

UAE National Day 2022

Leverage Interactive digital solution to engage with your audience and propell brand engagement for this UAE National Day.

Explore engagemnents with **Instagram, Facebook, Snapchat, TikTok, WebAR, and Hyper-Casual Branded Games.**



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CREATIVE TECH SOLUTIONS WE OFFER:



Augmented Reality & Camera Solutions

Instagram AR Filters
Snapchat AR Lenses
Web AR Experiences
TikTok AR Effects
Niantic Lightship ARDK
In-App AR (ARkit/ARCore)
Kinect Camera Experiences
In-stream/In-feed AR Ads



Branded Gaming Solutions

Newsfeed SmartApps
Swipe Up Story Games
In-App Games
Facebook Playable Ads
AR Games
Branded Gaming Modules



Other Creative Tech Solutions

3D-360 Virtual Shoppable Stores
Static & Dynamic 3D modelling
Interactive Videos
Messenger & Instagram Bots
WhatsApp Bots

PREMIER PARTNER
8thWall



OFFICIAL SPARK AR PARTNER
   Spark AR

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

150+
Agency Clients

**Projects Across
25 Countries**

500+
Brand Clients

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

2,000+
**Creative Tech
Builds**

WHY SHOULD YOU WORK WITH US?

2,000+ builds over 10 years.

Conceptualized, built and launched over 2,000 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 Instagram & Facebook Spark AR partner, Snapchat Lens Creative Partner and an 8th Wall Premier Partner.

OUR WORK HAS BEEN FEATURED ON

facebook

The Drum

Ads of the World

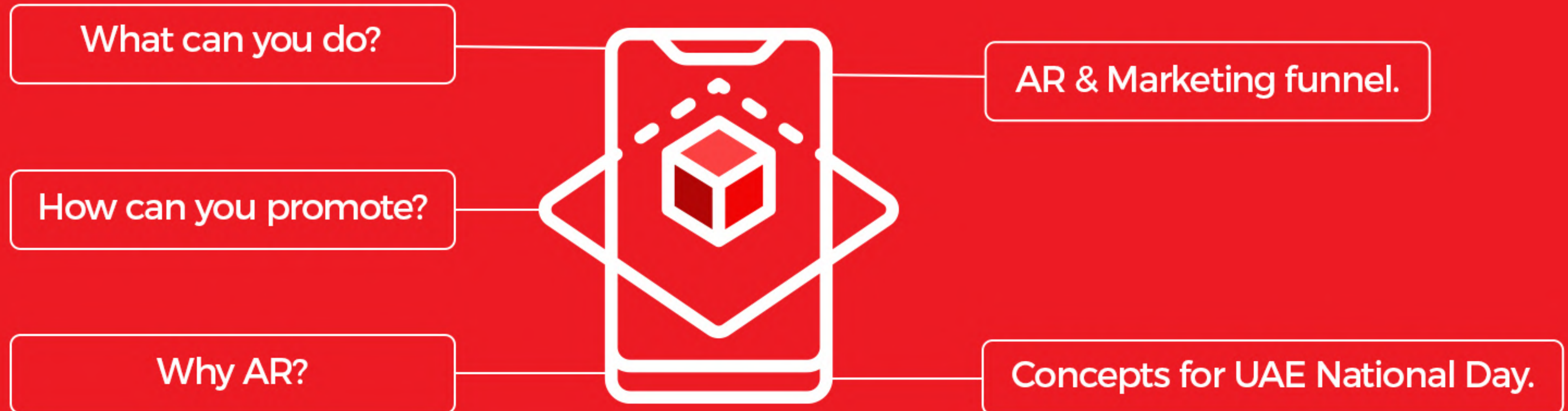
AdAge

ad:tech

campaign

& many more!

THE WORLD OF AUGMENTED REALITY FILTERS & LENSES



WHAT'S POSSIBLE WITH AR FILTERS & 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



Foot
tracking



Floor
tracking



3D
portals



Full body
tracking



Multiple people
tracking

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.**

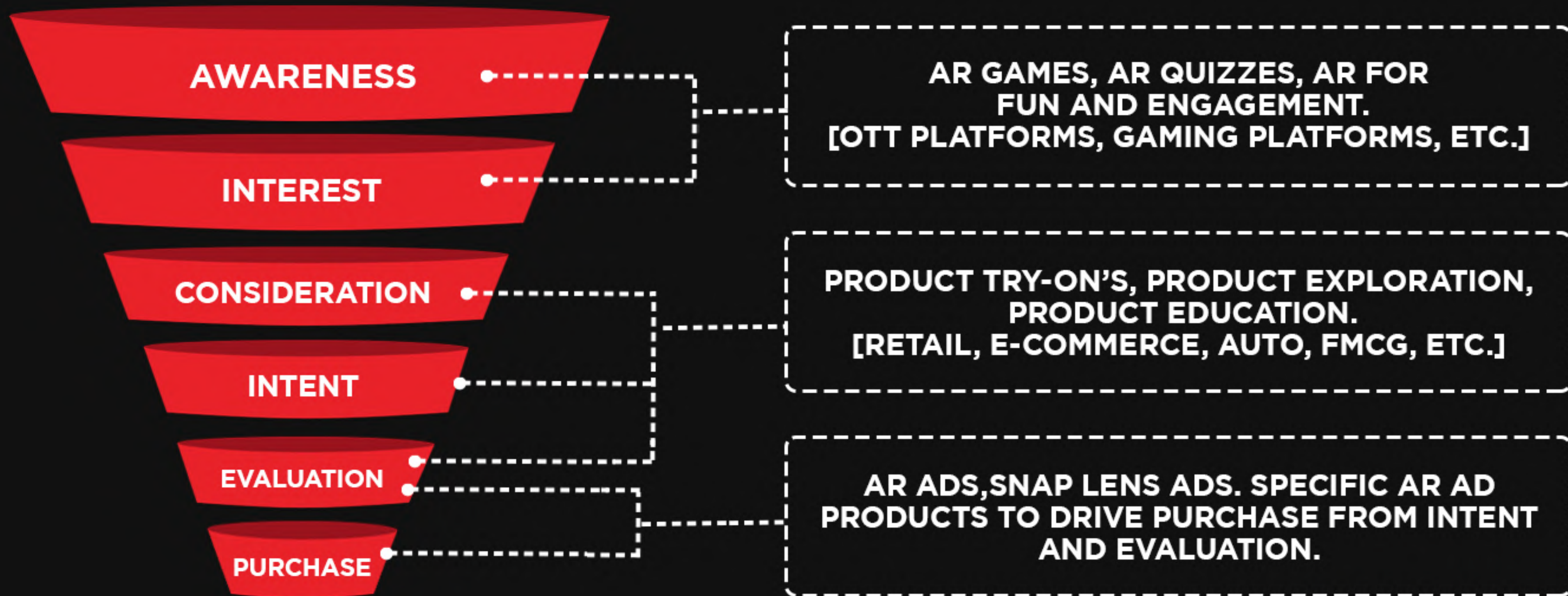
**BETTER
SMARTPHONES &
PROCESSERS =
INCREASED REACH
+ AR AT SCALE.**

**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

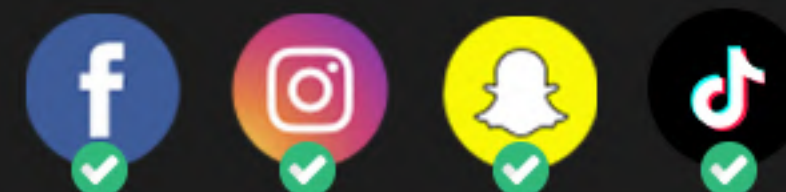


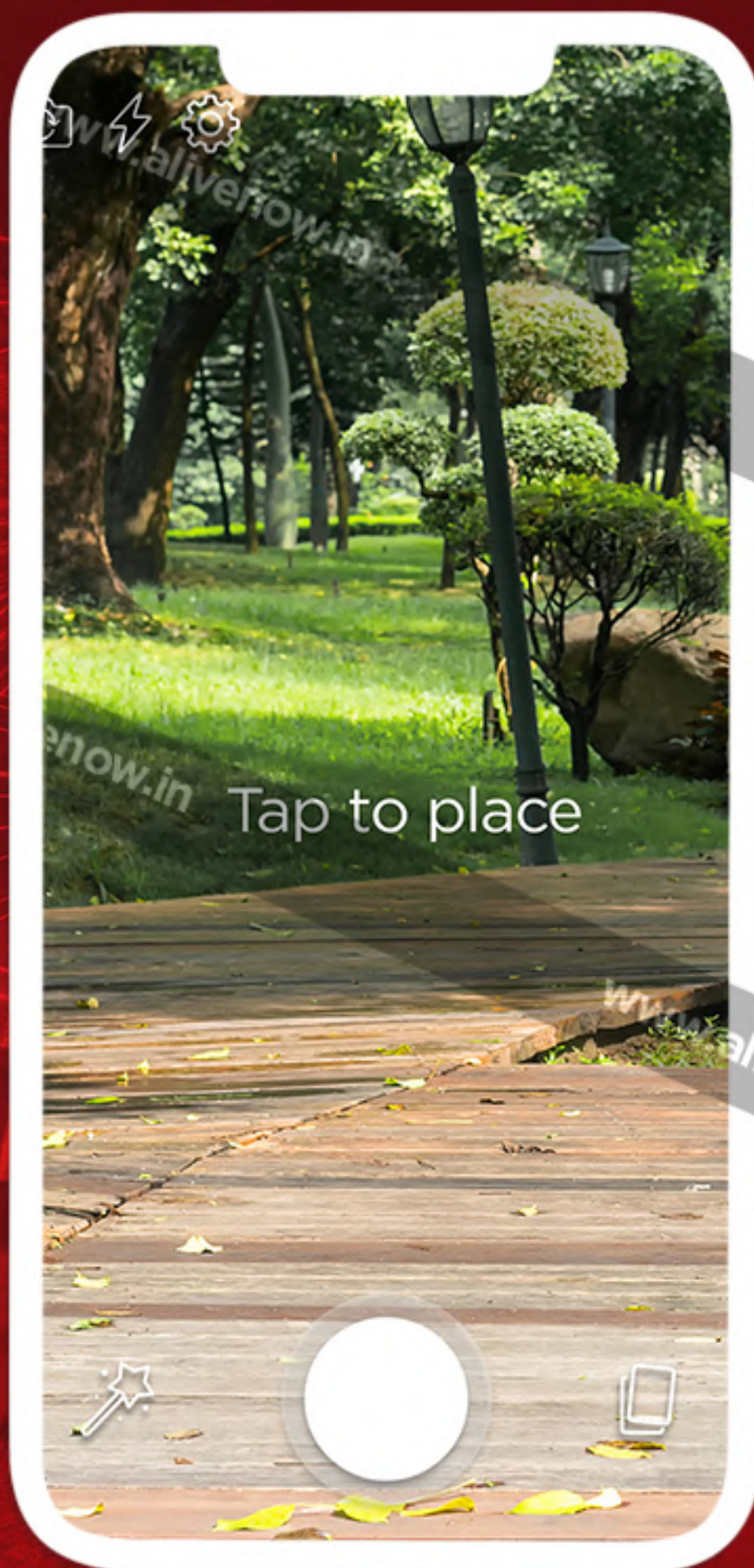


UAE National Day Quiz

Tilt your head left or right to choose an option.

PLATFORM PUBLISHING
Social AR experiences.

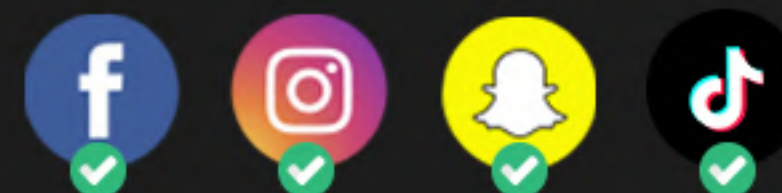




Virtual Flag Hoisting Ceremony

Switch to the rear camera, place the flag pole on a flat surface and watch the flag hoist itself to the top. The flag opens and flowers fall down. The national anthem tune can be played in the background.

PLATFORM PUBLISHING
Social AR experiences.

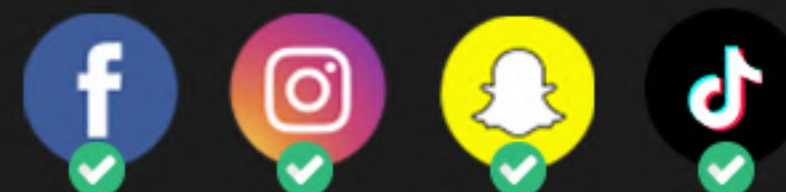


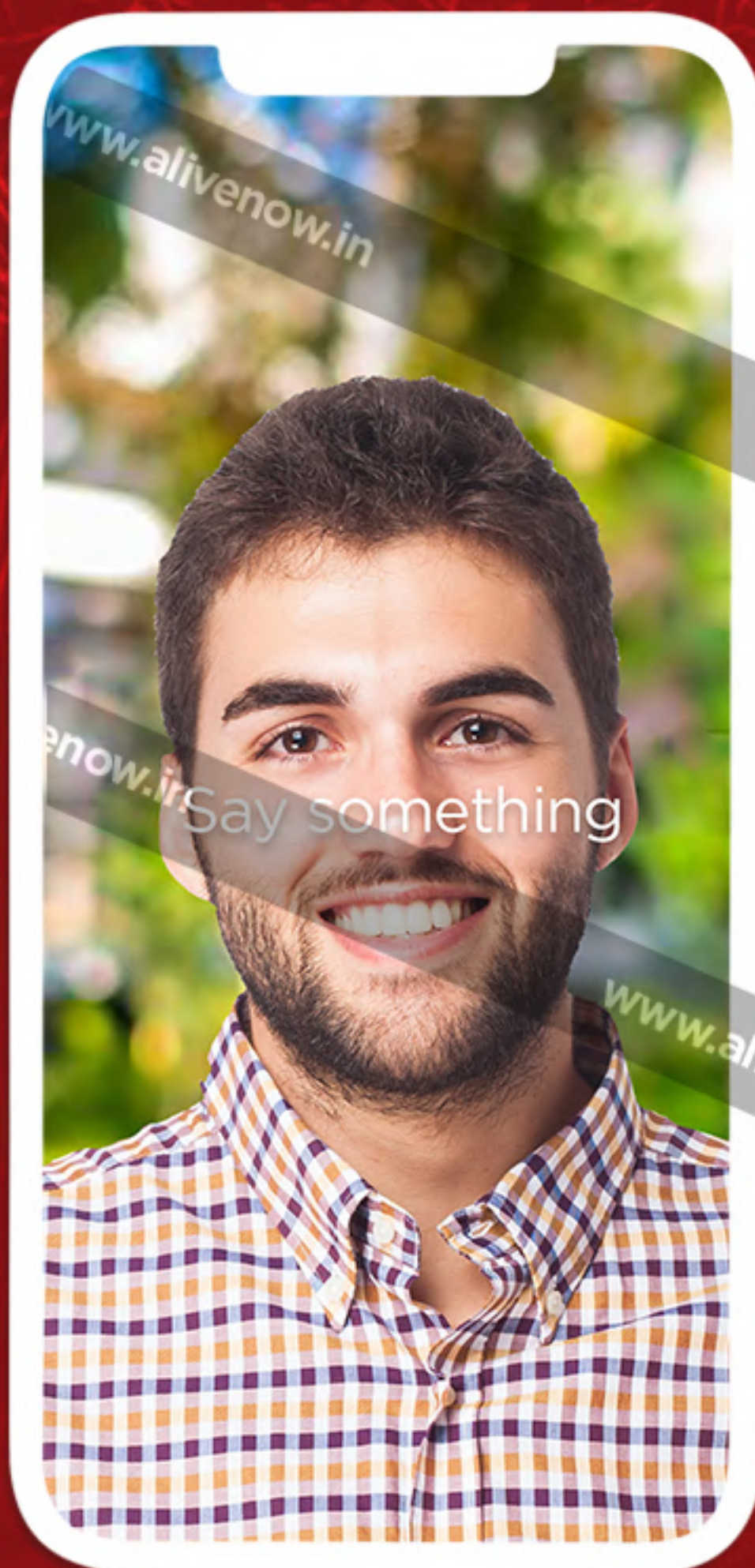


Sing the Anthem

Launch the AR filter and select the pattern of face paint of your choice. Hold the record button to start the national anthem music and sing it as the lyrics appear in a card on top of the users heads in augmented reality.

PLATFORM PUBLISHING
Social AR experiences.

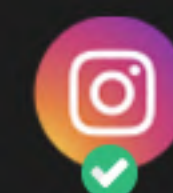




UAE Flag Colors Soundwave

There is a sound wave that appears on top of the user's head in neon. The soundwave will be in 'UAE Flag Colors'. Once the user sings or hums or records a patriotic message, the sound wave will change accordingly and they can record this experience.

PLATFORM PUBLISHING
Social AR experiences.





Virtual Museum

Launch the filter in the rear camera to enter the virtual museum and move around your phone to see different elements. Tap on the hotspots to learn more about an event.

PLATFORM PUBLISHING
Social AR experiences.

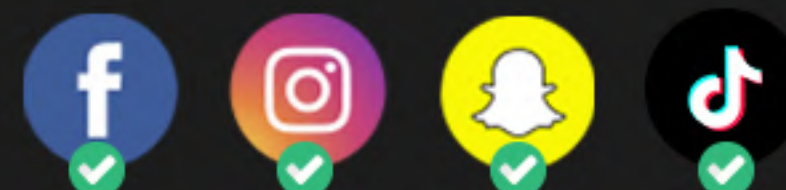




Patriotic Poster

The user taps to record and a line passes across the screen and UAE monuments in the back along with the flag and a text reading 'Happy UAE National Day' at the bottom. The filter will also apply the UAE flag colours on the user's cheek.

PLATFORM PUBLISHING
Social AR experiences.

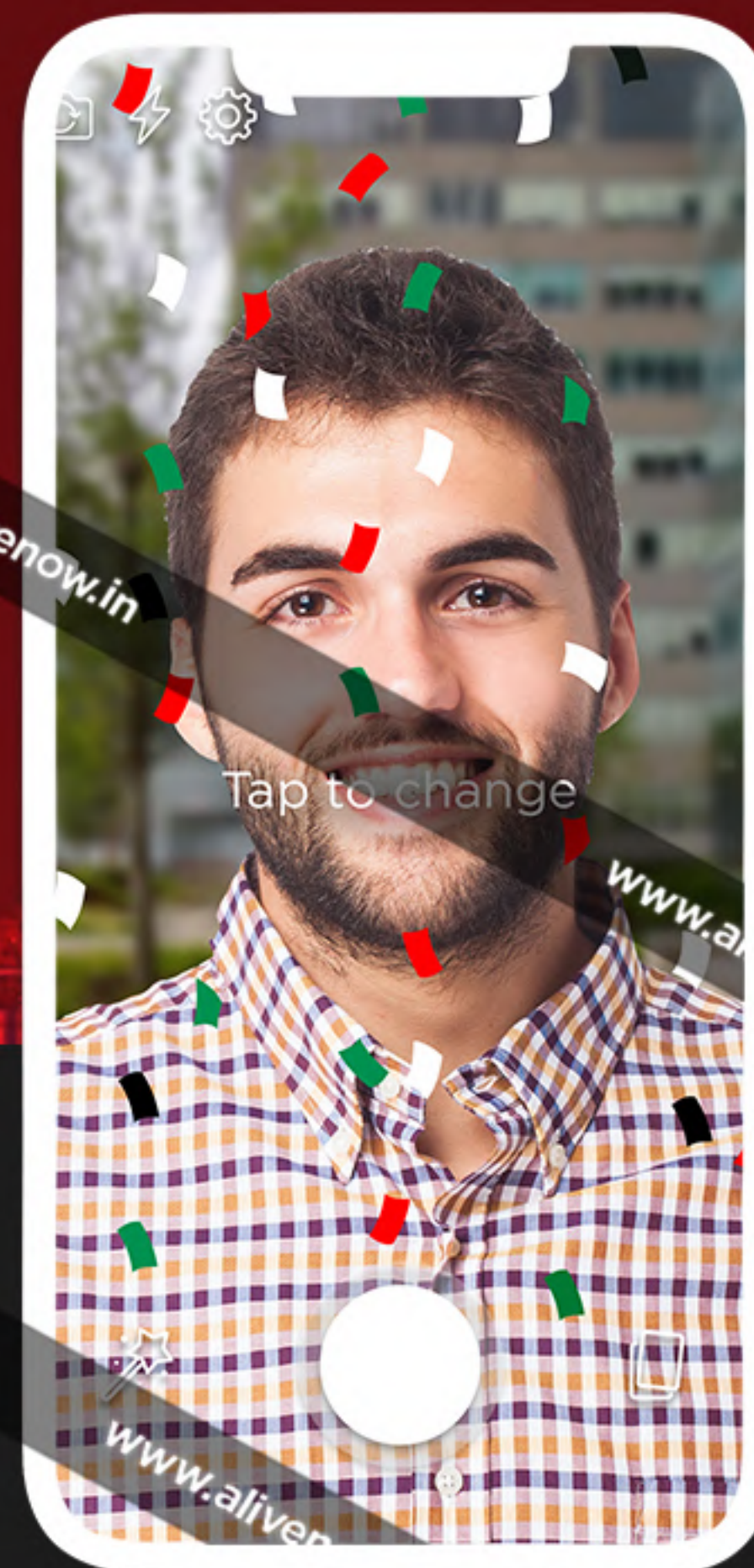




**UAE Face
Paint**



**UAE
Colour Glasses**



**UAE Color
Confetti**



**UAE
Colour Balloons**



**UAE
Colour Lipstick**



**Plane Flyby with
Smoke in UAE Colours**



**Fireworks in
UAE Colours**



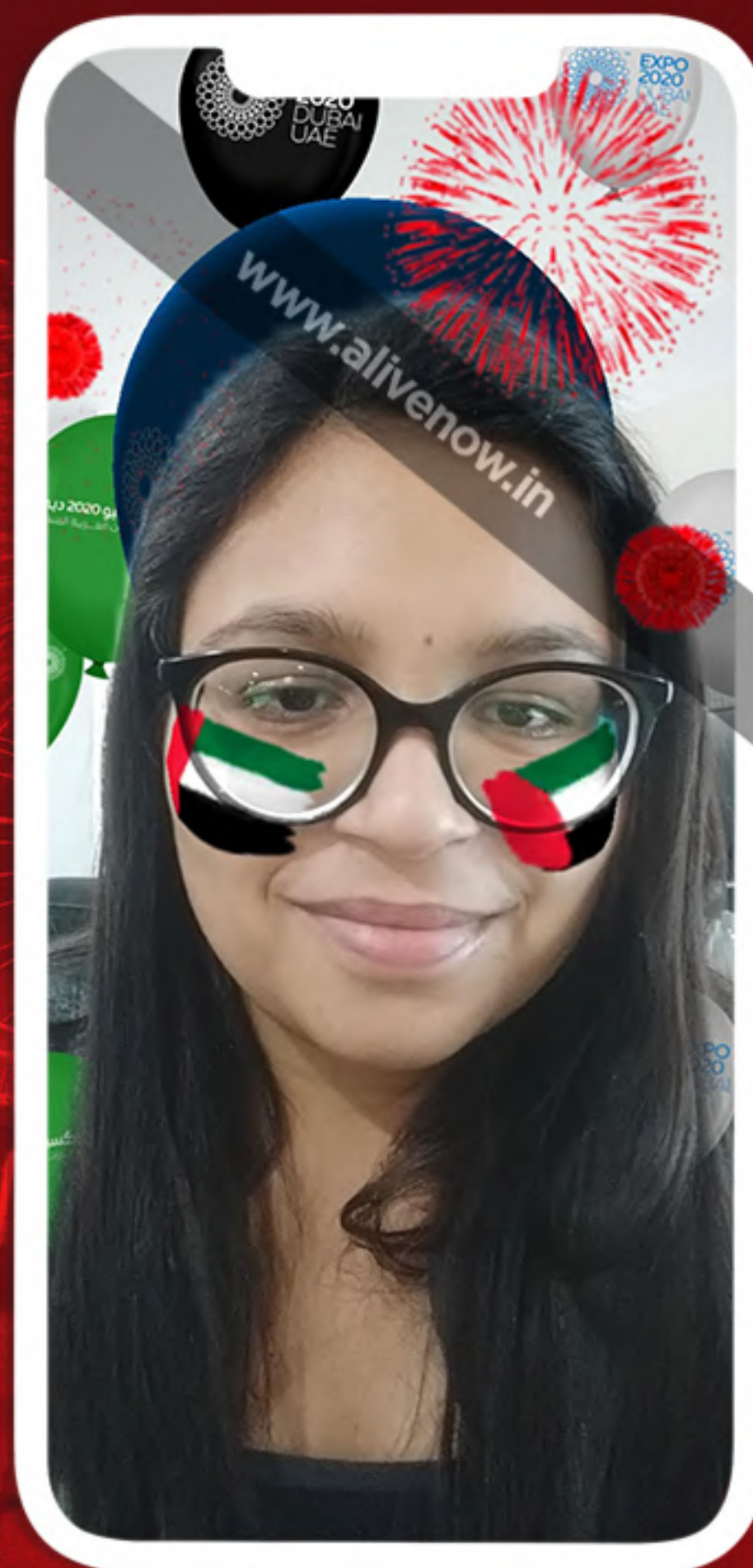
**Face mask in
UAE Colours**



**Background Segmentation
with different UAE Cities**

- » We can build these as separate filters or as a combination of different elements in the same filter.
- » For example the same filter can have the UAE face paint with confetti or UAE coloured fireworks with UAE Glasses.
- » We can integrate branding in different ways. Logos on the balloons, logo anchored to the face, etc.





WATCH HERE



TRY THIS FILTER

**Here are similar
National Day
Instagram AR filters
that we've built for
EXPO 2020 and
Dubai Properties.**

9 reasons why augmented reality should be an integral part of marketing campaigns



Scan QR code
to read article

alivenow.in

- > 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!

THE WORLD OF BRANDED HYPER CASUAL GAMES

Rich branded games that are custom built and can be deployed across social, web and mobile platform. Insightful analytics, true user engagement increased brand recall and drive conversion to different objectives using fun games.

[Learn more](#)



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 with.



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.



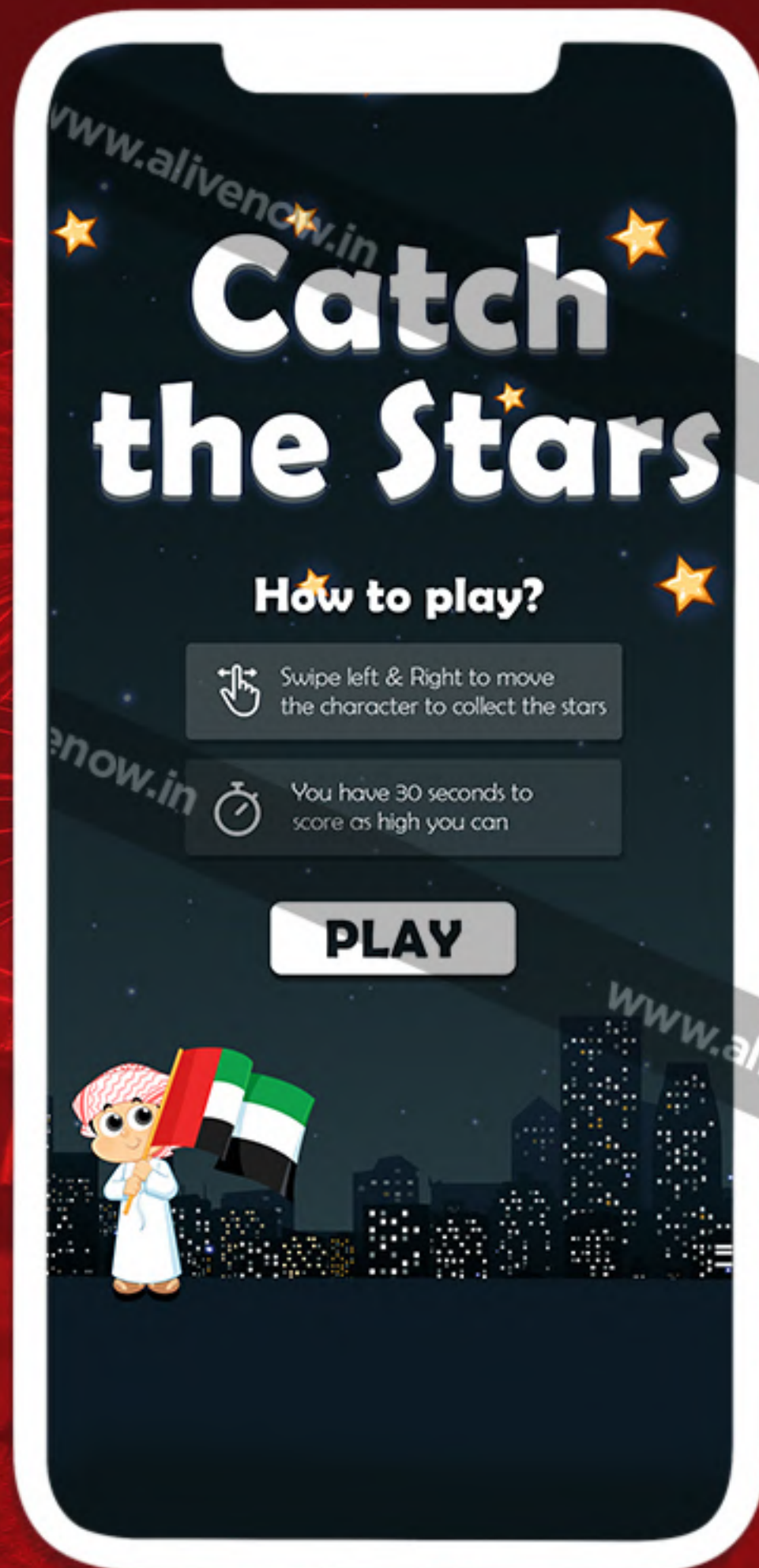


Customised National Day Poster

The user can upload an image and insert it in a template of their choice and share their National Day poster with their friends and family.

Try a similar experience that we've built.

[CLICK HERE TO TRY](#)

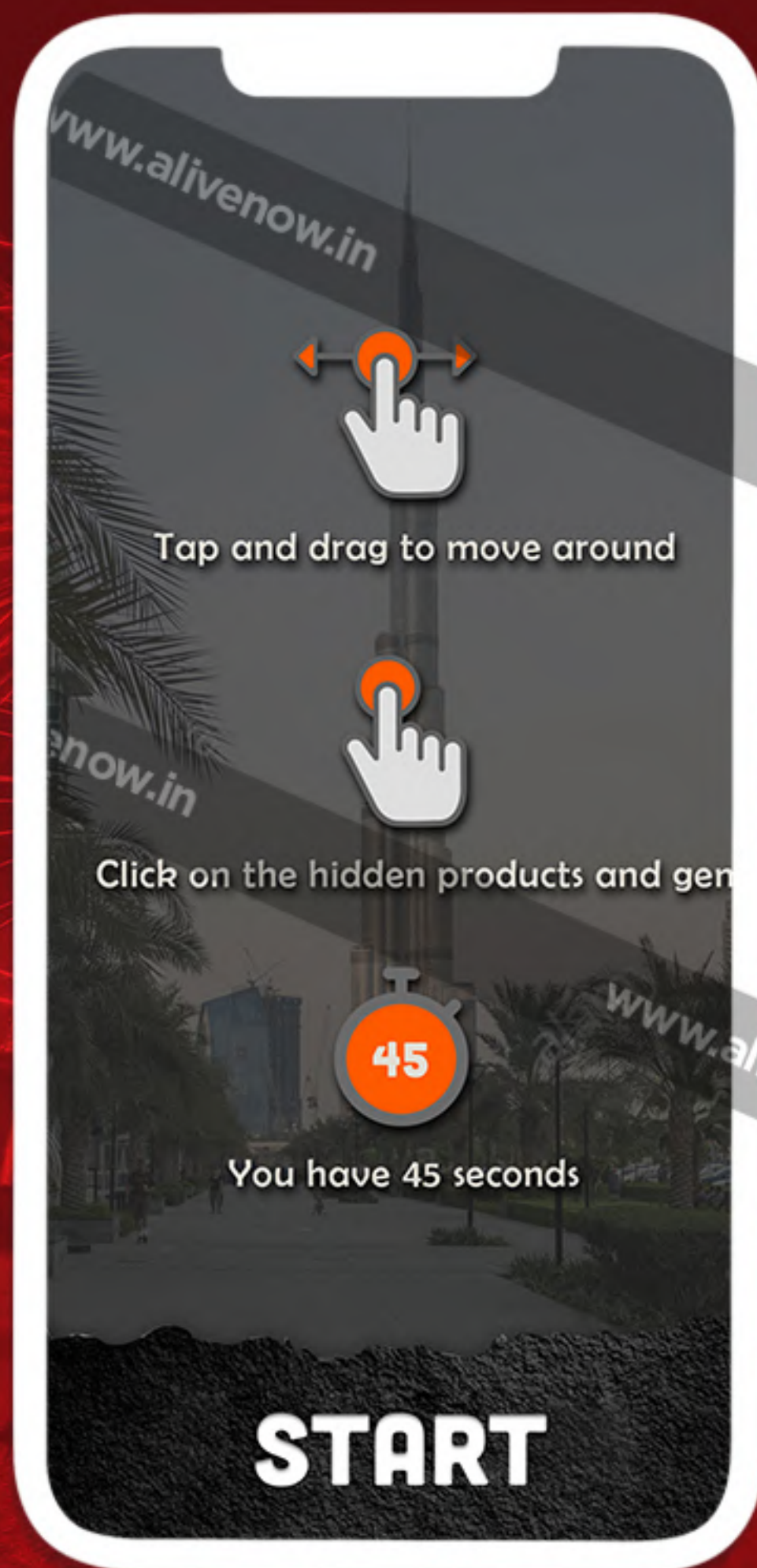


Catch the Stars Game

The user has to move the character left and right to catch the falling stars and products. As the user catches more stars, the background behind the character begins to develop and reveal an image of the UAE flag and the UAE monuments.

Try a similar experience that we've built.

[CLICK HERE TO TRY](#)

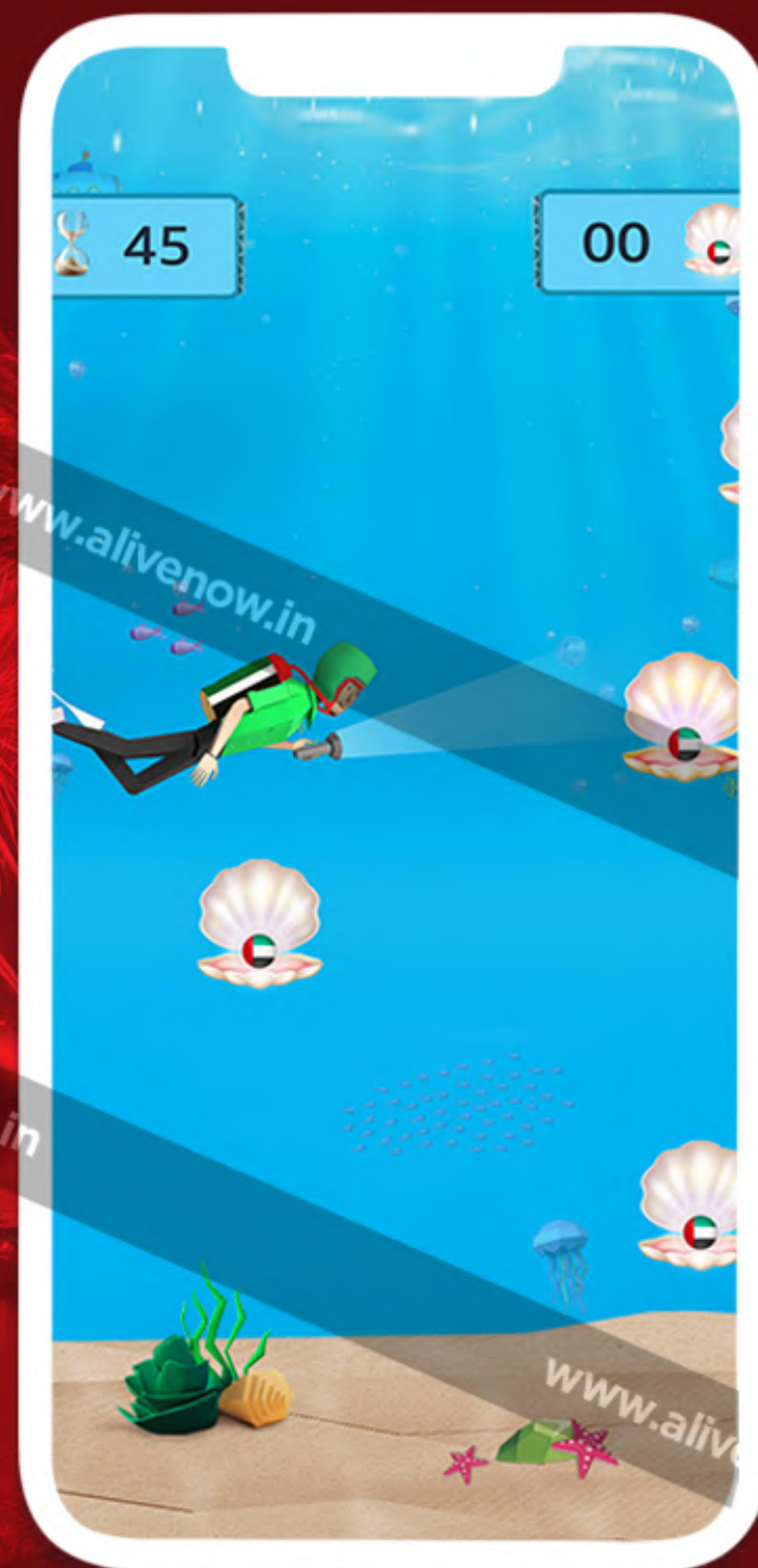
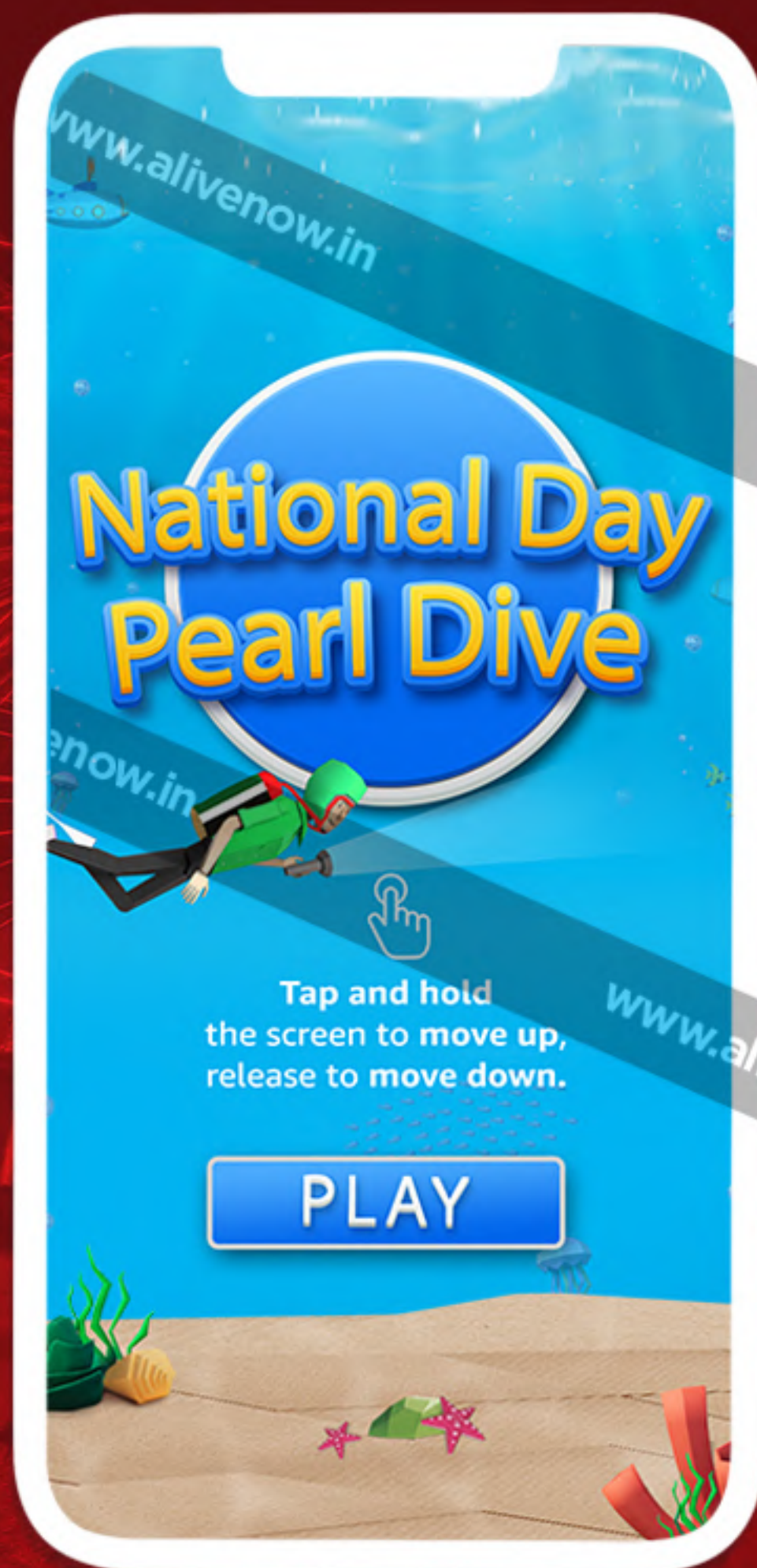


National Day 360 Hunt

The user has to swipe and look around to find all the hidden products and gems before the time runs out to win the game.

Try a similar experience that we've built.

[CLICK HERE TO TRY](#)



National Day Pearl Dive

The user has to tap and drag to guide the diver towards the pearls and products and dodge obstacles like fish and seaweed.

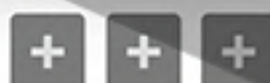
Try a similar experience that we've built.

[CLICK HERE TO TRY](#)

CREATE YOUR OWN NATIONAL DAY GREETING VIDEOS



ADD IMAGES



CREATE VIDEO



DOWNLOAD

SHARE

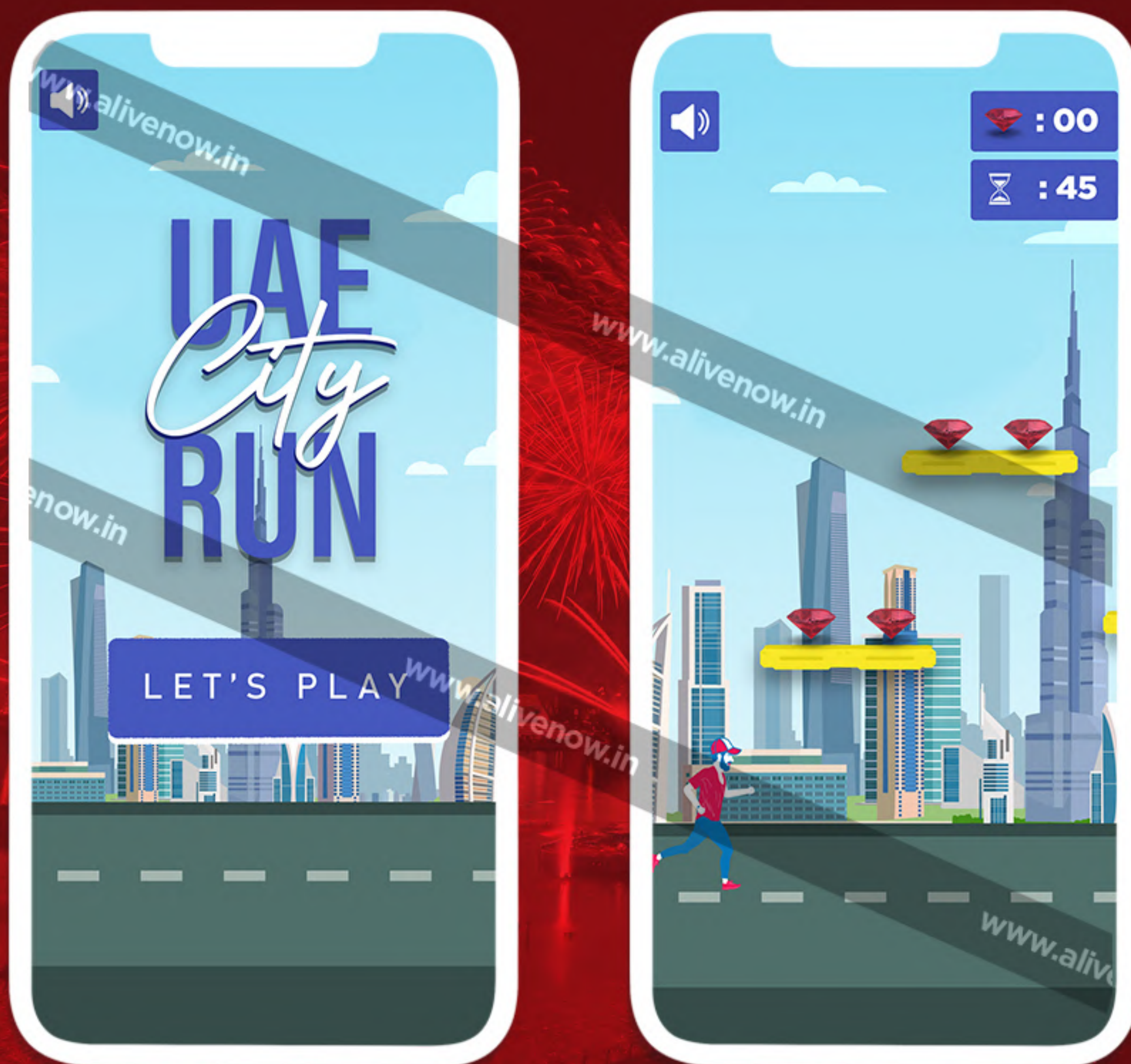


National Day Video Greeting

Create and share a customized video greeting on National Day with your friends & family.

Try a similar experience that we've built.

[CLICK HERE TO TRY](#)



UAE City Run Game

Run across different UAE cities and tap the screen to make the character jump to collect products and gems and submit your high score.

Try a similar experience that we've built.

[CLICK HERE TO TRY](#)



Spin the UAE wheel

Tap & spin the UAE wheel to learn interesting facts about the UAE!

Try a similar experience that we've built.

[CLICK HERE TO TRY](#)

10 reasons to explore branded hyper-casual games for marketing campaigns



Scan QR code
to read article

- > The lean, mean, engagement machine
- > Hyper-casual games are an amazing way to build your first party data in a cookie-less world
- > Authentic and re-targetable data
- > Do more with their limited attention span
- > Built from scratch and customized for each brand
- > If they're having fun, they're going to tell others about it
- > Tap into competitiveness
- > Incredible conversion rates & how game mechanics can drive actual revenue
- > Platform agnostic feature equals wider reach
- > Don't lose out potential users to ad blockers

THE WORLD OF WEB-BASED AUGMENTED REALITY

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](#)



alivenow.in

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.



Send Personalized branded AR greetings

Capture images and share an amazing National Day AR greetings box with friends and family.



UAE National Day treasure hunt

Find the branded UAE National Day images around an area. Scan to collect all the target images which unlock a gift coupon.



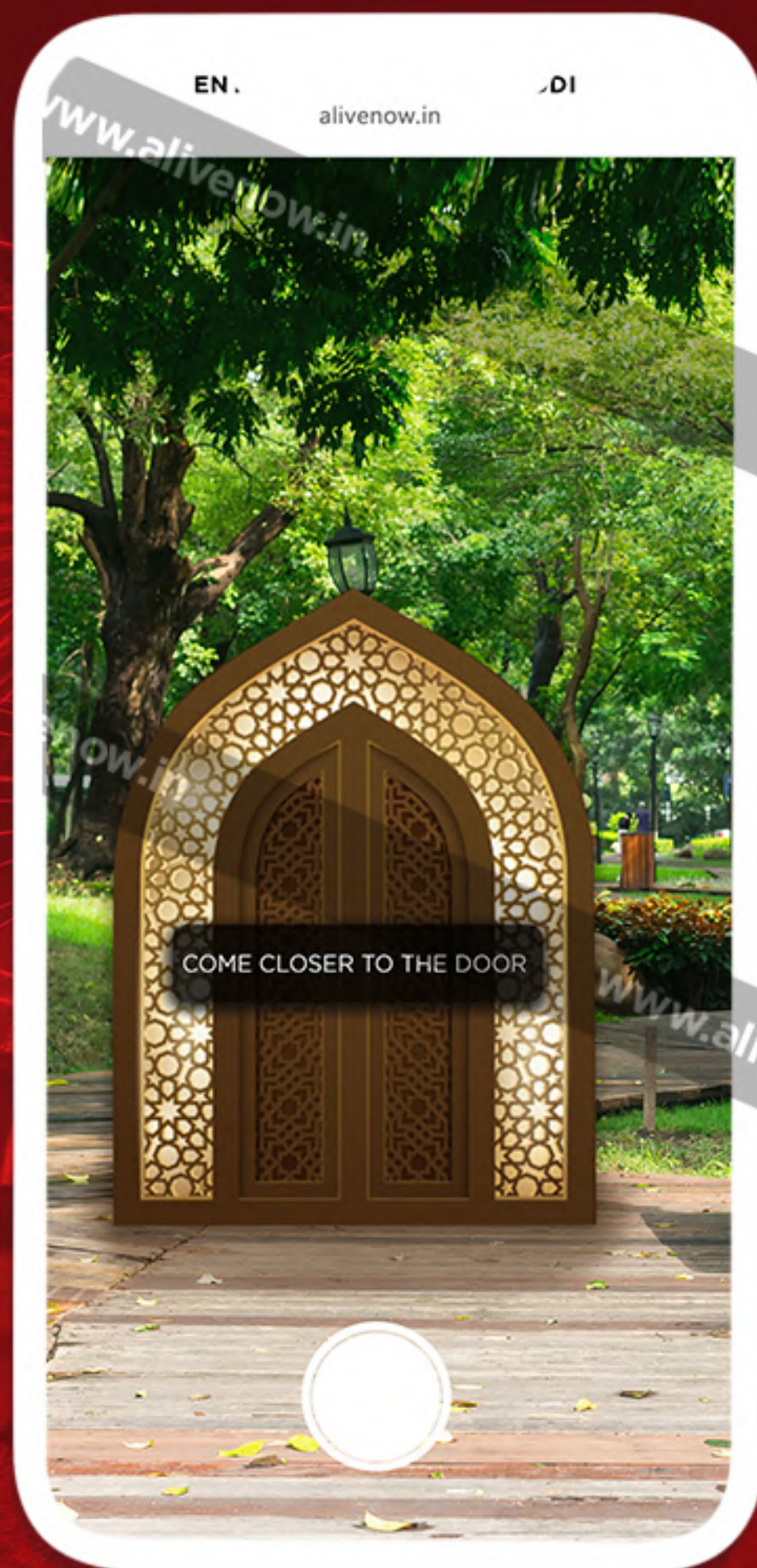
UAE Nation day story/history

Switch to the rear camera and place the UAE National day/history story book. Watch the visuals come alive in AR.



Ambassador Greetings!

Receive a UAE National Day greeting from a brand ambassador! Tap to place and click a picture.



Enter the National Day celebrations portal

Place the branded portal in your surroundings. Enter the portal to explore the UAE national day celebrations.



Scan the Product

Scan the logo on the product to bring the packaging to life with a UAE National Day greeting animations.

OUR MOST SUCCESSFUL AND ENGAGING WEB AR CAMPAIGNS

▶ WATCH CASESTUDY



EXPERIENCE THE METAVERSE

Explore the unreachable virtually
through the magic of the Metaverse

The metaverse is an immersive, interactive online space with digitally persistent environments that users occupy as avatars for synchronous interactions and experiences, using virtual reality, augmented reality, game consoles, mobile phones, or traditional PCs to access the shared space.



TREMENDOUS ADVANTAGES OF THE METaverse



Embed and link
Immersive content



Discover new and
shared experiences



Allows e-commerce
integration



Various forms of
interactions between
users



No need to install a
new app



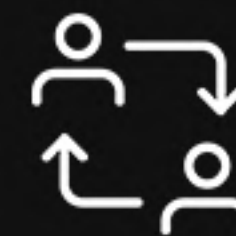
Custom-built 3D, it's
as good as real



Walk around and
explore products and
places



Empowered
Customers and higher
brand recall



Convert passive
viewers to an
engaged audience



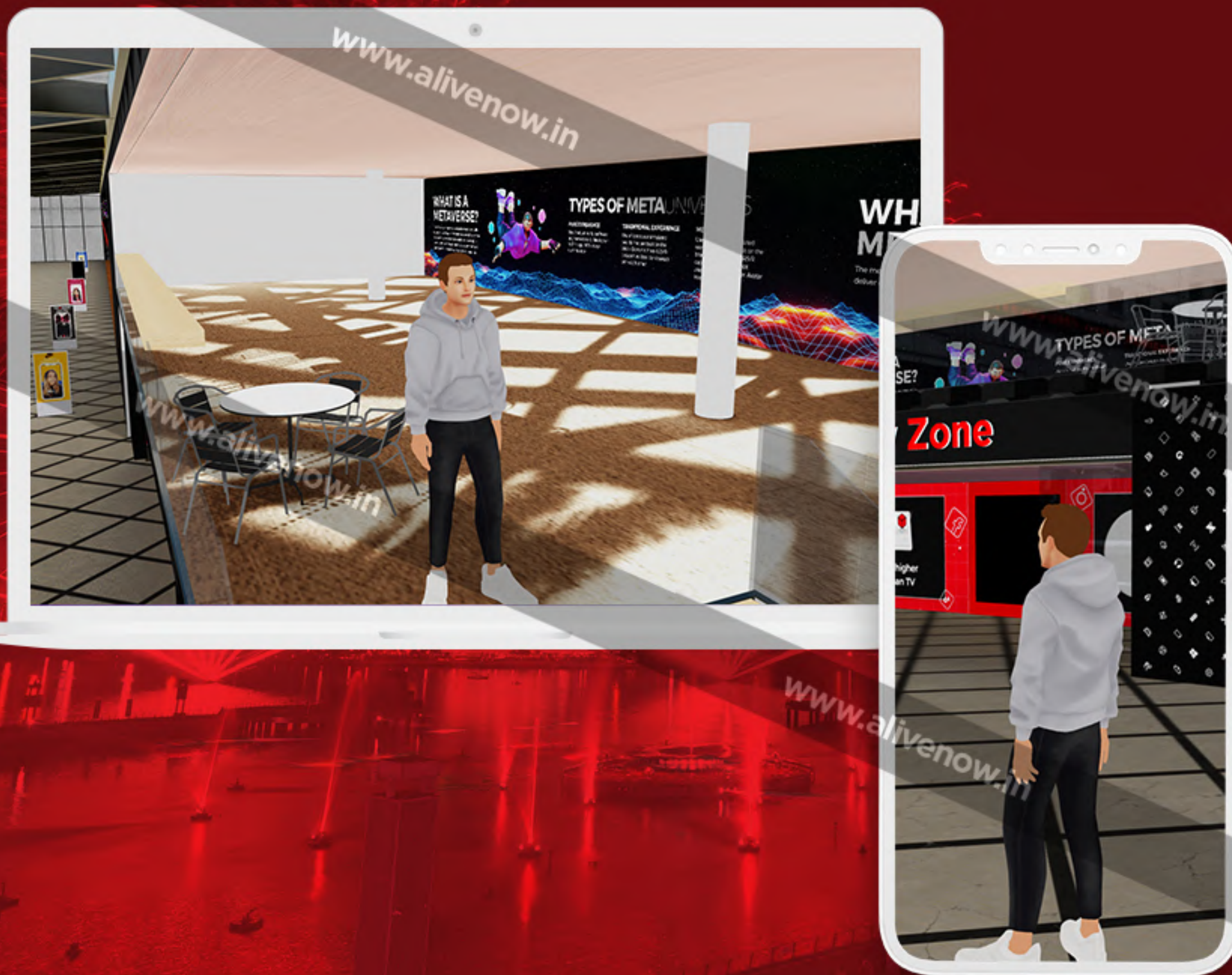
Ability to have a
custom URL



Indiaverse

A rich & immersive metaverse style experience to discover India's journey through the decades that lets users take a walk through history.

[CLICK HERE TO TRY](#)



Enter The Zone

Enter this space and use your avatar to move around and explore this 3D virtual environment that can be filled with immersive content.

[CLICK HERE TO TRY](#)

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.



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 DOES YOUR AUDIENCE FIND BRANDED GAMES, AR FILTERS/LENSES AND OTHER IMMERSIVE EXPERIENCES?



QR Codes in Print
Ads and hoardings



Organic & promoted
campaigns on
social apps



Google Display
Network & Google
Ads



Mobile ad networks
of your choice



In-app ads on
third party apps



Use influencers to
talk about your new
store



Promotional
videos/TVCs to talk
about your store



Emailer campaigns.
Banners in your
existing website/app



Radio
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 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!



SAMSUNG



FACEBOOK



Cadbury



amazon

NETFLIX



Agilvy



VISA



Lenovo



Toys R Us



BBC

Mondelēz International

IPG



JWT



Reese's

dentsu



WPP

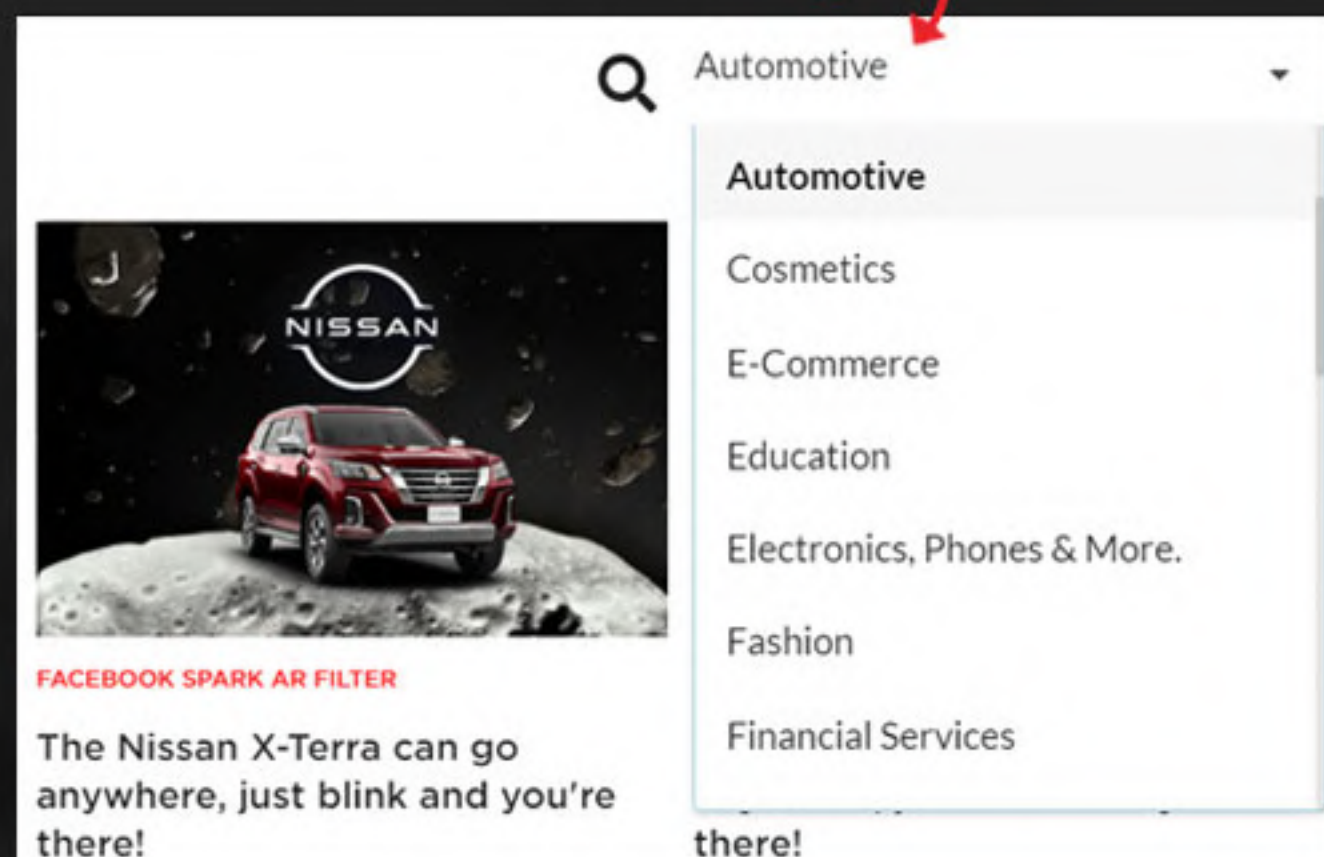


CARAT

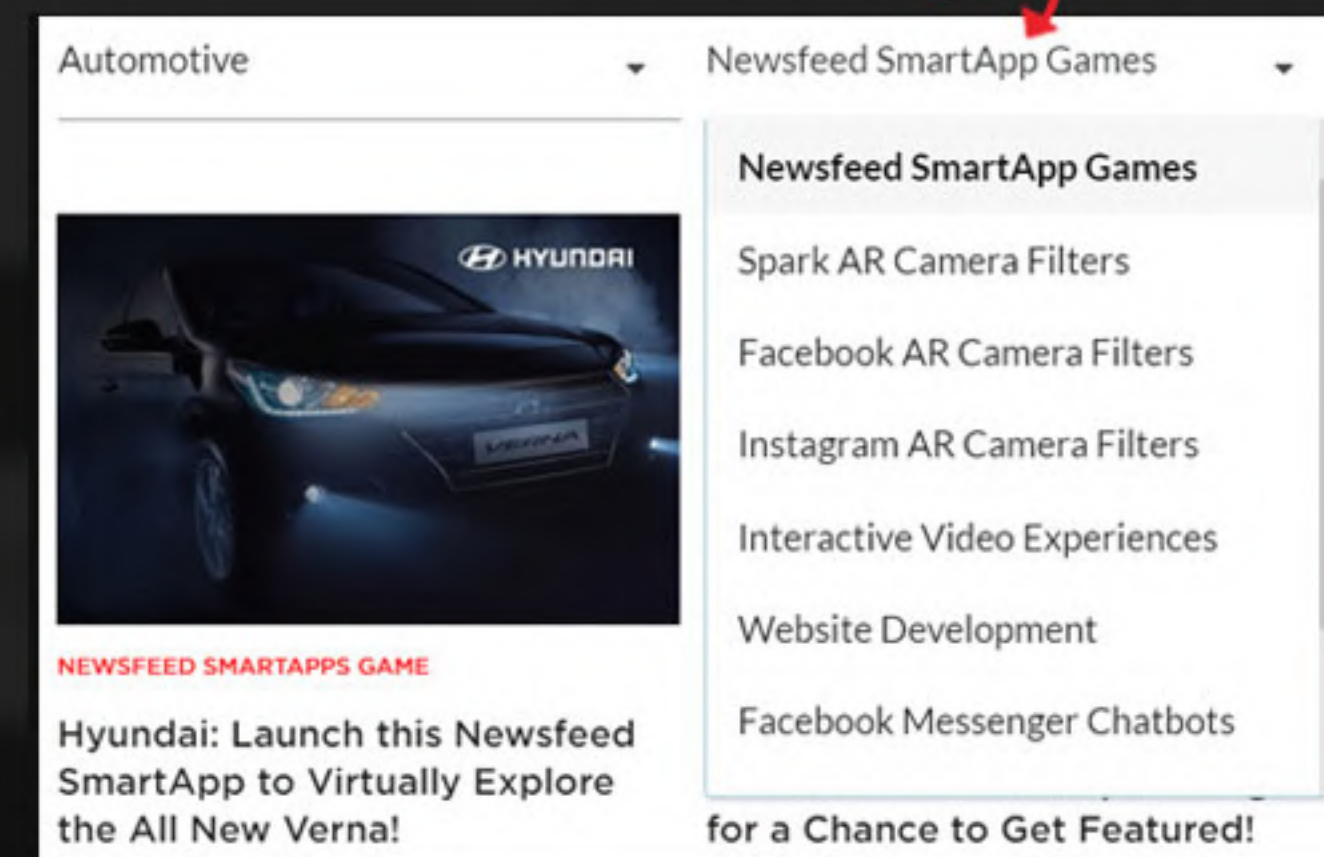
& more!

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

1 INDUSTRY

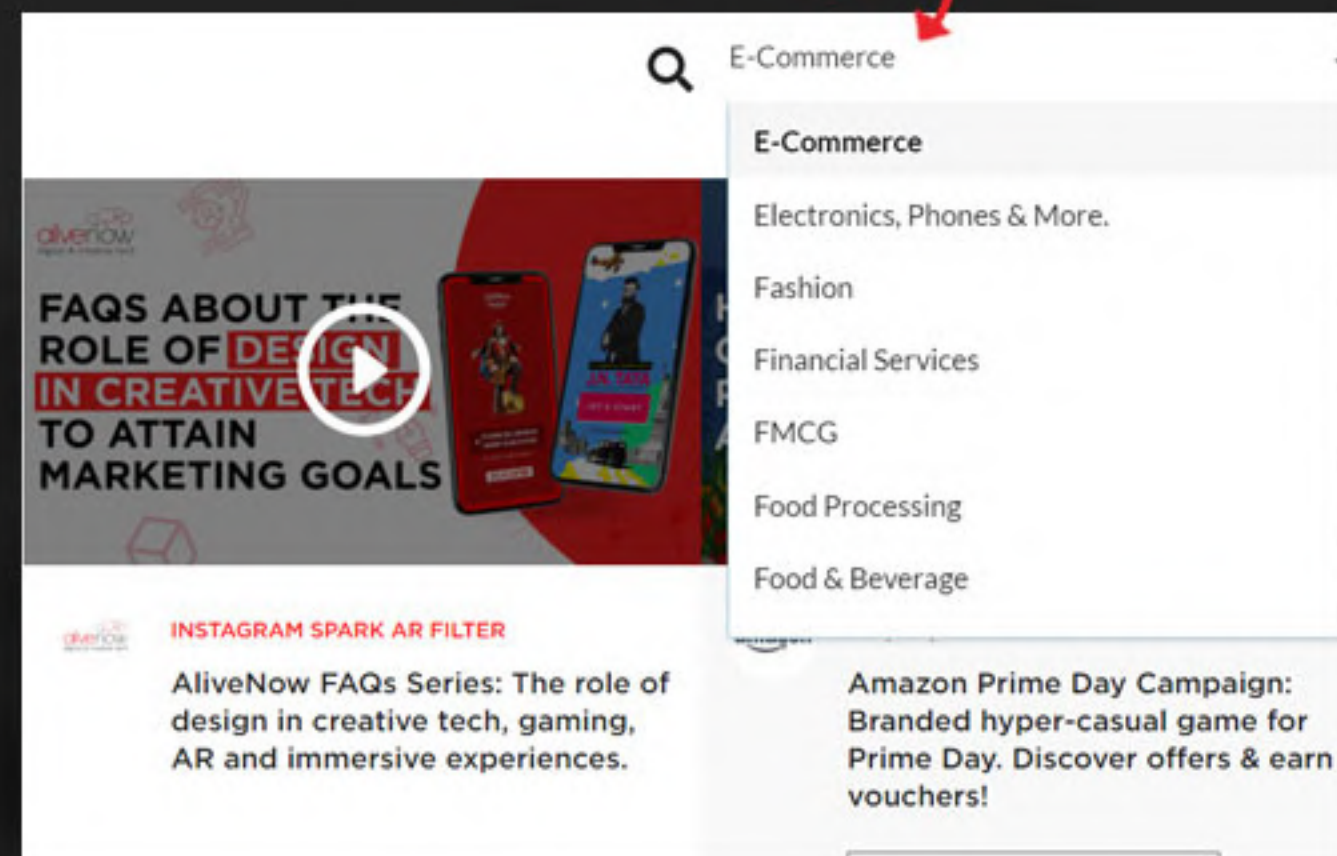


2 PLATFORM

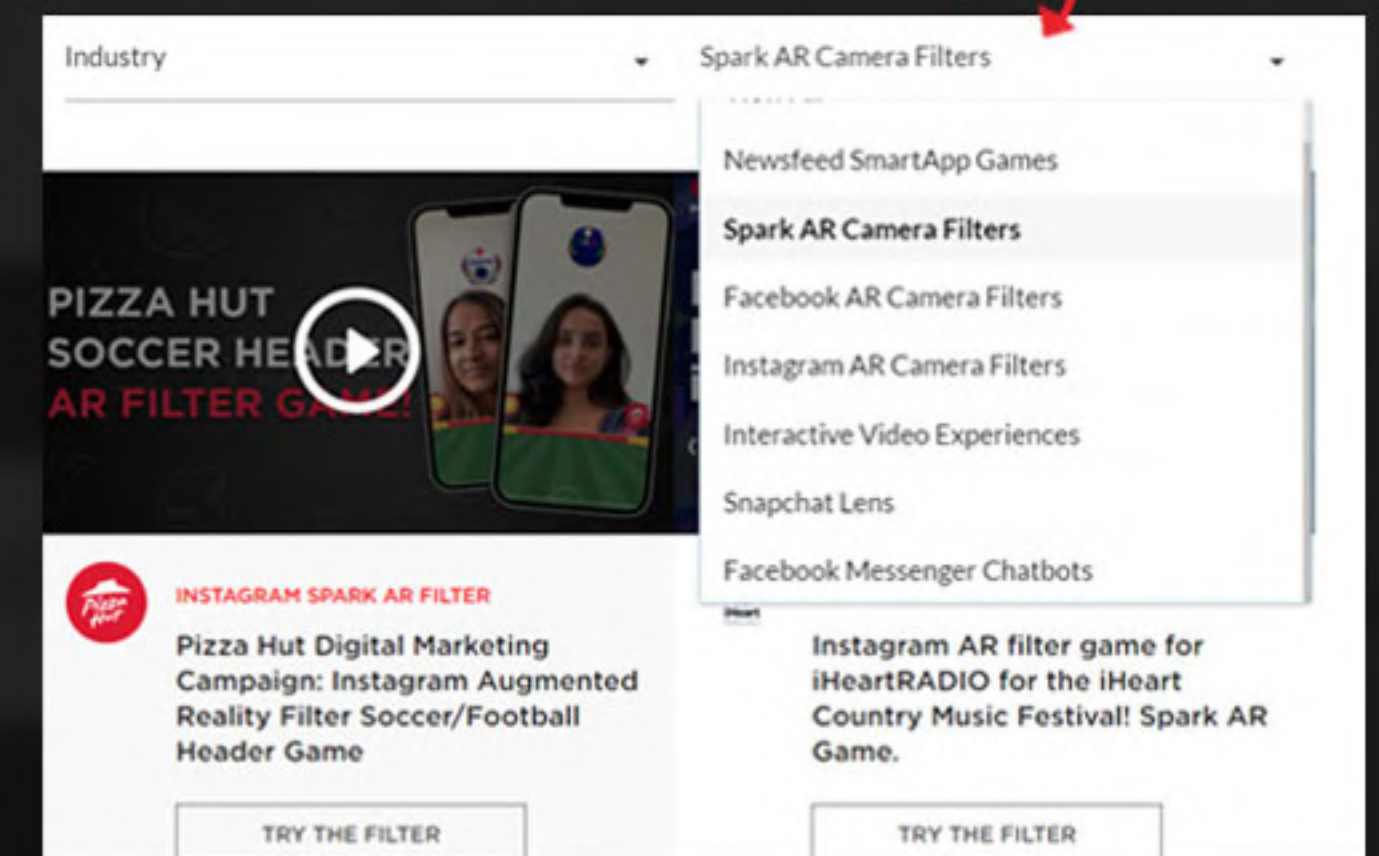


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

INDUSTRY



PLATFORM



**THANK
YOU!**

contact@alivenow.in

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

