



NEWSFEED
SMARTAPPS



OFFICIAL SPARK AR PARTNER
Spark AR

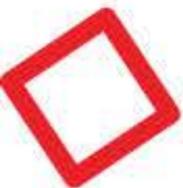


alivenow.in

Valentine's Day 2021

Interactive Digital Experiences

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



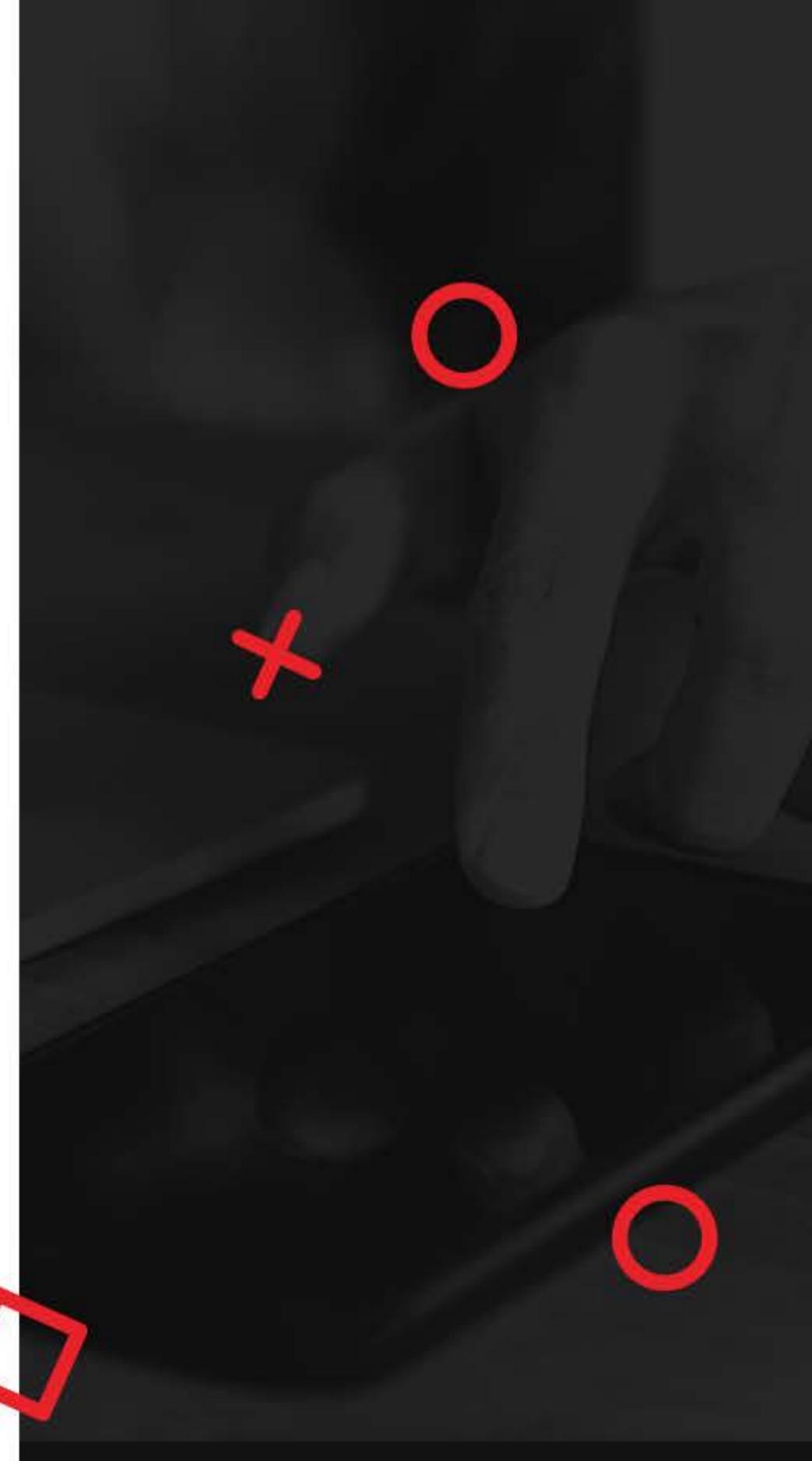
AliveNow has created this engagement proposal. Any and all ideas, concepts, strategies, trademarks, and materials presented in this document are owned by AliveNow. No part of this presentation may be shared with any 3rd party without the consent of AliveNow. This presentation may be shared with the intended 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.

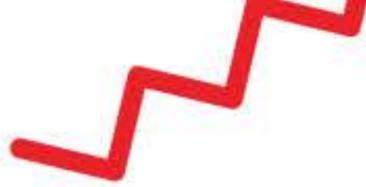
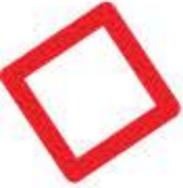
All rights reserved. January 2021



Table of Contents

- 
- » Introduction to AliveNow and the work we do.
 - » Valentine's Day ideas using Facebook AR, Instagram AR, Snapchat AR Lenses & Web AR experiences.
 - » Valentine's Day ideas using Interactive Gaming Experiences.
 - » How does this work and what next?
 - » Conclusion and contact information.



- 
- 
- » 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

OUR CREATIVE TECH SOLUTIONS



OFFICIAL SPARK AR PARTNER



Spark AR



Instagram AR
Filters



Facebook AR
Filters



Web AR
Experiences



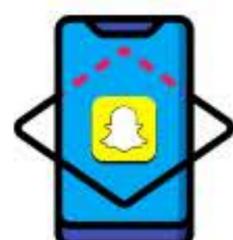
Swipe Up
Games



Facebook
Playable Ads



Newsfeed
SmartApps



Snapchat AR
Lenses



Messenger
Chatbots



WhatsApp
Sticker packs

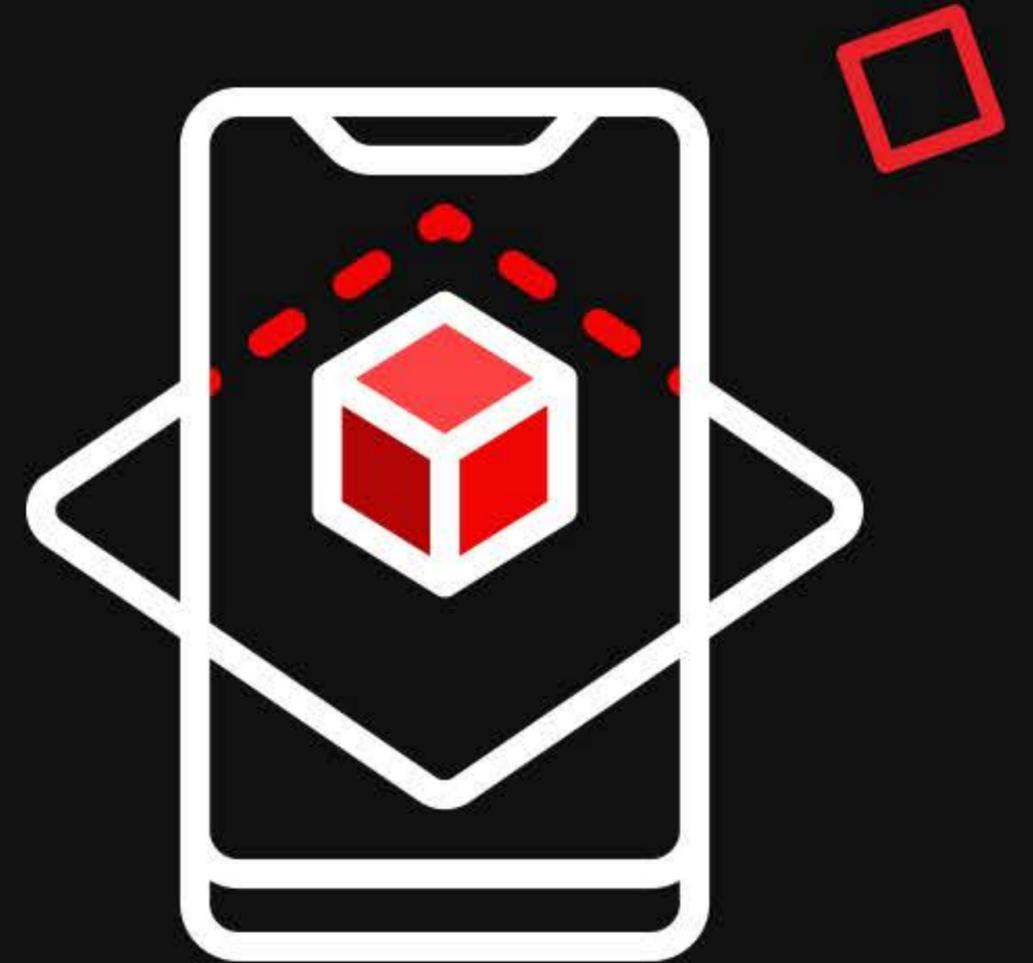


Interactive
Videos

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](#)



alivenow.in

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!

alivenow.in

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.

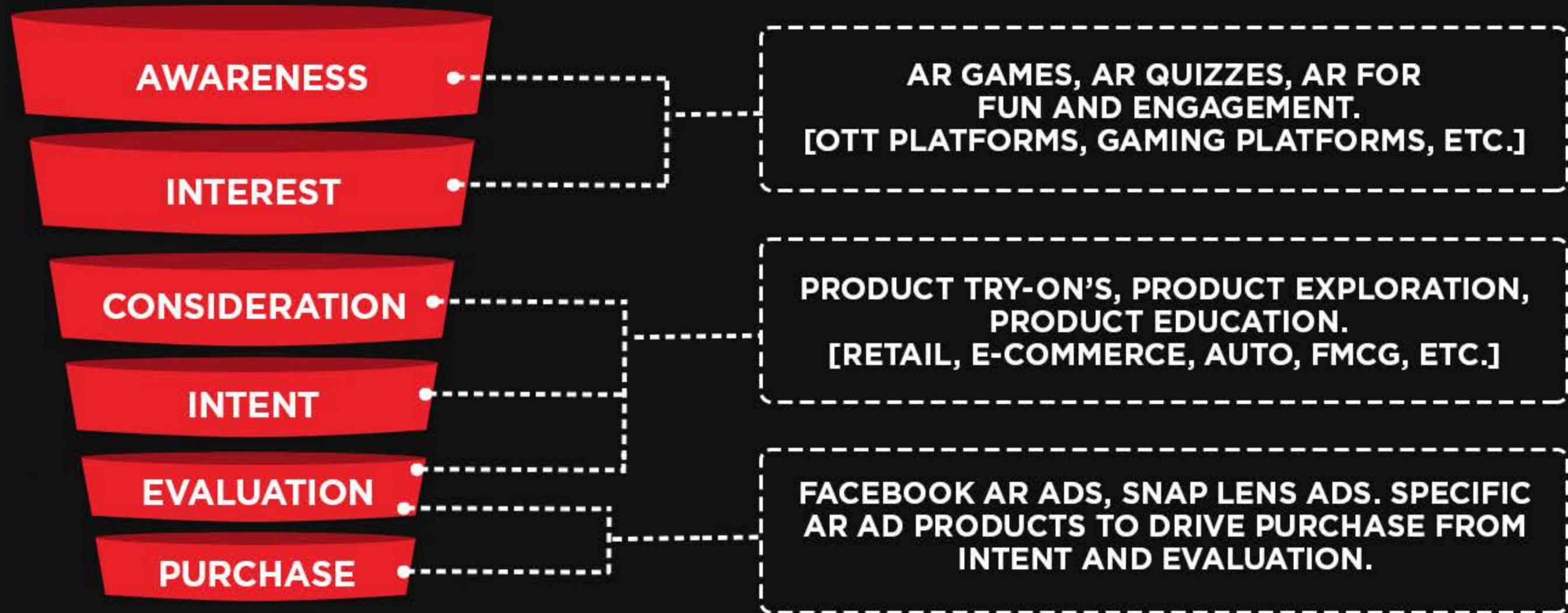
BETTER
SMARTPHONES &
PROCESSERS =
INCREASED REACH
+ AR AT SCALE.

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.

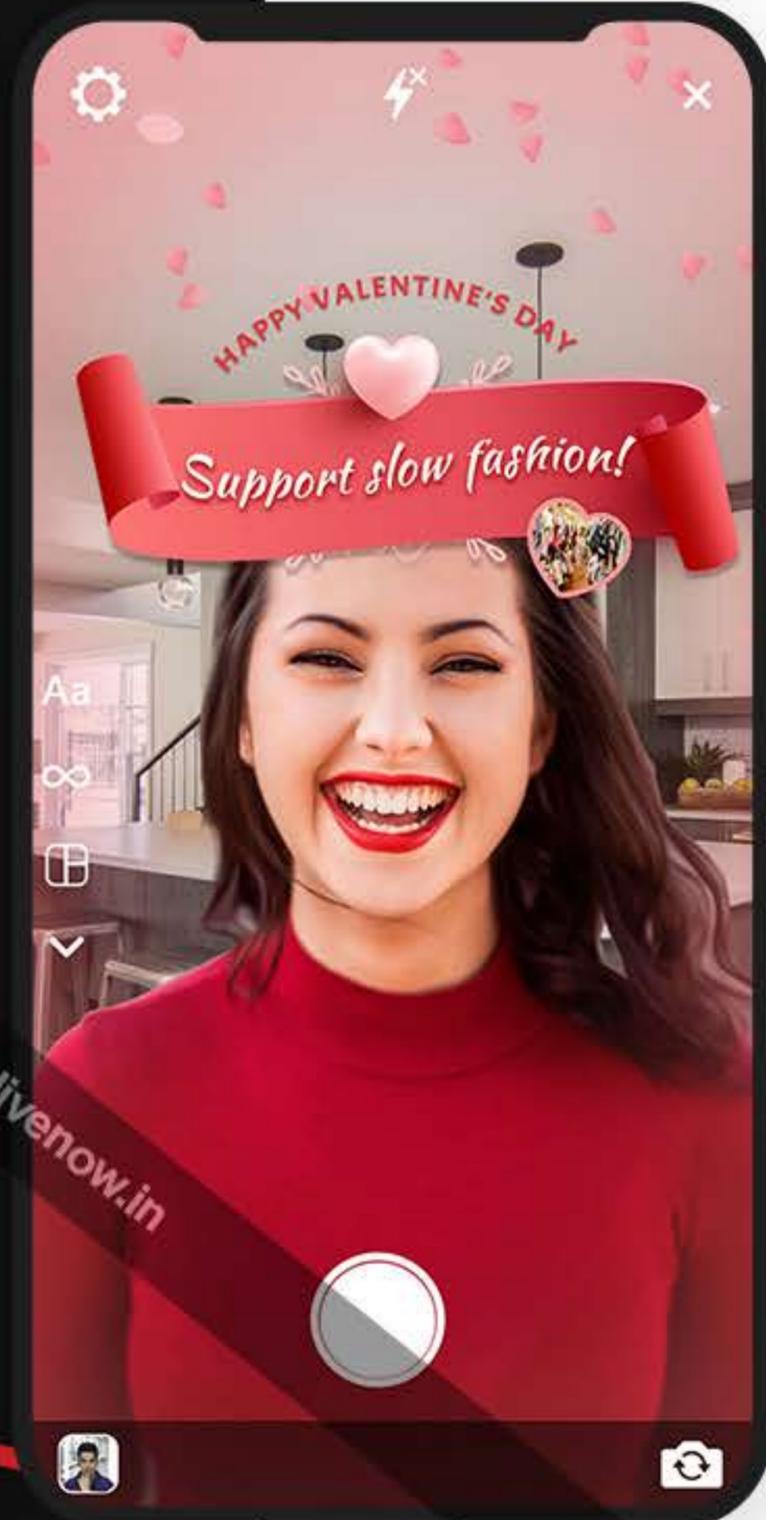
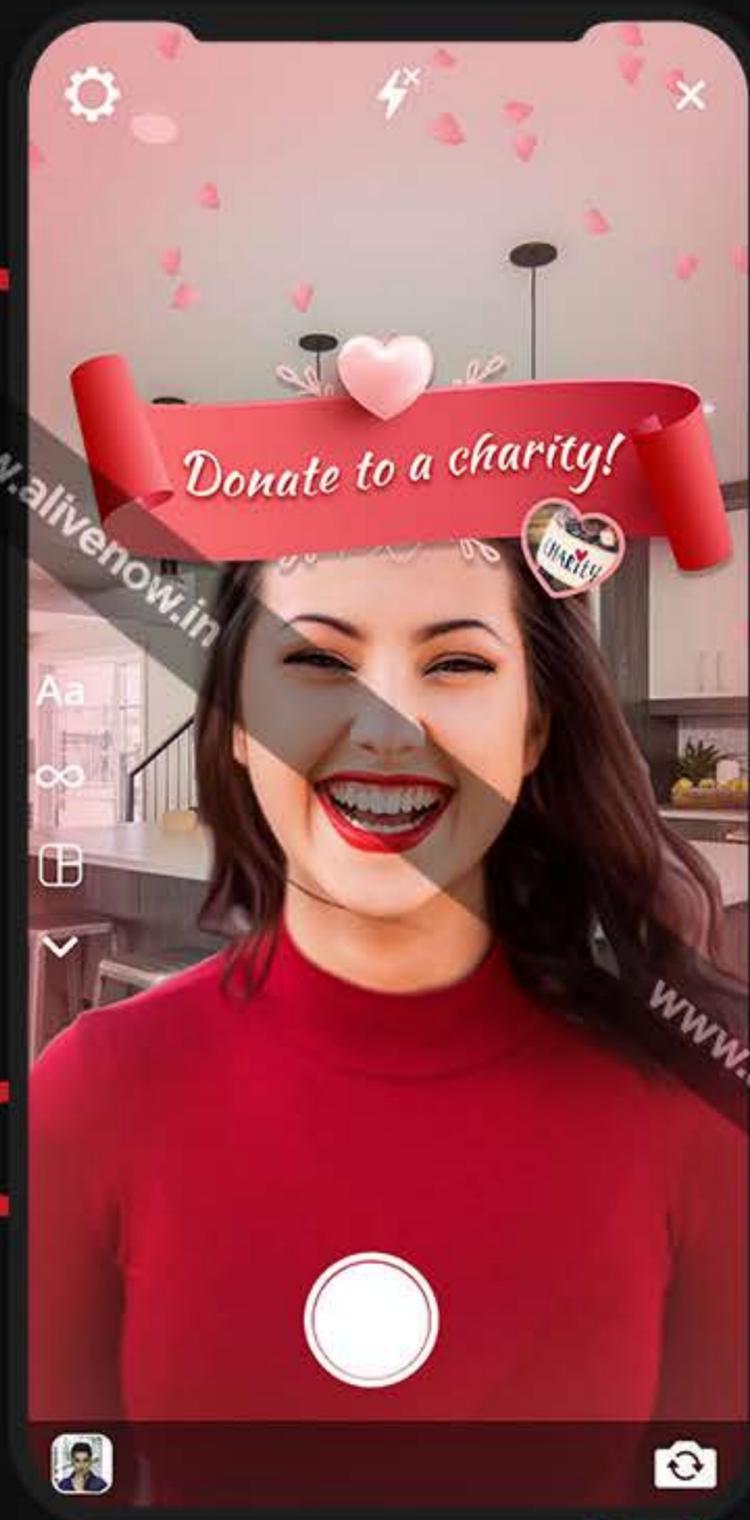
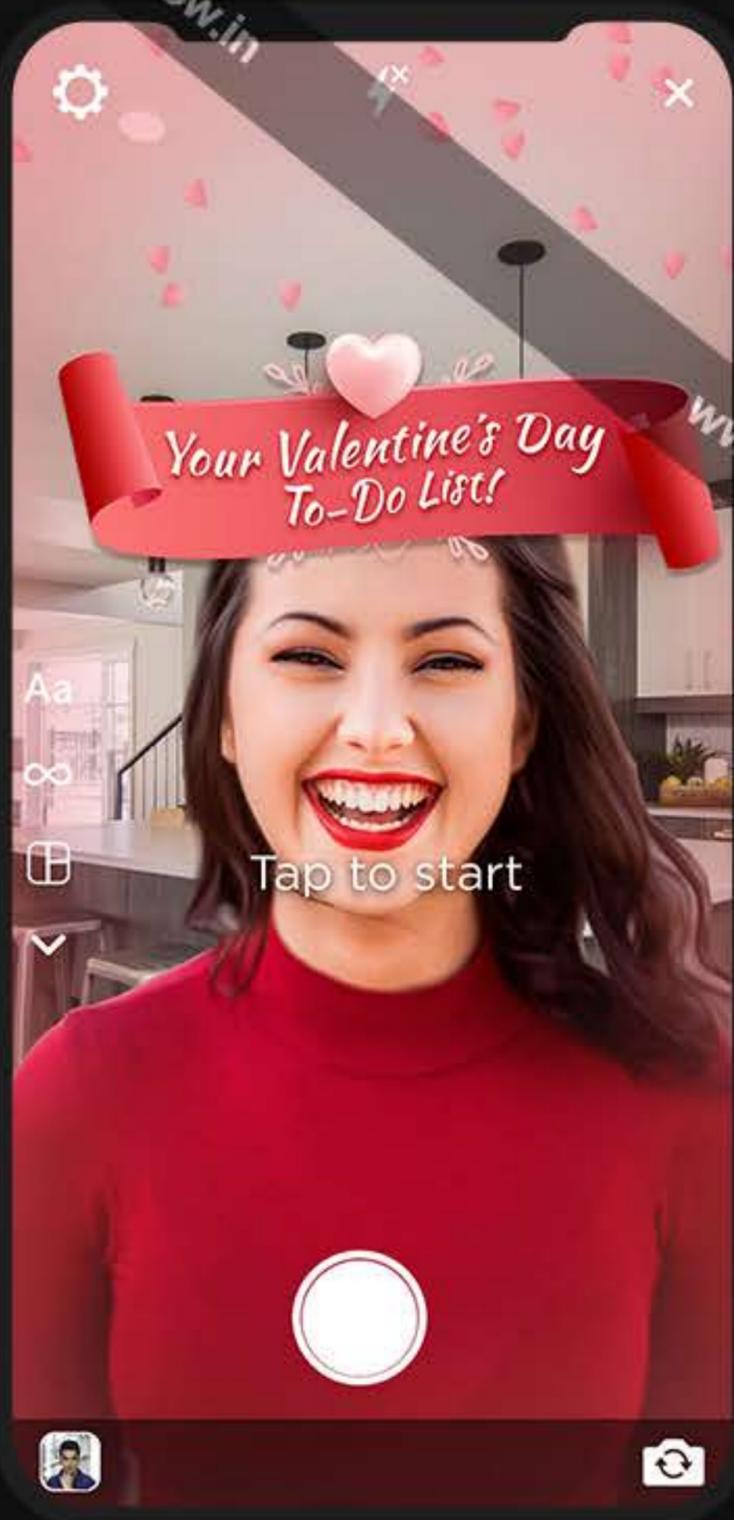


WHAT KIND OF “EXPERIENTIAL MARKETING” ARE YOU ABLE TO UNLOCK WITH AUGMENTED REALITY?

| | |
|--|---|
| 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 |  |

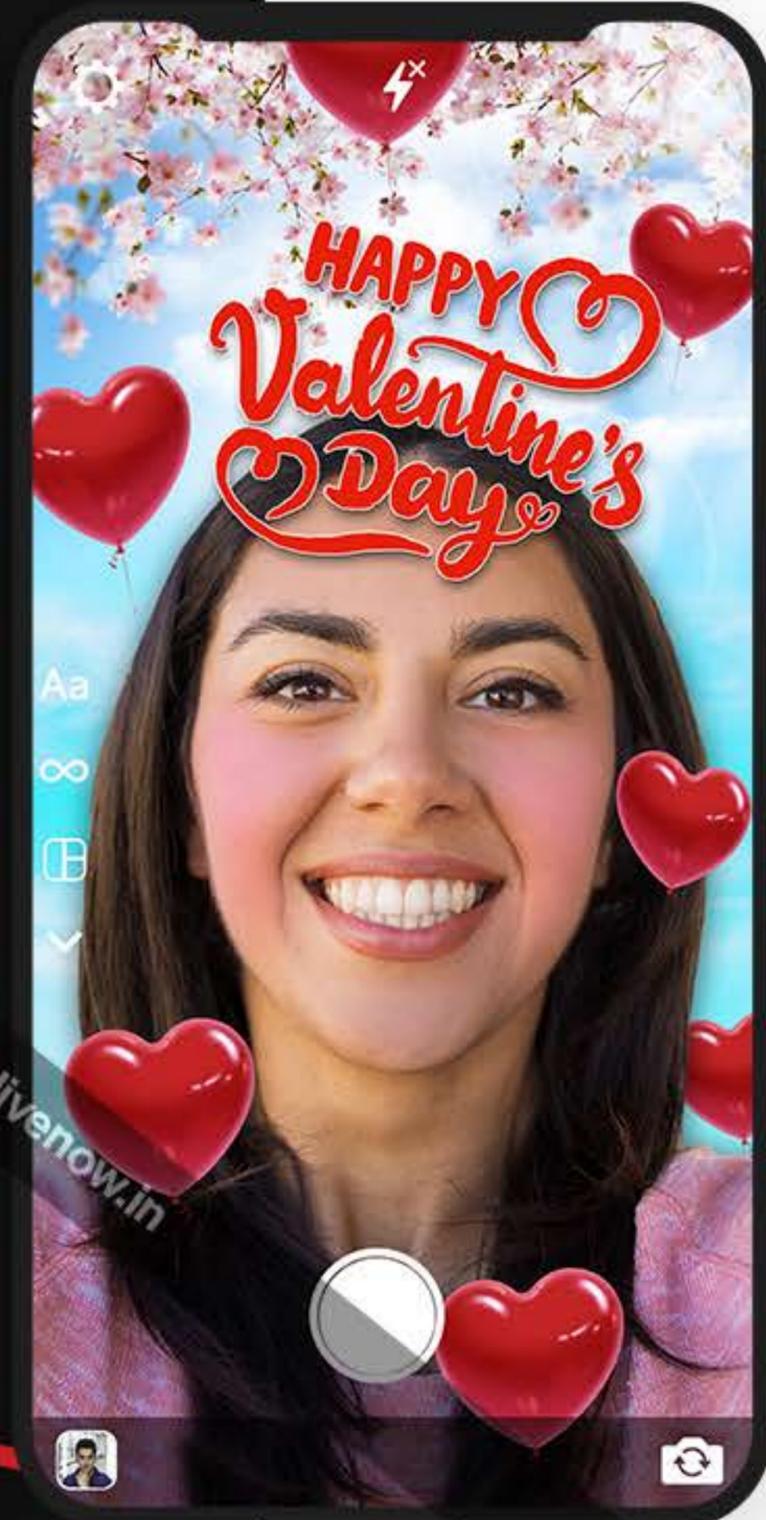
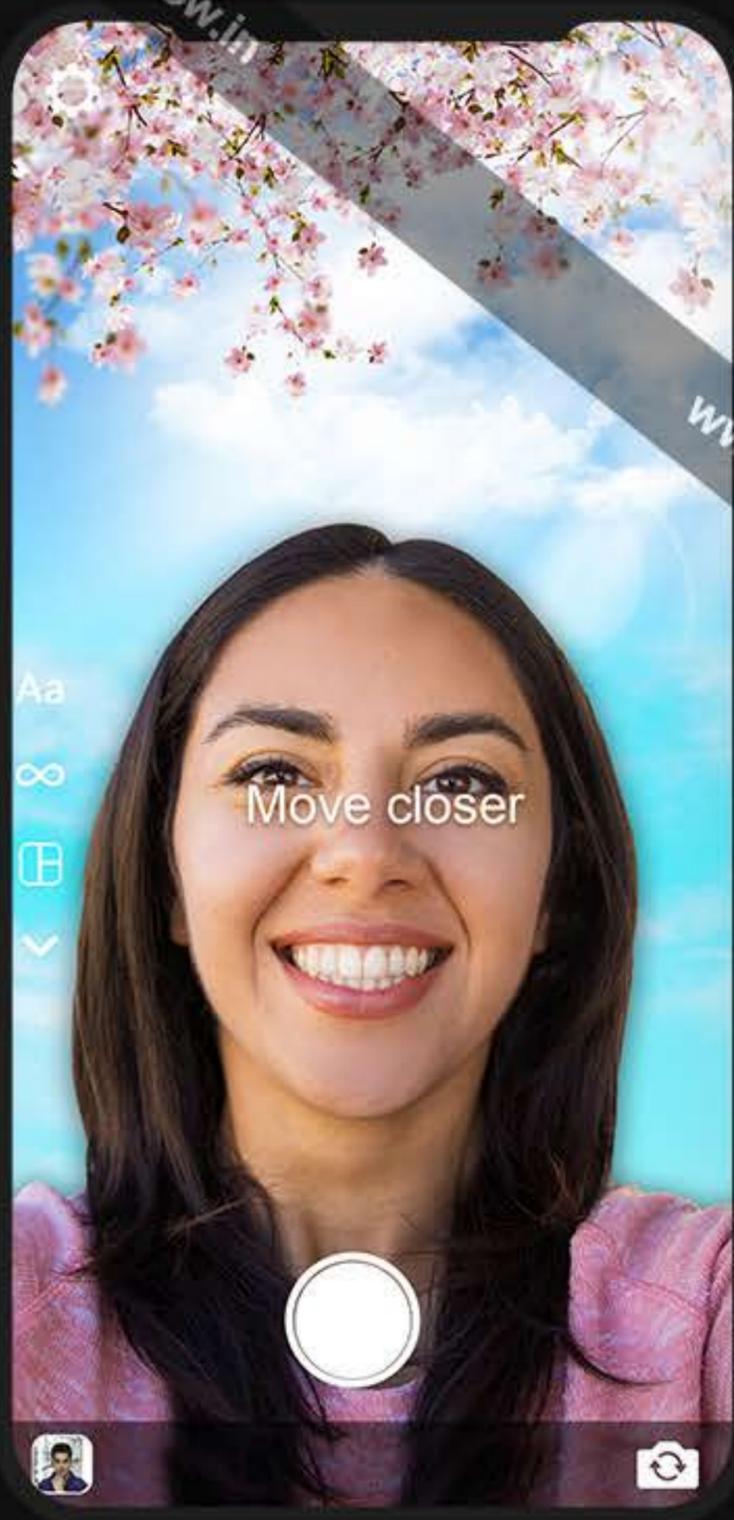


Your Valentine's Day To-Do List!

Don't have plans this Valentine's Day? Get a fun stay-at-home to-do list to complete with your partner!

PLATFORM PUBLISHING



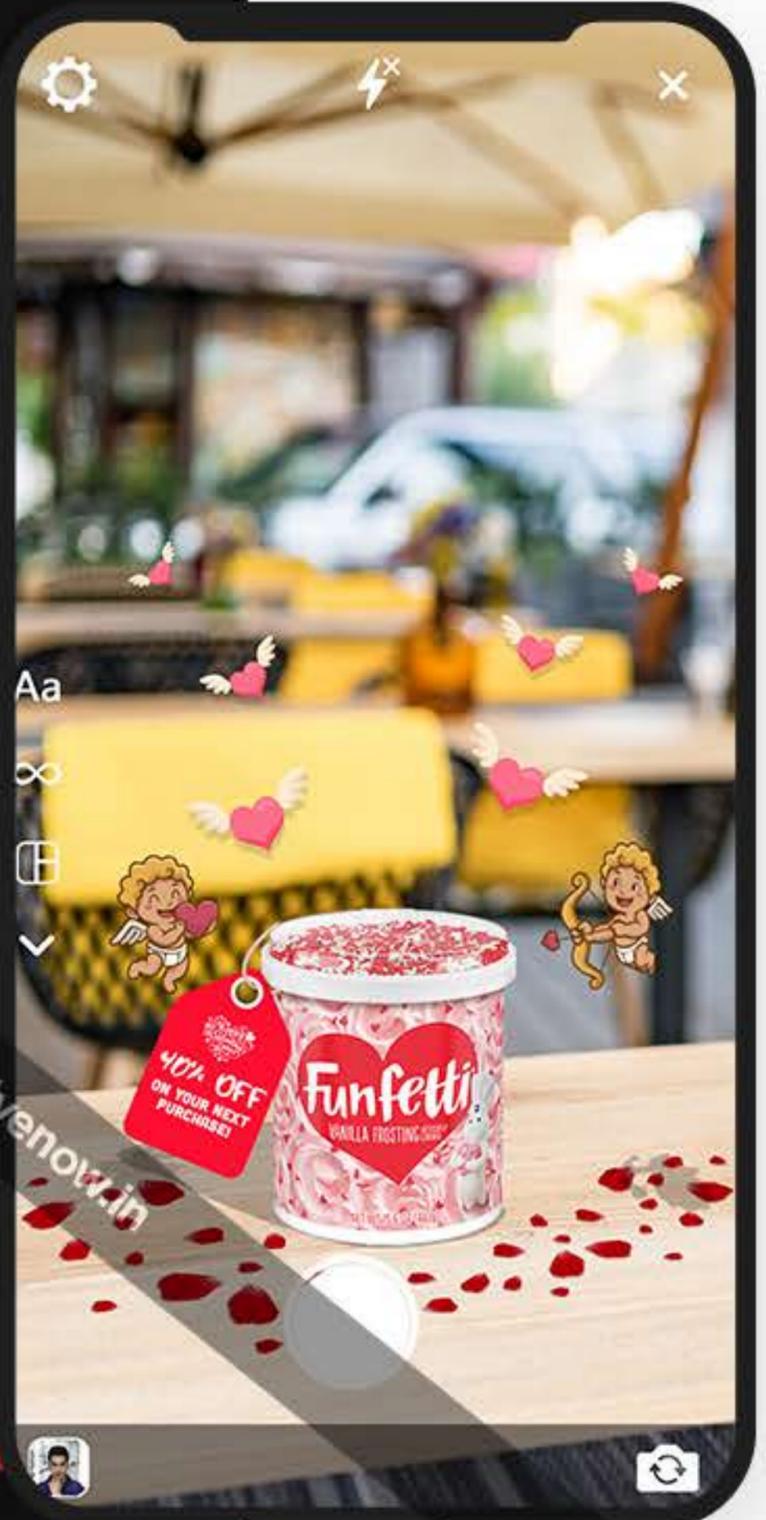
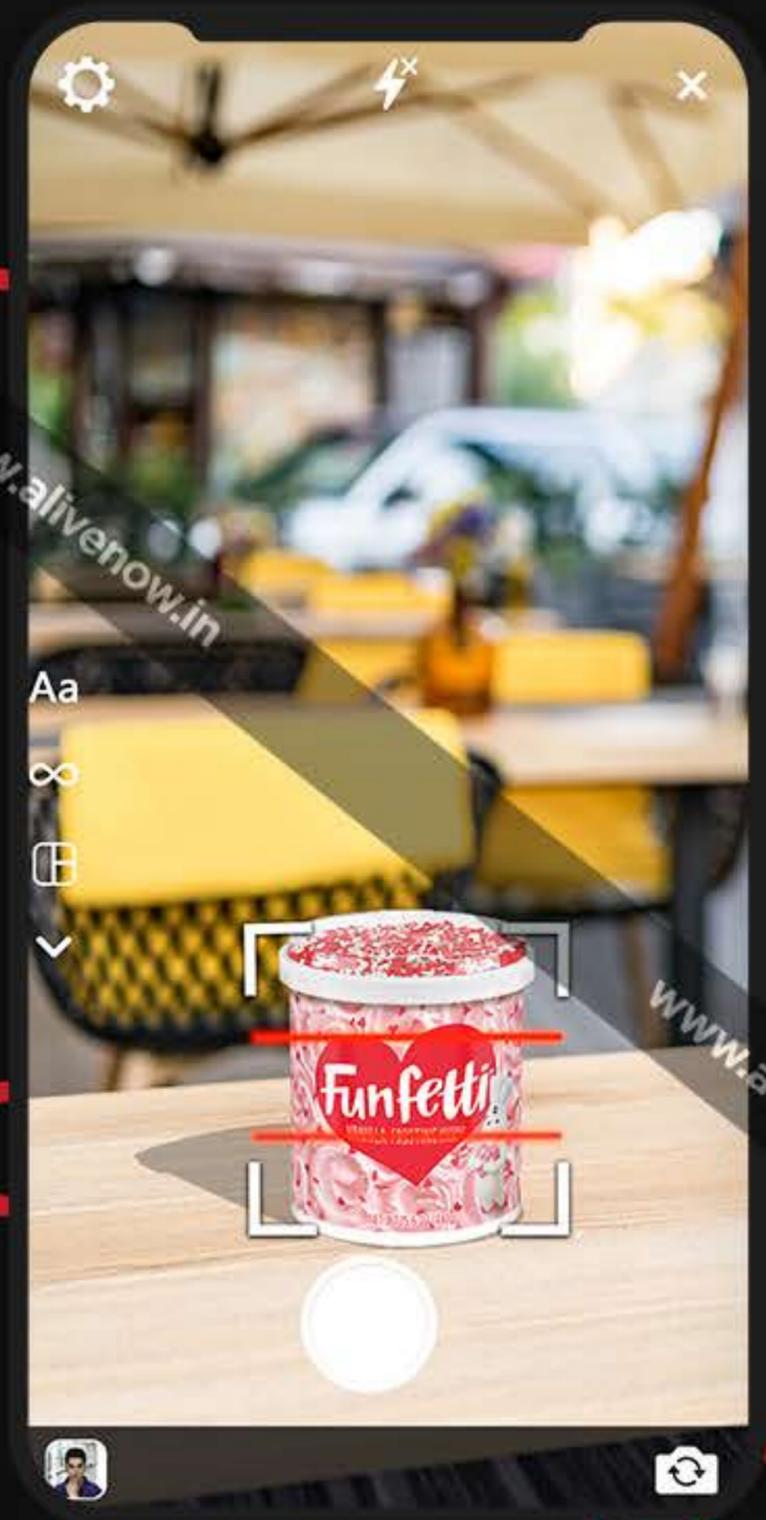
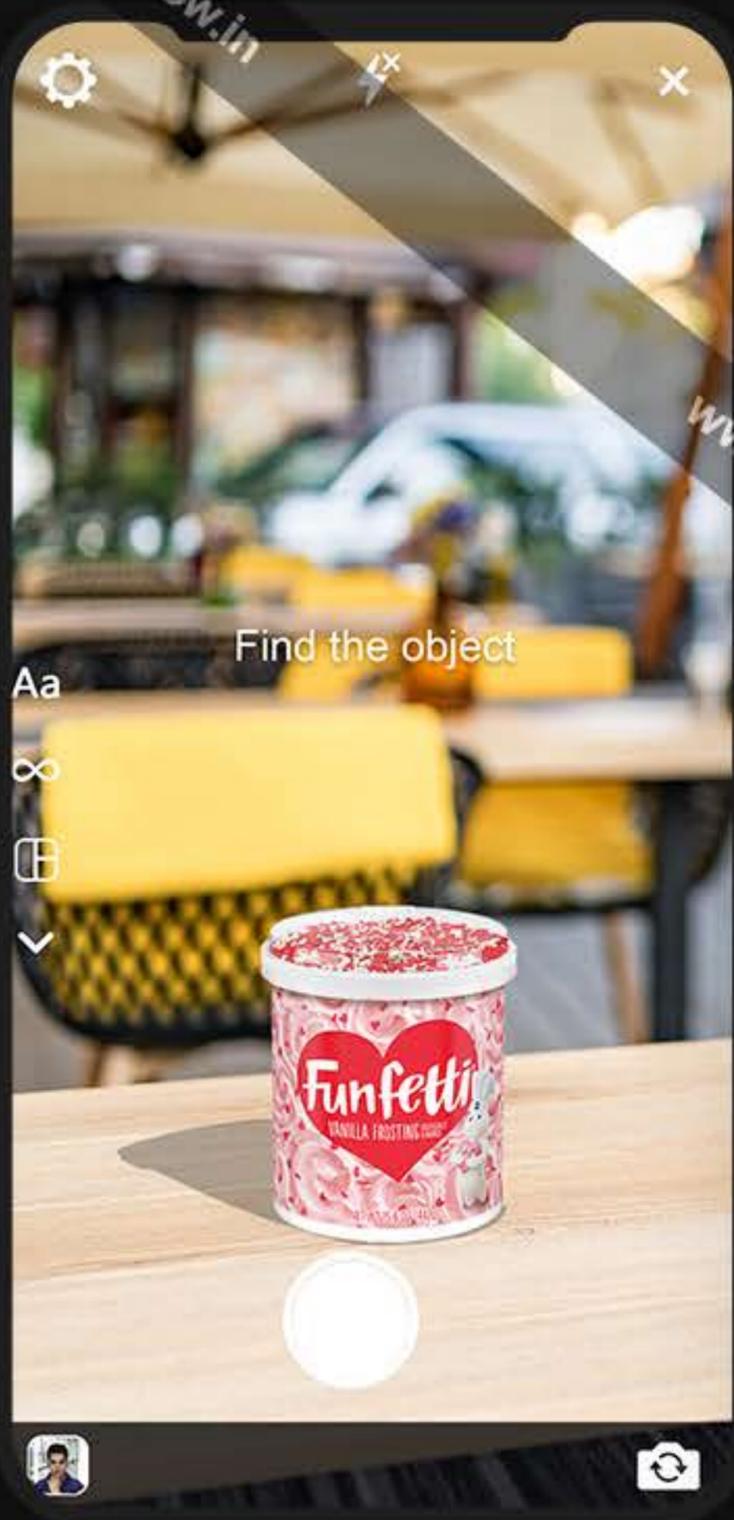


Step Closer and Experience Love!

Come closer to the camera to reveal a Valentine's Day themed look!

PLATFORM PUBLISHING



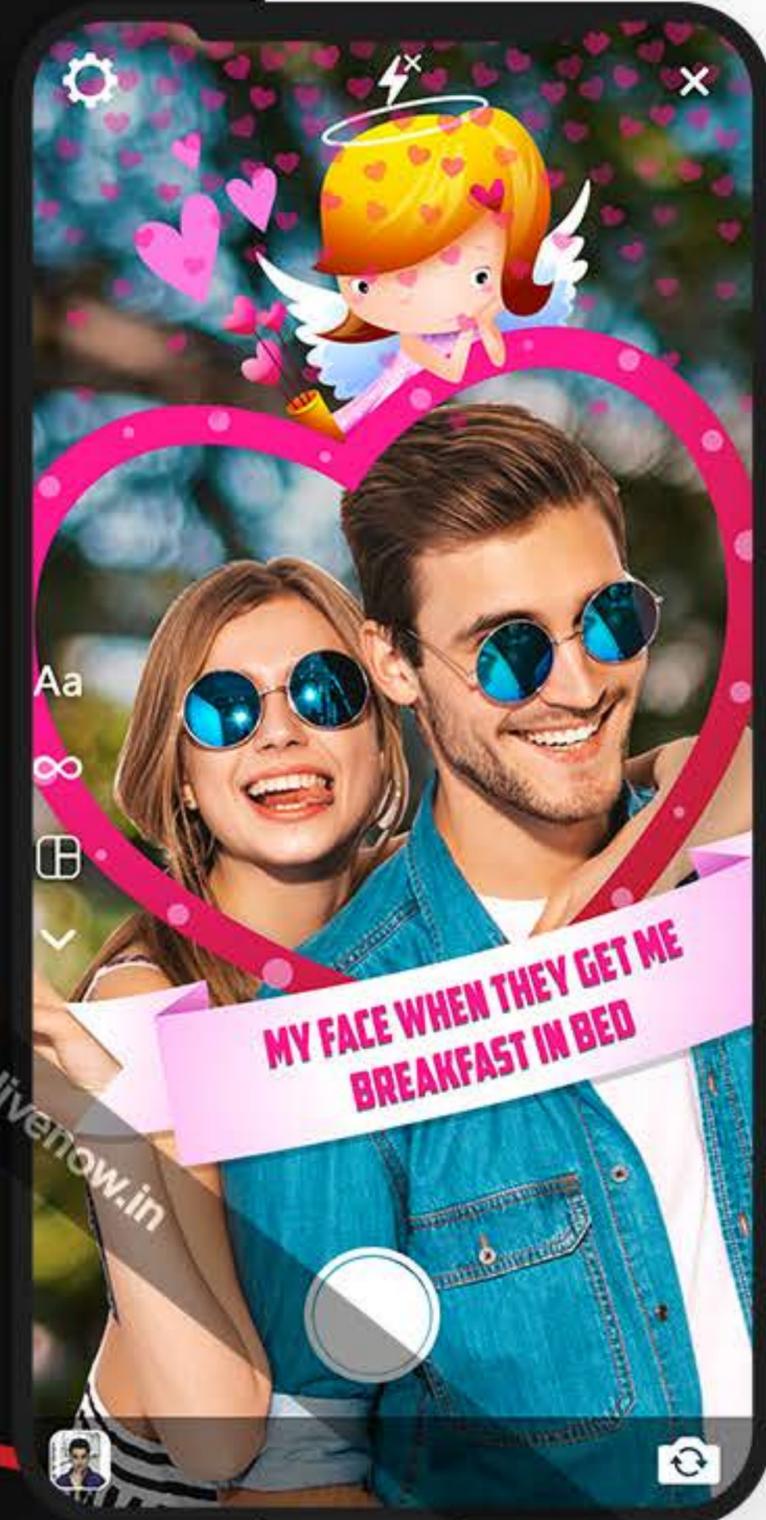
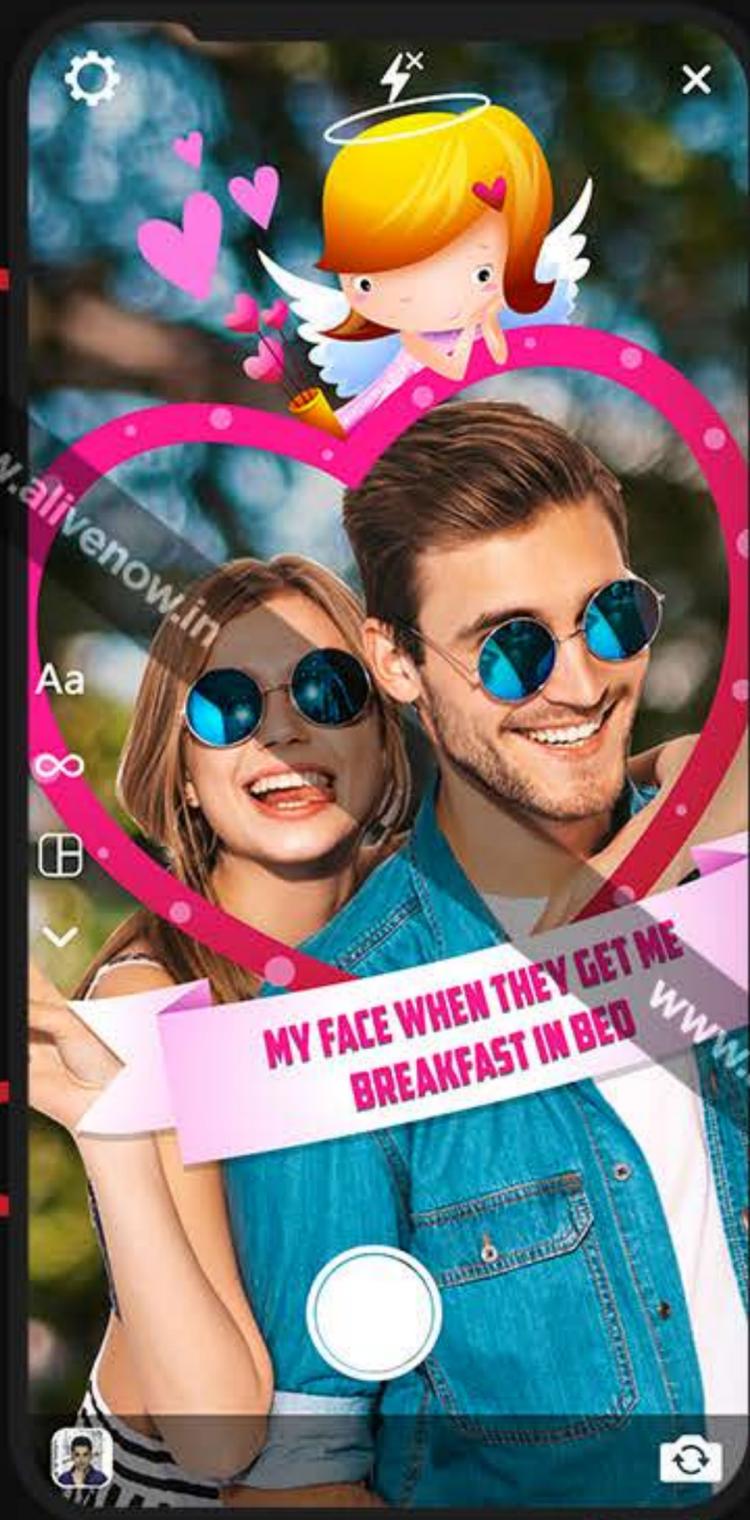
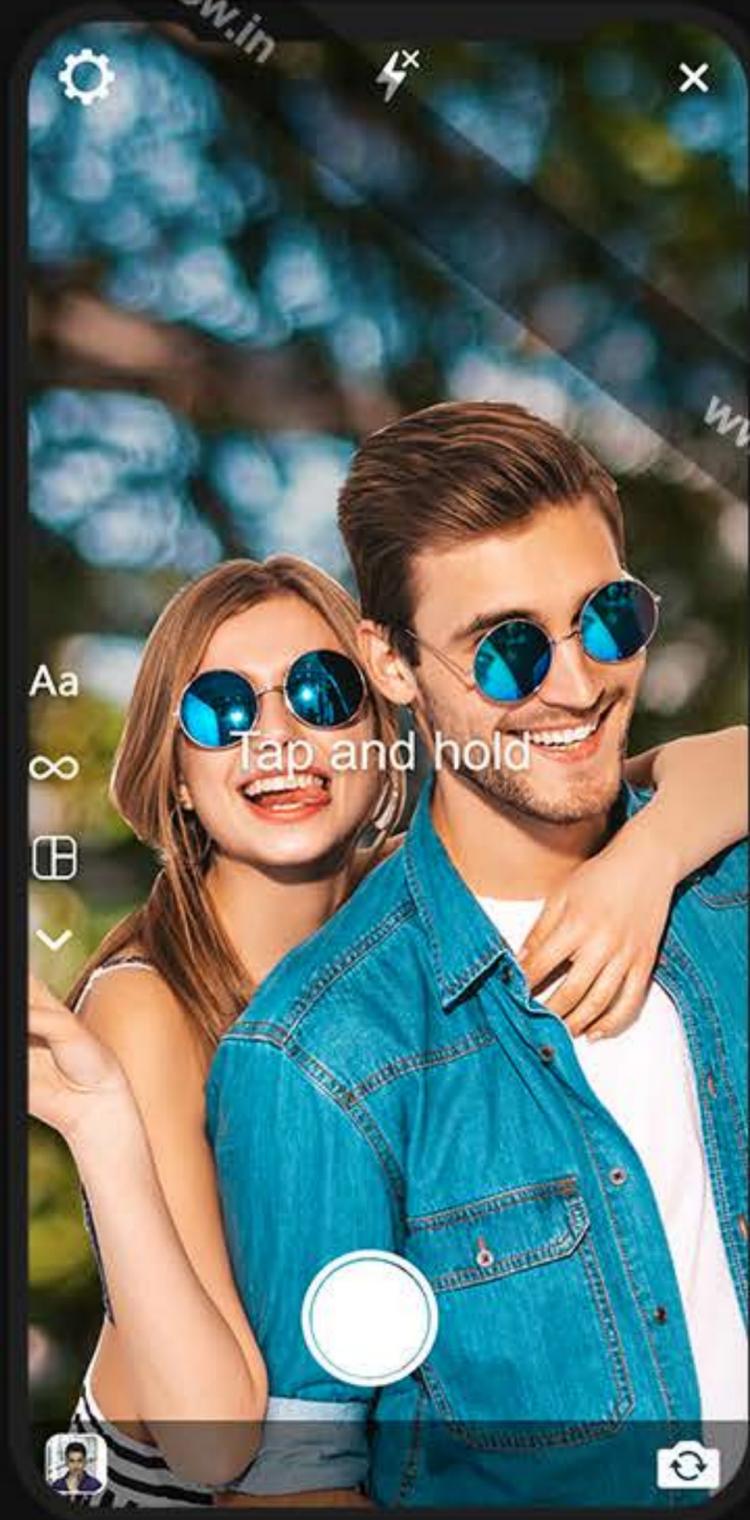


Scan a Product for a Valentine's Day Surprise!

Switch to the rear camera to scan a logo and unveil a Valentine's Day Surprise!

PLATFORM PUBLISHING



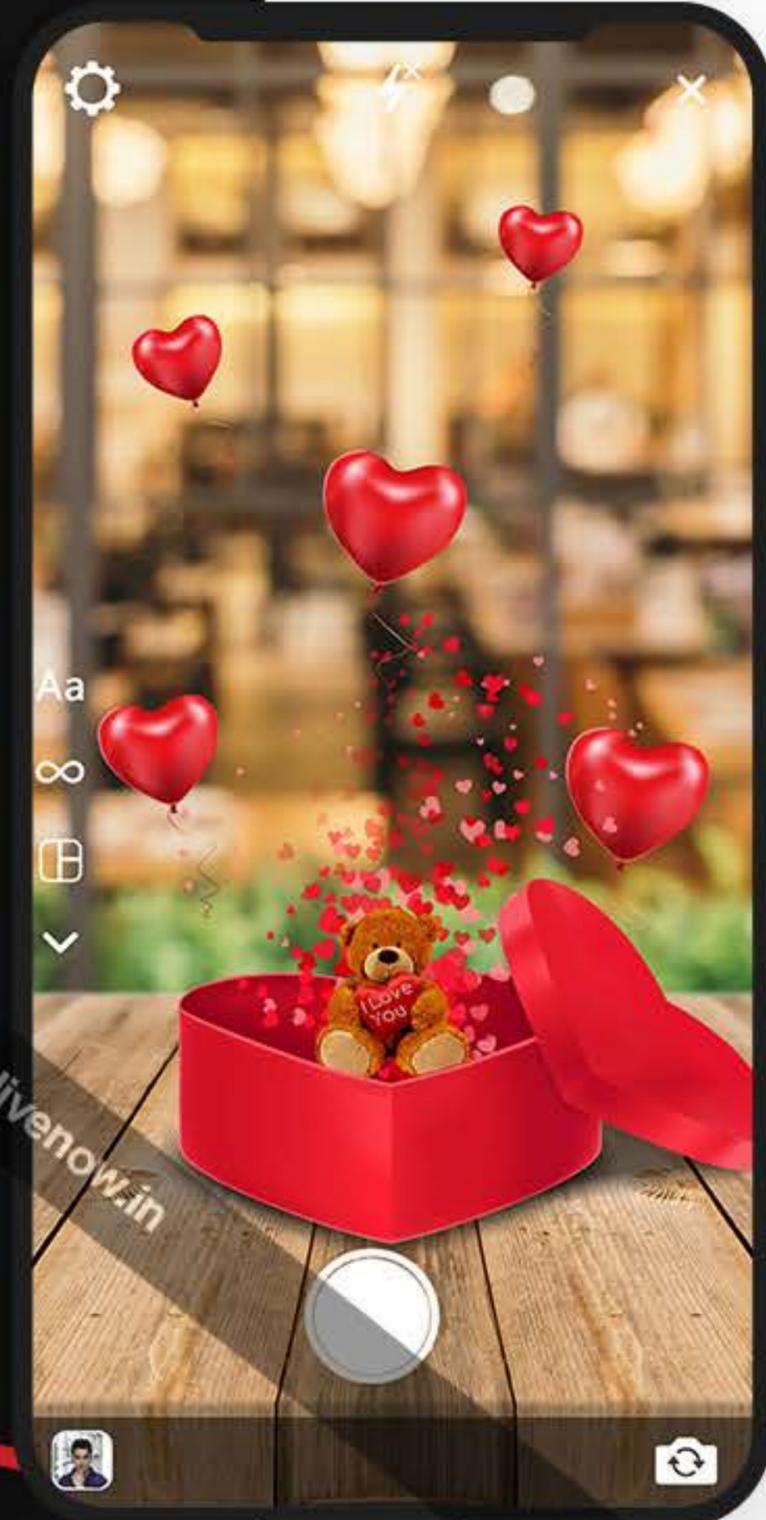
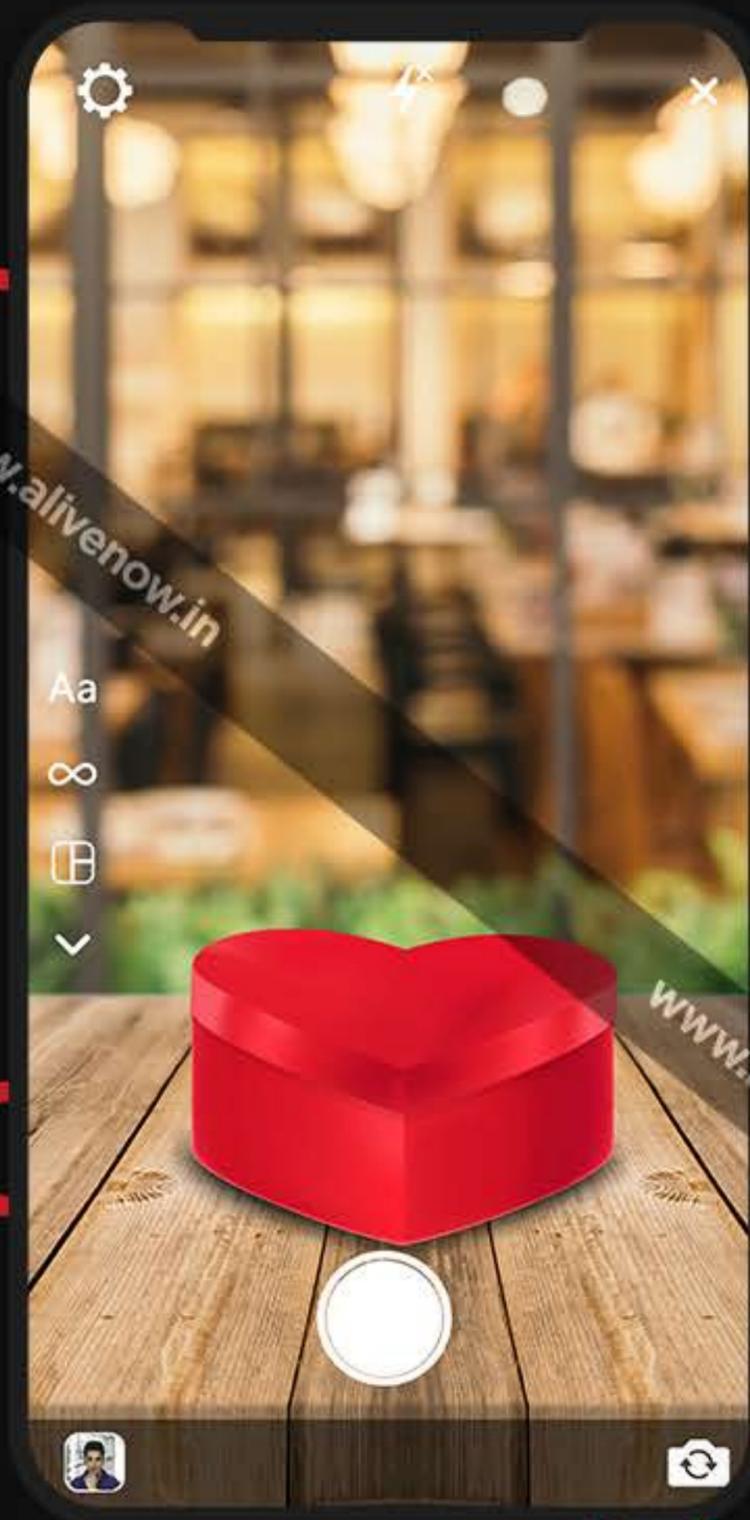
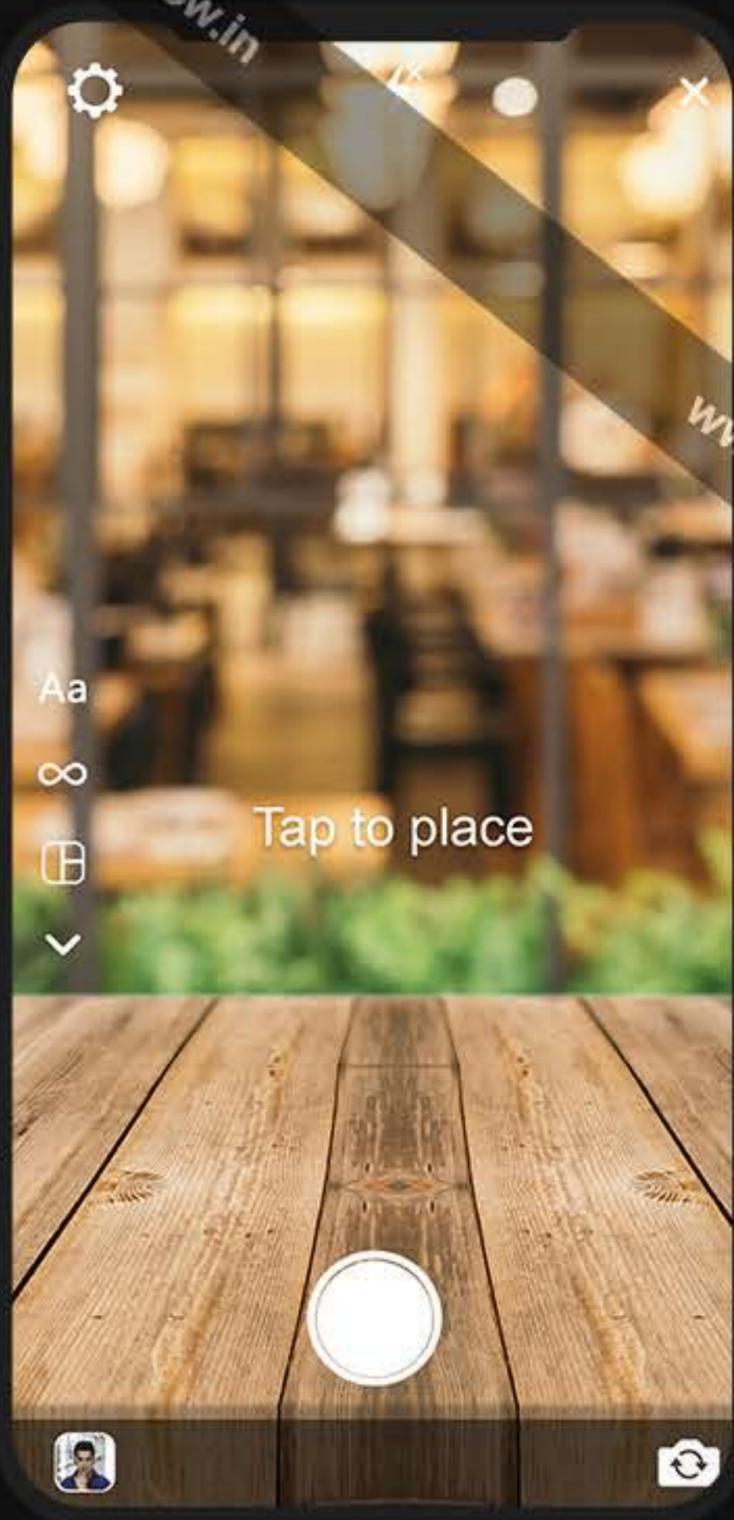


Reaction Pictures - Couples' Edition

Press and hold the camera button to record your reaction pictures with your partner!

PLATFORM PUBLISHING



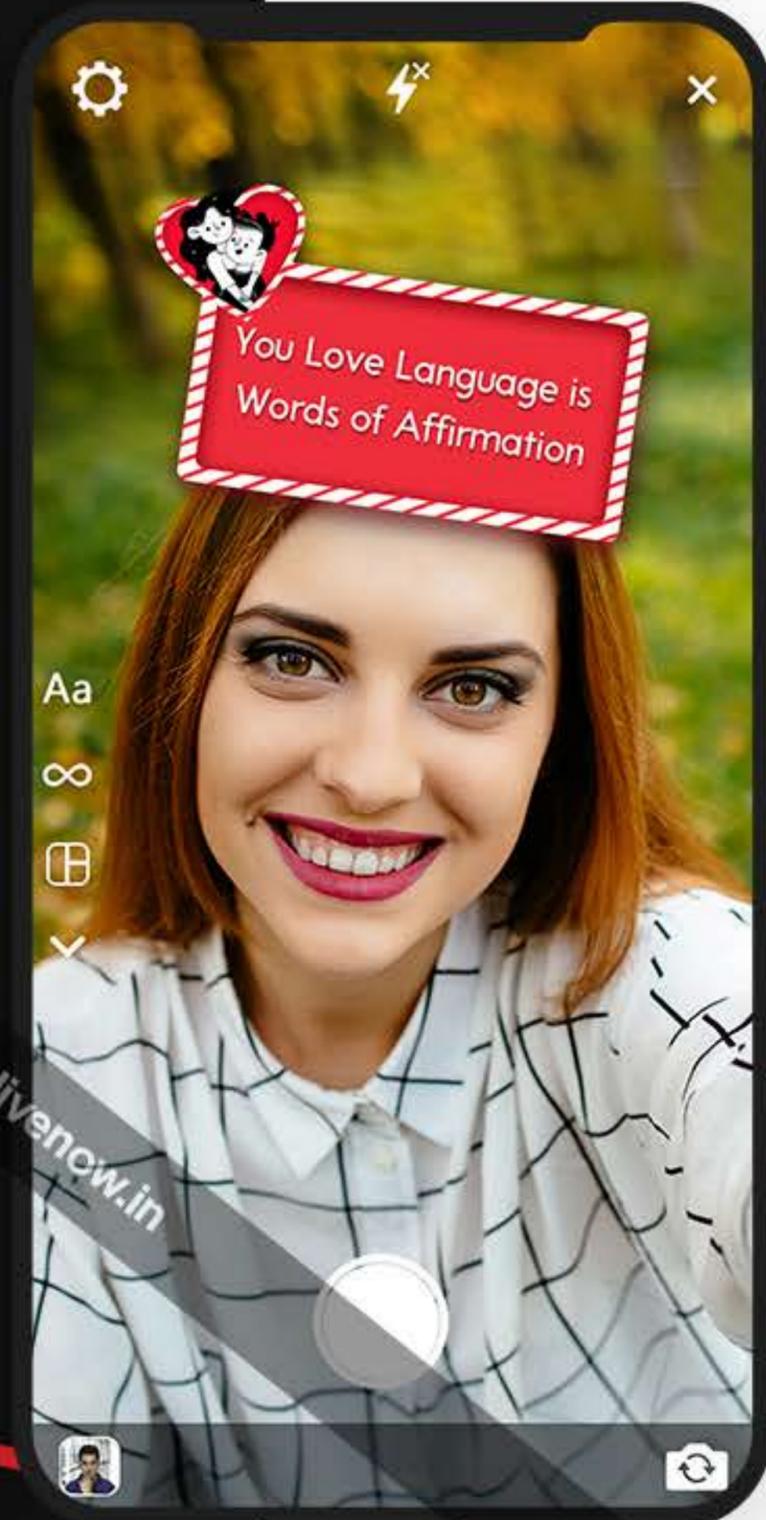
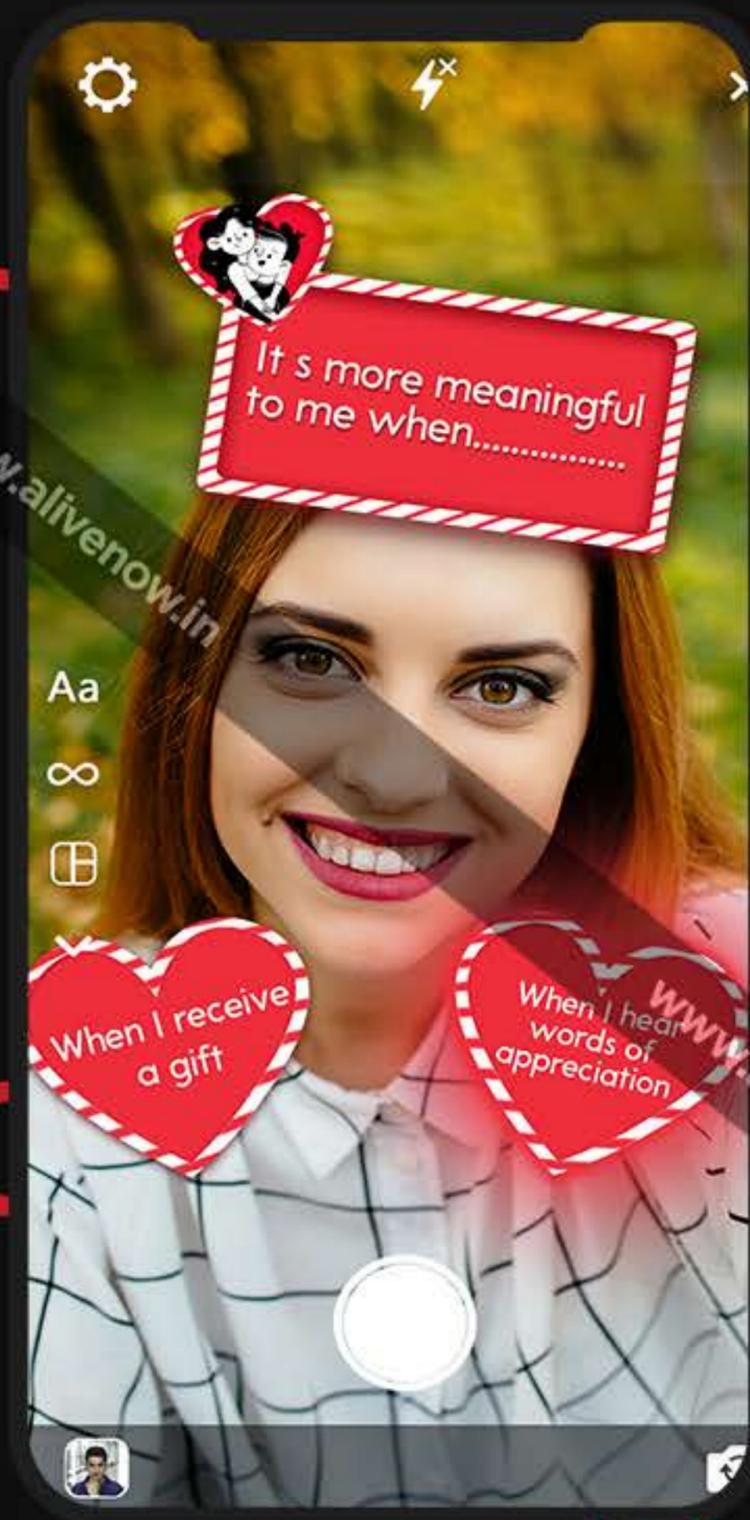
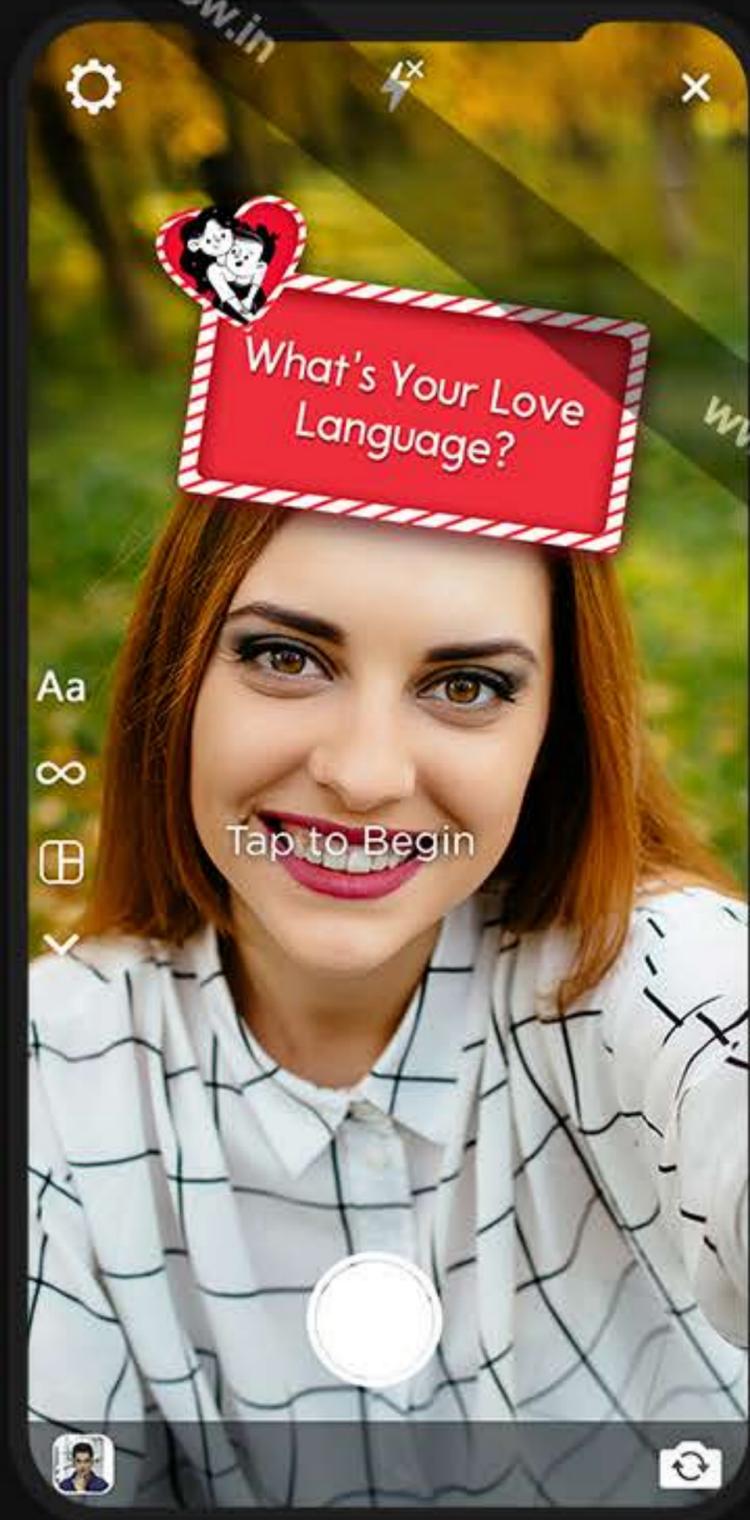


Open a Gift-Box for a Surprise!

Place a 3D Gift Box on a flat surface and tap the screen to open it!

PLATFORM PUBLISHING





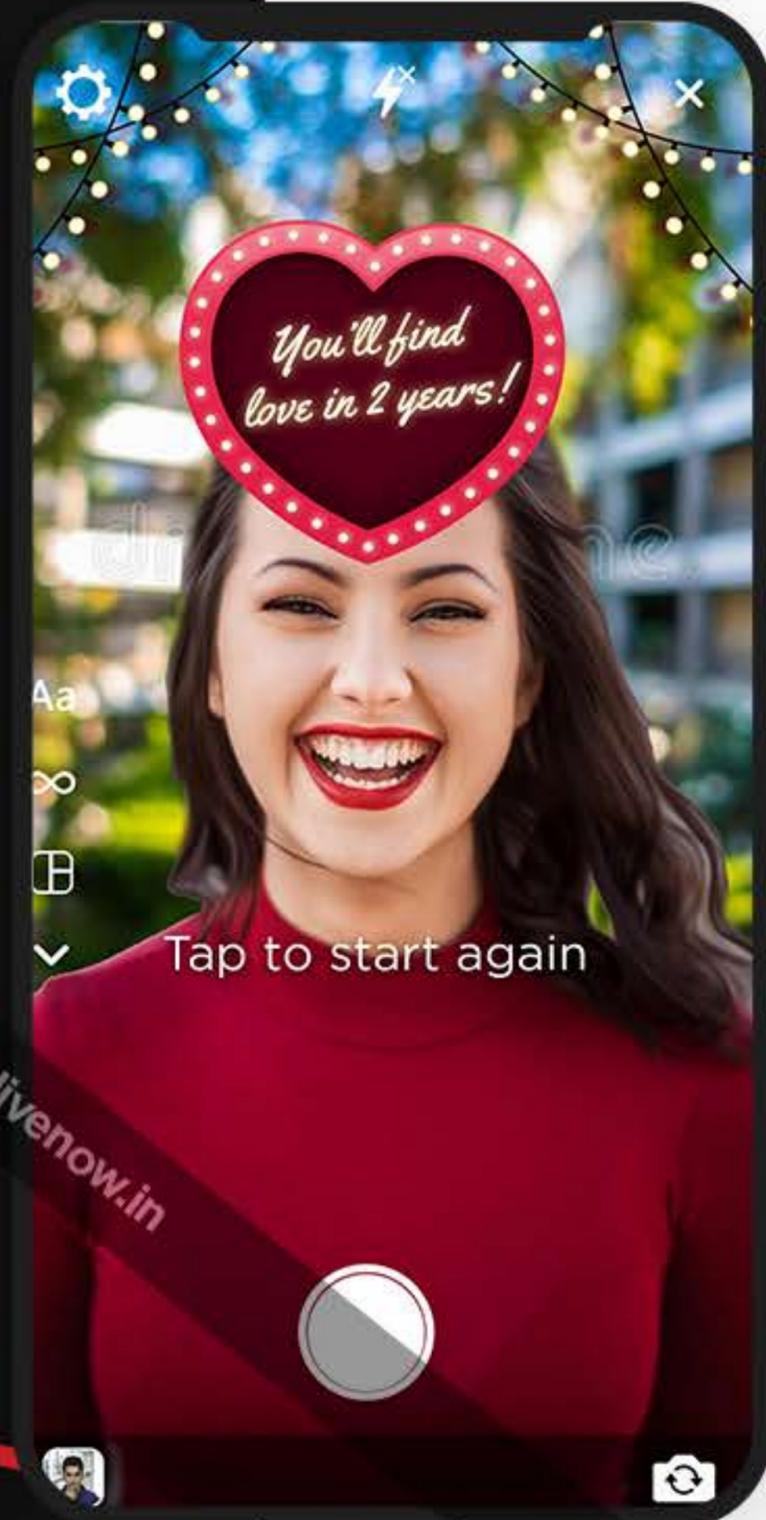
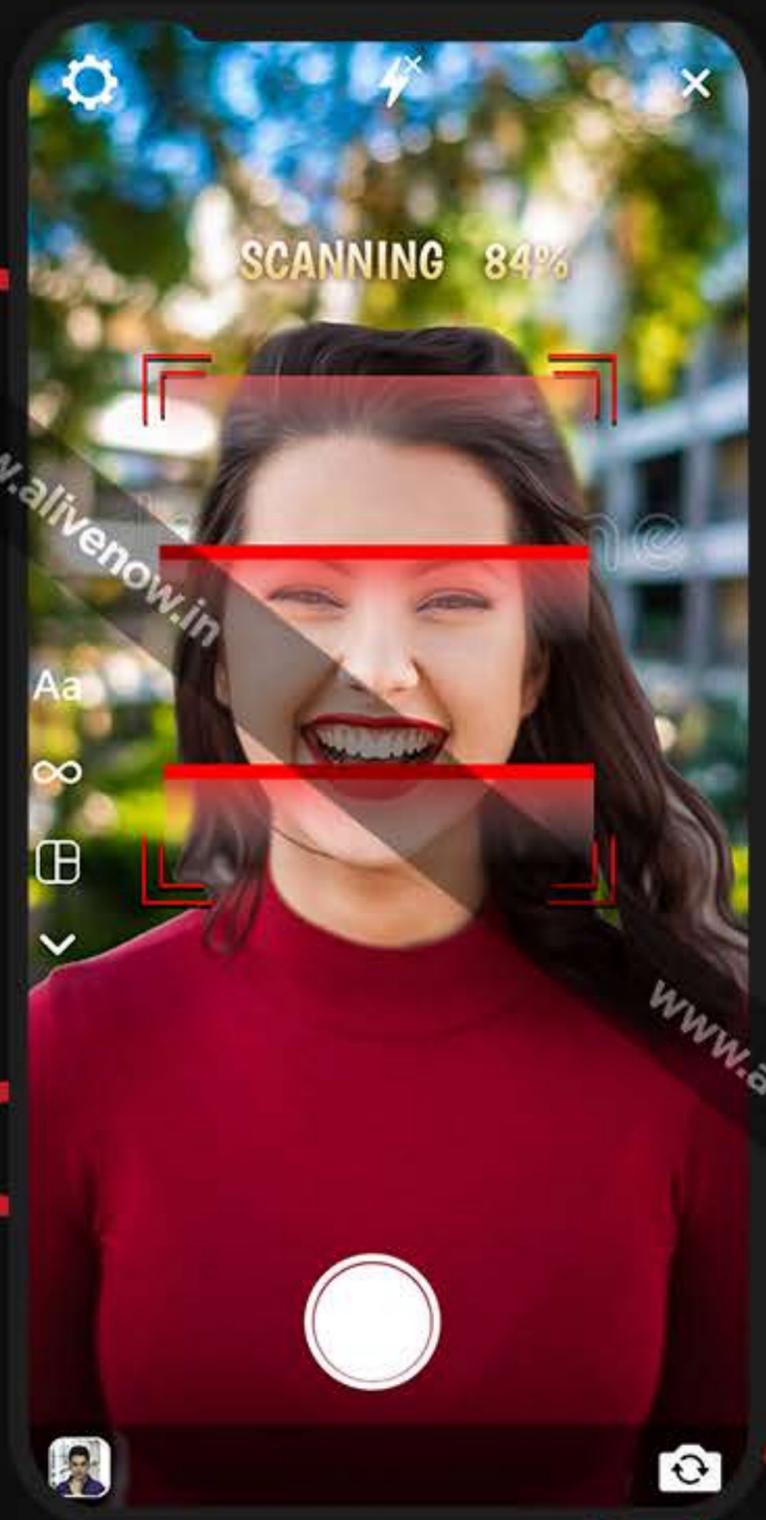
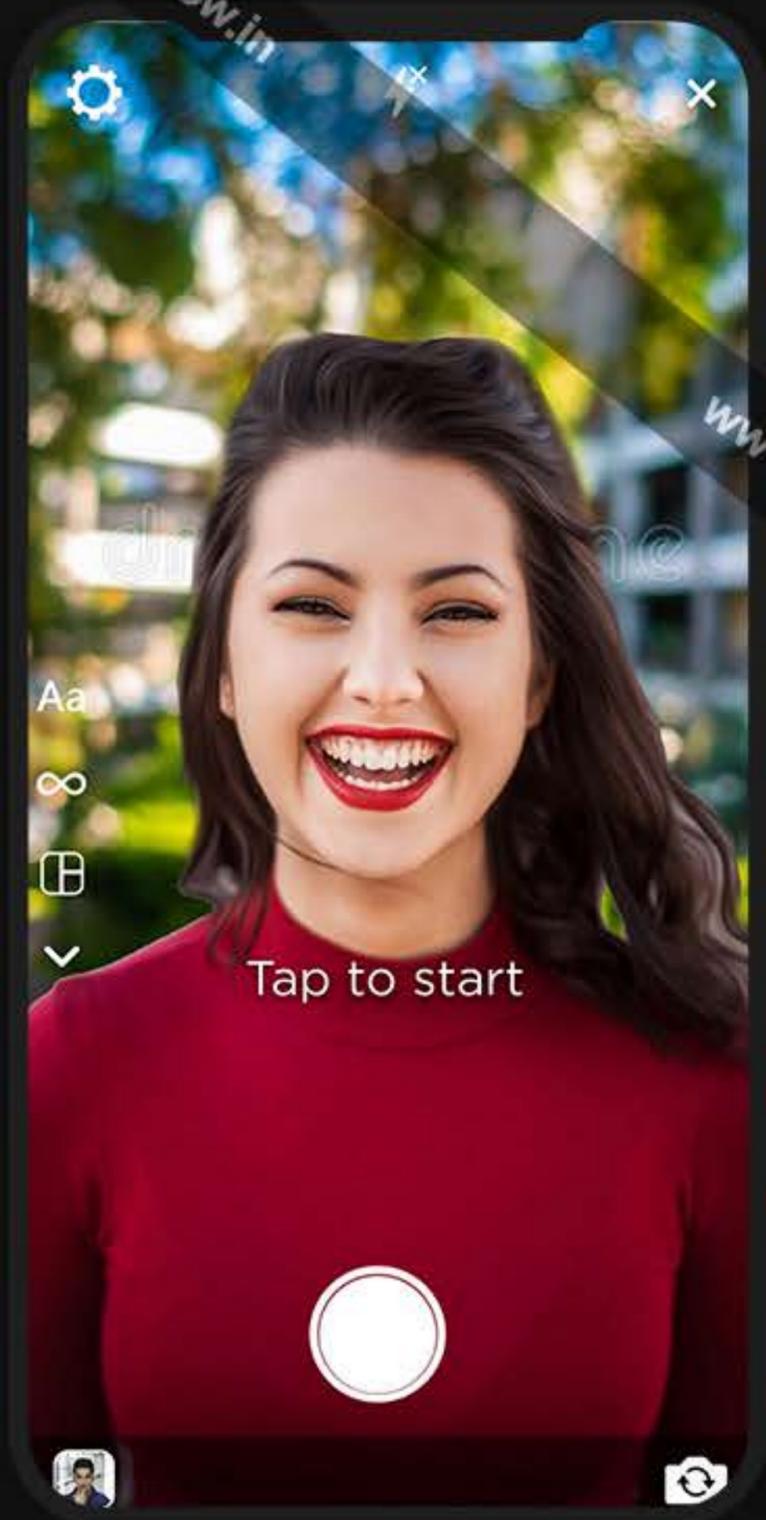
What's Your Love Language?

Take this fun AR Quiz and find out what your love language is!

PLATFORM PUBLISHING



www.alivenow.in



What's Your Love-Life Prediction?

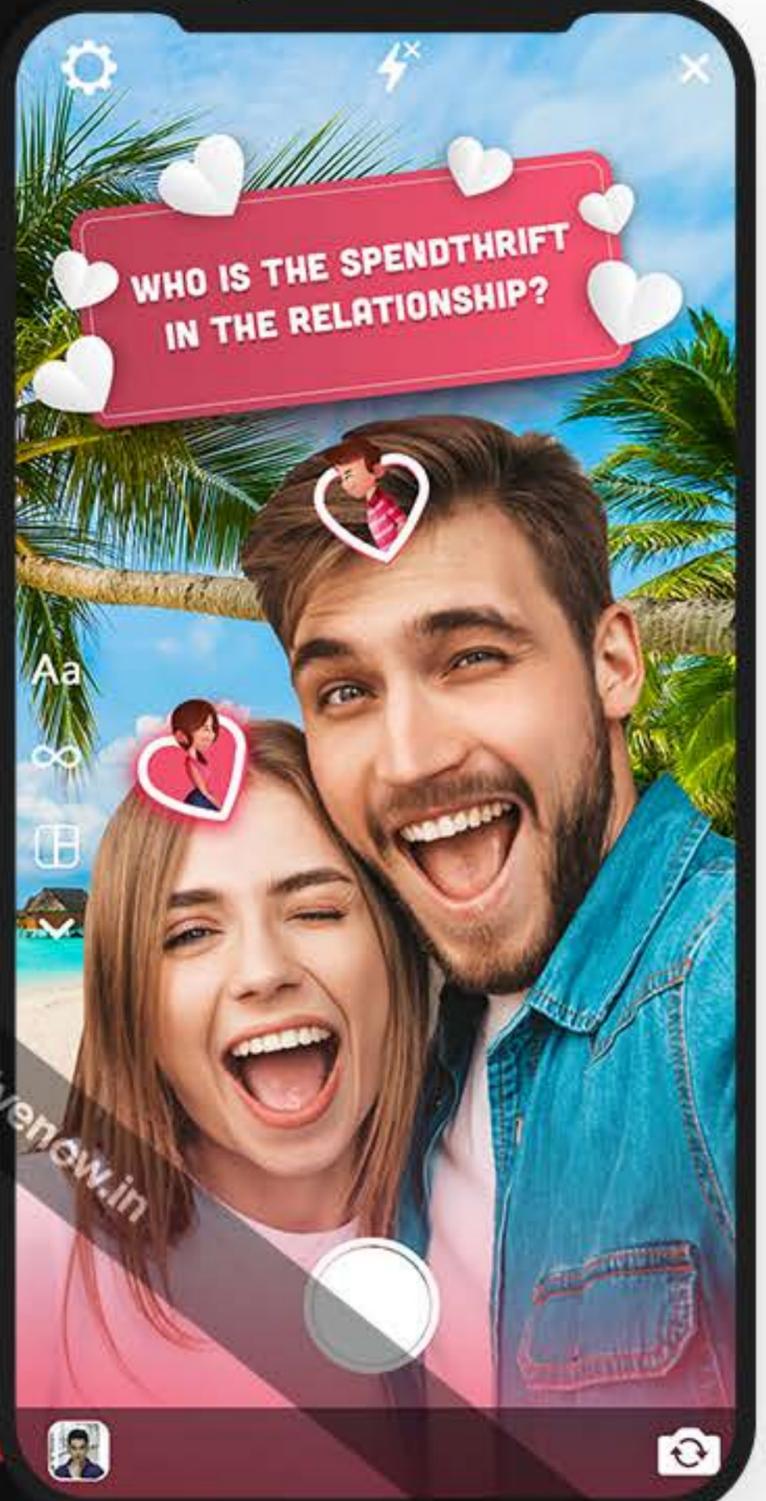
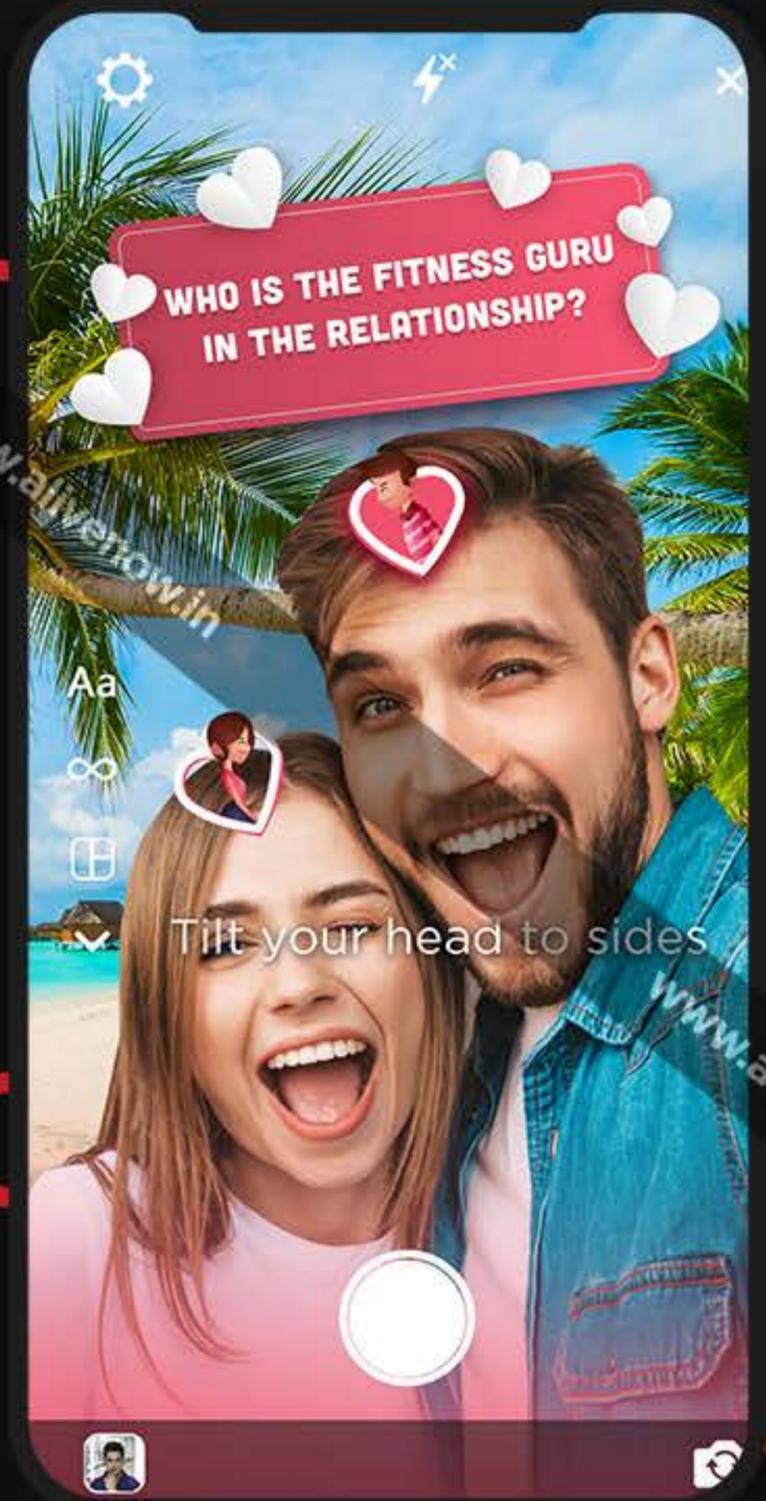
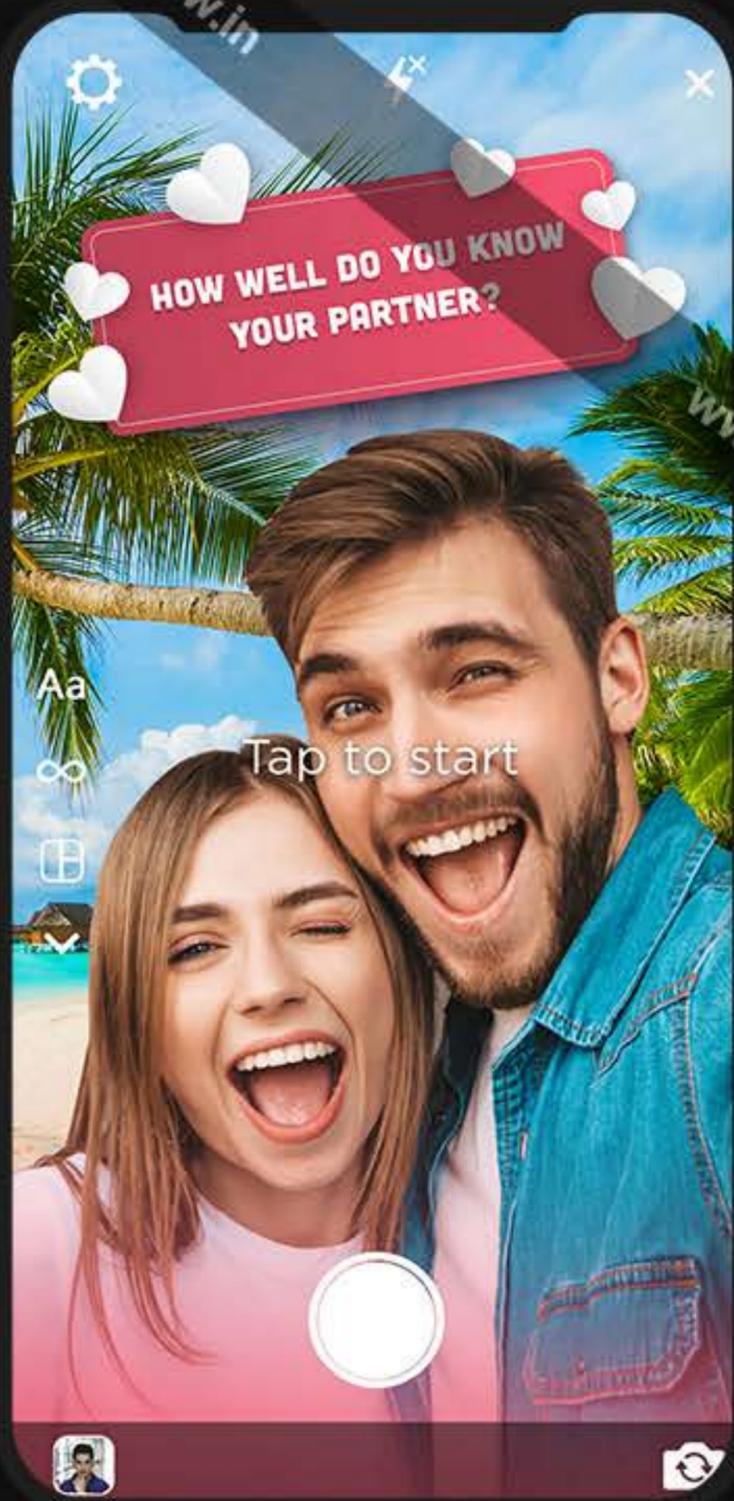
Find out what your love-life prediction is, this Valentine's Day with this fun AR Filter!

PLATFORM PUBLISHING



alivenow.in

www.ali

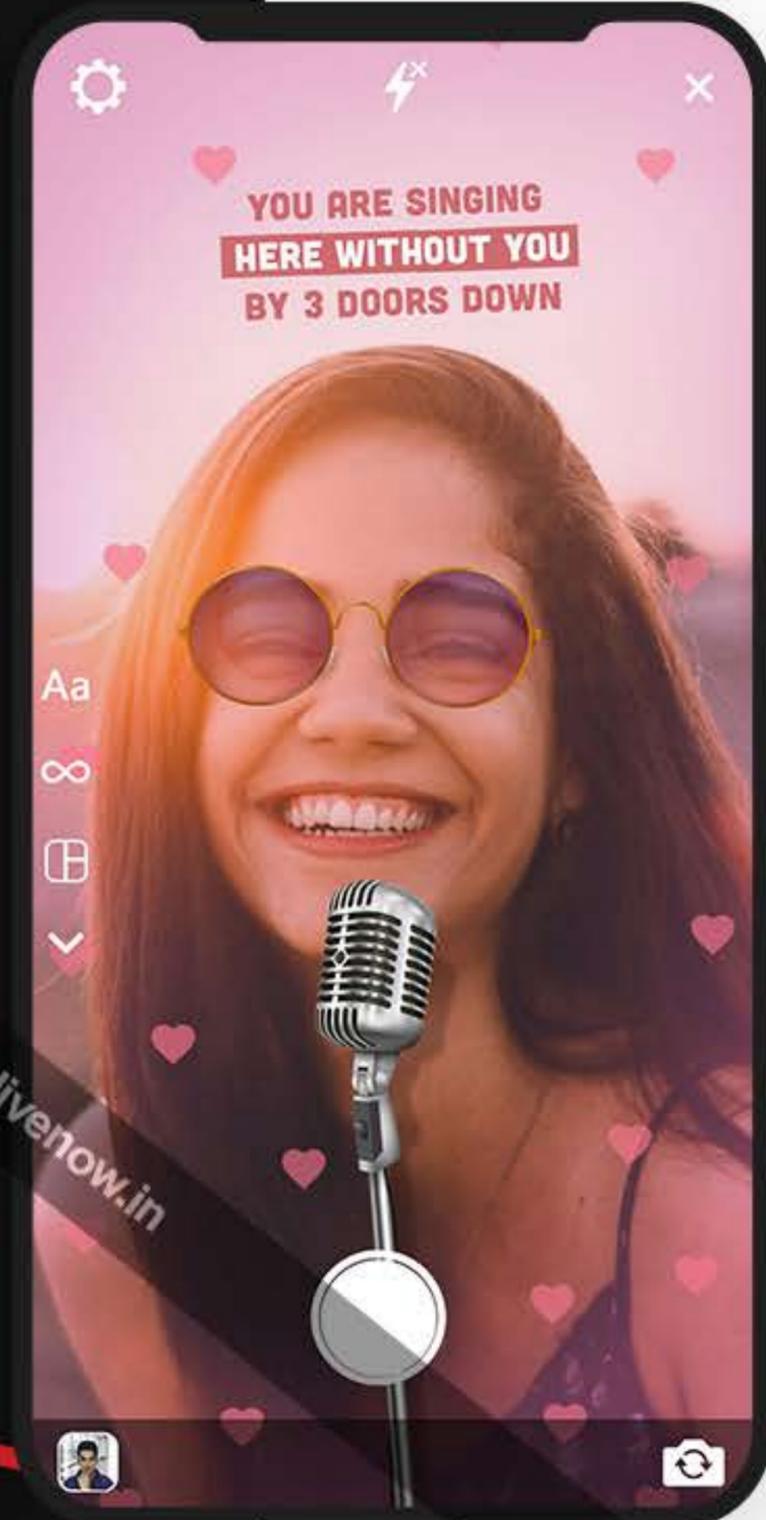
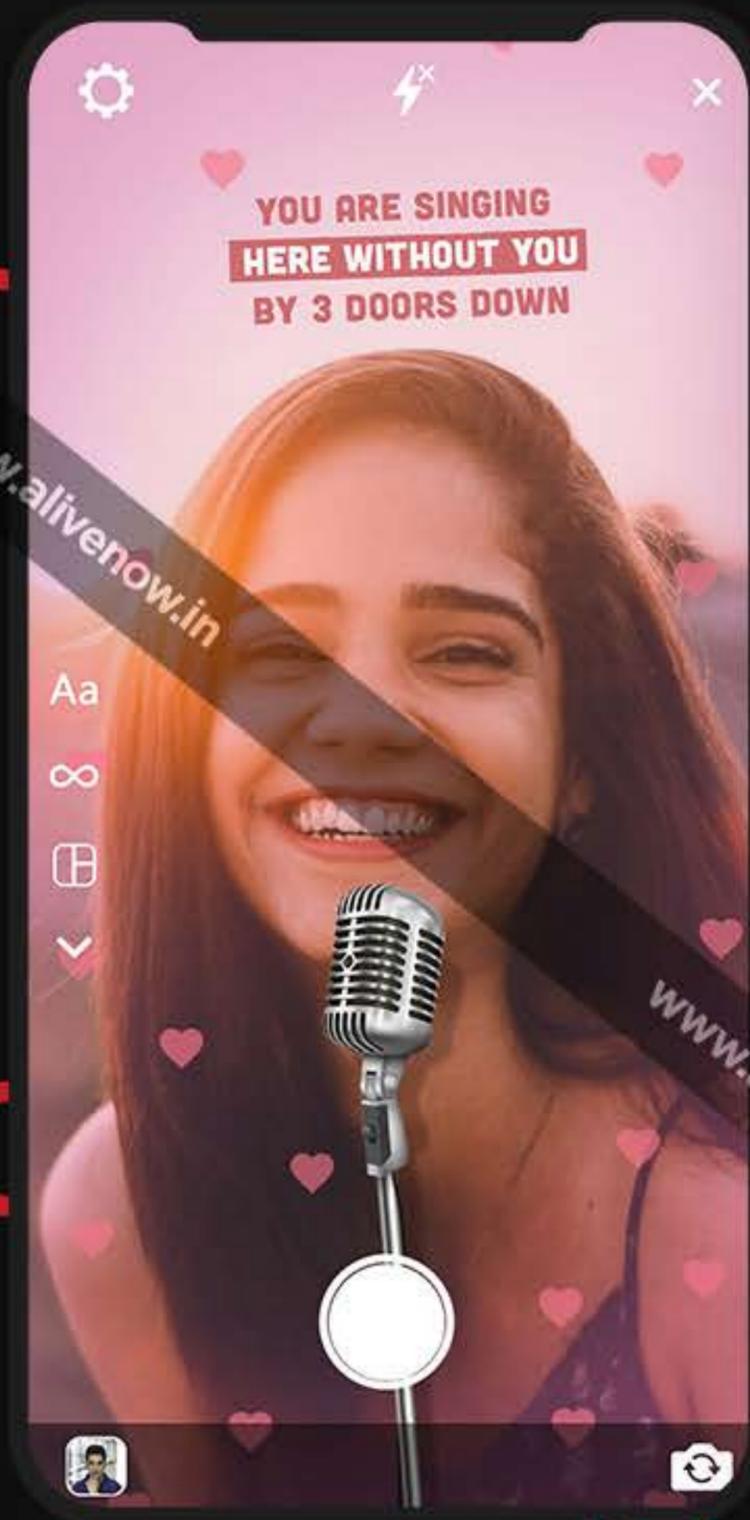
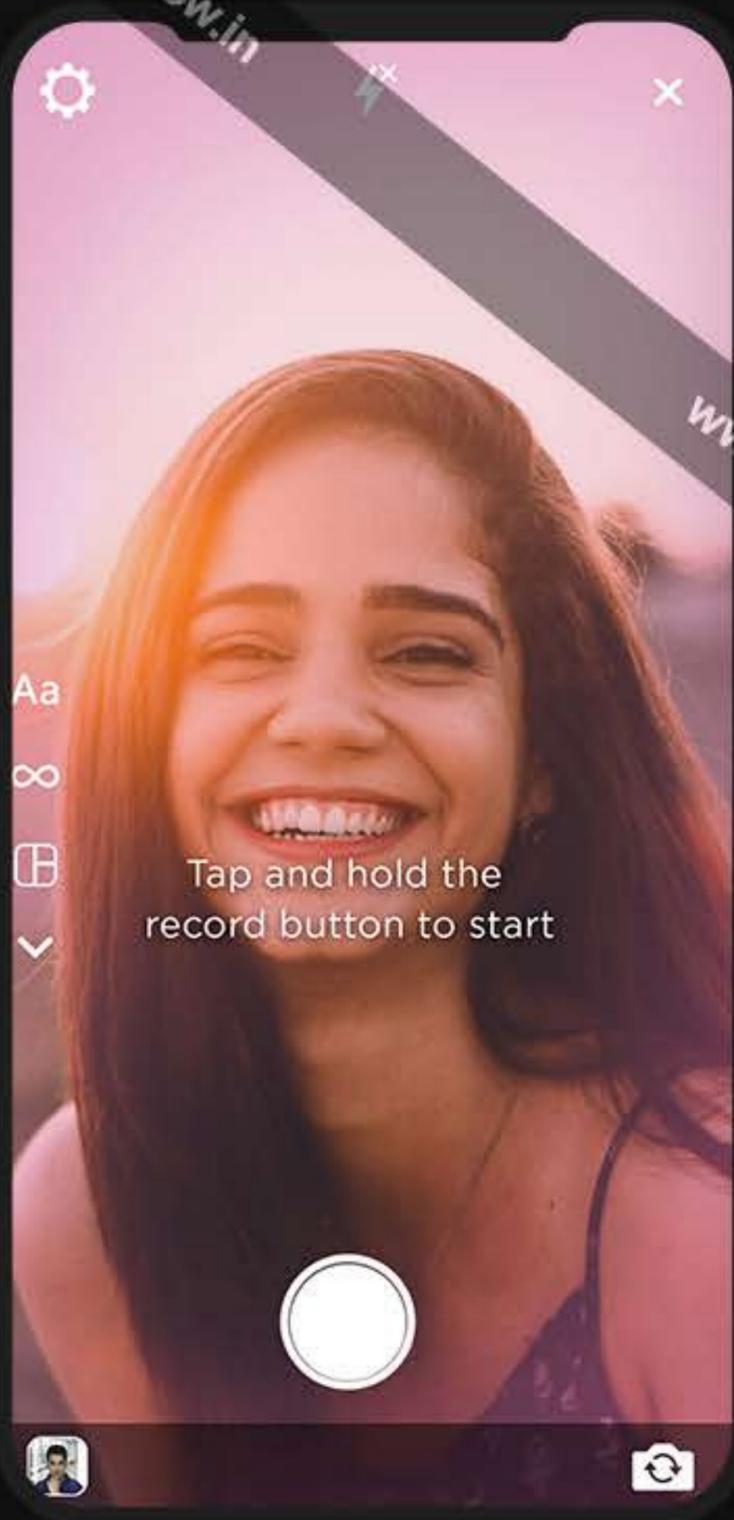


How Well Do You Know Your Partner?

Answer these fun questions with a head tilt and see how well you know each other!

PLATFORM PUBLISHING



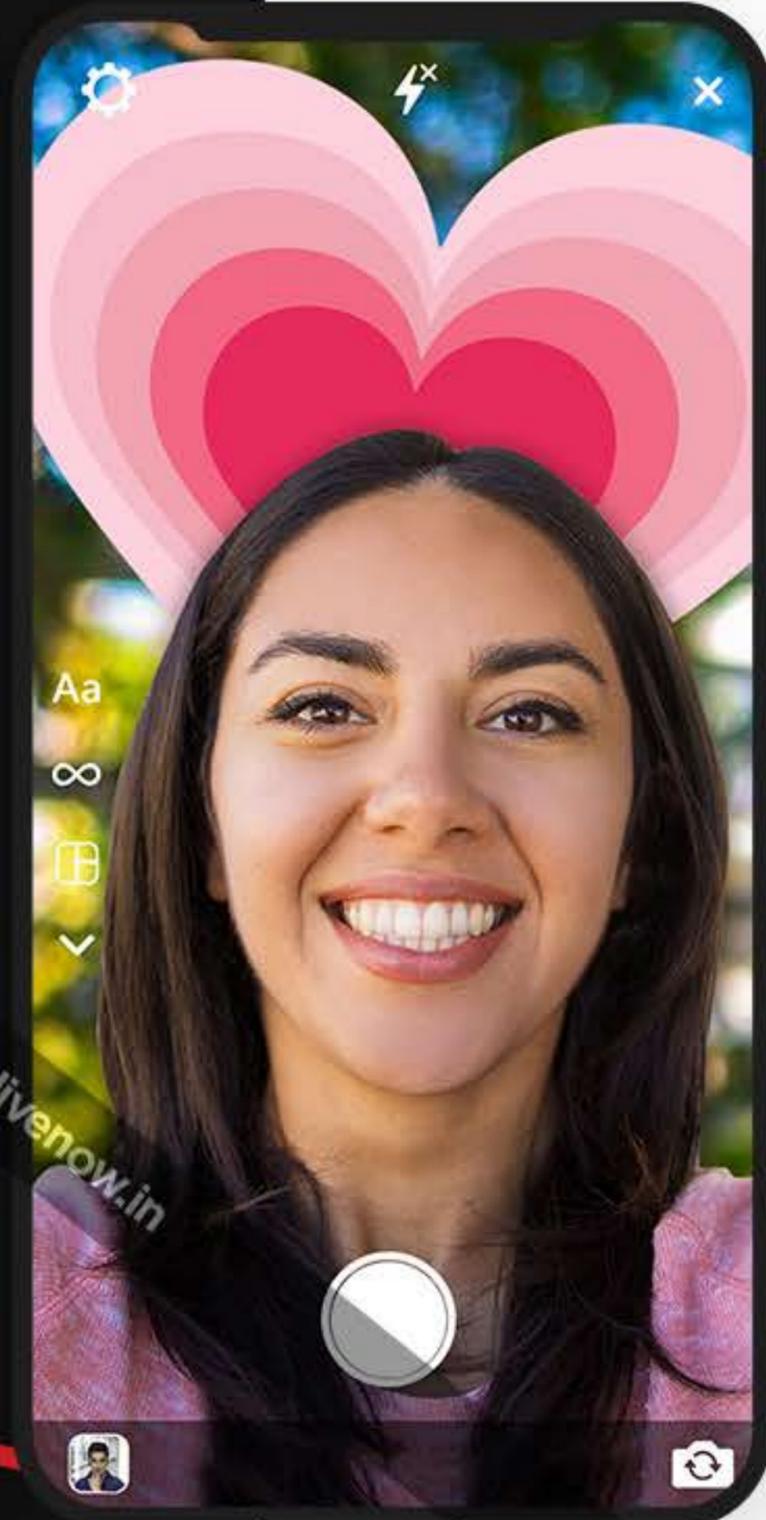
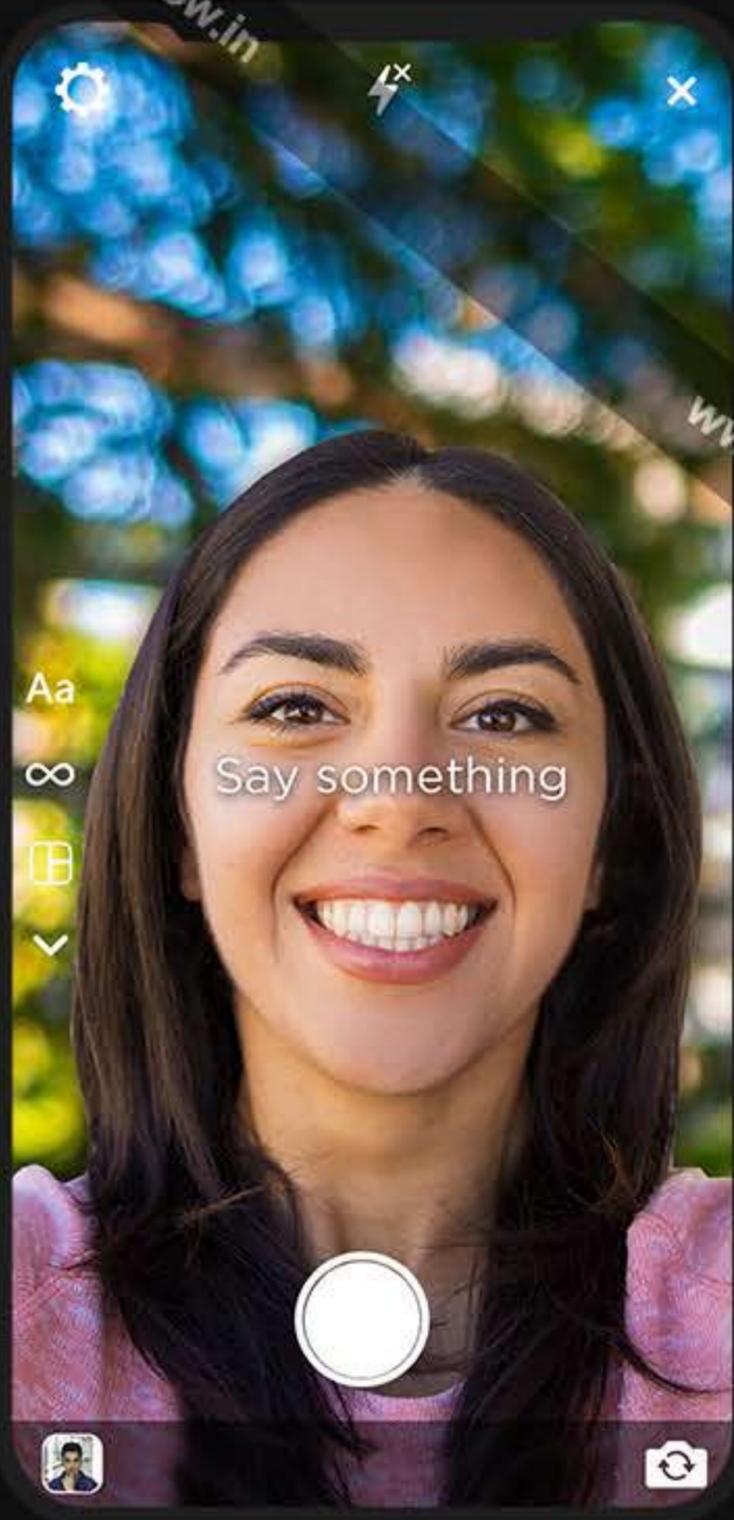


Dedicate a Love Song to Your Partner!

Dedicate a love song to your partner this Valentine's Day, Karaoke-Style!

PLATFORM PUBLISHING



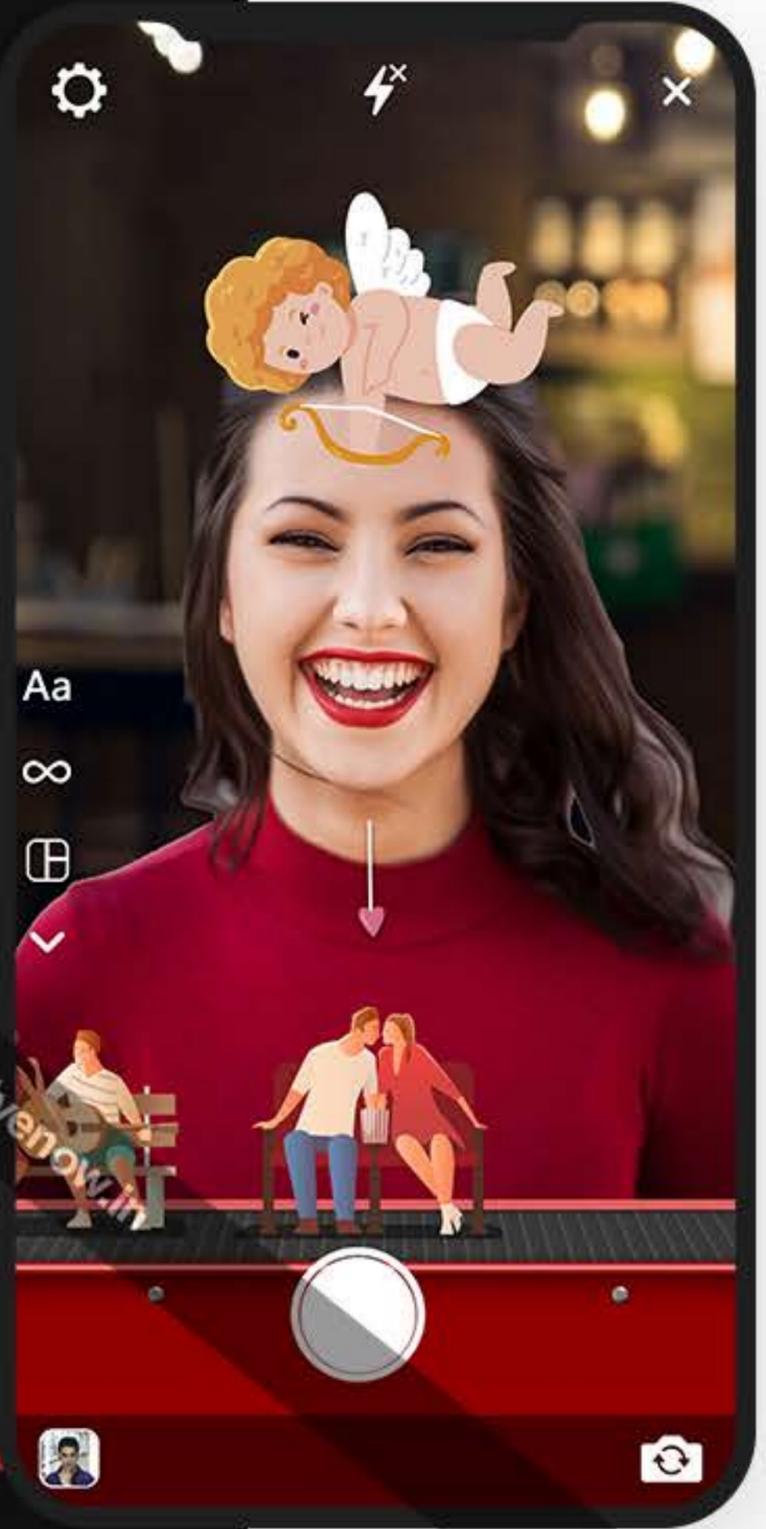
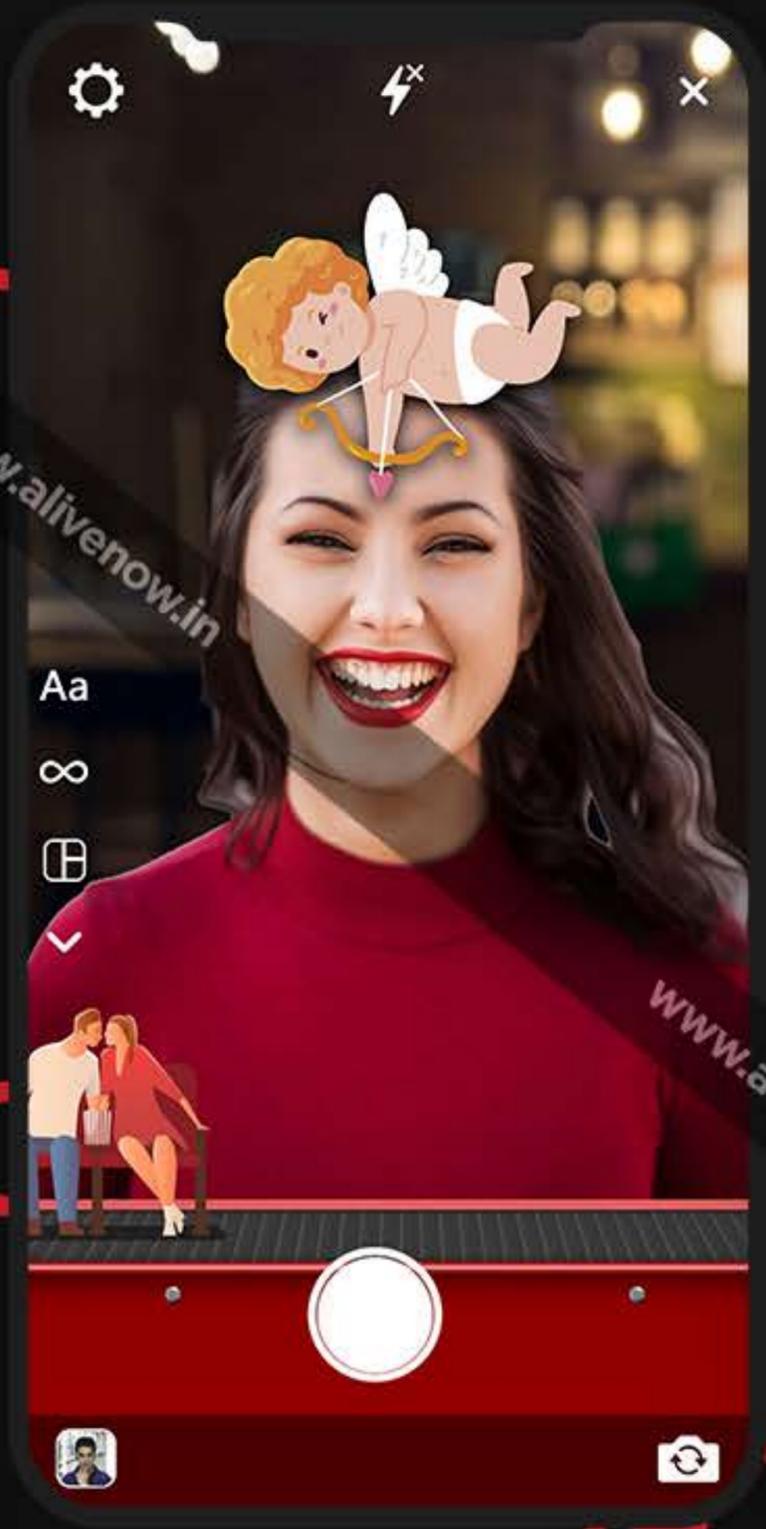
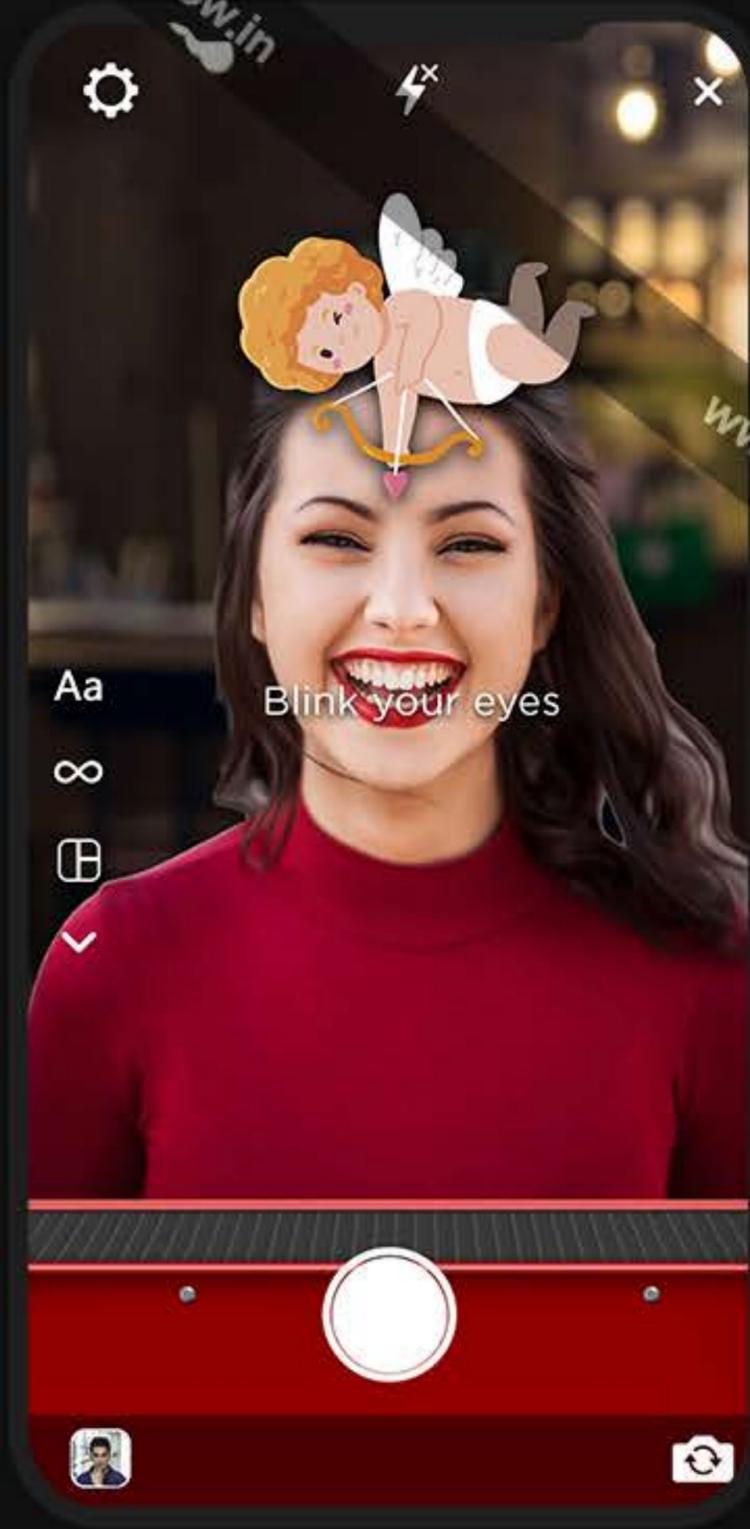


Shout Out for Love!

Shout as loudly as you can for love and share the experience with your partner!

PLATFORM PUBLISHING



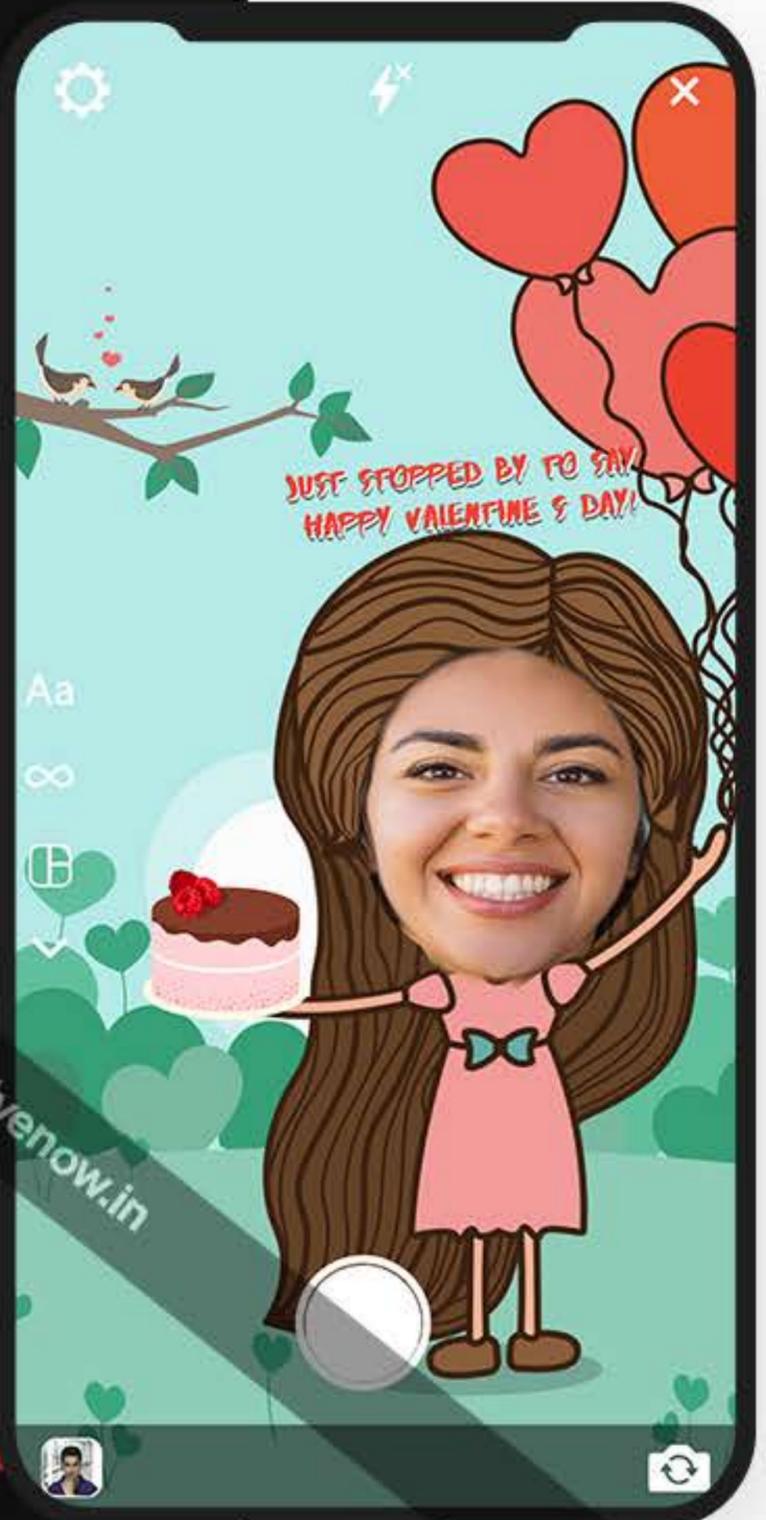
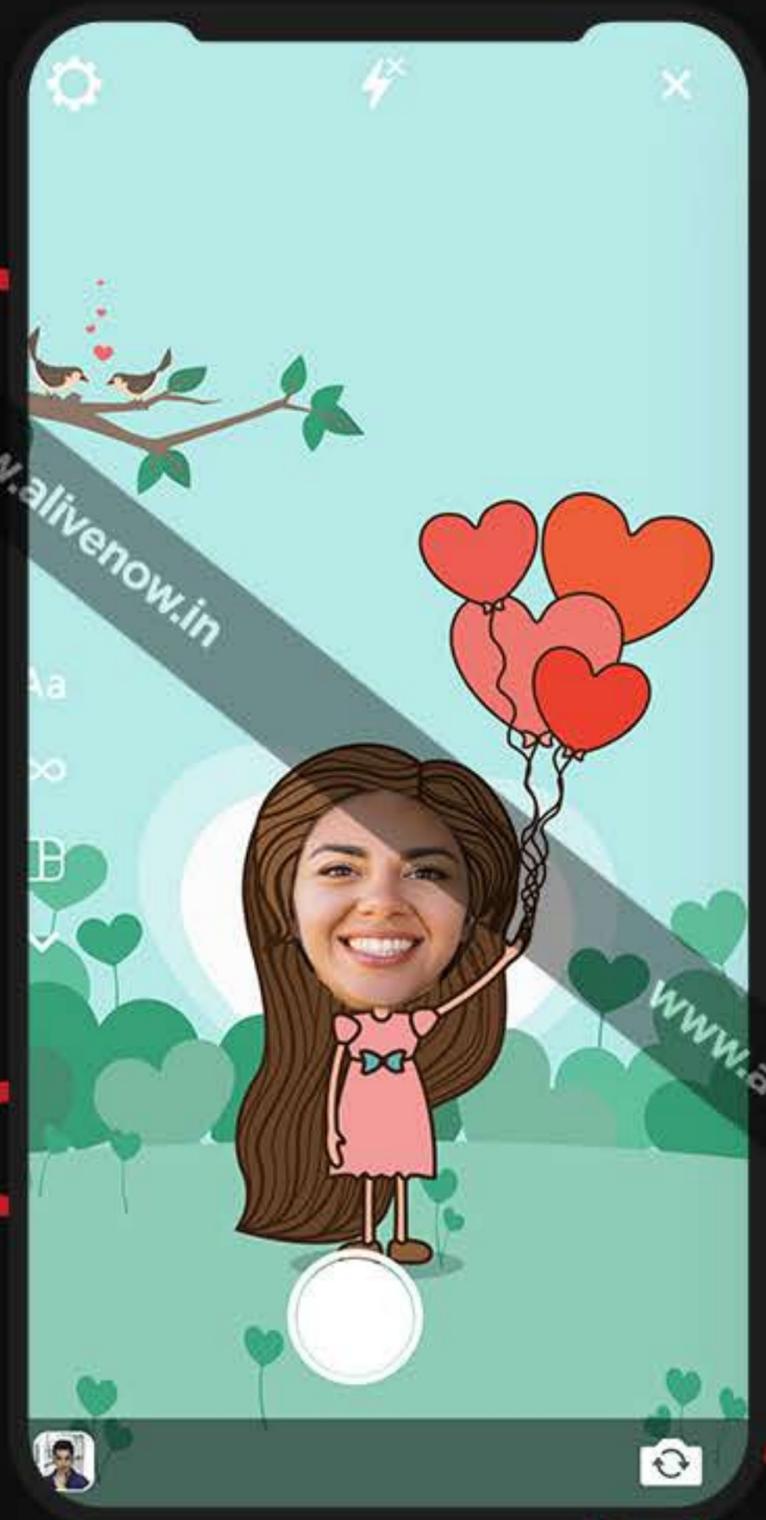
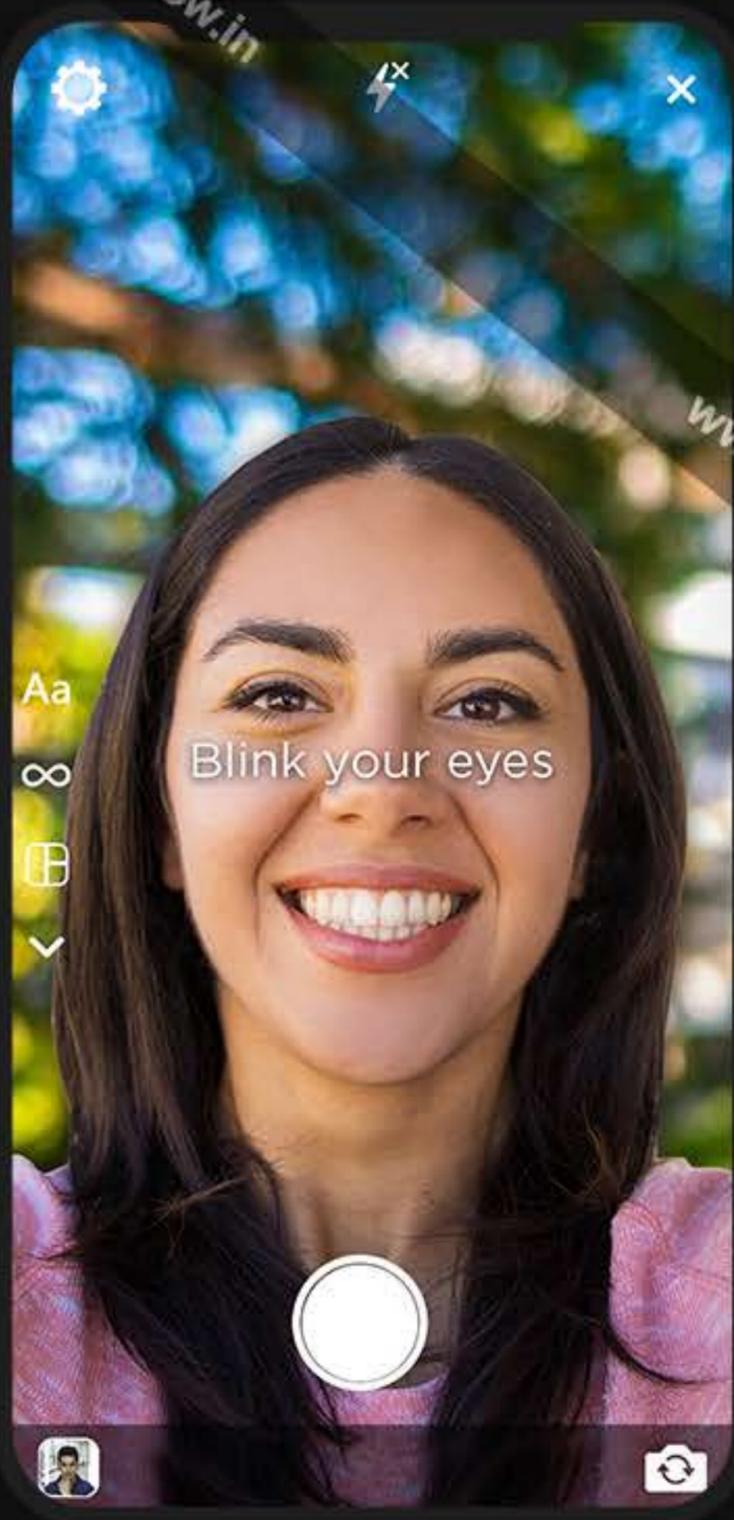


Cupid's Arrow

How many pairs can you hit with Cupid's Arrow to make them fall in love?

PLATFORM PUBLISHING





Blink to Deliver a Valentine's Day Wish!

Deliver a Valentine's Day message to your loved one by blinking your eyes!

PLATFORM PUBLISHING

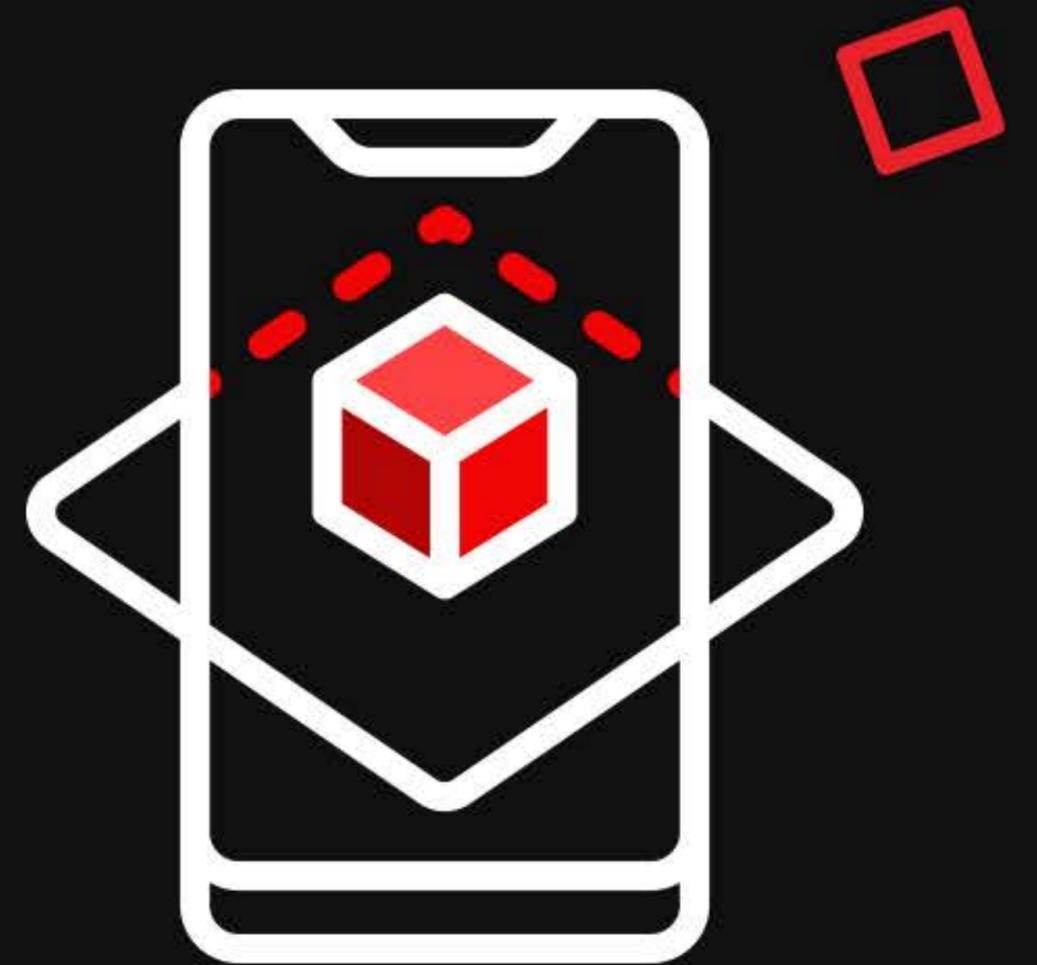


WEB AR

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

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).



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 in purchase intent.



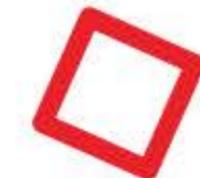
Single click, low friction, high engagement.



Empowered customer & higher brand recall.



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



Gift for your Partner

GO AROUND THE STORE
SCANNING 3 DIFFERENT IMAGES

UNLOCK A MINI-GAME &
SCORE AS HIGH YOU CAN

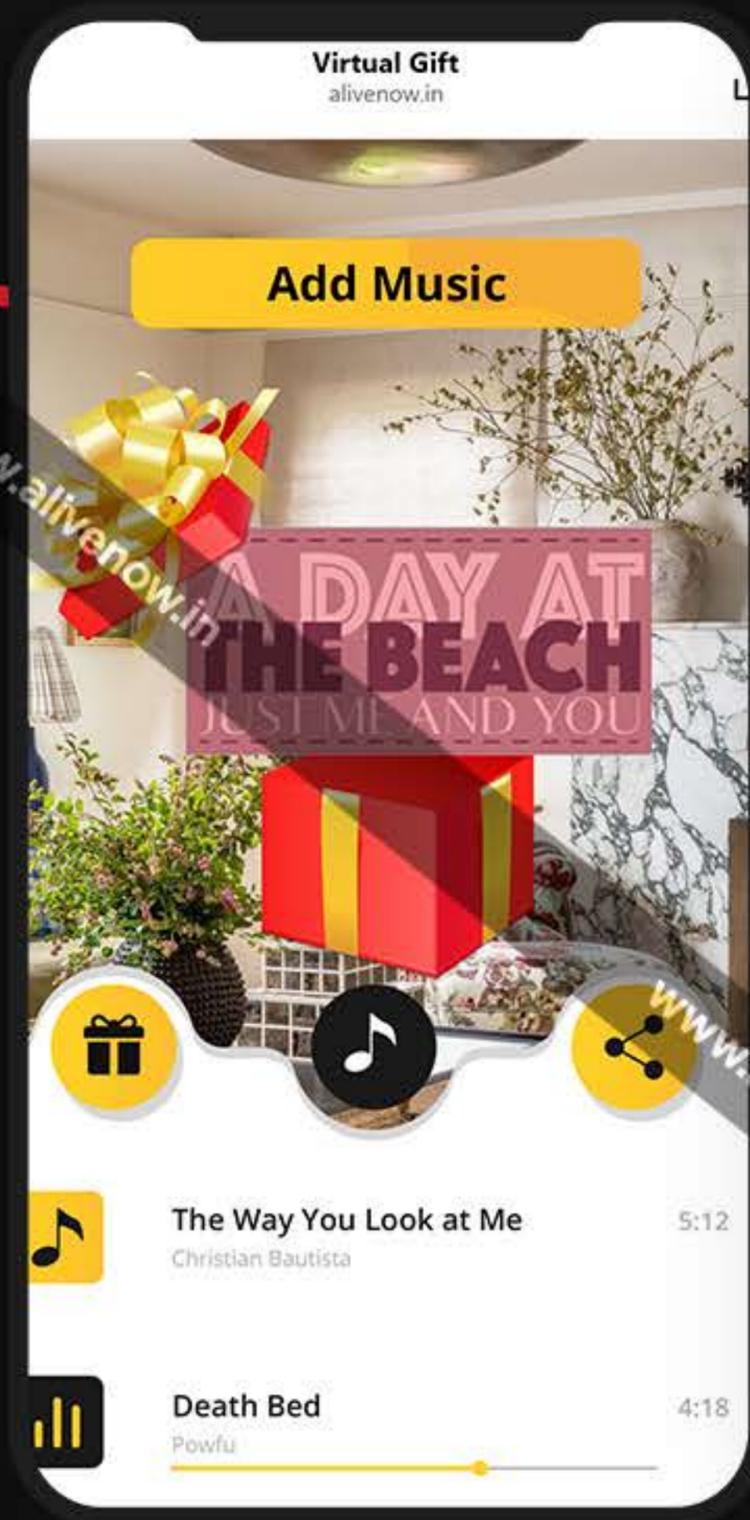
UNLOCK A GIFT COUPON
FOR YOUR PARTNER!

Start



Gift for your Partner

In this Treasure Hunt style execution, go around the store scanning 3 different images - Unlock a mini-game and unlock a gift coupon for your partner! Be sure to drop us their details so that we can mail them the gift!



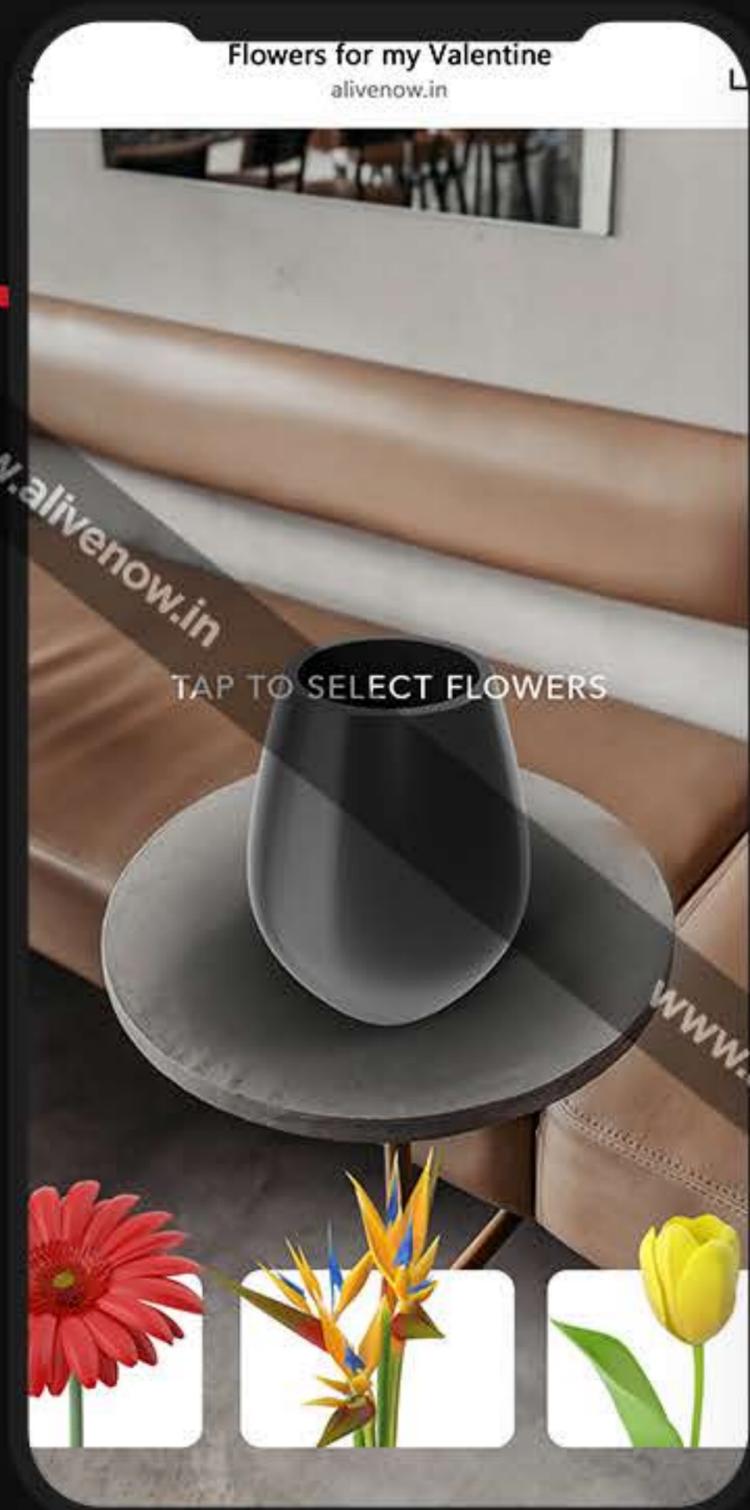
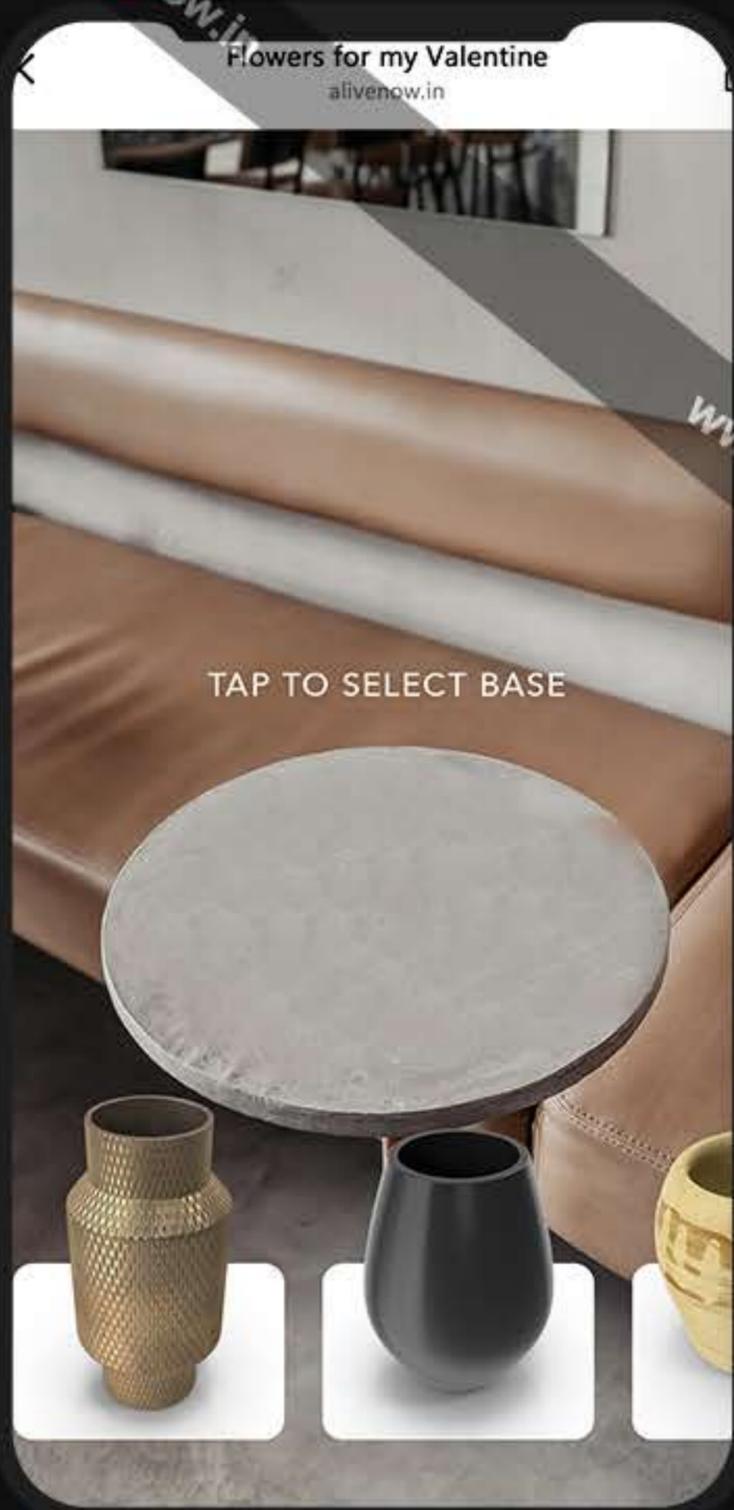
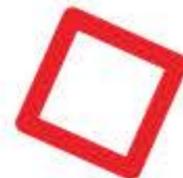
Gift for my beloved!

Virtually gift your partner a box full of coupons and vouchers! Curate the vouchers you'd like to send along with the music that plays while revealing the gifts. Share the link with your loved one and celebrate a memorable Valentine's day!



Playing Cupid

Scan the product box, and begin shooting arrows as the Cupid. Pull back on the bow string, move around to aim and then let go to shoot the heart. Quick! The objective is to shoot as many hearts as possible within 60 seconds.



Flowers for my Valentine

Imagine picking out a fresh bunch of flowers and customizing a virtual bouquet to share with your partner! Place the flower cart in your surroundings, tap the number of flowers you'd like to add and create the bouquet.

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.



alivenow.in

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-app/browser experience.



Ability to capture data and generate leads.



Analytics dashboard to assess Swipe Up game performance

Catching with Love

Collect love itmes to win existing gifts

Play

CATCHING WITH

+10

← → GO

Congratulations!

You have scored **200** points

Fill in your details to claim your free prize!

Samantha

Email

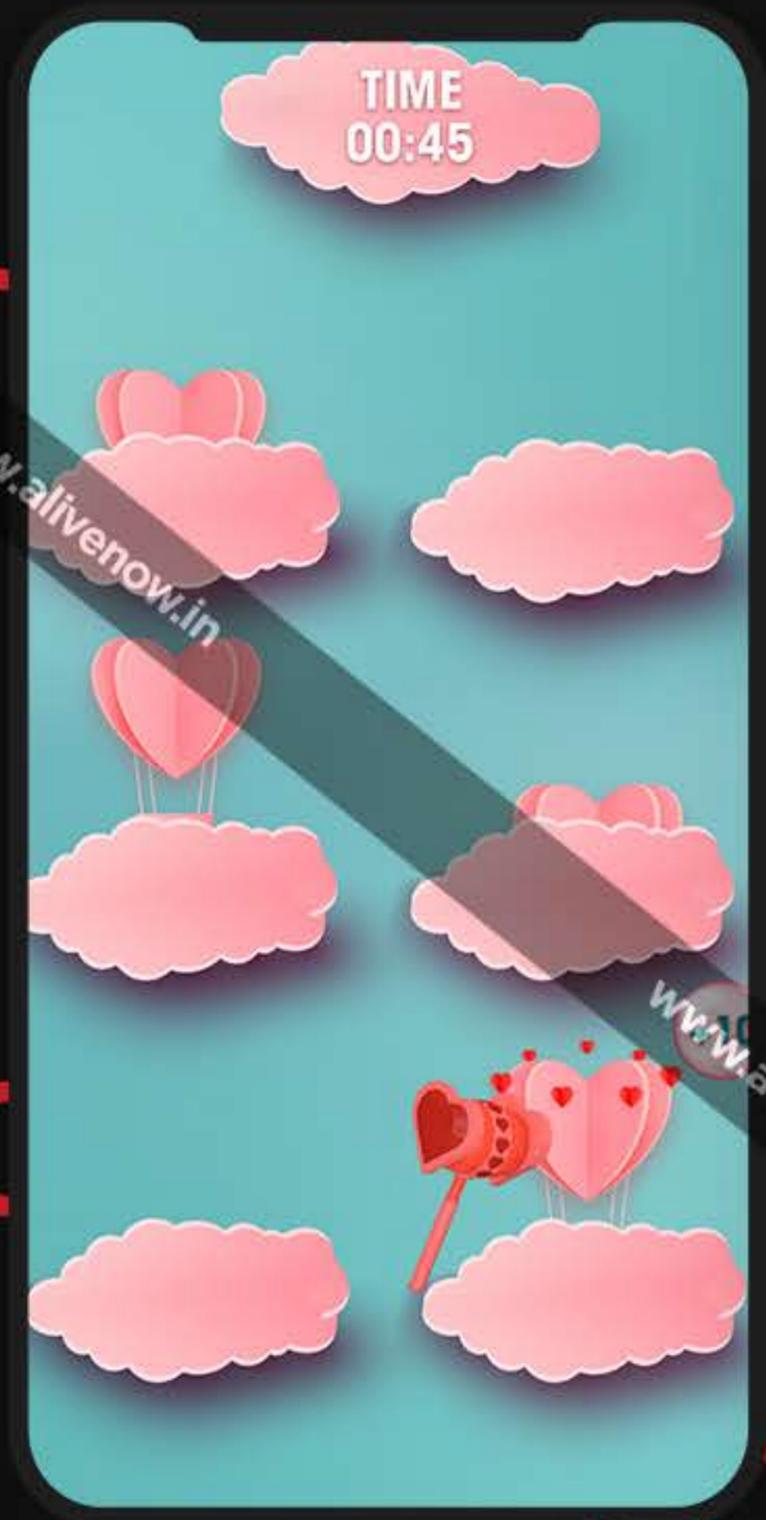
Phone no.

Submit

Try Again

How Many Items Can You Get?

Pick up as many items as you can in the Claw Machine and win Exciting Gifts!



Collecting Hearts

In this Whack-A-Mole style game, tap as many hearts as you can and score high points! Highest scorers could get a chance to win coupons.

Sweet Memoir

Turn your memory into a beautiful poster

Create



Love..

Upload Frame Text



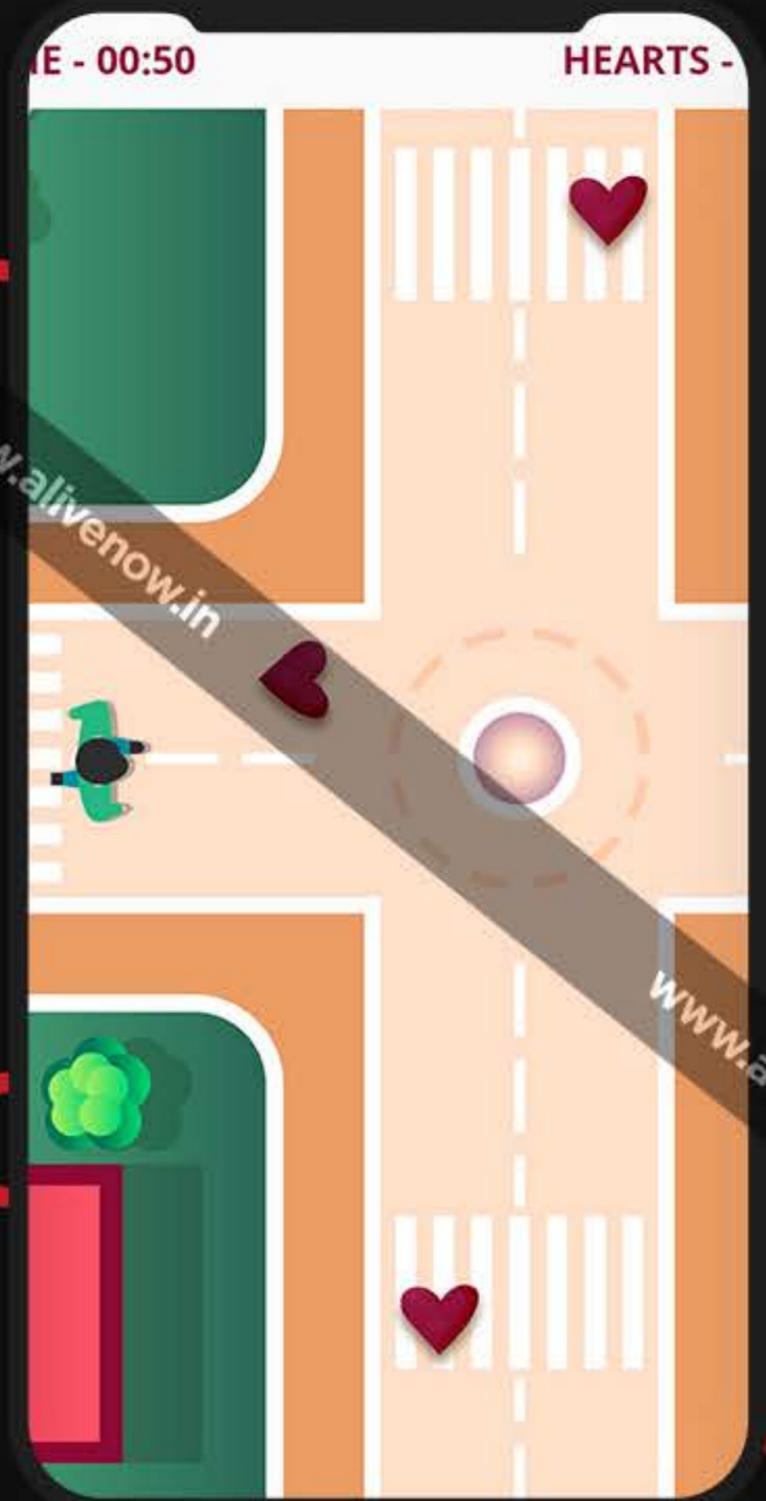
Download

Facebook Instagram WhatsApp Twitter

Sweet Memoir

Upload a picture with your partner, enter a message and create a cute poster memoir that you can cherish for years!





Love on the Block

Use the up/down/left/right buttons to move the character through the neighbourhood, and collect hearts on the way before they pop!

Looking For Love

Find as many hearts around to win exciting prizes!

Start

5 Hearts



30sec

You have collected

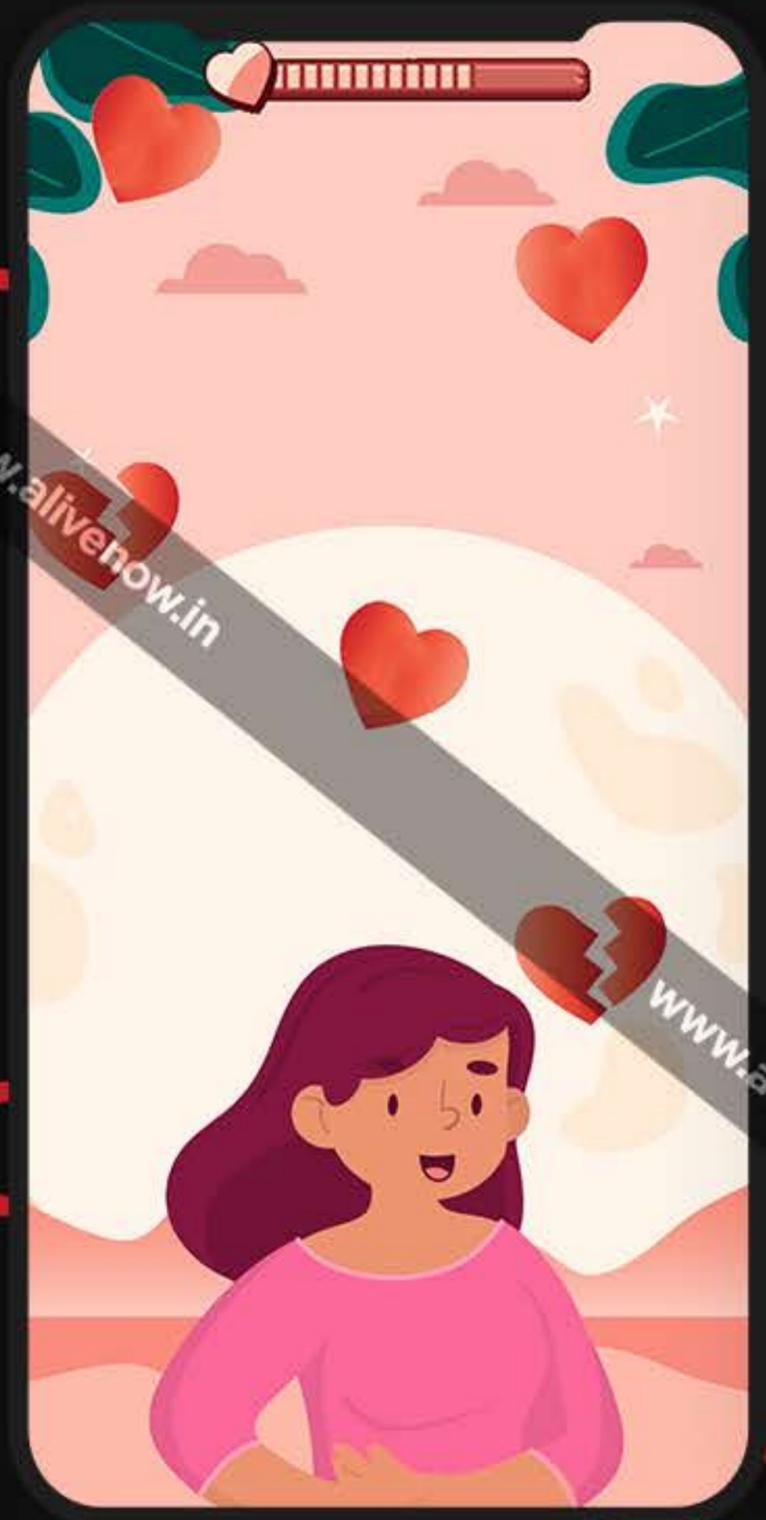
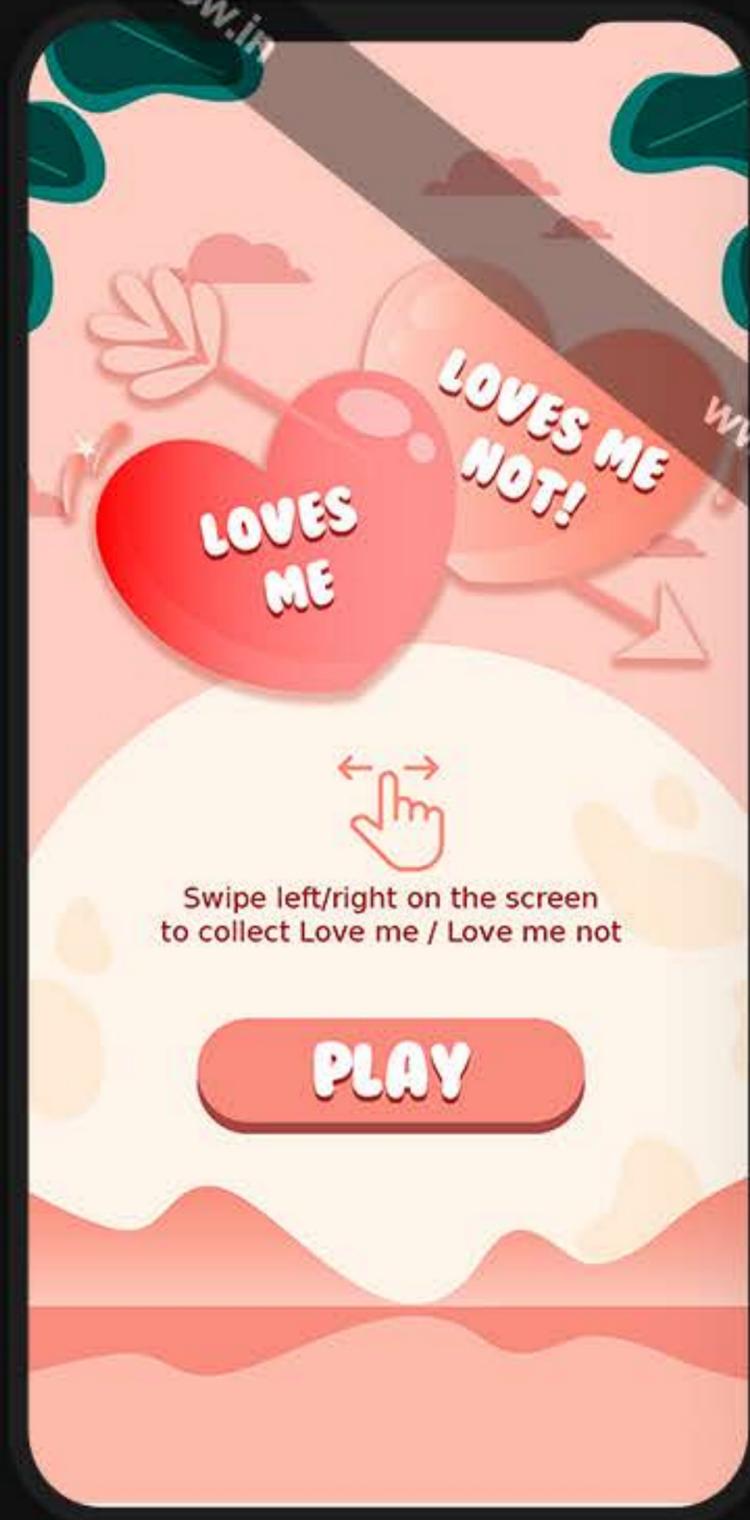
6 

Try Again

Looking for love!

Pan your device left/right and collect 3 hearts to reveal a love message and Valentine's wishes!





Loves me or Loves me Not!

Swipe left/right on the screen and move the character (male/female) to collect the "Love Me"/ "Love Me Not" icons. After the game, the user gets a prompt like - "Your crush loves you/Loves you not"

Life Partners!

Instruct your partner as they make moves on their device that lead to results on the other screen

PLAY



Hurray!

You have helped your partner to reach finish line

I ♥ U

TRY AGAIN

Life Partners!

Two player games are here! Get your partner to instruct you as you make moves on your device that lead to results on the other screen. In this board game, roll the die to make your move and land up on a square. Do as the square says or you lose!



Are you In-Sync?

Two player games are here! Get your partner to instruct you as you make moves on your device that lead to results on the other screen. In this game, we have one partner put up their phone on their head and point the screen to the other person. The player without the phone on head must make the other person guess the word. Tap Success/Fail on the other phone according to the answers.

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.

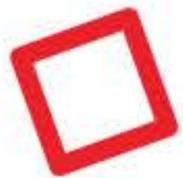
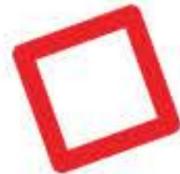
HOW DOES THIS WORK & WHAT NEXT?

- » 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.



alive now
digital & creative tech

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



SAMSUNG



Marriott



ONEPLUS

VISA

SanDisk



Cheil

HAVAS WORLDWIDE



JWT

& more!



THANK YOU!

adhvith@alivenow.in

contact@alivenow.in

Explore more work at www.alivenow.in

