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digital & creative tech

alivenow.in

month of love
February

Valentine's Day 2023

Amplify your marketing campaigns with **Immersive Digital Experiences!**

Branded Hyper-Casual Games | **Web Based Augmented Reality** | **AR Filters & Lenses** | **3D-360⁰ Environments** | **Tactical Bots & More**

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IN THIS **DECK**

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CREATIVE TECH SOLUTIONS WE OFFER:

Augmented Reality & Camera Solutions

Instagram AR Filters

Snapchat AR Lenses

TikTok AR Effects

Web AR Experiences

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

FlipTok Games

In-App Games

Facebook Playable Ads

AR Games

Branded Gaming Modules

Other Creative Tech Solutions

Web-Based Metaverse Experiences

3D-360 Virtual Shoppable Stores

Static & Dynamic 3D Modelling

Interactive Videos

Messenger & Instagram Bots

PREMIER PARTNER
8|8thWall

PARTNER
SNAP LENS NETWORK

Meta Spark
Partner Network

OUR GLOBAL STORY OVER THE LAST 10 YEARS.

200+
Agency Clients

Projects Across 25 Countries

500+
Brand Clients

Team of 50+ Across Strategy, Design & Technology

2500+
Creative Tech Builds

WHY SHOULD YOU WORK WITH US?

2500+ builds over 10 years.

Conceptualized, built and launched over 2,500 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 Instagram & Facebook Spark AR partner, Snapchat Lens Creative Partner and an 8th Wall Premier Partner.

OUR WORK HAS BEEN FEATURED ON

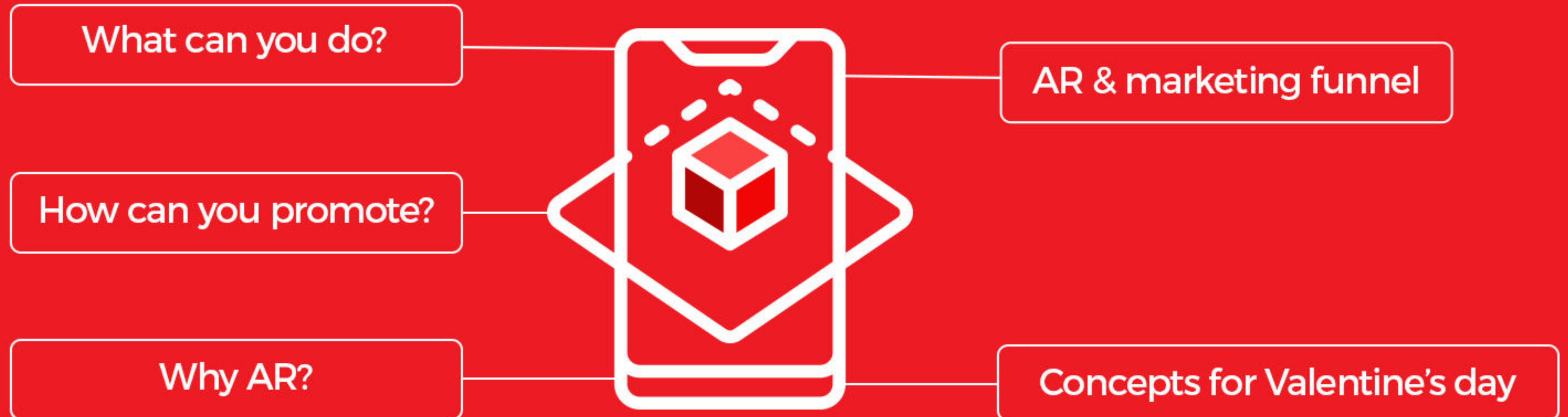facebook   The Drum.   Ads of the World   AdAge   ad tech   campaign   & many more!

05

THE WORLD OF AUGMENTED REALITY FILTERS & LENSES

What can you do?

How can you promote?

Why AR?

AR & marketing funnel

Concepts for Valentine's day

WHAT'S POSSIBLE WITH AR FILTERS & LENSES

Augmented reality games.

Voice recognition.

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!

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WHAT'S THE BIG DEAL ABOUT AR RIGHT NOW?

CONSUME AN AR EXPERIENCE WITH OR WITHOUT AN APP.

DEMOCRATIZED AR, THANKS TO SOCIAL PLATFORMS.

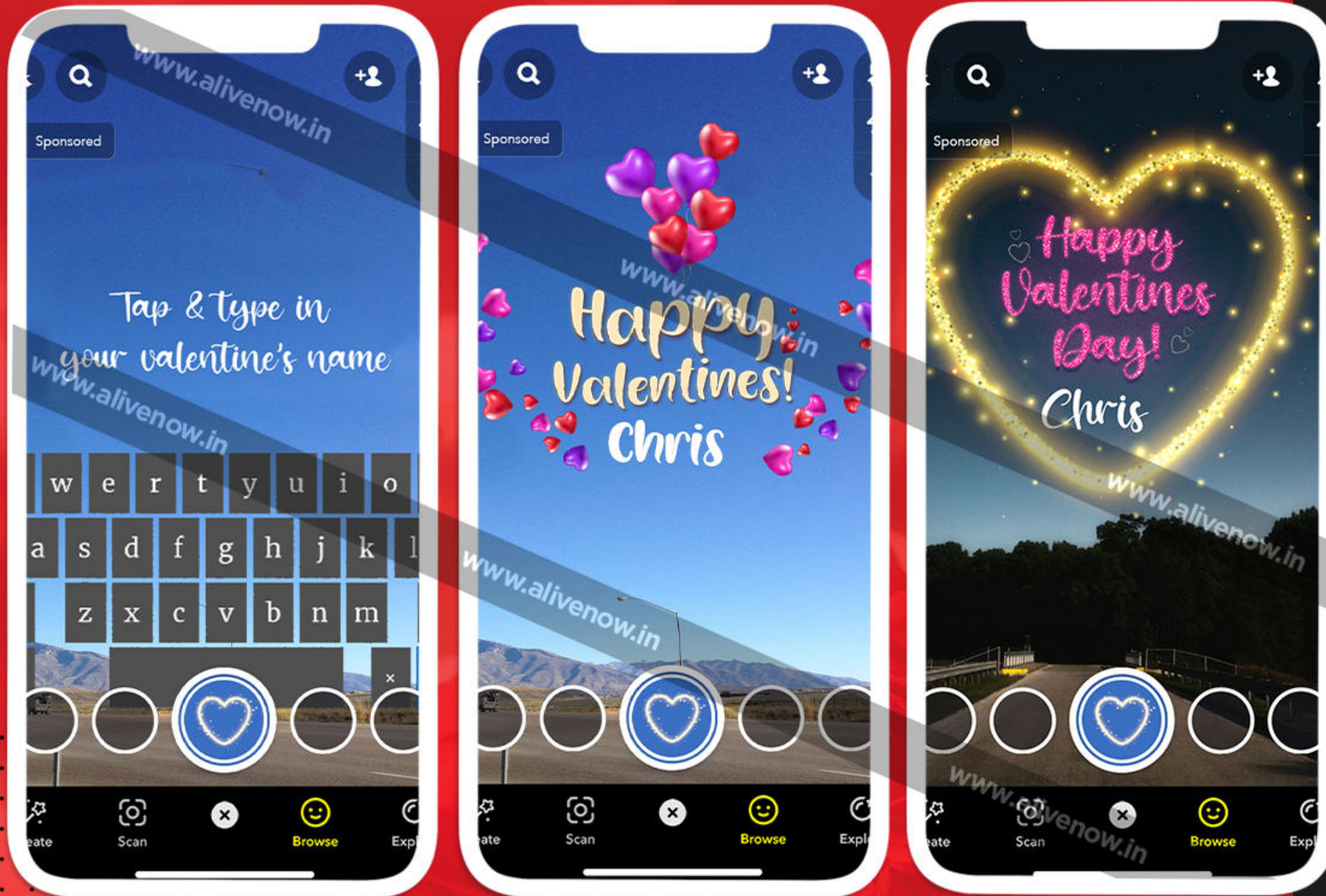**BETTER SMARTPHONES & PROCESSERS = INCREASED REACH + AR AT SCALE.**

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.

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AUGMENTED REALITY AND THE MARKETING FUNNEL

AWARENESS

INTEREST

AR GAMES, AR QUIZZES, AR FOR FUN AND ENGAGEMENT.
[OTT PLATFORMS, GAMING PLATFORMS, ETC.]

CONSIDERATION

INTENT

PRODUCT TRY-ON'S, PRODUCT EXPLORATION, PRODUCT EDUCATION.
[RETAIL, E-COMMERCE, AUTO, FMCG, ETC.]

EVALUATION

PURCHASE

AR ADS, SNAP LENS ADS. SPECIFIC AR AD PRODUCTS TO DRIVE PURCHASE FROM INTENT AND EVALUATION.

09

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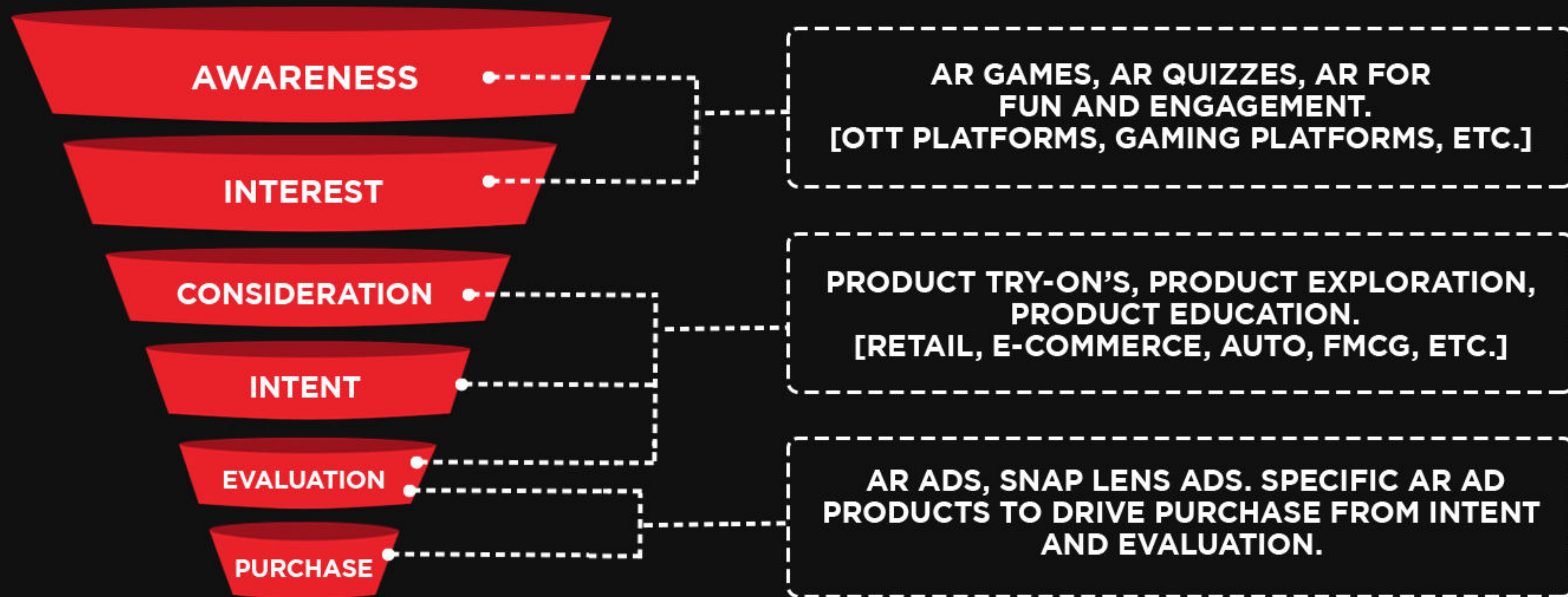
Message in the Sky

The users get to place a personalized Valentine's greeting for their partner in the sky, at any time of the day.

PLATFORM PUBLISHING
Social AR experiences.

10
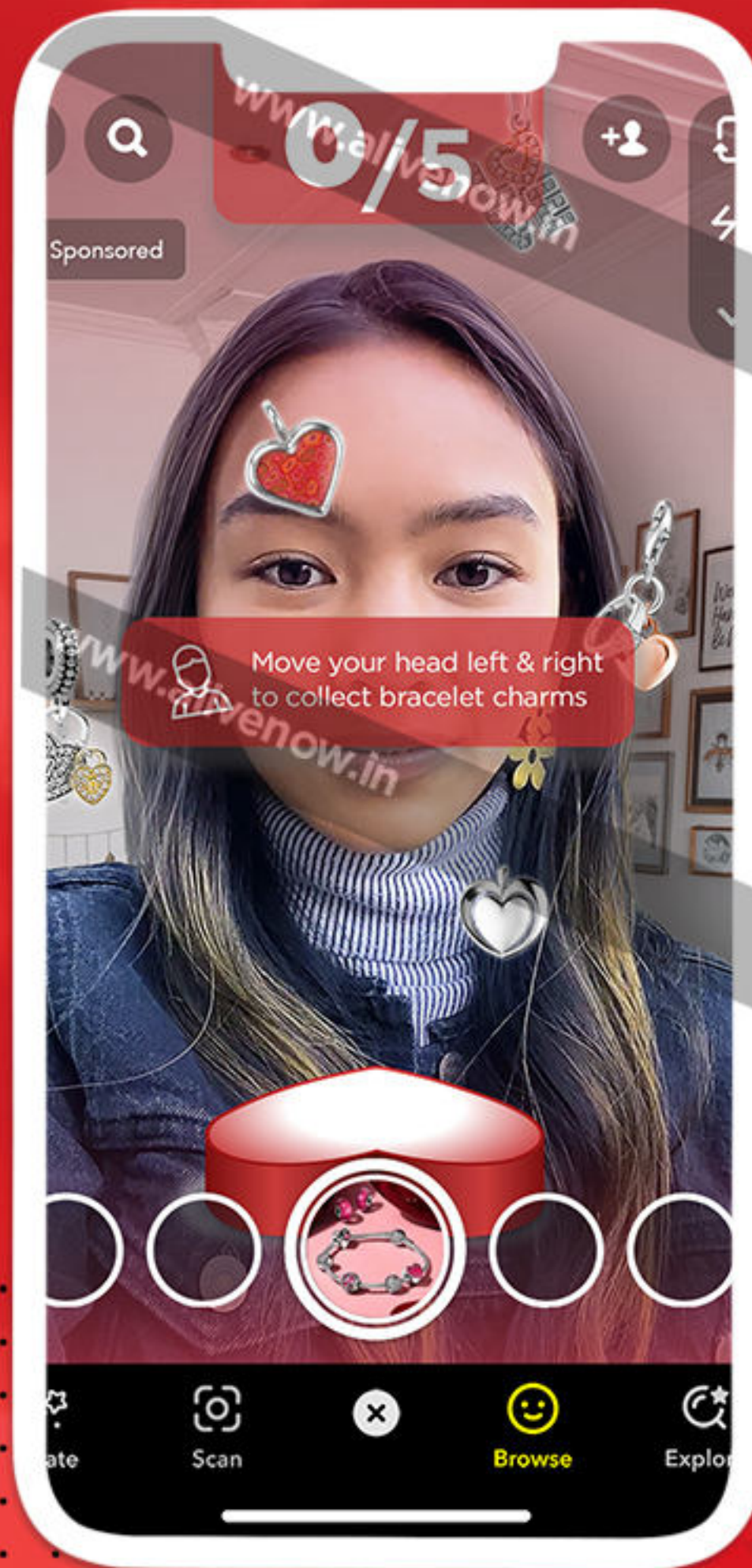
Create Personalized Love Bracelets

The user collects bracelet charms in the front camera and then switches the camera to try it on their wrist in AR.
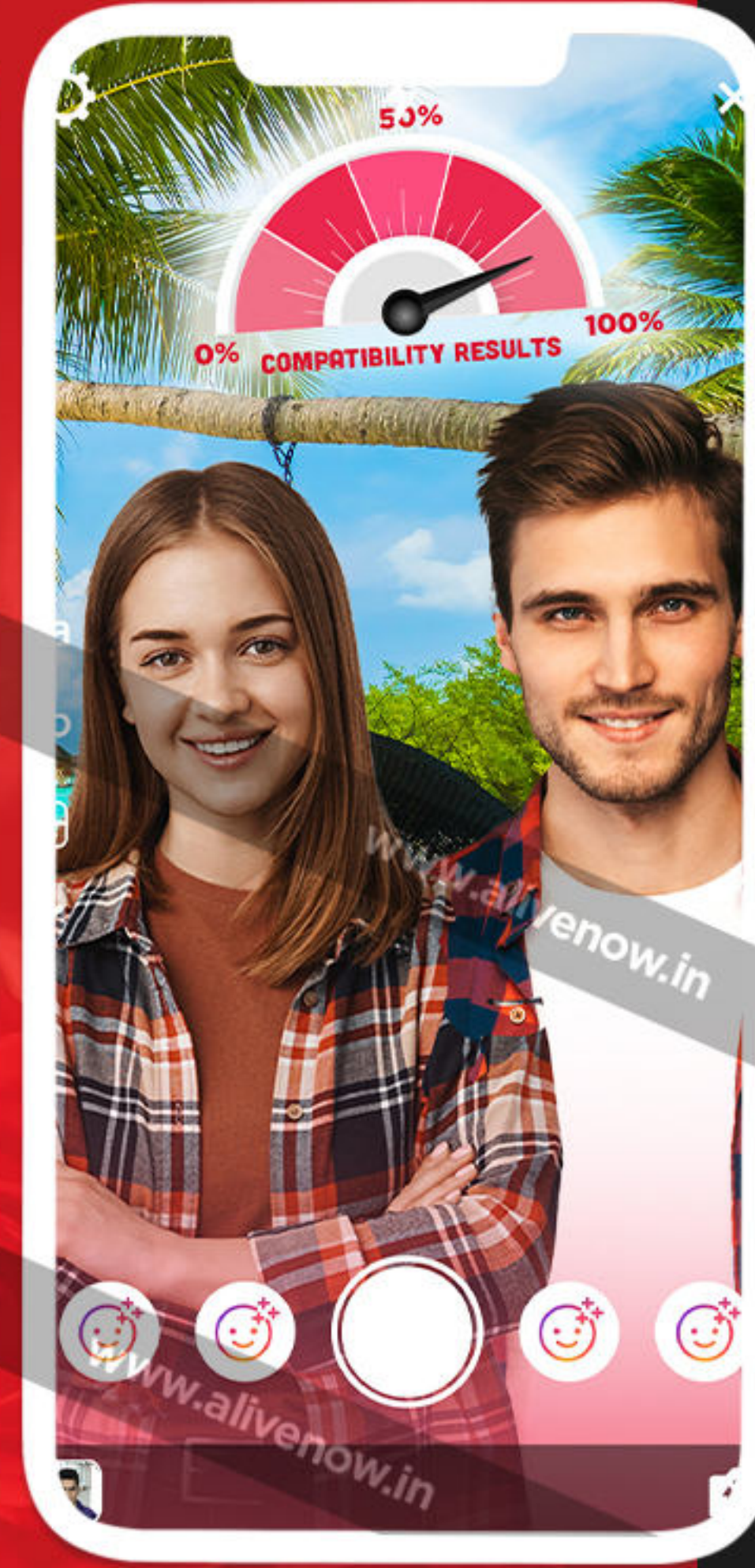
PLATFORM PUBLISHING
Social AR experiences.

11

Valentine's Themed Earring Set

The user gets to try on Valentine's Day cupid ear set in AR.

PLATFORM PUBLISHING
Social AR experiences.

Compatibility Test

Couples take turns answering a voice-activated quiz to determine their level of compatibility.

PLATFORM PUBLISHING
Social AR experiences.

V-day
Outfits

The user tries matching Valentine's day special onesies with their partner.

PLATFORM PUBLISHING
Social AR experiences.

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Say "I love you"

Users say I-love-you out loud in parts to trigger special animation on the screen.

PLATFORM PUBLISHING
Social AR experiences.

Convey Your Special Message

Users get to convey their V-day message and see lovely animation on the screen, when they use special words like- love, beautiful, grateful, etc

PLATFORM PUBLISHING
Social AR experiences.
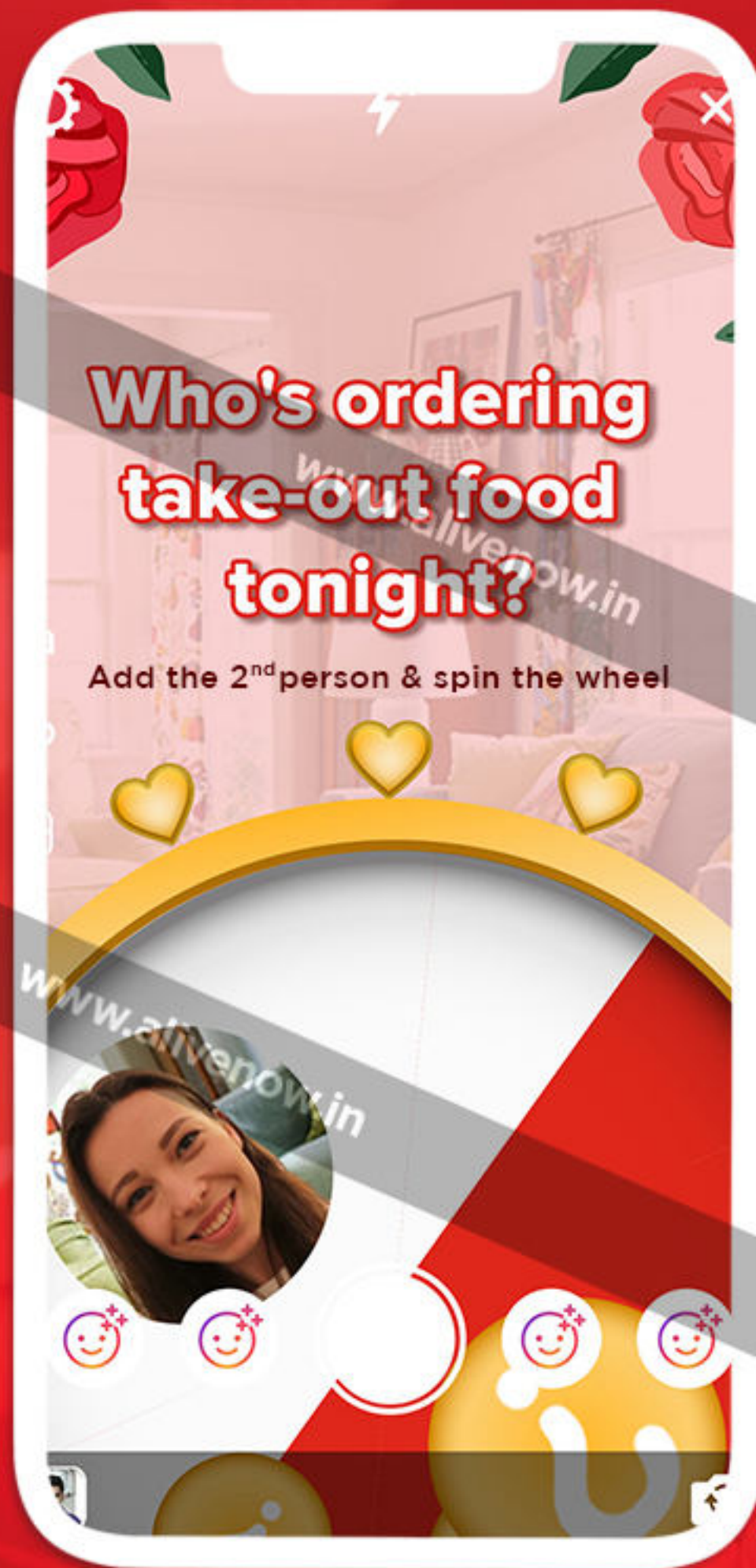
Valentine's Date Challenge

The user gets to spin the wheel to try out quirky challenges with their date.

PLATFORM PUBLISHING
Social AR experiences.
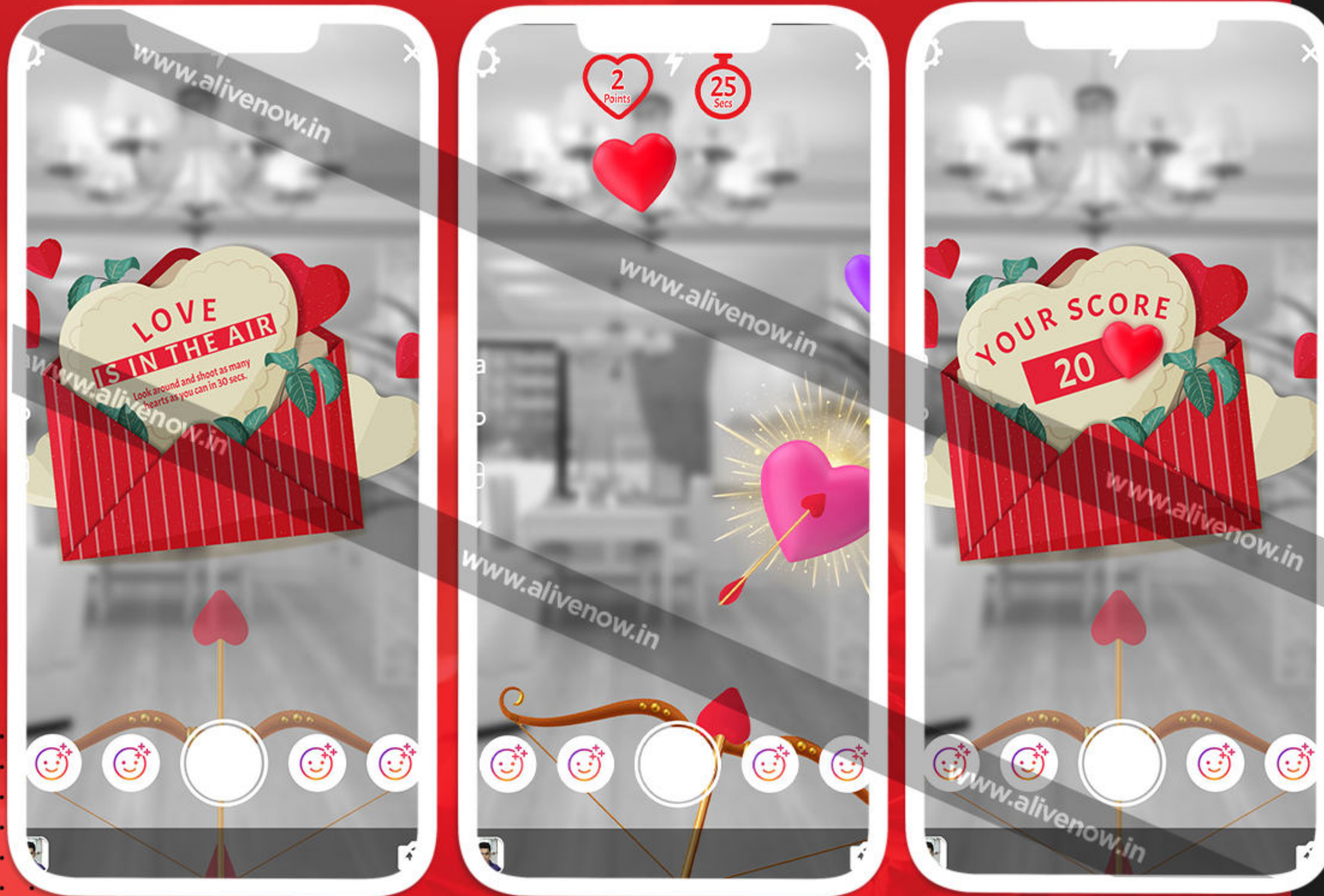
Love is in the Air

The user gets to pan their phone to spot and collect hearts in their environment and set a high score!
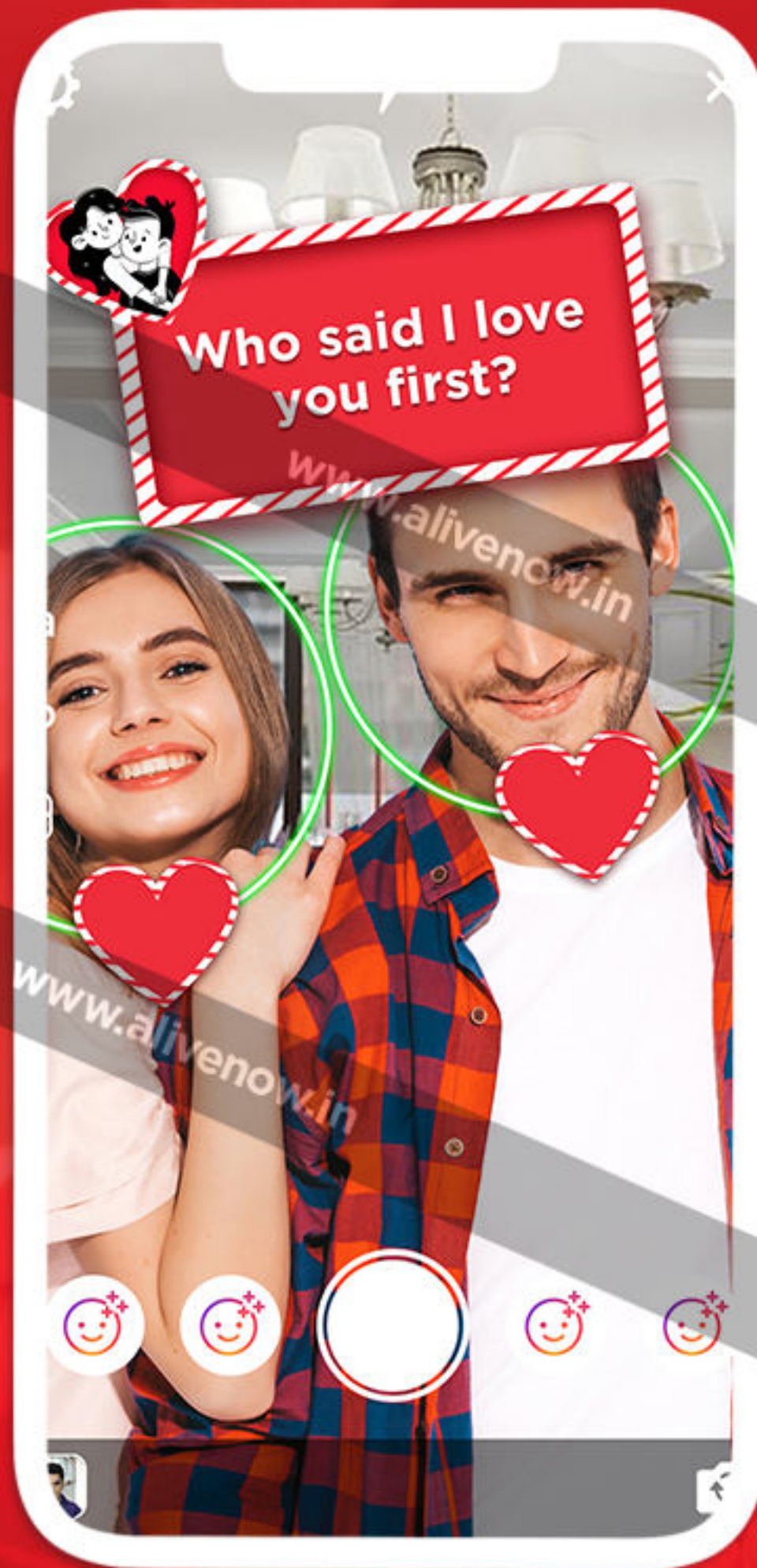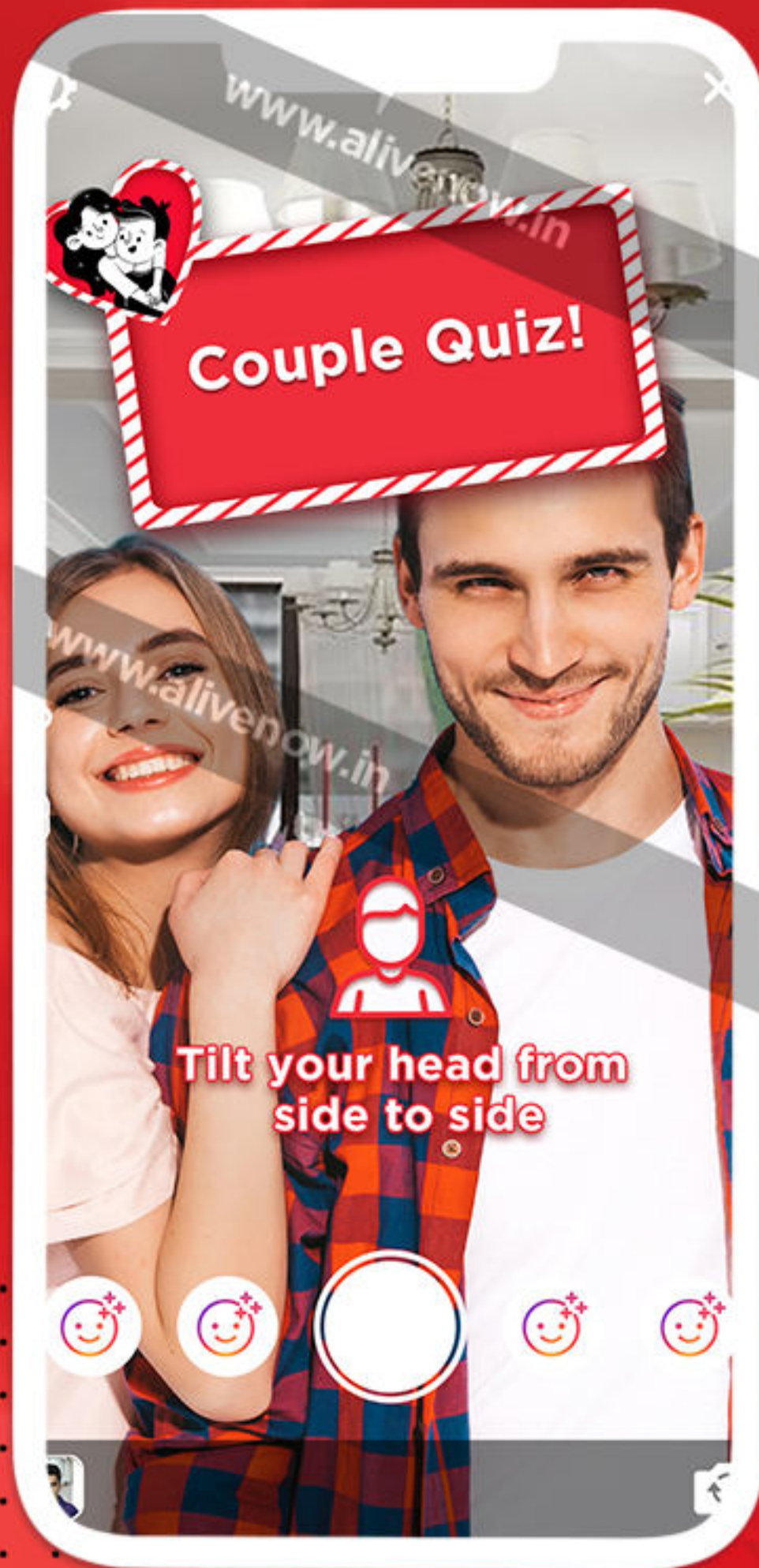
PLATFORM PUBLISHING
Social AR experiences.

Heartbreaker Game

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

PLATFORM PUBLISHING
Social AR experiences.

19

Ultimate V-day Couple Quiz

The user takes a fun AR couple quiz with their partner.

PLATFORM PUBLISHING
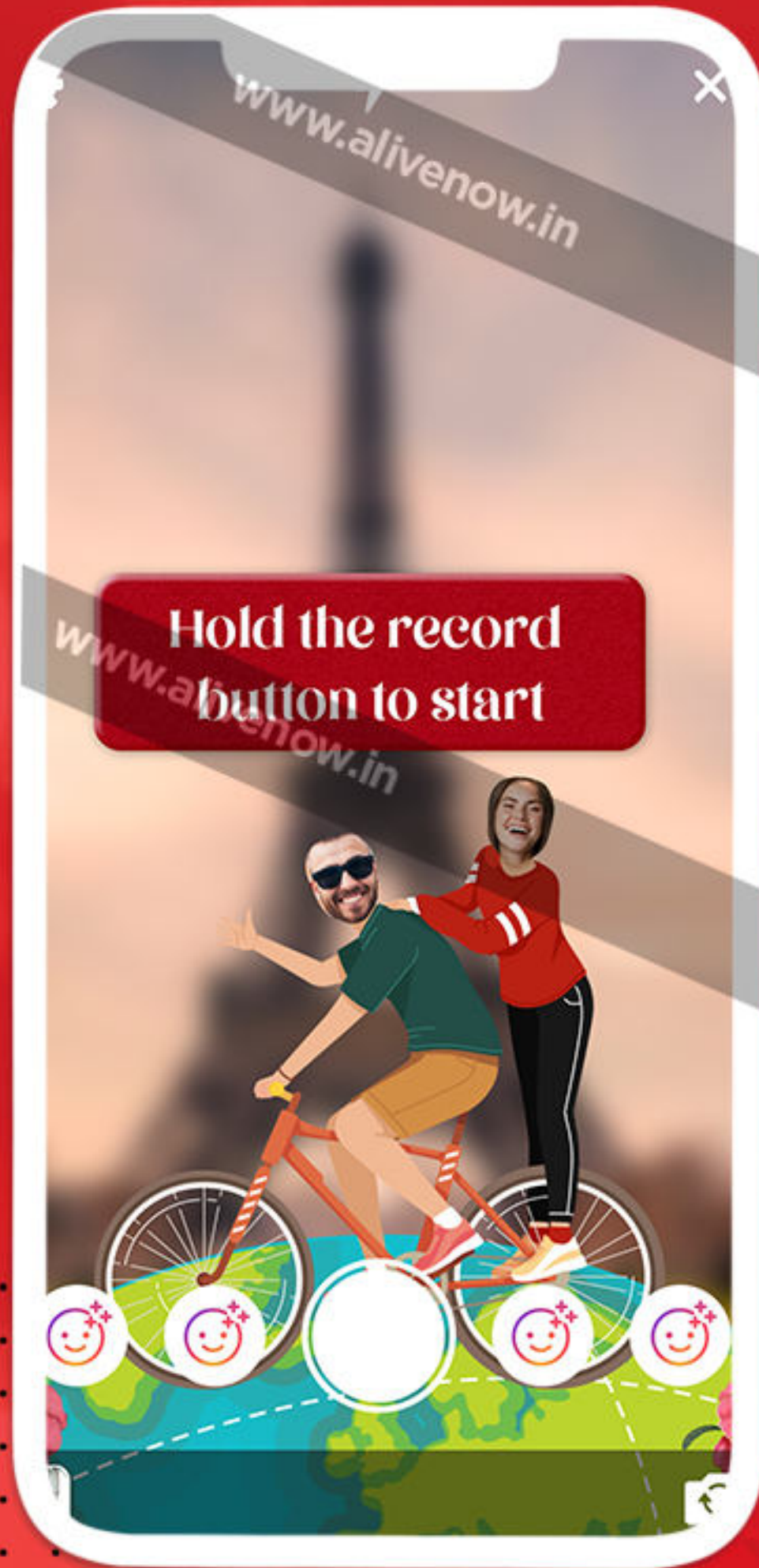Social AR experiences.

Hearty Collage

The user gets to create a loving heart shape collage with their partner

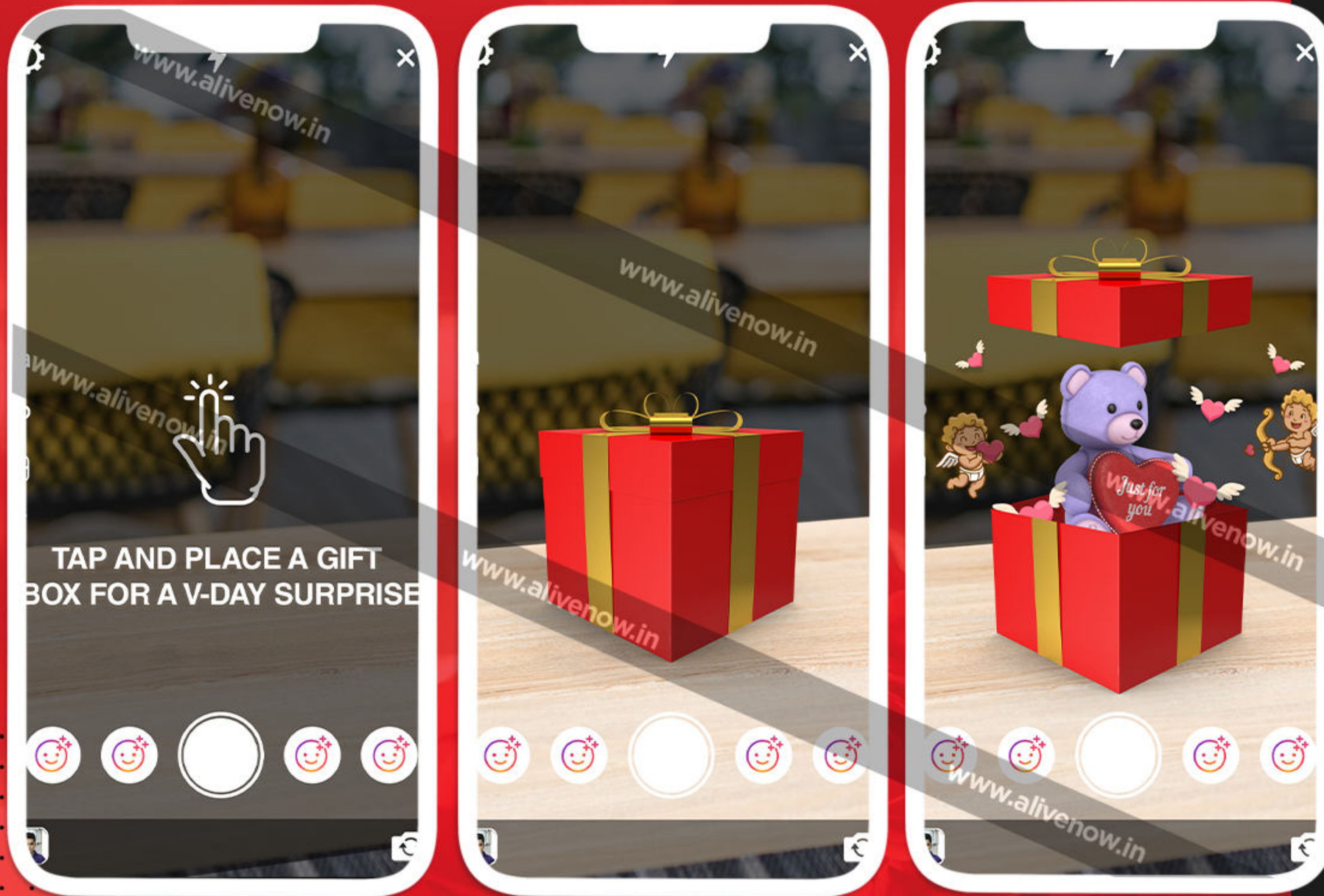**PLATFORM PUBLISHING**
Social AR experiences.

Travel Partners for Life

The user and their partner's faces get segmented into a frame of two loving travel buddies.

PLATFORM PUBLISHING
Social AR experiences.

Valentine's Day Gift Box

The user gets to place and tap open a 3D gift box for a V-day greeting.

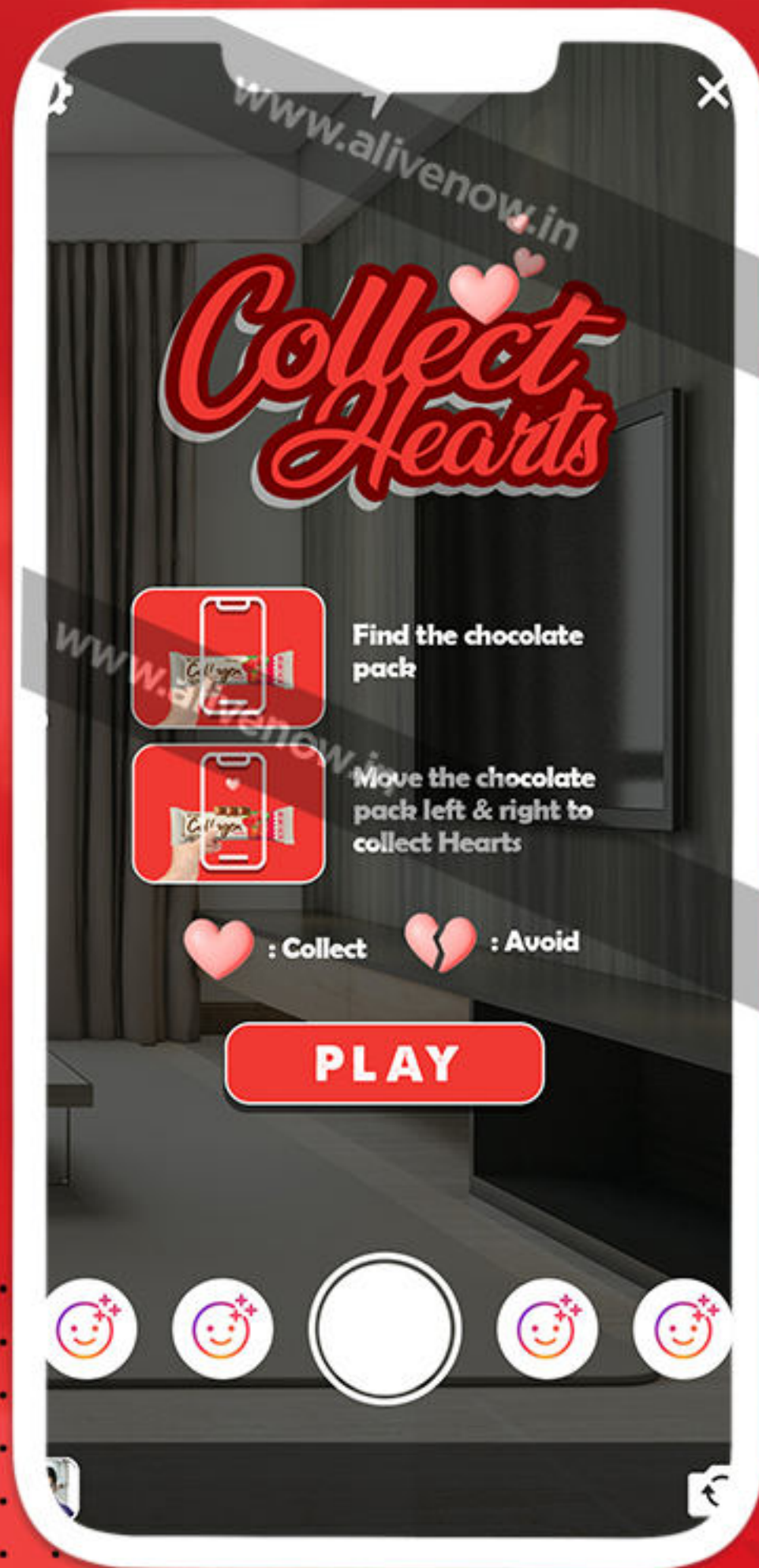**PLATFORM PUBLISHING**
Social AR experiences.

TAP AND PLACE A GIFT BOX FOR A V-DAY SURPRISE

23

Scan & Play

The user gets to scan a product and play a fun game on the packaging itself.

PLATFORM PUBLISHING
Social AR experiences.

FIND THE PACK

30
SCORE : 00

30
SCORE : 05

Collect Hearts

The user gets to turn the chocolate bar into a controller and collect hearts to set a high score.
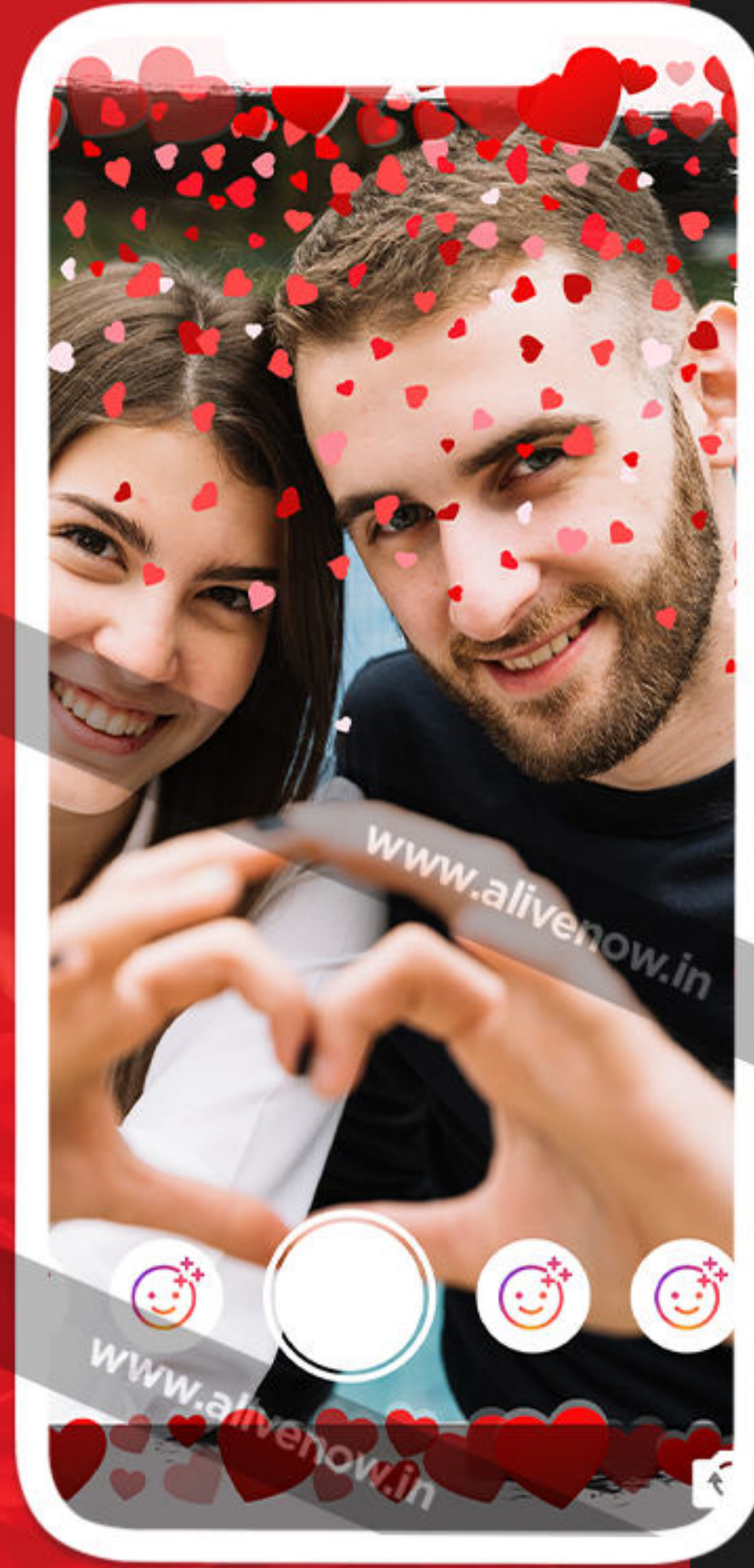
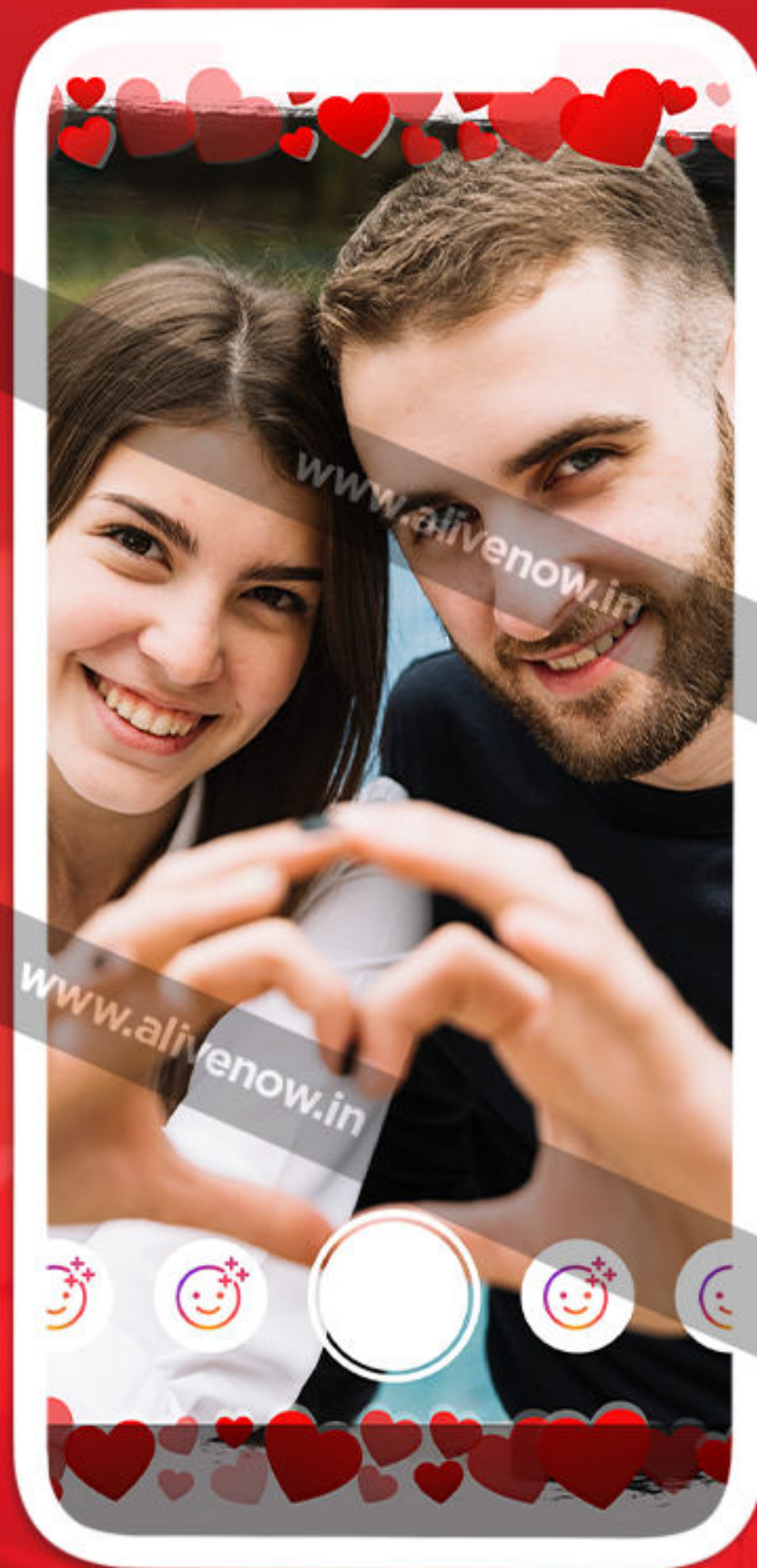**PLATFORM PUBLISHING**
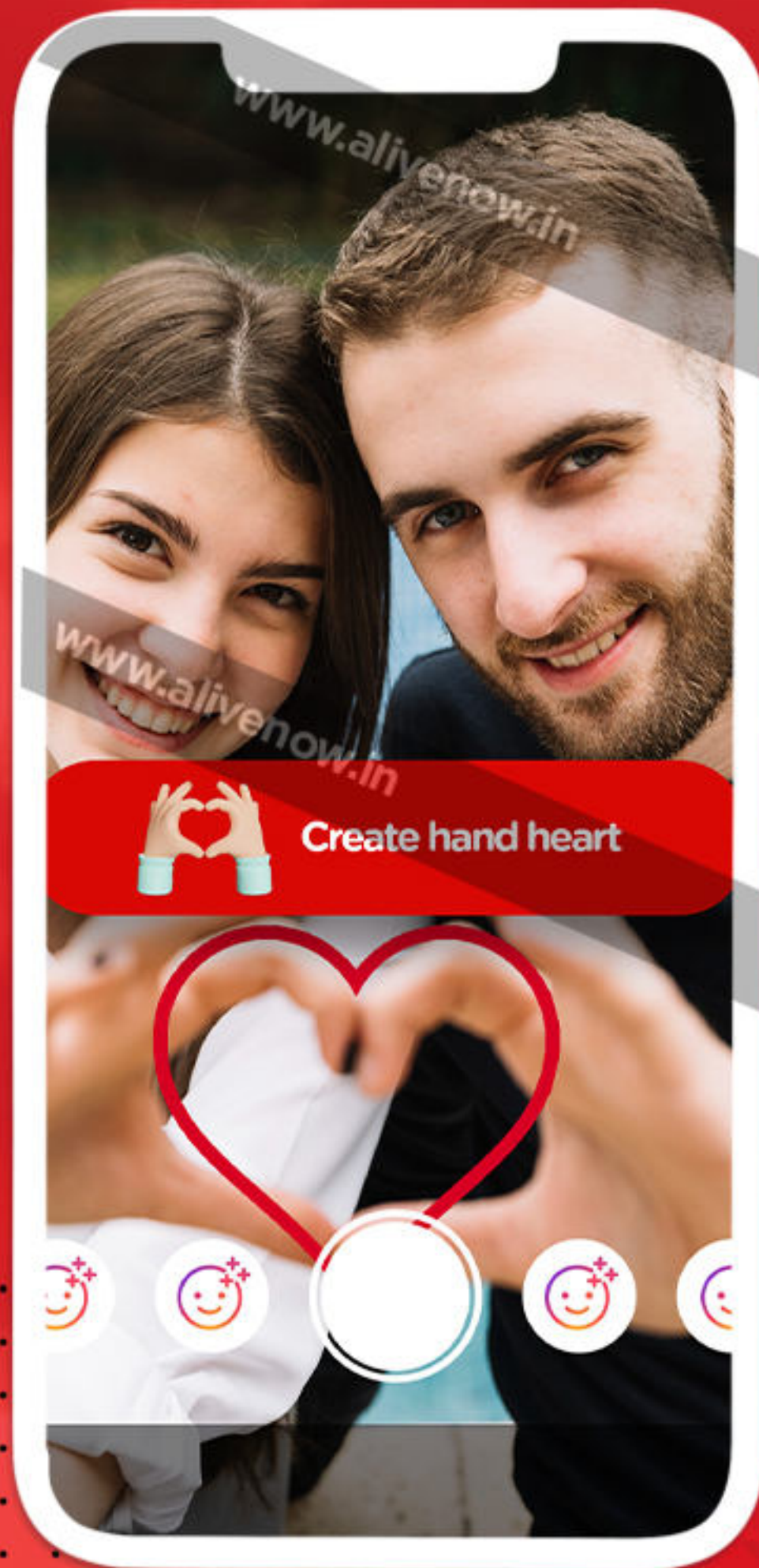Social AR experiences.

Spread Love

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.

PLATFORM PUBLISHING
Social AR experiences.

Create hand heart

Form A Heart Together

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.

PLATFORM PUBLISHING
Social AR experiences.

Valentine's Day Wonderland

This experience is incomplete without a partner. The user sees animations come to life when they share the screen with their partner.

PLATFORM PUBLISHING
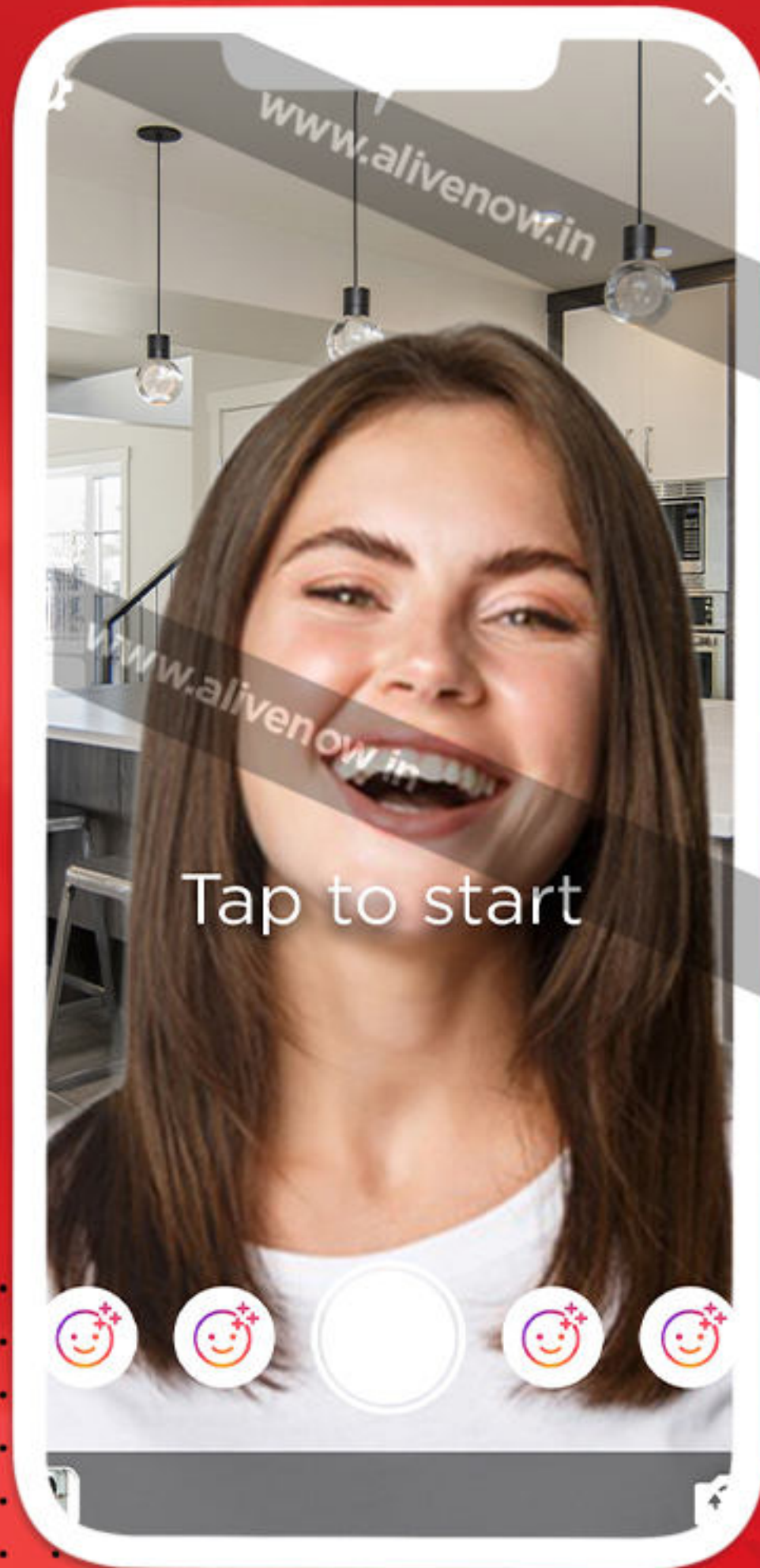Social AR experiences.

Valentine's Day 2023 Prediction

The user uses the lens to find out their predictions for Valentine's Day 2023

PLATFORM PUBLISHING
Social AR experiences.

Heart Tunnel

Users get to try on the filter with an aesthetic Valentine's day background and share it with their Valentine.

PLATFORM PUBLISHING
Social AR experiences.

30

Come Together to Form a Heart

The users see their real-time background transition into a romantic one when they come together to form a heart on the screen.

PLATFORM PUBLISHING
Social AR experiences.

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

Scan QR code to read article

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> 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!
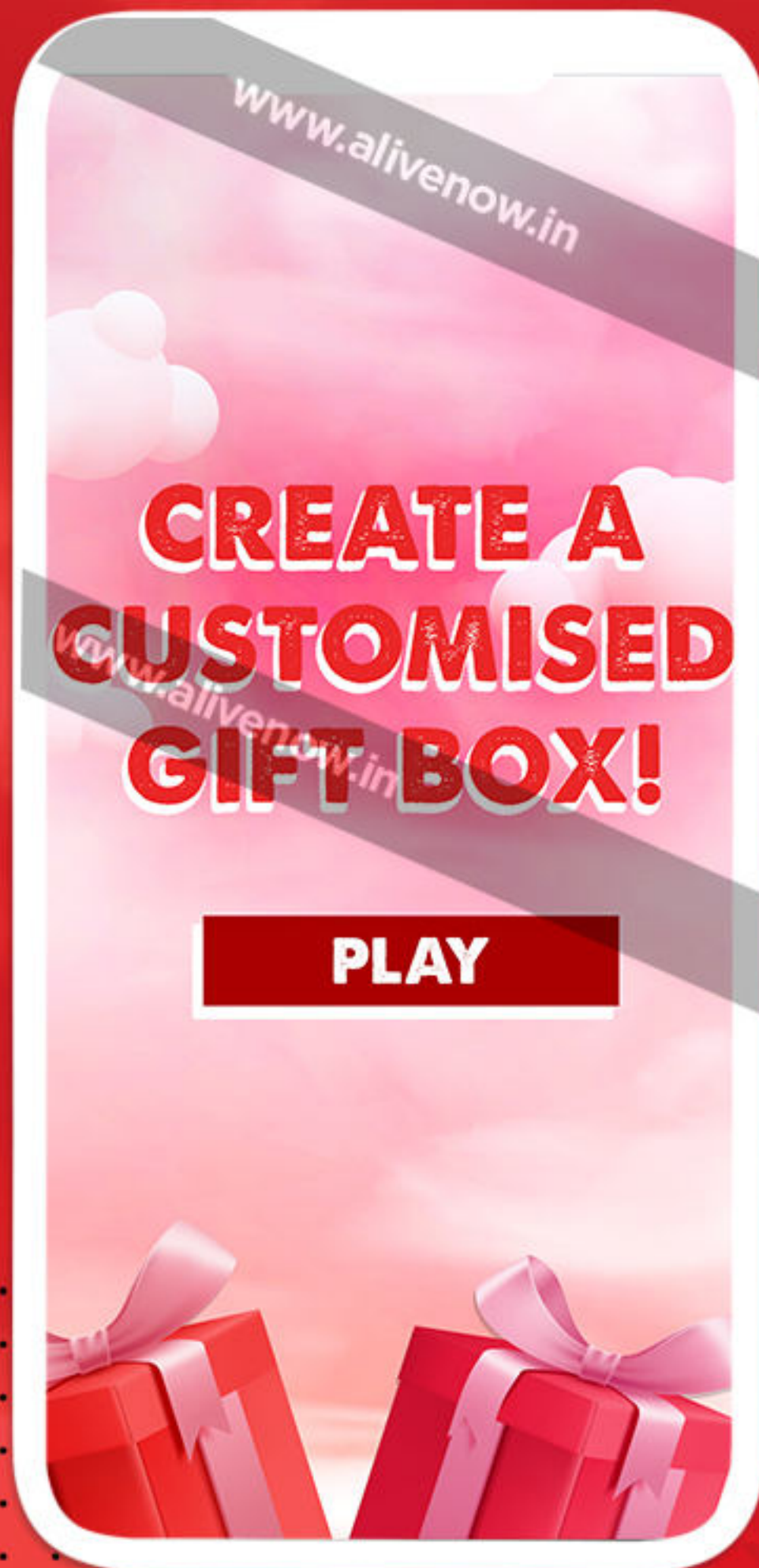
THE WORLD OF BRANDED HYPER CASUAL GAMES

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

Learn More

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Collect & Create a Custom Gift Box!

Users collect products falling from the top of the screen to fill in their gift box and send a unique link to their partner. The recipient can open a personalized gift box of the collected items in their own space in AR!

INSTRUCTIONS

Use joystick to move the claw left/right

DROP — Hit the "DROP" button to pick up items

Score as many items as you can in 45 seconds

PLAY

40 0

DROP

40 0

DROP

Claw Out the Gifts

The user plays a fun claw machine game to collect V-day special products and set a high score. Users win vouchers based on their scores.
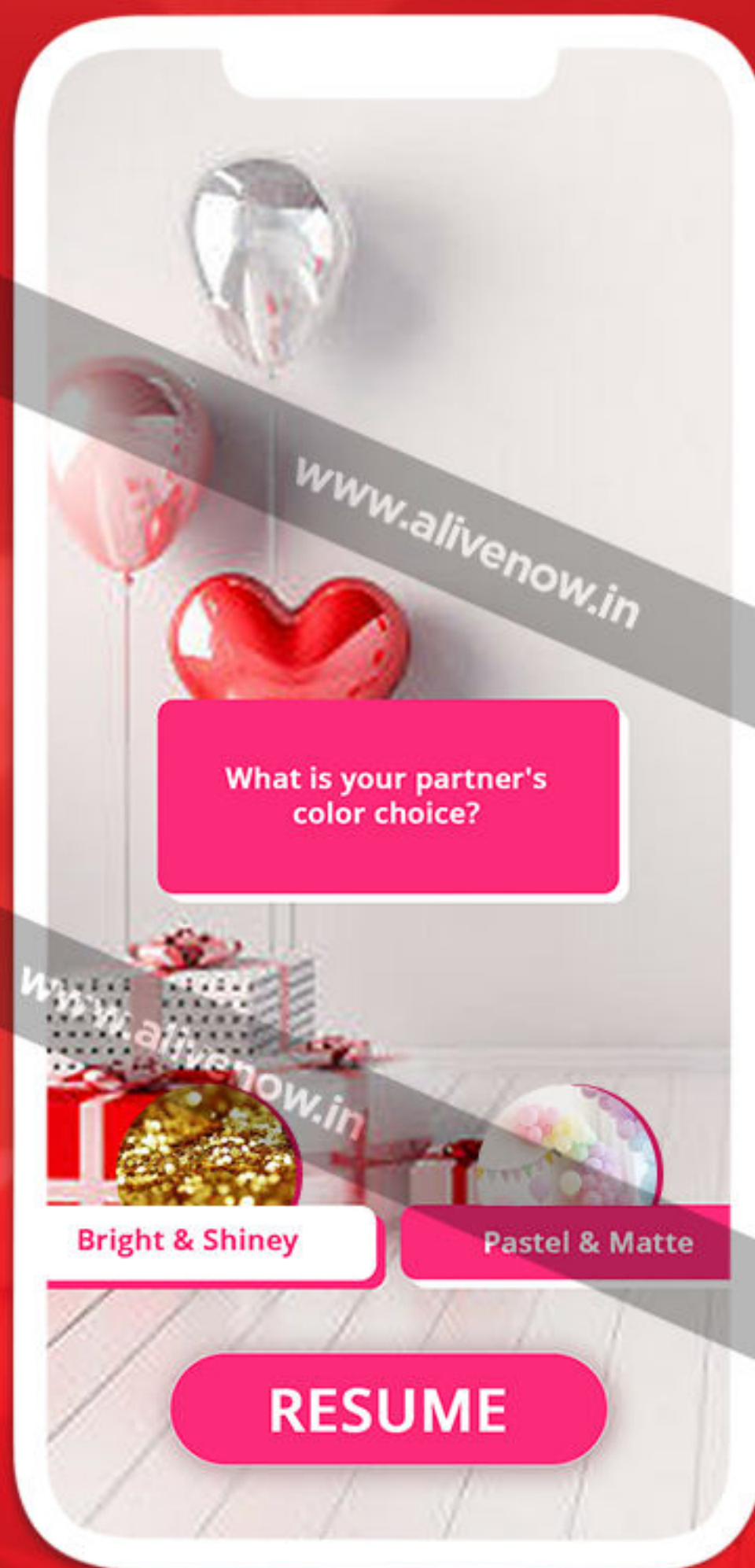
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digital & creative tech
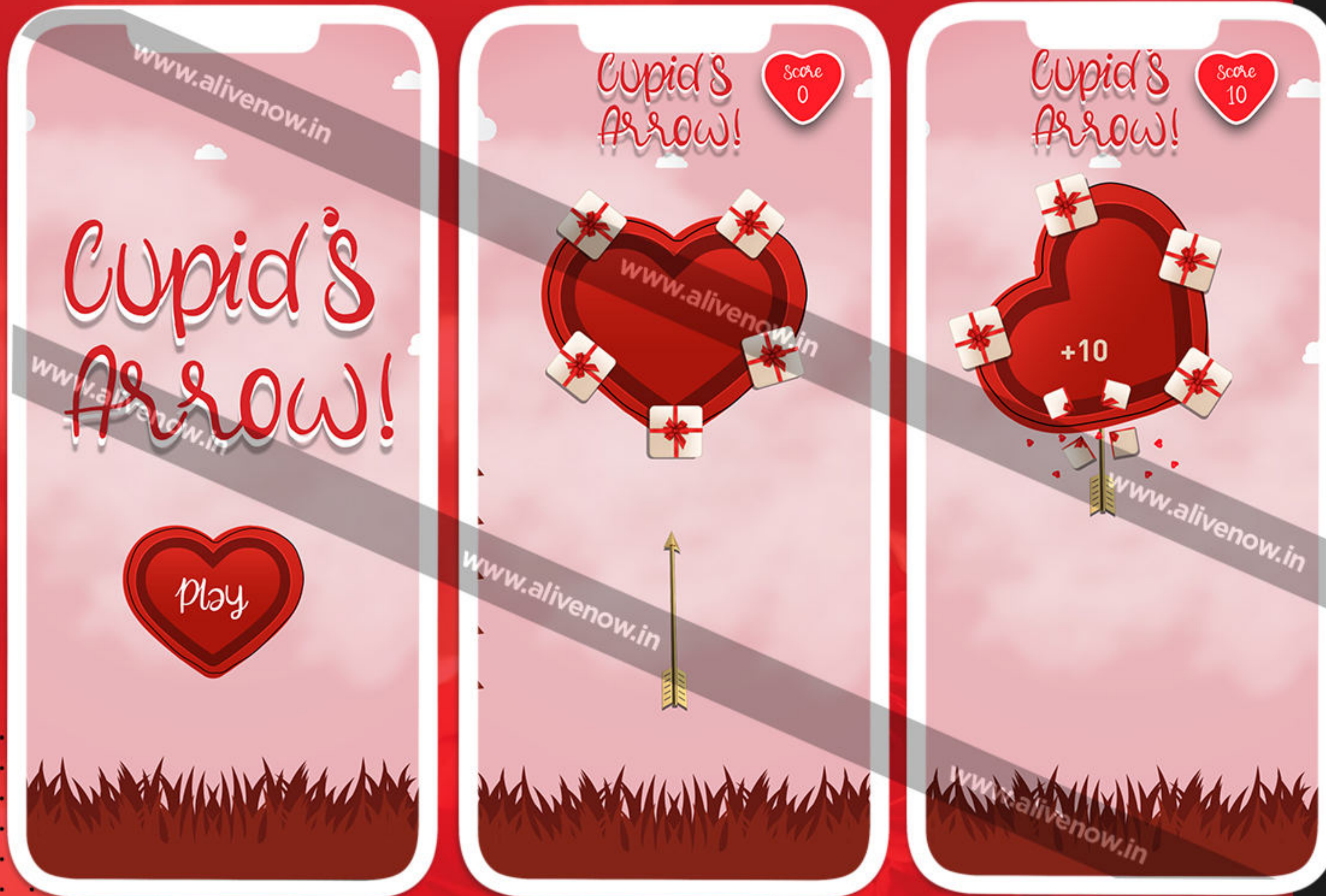
Cupid's Arrow

Users help the cupid on a mission by timing and hitting the heart-shaped dart board to collect the brand item on it! Coupons are revealed based on the user's timing & scores.

Cupid on a Mission

Users tap on the screen to make the cupid fly while avoiding buildings in the city.

Find the Perfect V-day Gift!

Within an interactive video experience, users 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.

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V-Day Gift

Choose a perfect gift for your loved ones

Let's Go

What is your partner's color choice?

Bright & Shiney

Pastel & Matte

RESUME

How **much do you** wish to **spend**?

₹

₹₹

₹₹₹

NEXT

Create a Virtual Greeting Card

Users get to generate a custom virtual greeting card by adding their favorite pictures together and a message.
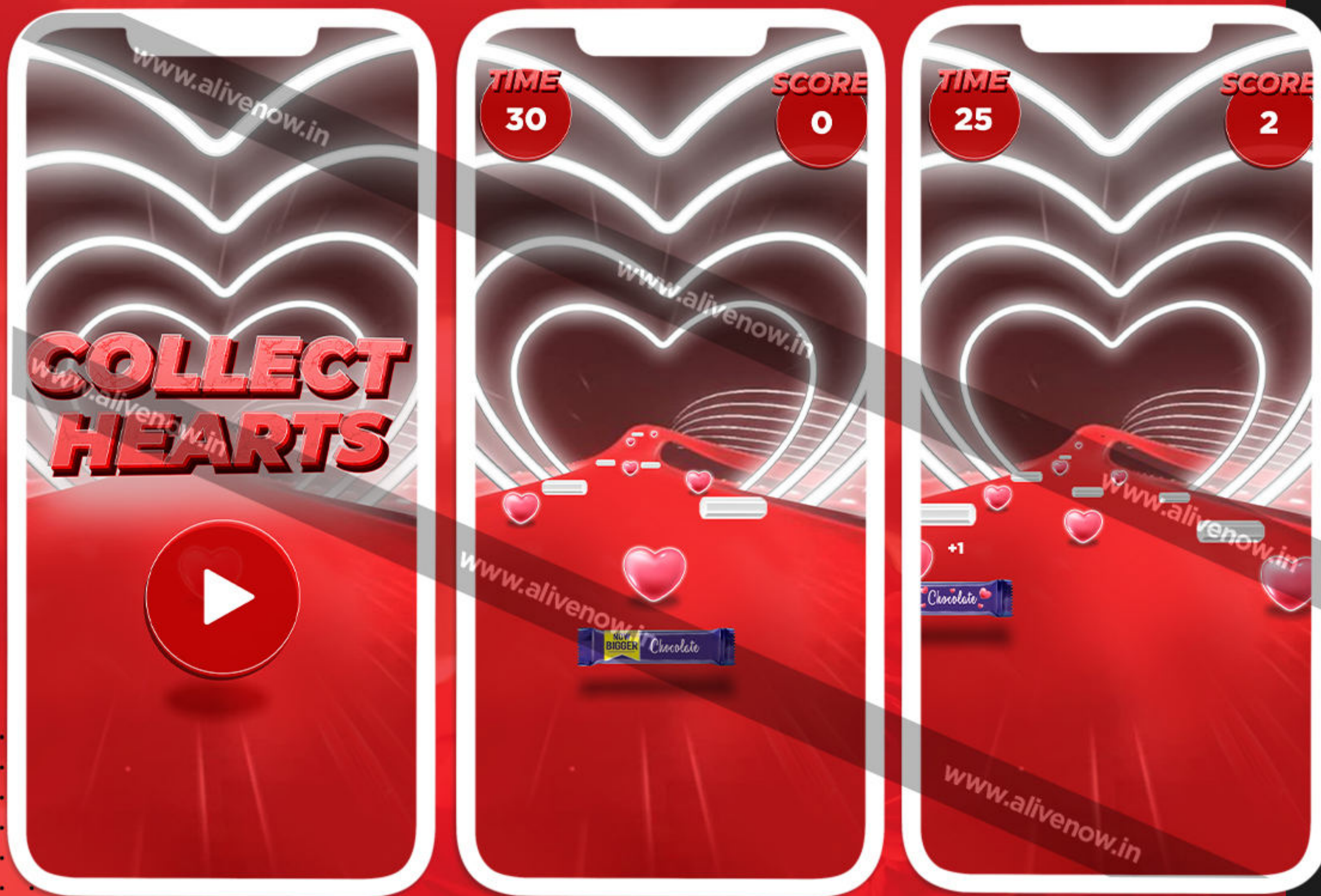
Collect Hearts and Create a Pack

Users play a game to control a blank chocolate pack to move left or right to collect hearts on its way while avoiding obstacles and revealing the limited edition v-day pack.

40

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.

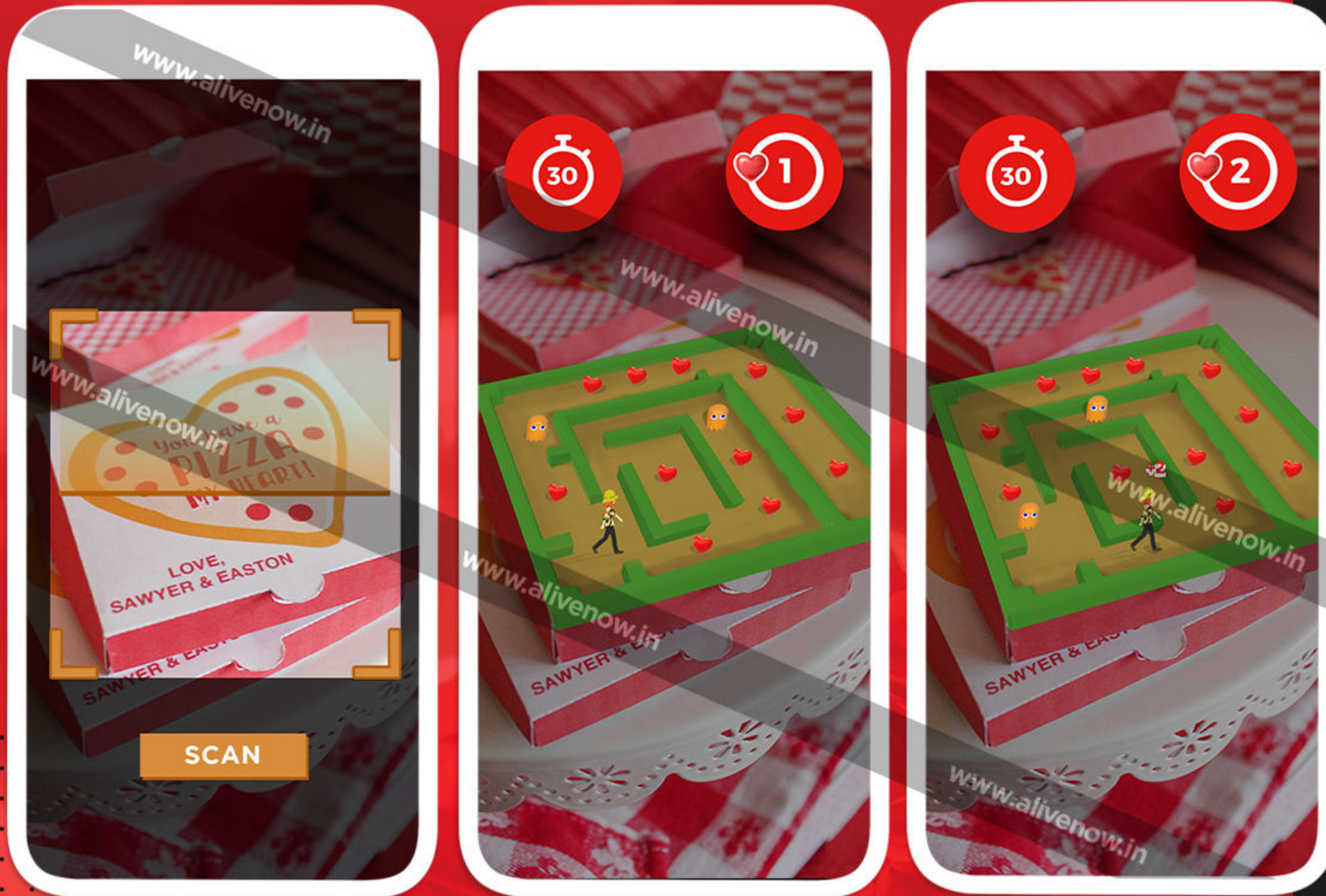Empowered customer & higher brand recall.

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

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Personalise a Valentine's Day AR Message

Users can enter a message for their partner and generate a shareable unique WebAR link. The recipient will see a personalized WebAR experience and 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!
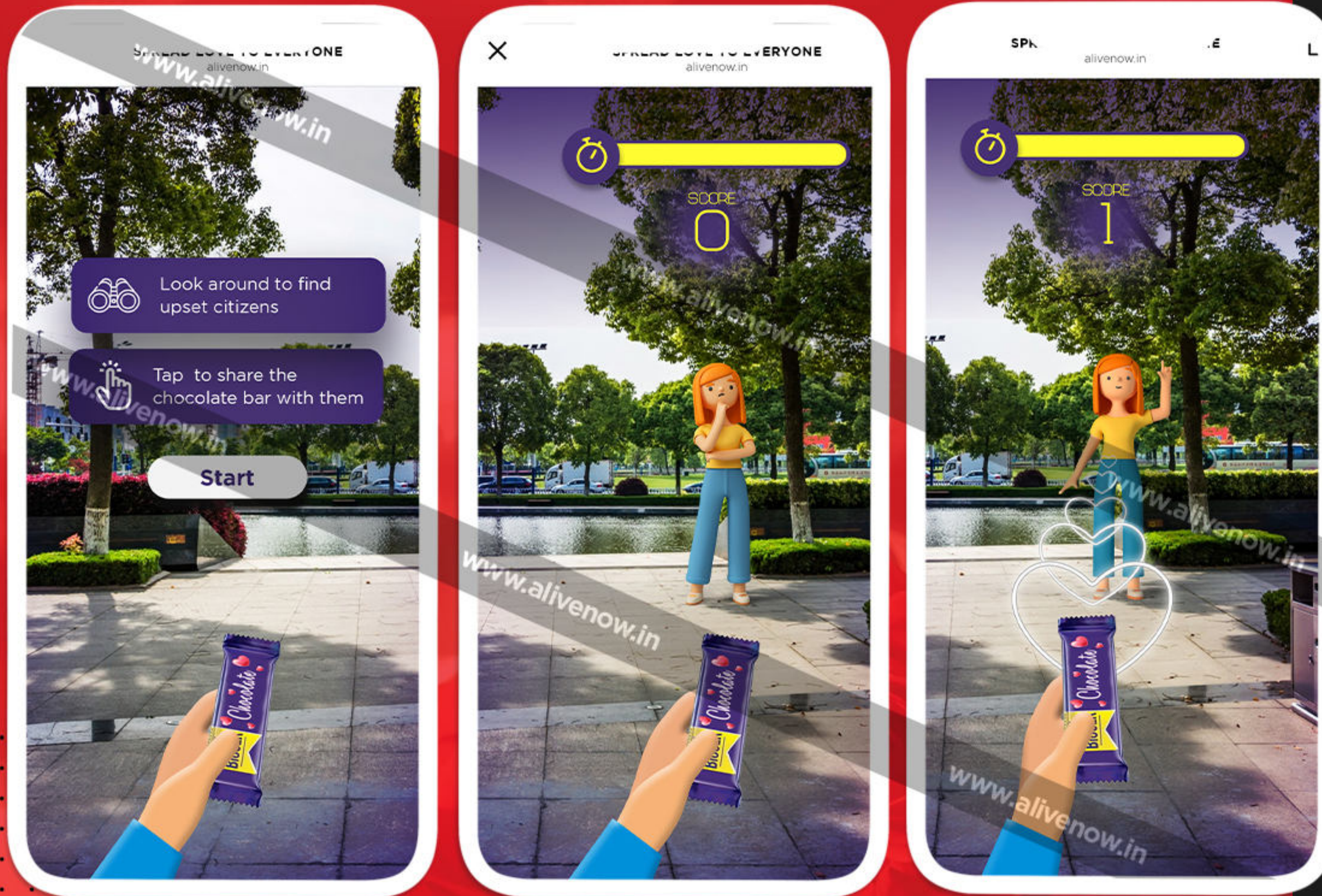
Spread Love to Everyone

The users launch the experience and look around in their real-time environment to find upset in-game characters. The users move their phones around to reach the upset characters and send a virtual V-day vibe to fix their mood.
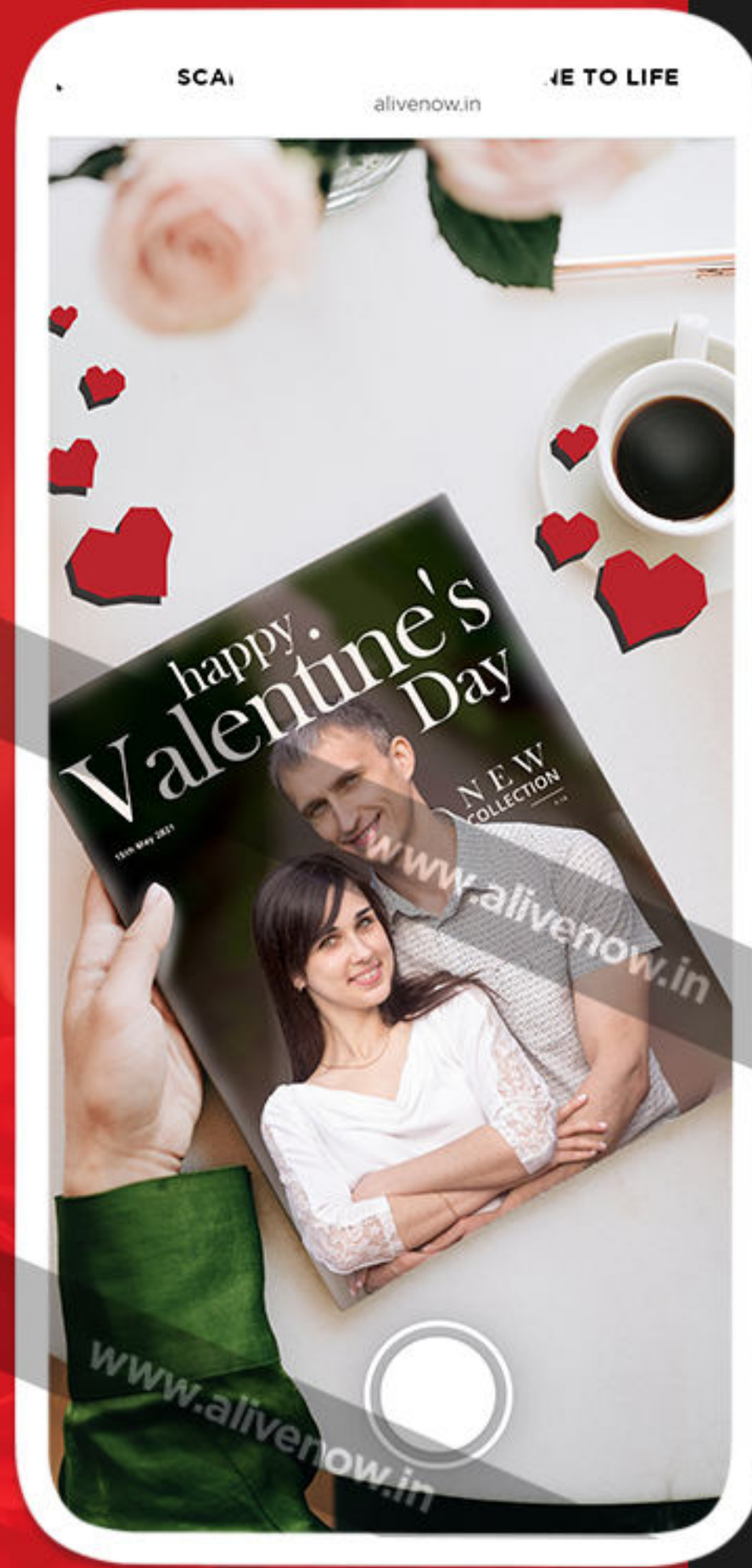
Scan to Bring the Magazine to Life

The user launches the experience by scanning the QR code from the magazine. Next, the user uploads their picture and points the camera at the magazine to generate a custom virtual cover.
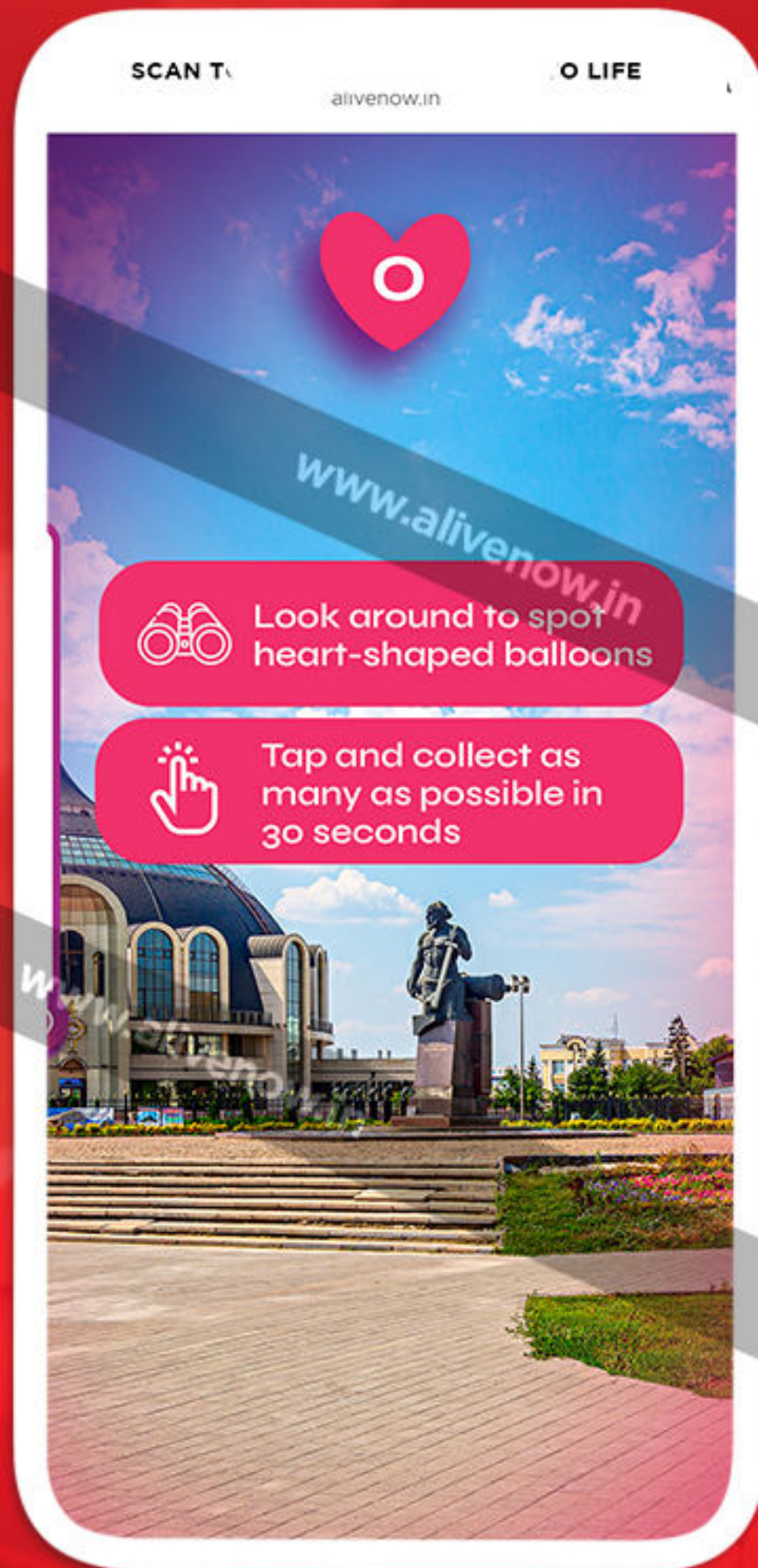
Find Love Here!

Users launch the VPS-activated Web AR experience to go on a treasure hunt for hearts hidden throughout the venue. The user pans their phone's camera around to find hidden hearts and taps on them to collect them.

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Why Should Brands Integrate 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.

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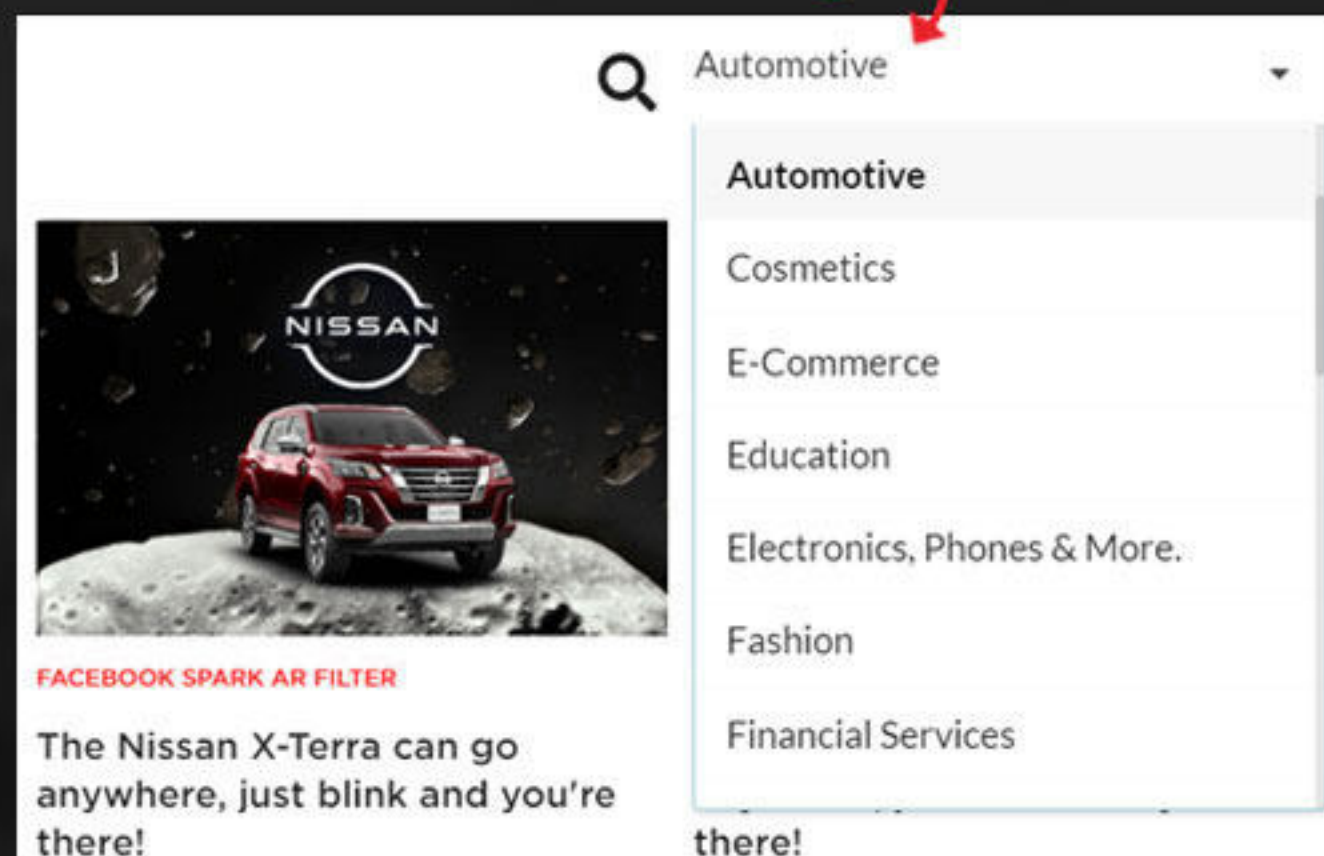
Visit our **PORTFOLIO PAGE** to explore
hundreds of examples, search and discover campaigns by:

INDUSTRY

1

Automotive

Automotive
Cosmetics
E-Commerce
Education
Electronics, Phones & More.
Fashion
Financial Services

FACEBOOK SPARK AR FILTER

The Nissan X-Terra can go anywhere, just blink and you're there!

PLATFORM

2

Automotive

Newsfeed SmartApp Games

Newsfeed SmartApp Games
Spark AR Camera Filters
Facebook AR Camera Filters
Instagram AR Camera Filters
Interactive Video Experiences
Website Development
Facebook Messenger Chatbots

NEWSFEED SMARTAPPS GAME

Hyundai: Launch this Newsfeed SmartApp to Virtually Explore the All New Verna!
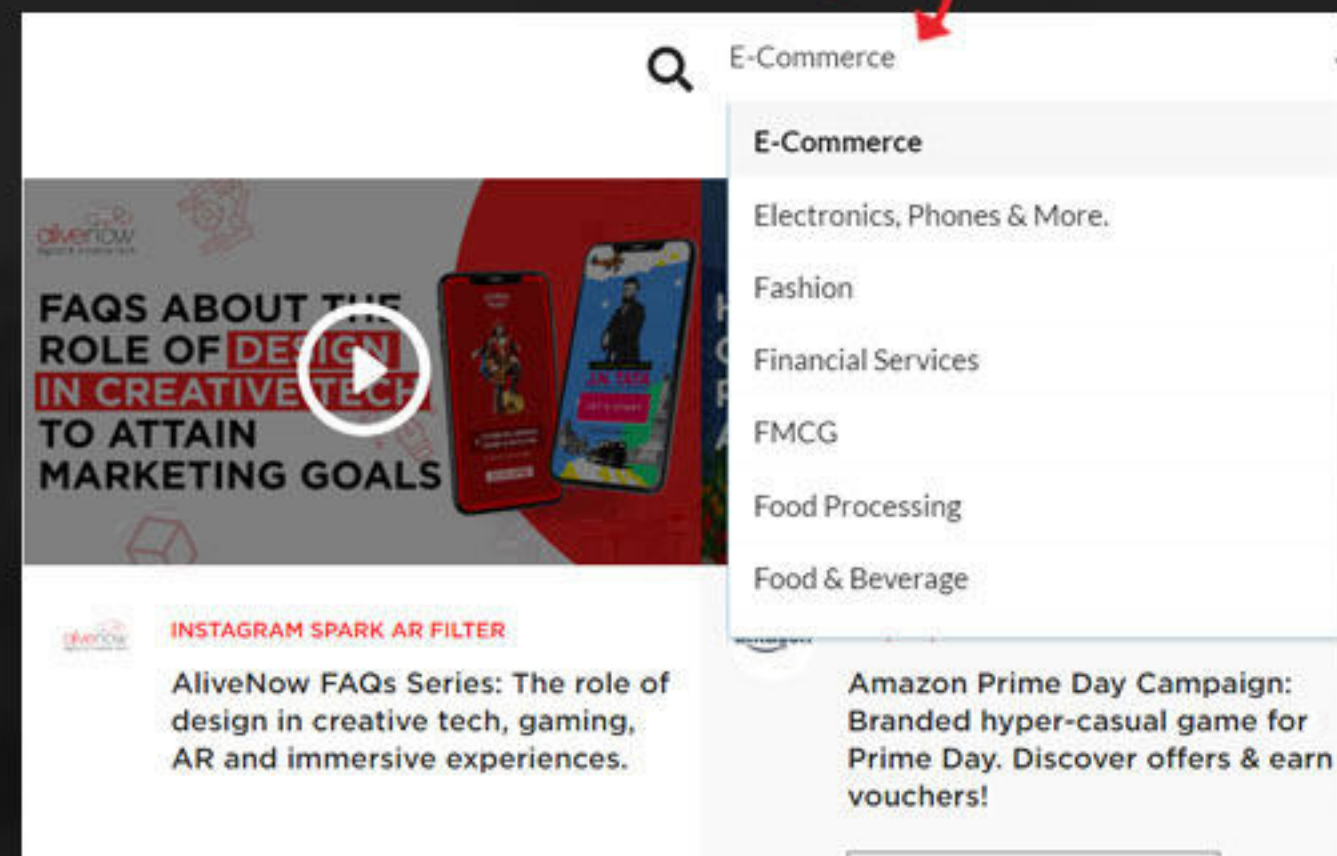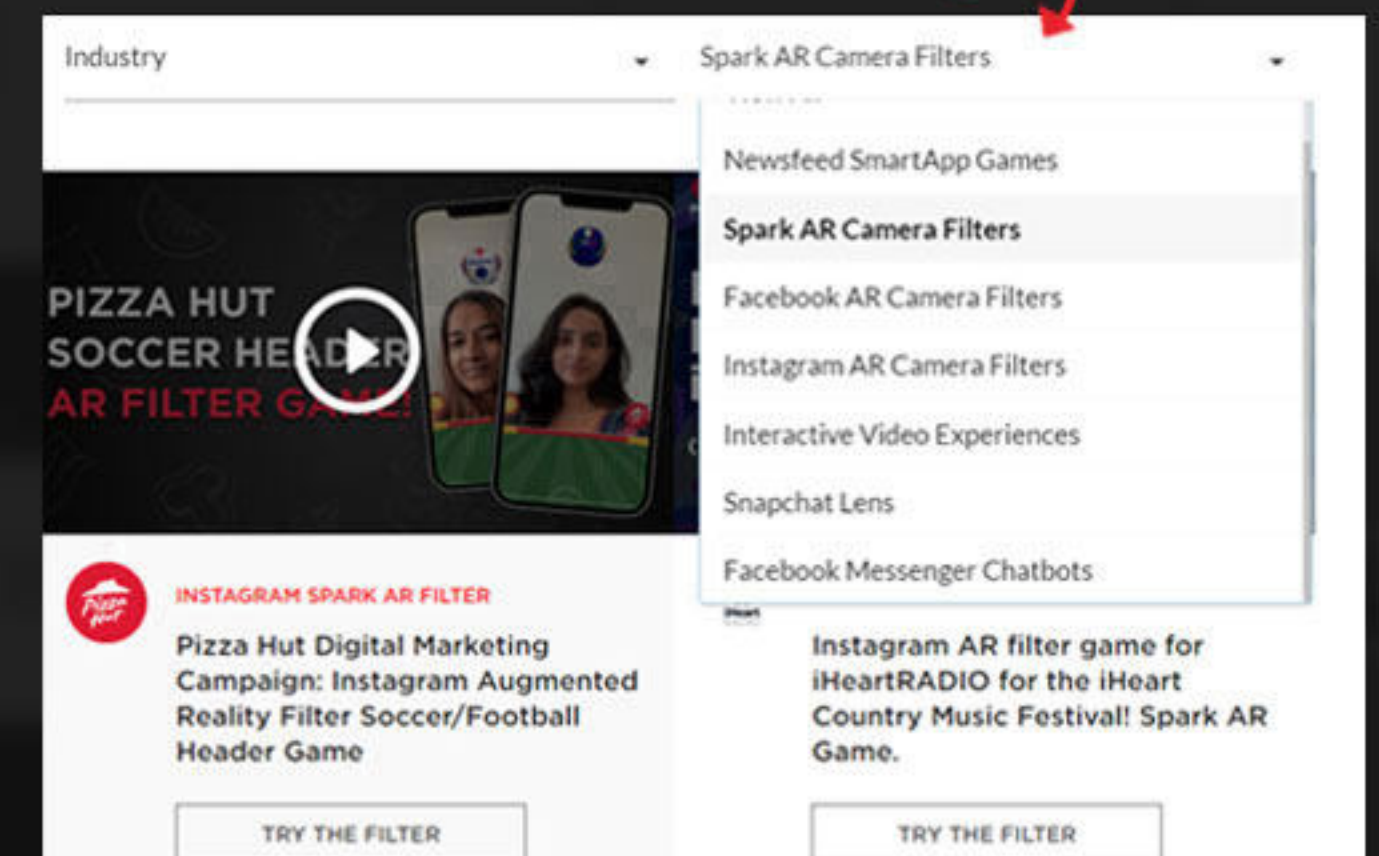
for a Chance to Get Featured!

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

INDUSTRY

1

PLATFORM

2

THANK YOU!

contact@alivenow.in

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