

META STRIKER PROGRAM

Amplify your Soccer World Cup
campaigns with **immersive
Augmented Reality experiences
across Facebook and Instagram!**



FACEBOOK & INSTAGRAM AR FILTER

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TABLE OF CONTENTS



04

More about
AliveNow

05

Working with
AliveNow

06

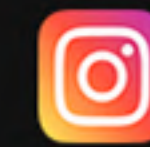
Using AR Filter for
FIFA World Cup

38

How does this work and
what next?

44

Conclusion and
Contact Us



OUR GLOBAL STORY OVER THE LAST 10 YEARS.

150+
Agency Clients

Projects Across
25 Countries

Team of **40+** Across Strategy,
Design & Technology

500+
Brand Clients

1,500+
Creative Tech
Builds

WHY SHOULD YOU WORK WITH US?

1,500+ builds over 10 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 Instagram & Facebook Spark AR partner.

OUR WORK HAS BEEN FEATURED ON

facebook

The Drum

Ads of the World

AdAge

ad:tech

campaign

& many more!

THE WORLD OF AUGMENTED REALITY FILTERS



WHAT'S POSSIBLE WITH AR FILTERS



Augmented
reality games



Face
masks



3D objects
static
& dynamic



Head
movement



Facial
tracking



Mouth
tracking



Scan to
unlock



Surface
tracking



3D
portals



Full body
tracking



Multiple people
tracking

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.**

**PROMOTE ON IG &
FB 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





Blink to Shoot

In this filter, the user has to blink at the right moment to shoot the football into the moving goal and score points before the timer runs out.

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Social AR experiences.





Team Face Paint

Pick your favourite team and the filter applies the team colours face paint on the user's face along with the team crest on their cheek.

PLATFORM PUBLISHING
Social AR experiences.



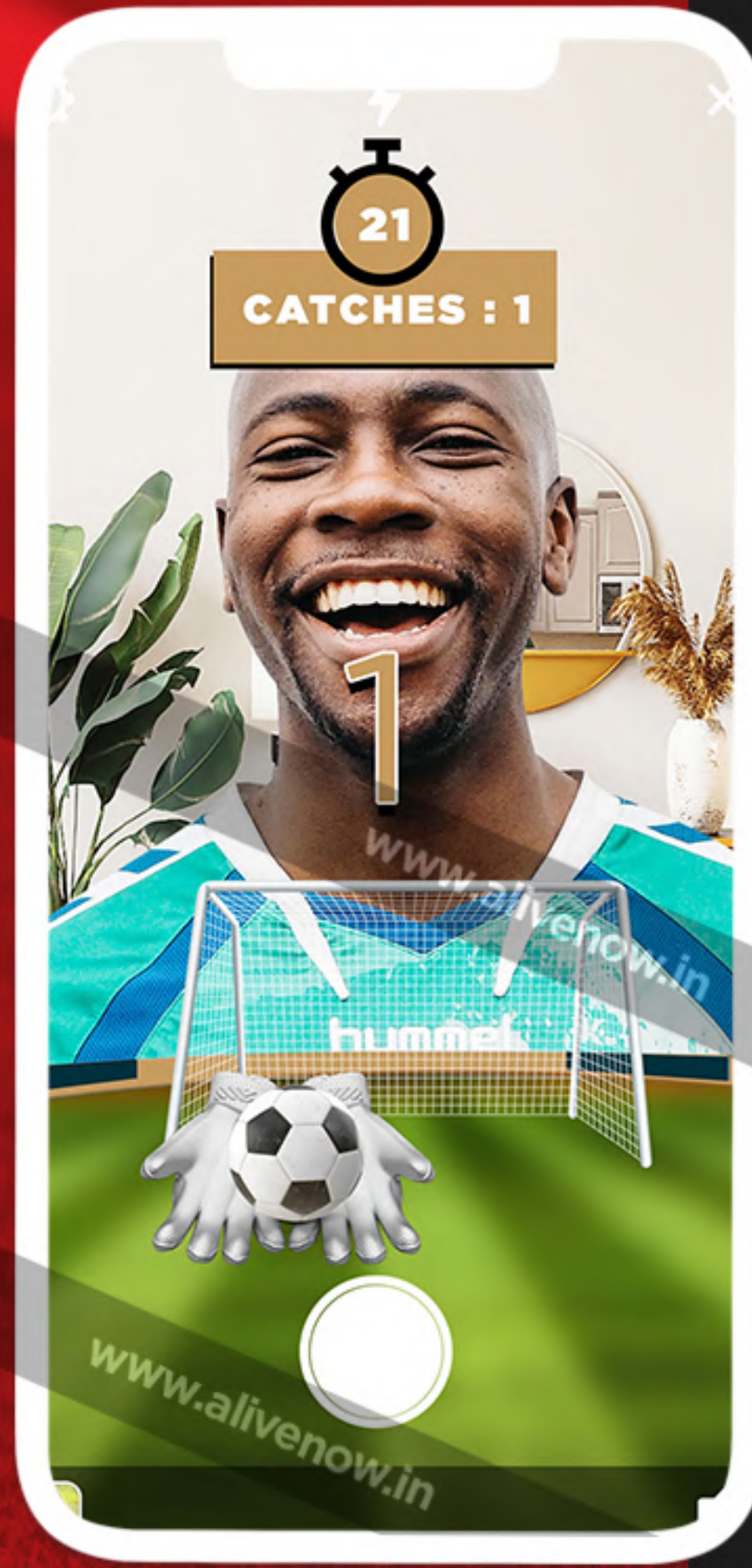
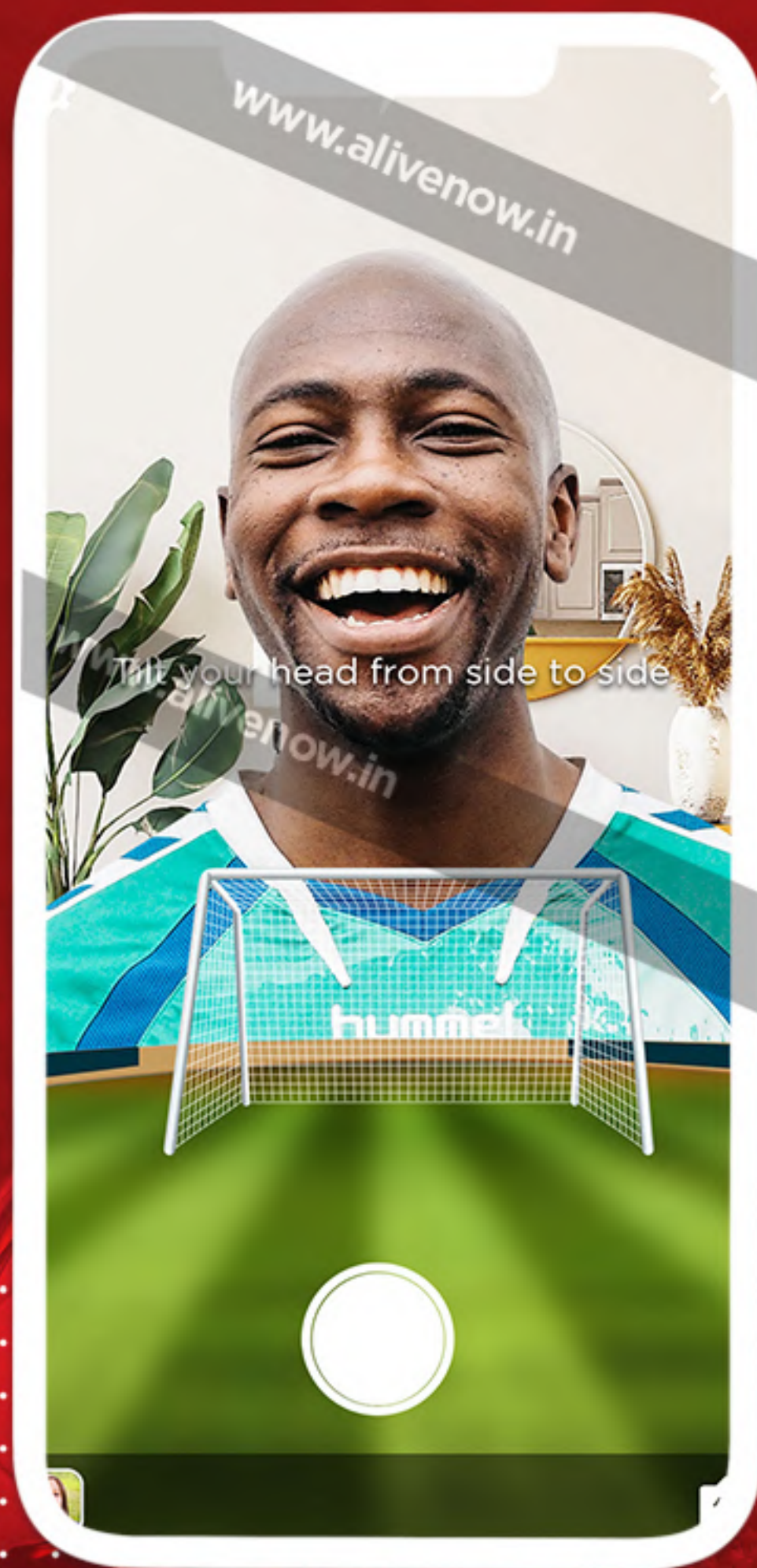


World Cup Predictions

This fun prediction filter is a great way to generate UGC. Record your predictions for who you believe is going to perform the best in each category this world cup 2022.

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Social AR experiences.





The Best GoalKeeper

In this game the user transforms into a goalie and must move their head left and right to dodge the incoming footballs to score points!

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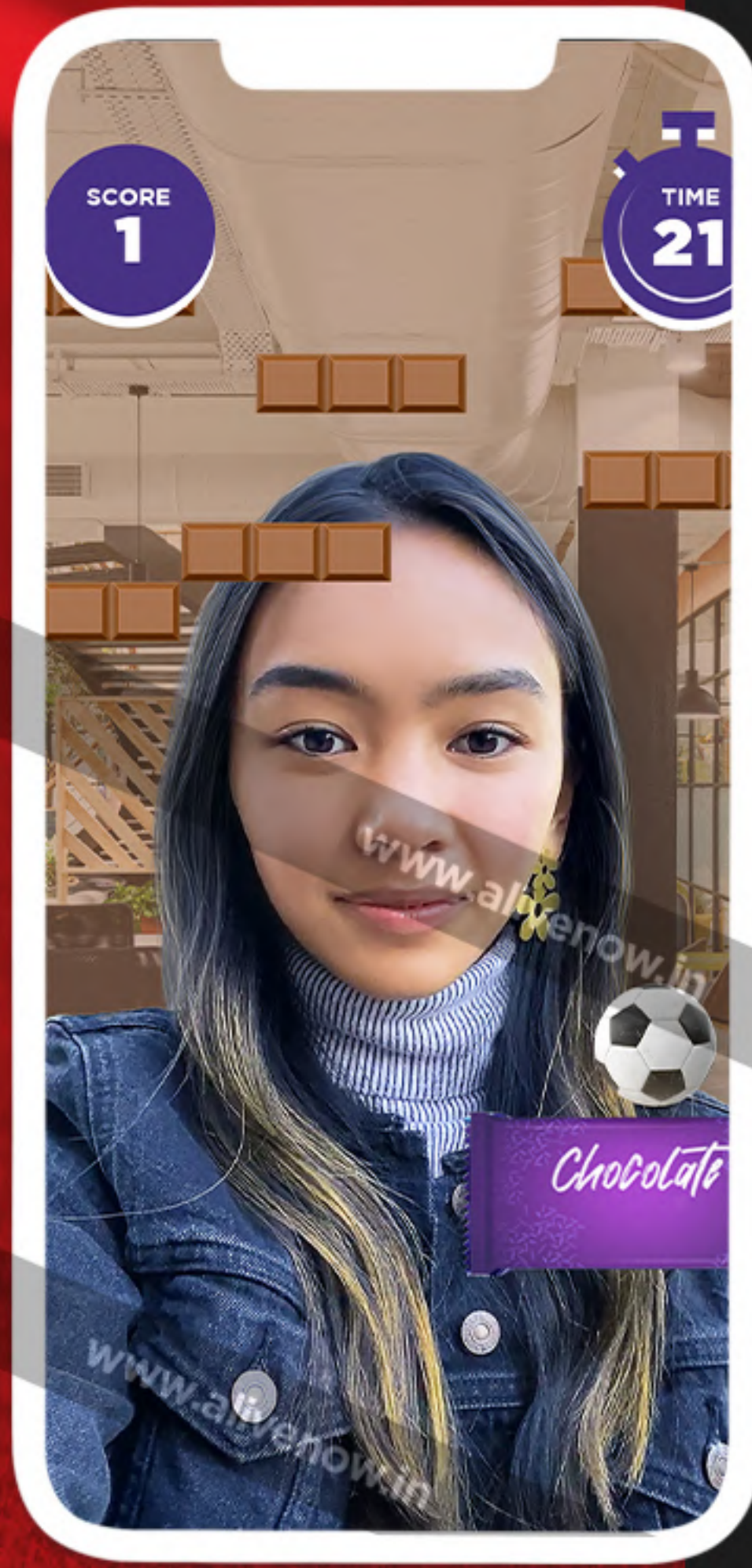
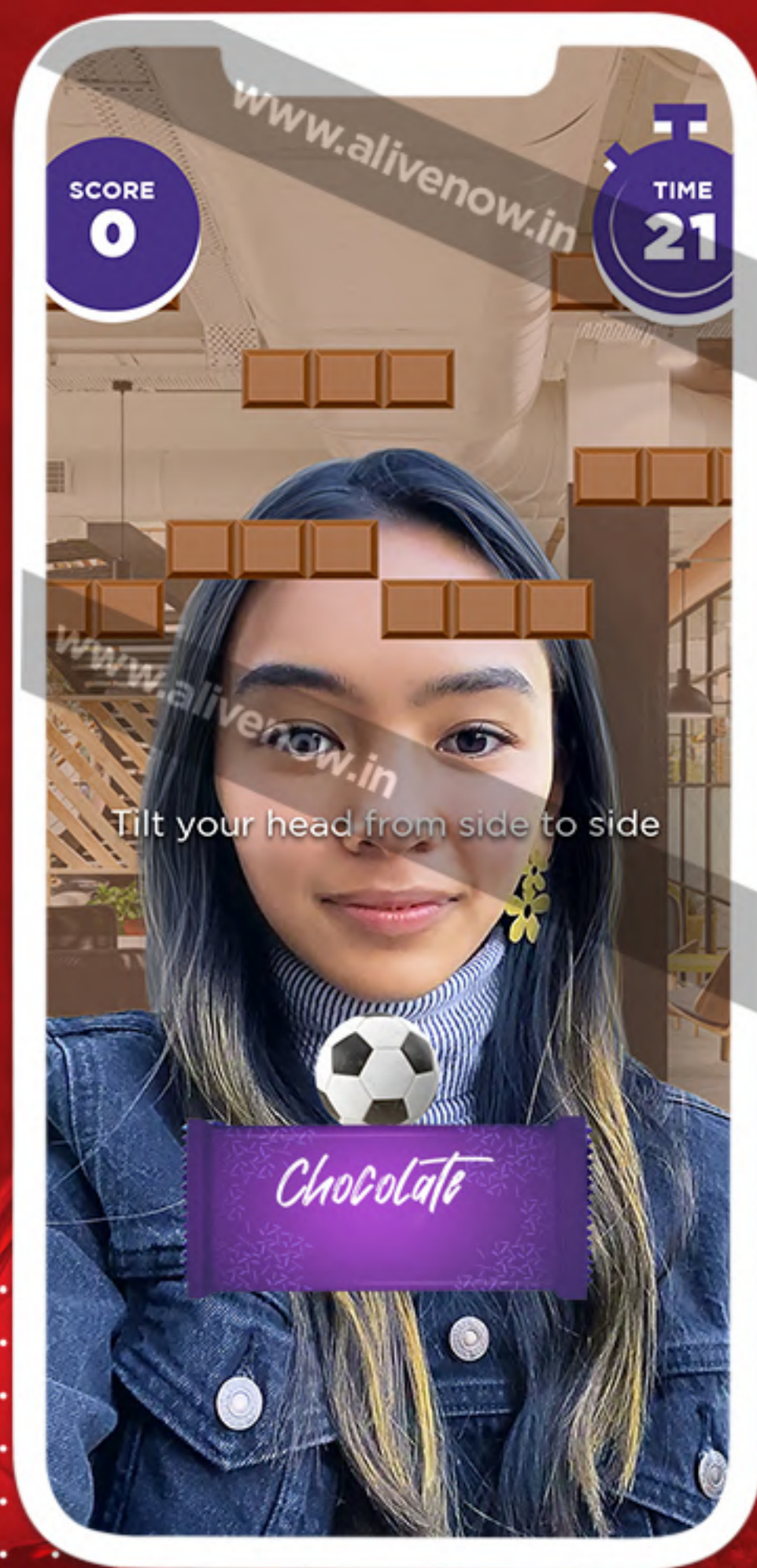


Get your Hair ready for the Match!

With this hair segmentation filter, users can pick their favourite team and view the team colours appear on their hair.

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Social AR experiences.



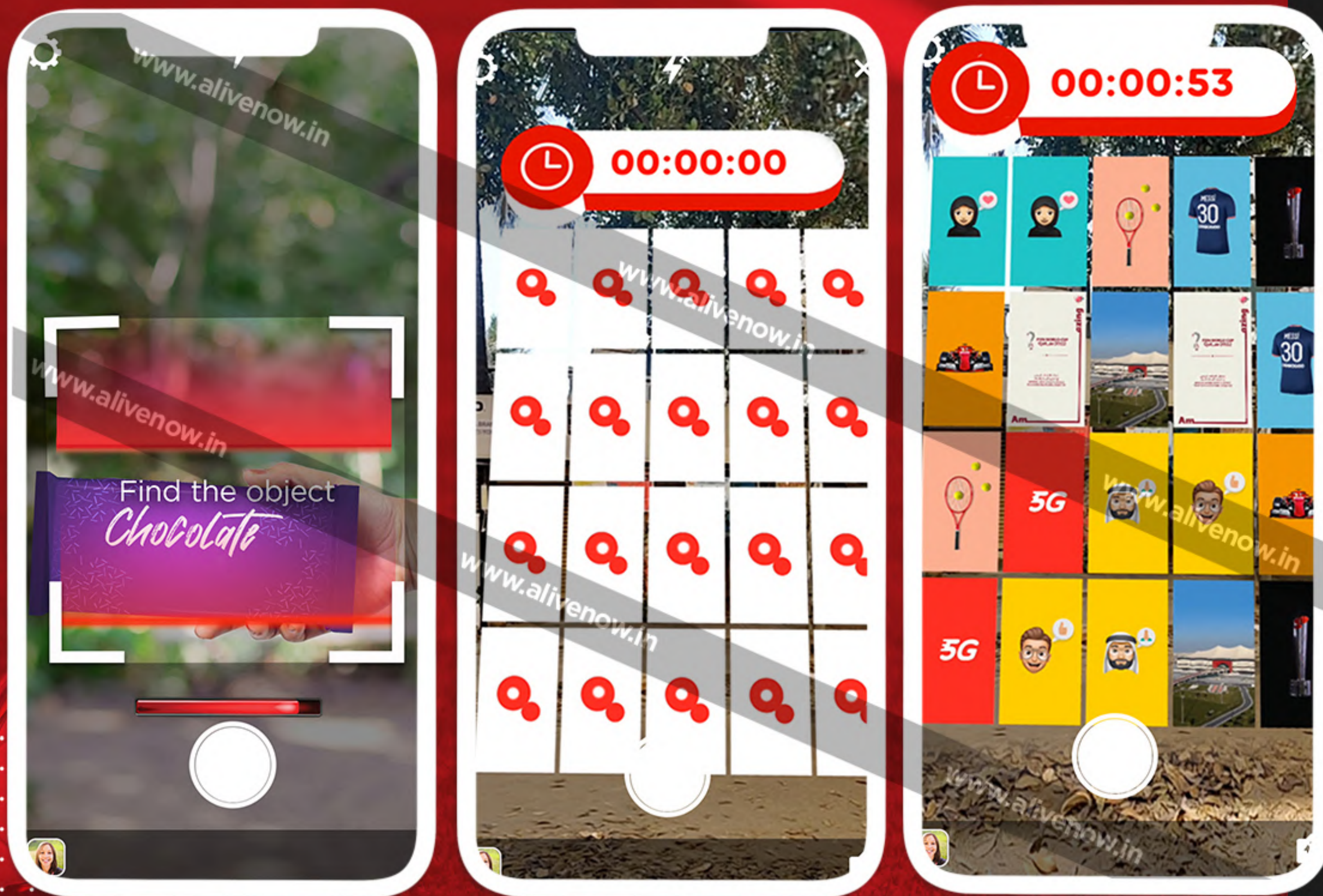


Football Brick Breaker

Clear all the bars on the screen with the football to score points. Move your head left and right to move the brand product placed at the bottom of the screen towards the football to bounce it.

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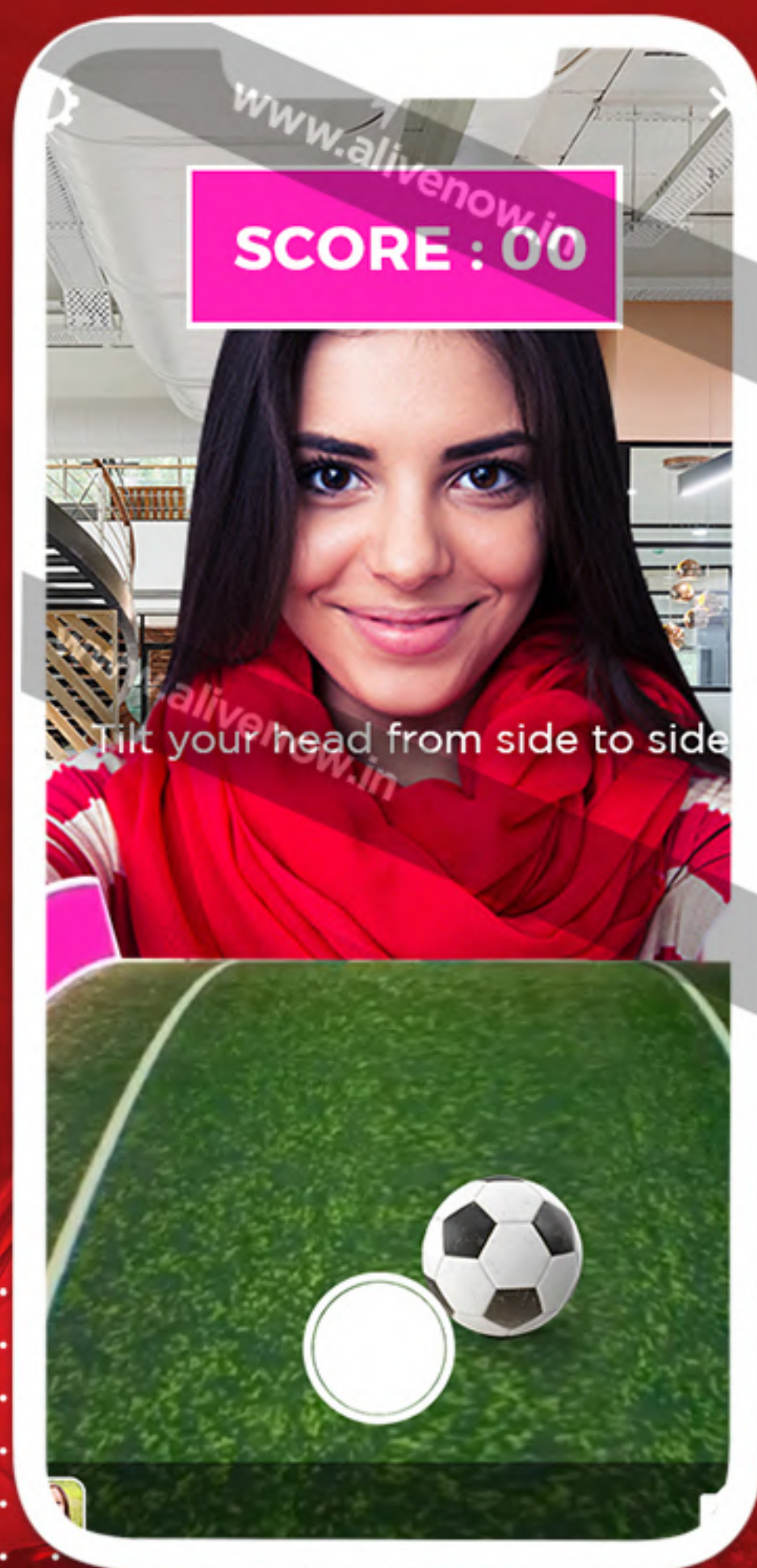


Scan the product to unlock the Game

The user can launch the filter and scan the product and view an AR flip and match game unfold.

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Football Quest

Move your head left and right to move the branded football through the goals appearing in the path to collect the brand products and score points.

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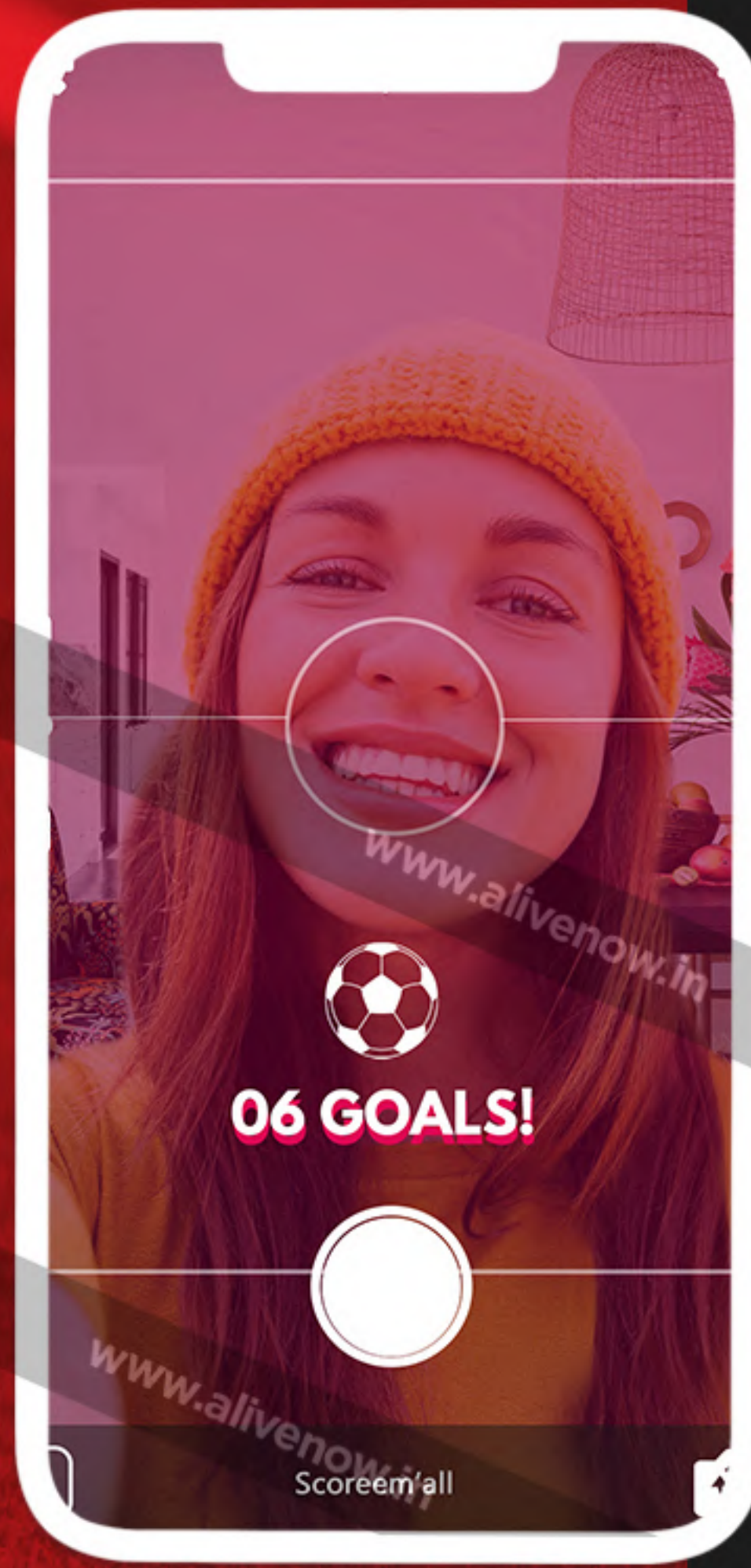
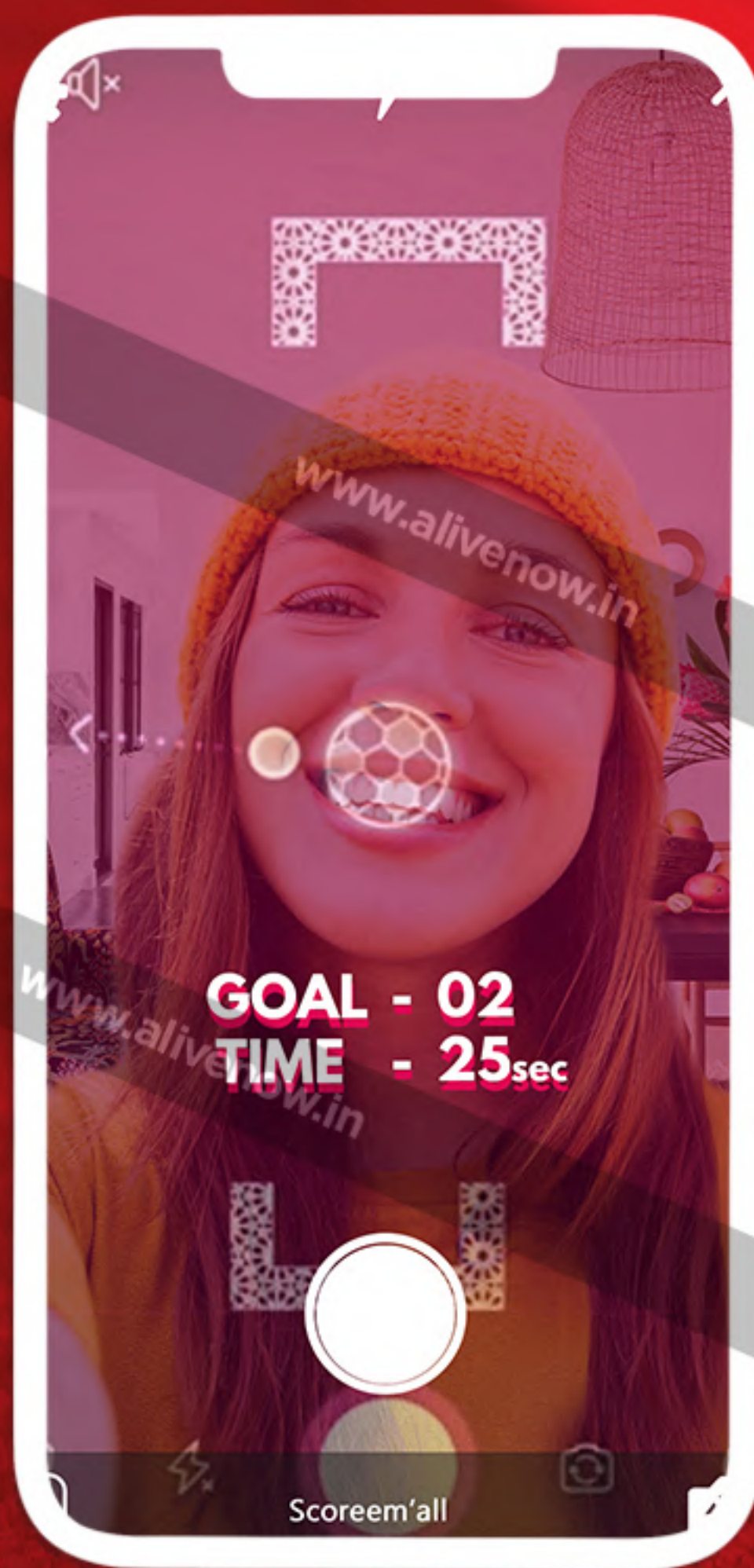
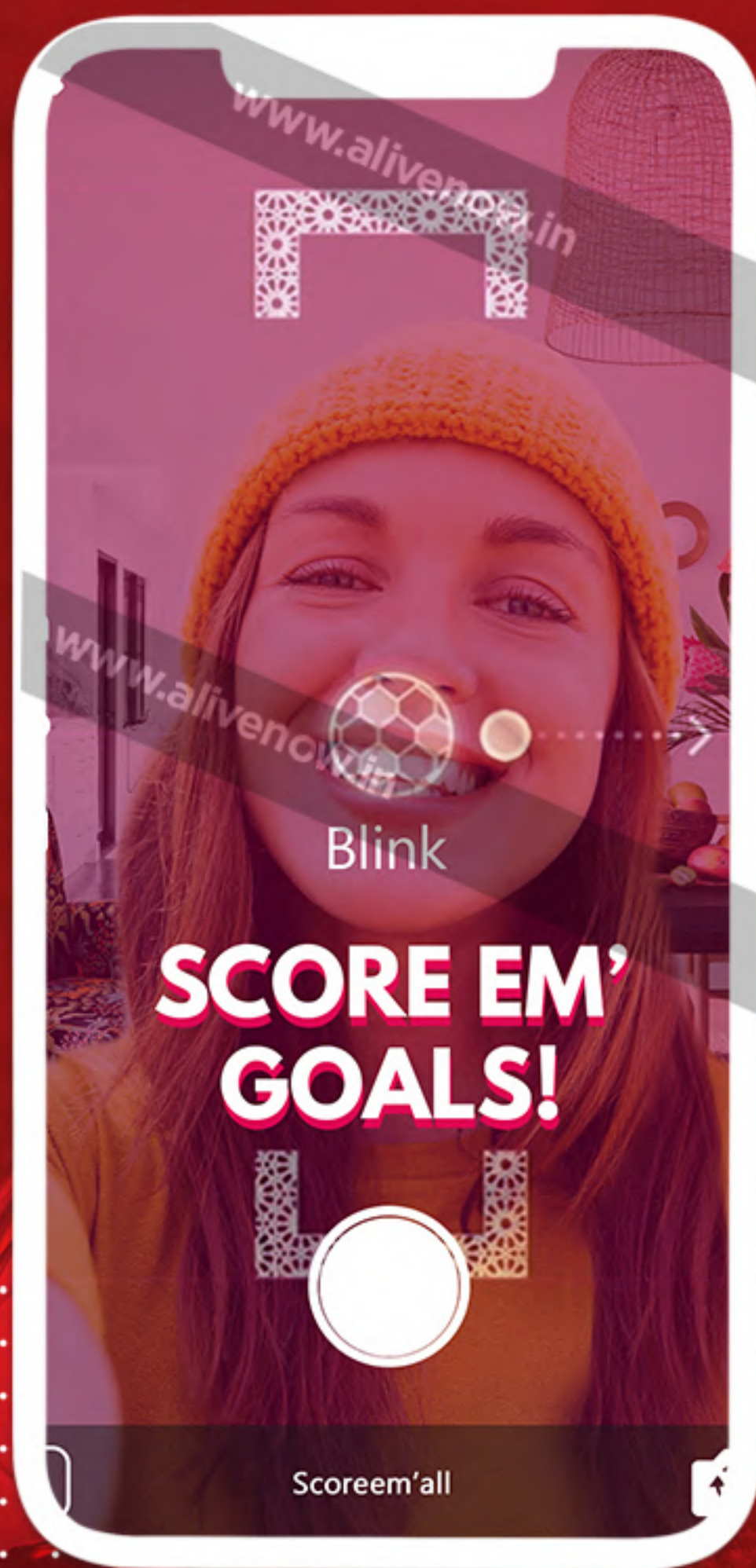


Header Game!

Move your head left/
right to head the ball
perfectly and set the
highest score.

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Score Em, Goals!

Blink to shoot the ball into the goalposts and score high points within 30 seconds.

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Cheering Filter!

Scream loud to cheer for your favourite team and watch the face paint come alive! Along with this, we also add confetti to amp up the experience.

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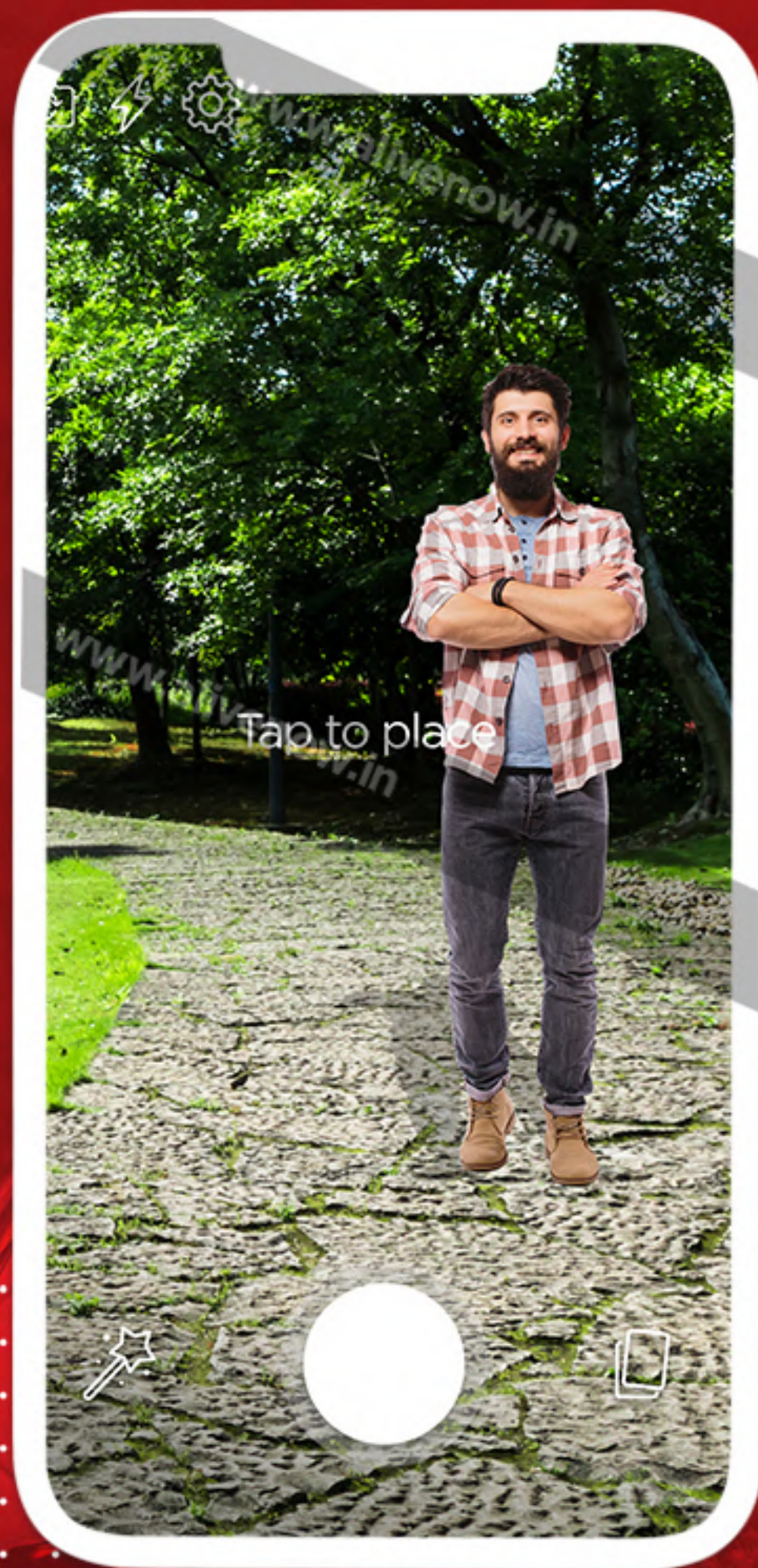


Head Ball

The user has to move their head left and right towards the oncoming football to head the ball into the goal and dodge the obstacles to score points.

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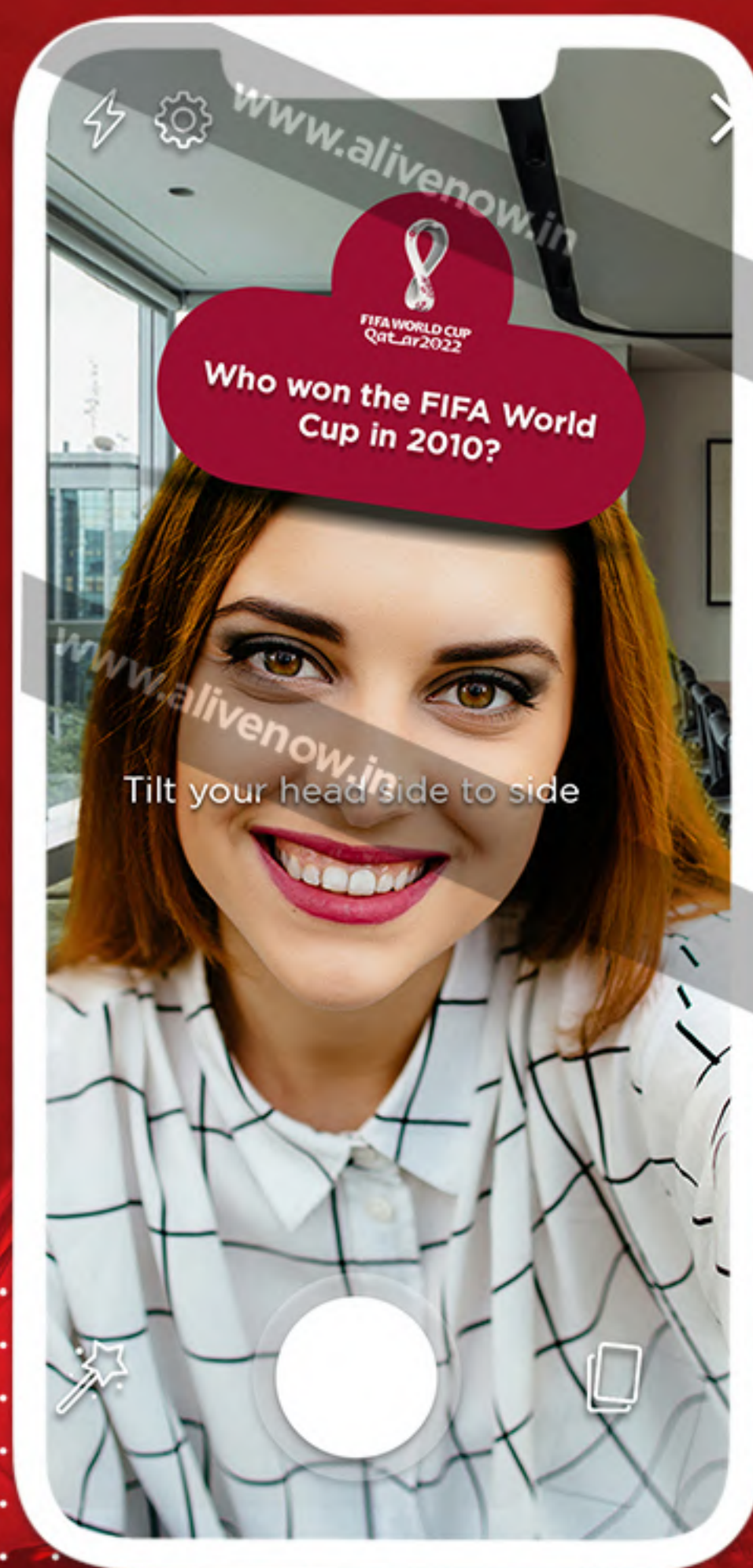


Team Photo!

Switch to the rear camera and place your favourite team's captain. Invite your friends over to click a picture. If you'd like a selfie with them, go ahead and switch to the front camera and pick your captain.

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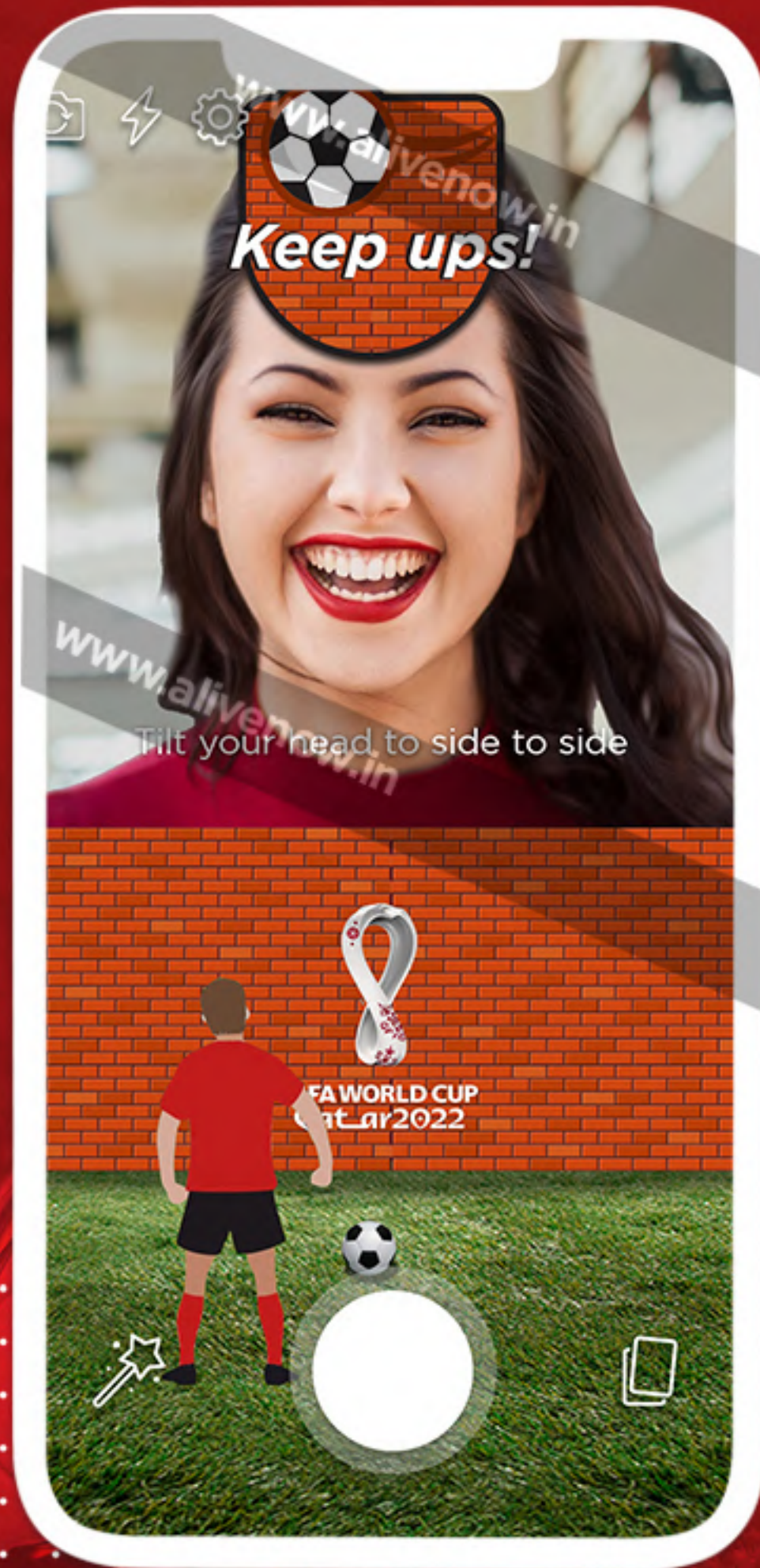


Time For Trivia!

Questions appear on your forehead, tilt your head in the direction of the desired answer and try to answer the trivia correctly.

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Keep Ups!

Move your head left/right to control your character and have them kick the ball against the wall and score points.

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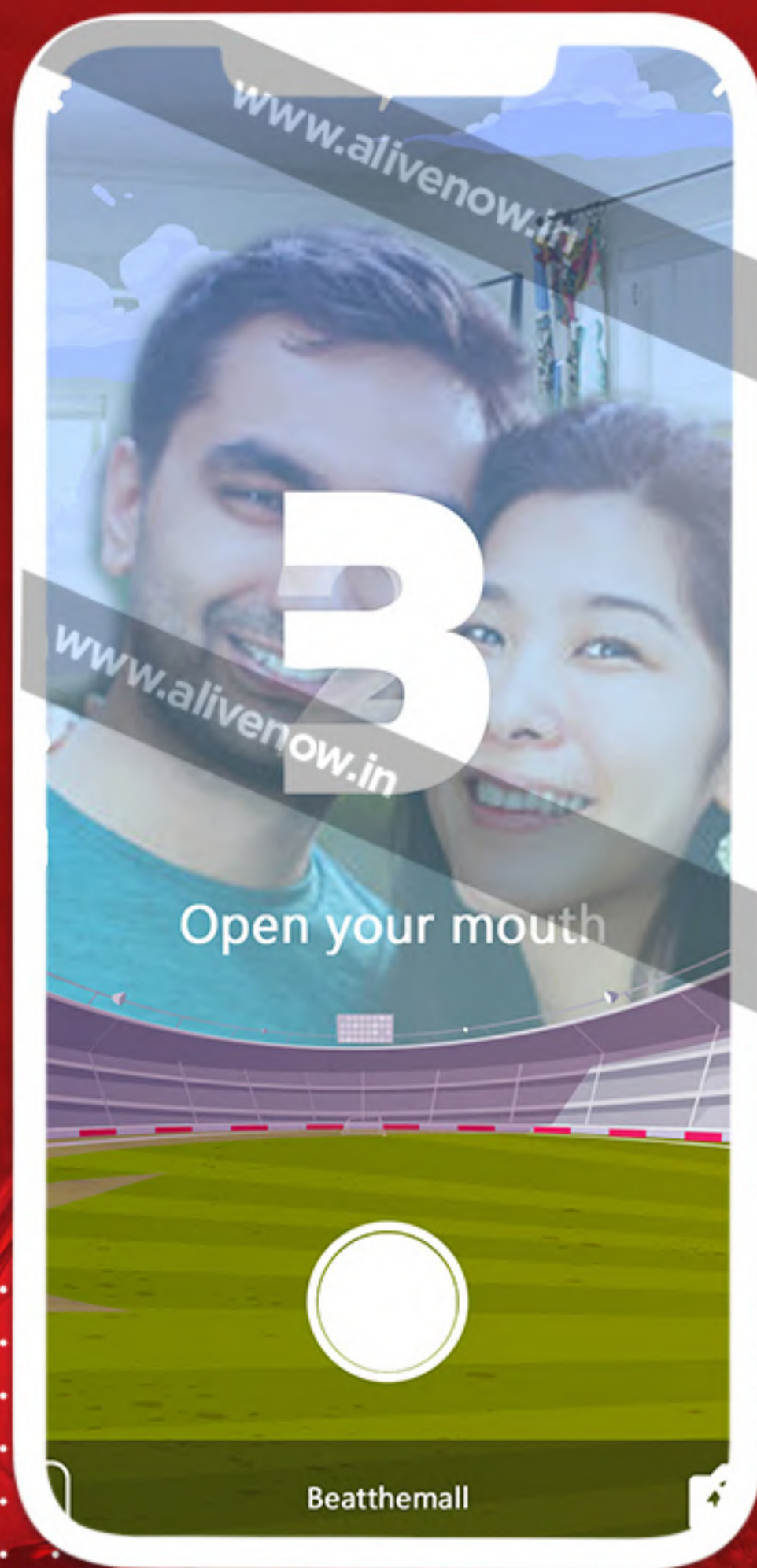


Trump Cards!

Select the trump card of your choice and see yourself in it. Be ready to boast your stats on social media

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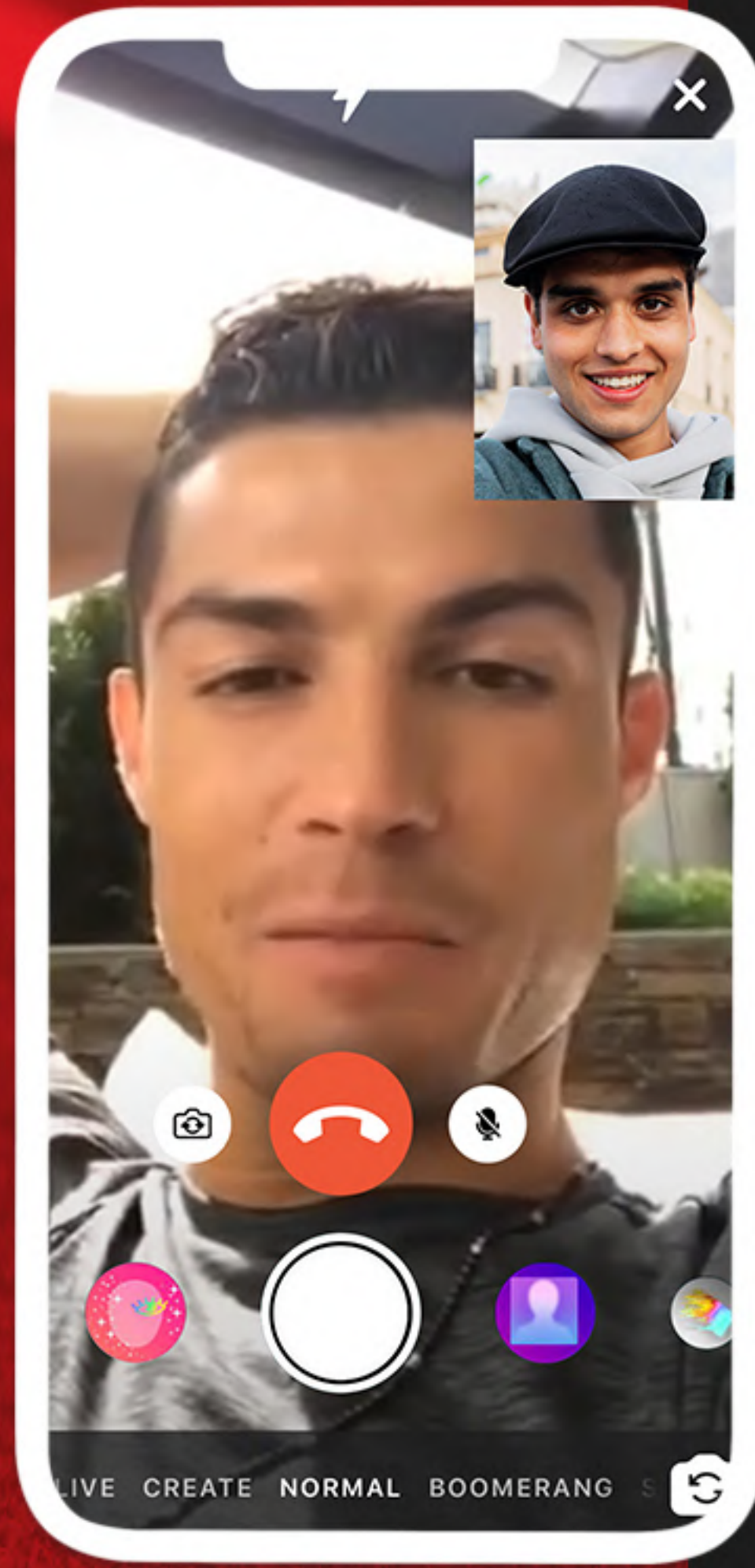
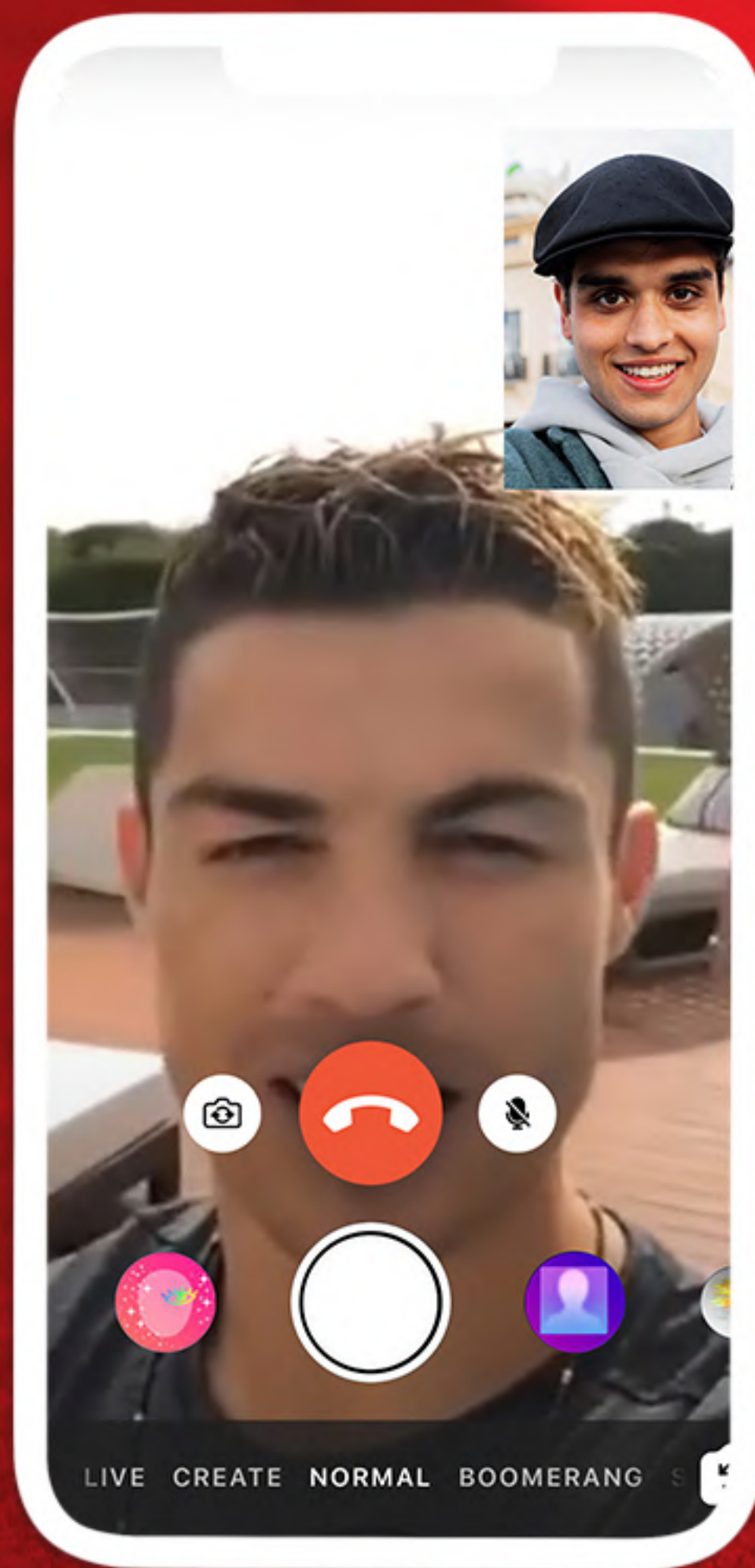


Beat Em, All

Try this filter out with your friends, open your mouth to make your player jump and avoid defenders.

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Celebrity Footballer Call

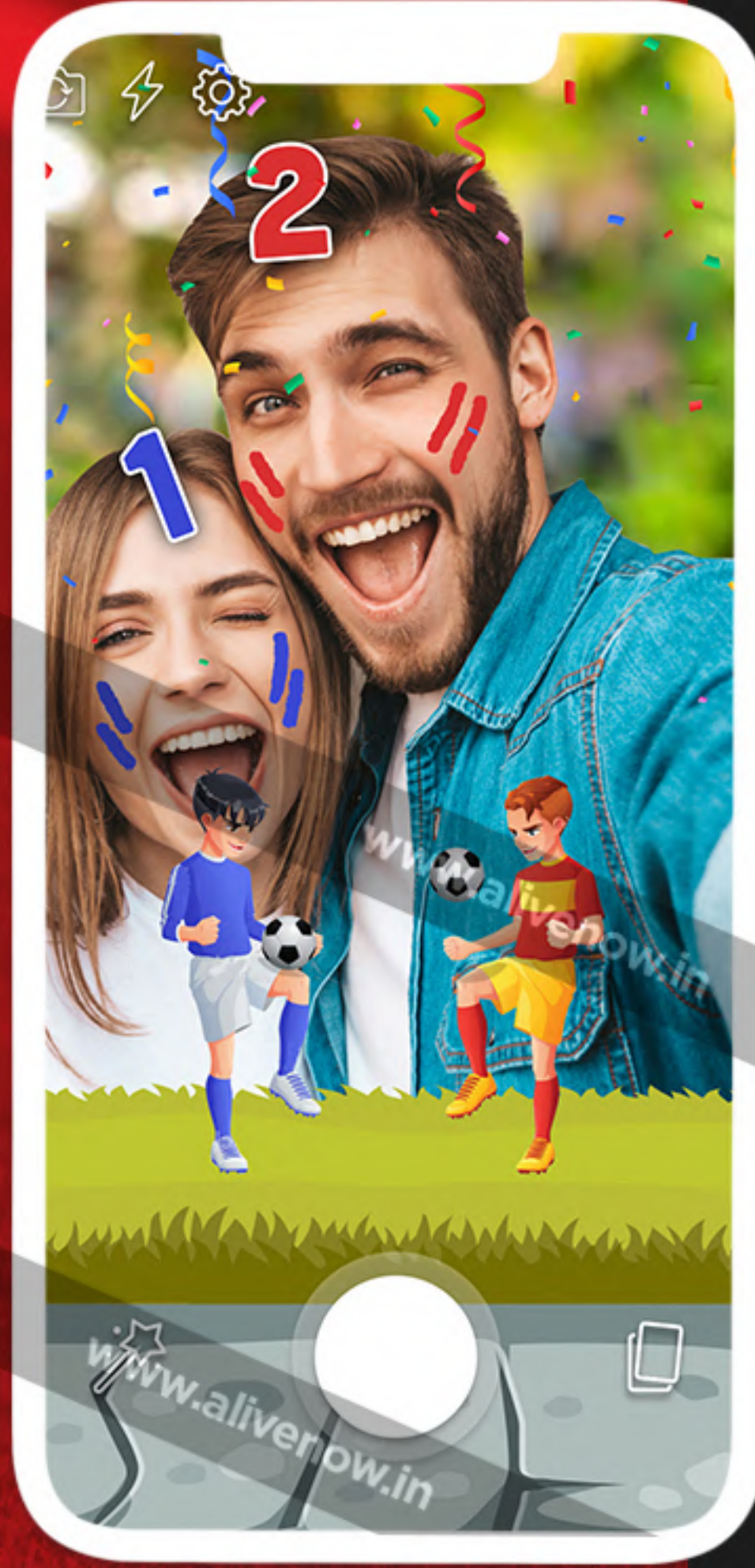
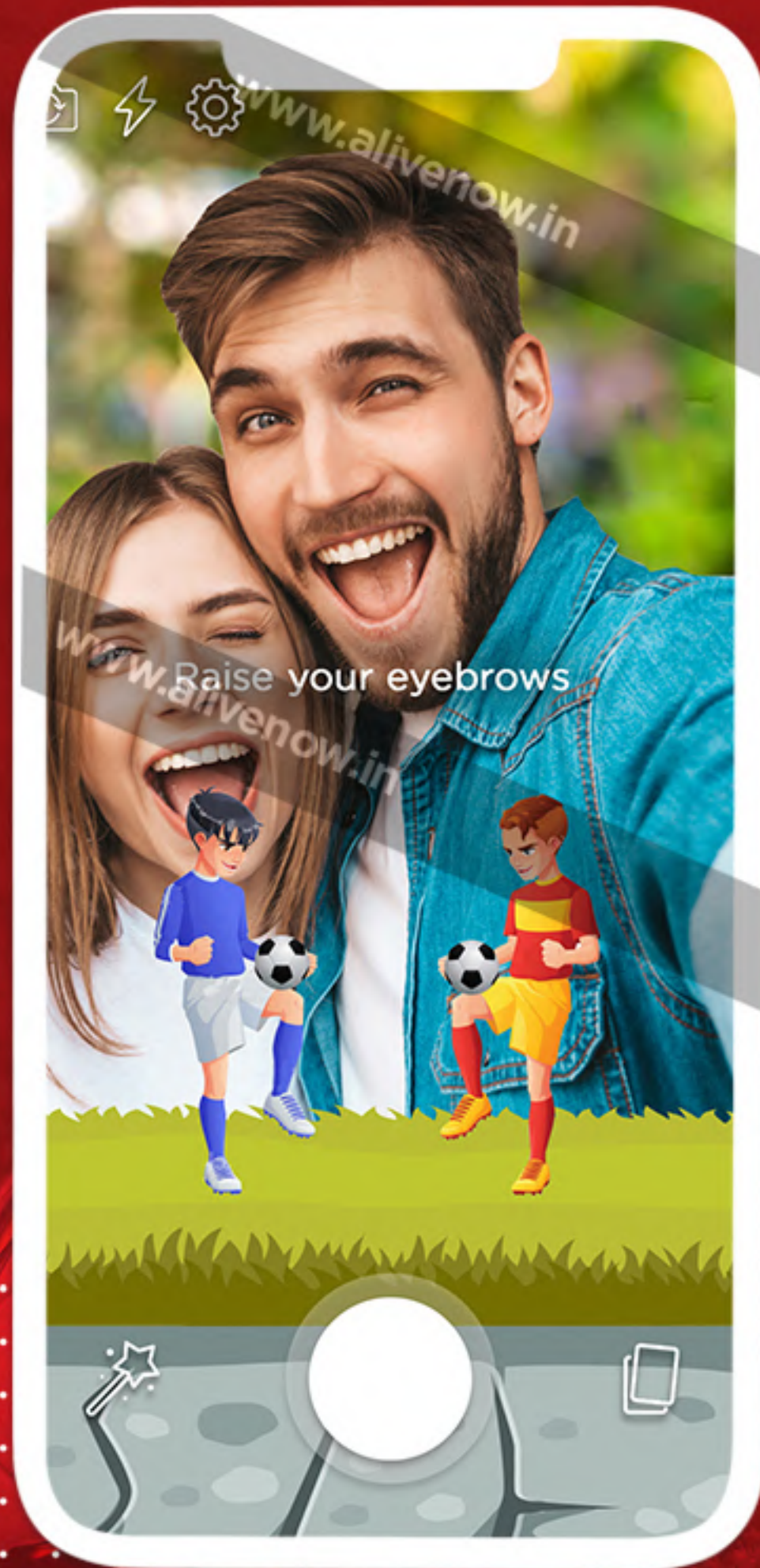
Users can launch the filter to find themselves on a video call layout with a celebrity footballer and record their experience.

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COMPLEX AR FILTERS



Jugglers!

A fun two-player game that allows users to keep their player juggling the ball by raising their eyebrows.

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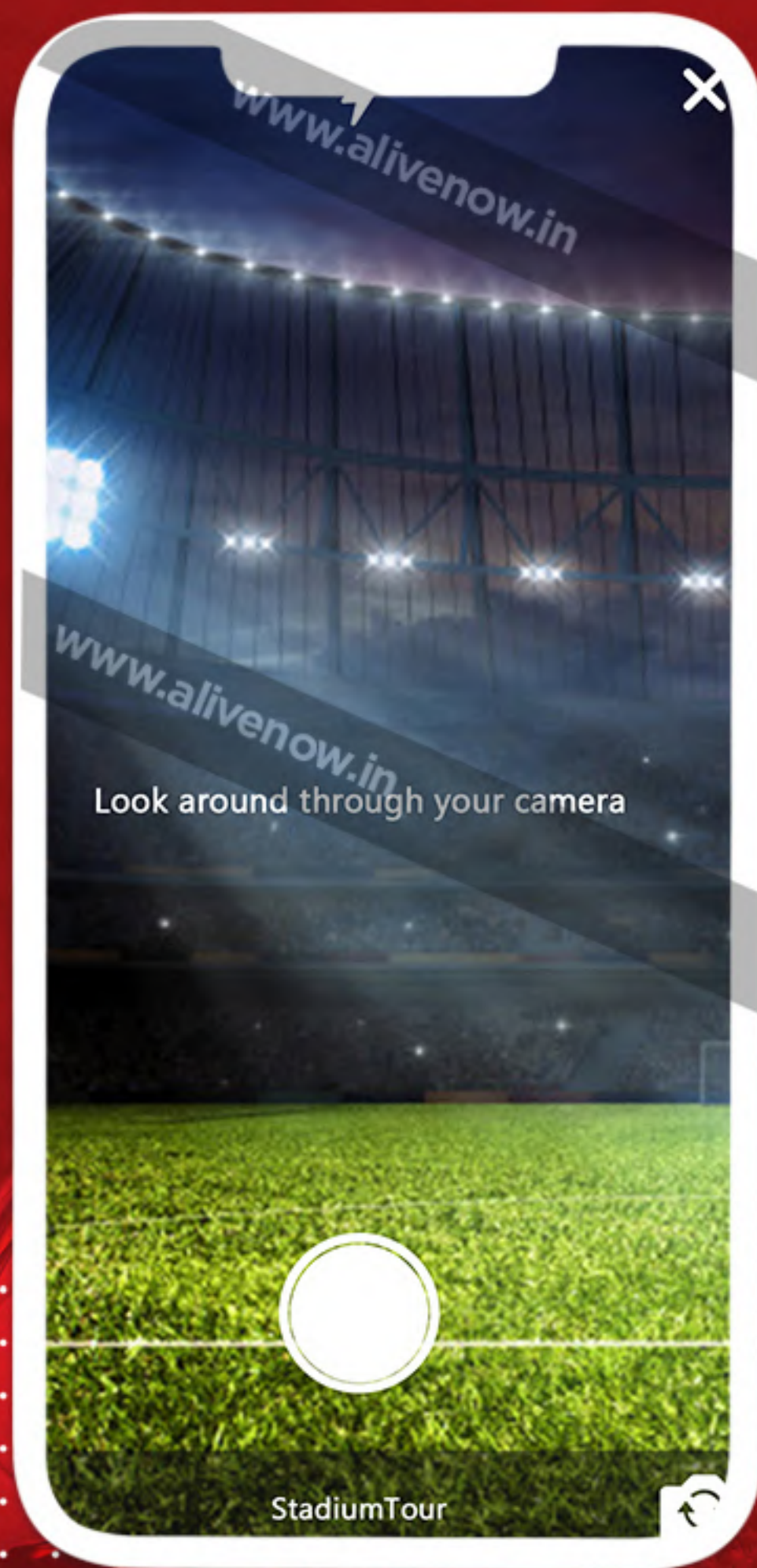


Penalty Shooter

In this fun shooter game, the user can place a 3D miniature football field in their environment and tap to shoot the goals into the goalpost to score points.

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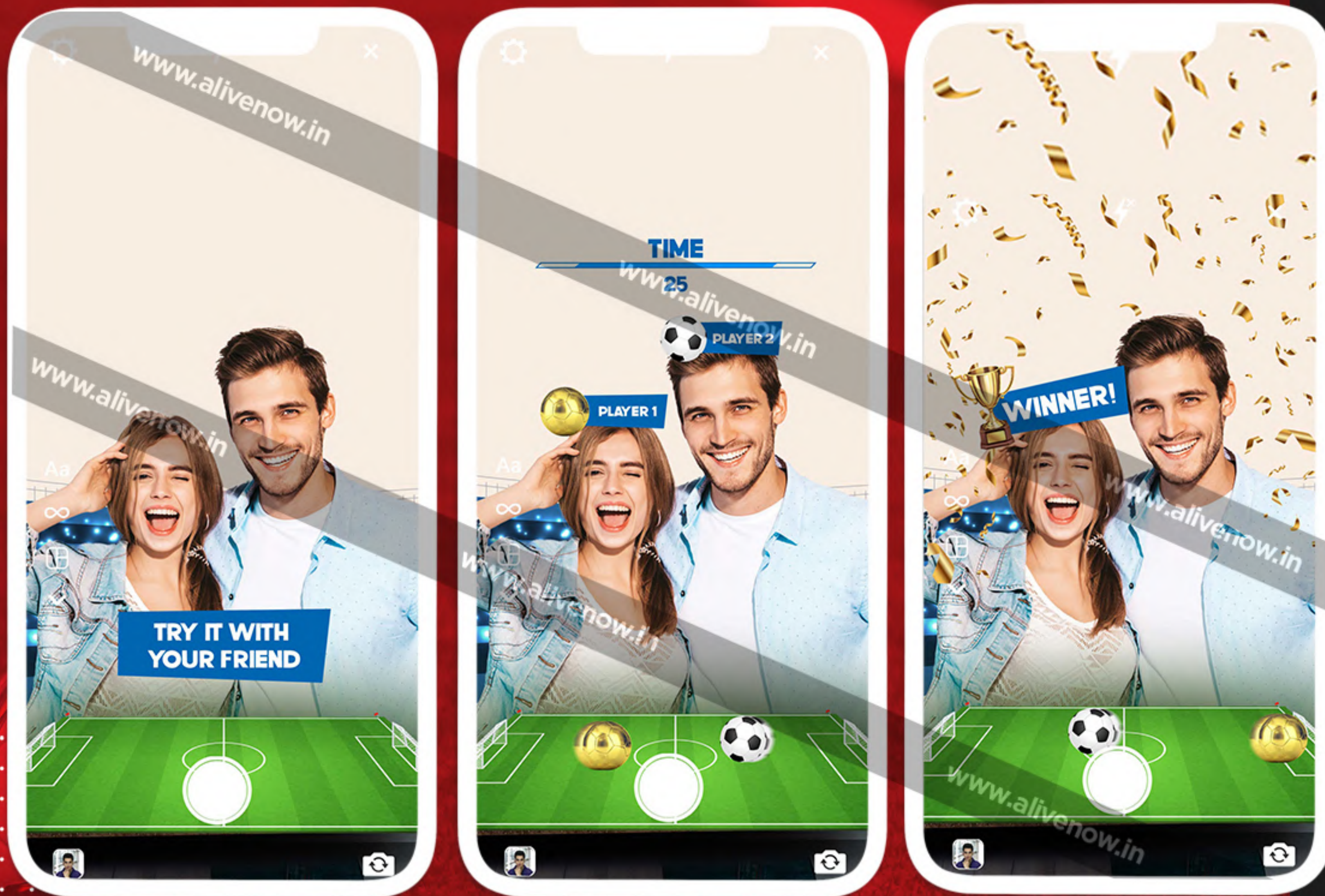


Stadium Tour!

Switch to the back camera and explore the whole stadium or move over to the selfie camera and see yourself in it.

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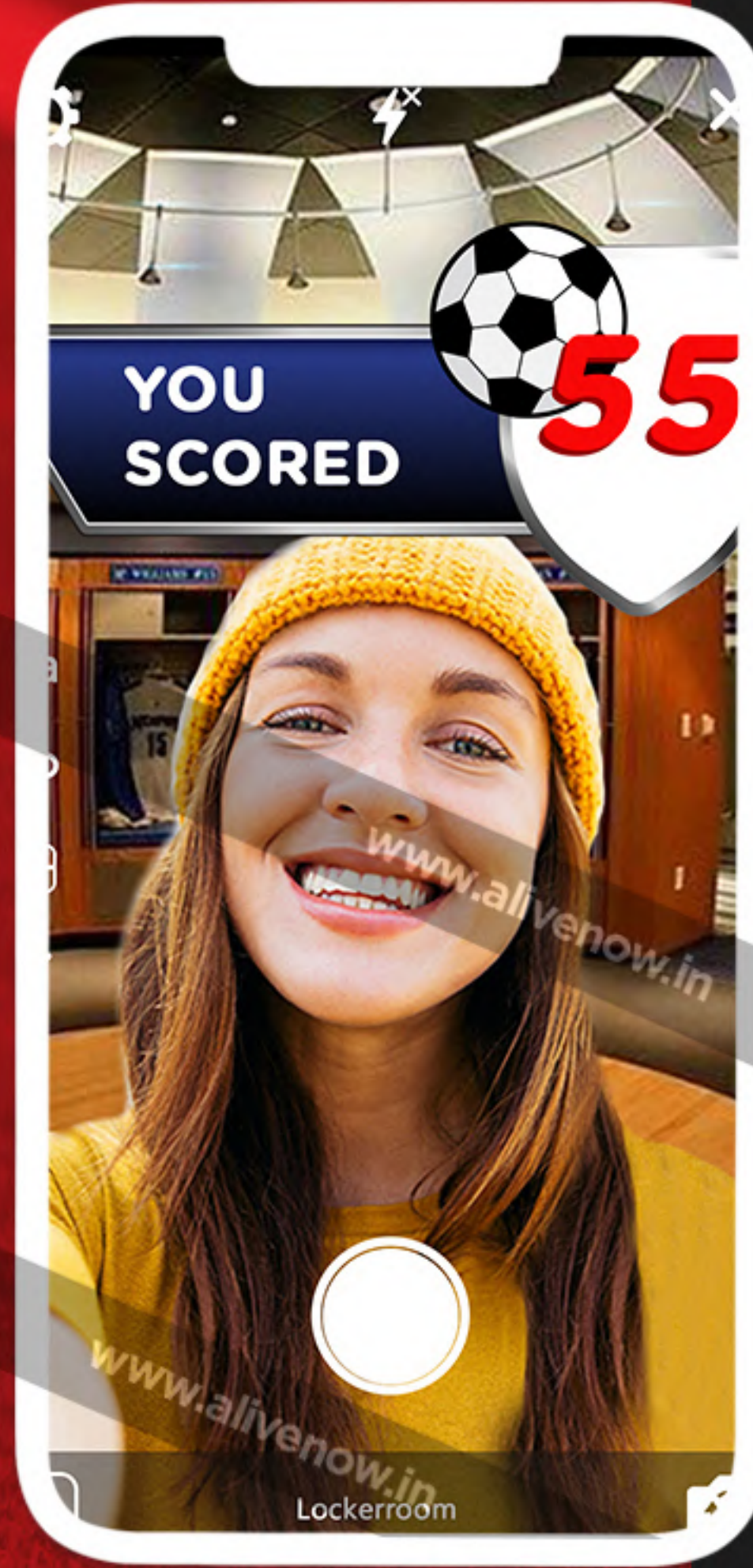
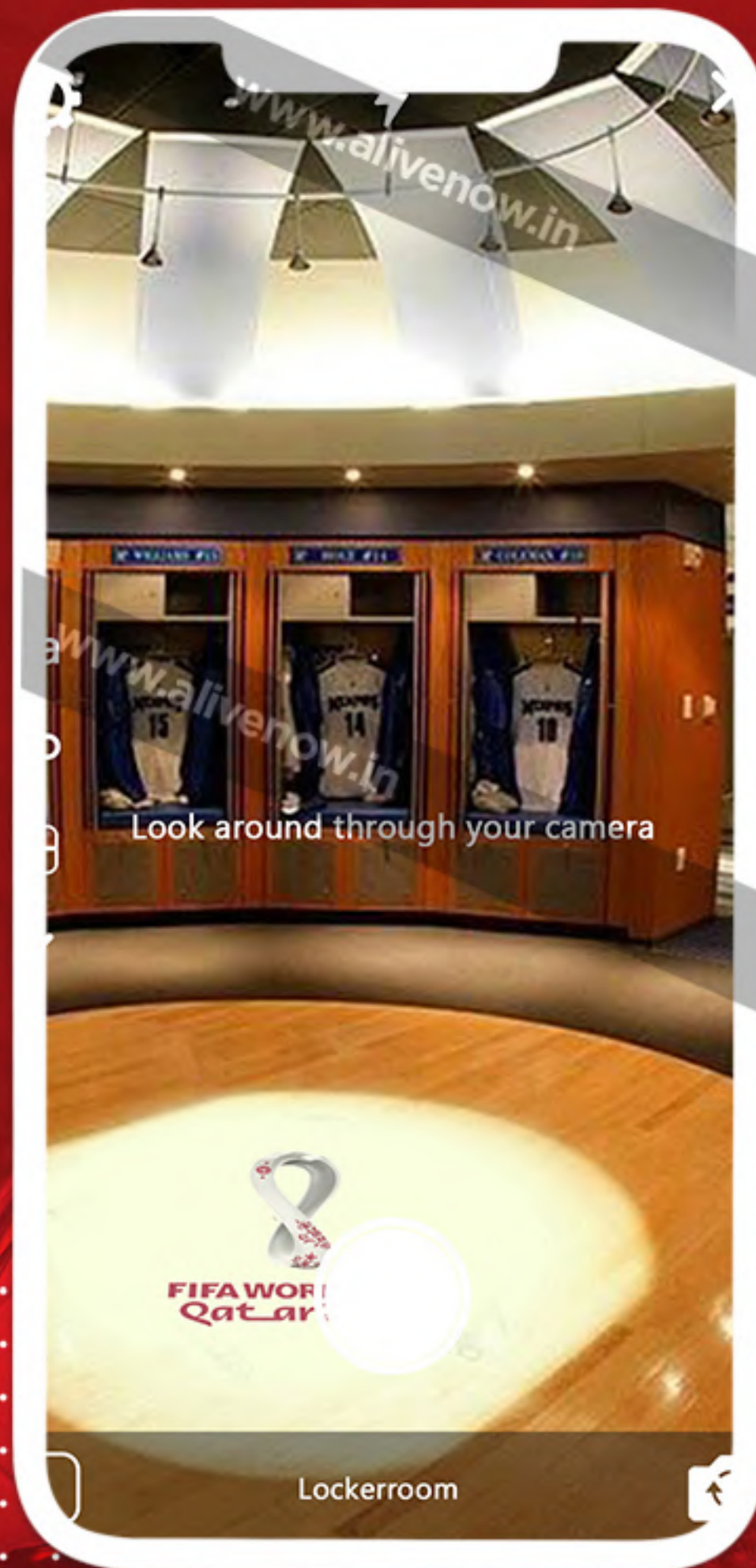


Multiplayer Blink to Score

Play this AR game with a friend, where you have to blink as fast as you can to get your football into the goal quicker than your friend does to win!

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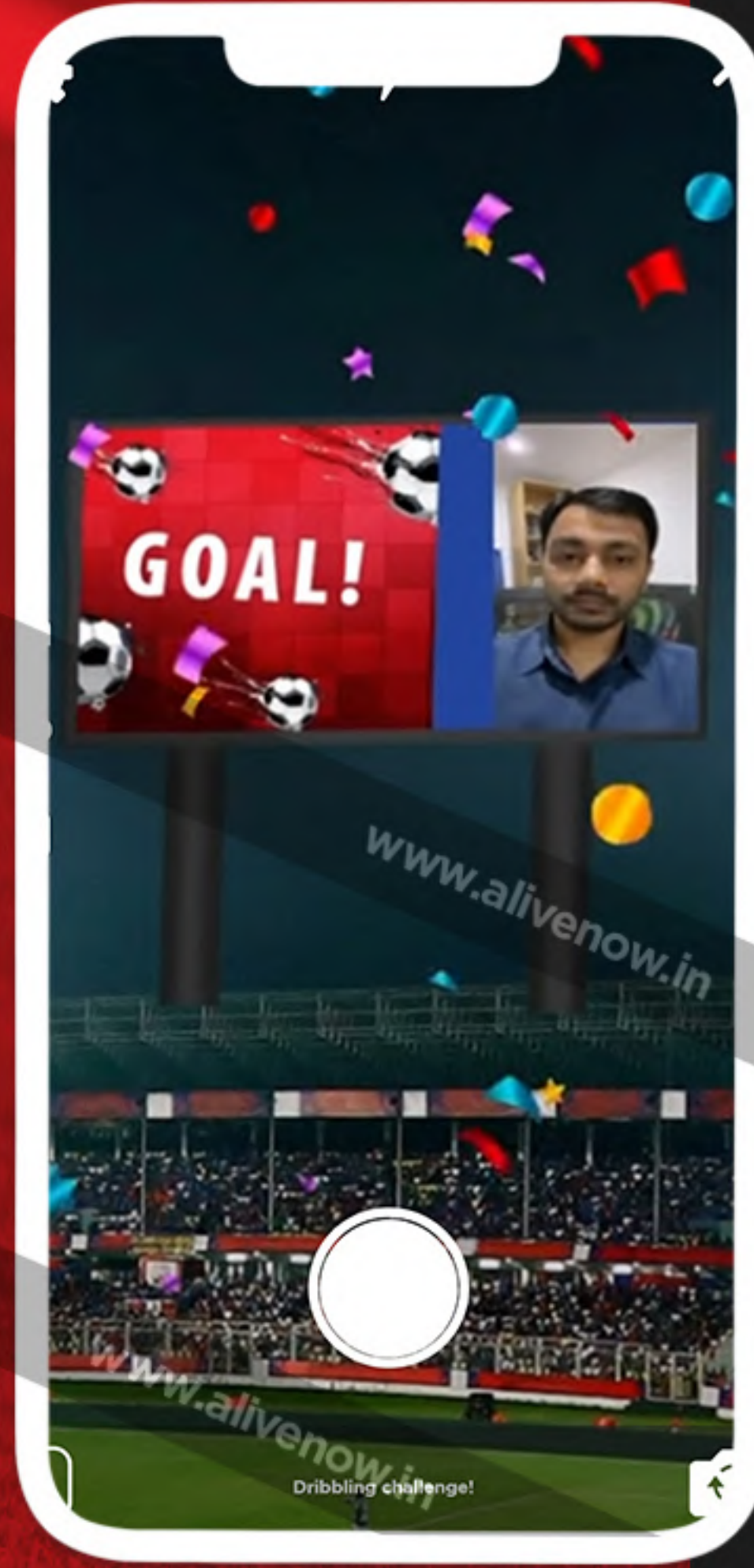


Explore the Locker Room!

Switch over to the rear camera and find yourself inside the locker room of your favourite team. Within 30 seconds, tap on icons to collect objects and score points.

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Dribbling Challenge!

Move your head left/right to control your character. As defenders come sliding in, be sure to avoid them in time to score a goal.

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



Scan QR code
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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!

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.



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 FACEBOOK & INSTAGRAM AR FILTERS?



QR codes in Print ads
and at offline events



Use influencers to talk
about and promote the
new filter launch



Organic & promoted
campaigns on Instagram
and Facebook



Instagram and
Facebook AR ad units



Swipe up stories/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.

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 creative solutions like messenger chatbots, Instagram/Facebook GIFs and stickers.



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



SAMSUNG



FACEBOOK



amazon

NETFLIX

intel

PUMA

MICHELIN

Agilvy

Domino's

VISA

McDonald's

Lenovo

HSBC
The world's local bank

Toys R Us

PUBLICIS
GROUPE

Virgin

UM

Penguin

Pizza Hut

TATA

BBC

Mondelēz
International

IPG

Reebok

JWT

KRAFT

HERSHEY
THE HERSHEY COMPANY

Unilever

MINDSHARE

durex

Reese's

dentsu

BOSCH

WPP

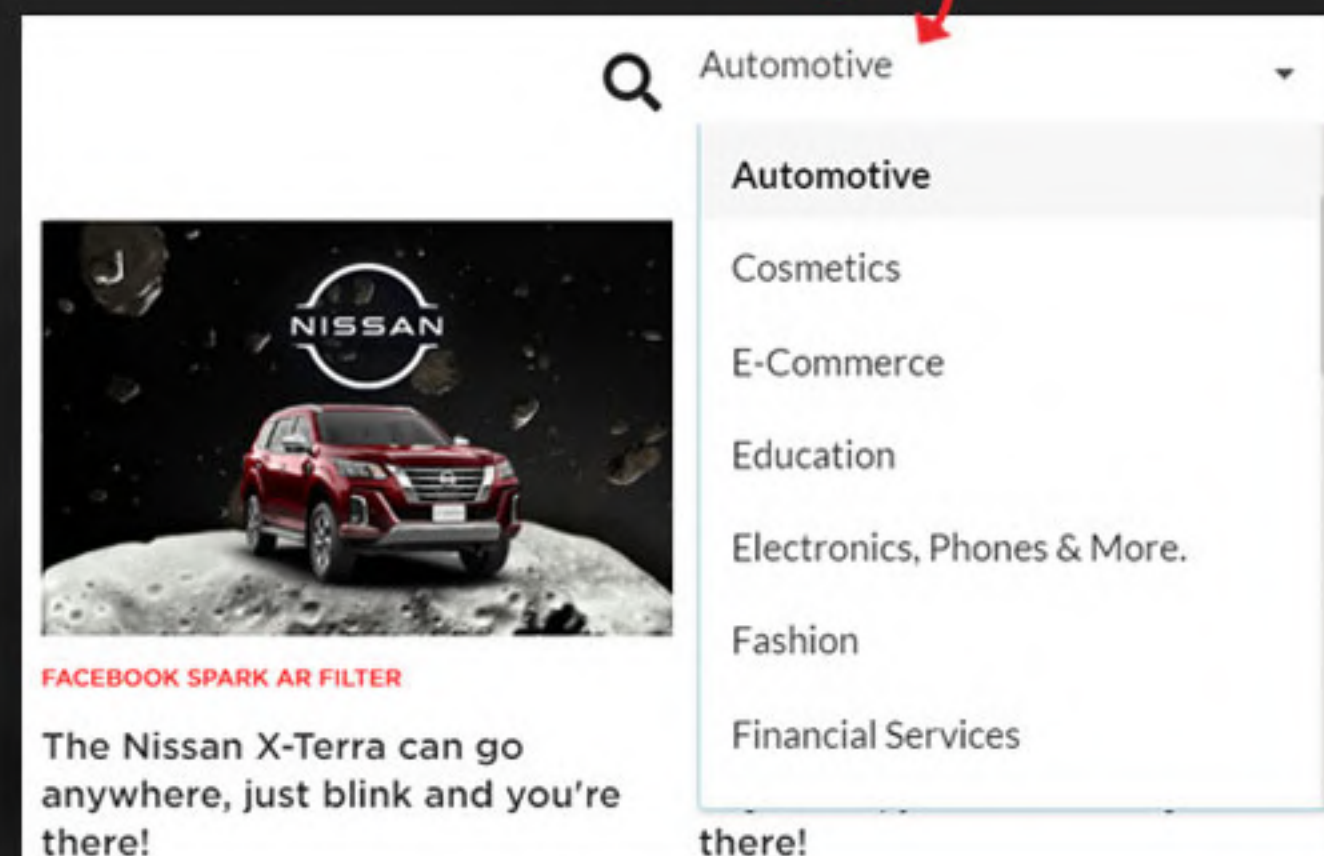
DiDi

CARAT

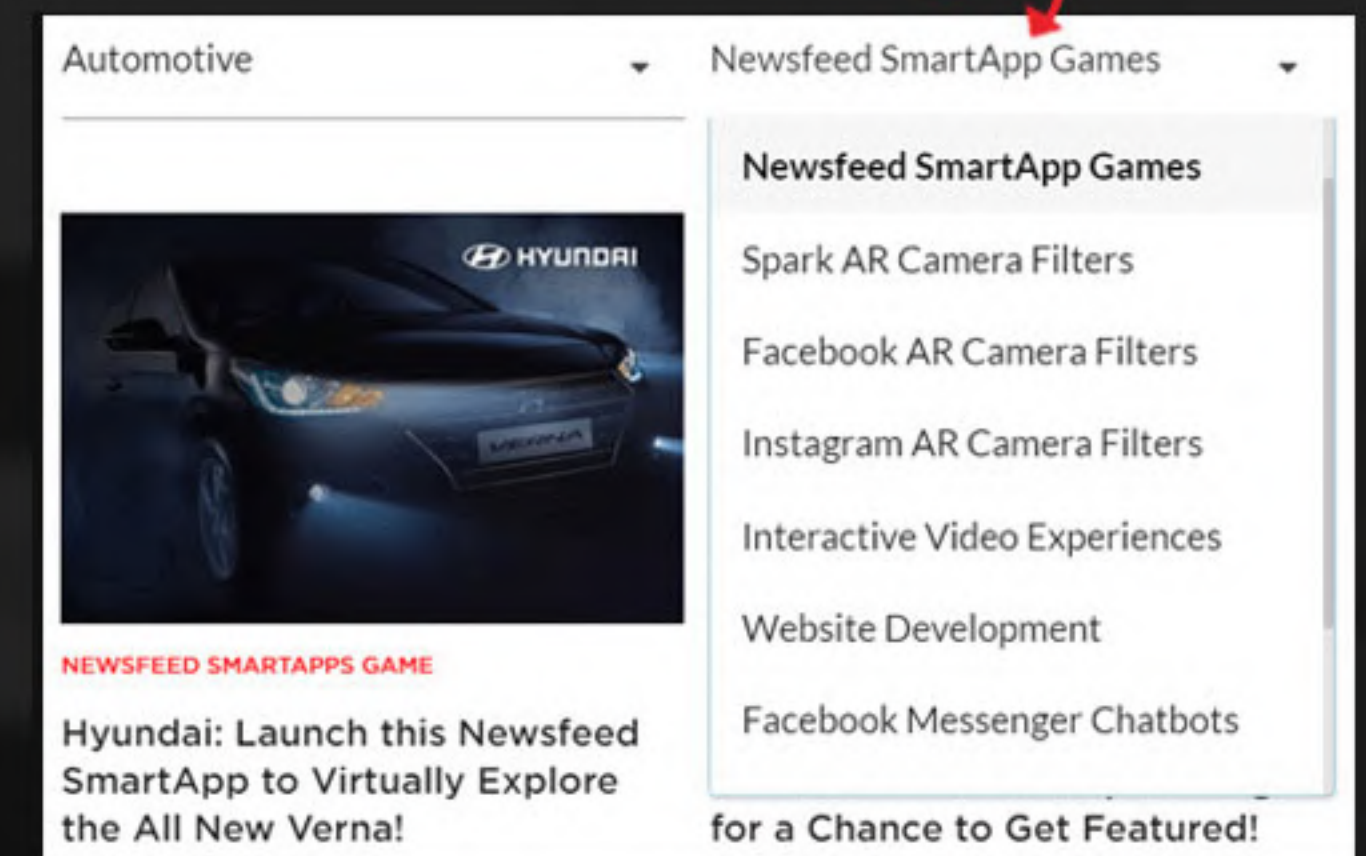
& more!

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

1 INDUSTRY

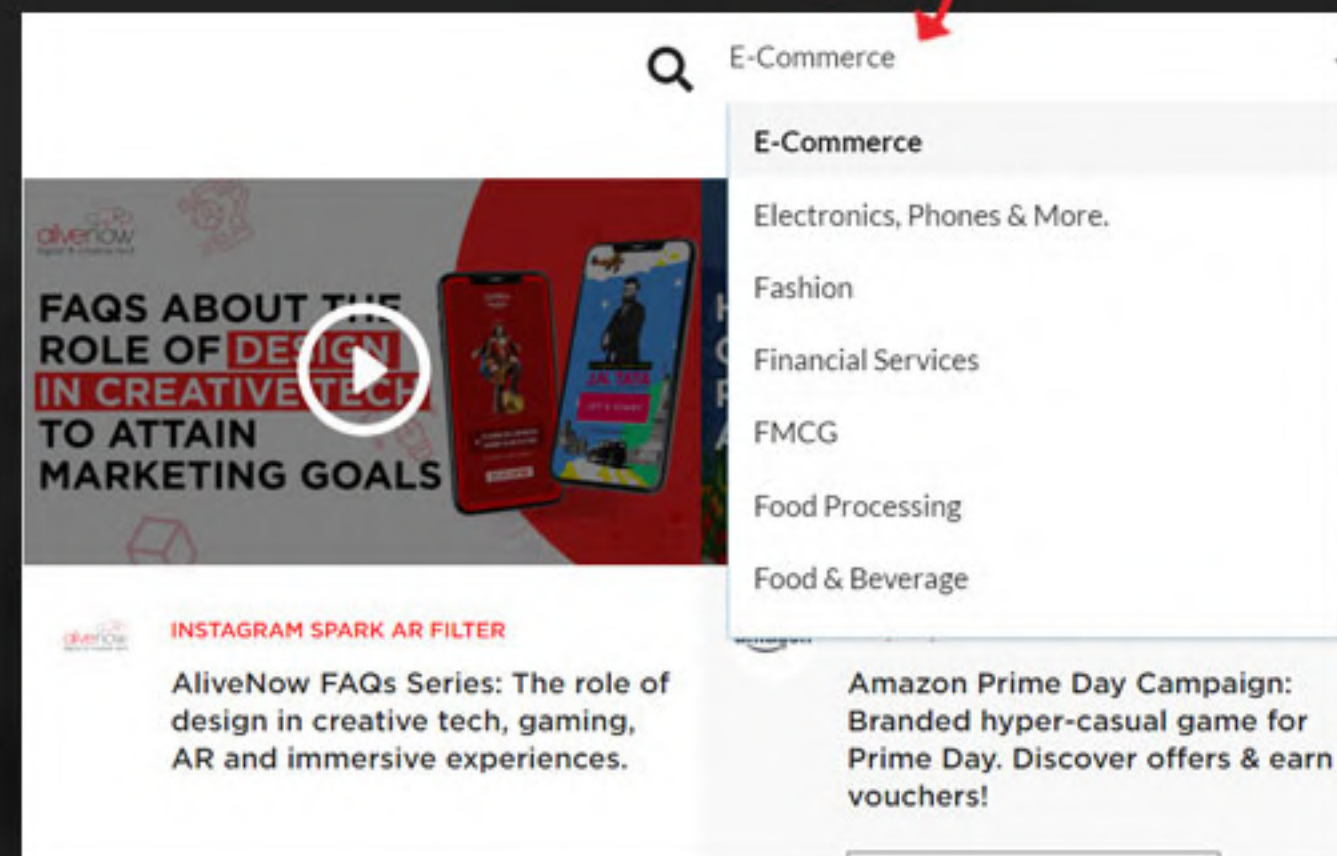


2 PLATFORM

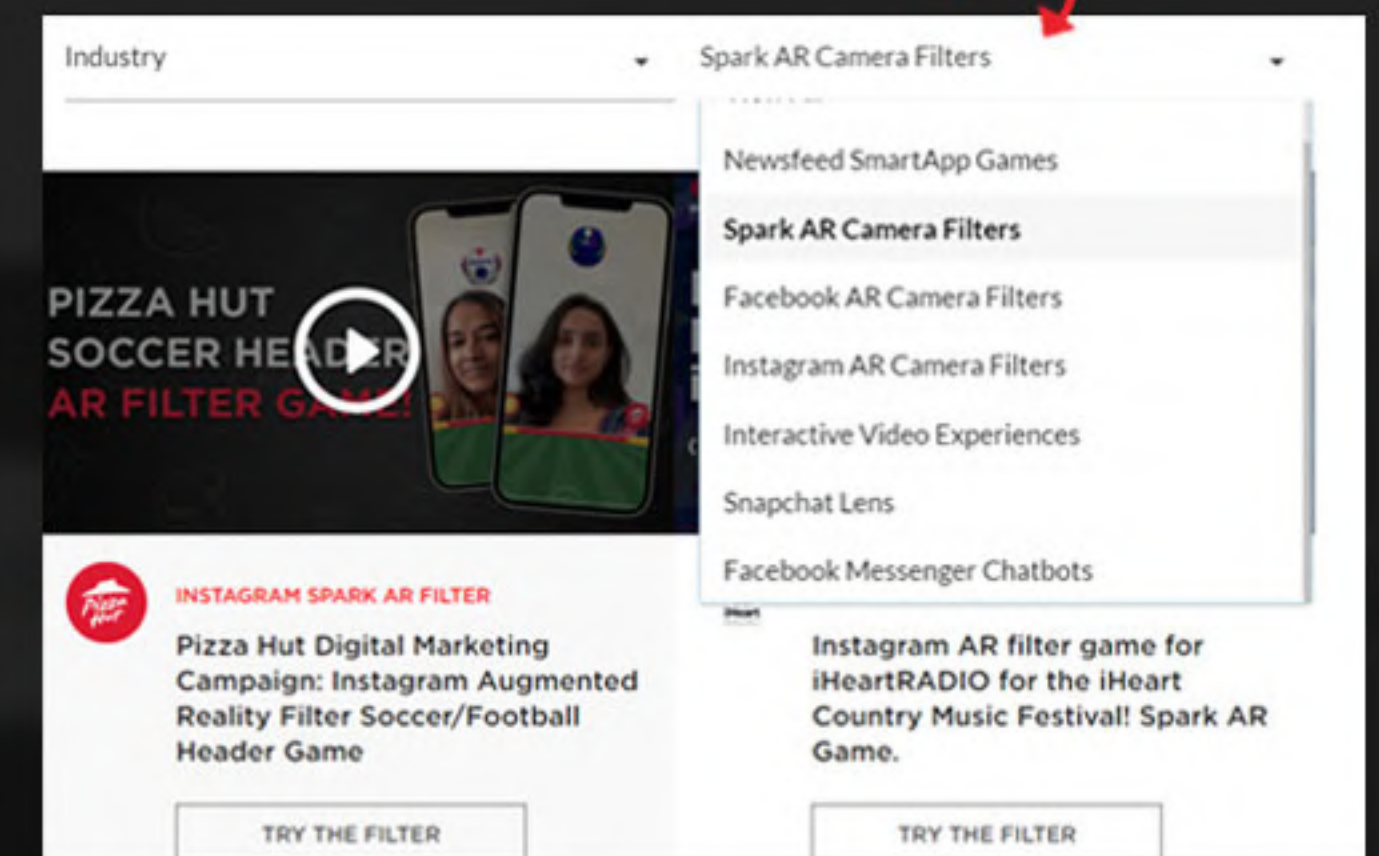


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM



THANK YOU!

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