





Interactive Digital Experiences For

# Valentine's Day

Immersive & Engaging concepts using  
Social AR, Web AR, Gaming &  
Playables.



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 2021



# Table of Contents

Who we are?

05

Why should you work with us?

06

Valentine's Day ideas using Facebook AR,  
Instagram AR experiences & Snap Lenses.

10

Valentine's Day ideas using Interactive Gaming.

25

Valentine's Day ideas using Web AR  
Experiences.

33

How does this work and what next?

40

Conclusion and Contact Us

46

# WHY SHOULD YOU CONSIDER CREATIVE TECH SOLUTIONS FOR YOUR MARKETING CAMPAIGNS



Bring  
Commerce  
to life



Try-  
Before-You-  
Buy Potential



Rich Media  
& Information  
Delivery



Reach 3.8 Billion  
Users with  
Creative Tech



60% to 100%  
increase in  
purchase intent



More delightful  
experience  
compared to  
videos/banners



Be present in  
the consumer's  
space



Increase  
Dwell  
Time & Recall

AND  
MUCH  
MORE!

[alivenow.in](http://alivenow.in)



# CREATIVE TECH SOLUTIONS WE OFFER:



## Augmented Reality & Camera Solutions

- Facebook AR Filters
- Instagram AR Filters
- Snapchat AR Lenses
- Web AR Experiences
- In-App AR Experiences
- Kinect Camera Experience



## Branded Gaming Solutions

- Newsfeed SmartApps
- Swipe Up Games
- Facebook Playable Ads
- In-App Games
- AR Games



## Other Creative Tech Solutions

- 3D-360 Virtual Stores
- Interactive Videos
- Messenger Bots
- WhatsApp Stickers Pack



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 40+ Across  
Strategy, Design &  
Technology**

**1,500+  
Creative Tech  
Builds**

# WHY SHOULD YOU WORK WITH US?

## 1,500+ builds over 10yrs.

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.

## Serviceable Locations

Three primary markets where we are strong is Middle East/North Africa (MENA), South East Asia and India. But we've also executed a good number of campaigns in Europe and North America.

OUR WORK HAS BEEN FEATURED ON

facebook

The Drum

Ads of the World

AdAge

ad:tech

& many more!





# POSSIBILITIES WITH SPARK AR FILTERS, & SNAP 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

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.**

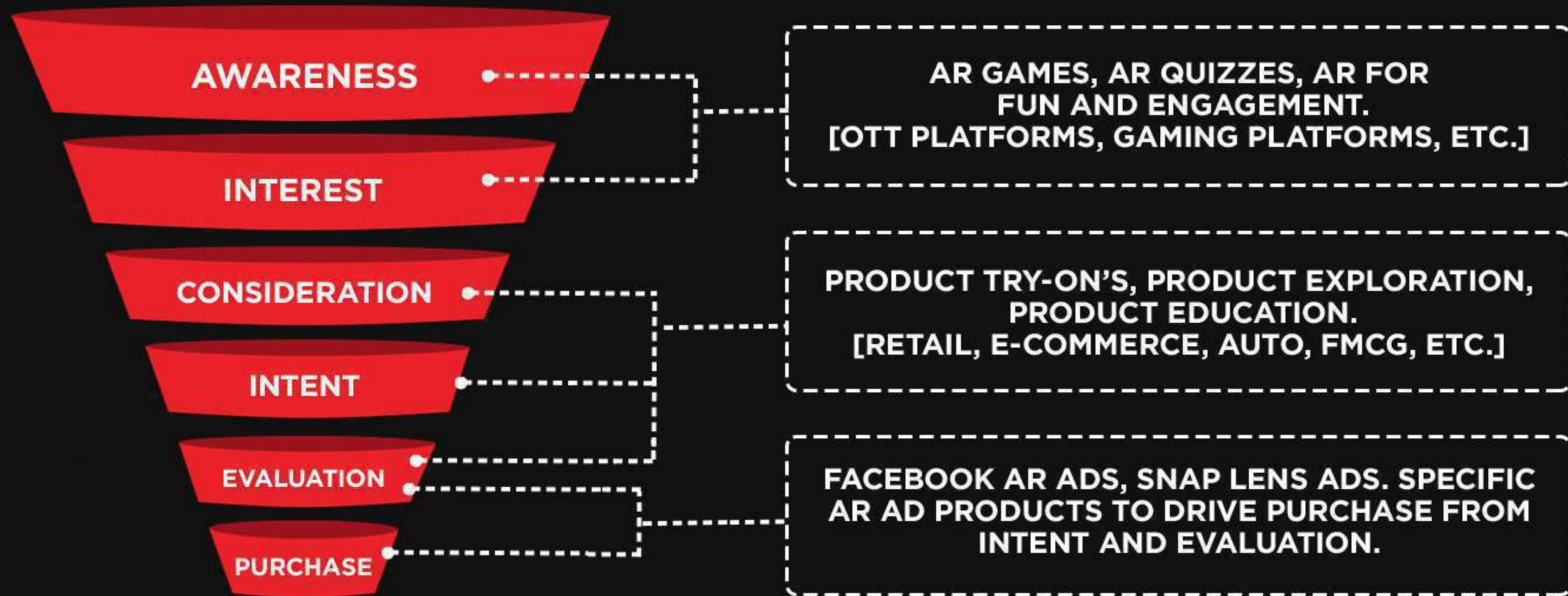
**EMERGENCE OF WEB  
AR & IMPROVED  
SMARTPHONE  
BROWSERS.**

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

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



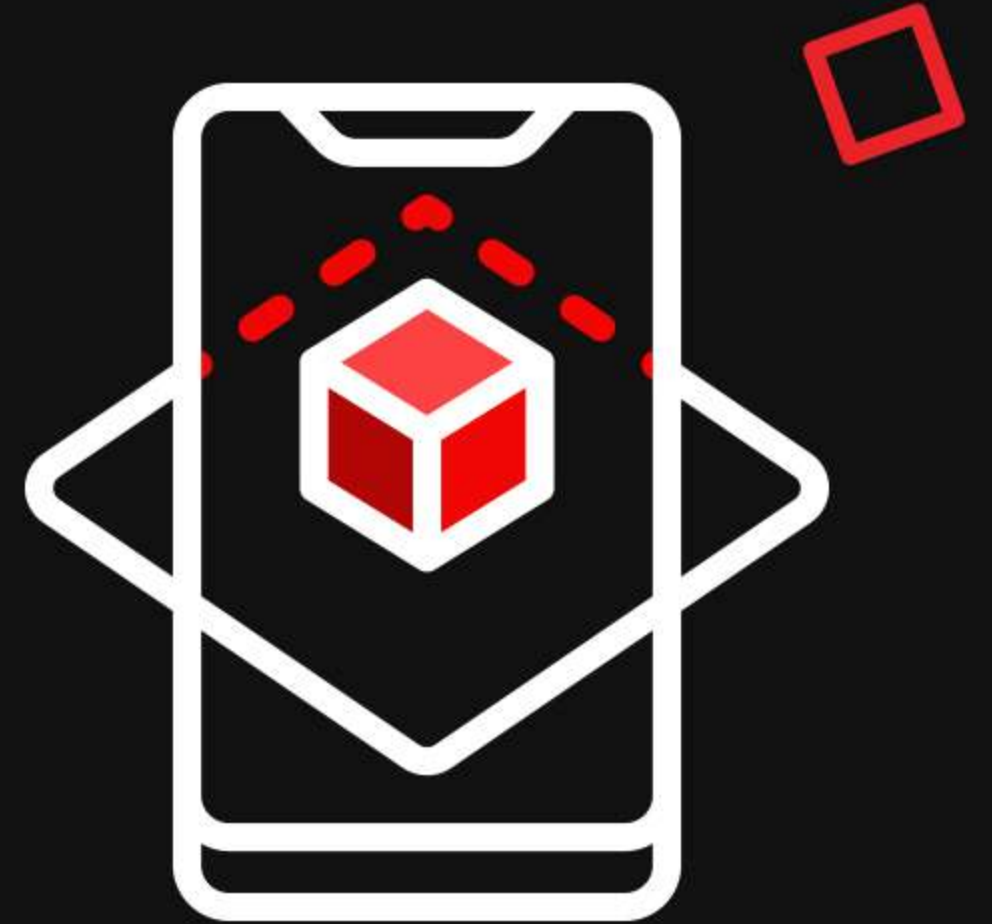
# AUGMENTED REALITY AND THE MARKETING FUNNEL.



# INSTAGRAM, FACEBOOK AR FILTERS, & SNAP LENSES

Branded AR experiences on Instagram or Facebook using front or back cameras and leveraging various gestures like nod head, blink, smile and more. Ideas could be AR games, AR for engagement or AR for sending across a positive message.

[Learn More](#)



[alivenow.in](http://alivenow.in)



# Heart Tunnel

When users launch the filter they are teleported to an endless heart tunnel.



## PLATFORM PUBLISHING

Social AR experiences.





# Blow a Kiss

Launch the filter and send love & wishes to your friends and family.

## PLATFORM PUBLISHING

Social AR experiences.





# Cupid Magic

Users can launch the filter on their rear camera and play a quick game of shooting love arrows at characters appearing from different sides of the screen to work cupid's magic!

## PLATFORM PUBLISHING

Social AR experiences.





# Collect the Hearts!

A fun game filter where users can collect hearts while dodging other objects to set a high score!

**PLATFORM PUBLISHING**  
Social AR experiences.





# Love Cam

A photobooth style filter for users get to create memories and multiple picture collages with their loved ones.

**PLATFORM PUBLISHING**  
Social AR experiences.





# Couple Quiz

Users can launch the filter and take a fun quiz with their partner

**PLATFORM PUBLISHING**  
Social AR experiences.





# Heartbreaker Filter

A full-body tracking filter where users can slice falling hearts and set a high score!

**PLATFORM PUBLISHING**  
Social AR experiences.





# Valentine's Day 2022 Prediction

Users launch the filter to find out their Valentine's day prediction for the year 2022

**PLATFORM PUBLISHING**  
Social AR experiences.





# Valentine's Day Gift Box

A virtual gift box filter where users can just tap and place a 3D gift box in their environment and discover their Valentine's day message and more surprises!

## PLATFORM PUBLISHING

Social AR experiences.





## Scan & Play!

When users scan the product they see the product coming to life on their screen and even engage with the product packing through a gamified experience.

### PLATFORM PUBLISHING

Social AR experiences.





# Valentine's Day Wonderland

An immersive filter when users get to experience Valentine's wonderland when their partner comes into the frame.

## PLATFORM PUBLISHING

Social AR experiences.





# Scan for a Lovely Surprise!

Scan the product to bring the product to life and discover discounts while love is still in the air.

**PLATFORM PUBLISHING**  
Social AR experiences.





# Cupid Sheild

A fun filter where users can move their hand left/right to shield themselves from the cupid's arrow.

## PLATFORM PUBLISHING

Social AR experiences.





# Send Love

When the user raises their hand, a heart is seen floating out of the hand, seamlessly continuing to the rear camera and bursting into small hearts revealing a special greeting!

## PLATFORM PUBLISHING

Social AR experiences.





# INTERACTIVE GAMING EXPERIENCES

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

**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.

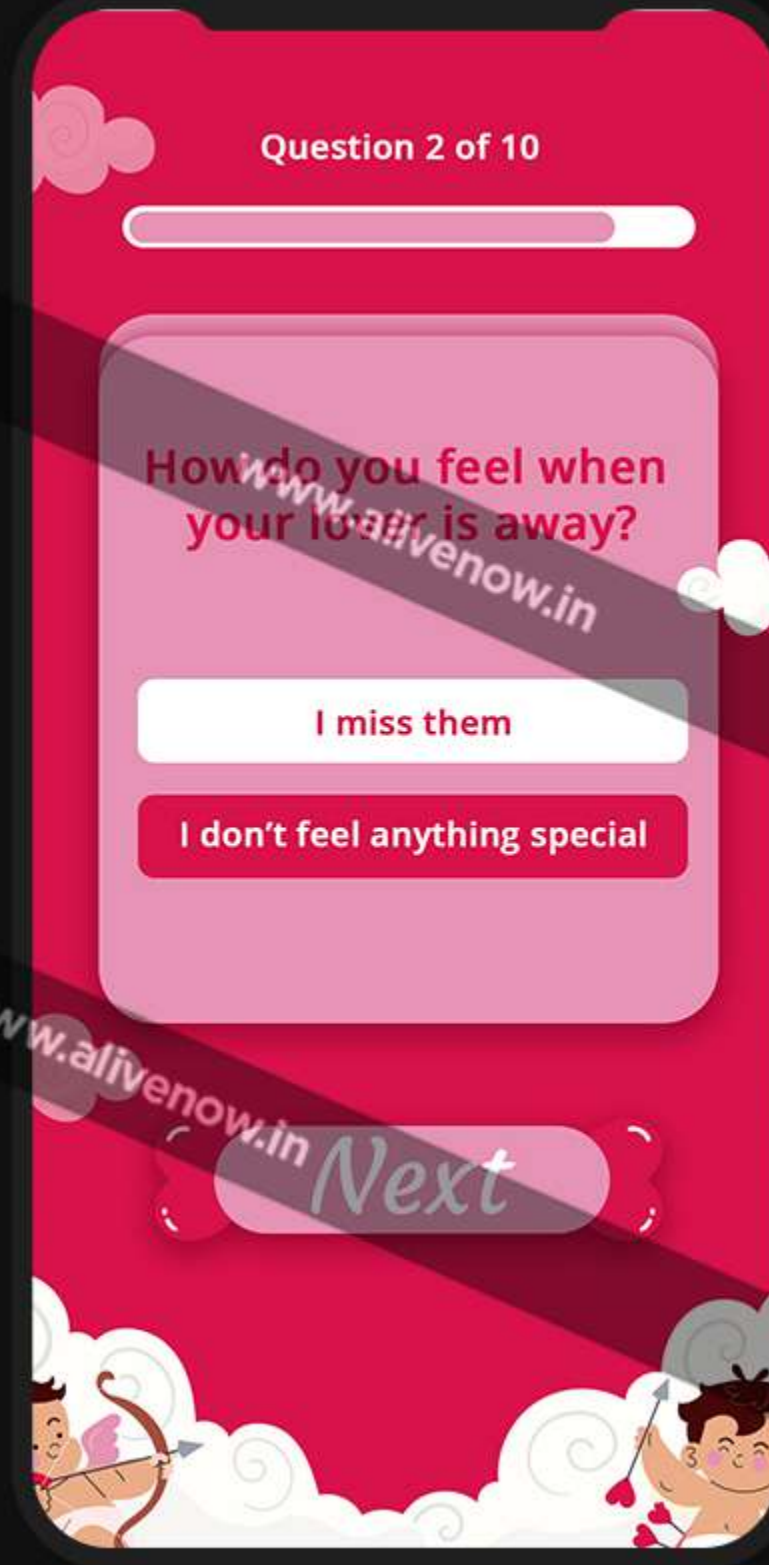
**Note :** Newsfeed SmartApps and Swipe Up Games are solutions from alivenow and are not related or owned by any other company. Facebook Playable Ads is a unique ad unit offered by facebook, and as partners we build Facebook Playable ads as well.





# Compatibility Test!

Users can answer a questionnaire based on their preferences, and share it with their significant other to see how compatible they are! The recipient has to answer for player 1, to see how many answers they can match!





## Place the Blocks to Reveal the Greeting!

Users can tap and swipe on the screen to rotate and place the falling blocks. The final image reveals a heart that pops out if the blocks are placed correctly, to reveal a V-Day greeting & discount vouchers!

USERS CAN TAP AND SWIPE ON THE SCREEN TO ROTATE AND PLACE THE FALLING BLOCKS TO REVEAL A GREETING

Start

SCORE  
20

TIME  
00:45

Left

Rotate

Right



# Find the Perfect V-Day Gift for Your Partner!

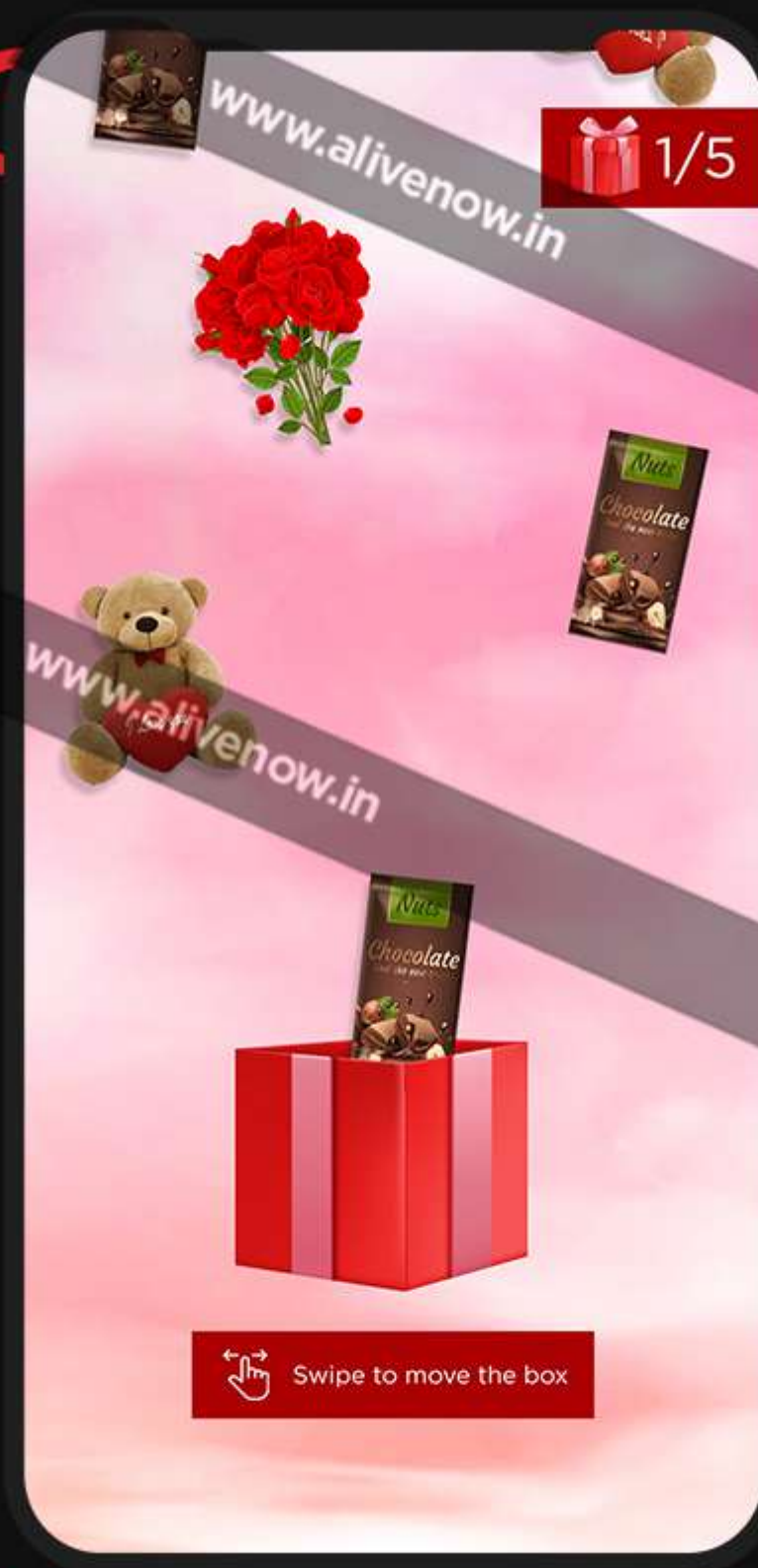
Within an interactive video experience, users can pick options based on their significant other's preferences to find the perfect V-Day present for them. They can then link out of the experience to the e-commerce site to complete their purchase!





# Create a Customised Gift Box!

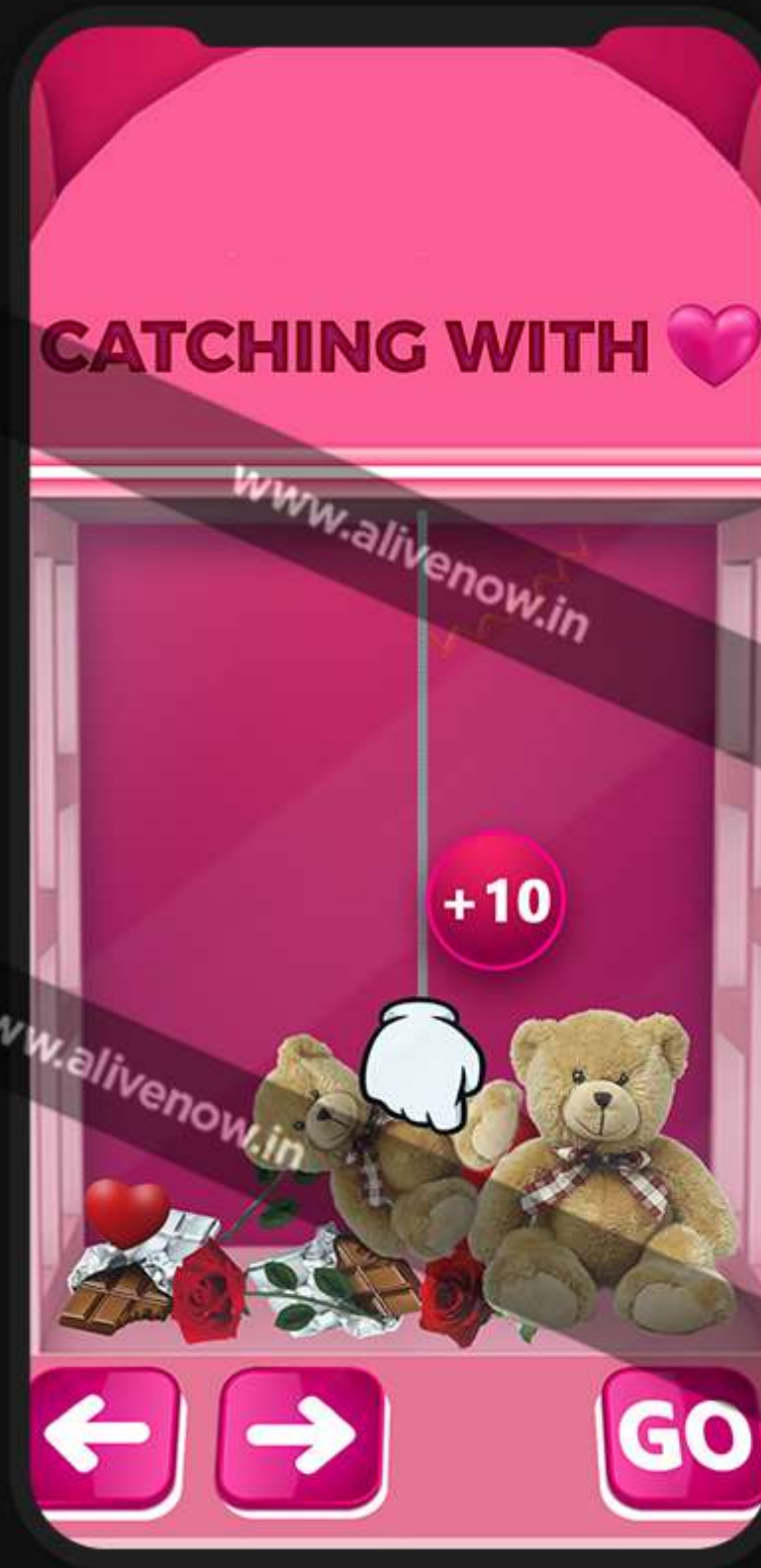
Users can collect 5 items that fall from the top of the screen to fill in their gift box, and send a unique link to their significant other! The recipient can open a personalised gift box of the collected items in their own space in AR!





## Claw Out the Gifts!

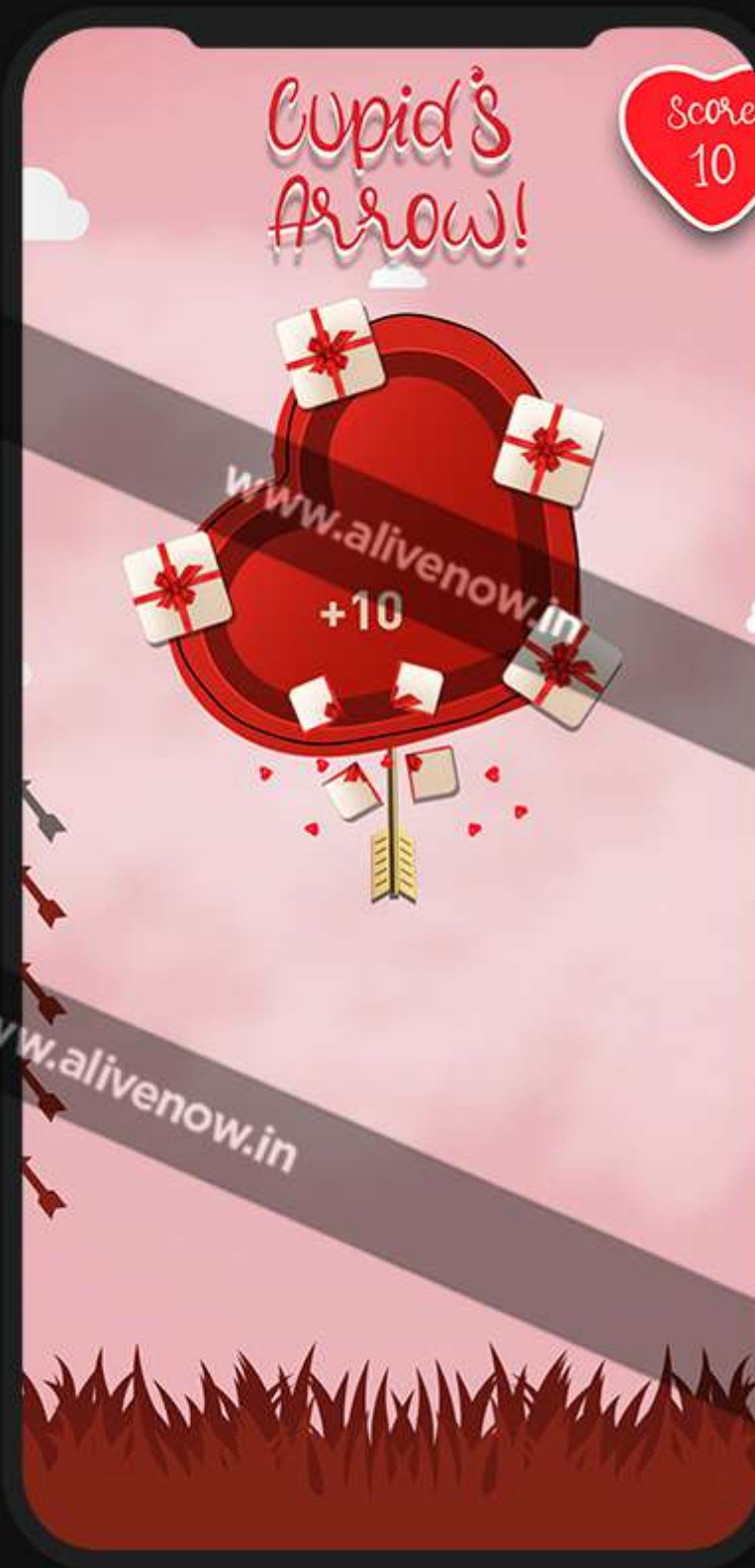
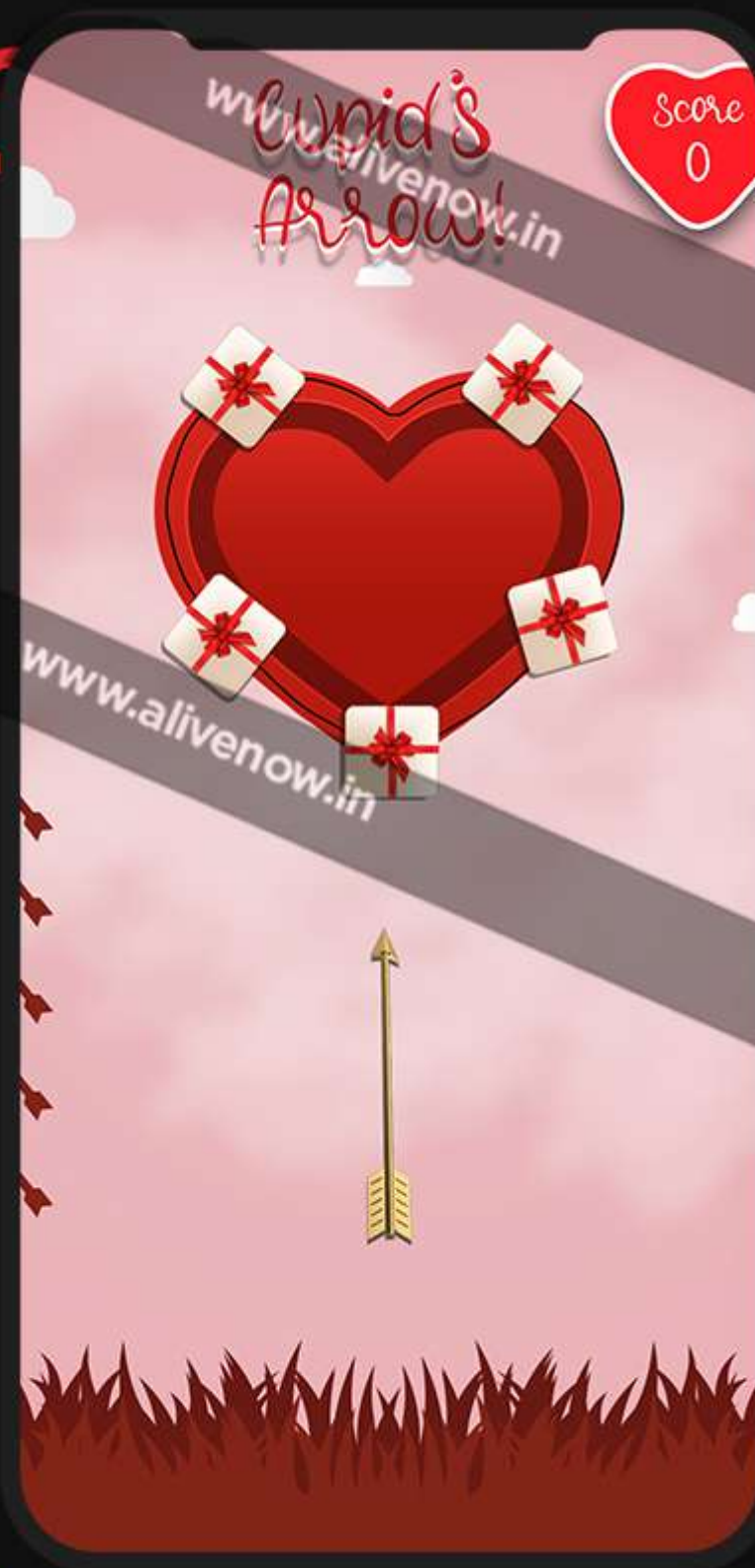
With this super fun Claw Machine game, users can claw out V-Day themed items and branded items to set a high score in 45 seconds! They can be given discount vouchers based on their scores.





## Cupid's Arrow!

The aim for users is to time and hit the heart-shaped dart board with Cupid's Arrow to collect the brand items on it! Coupons are revealed based on the user's timing & scores.





## V-Day Greeting Cards!

Users can upload a picture of their significant other, pick from a range of V-Day themed stickers & GIFs and customise a greeting card that they can save and share!



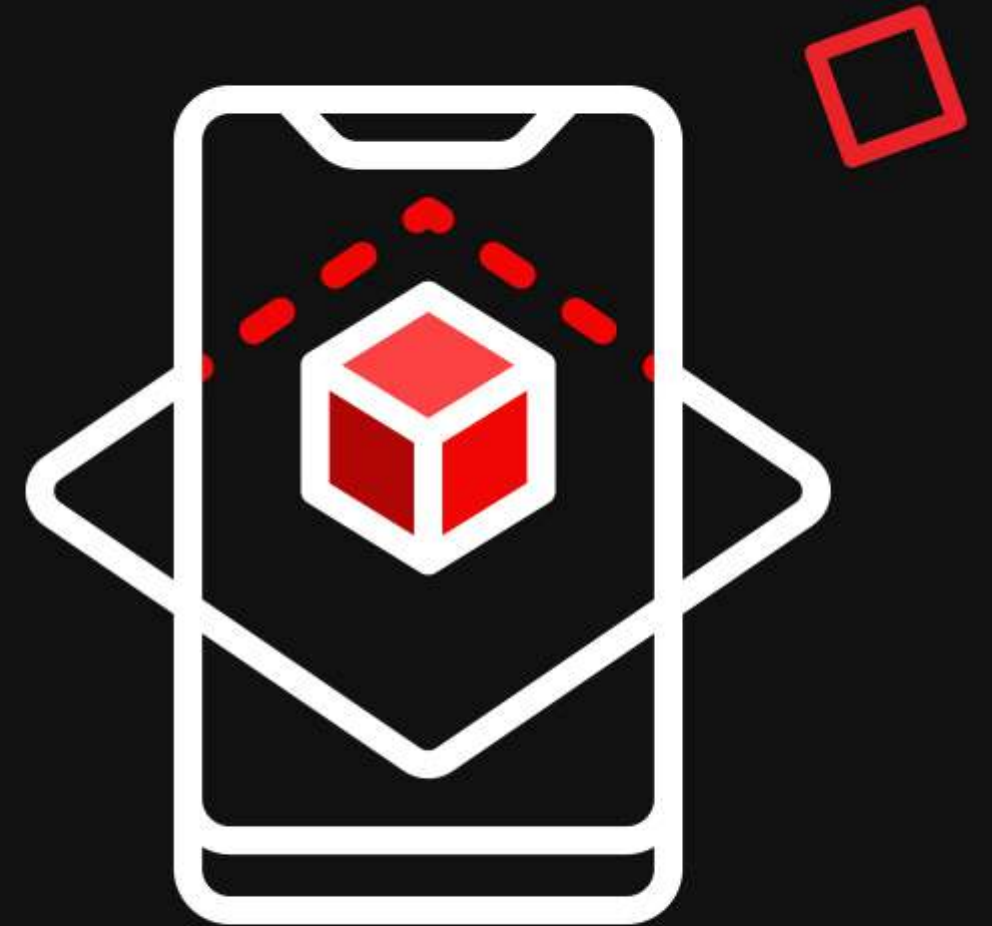


# WEB AR

**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](https://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.

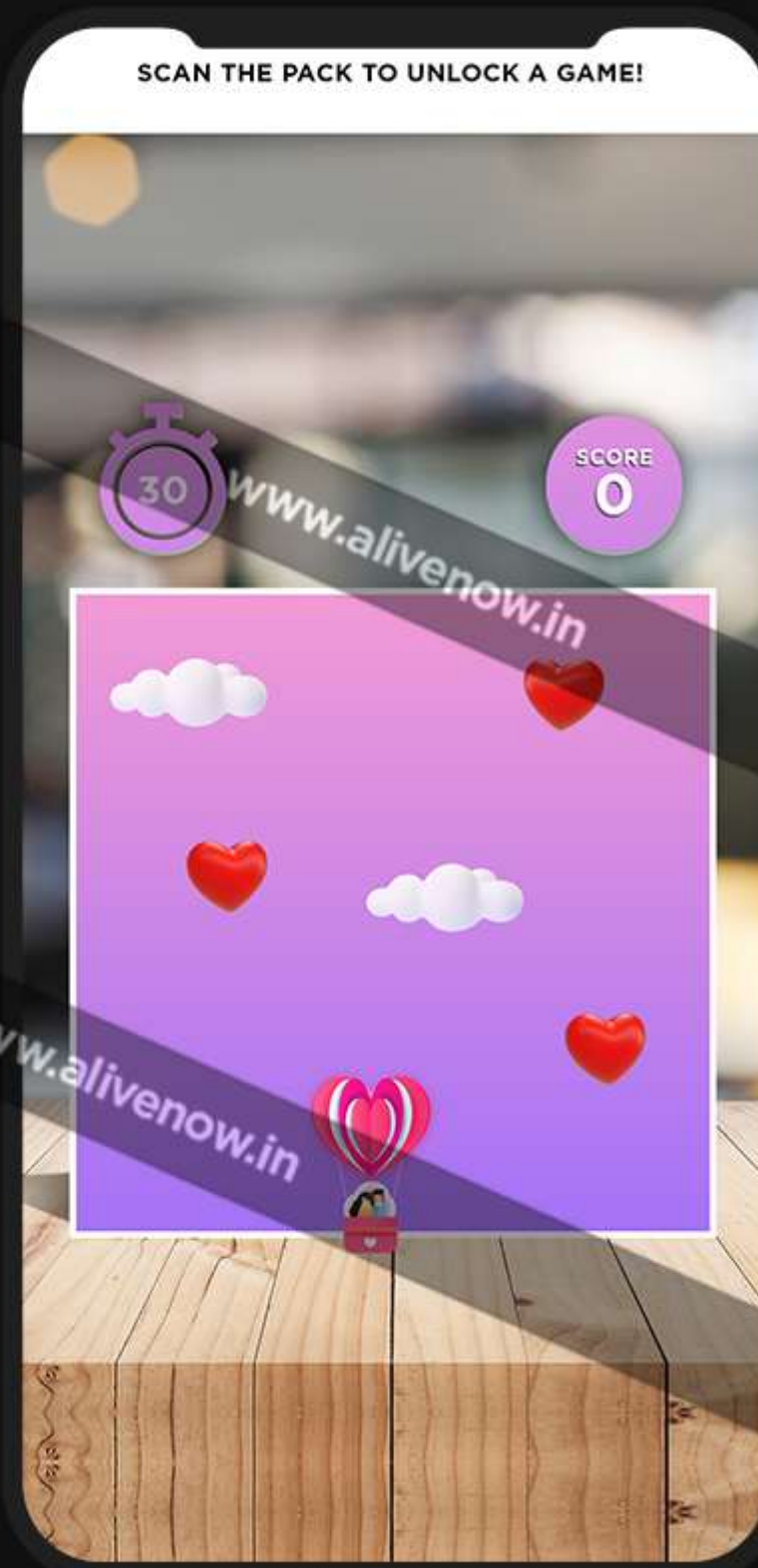


Life Size AR:  
Scaled to real sizes  
for customers to  
try.



# Scan the Pack to Unlock a Game!

The face of the product transforms into a beautiful, Valentine's Day-themed game as users scan the pack. The aim is to move the hot-air balloon with the couple sitting in it left/right, to collect hearts and avoid clouds as they make their way to the top!





# Personalise a Valentine's Day AR Message!

Users can enter the name of their significant other along with a message for them. After this they can generate a unique WebAR link that can be shared with their significant other. The recipient can open this unique, personalised WebAR experience to watch the V-Day greeting come to life around them!





# Scan & Play!

When users scan the pack, the pack transforms into a fun, maze game. The objective is to help the in-game character make its way to its significant other, while collecting hearts on the way to score points!





# Find the Right Heart to Reveal the Greeting!

The experience starts with a blank V-Day card with a heart cut out in the middle. The aim for users is to look for the right shaped heart to fill in this cut-out to reveal the V-Day message on the card!

FIND THE RIGHT HEART TO REVEAL THE GREETING!

alivenow.in

FIND THE RIGHT HEART TO REVEAL THE GREETING!

alivenow.in



LOOK AROUND FOR THE HEART





# Scan the Pack for a V-Day Surprise!

When users scan a pack, they can watch it come to life in the colours of the occasion. They can take pictures, learn about the history of Valentine's Day, all with this experience!





# 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!





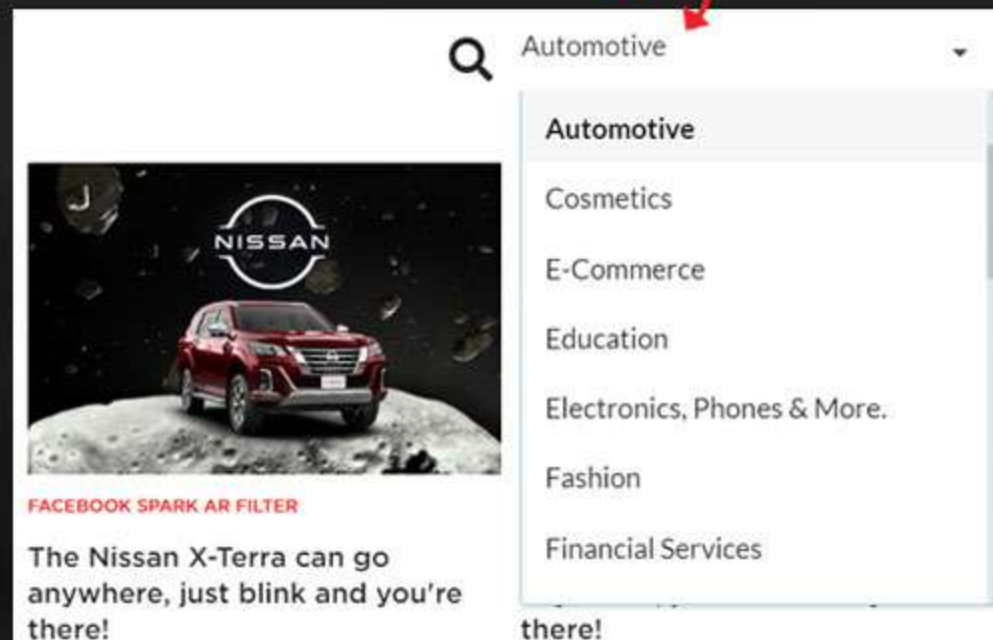


& more!

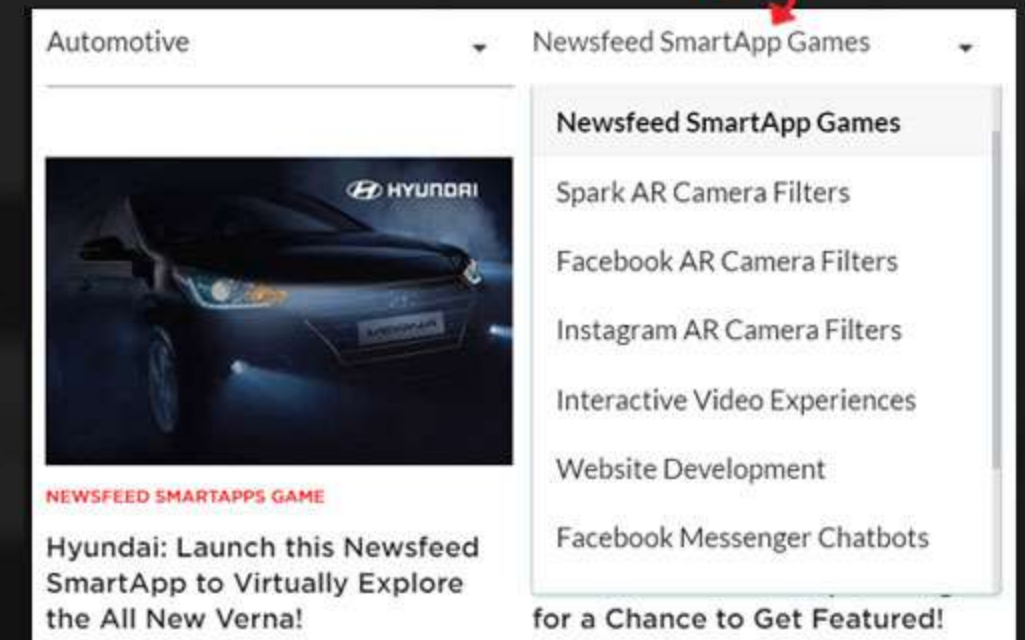


Visit our **PORTFOLIO PAGE** to explore hundreds of examples, search and discover campaigns by:

## 1 INDUSTRY



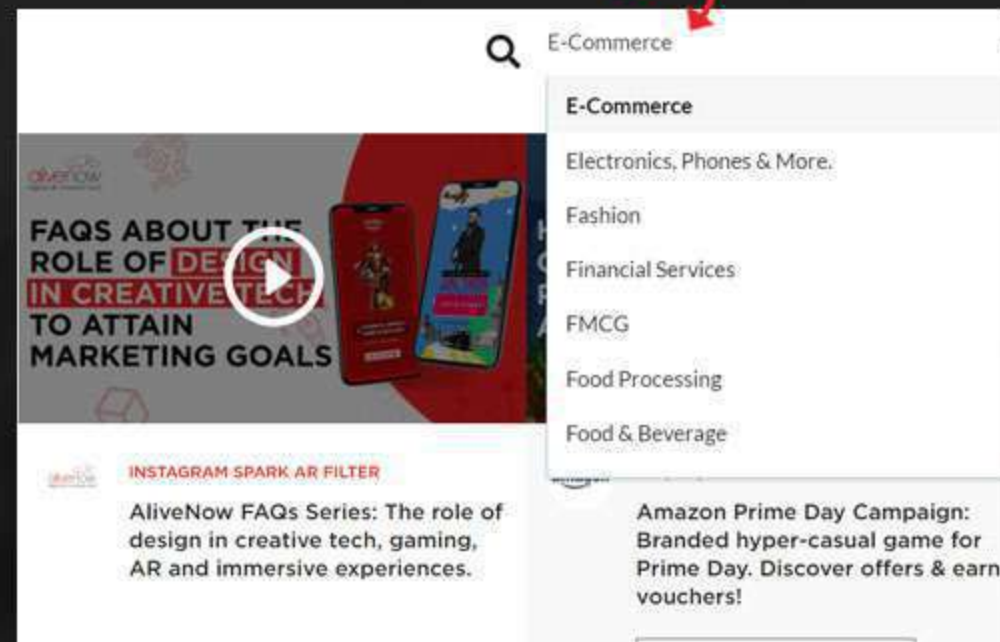
## 2 PLATFORM



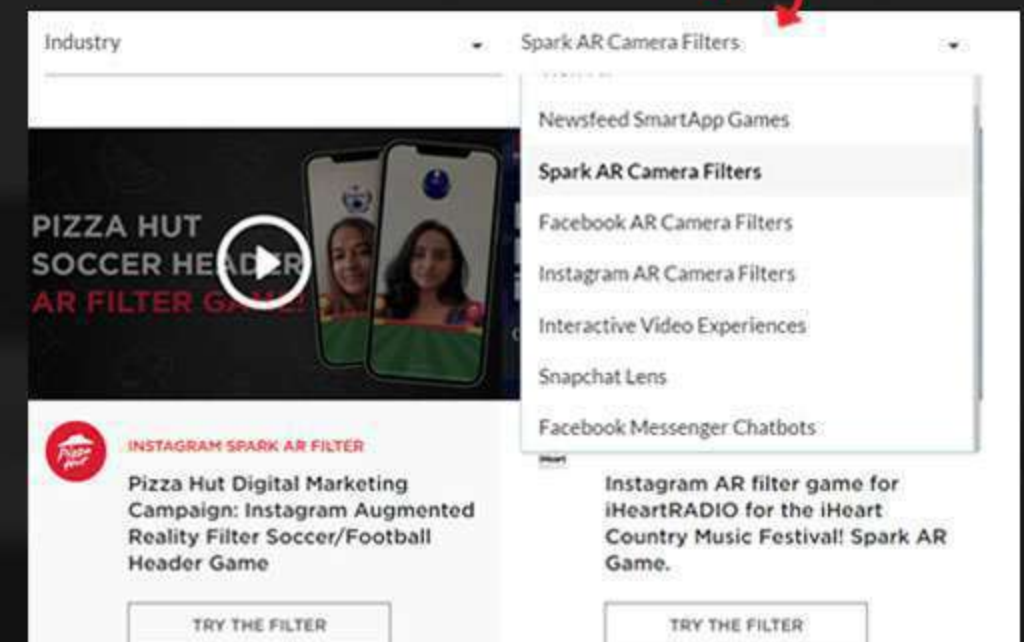


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

## 1 INDUSTRY



## 2 PLATFORM







# THANK YOU!

**contact@alivenow.in**

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

