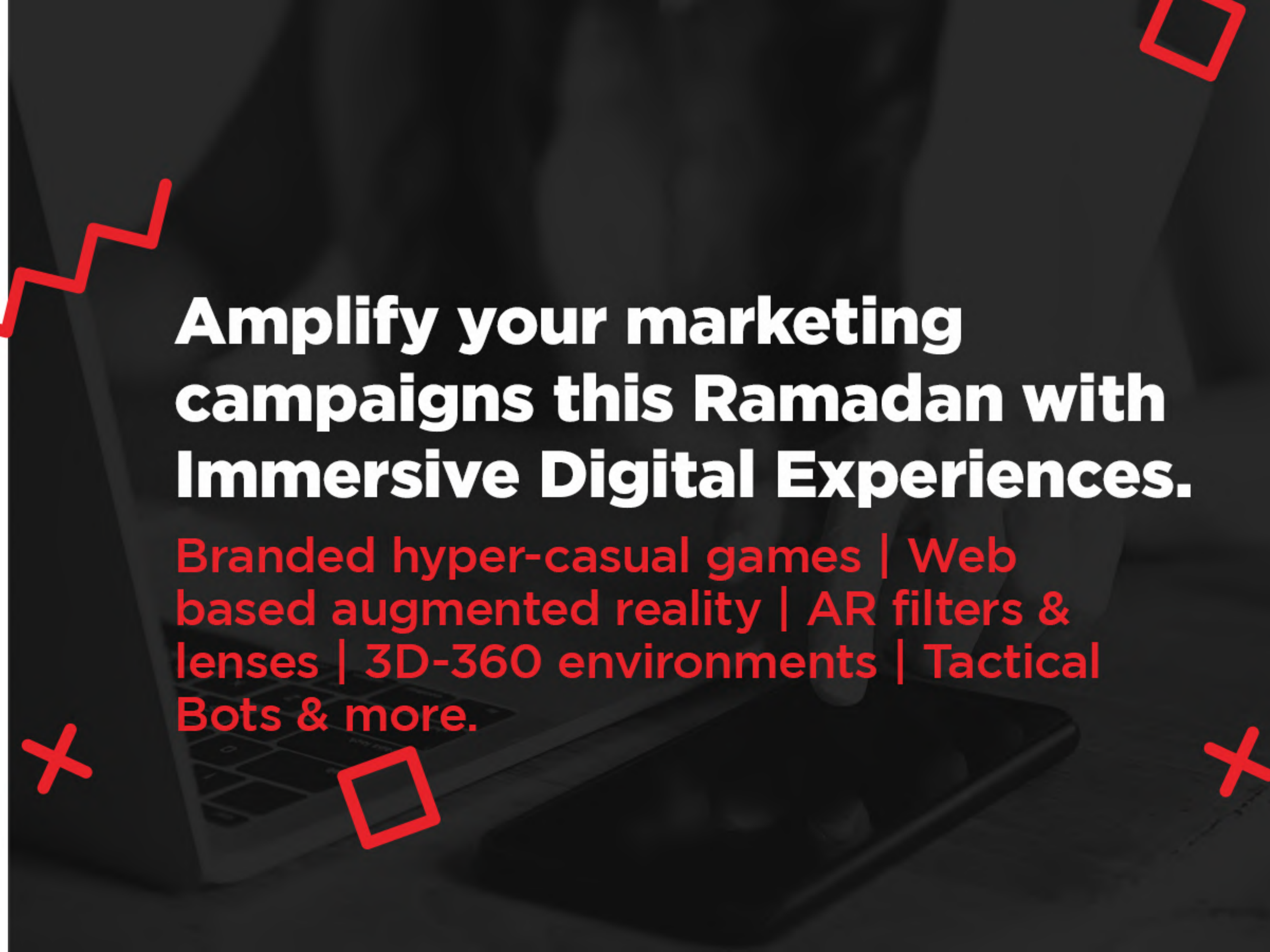




Amplify your marketing campaigns this Ramadan with Immersive Digital Experiences.

Branded hyper-casual games | Web based augmented reality | AR filters & lenses | 3D-360 environments | Tactical Bots & more.



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. February 2022

Table of Contents

More about AliveNow	05
Working with AliveNow	06
Using AR Filter & Lenses for Ramadan	07
Branded hyper-casual games for Ramadan	34
Web based augmented reality for Ramadan	50
Using chatbot experiences for Ramadan	60
How does this work and what next?	65
Conclusion and Contact Us	71

Why should brands consider incorporating AR, games and immersive experiences 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.

alivenow.in



AUGMENTED REALITY

Physical action (blink, nod, tilt) + Seeing



GAMES

Interaction (see/hear + click)



VIDEOS

Watching (see + hear)



PODCASTS

Hearing (ears)



IMAGES

Seeing (eyes)

CREATIVE TECH SOLUTIONS WE OFFER:



Augmented Reality & Camera Solutions

- Instagram AR Filters
- Snapchat AR Lenses
- 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
- In-App Games
- Facebook Playable Ads
- AR Games
- Branded Gaming Modules



Other Creative Tech Solutions

- 3D-360 Virtual Shoppable Stores
- Static & Dynamic 3D modelling
- Interactive Videos
- Messenger & Instagram Bots
- WhatsApp Bots

**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 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, Snapchat Lens Creative Partner and an 8th Wall Premier Partner.

OUR WORK HAS BEEN FEATURED ON

facebook

The Drum

Ads of the World

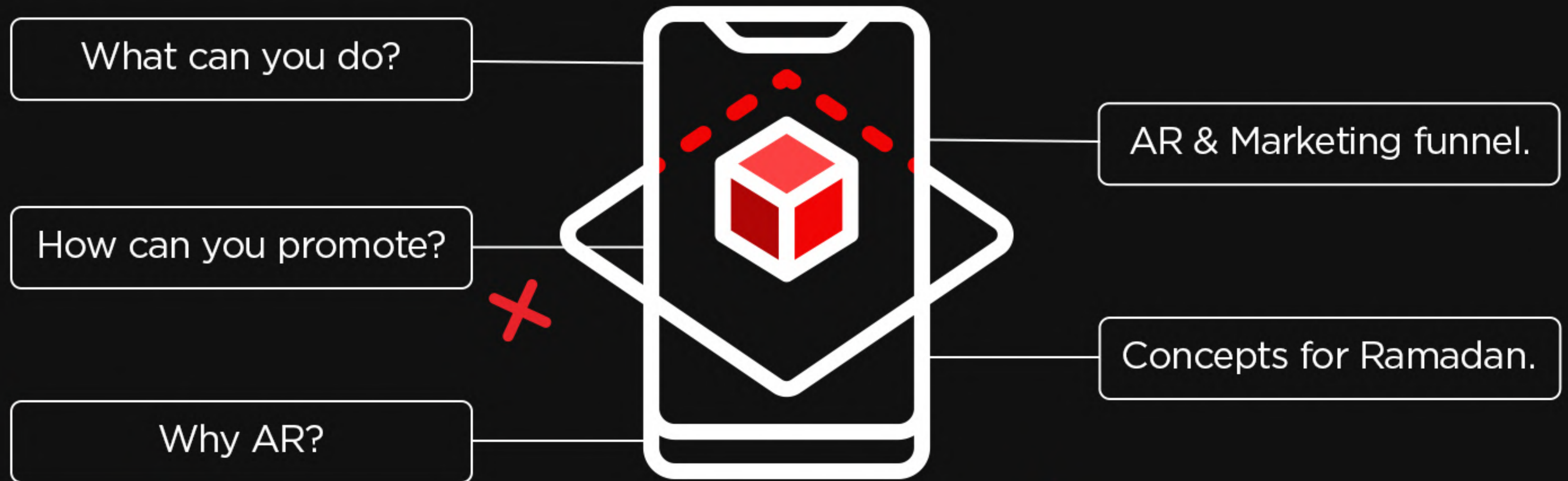
AdAge

ad:tech

campaign

& many more!

THE WORLD OF AUGMENTED REALITY LENSES & FILTERS



WHAT CAN YOU DO WITH AUGMENTED REALITY LENSES & FILTERS



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



Foot tracking



Floor 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.**

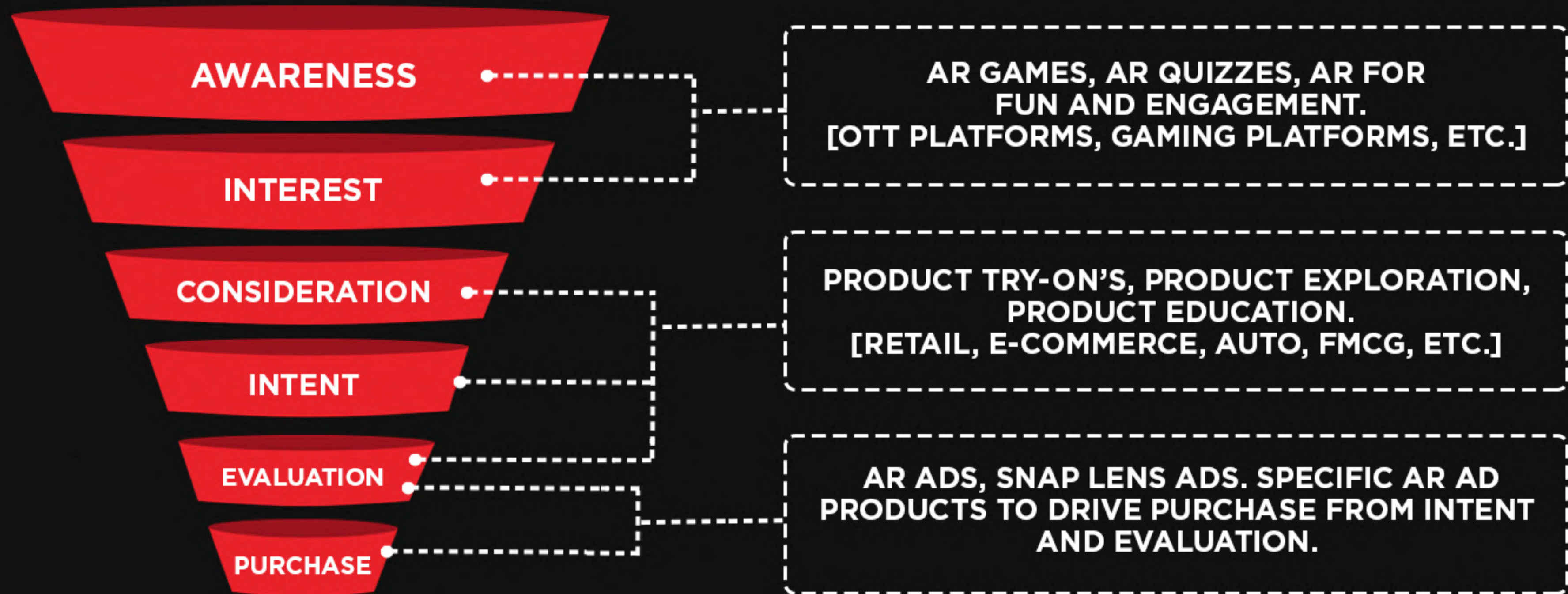
**BETTER
SMARTPHONES &
PROCESSERS =
INCREASED REACH
+ AR AT SCALE.**

**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



HOW CAN USERS DISCOVER BRANDED GAMES, AR FILTERS/LENSES AND DIFFERENT 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

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



Scan QR code
to read article

alivenow.in

- > 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!



With you Suhoor to Iftar

This filter can track everyday Suhoor and Iftar timings and suggest products depending on the time of day. During the fasting period of the day, the filter engages the user with a fun Lantern Jump game.

PLATFORM PUBLISHING
Social AR experiences.



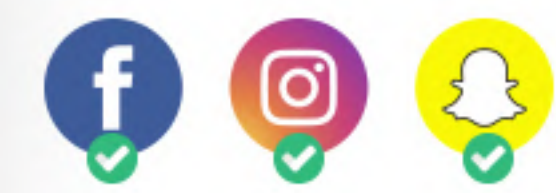
alivenow.in

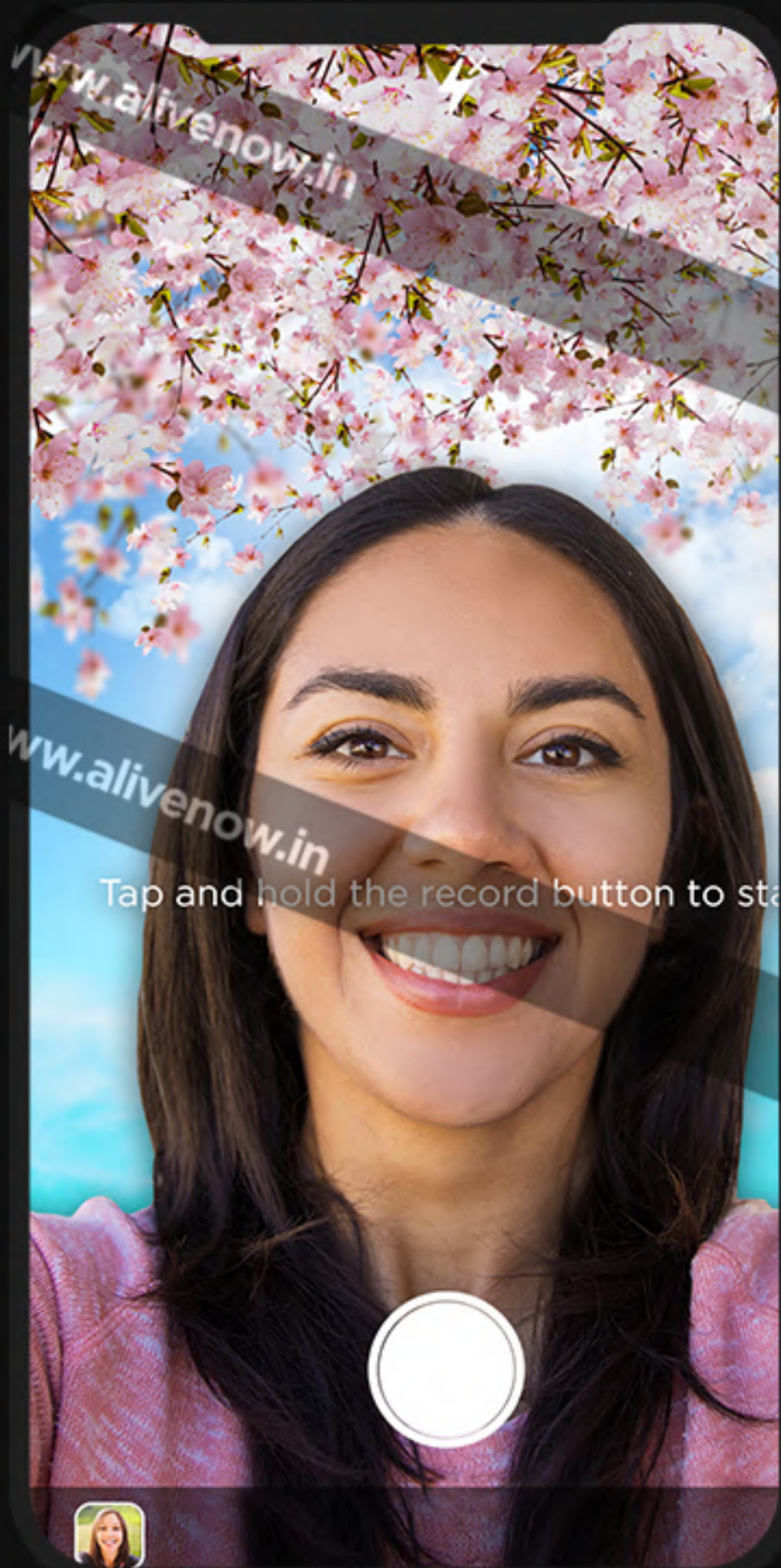


Catch the Falling Dates Filter

In this filter, the user's head controls the box at the bottom of the screen. The user has to move their head left and right to catch the falling dates.

PLATFORM PUBLISHING
Social AR experiences.





Ramadan Poster

When the user taps and holds the button, a line moves across the screen to reveal a pretty moonlit background and the text, 'Ramadan Kareem' appears at the bottom of the screen.

PLATFORM PUBLISHING
Social AR experiences.

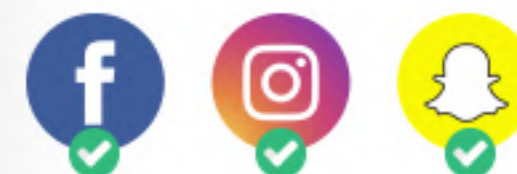


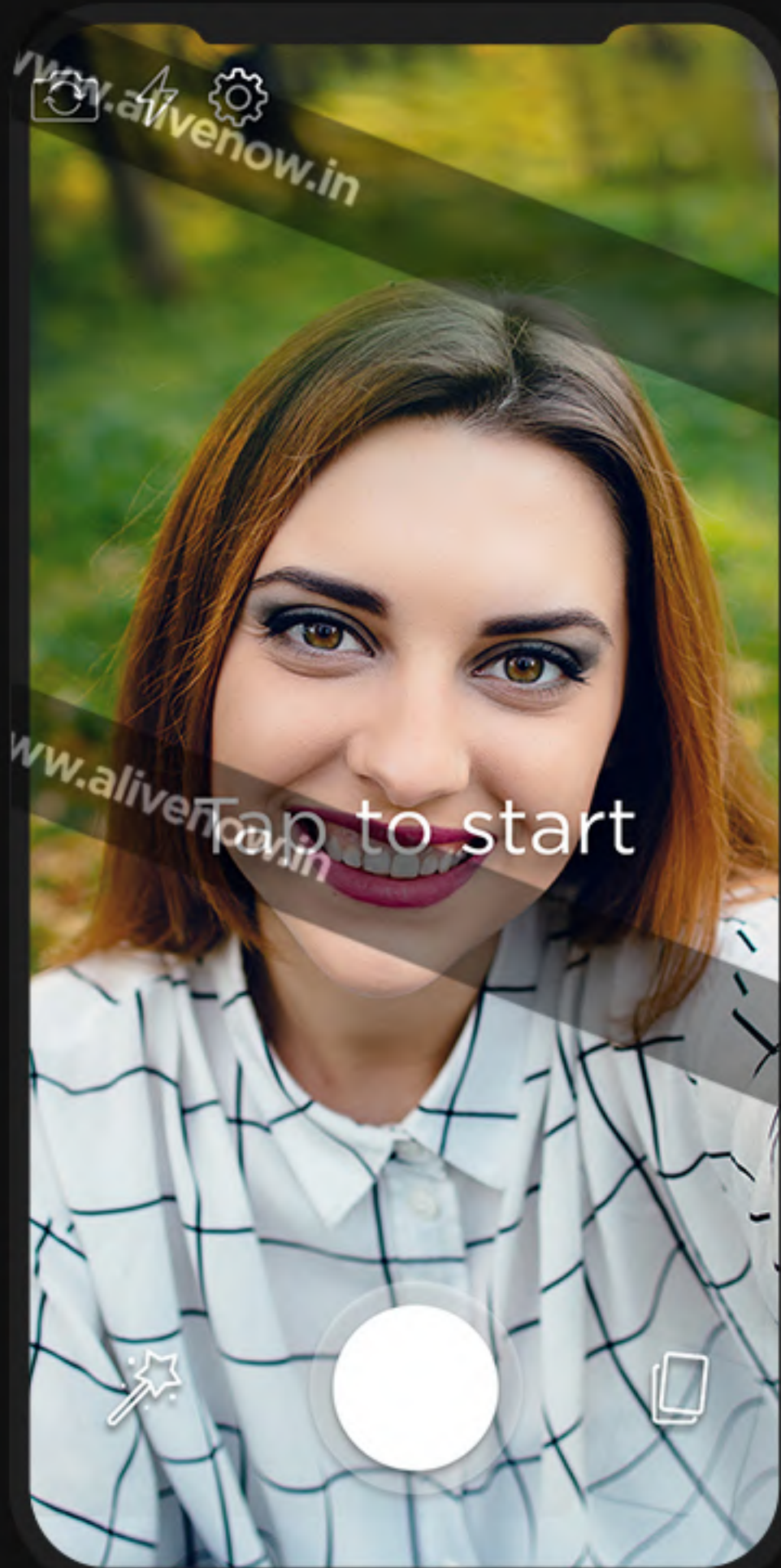


Ramadan Kareem

Move your hand across to reveal the beautiful Ramadan setting and background.

PLATFORM PUBLISHING
Social AR experiences.





Ramadan Reel

Capture pictures and create a beautiful branded Ramadan reel to share with friends and family.

PLATFORM PUBLISHING
Social AR experiences.





Ramadan Feeling!

Switch to your rear camera and tap on the Ramadan related objects to catch them.

PLATFORM PUBLISHING
Social AR experiences.



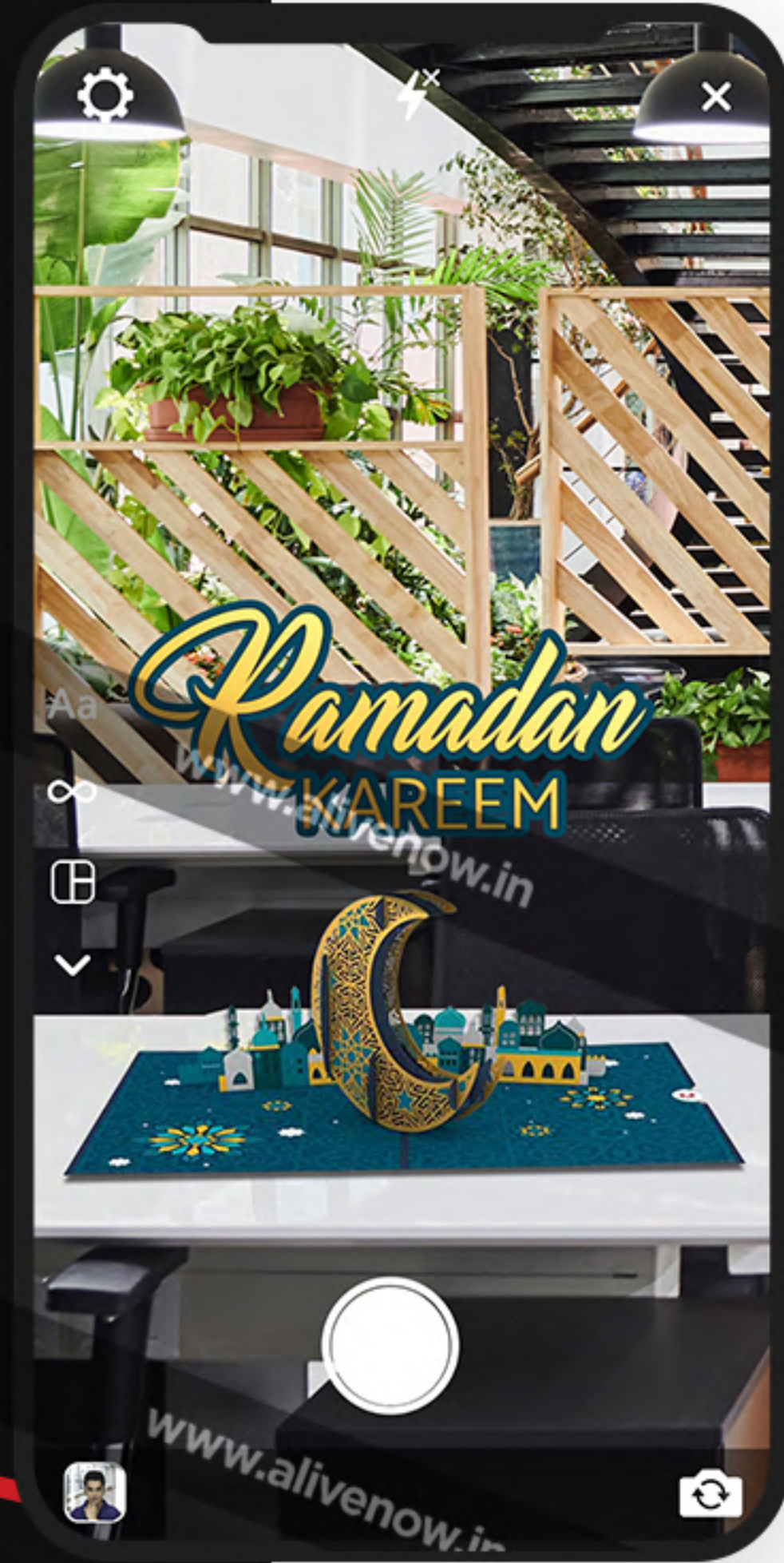
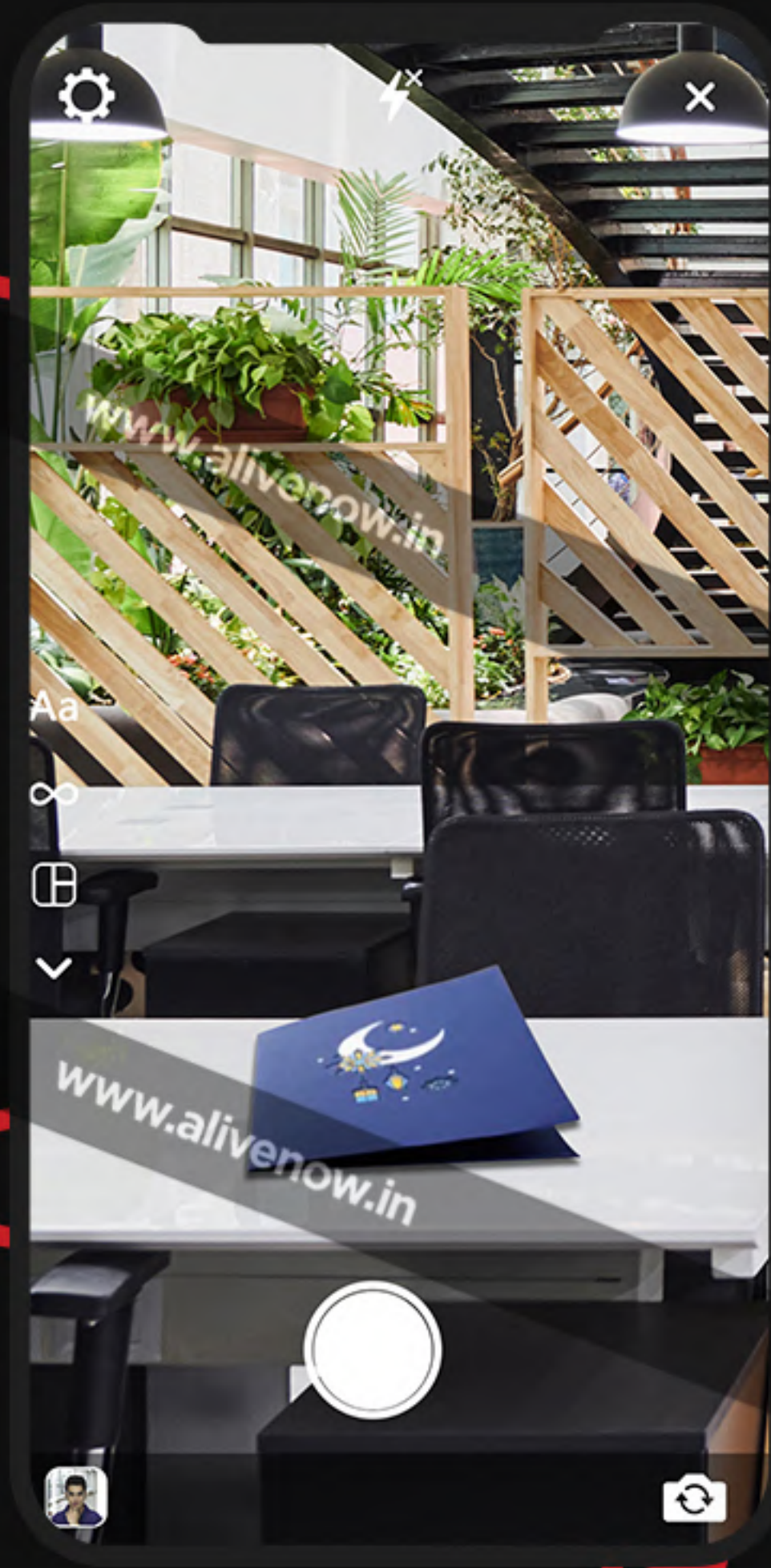
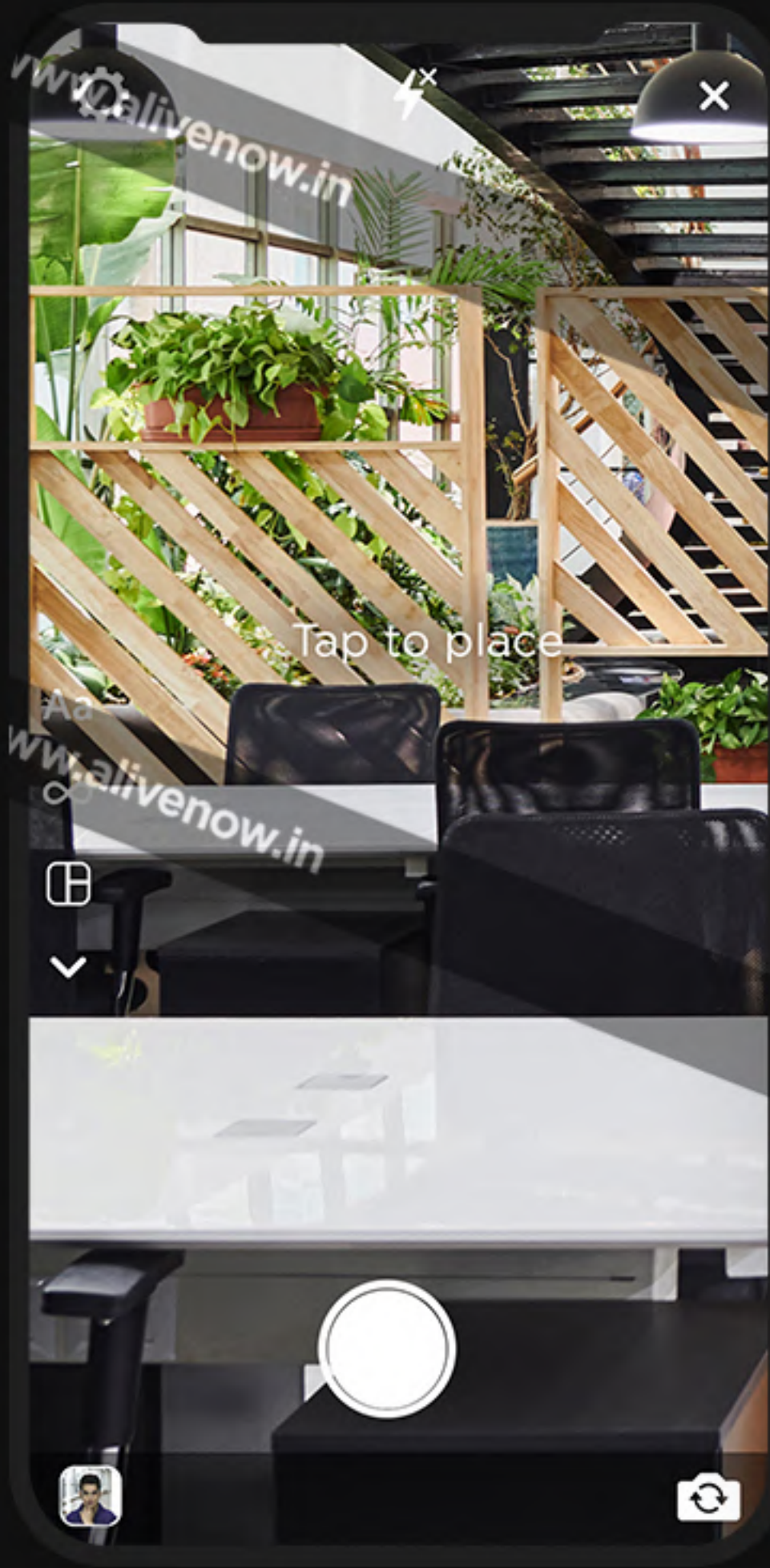


Iftar Time

This fun randomizer filter suggests an Iftar meal that the user could break their Ramadan fast with

PLATFORM PUBLISHING
Social AR experiences.



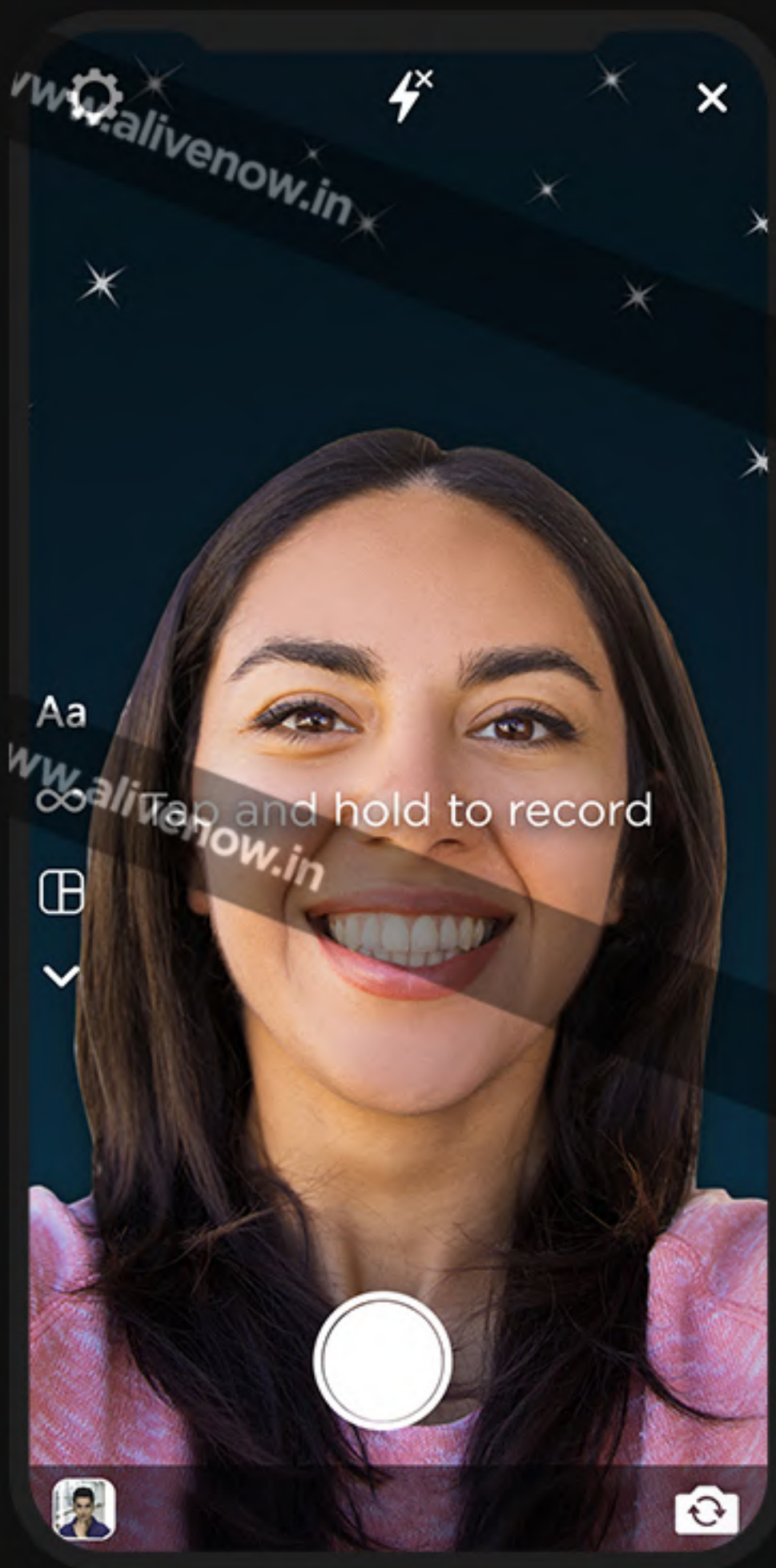


Ramadan greetings!

Switch to your rear camera and place a Ramadan greeting card

PLATFORM PUBLISHING
Social AR experiences.

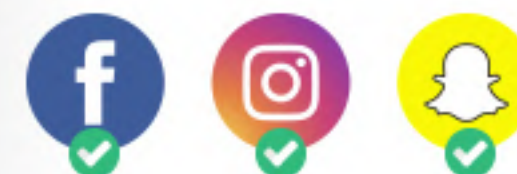




Moon phases!

Tap and hold to record a video with this fun filter. Watch the moon change phases from the top of the screen.

PLATFORM PUBLISHING
Social AR experiences.



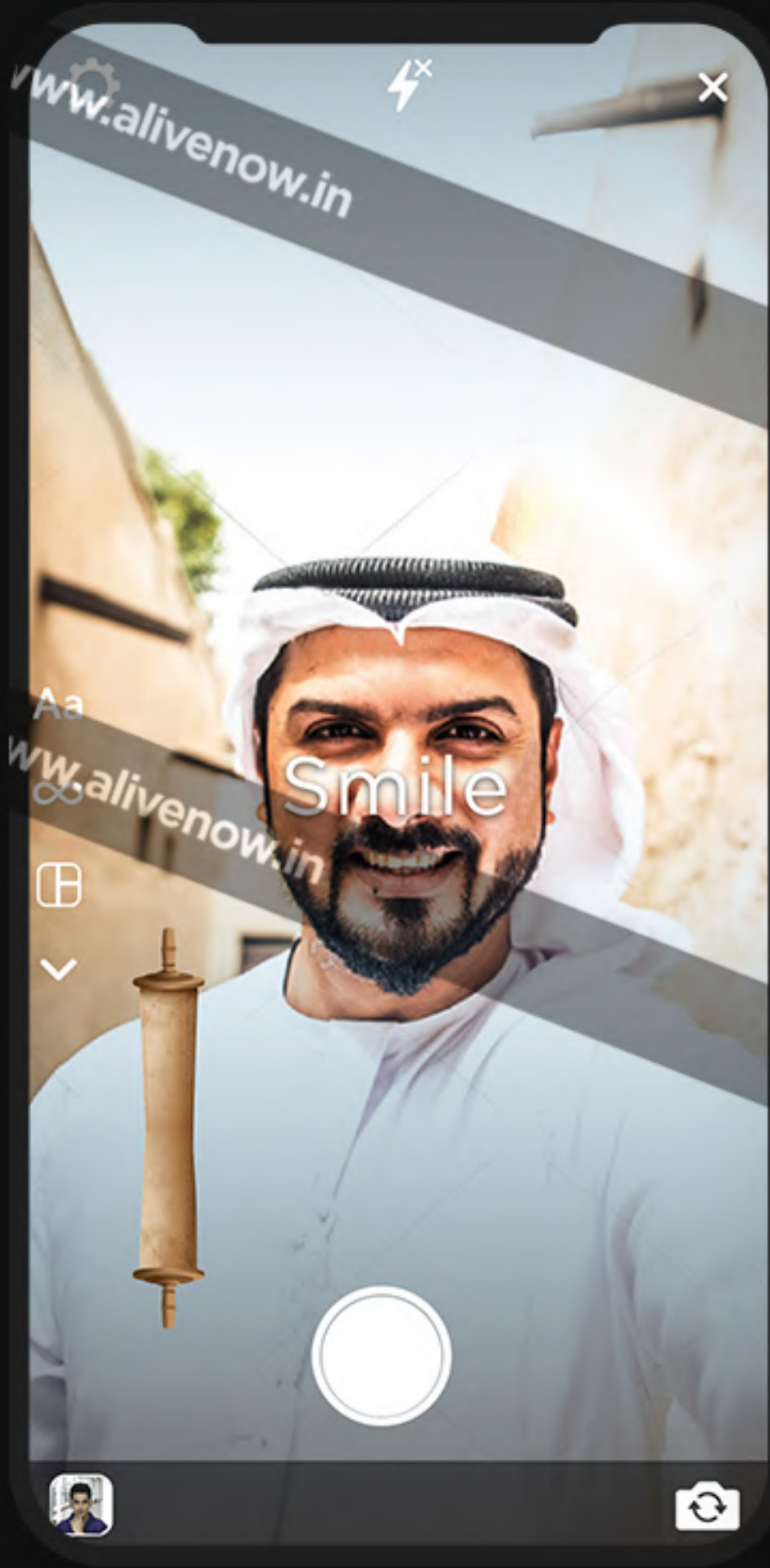


Flip and Match

Switch to the rear camera and place cards in your surroundings. Tap on a pair to guess if they match and try to complete the game under 30 seconds.

PLATFORM PUBLISHING
Social AR experiences.

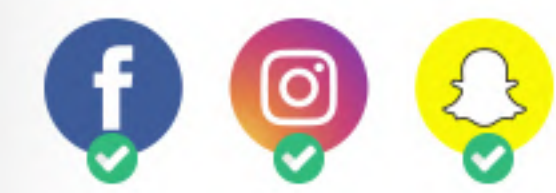


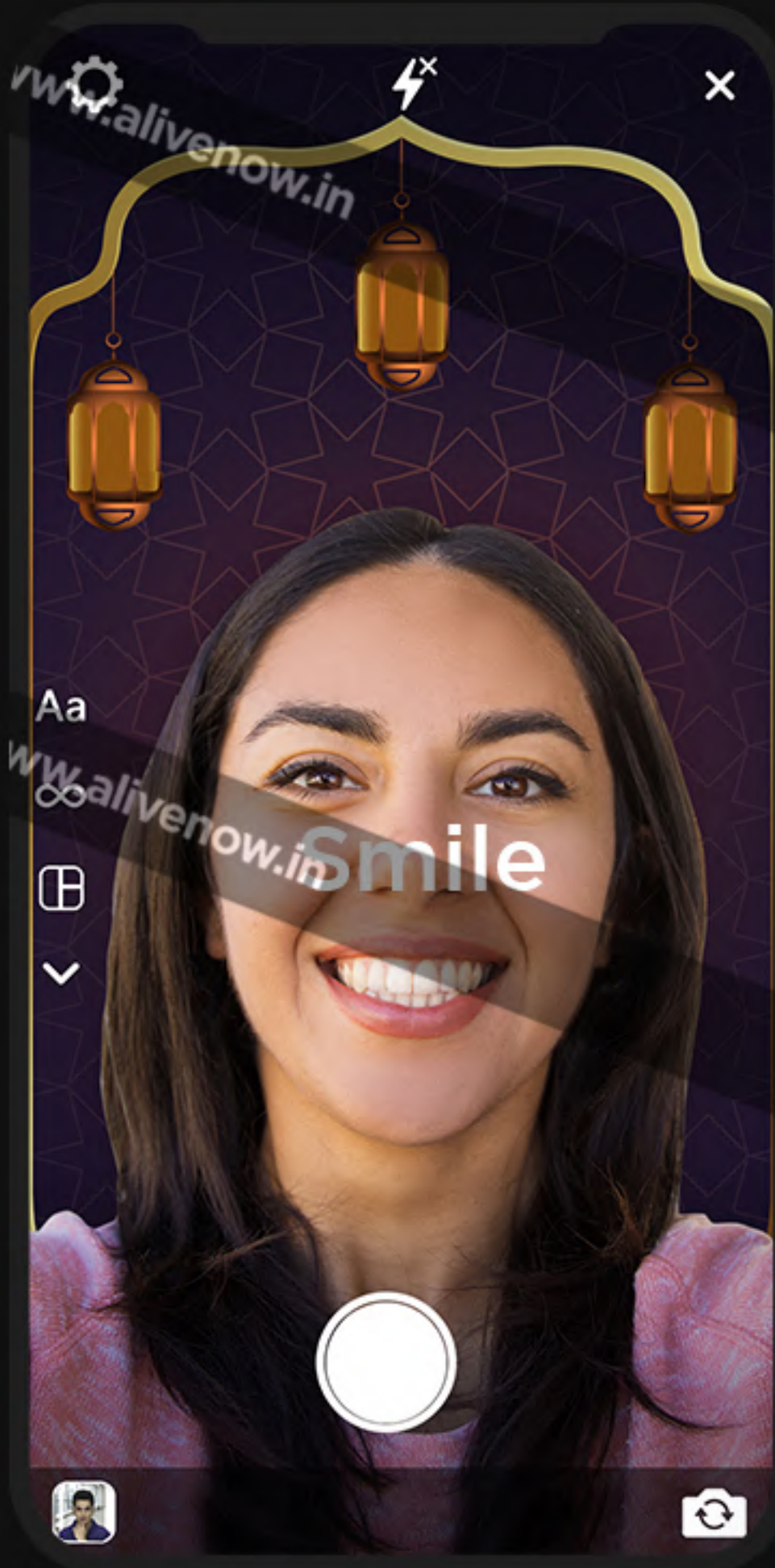


Ramadan Quote for the day

Watch a banner scroll appear and open up to reveal a beautiful Ramadan quote.

PLATFORM PUBLISHING
Social AR experiences.

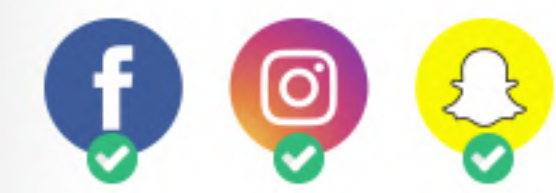


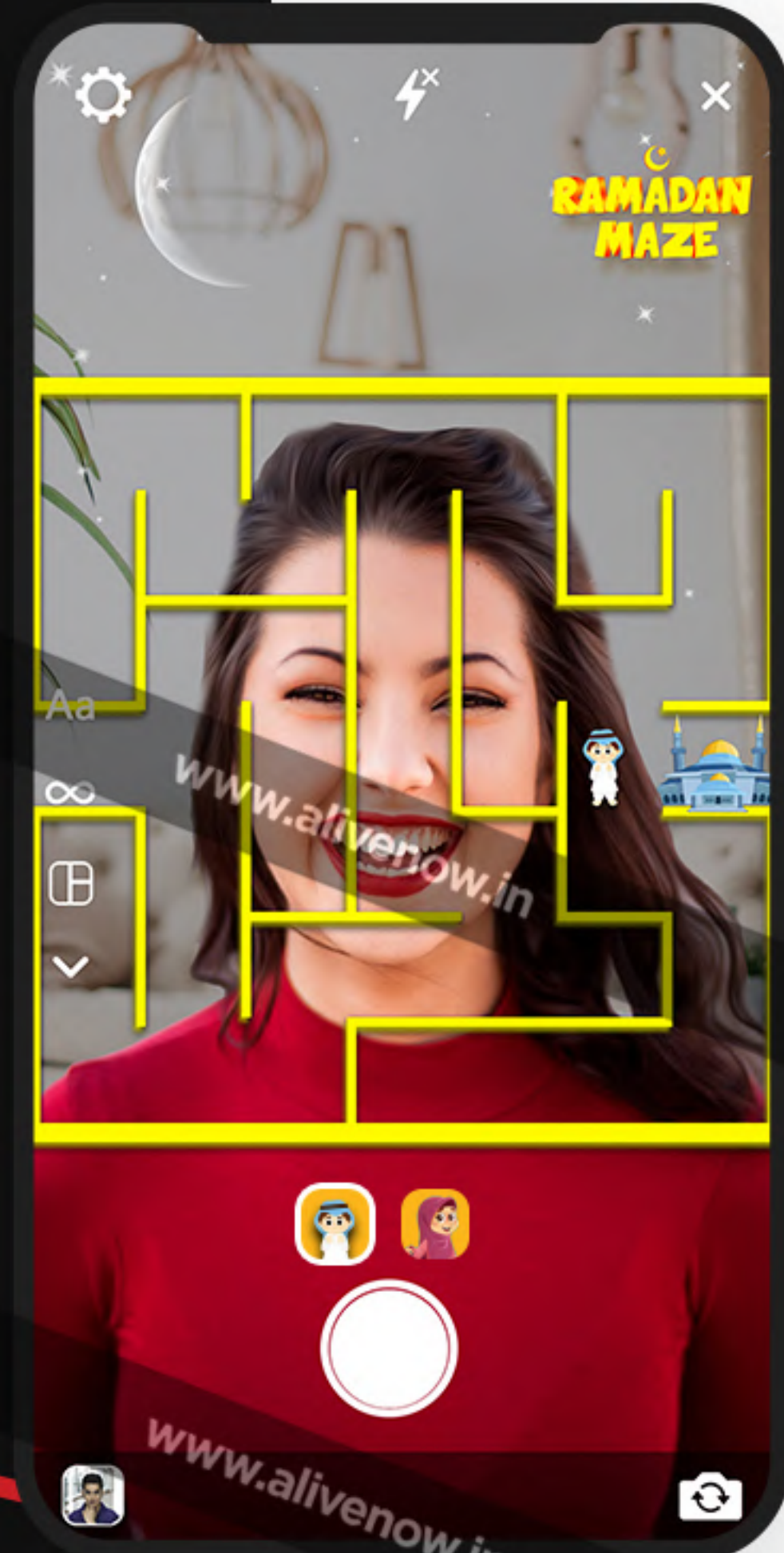
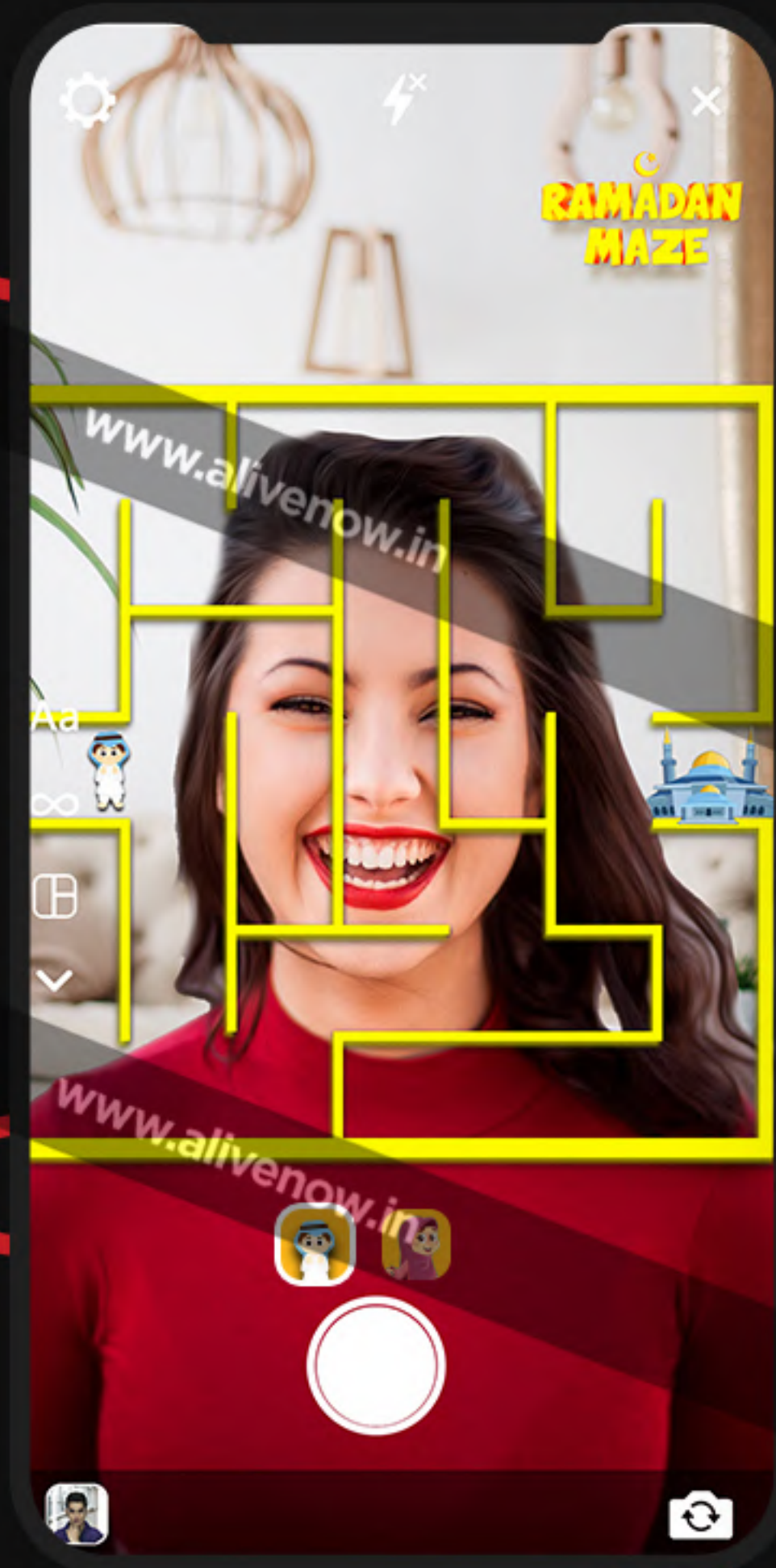
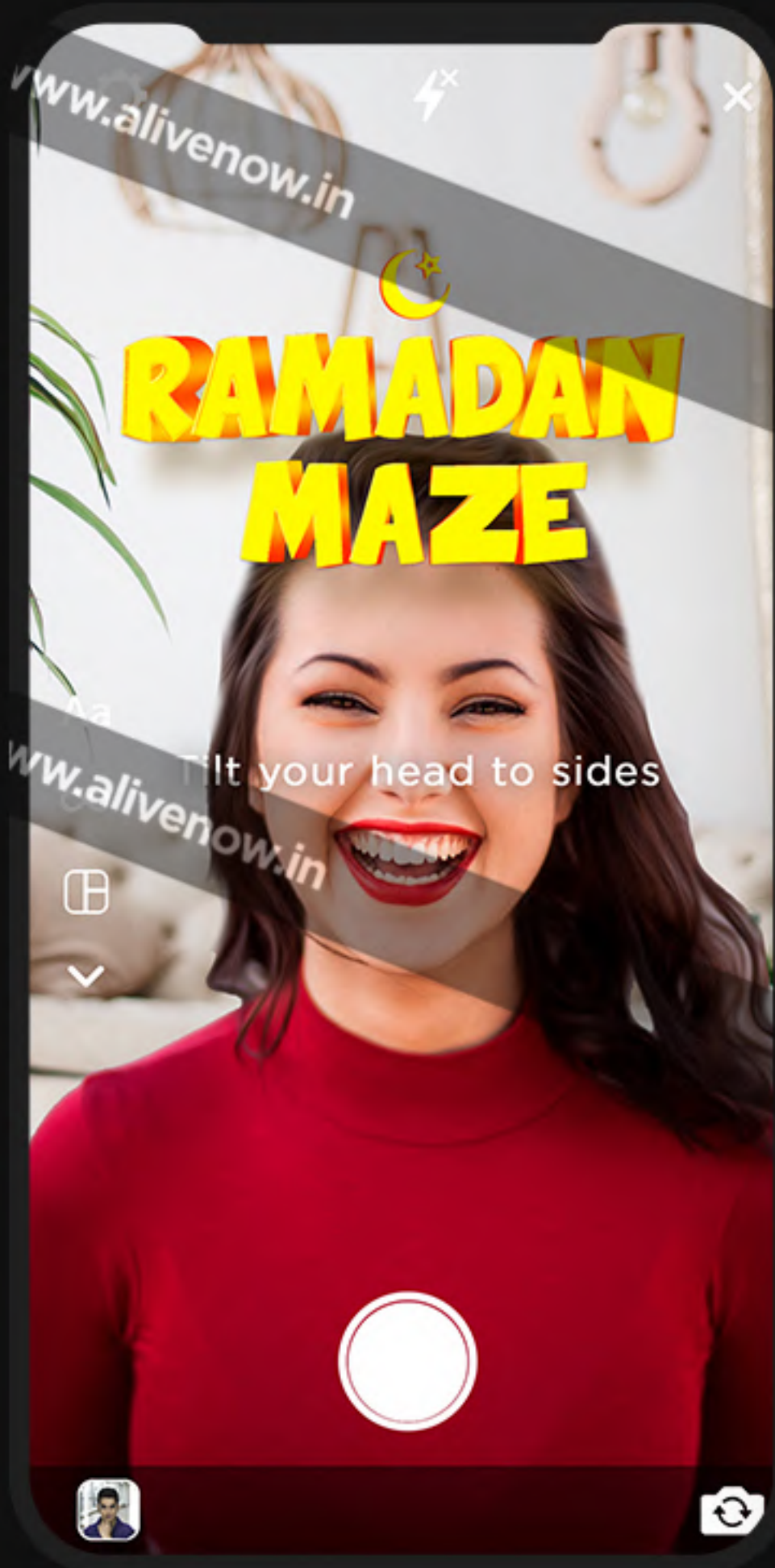


Ramadan Magic

Smile and watch the hanging lanterns on the screen light up.

PLATFORM PUBLISHING
Social AR experiences.

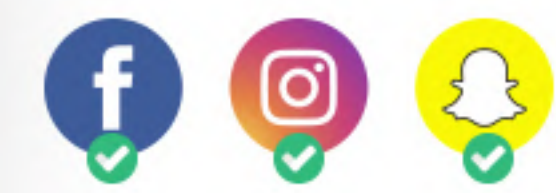


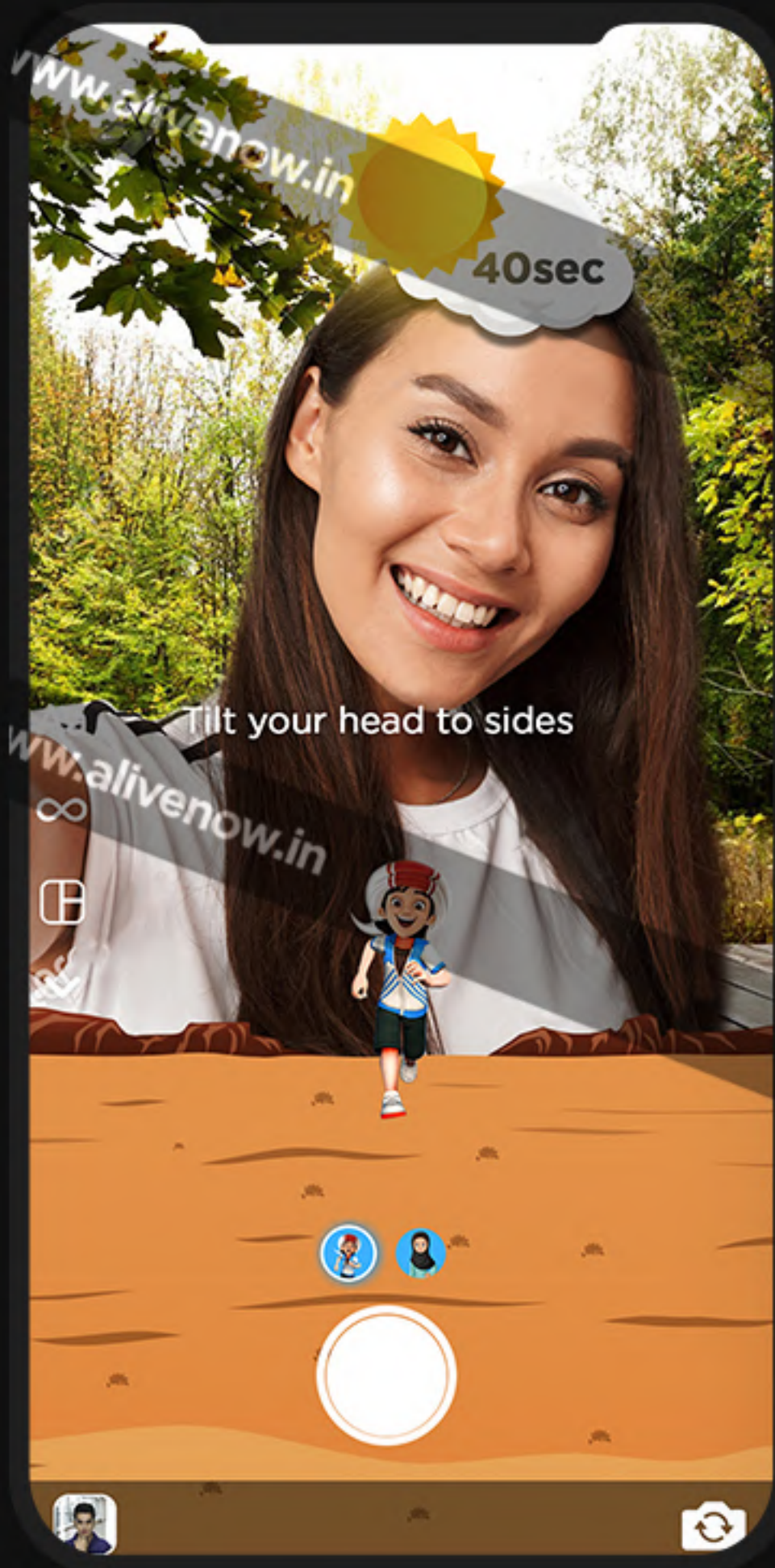


Suhoor to Iftar!

Pick a character from the menu buttons, move your head left/right/ up or down to control them.

PLATFORM PUBLISHING
Social AR experiences.

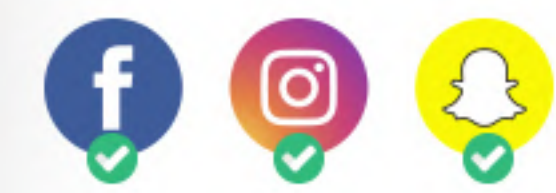




Ramadan dash

Move your head left/right to catch/avoid obstacles. Catch the Iftar dishes when it's evening and avoid them during the day!

PLATFORM PUBLISHING
Social AR experiences.





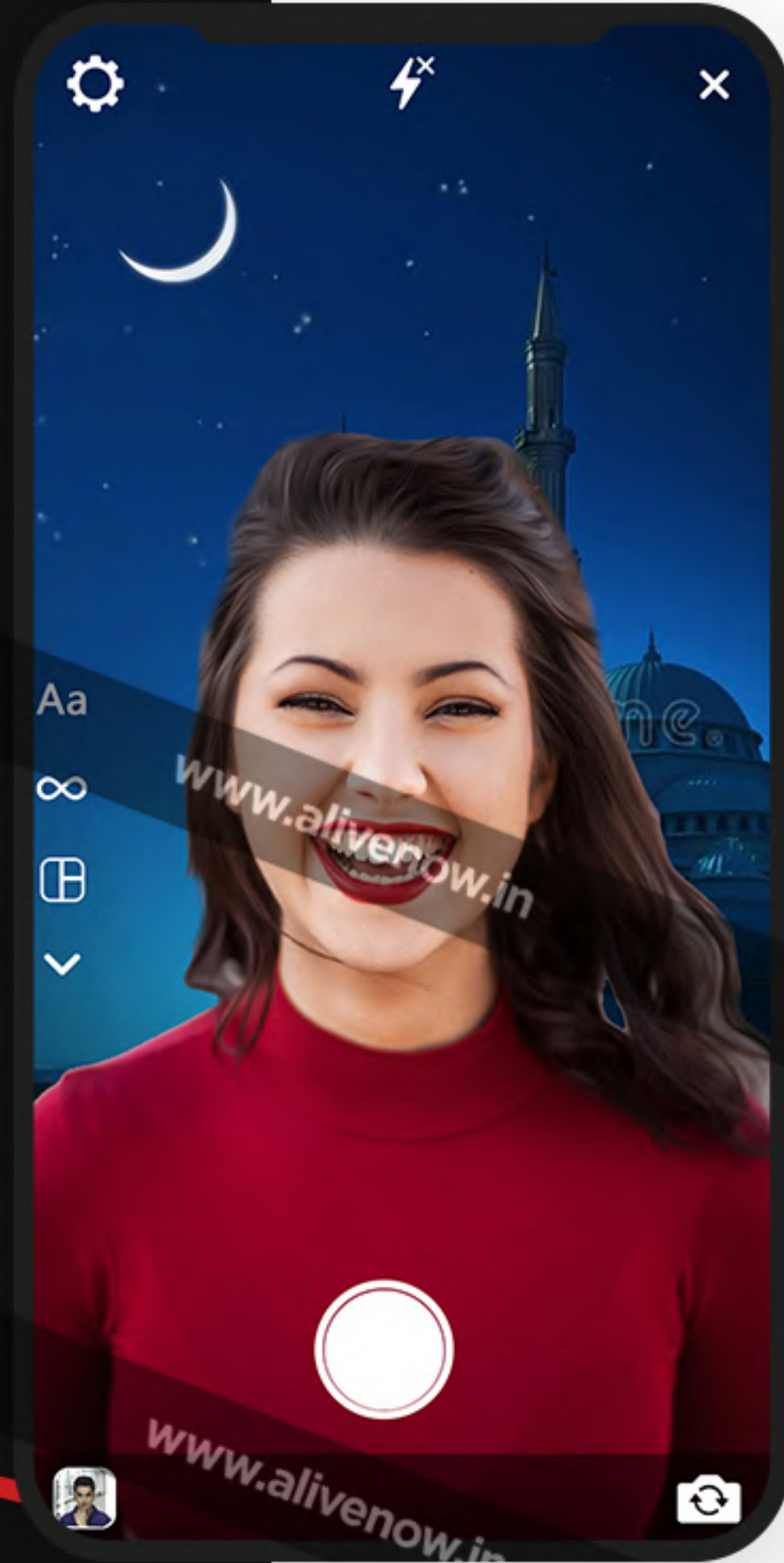
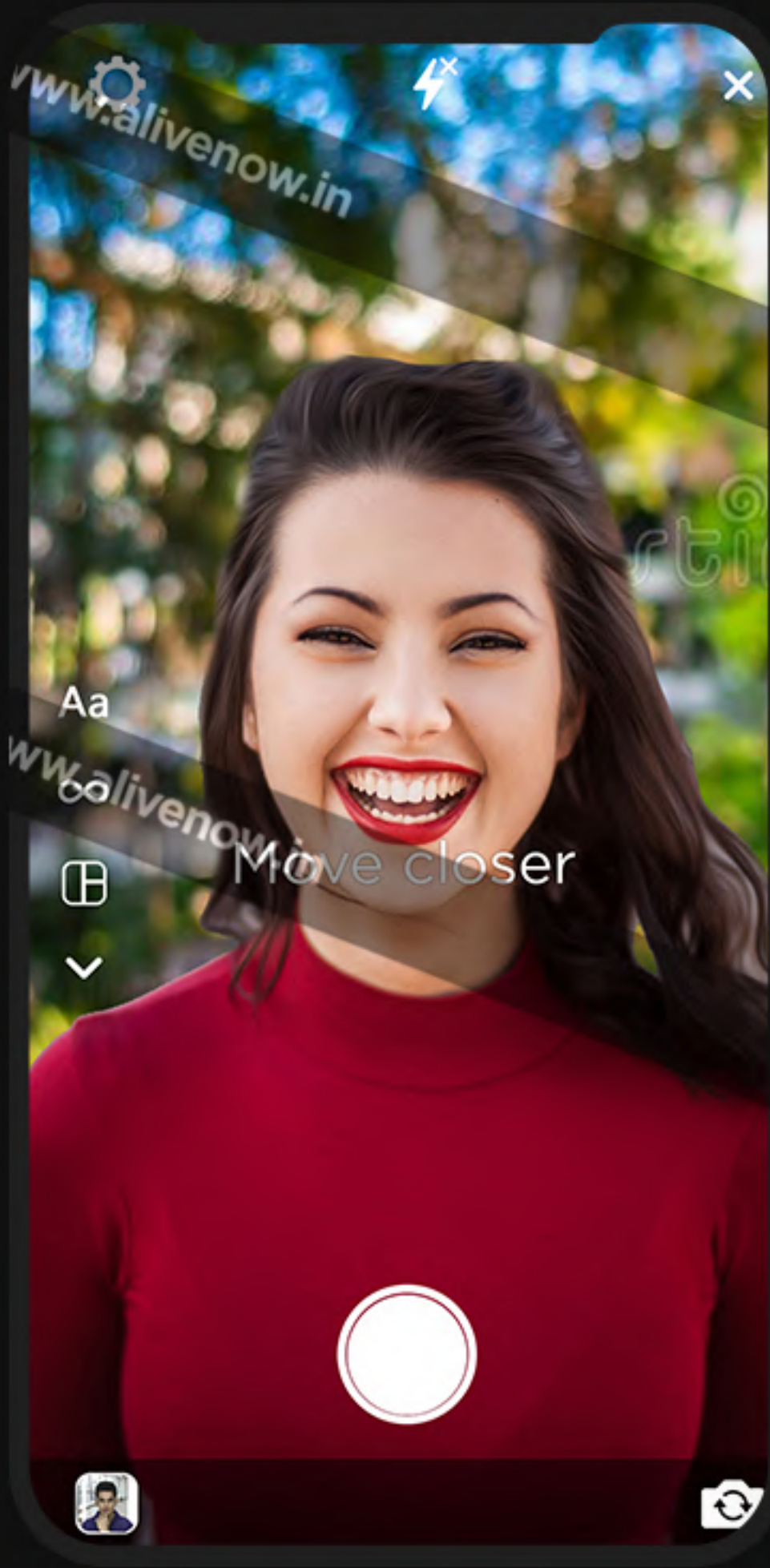
Ramadan ready

Tilt your head left/right to select the answer choice and finally find out how Ramadan ready you are.

PLATFORM PUBLISHING
Social AR experiences.



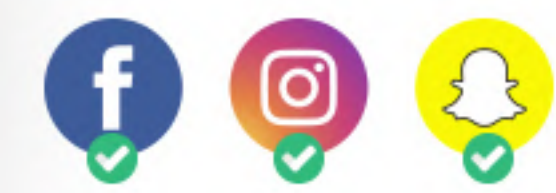
alivenow.in

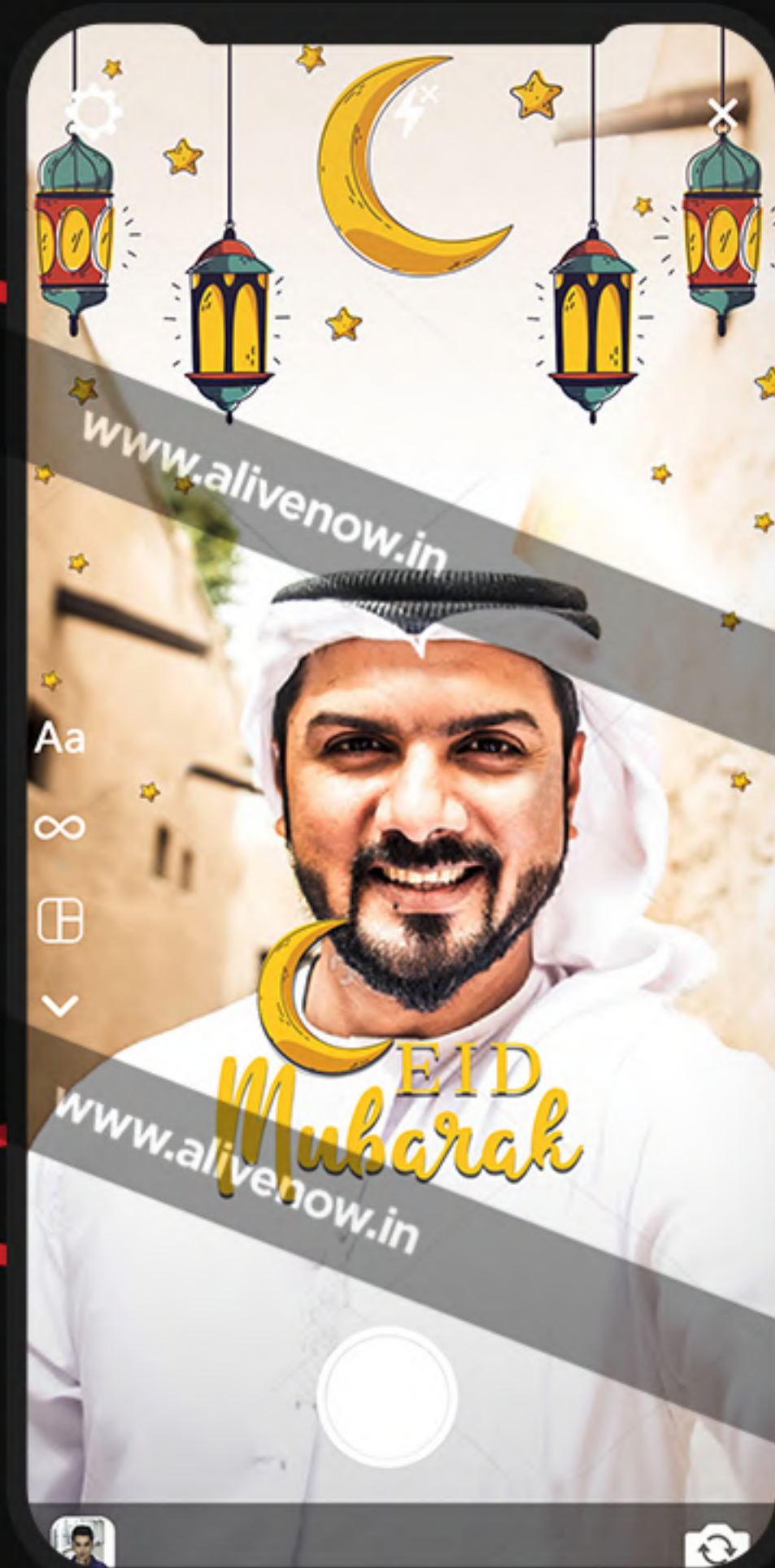
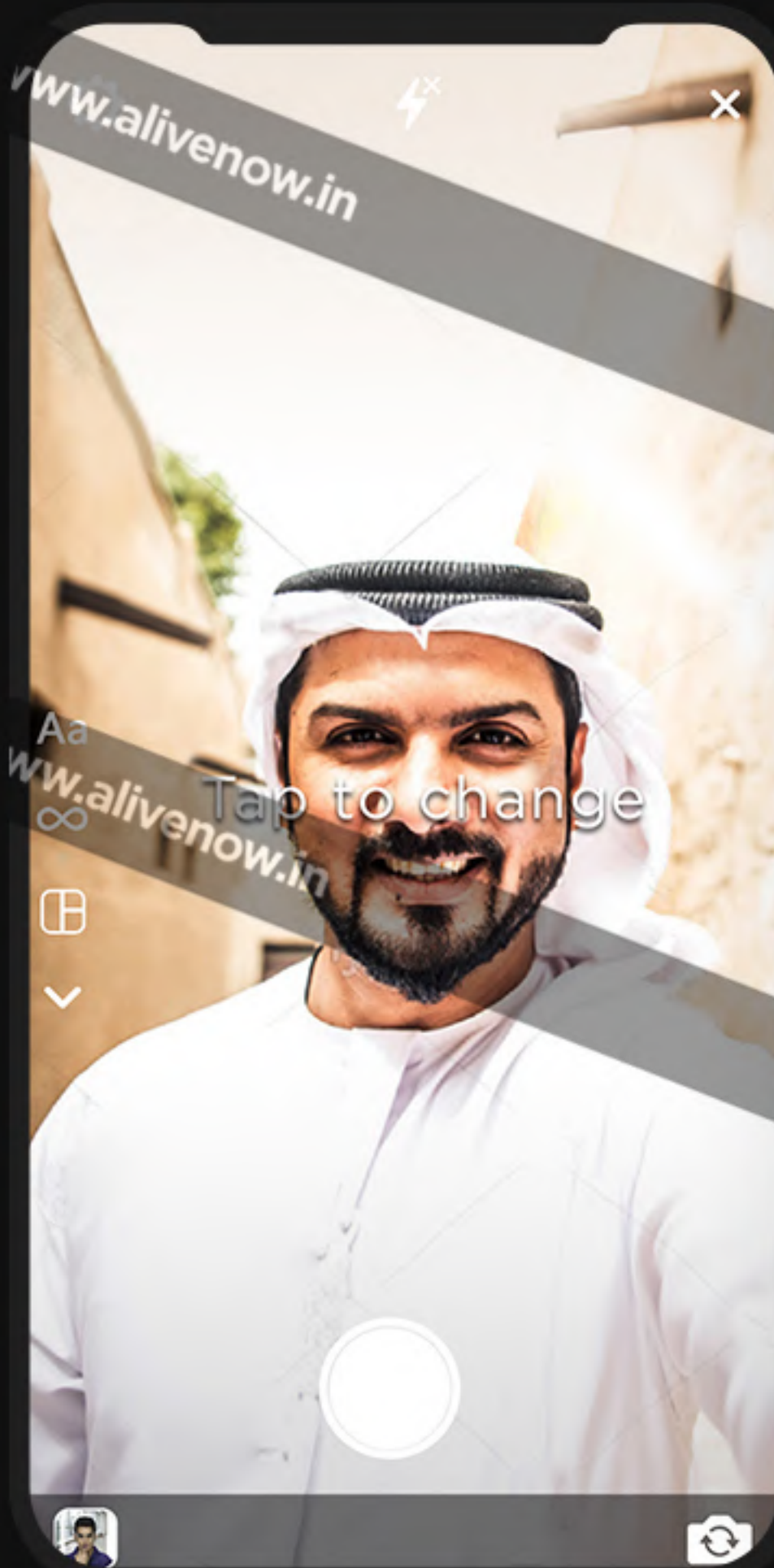


Suhoor to Iftar

Move closer to the screen for suhoor, move back for iftar and see the background change behind you!

PLATFORM PUBLISHING
Social AR experiences.





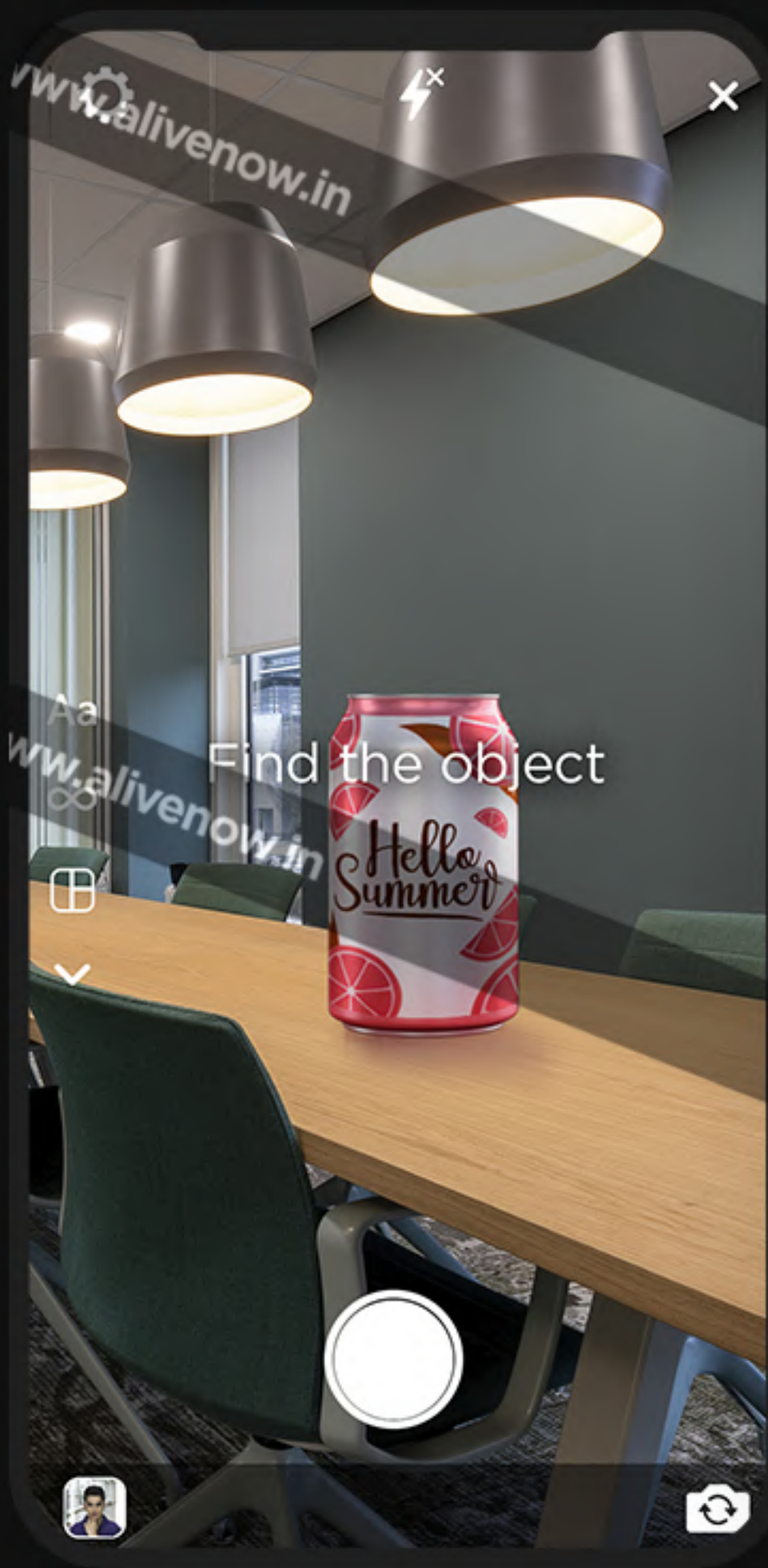
Ramadan Frames

Tap on the screen to change different Ramadan frames. Take a picture with your favourite frame and share it with your friends and family!

PLATFORM PUBLISHING
Social AR experiences.



alivenow.in



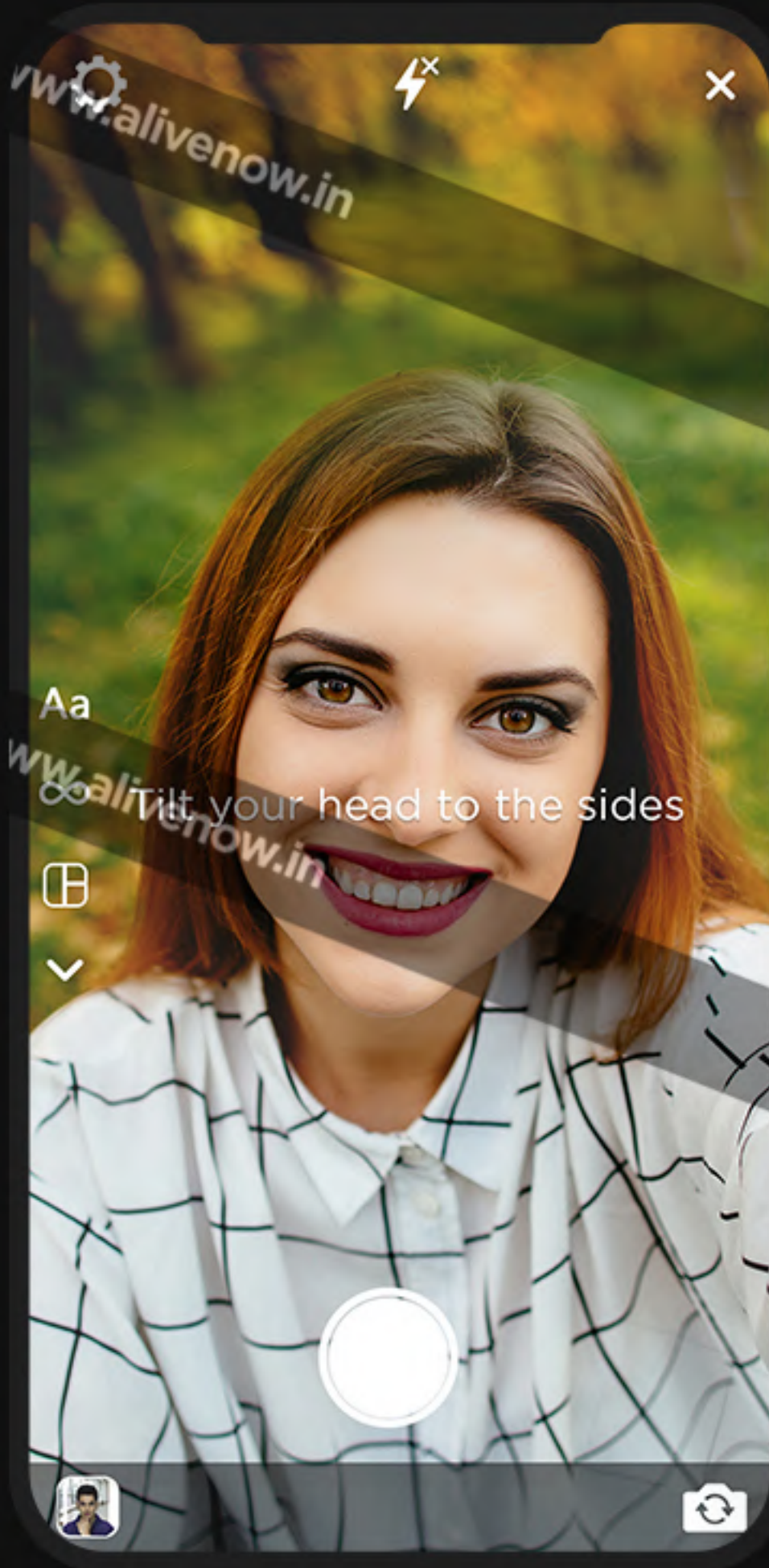
Product Scan

In the rear camera, scan the product pack and see Ramadan animations come alive!

PLATFORM PUBLISHING

Social AR experiences.





Ramadan Calendar

Keep tilting your head to the left and right to move through dates. For each date, we show you Suhoor and Iftar times!

PLATFORM PUBLISHING
Social AR experiences.





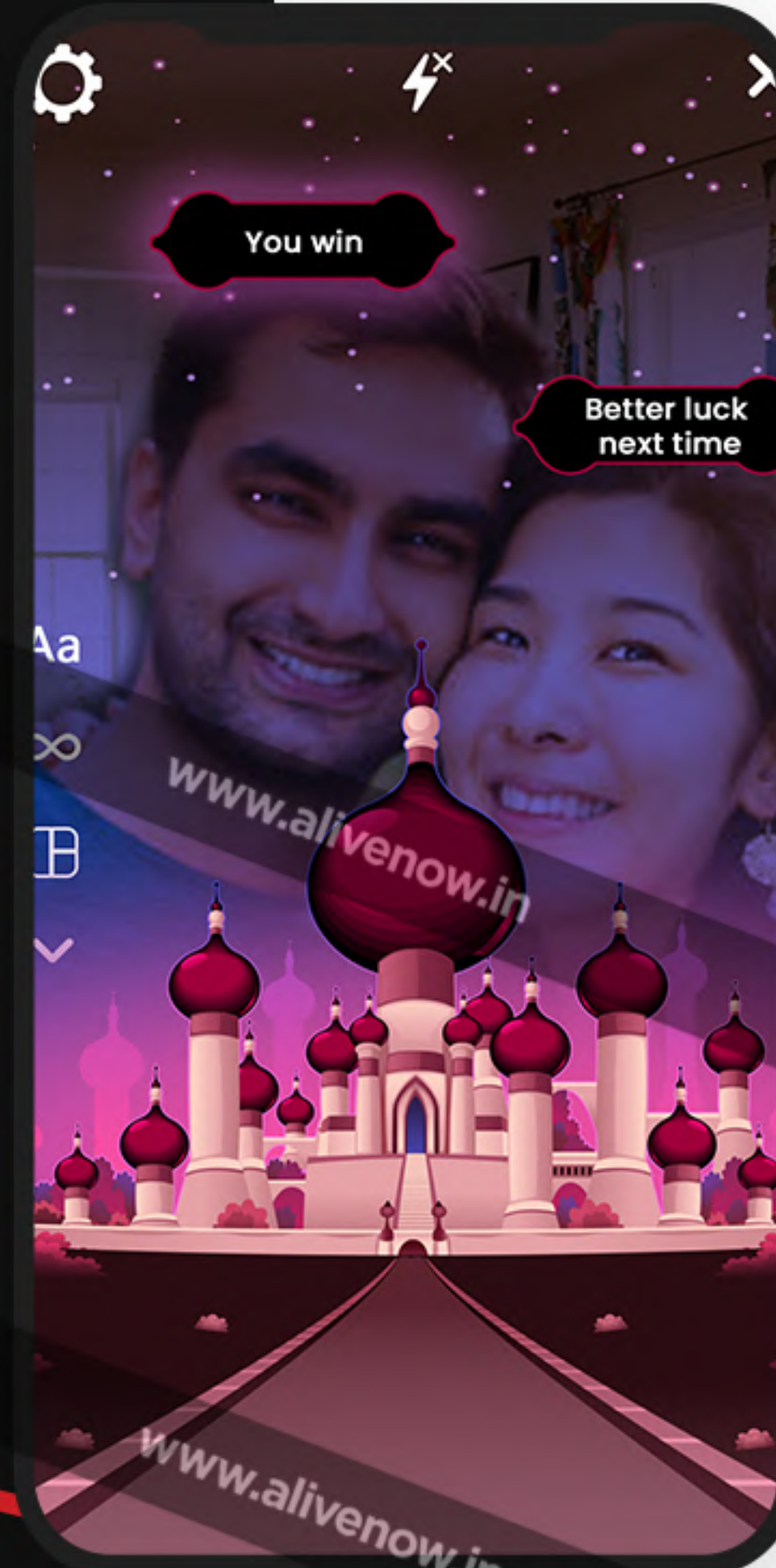
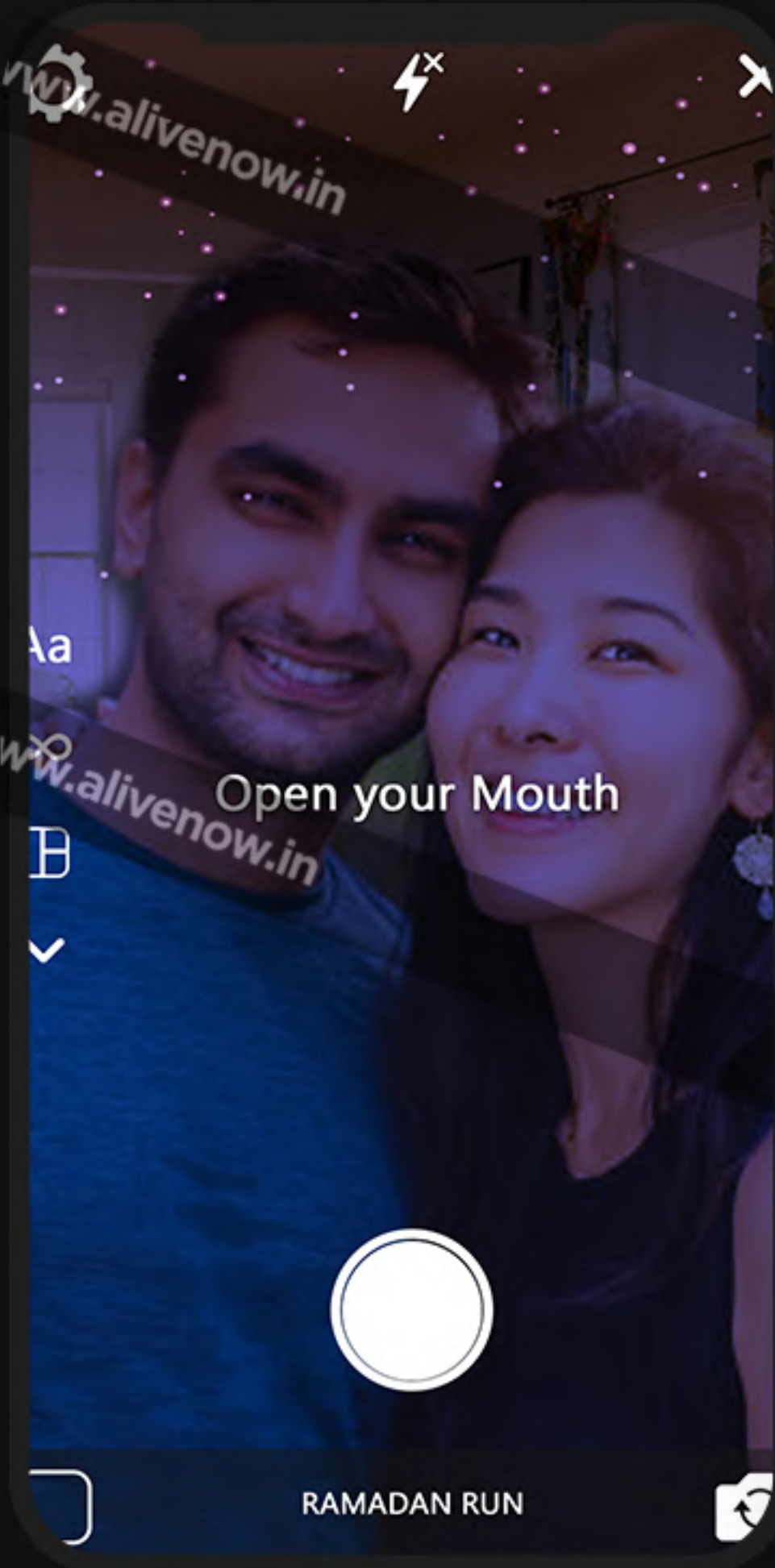
Sending happiness!

Take a picture with this Ramadan themed filter and afterwards tag the person you want to send Ramadan Kareem wishes to!

PLATFORM PUBLISHING
Social AR experiences.



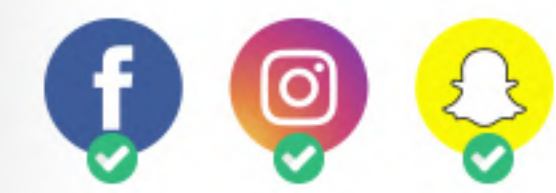
alivenow.in



Two Player Game!

Get your friend in the frame and play this super fun game with them. Open your mouth to control your character in the frame. Every time you open your mouth, your character dodges the obstacles.

PLATFORM PUBLISHING
Social AR experiences.



THE WORLD OF BRANDED HYPER-CASUAL GAMES

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.



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



Get home in time for Iftar

The aim of the game is to tap the screen to make the character jump and dodge all the obstacles that appear along the way to get home in time for Iftar.



Ramadan greetings picture

The user can click or upload a picture and insert it in a branded Ramdan template of their choice to share it with their friends and family.



Lantern Fun

Swipe and match the different coloured lanterns to score points, the brand's products can also be incorporated within the game.



Personalized Ramadan Book

Personalize a Ramadan and Quranic quotes, recipes and best practices book to your friends and family. Enter the name you would like to send it to. Download/share the copy with your loved ones.



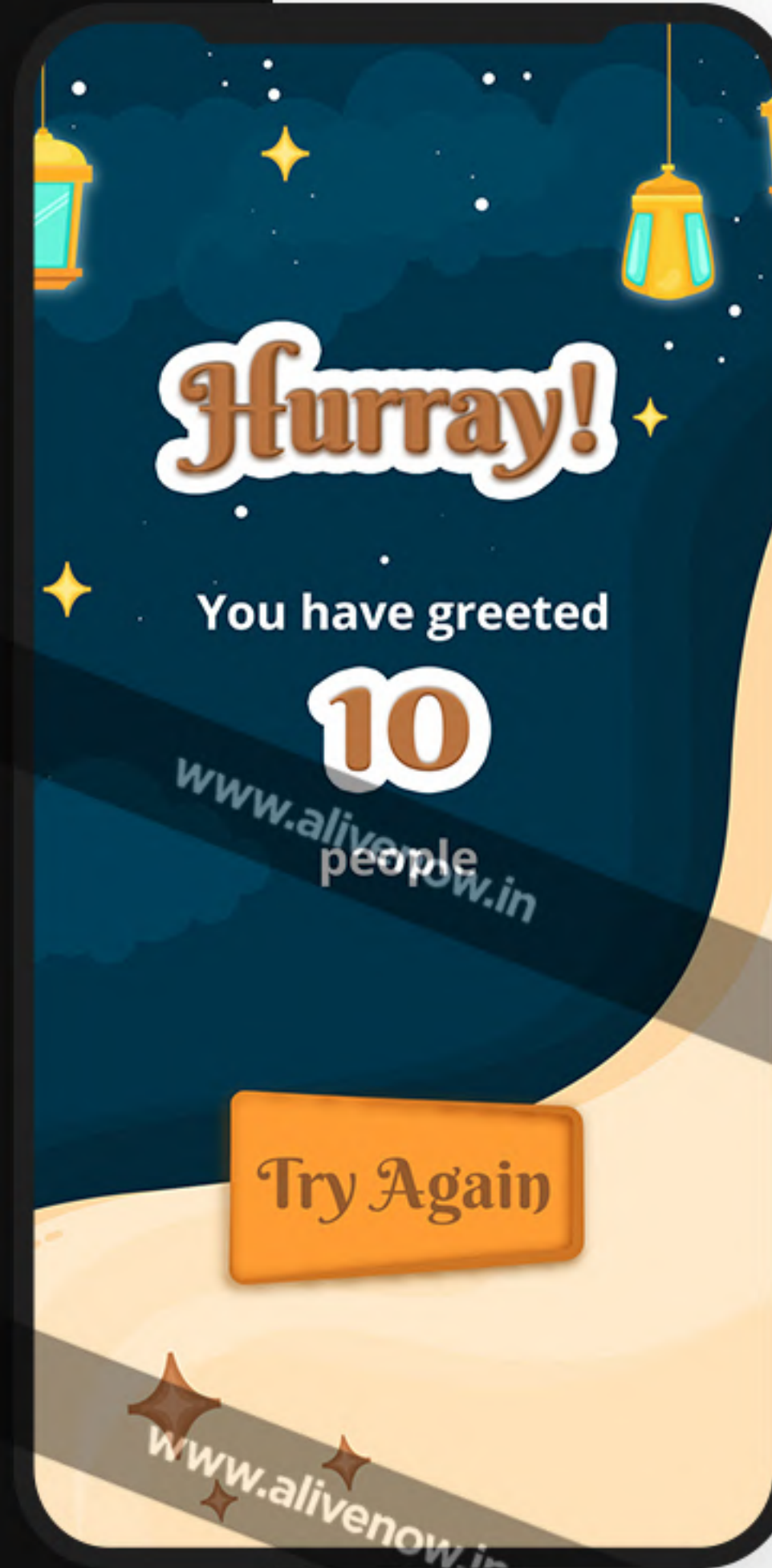
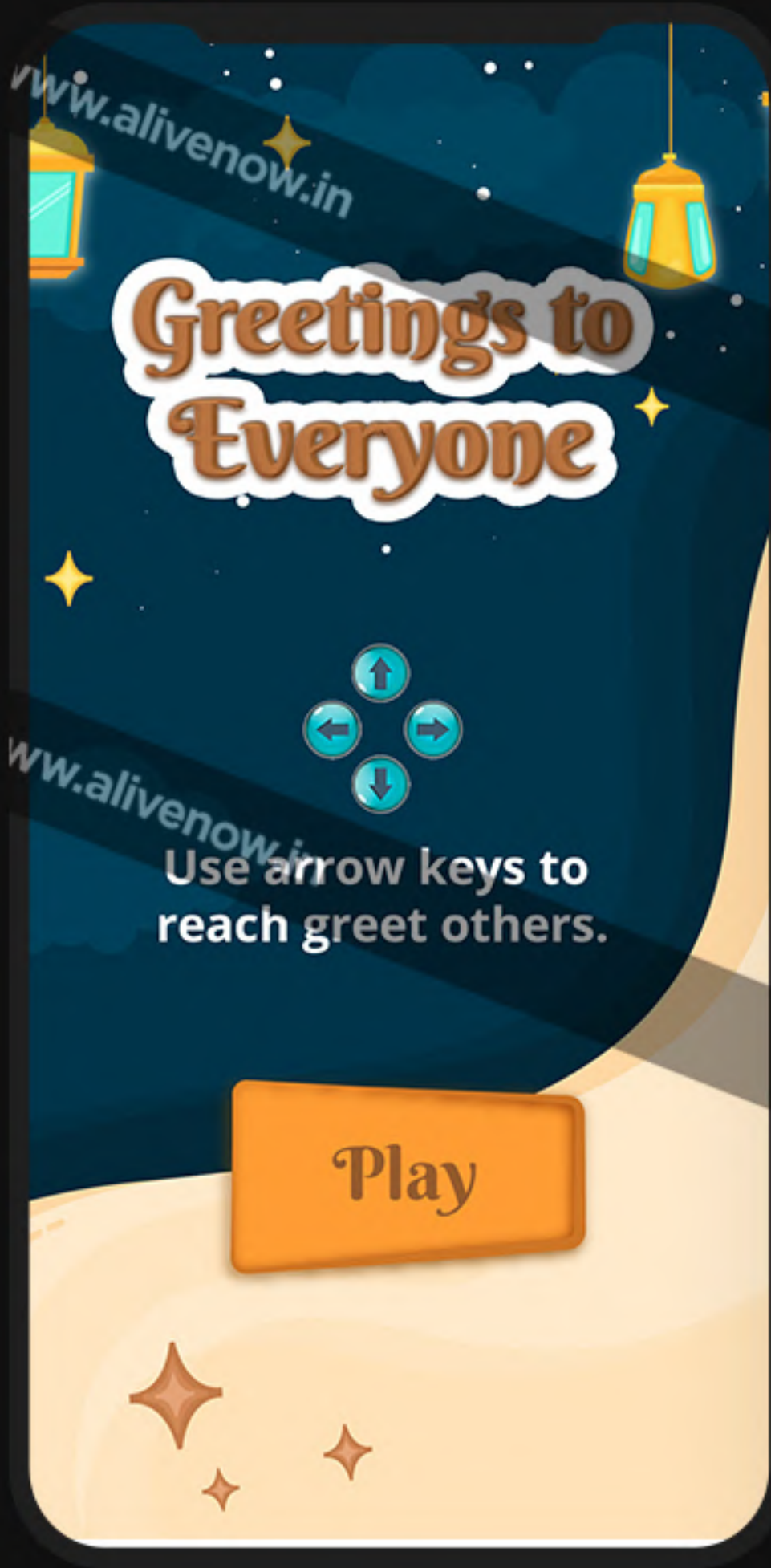
Qibla Compass

An interesting compass app for users to find the right direction to pray.



Ramadan Crossword

Users have to swipe through the square and find the Ramadan related words with the help of description of the word.



Greetings to everyone!

Swipe left/right/ up and down to move the character around the streets. Tap on fellow citizens to wish "Ramadan Kareem" to them!



Guess the Iftar Meal

Guess the ingredients
that go into your
favourite Iftar meal

Get Started

Instructions

00:30



Sewai kheer



+
Wheat



+
Buttermilk

Ingredient 5/8



Sewai kheer

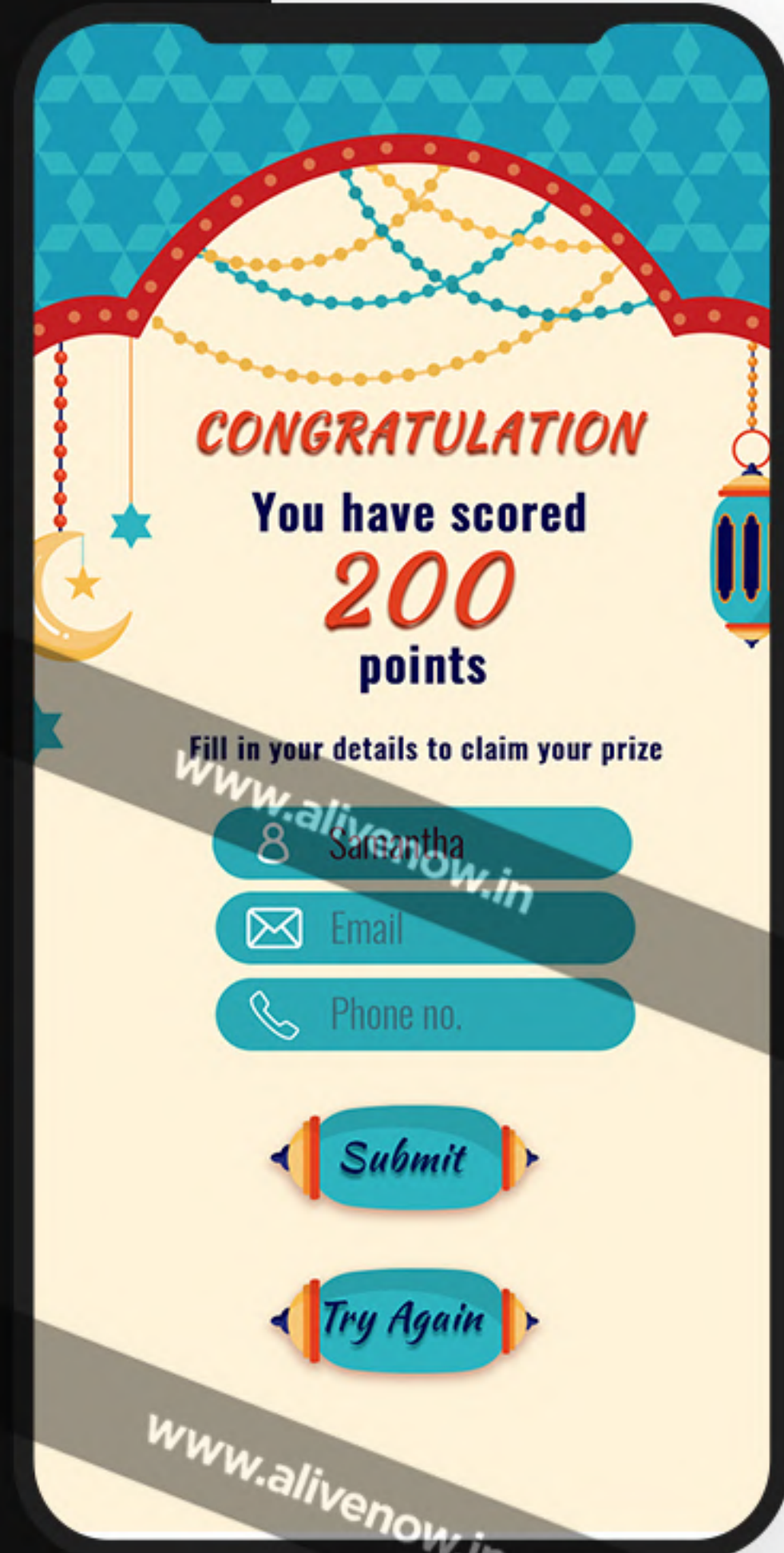
Ingredients

Milk
Pistachios
Almonds
Vermicelli
Kesar

Try Again

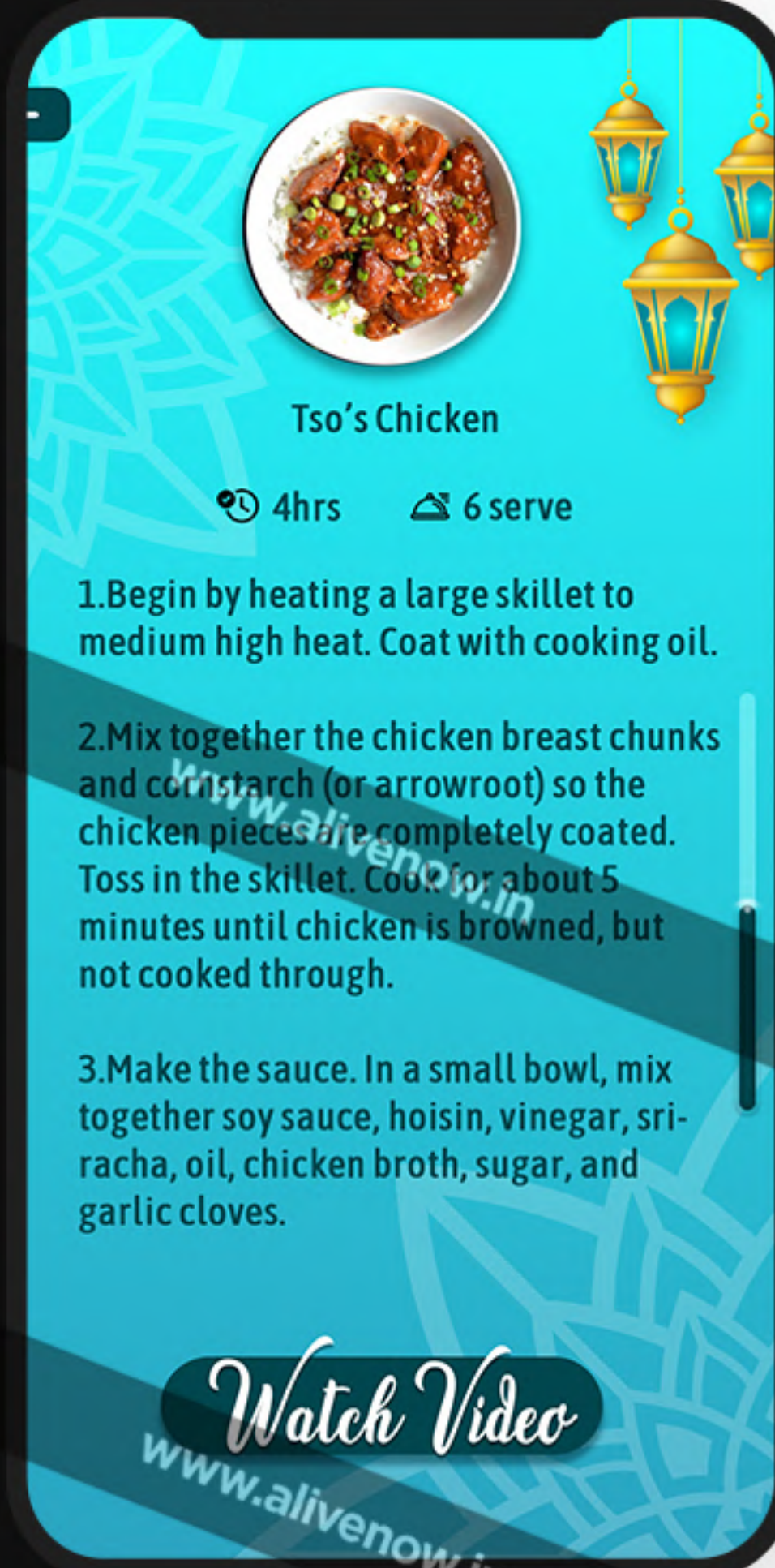
Guessing the Iftar Meals!

One by one, guess the ingredients that go into your favourite Iftar meal. As soon as you do so, the food image comes alive!



What's my Ramadan gift?

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



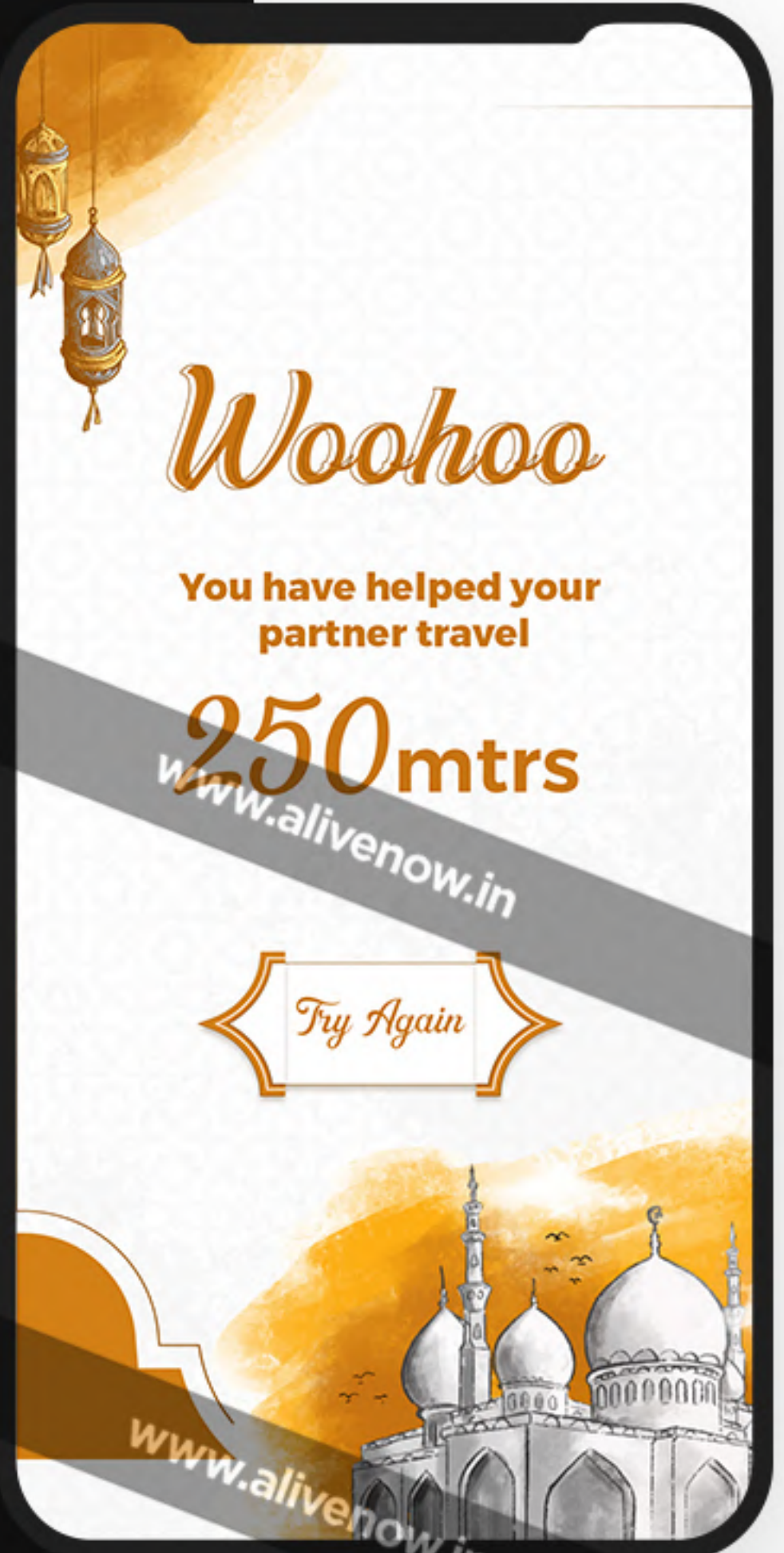
Iftar recipes!

Tap to spin the wheel and reveal a recipe that you should cook tonight!



Ramadan Jigsaw Puzzle

Tap to spin the wheel and reveal a recipe that you should cook tonight!



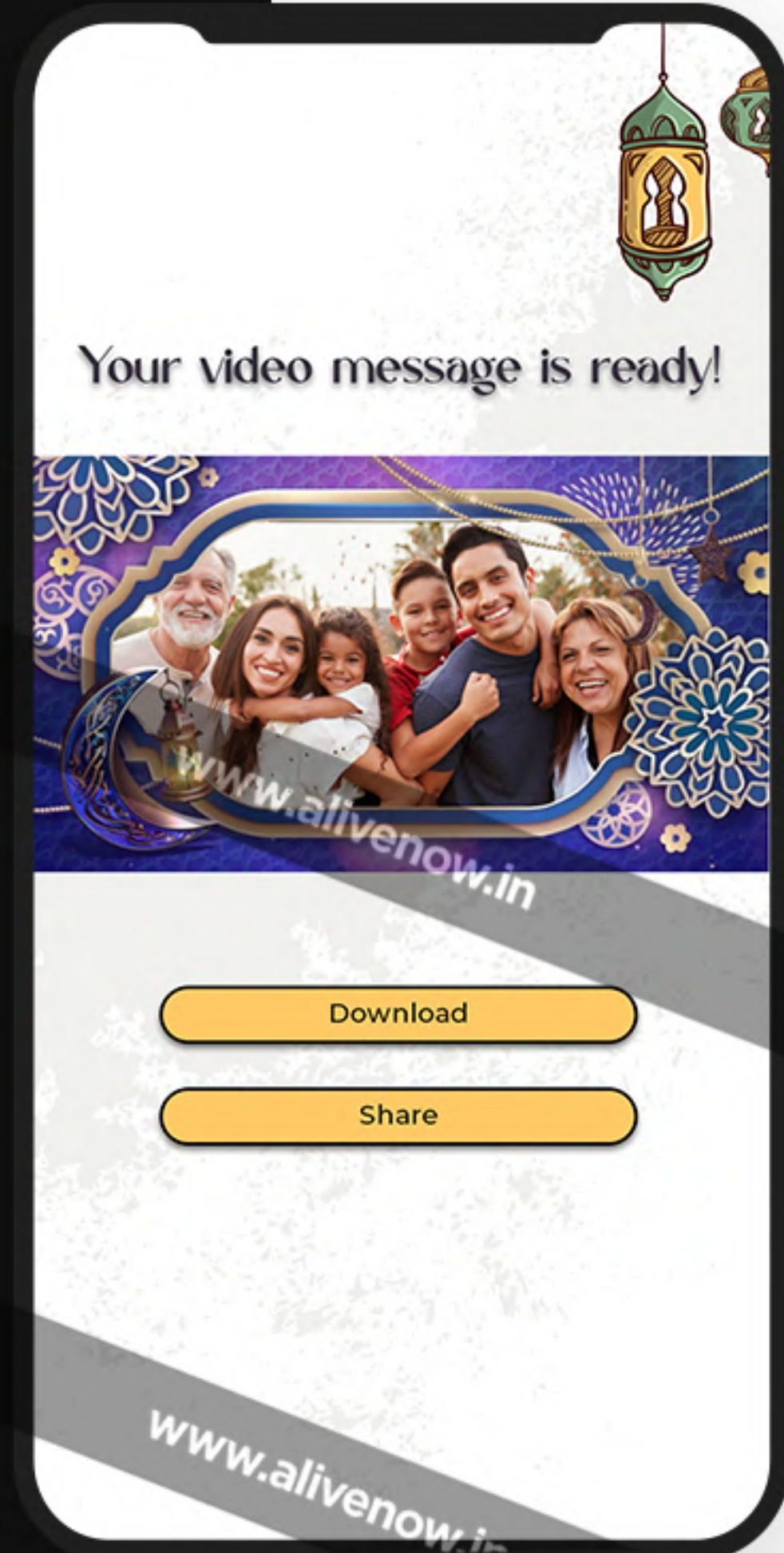
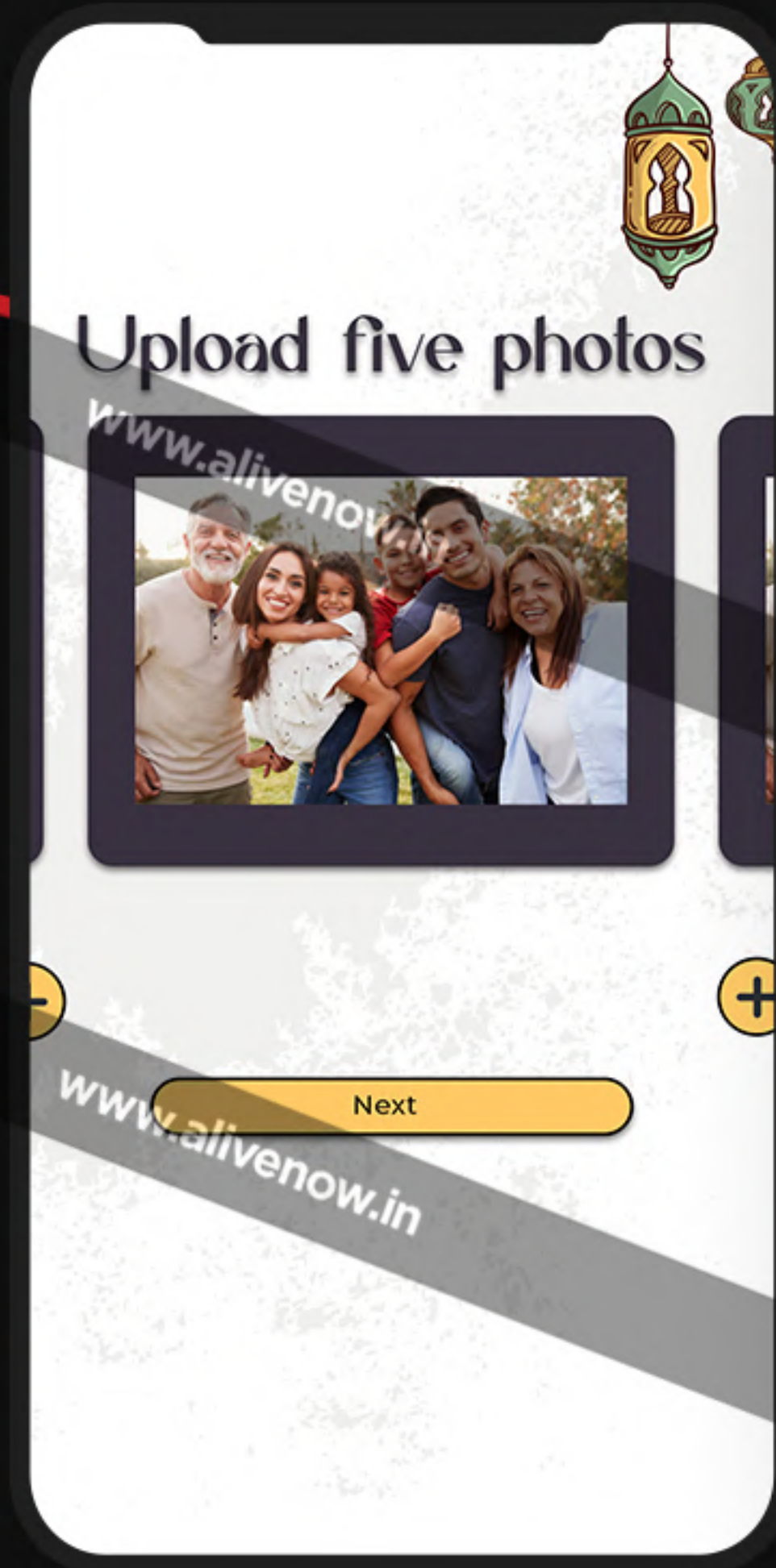
Collecting Iftar food!

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, control the character by swiping left/right and see how you're doing on the other screen. Each item you collect signifies the amount of donation made.



Ramadan Days!

Pan your phone around to find Ramadan related objects in an Iftar setting and score points



Family Greetings!

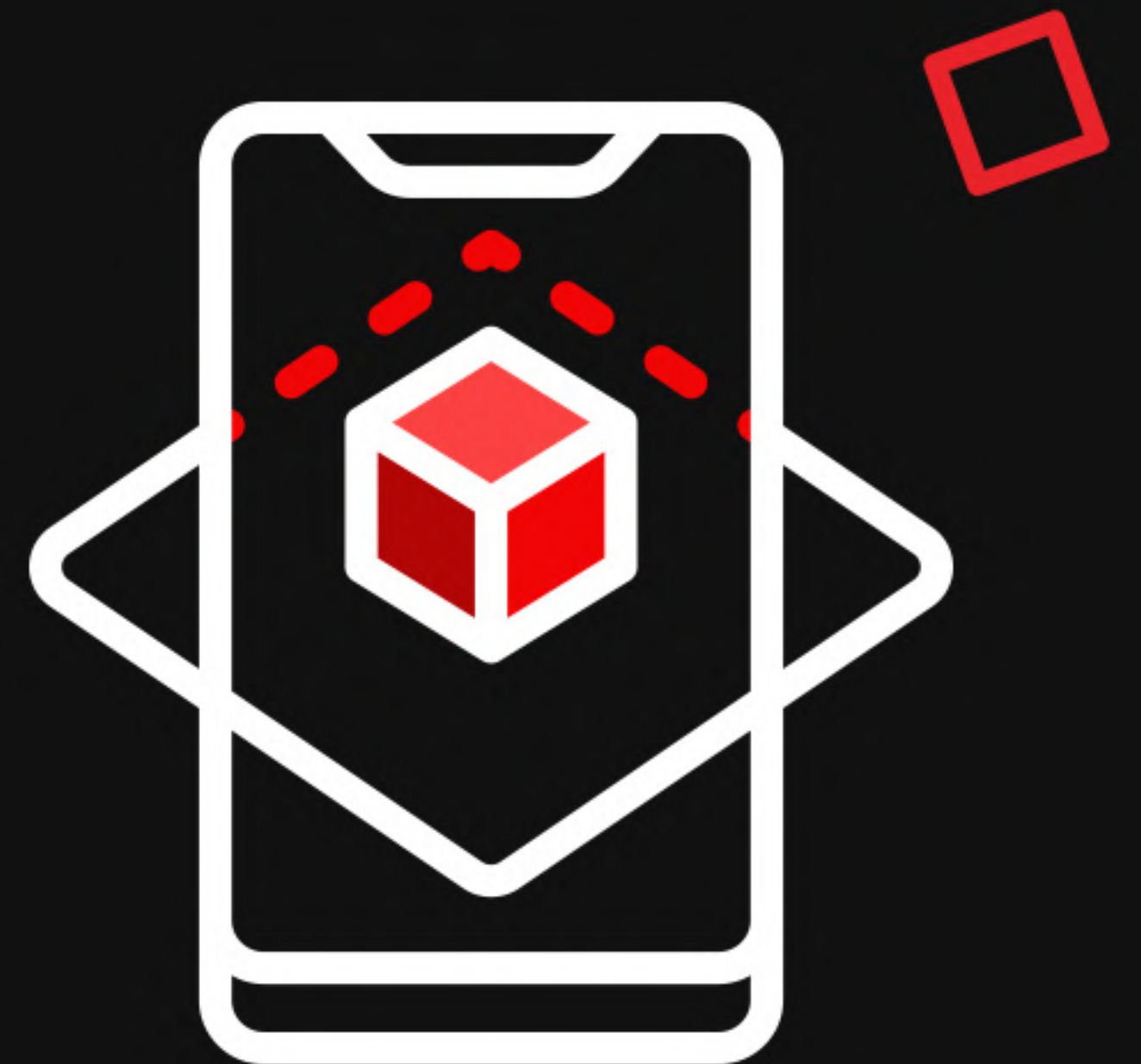
Upload pictures with your family, enter a Ramadan message and create a family greeting video that you can share with friends and relatives!

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.



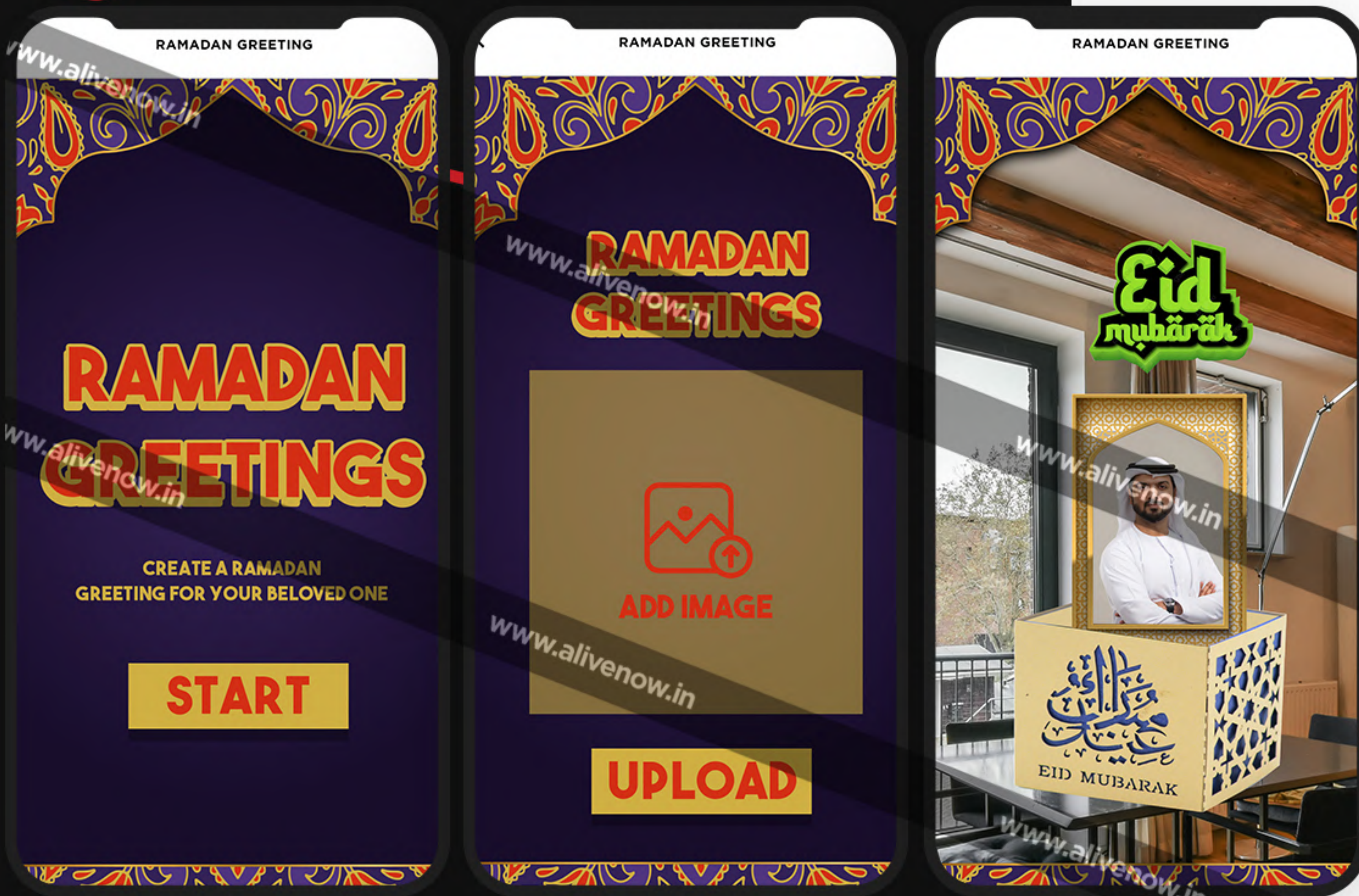
AR enabled
product
visualization results
60-100% increase



Empowered
customer & higher
brand recall.

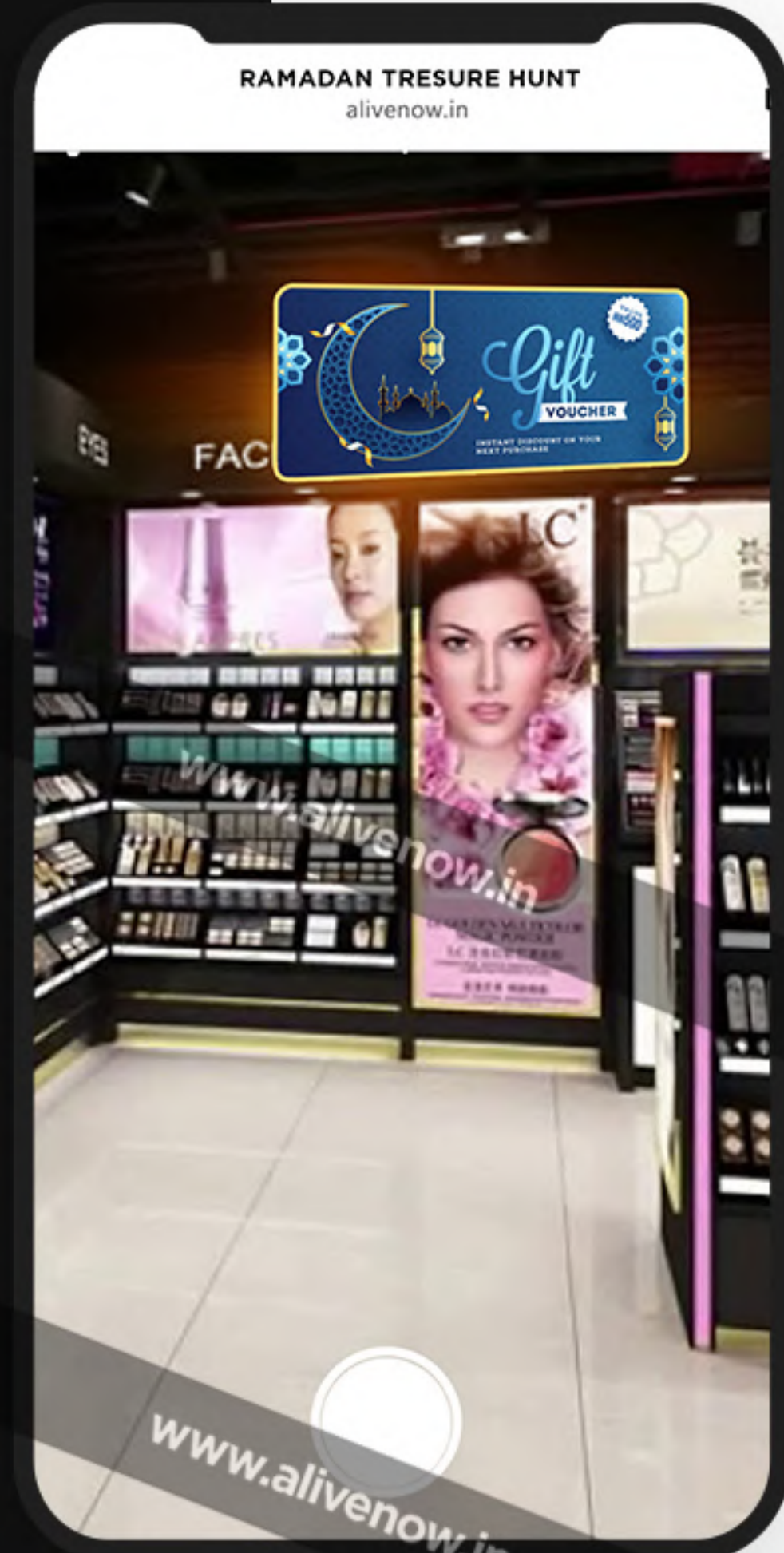
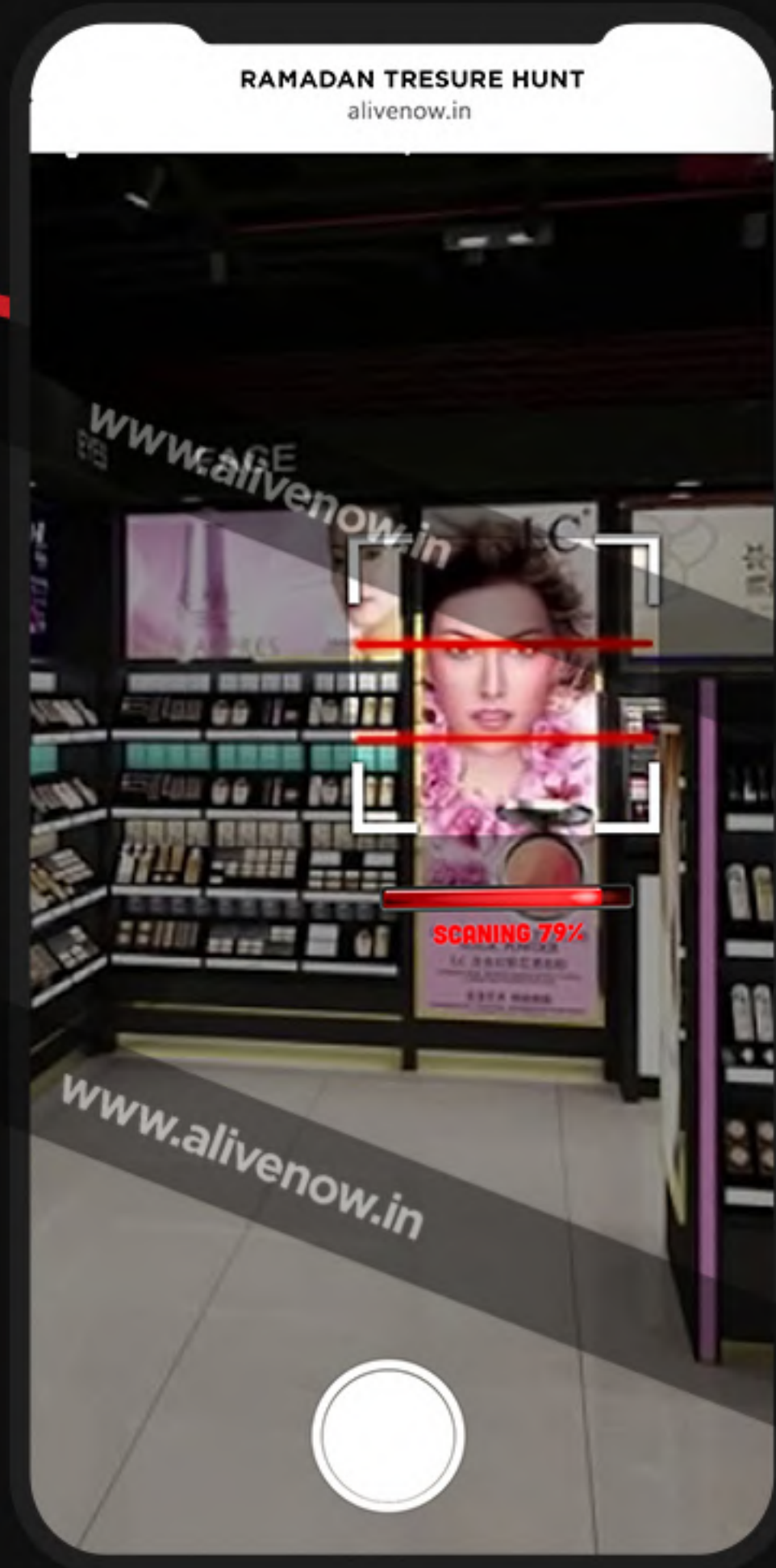


Life Size AR:
Scaled to real sizes
for customers to
try.



Send Personalized Ramadan Greetings

Capture images and share an amazing virtual Ramadan greetings box with your friends and family.



Ramadan Treasure Hunt

In this Treasure Hunt style execution, go around the store scanning 3 different images. Unlock a gift coupon once you've collected all of them!



Ramadan Story

Switch to rear camera and place a Ramadan storybook, watch visuals come alive in your natural surroundings!



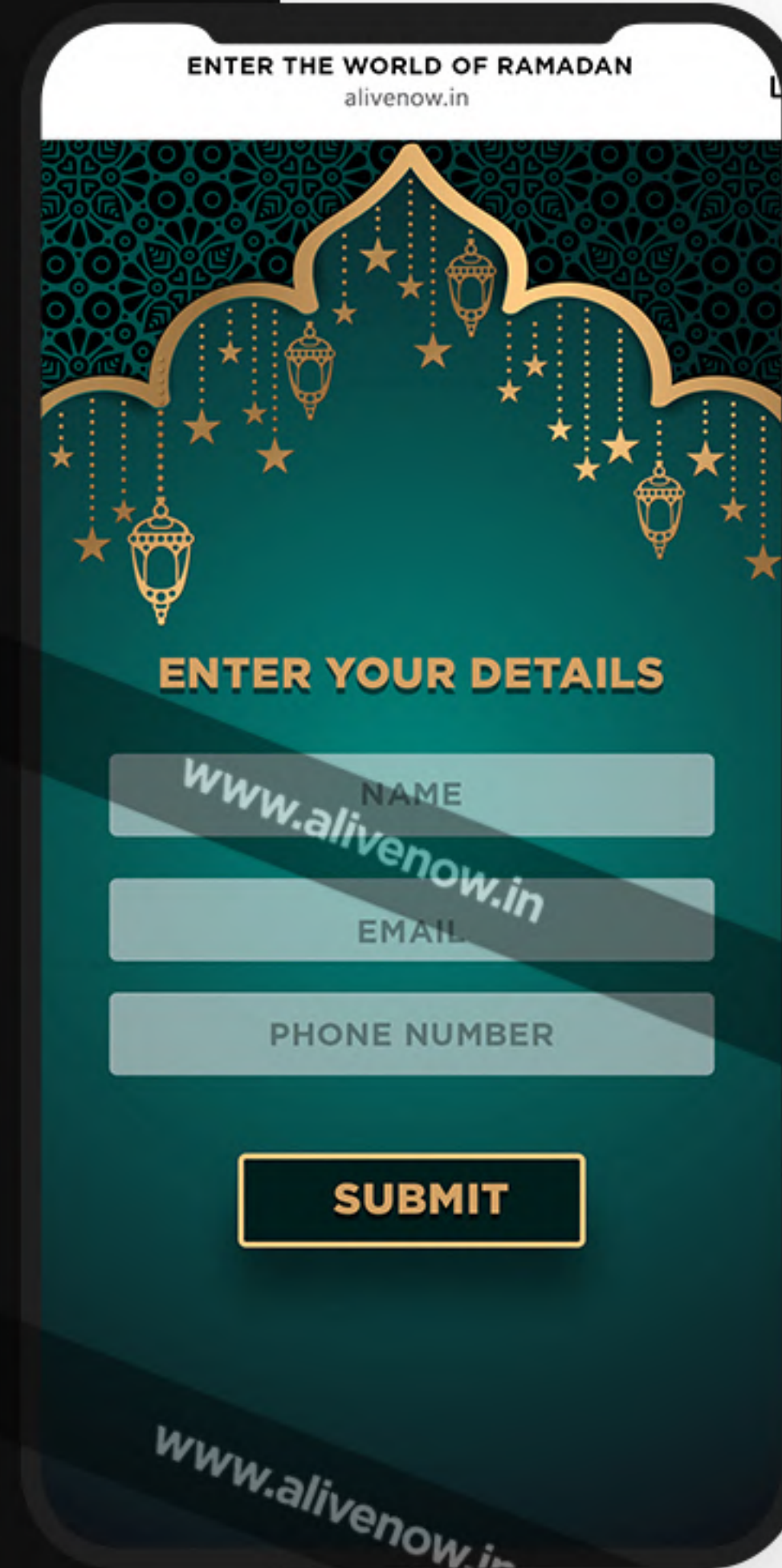
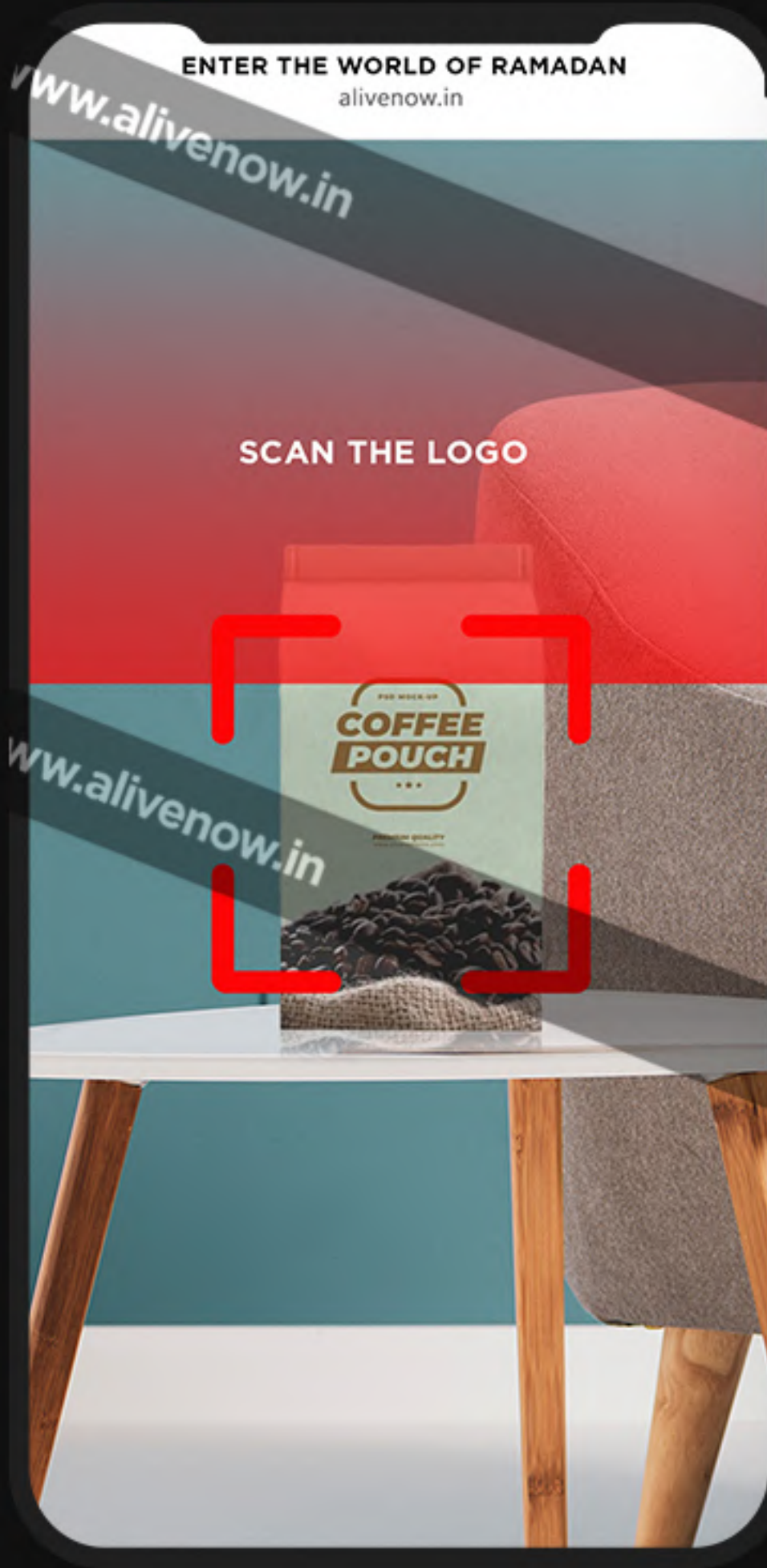
Celebrity Greeting!

Receive Ramadan greetings from the brand ambassador! Tap to place them in your surroundings and pose for a picture with them!



Enter the world of Ramadan

Through this WebAR experience, place a portal in your rear surroundings, walk towards it and then explore the entire place!



Product Scan!

Scan the logo on the pack to see a Ramadan greeting and bring the pack alive! After the experience, lead the user's to a lucky draw form fill!



Greetings to friends and family!

Select a frame from the choices, switch to the front camera, enter your and your friend's name and see a Ramadan greeting created.



Ramadan Kareem wishes to you and your family!

Select celebration style (fireworks/ lamps/ flower shower), enter a message and enter your relative's email ID. We send them a link to the greeting that they can view in AR.

THE WORLD OF CHATBOT EXPERIENCES

Chatbots are at the talking point of the business world now. The arrival of chatbots have opened up new realms of the customer engagement and new ways of doing business in the form of conversational commerce. It is one of the most useful technologies that businesses can rely on, possibly replacing the traditional models and making apps and websites redundant.

[Learn More](#)



alivenow.in

Advantages of a Messenger Chatbot!



Conversation is natural and seamless.



Send and receive images & other files.



Make your conversations immortal.



No need for URLs or app installs.



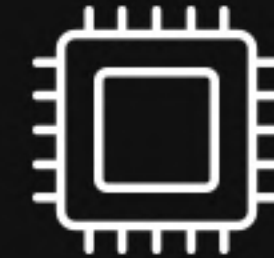
Help users with complex purchasing decisions.



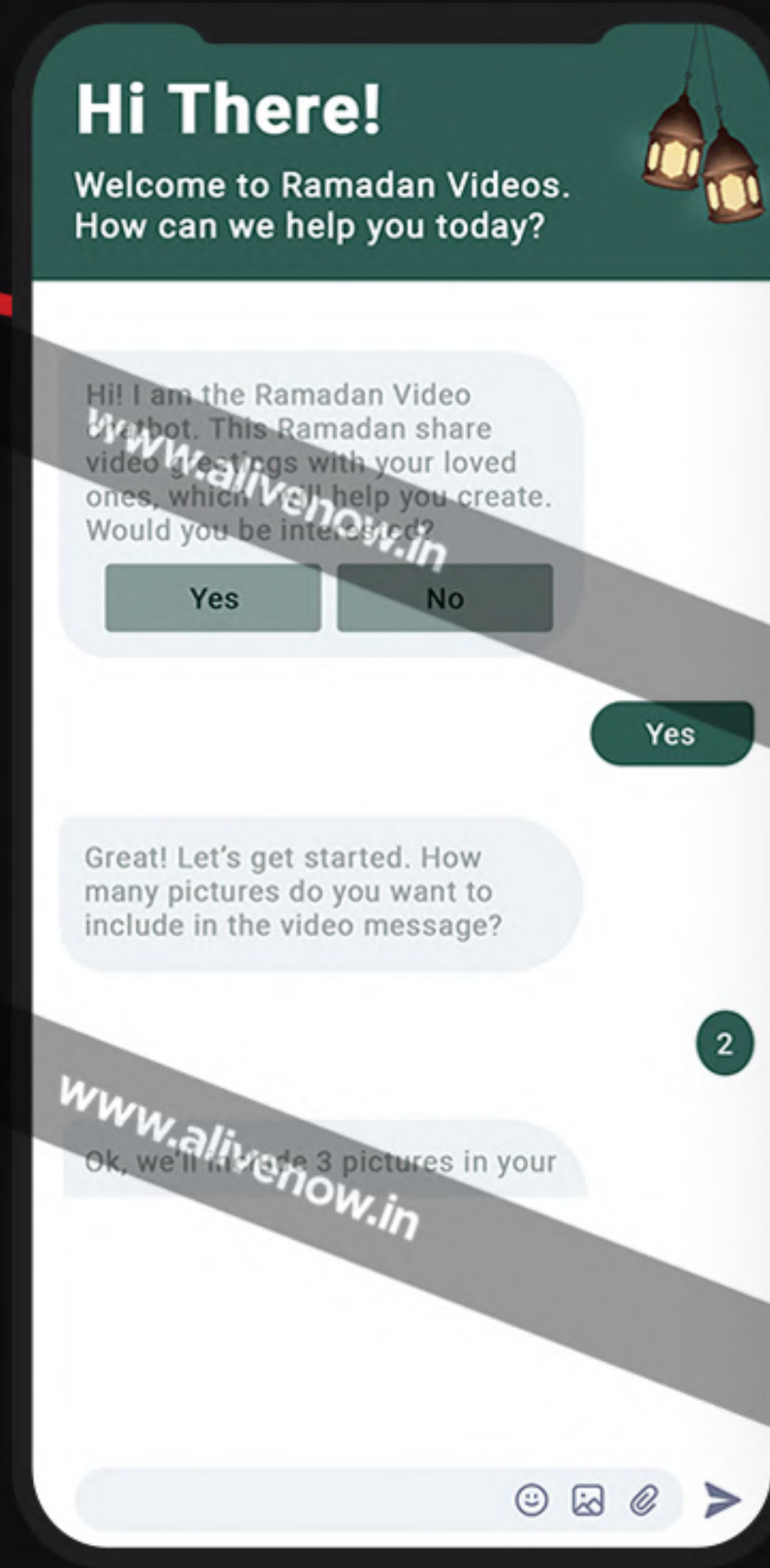
Push content to users on demand.



Perform text, number & date manipulations.



Messaging is a real-time process



Ramadan Video!

Upload images to the Facebook chatbot, enter a greeting message and we generate a video for you to share with your friends and relatives!



www.alivenow.in



www.alivenow.in

RAMADAN UPDATE

LET'S GO



HELLO!

HOW CAN WE HELP YOU TODAY?

Hi! Please select the category
you want information for.

Azan Timings

Daily Duas

99 names of Allah

Ramazaan Timings

Azan Timings

Here is your azan timing list



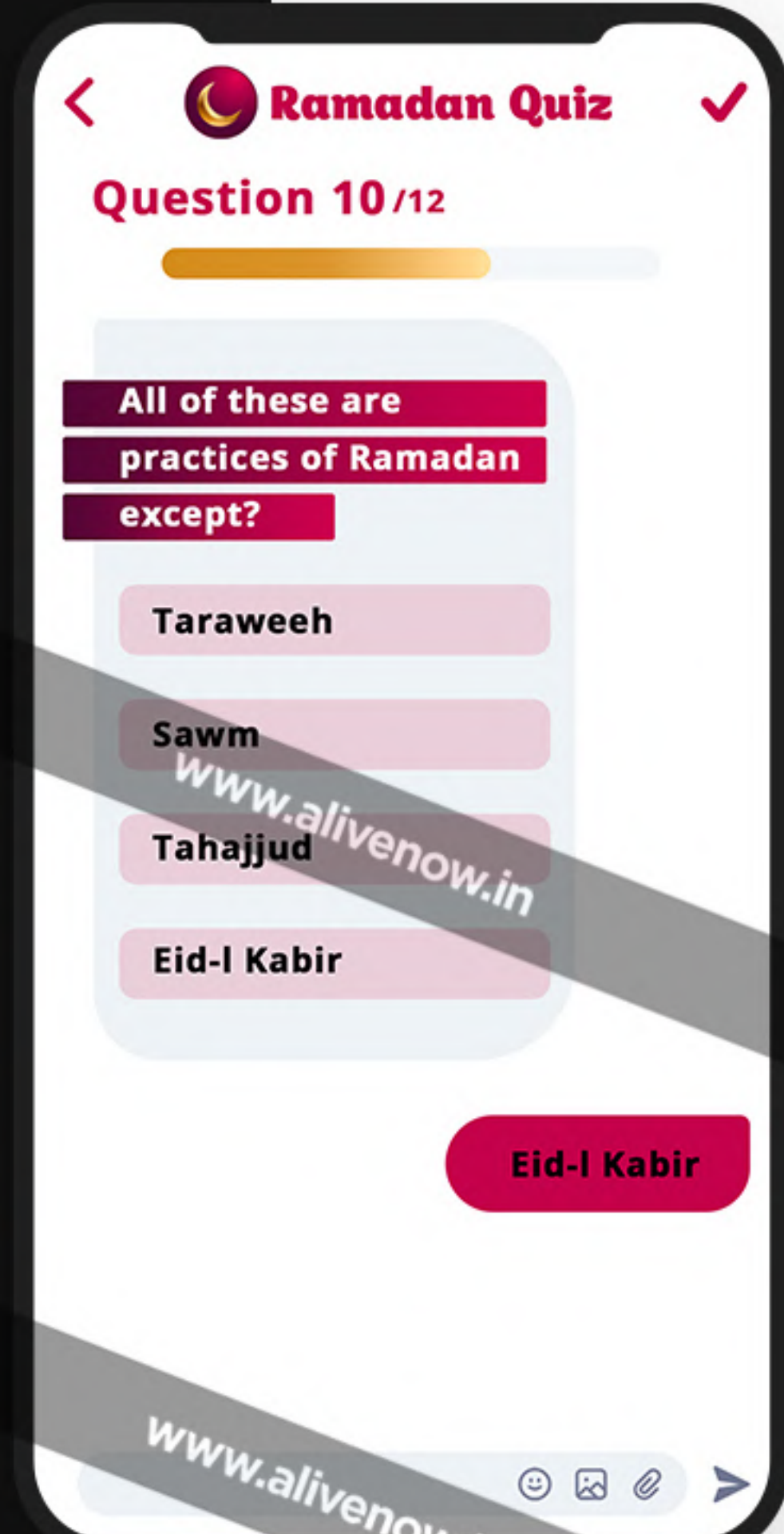
Fajr	5:33 am
Sunrise	6:46 am
Duhur	12:33 pm
Asr	3:53 pm
Maghrib	6:21 pm
Isha	7:34 pm

Home



Ramadan Updates!

Through this chatbot,
we keep you up-to-date
with various facts about
Ramadan. Each day,
you can get suhoor/
iftar timings and even
learn more about
Ramadan Traditions.



Ramadan Quiz

Scan the QR code on the product pack to land on the Facebook Chatbot, answer various questions about Ramadan quiz and stand a chance to win goodies from the brand!

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!



SAMSUNG



FACEBOOK



amazon

NETFLIX



Agilvy



VISA



Lenovo



BBC



IPG



JWT



Reese's

dentsu



WPP

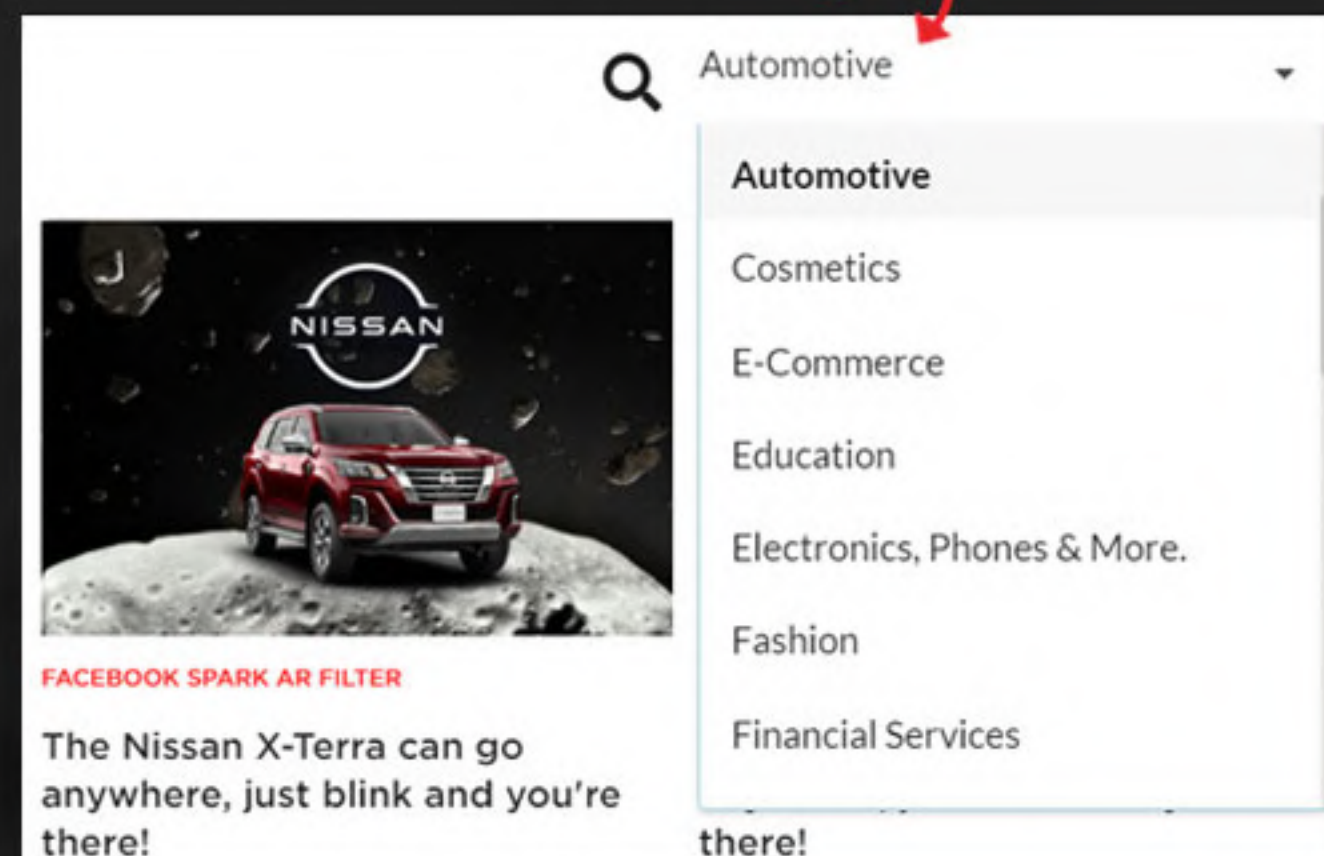


CARAT

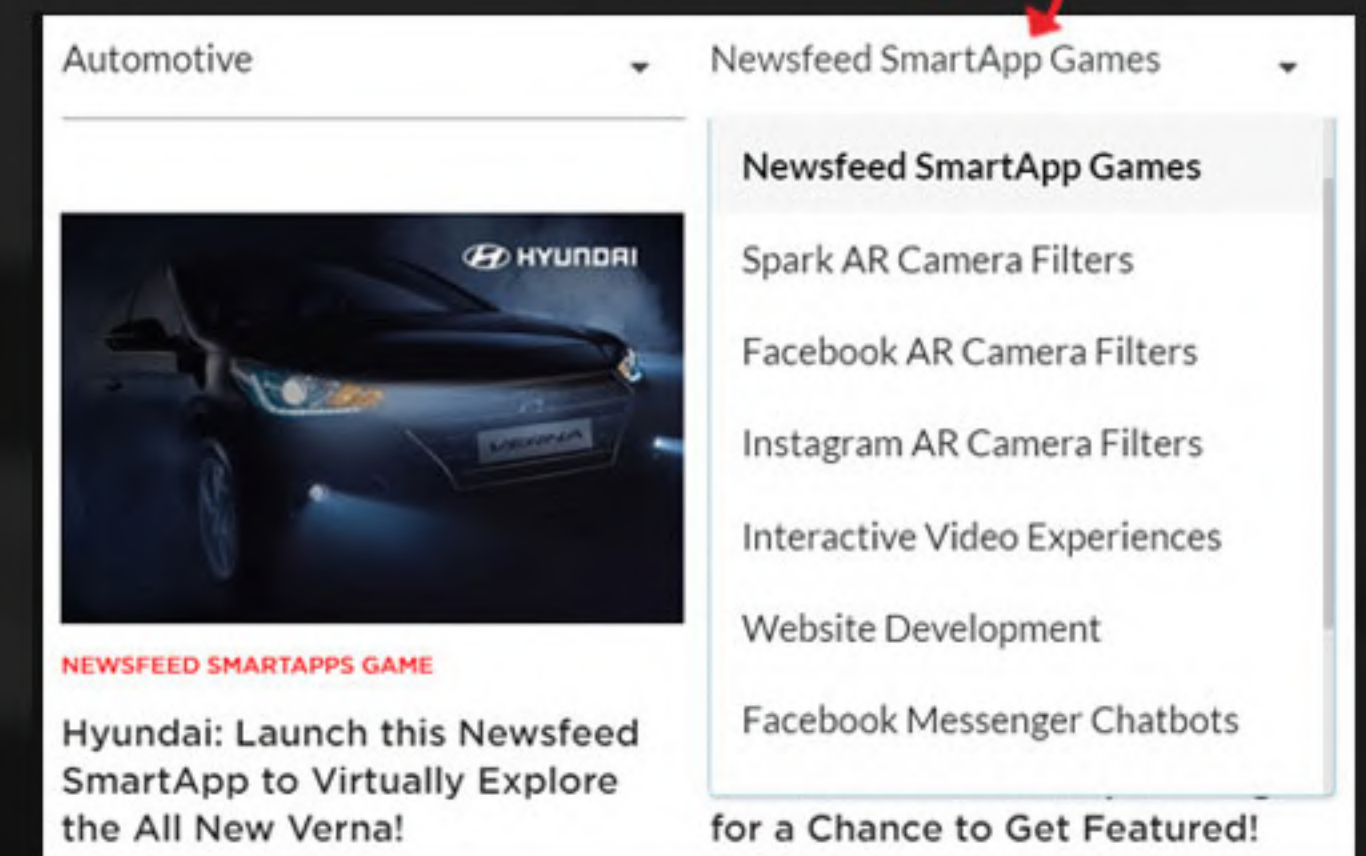
& more!

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

1 INDUSTRY

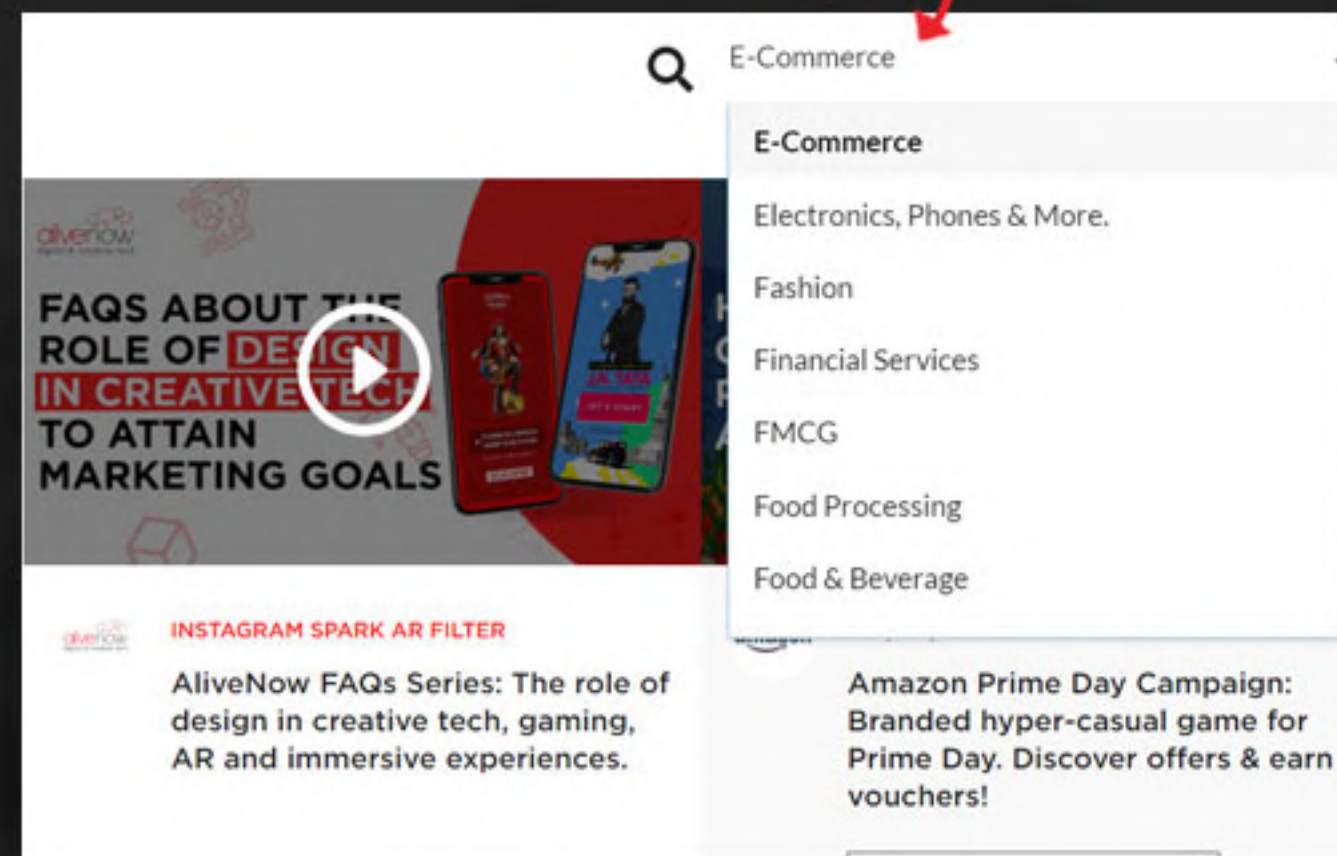


2 PLATFORM

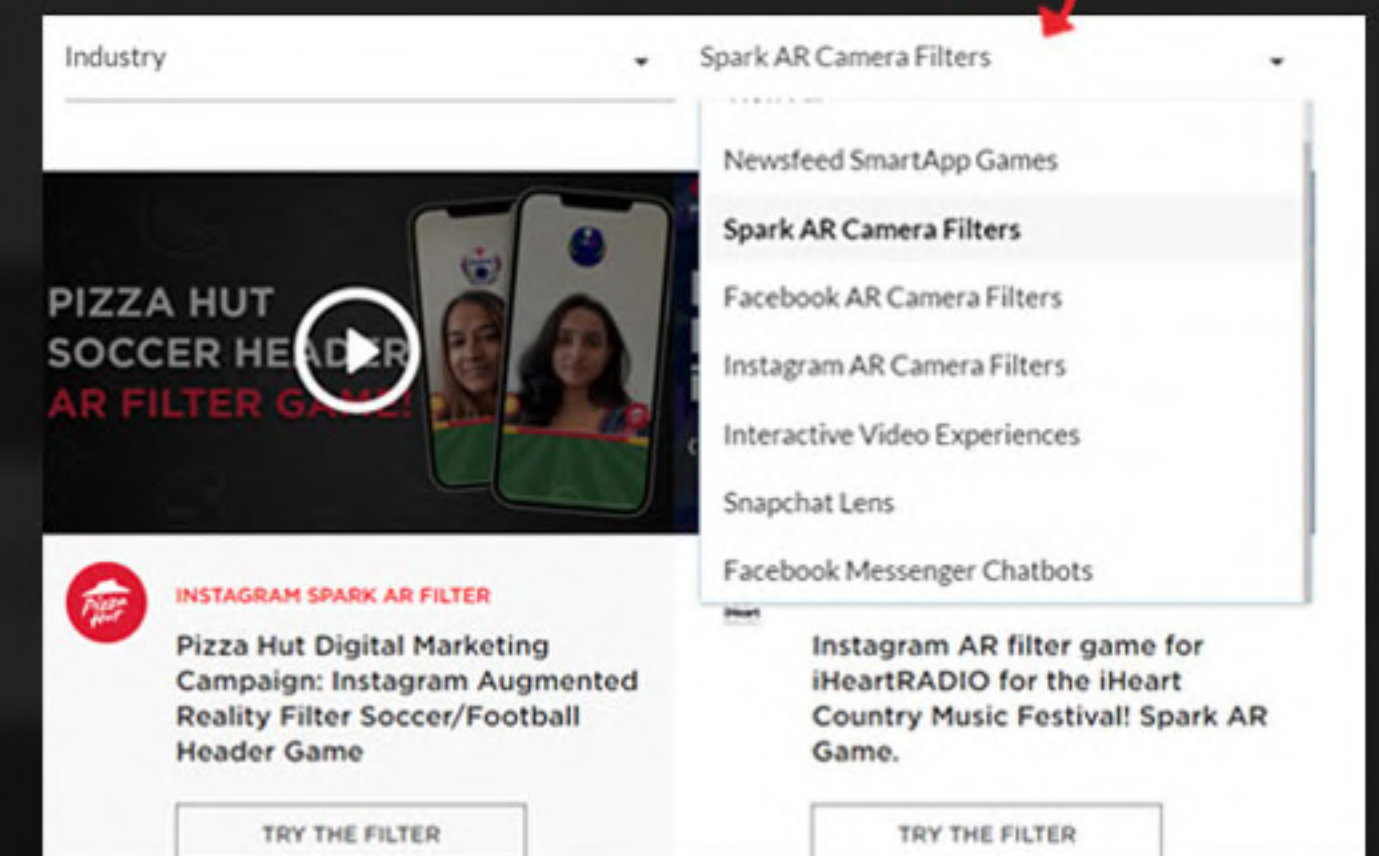


Visit our **CASE STUDY PAGE** to watch videos talking about successful digital campaigns. Also search and discover campaigns by:

1 INDUSTRY



2 PLATFORM





THANK YOU!

contact@alivenow.in

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

