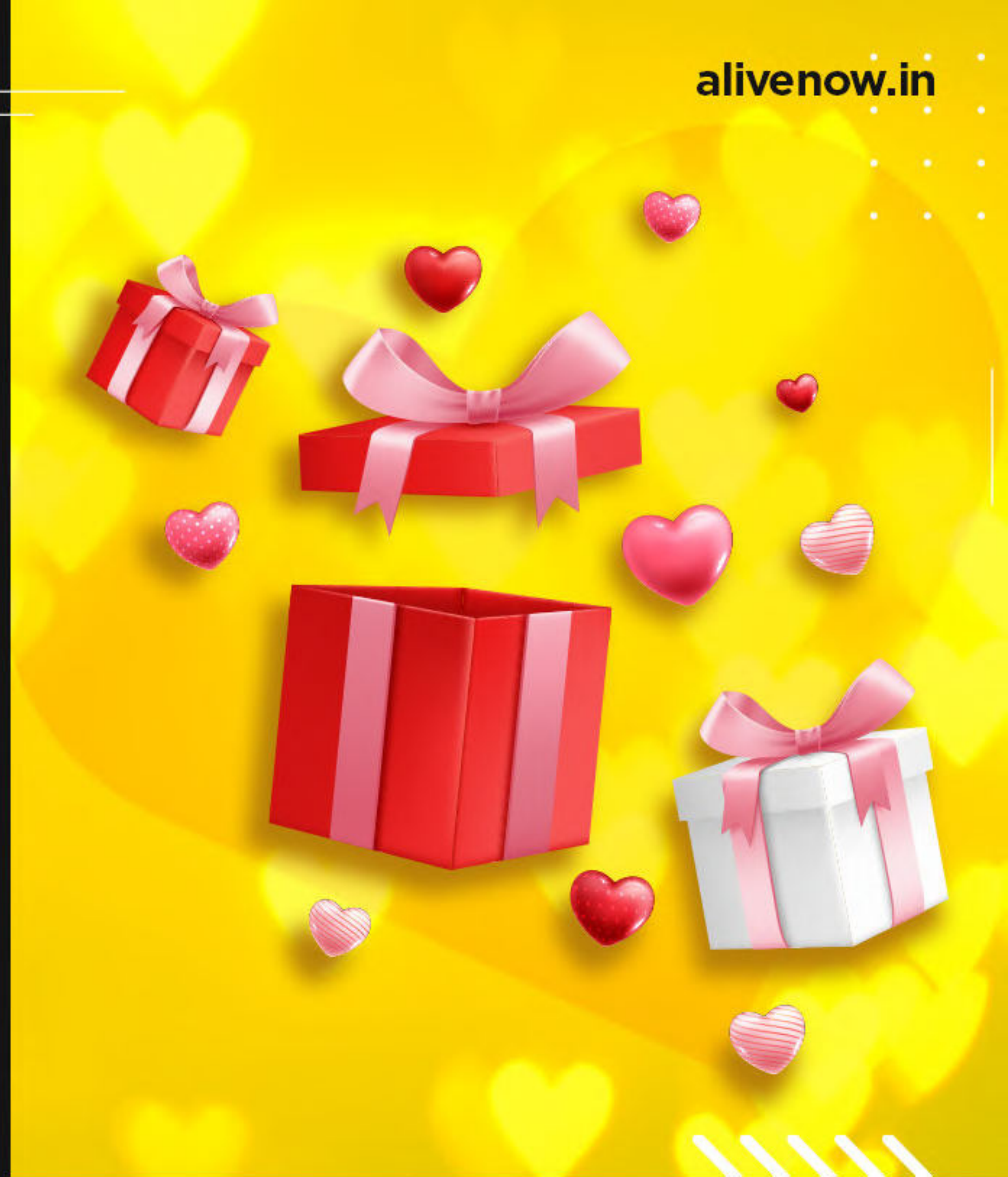


# MEMORABLE VALENTINE'S DAY WITH **SNAPCHAT**!

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



SNAPCHAT AR LENSES





AliveNow has created this engagement proposal. Any and all ideas, concepts, strategies, trademarks, and materials presented in this document are owned by AliveNow. No part of this presentation may be shared with any 3rd party without the consent of AliveNow. This presentation may be shared with the intended client. No part of this presentation shall be copied, changed or reconstituted to create an alternate event format. As AliveNow owns creative copyright over these ideas and concepts, these ideas and concepts cannot be copied in part or full and executed by any other party or entity. We request you to respect our original creative input and hope to collaborate with you to build these digital experiences.

All rights reserved. January 2023



# IN THIS DECK



04

More about  
AliveNow

05

Working with  
AliveNow

10

Using Snap Lenses for  
Valentines Day

35

How does this work and what  
next?

41

Conclusion and  
Contact Us



# 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

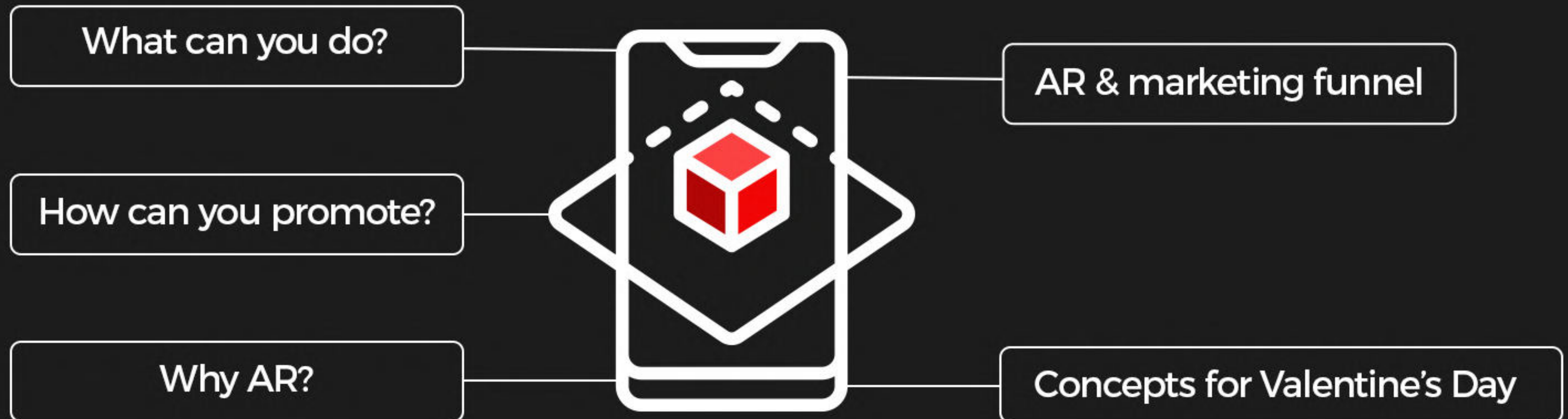
AdAge

ad:tech

**campaign** & many more!



# THE WORLD OF SNAPCHAT 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!



# WHAT'S THE BIG DEAL ABOUT AR RIGHT NOW?

**COSMIC INCREASE  
IN SNAPCHAT  
USAGE ESP. IN THE  
16-34 AGE GROUP.**

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

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

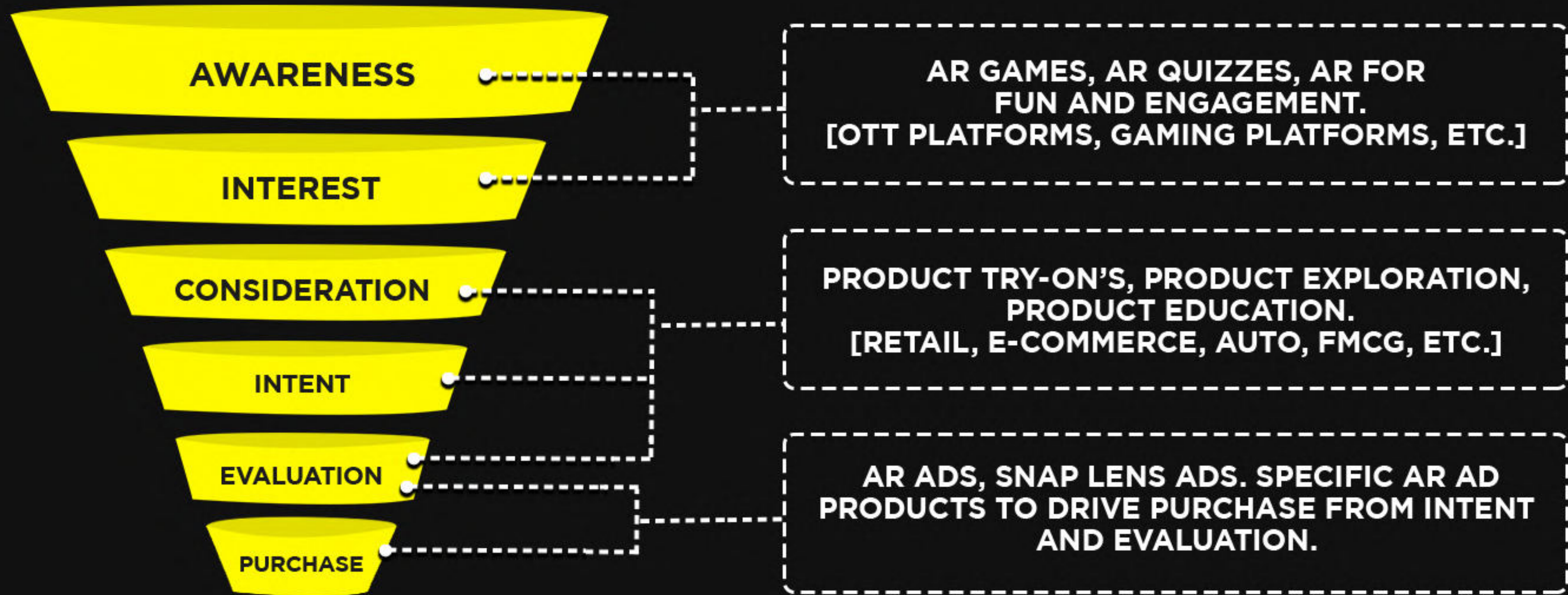
**PROMOTE ON  
SNAPCHAT WITH  
SPECIALIZED  
AR AD UNITS**

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

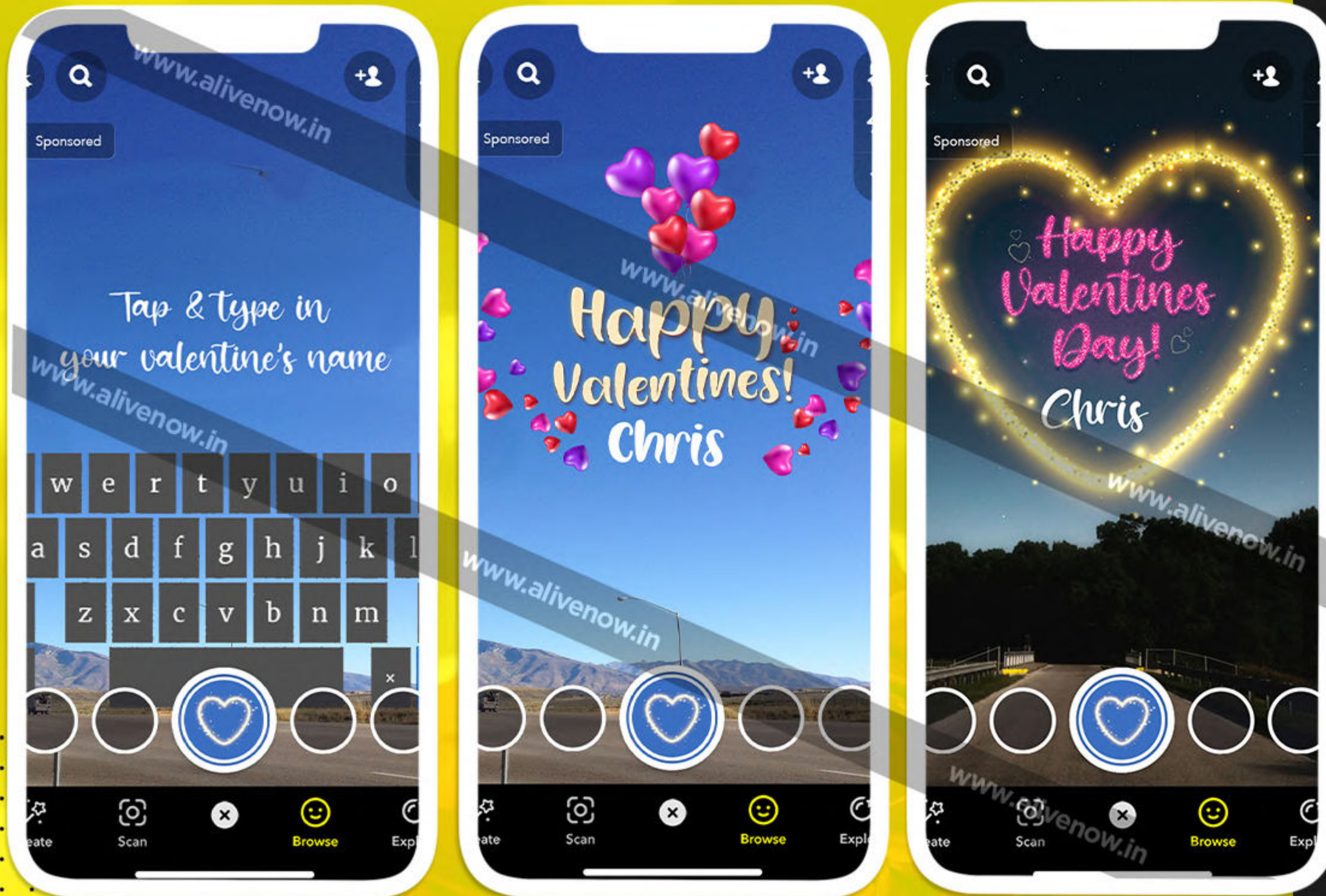
**IMMERSIVE  
WHOLESOME: DO  
MORE WITH AR & 3D  
VS 2D AND FLAT UI**



# AUGMENTED REALITY AND THE MARKETING FUNNEL







## 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





## Valentine's Themed Earring Set

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





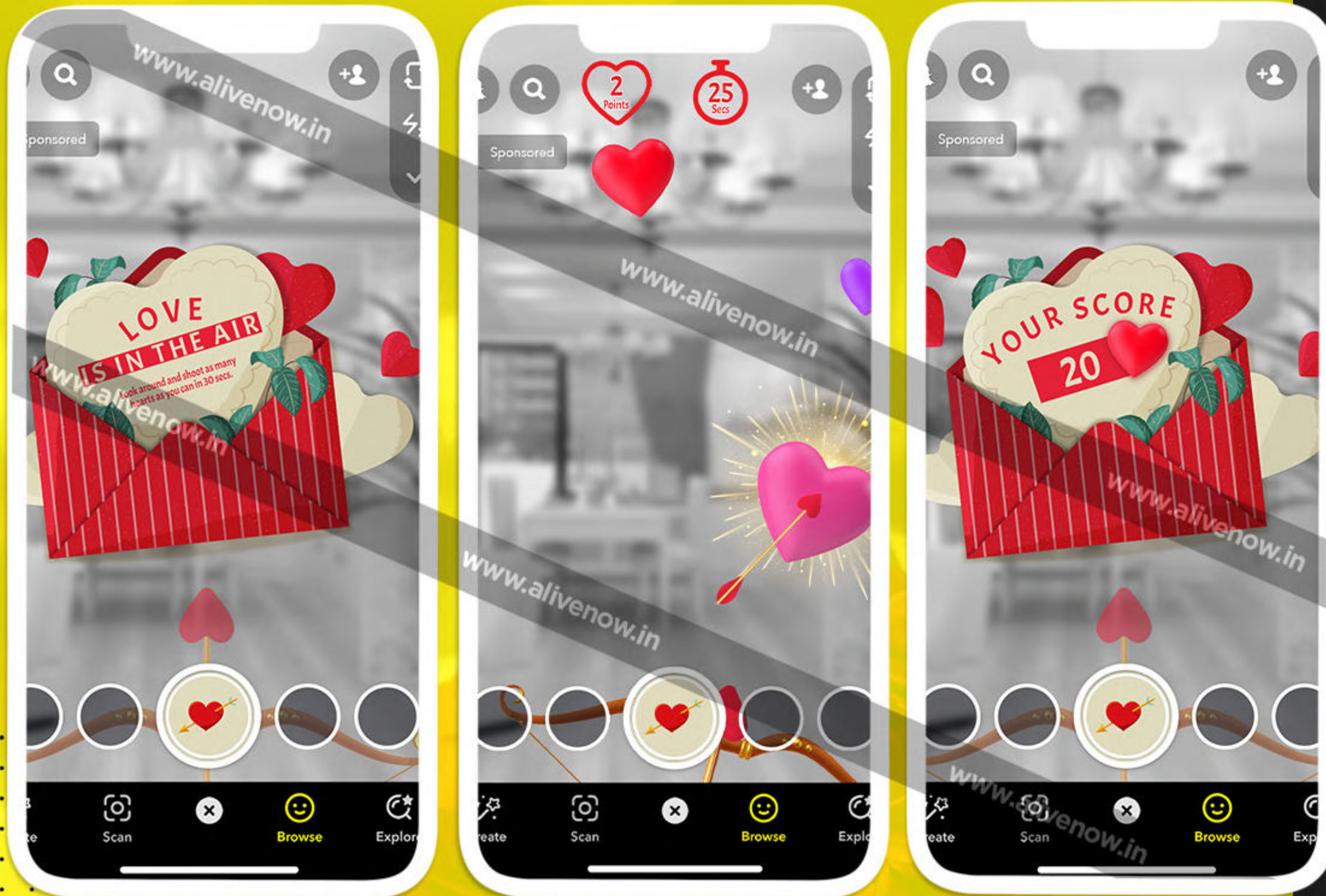
## Valentine's Date Challenge

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.





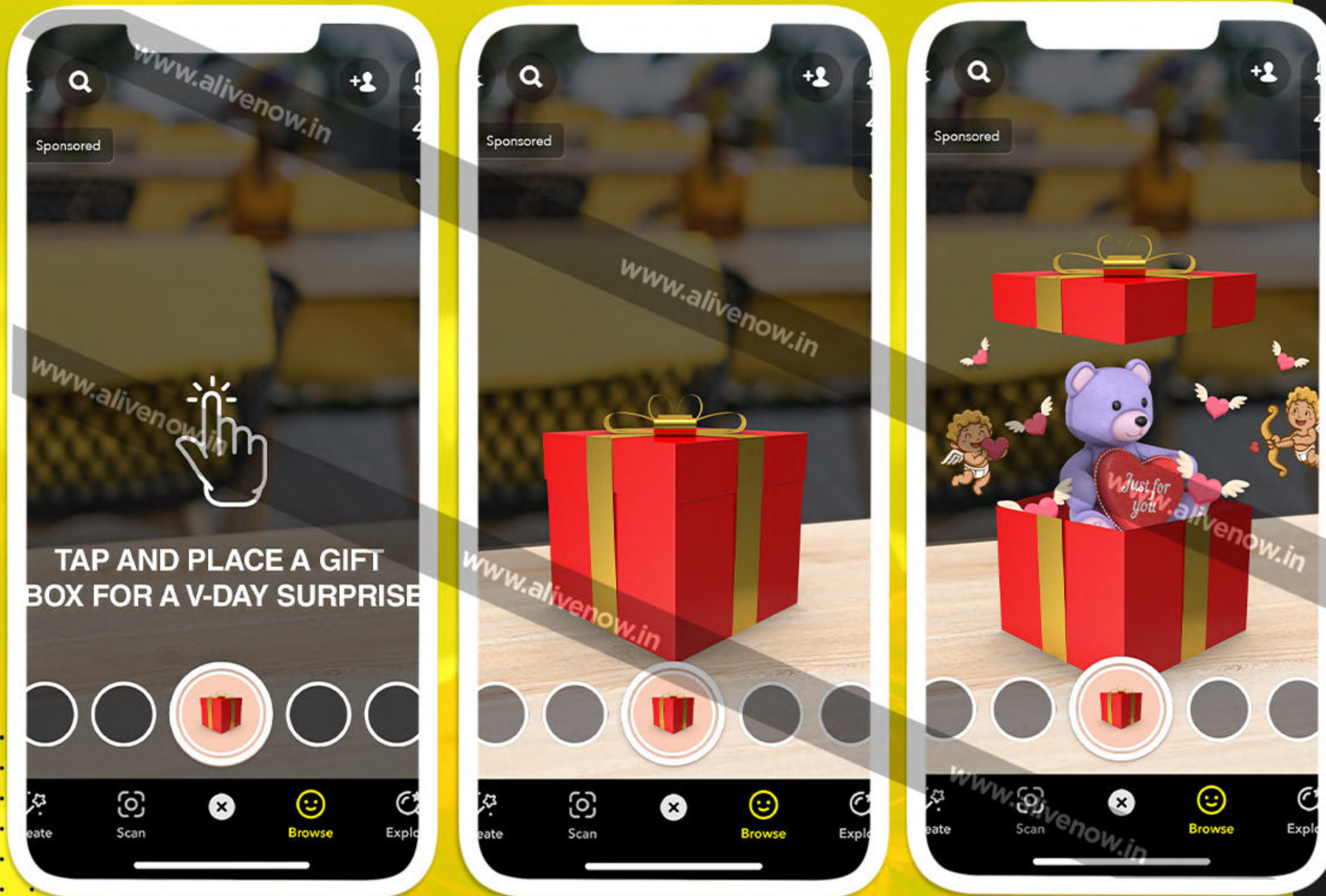
## Travel Partners for Life

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





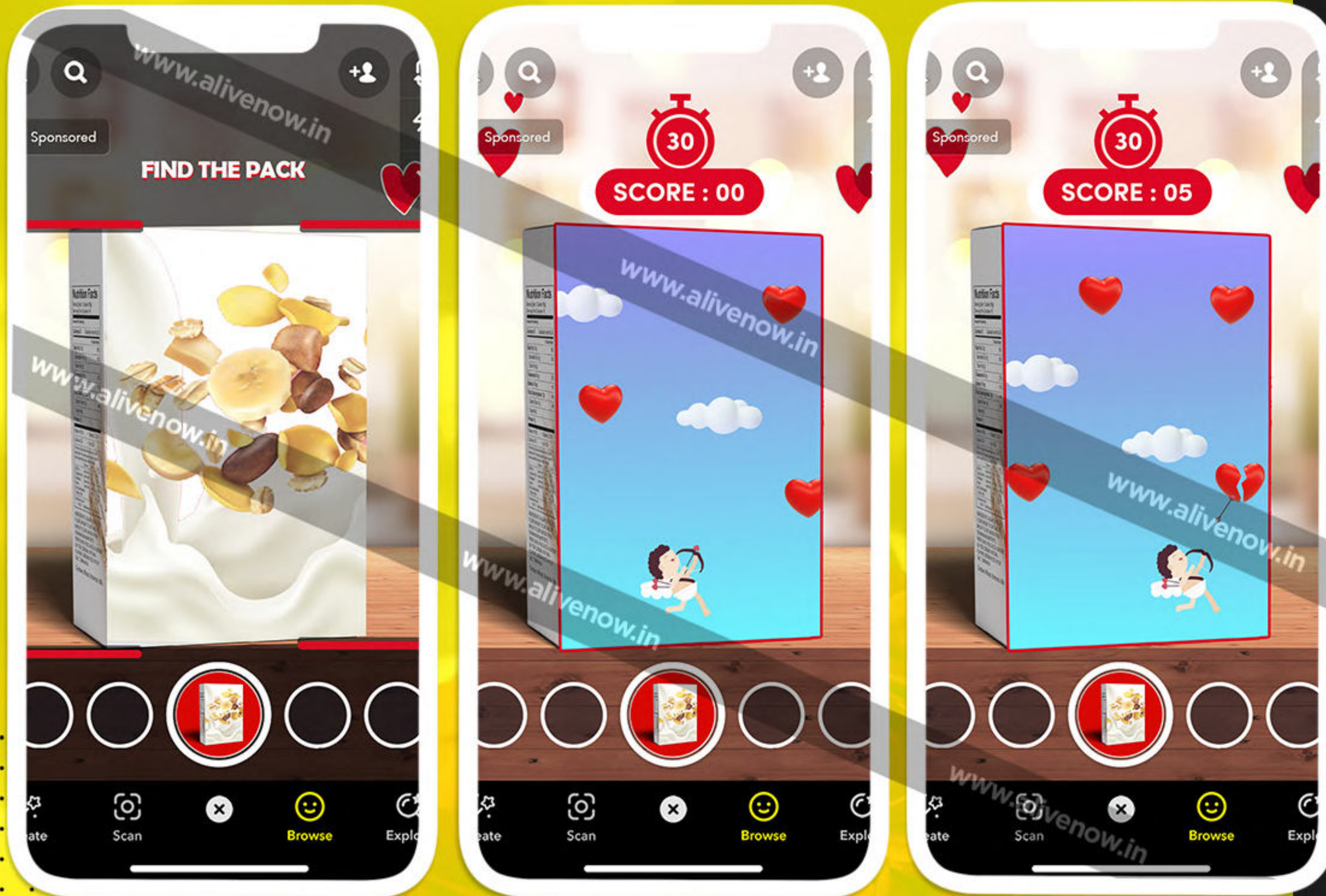
## Valentine's Day Gift Box

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

Surface Tracking

3D Objects





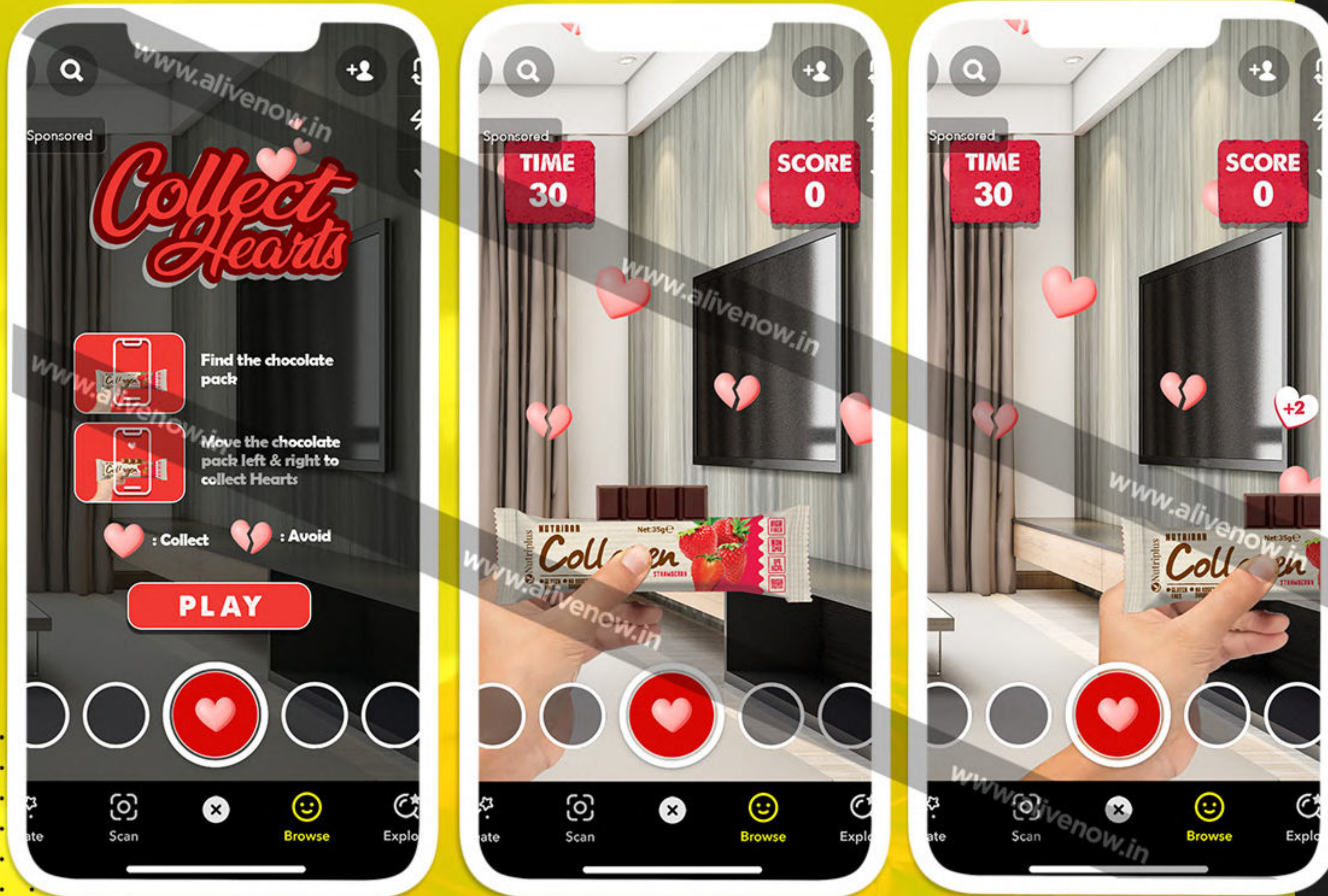
## Scan & Play

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





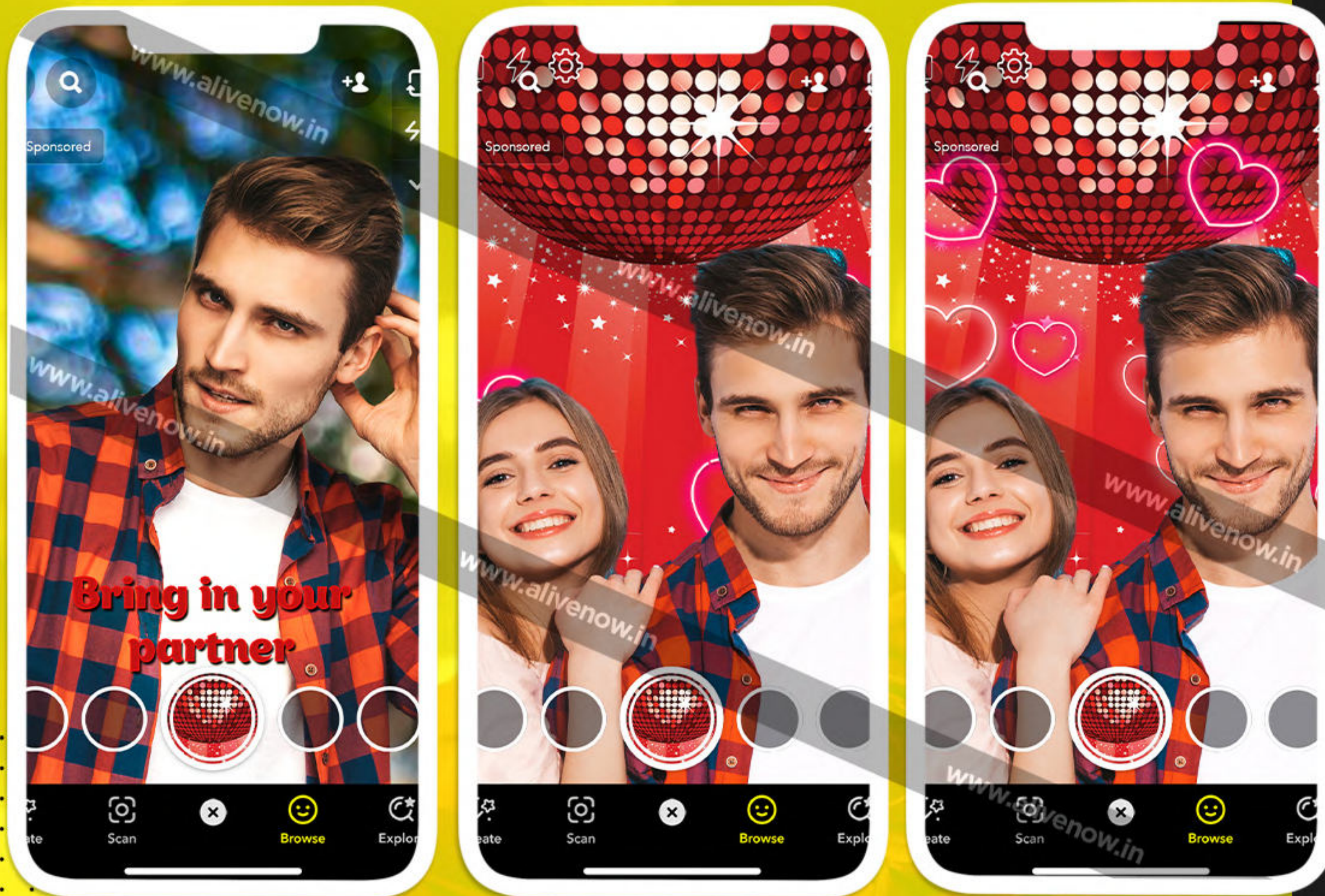
## Form A Heart Together

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



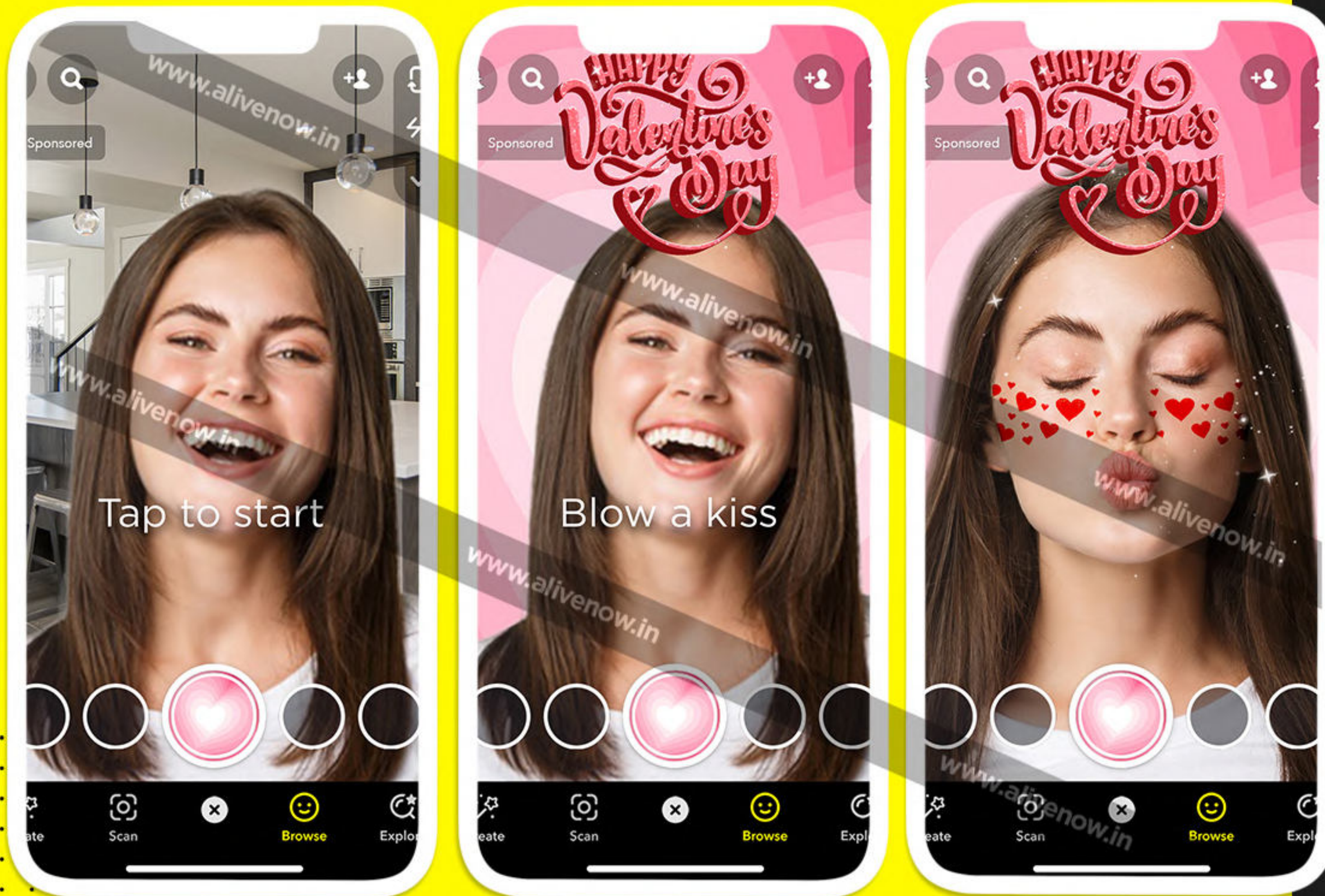


# Valentine's Day 2023 Prediction

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



Agilvy



VISA



Lenovo



BBC



IPG



JWT



Reese's

dentsu



WPP

Coca-Cola

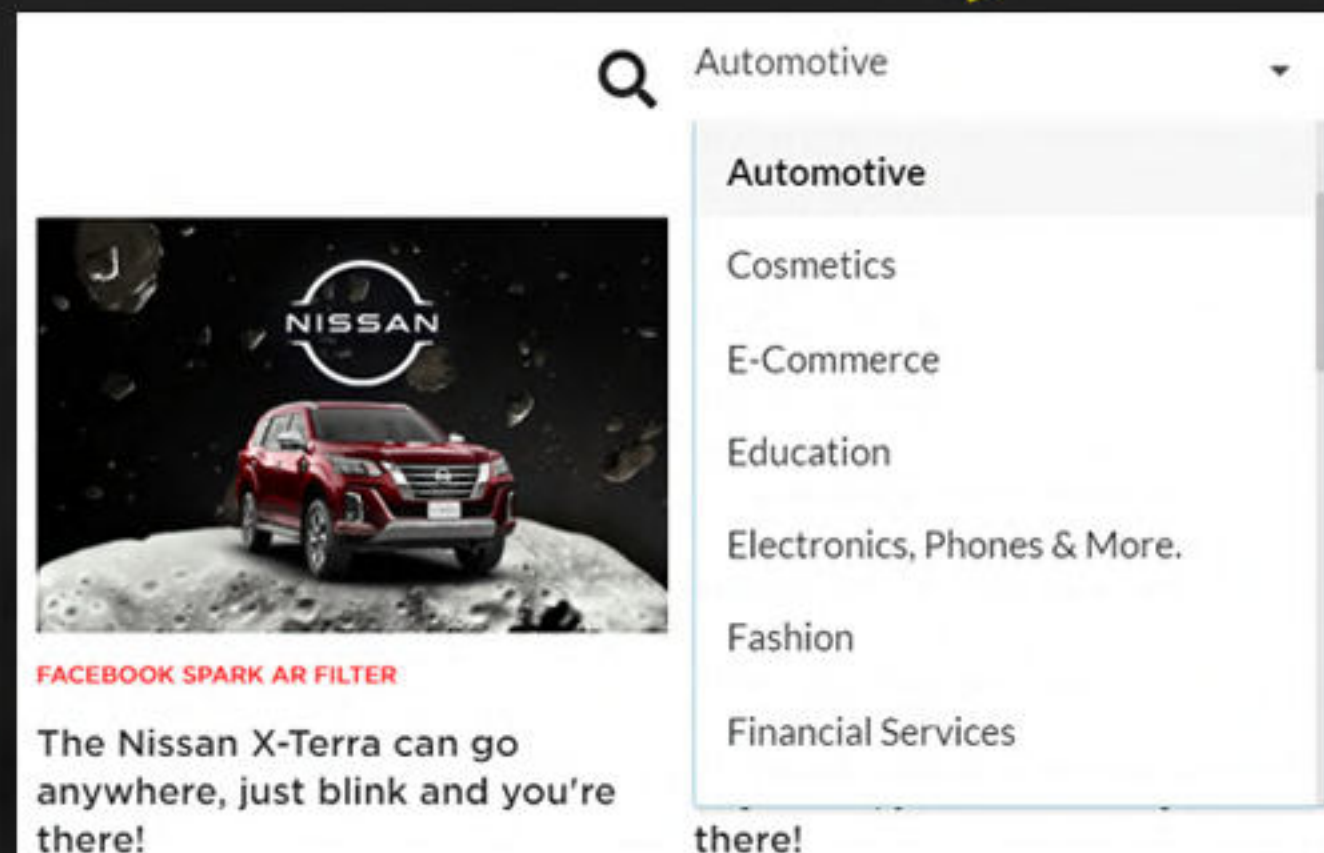
CARAT

& more!

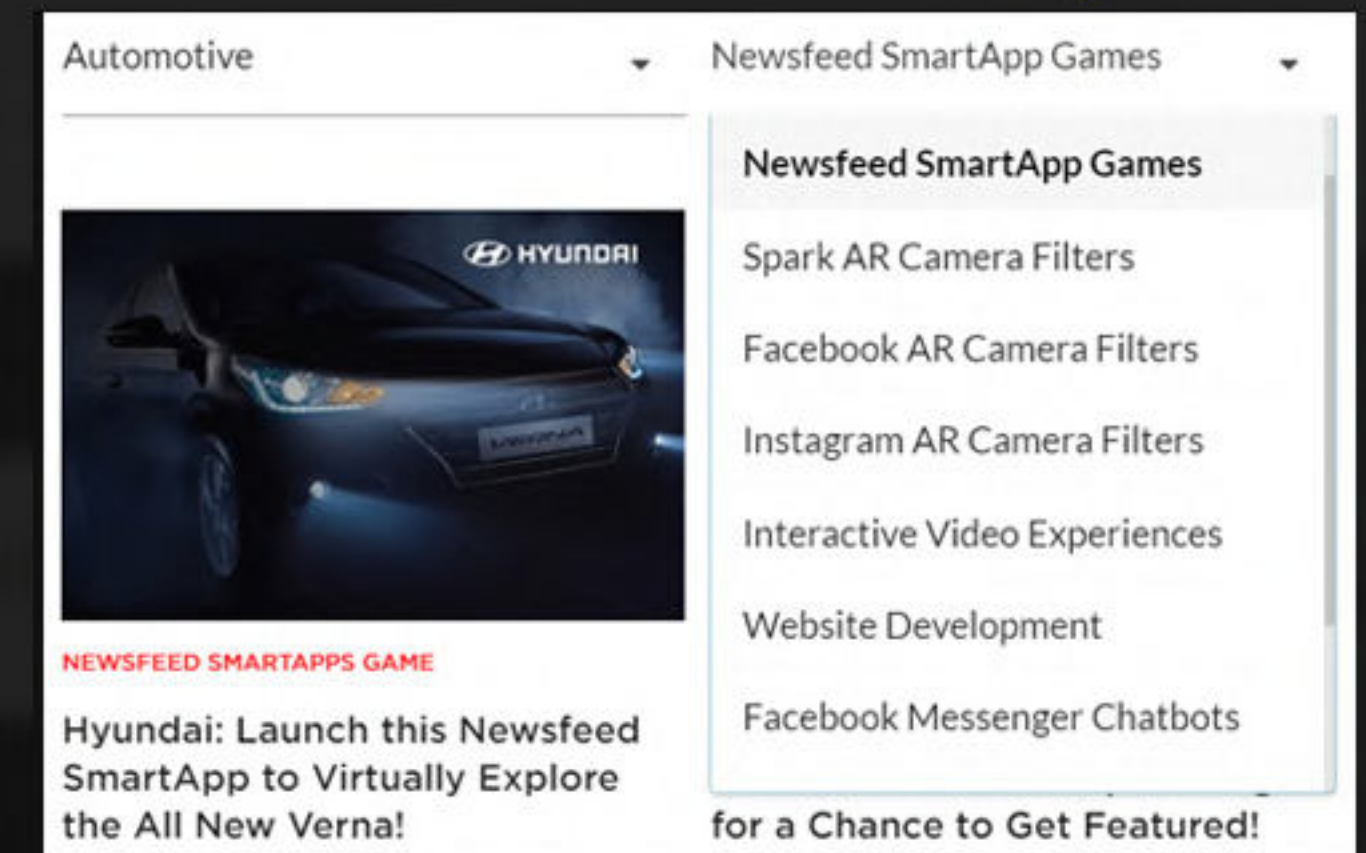


Visit our **PORTFOLIO PAGE** to explore hundreds of examples, search and discover campaigns by:

## 1 INDUSTRY



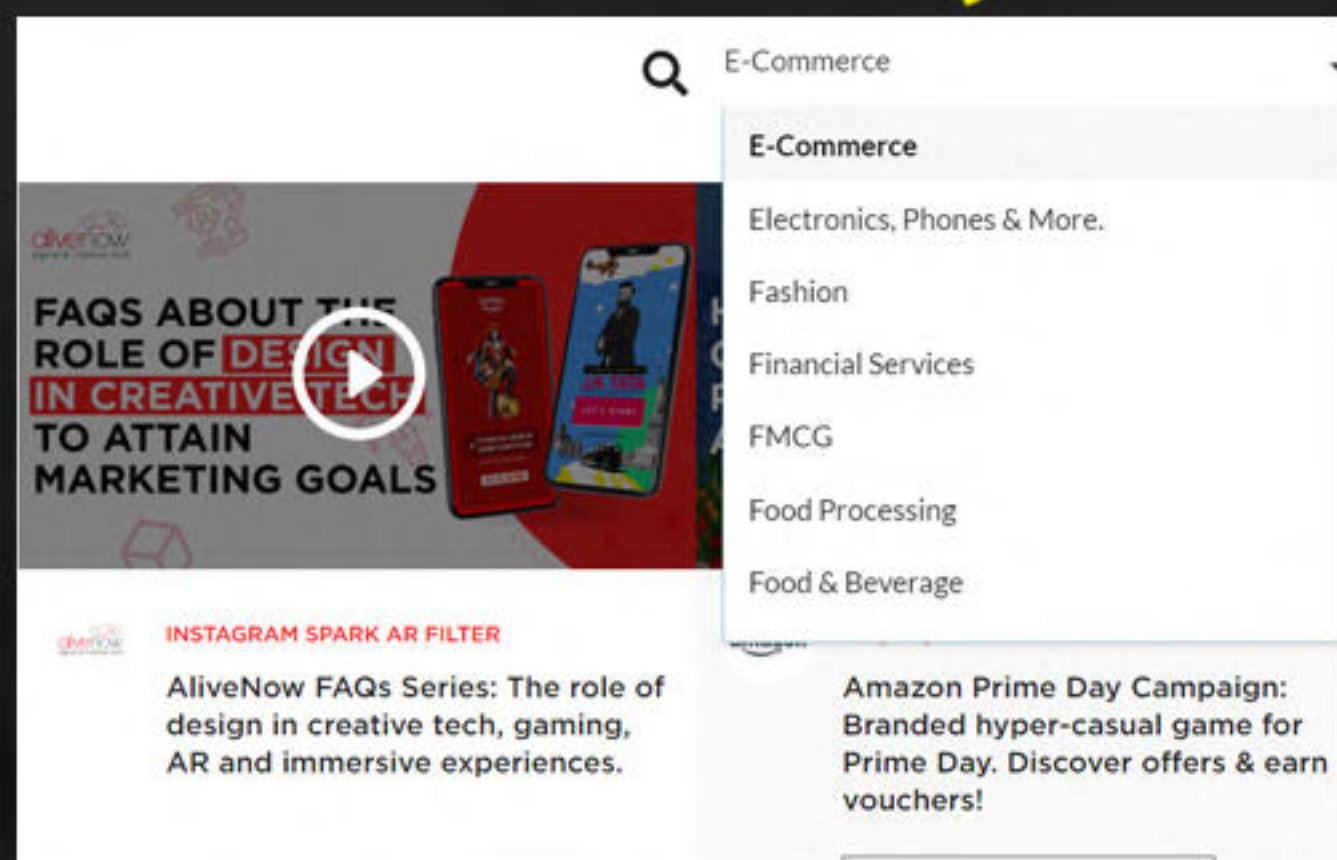
## 2 PLATFORM



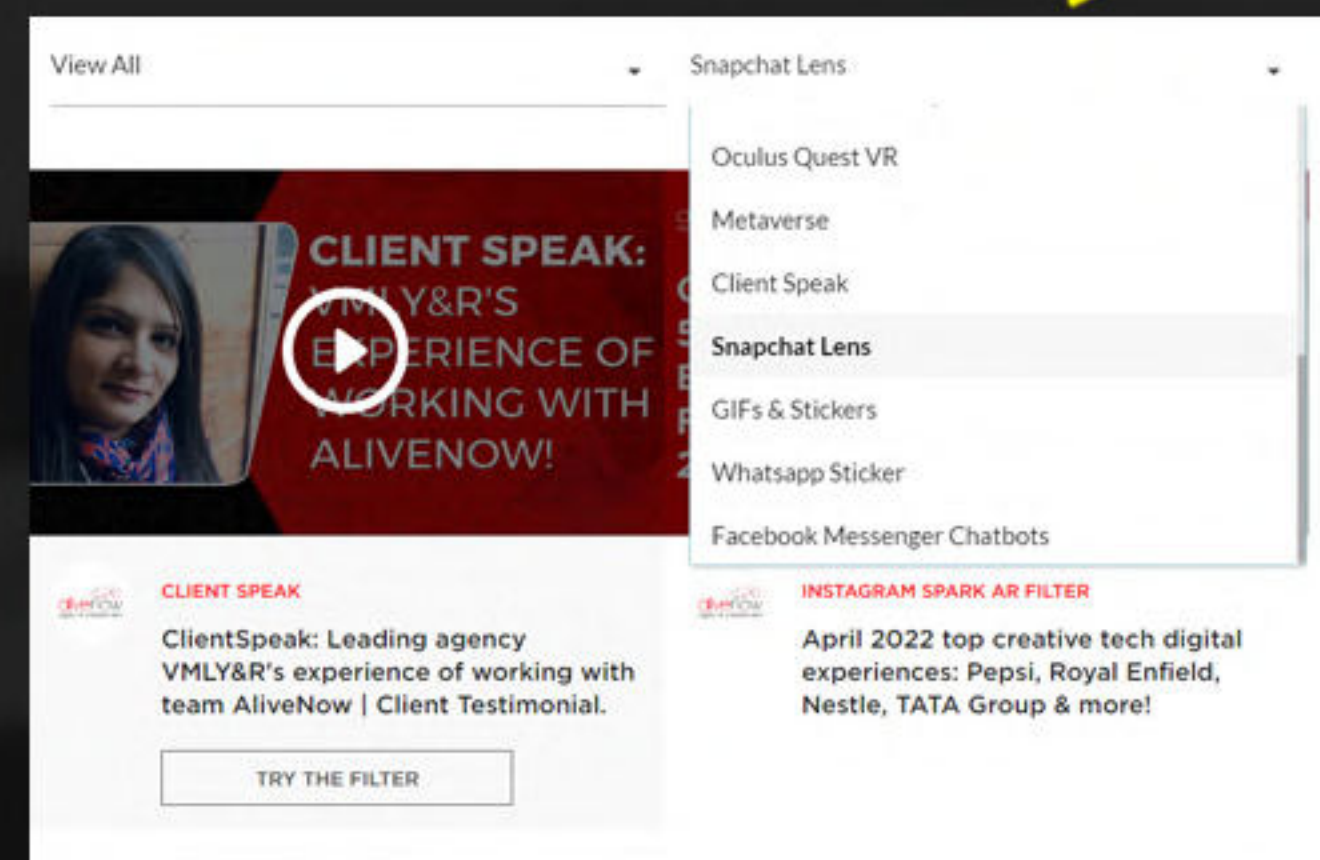


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

## 1 INDUSTRY



## 2 PLATFORM





# THANK YOU!

**contact@alivenow.in**

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

