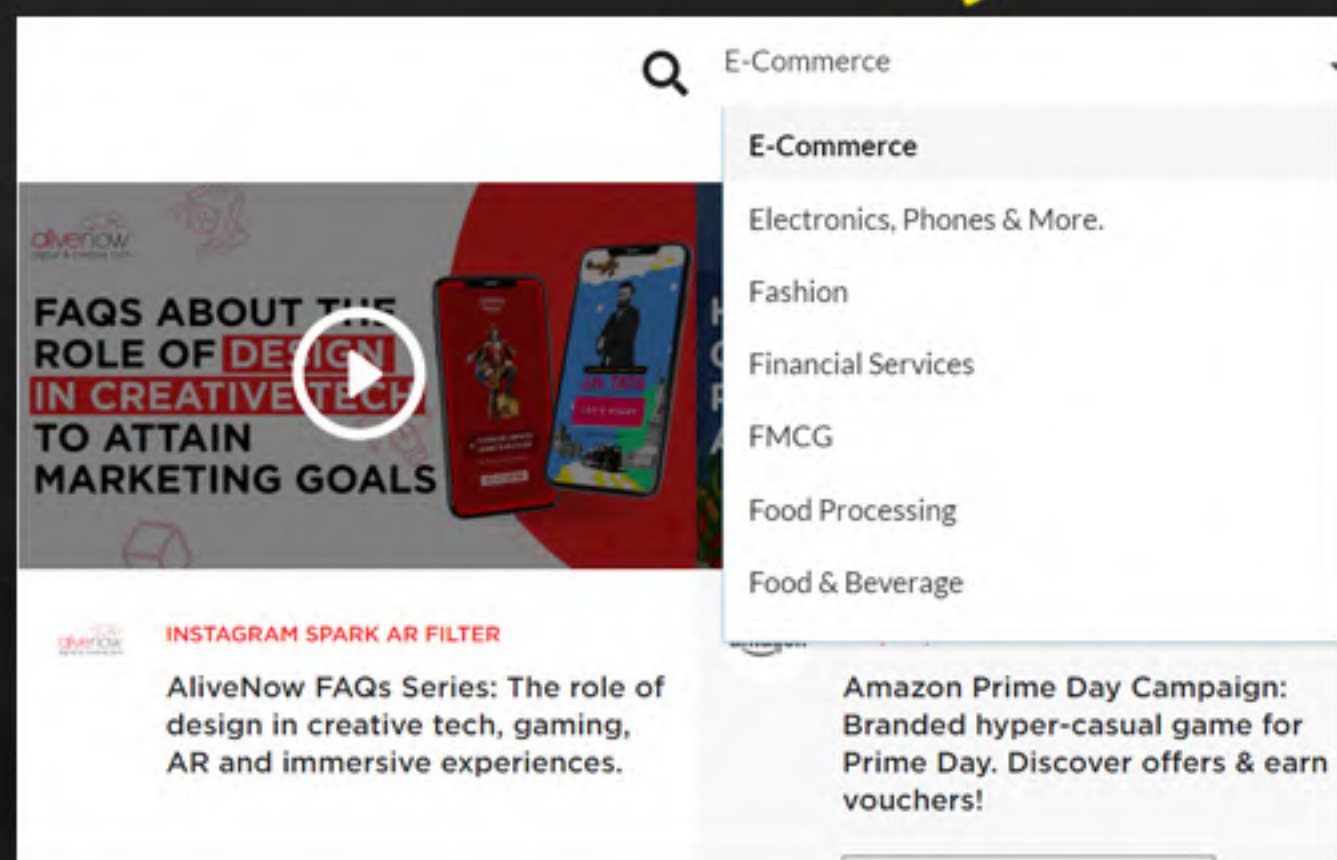


PLATFORM

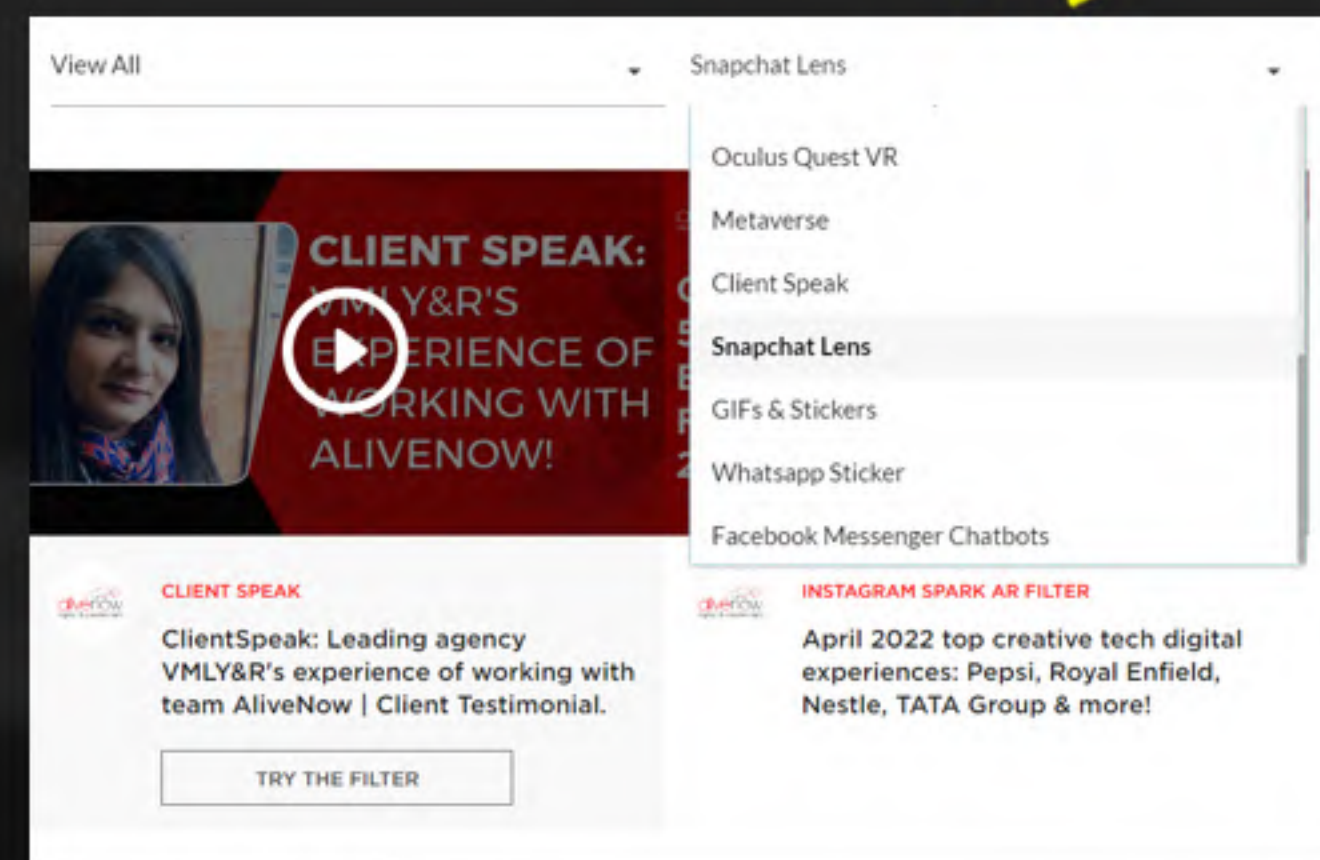


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM



THANK YOU!

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