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NEWSFEED SMARTAPPS

SwipeUp Games

OFFICIAL SPARK AR PARTNER
Spark AR

Chinese New Year 2021

Interactive Digital Experiences

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

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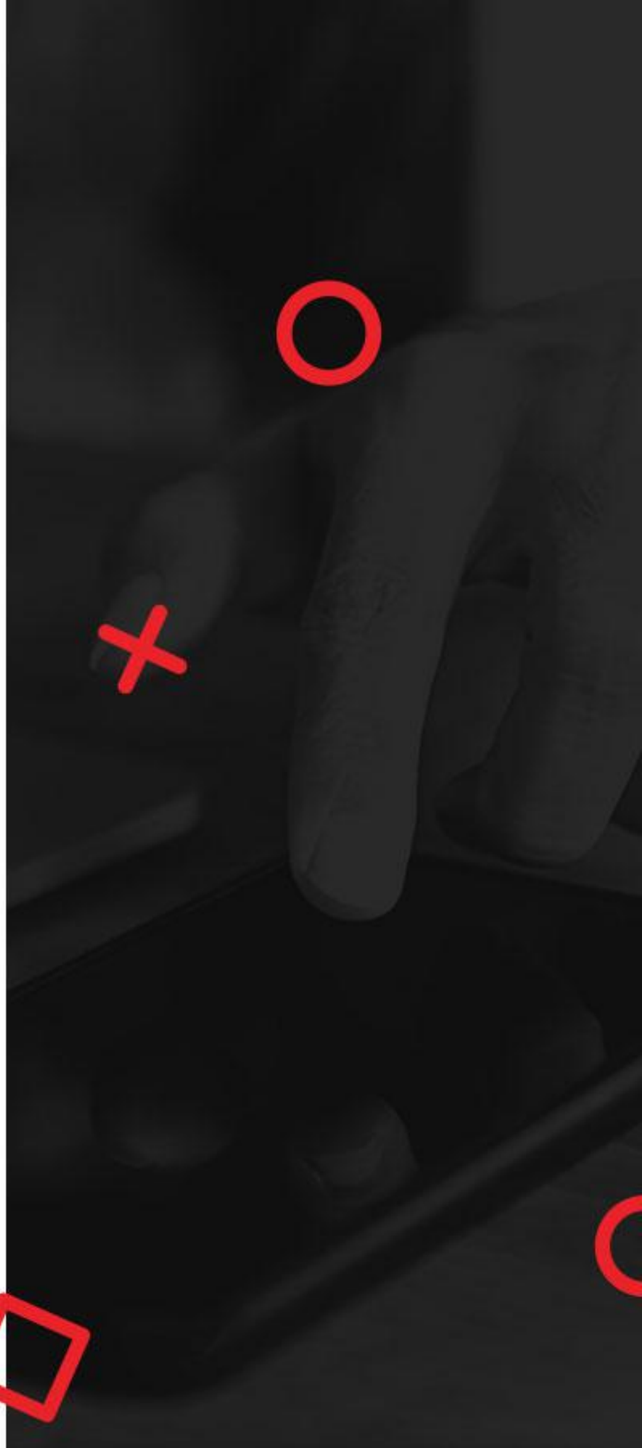

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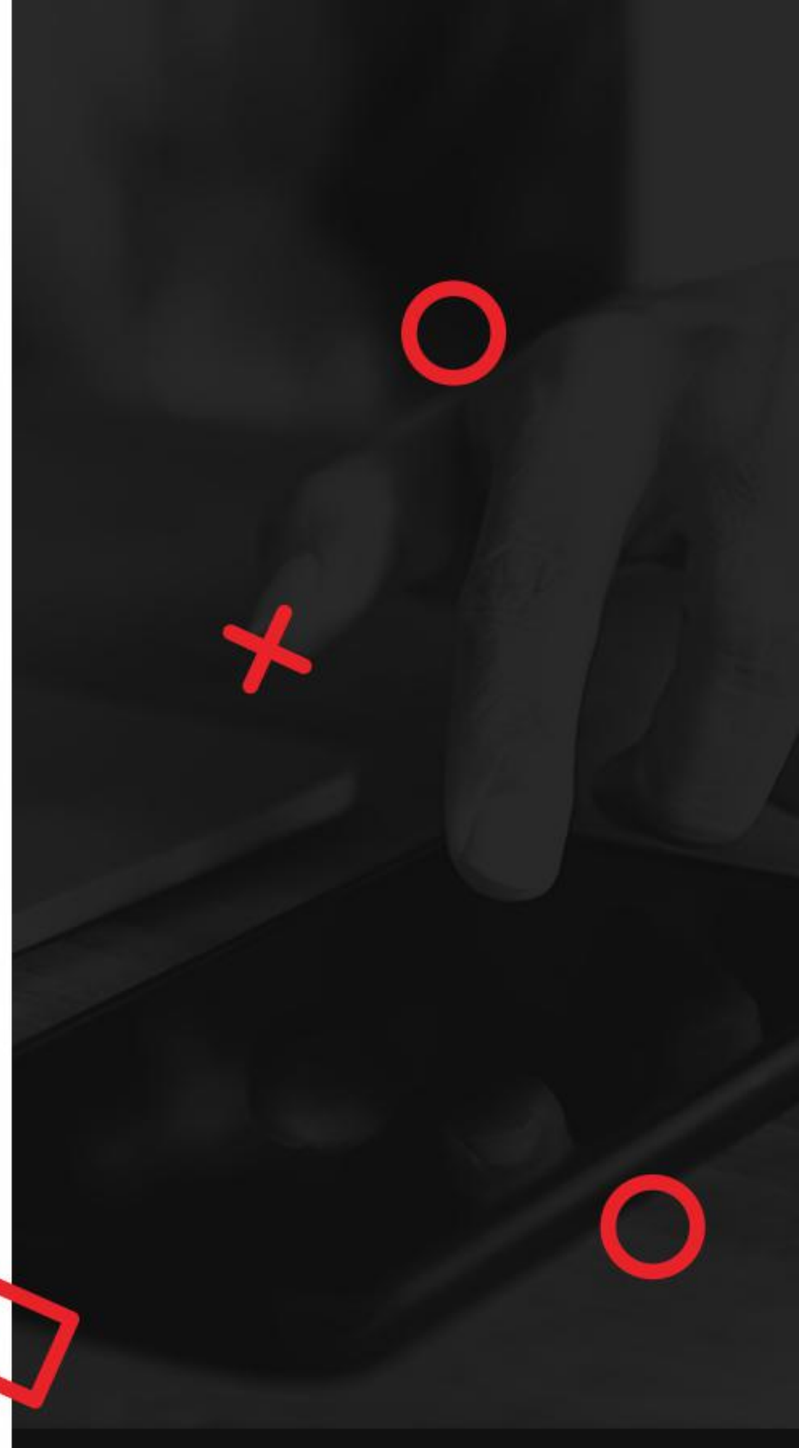

- alivenow is an official Facebook and Instagram Spark AR Partner and a Snapchat Lens Creative Partner.
- We're a global creative tech studio building immersive experiences like branded AR Camera Filters, Facebook Playable Ads, Swipe Up Games, branded Newsfeed SmartApp games, Interactive Videos, Web AR experiences & more.
- Explore all our projects with working links on our portfolio page **www.alivenow.in/Portfolio**

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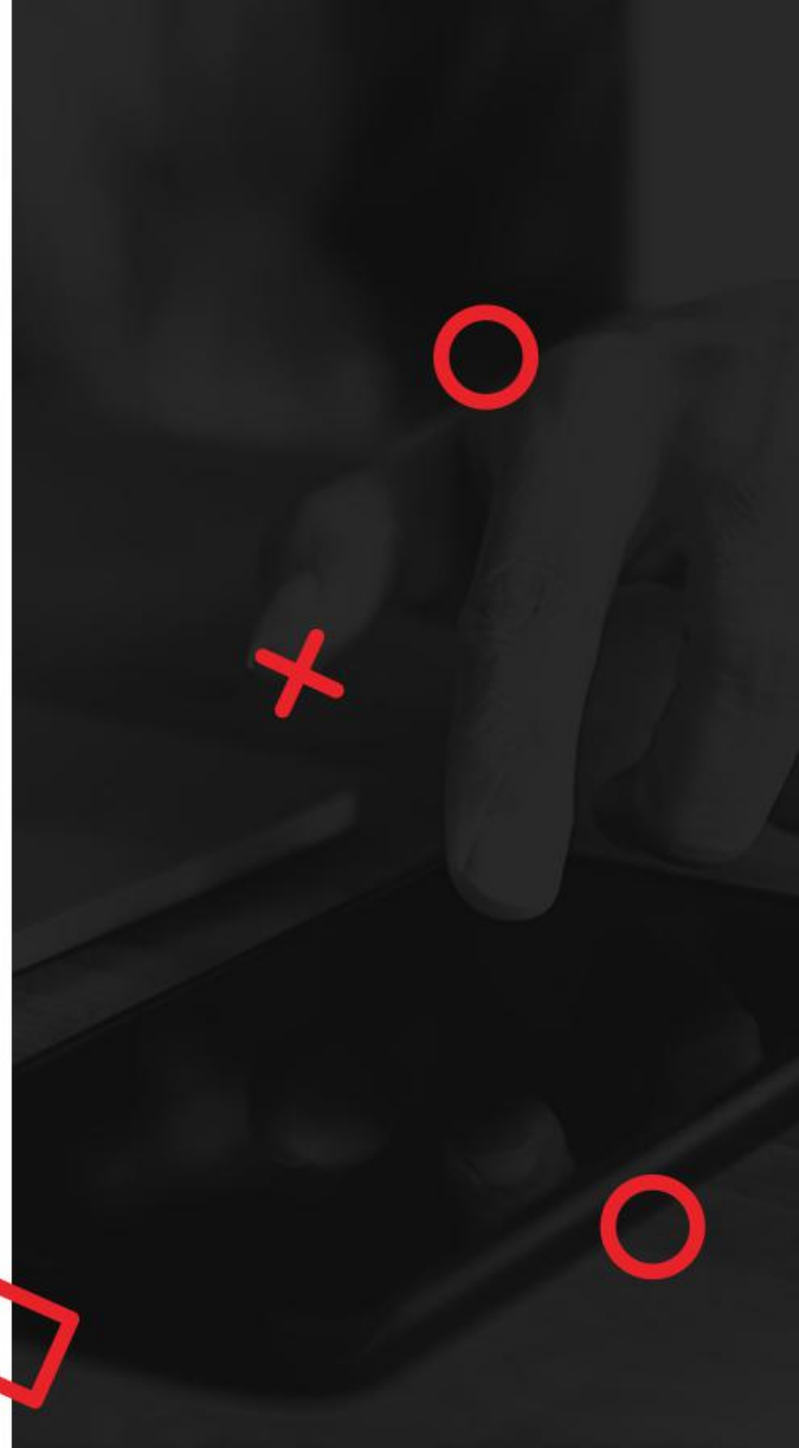

OUR CREATIVE TECH SOLUTIONS

OFFICIAL SPARK AR PARTNER

Spark AR

Instagram AR Filters

Facebook AR Filters

Web AR Experiences

Swipe Up Games

Facebook Playable Ads

Newsfeed SmartApps

Snapchat AR Lenses

Messenger Chatbots

WhatsApp Sticker packs

Interactive Videos

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AND MUCH MORE!

INSTAGRAM, FACEBOOK AR FILTERS, WEB AR & 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

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POSSIBILITIES WITH SPARK AR FILTERS, WEB AR & 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!

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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.

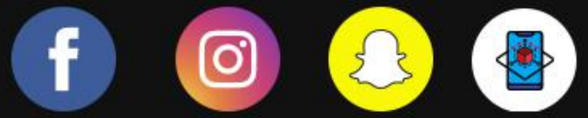
AUGMENTED REALITY AND THE MARKETING FUNNEL.

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

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

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

WHAT KIND OF "EXPERIENTIAL MARKETING" ARE YOU ABLE TO UNLOCK WITH AUGMENTED REALITY?

FACE/HEAD TRACKING/HEAD TILT	
FEET TRACKING	
HAND TRACKING	
HAND GESTURES [1 FINGER, 2 FINGERS, CLOSE FIST, YOLO SIGN, ETC.]	
FACIAL EXPRESSIONS [BLINK, SMILE, NOD, OPEN MOUTH, POUT, ETC.]	
SCAN A PRODUCT TO UNLOCK [OBJECT OR LOGO SCANNING]	

WHAT KIND OF "EXPERIENTIAL MARKETING" ARE YOU ABLE TO UNLOCK WITH AUGMENTED REALITY?

SURFACE TRACKING: PLACE A 3D OBJECT ON A SURFACE	
VOICE ENABLED GAMES	
PORTALS/VIRTUAL BOOTHS [ENTER A STORE/BOOTH IN AR]	
IMPORT YOUR OWN MACHINE LEARNING MODULES [SNAP ML]	
VOICE CHANGER	
TRACK AND CHANGE THE FLOOR	

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Catch All the Dumplings!

Open your mouth and move your head left/right to catch all the dumplings!

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Stack all the Presents!

Blink to drop the presents and create the highest stack to set a high score!

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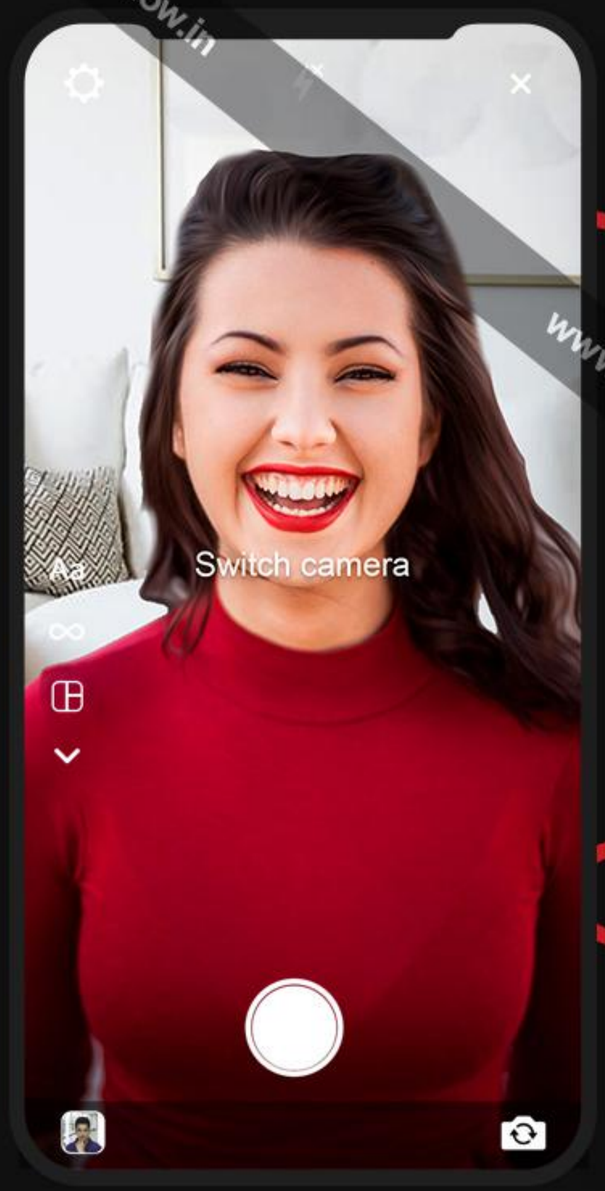

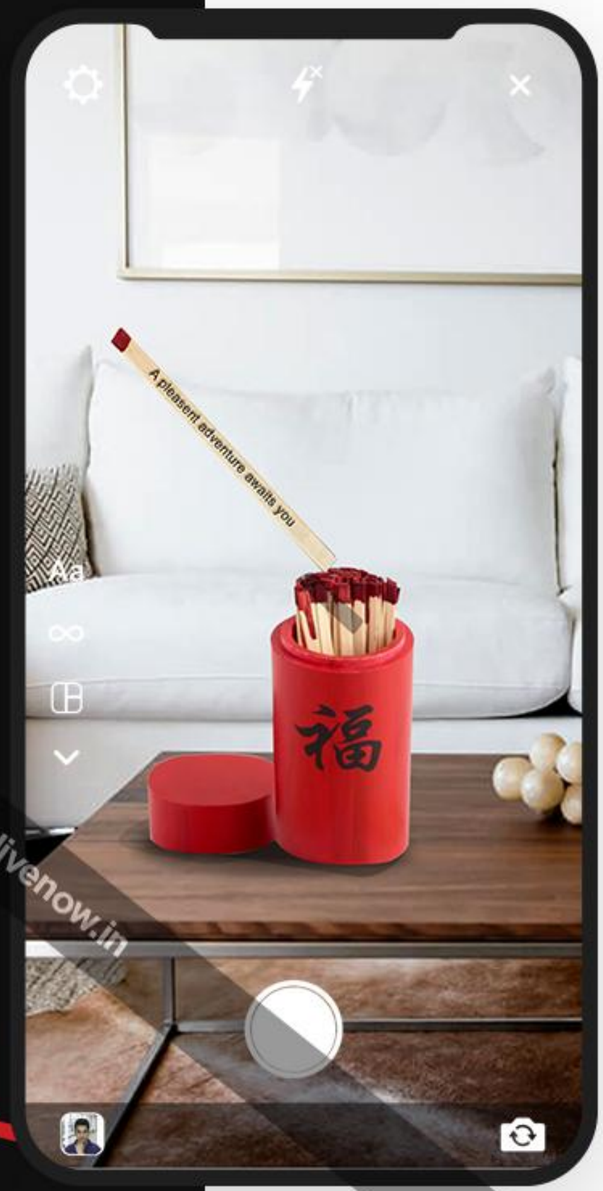

What's your New Year Fortune?

Flip to the rear camera to place a bowl of fortune sticks and find out your New Year fortune!

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Family Portraits for the New Year!

Tap to switch between frames and click a picture with your loved ones!

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What's Your New Year's Prediction?

Use this filter & see what this year has in store for you!

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Set off Firecrackers for the New Year!

Place firecrackers in augmented reality and tap the screen to set them off!

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Light Up the Lanterns!

Smile to light up the lanterns and take amazing selfies using this AR Filter!

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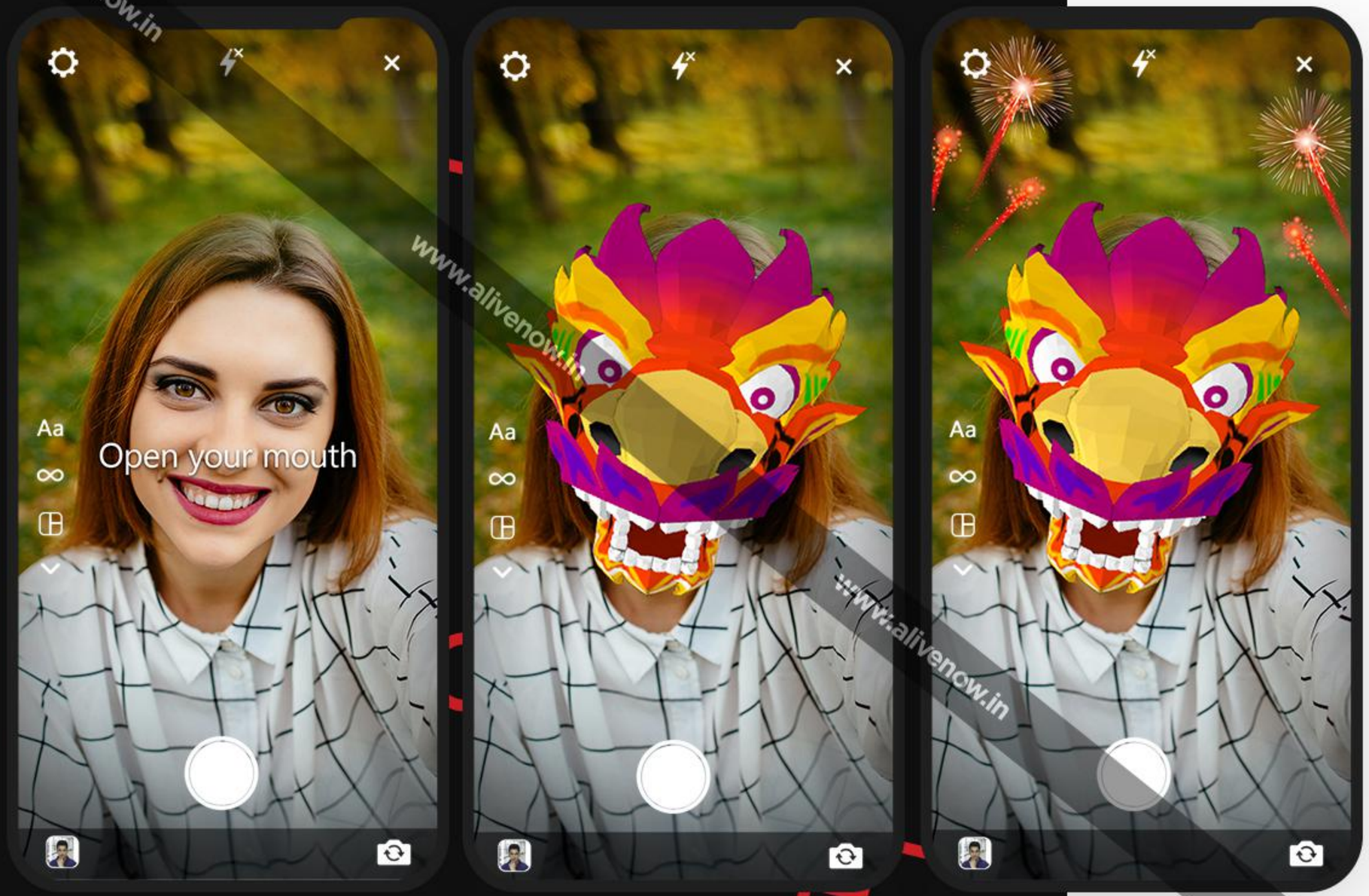

Transform into a Dragon for Good Luck!

Launch this AR effect and try on a 3D dragon mask.

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Scan the Logo for a Surprise!

Scan a product logo and watch a 3D Dragon come to life around the product!

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Time for a Celebratory Makeover!

Step closer to the camera to put on a headgear and makeup for a grand celebration!

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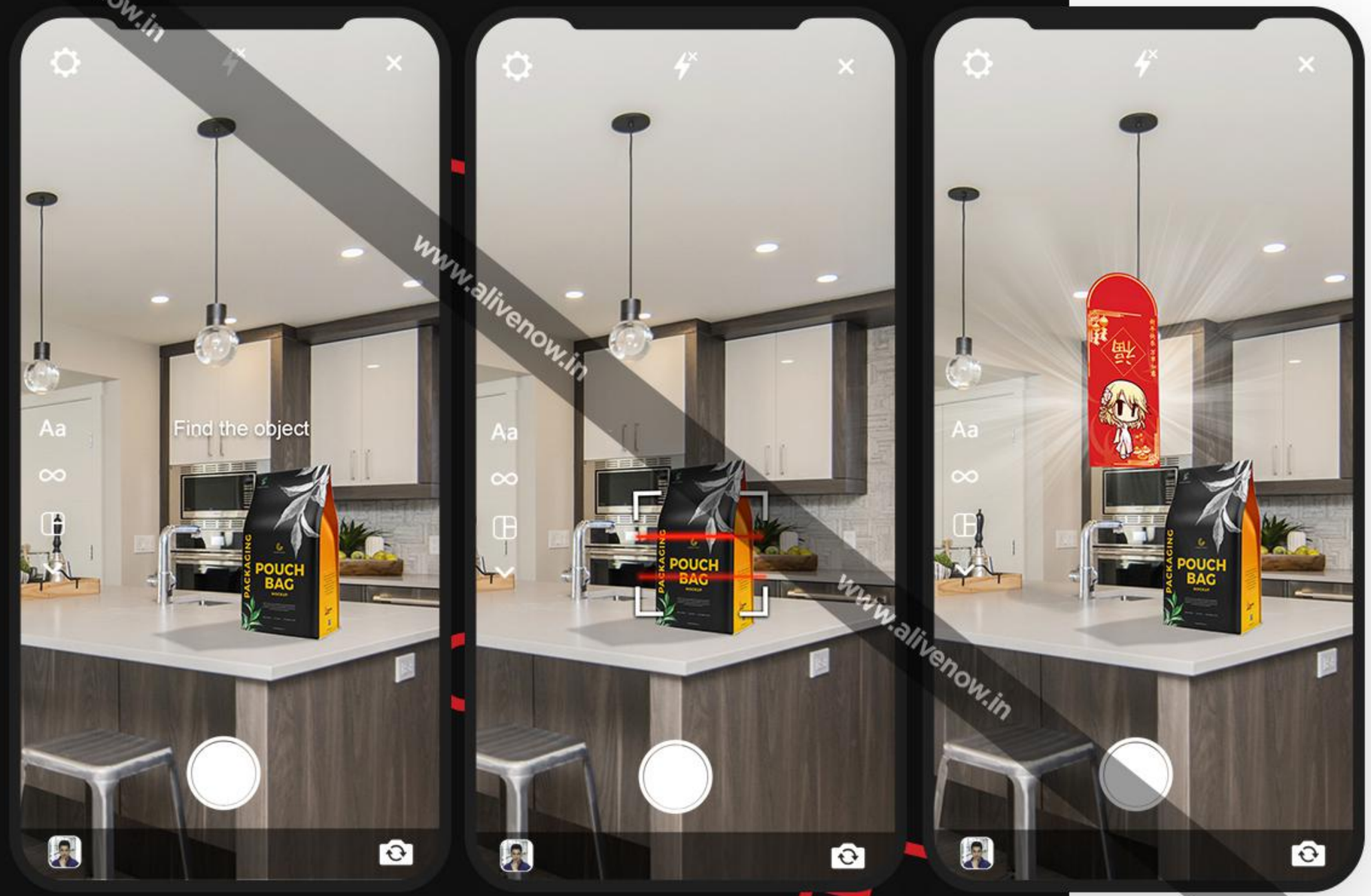

Reveal an Offer!

Scan the product logo to make an Ang Bao with an exciting offer appear around it!

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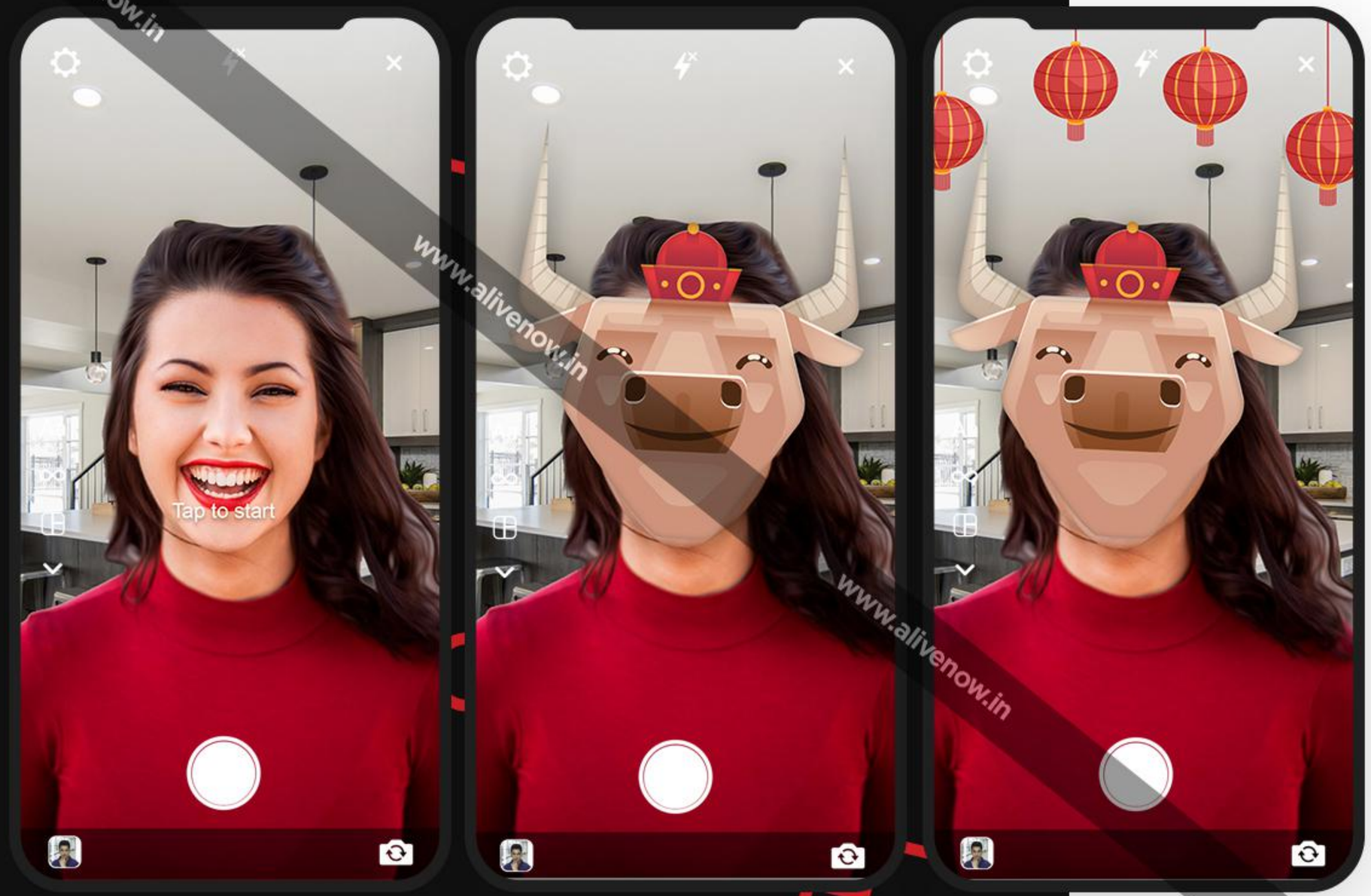

Transform into an Ox for Good Luck!

Launch this AR effect and try on a 3D Ox mask.

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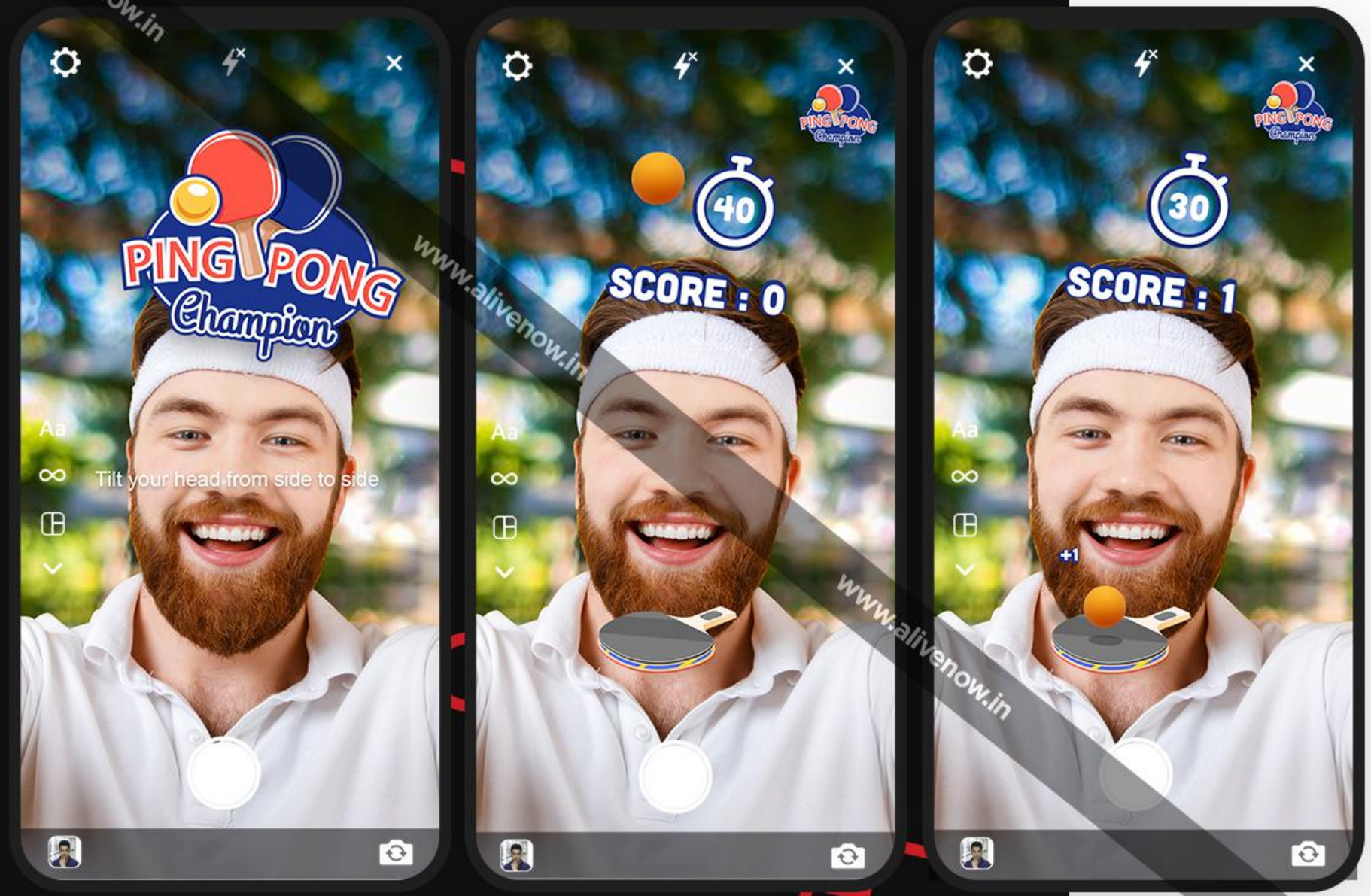

Ping Pong Champion

Move your head left or right and bounce the ping pong ball on the paddle for as long as you can.

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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.

SwipeUp Games

Gaming solution built specifically to convert passive story viewers on Instagram and Facebook into an active and engaged audience with.

Facebook Playable Ads

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.

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BENIFITS OF SWIPE UP GAMES!

Stories is the new feed. More brands are creating stories than ever before!

Stories with Swipe Up games result in higher engagement.

Measure influencer performance as they launch the same game

Media rich promotion capabilities.

Built for mobile-first, optimized for vertical in-appbrowser experience.

Ability to capture data and generate leads.

Analytics dashboard to assess Swipe Up game performance

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Ang Bao Gift

Swipe left/right on the screen and move the Ang Bao to collect the falling coins

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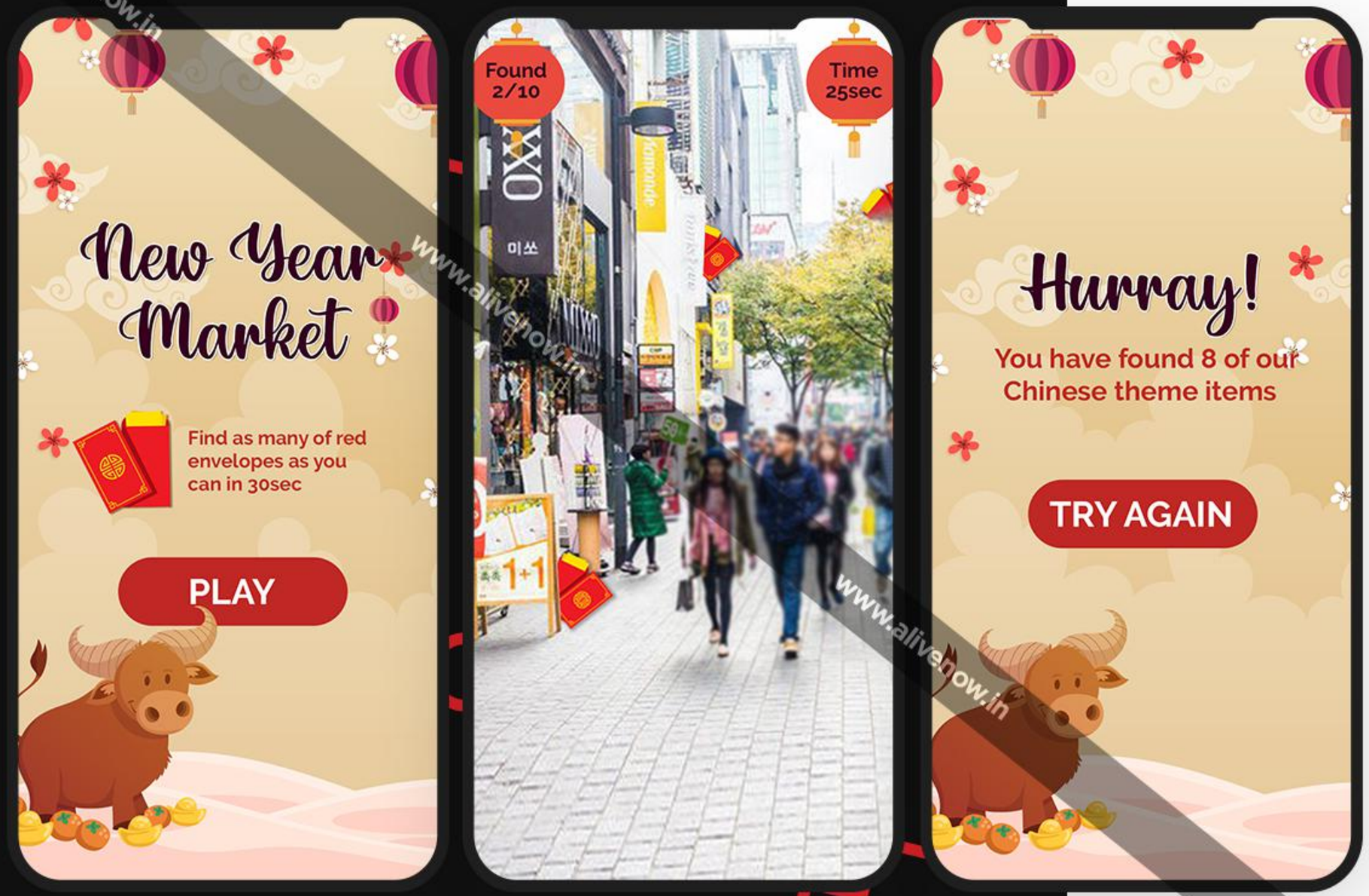

Chinese New Year Market

Pan your phone in 360° to explore and collect Chinese New Year themed articles!

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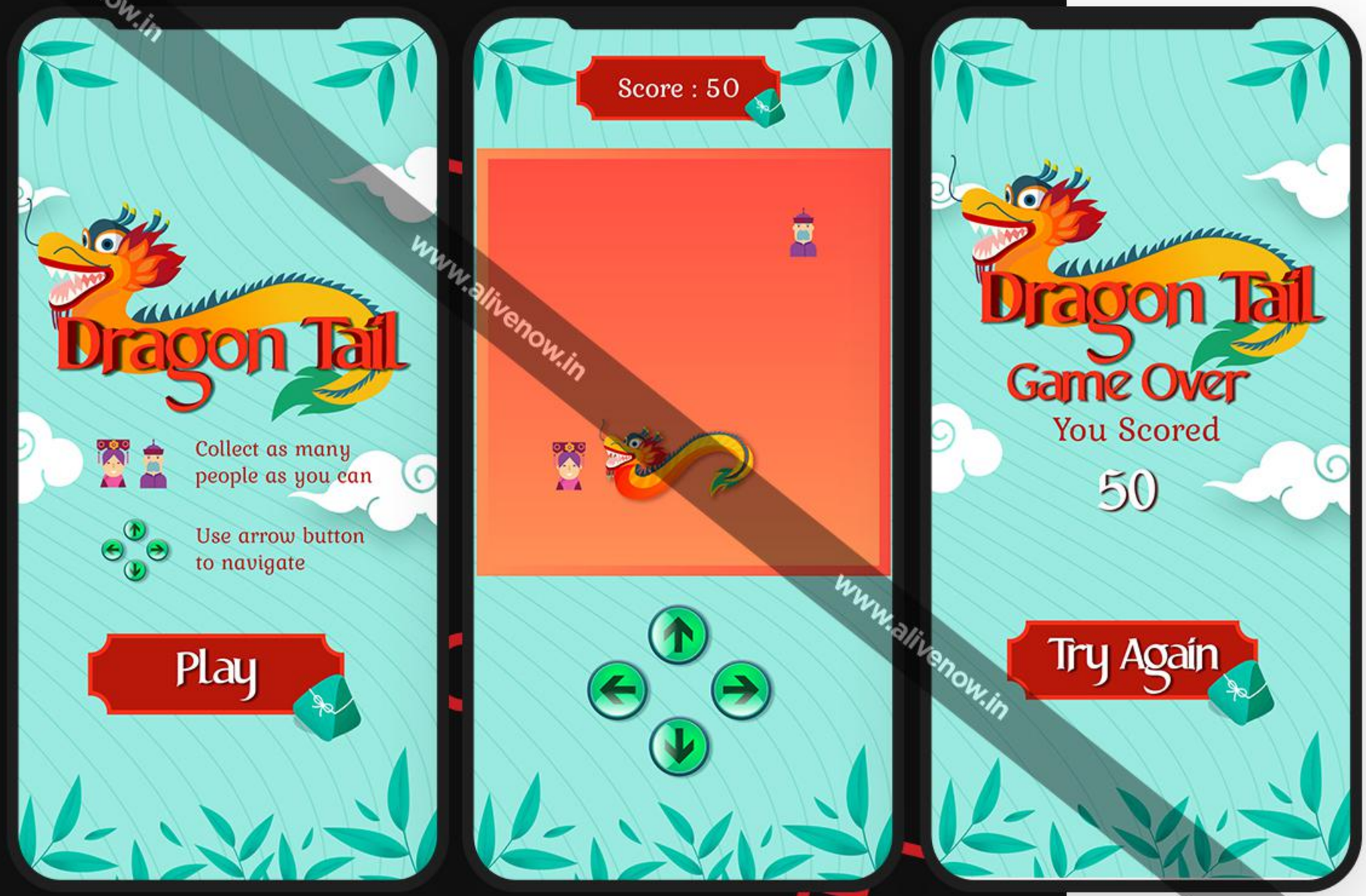

Dragon's Tail

Drag up/ left/ down/ right to control the dragon and add people to the tail. Careful! You don't want to make the head meet the tail.

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Chinese New Year Postcards

Upload a picture with your family, enter messages and create a custom New Year postcard. Share it with friends and relatives to spread the joy!

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Chinese Claw Machine

Move the chopsticks left/right, and drop them to grab exciting gifts!

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Ang Bao Jump

Swipe left or right to make the Ang Bao jump and land on slabs. Don't forget to pick up coins and power-ups on the way!

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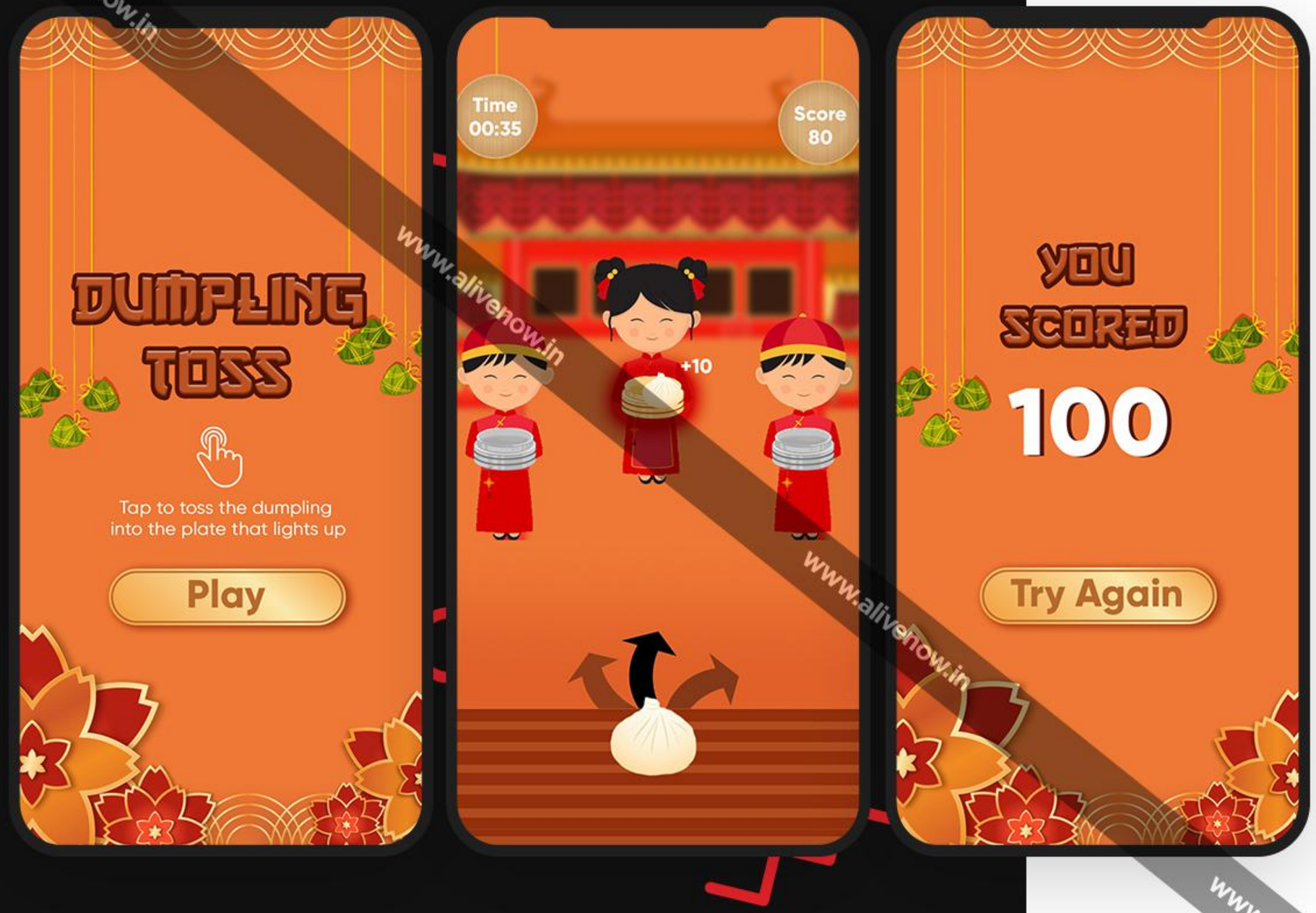

Dumpling Toss

Tap to toss the dumpling in the plate that gets highlighted. Be sure to feed as many people as possible before time runs out!

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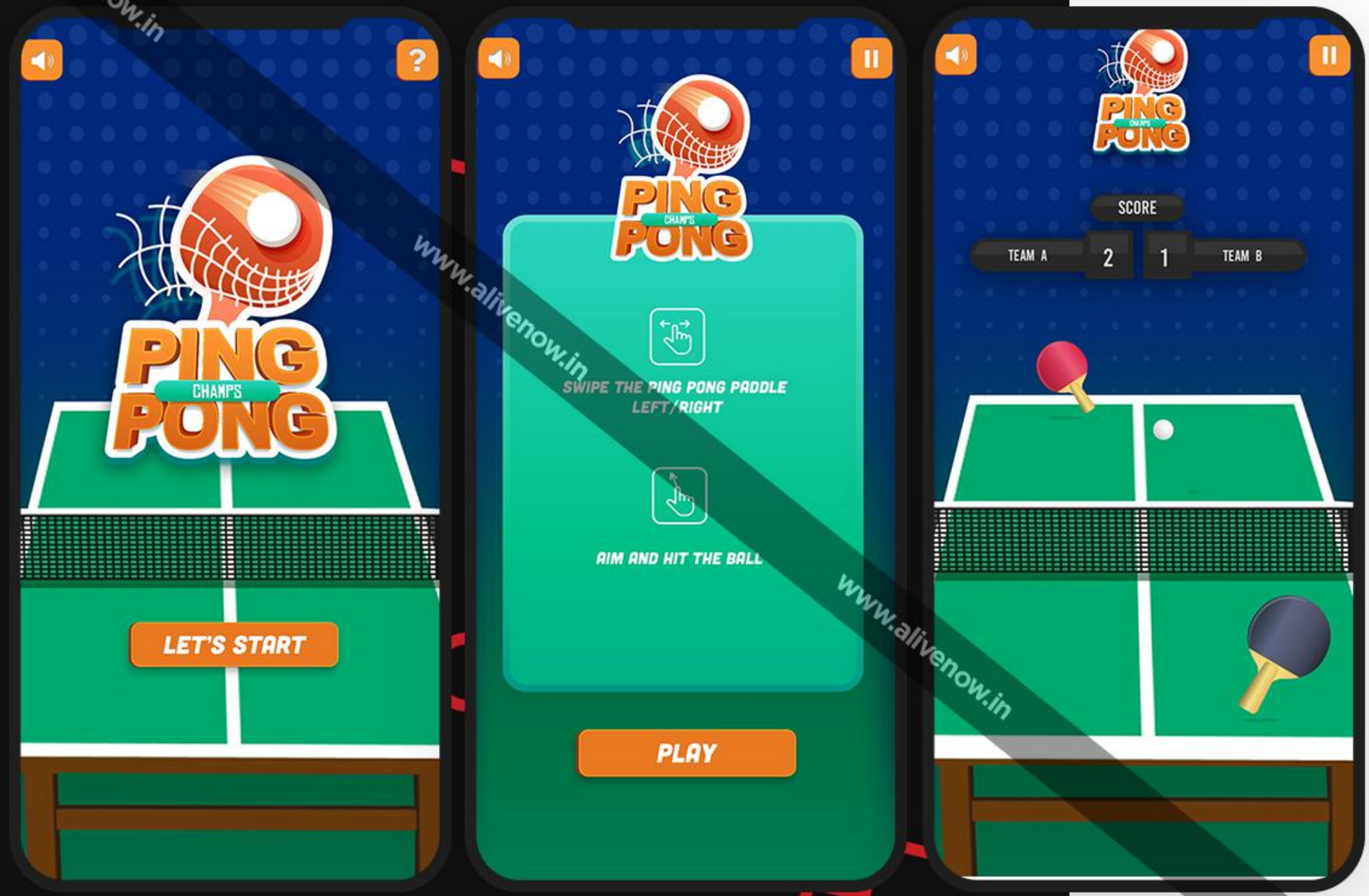

Ping Pong Champs

Swipe the Ping Pong Paddle Left/Right to Aim and Hit!

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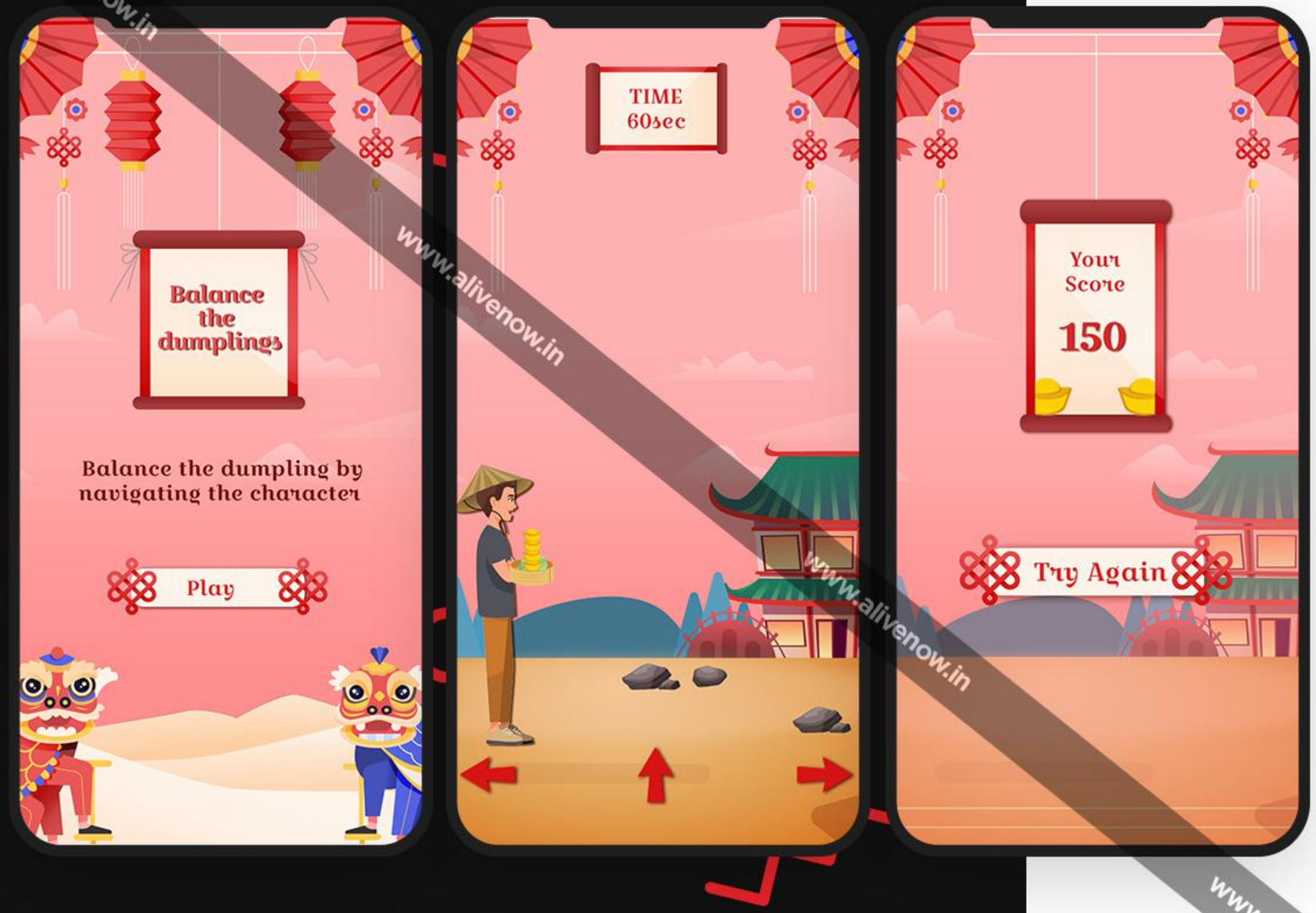

Balance the dumplings

Tap the left or right arrow to balance the person. Hope you don't let the dumplings fall.

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Chinese New Year House Cleanup

Move your phone around in 360° and tap on objects to clean them up before the relatives arrive.

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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.

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We work with brands and agencies globally across all sectors and sizes!

Marriott
Dettol
ONEPLUS
VISA
SanDisk
durex
NIKE
GUINNESS
BEN & JERRY'S
HYUNDAI
i'm lovin' it
CHEVROLET
Starcom Mediavest Group
Publicis WORLDWIDE
Cheil
HAVAS WORLDWIDE
MINDSHARE
UM
Ogilvy
VML
DiDi
Edelman
JWT
& more!

THANK YOU!

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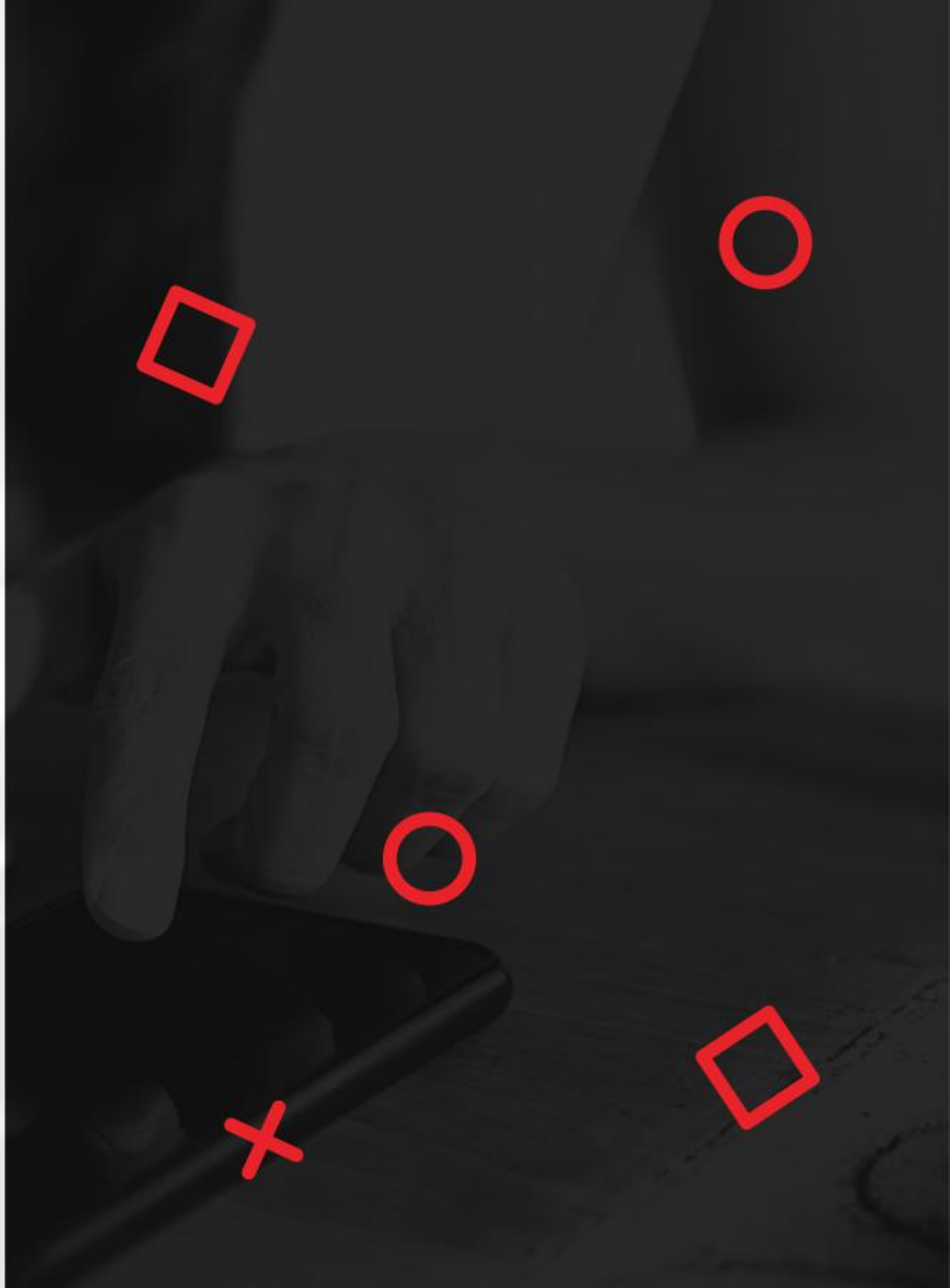
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