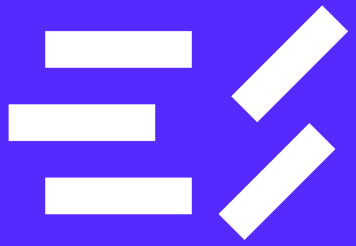


enlive studio

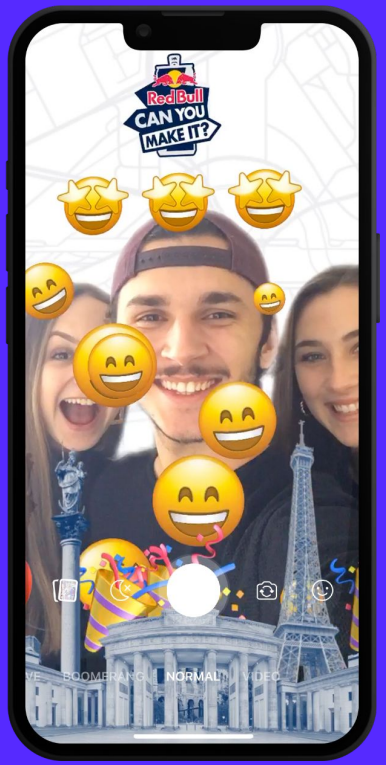
We are a creative studio collaborating with global brands to augment reality.

# Instagram AR Filters

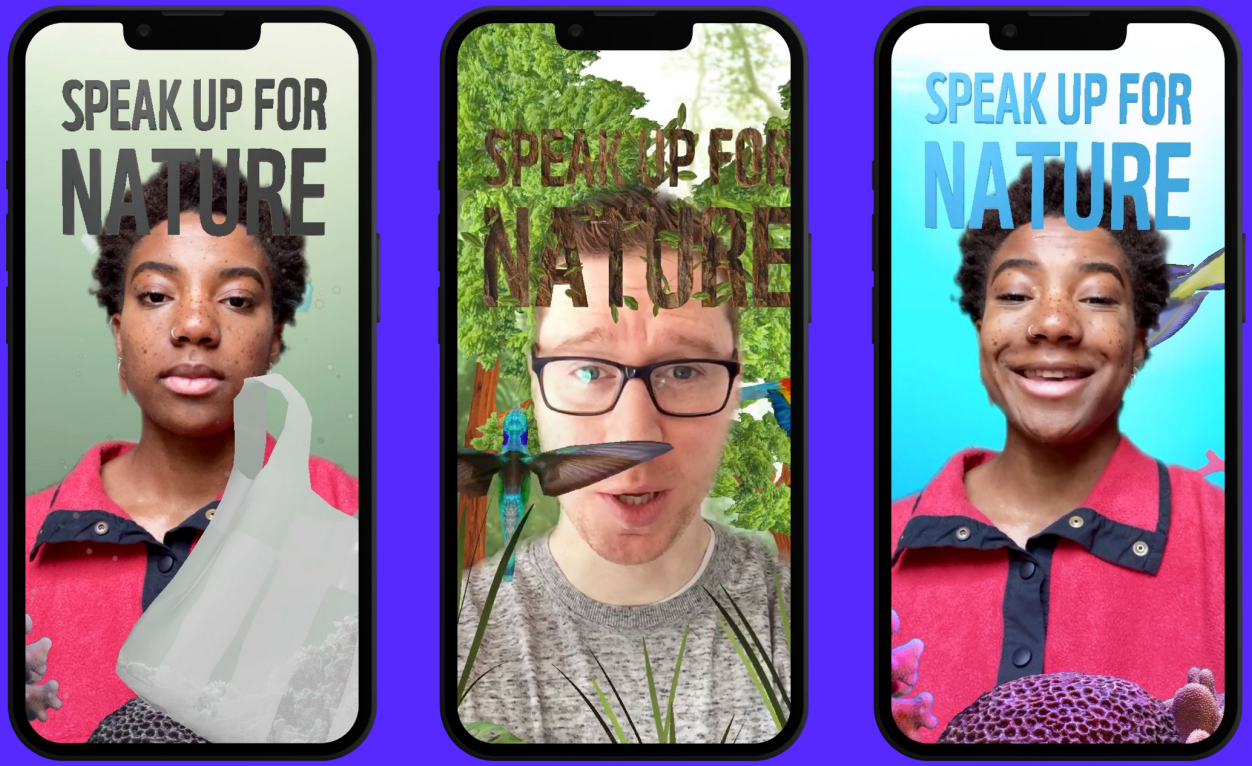
Some of our partners, not clients

Red Bull
ENERGY DRINK
VOTE FOR ME
BOOMERANG
NORMAL
VIDEO

THE COLOSSEUM
6.9
BOOMERANG
NORMAL
VIDEO

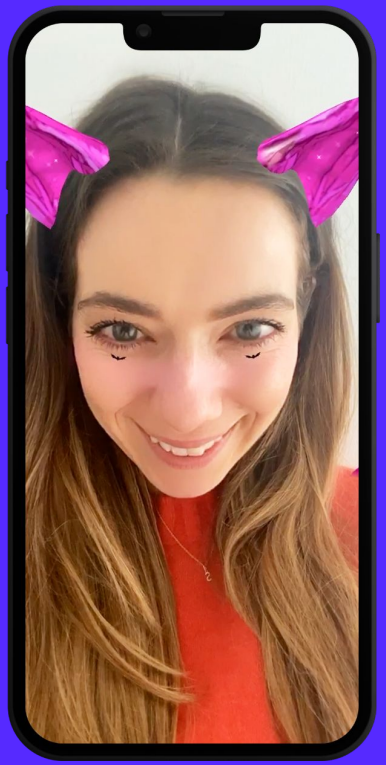

Red Bull
CAN YOU MAKE IT?
BOOMERANG
NORMAL
VIDEO

Red Bull




WWF

David Attenborough



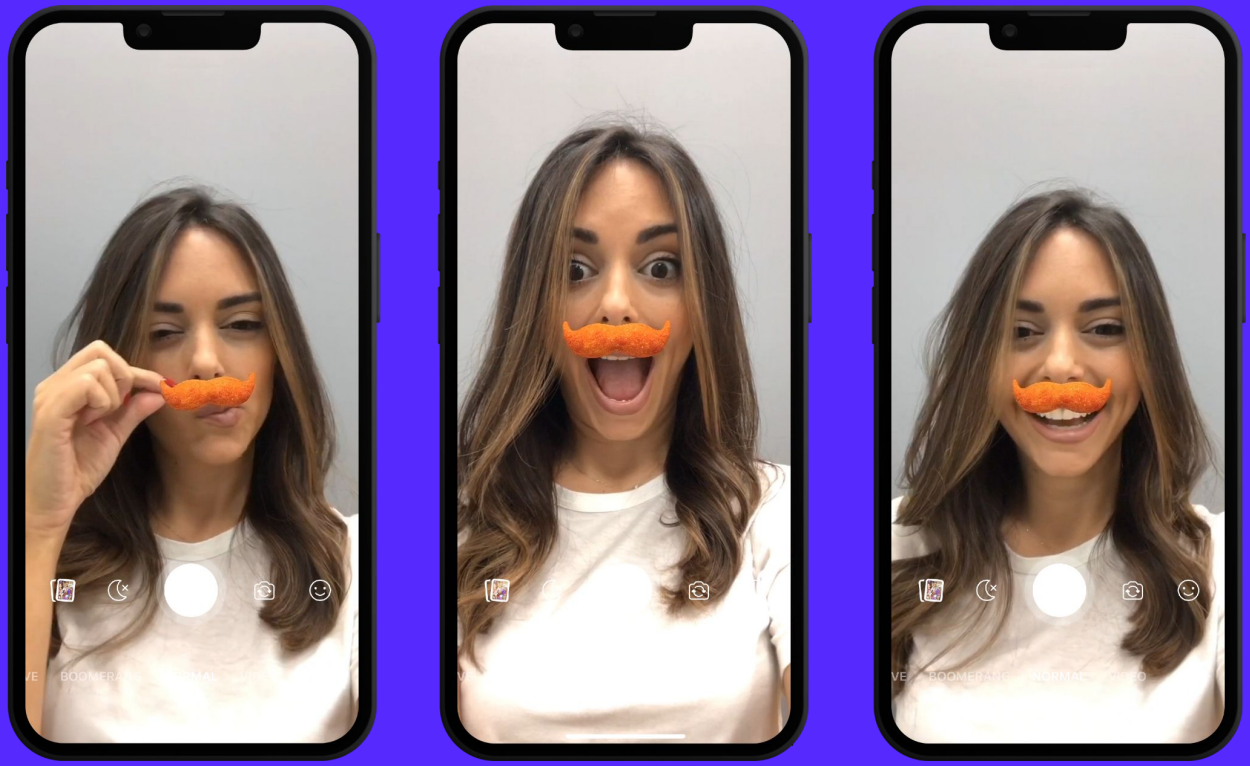
THE MASKED SINGER

SPORTMAX

Augment the story of your campaign.

BORN
ELECTRIC
#BORNELECTRIC
iX
BORN
ELECTRIC
BORN
ELECTRIC
0% EMISSIONEN.
100% ELEKTRISCH.

ProSiebenSat.1
TV Deutschland

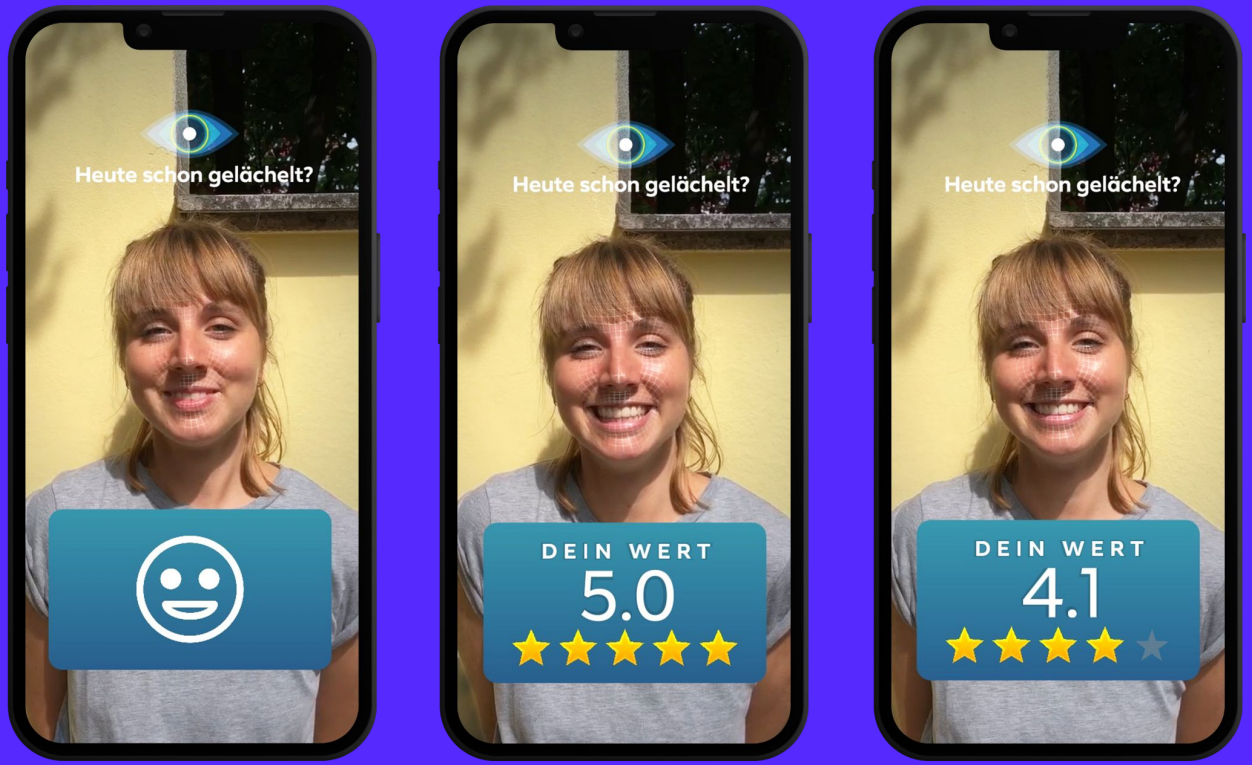

Cheetos

COACH

Connect with your audience.

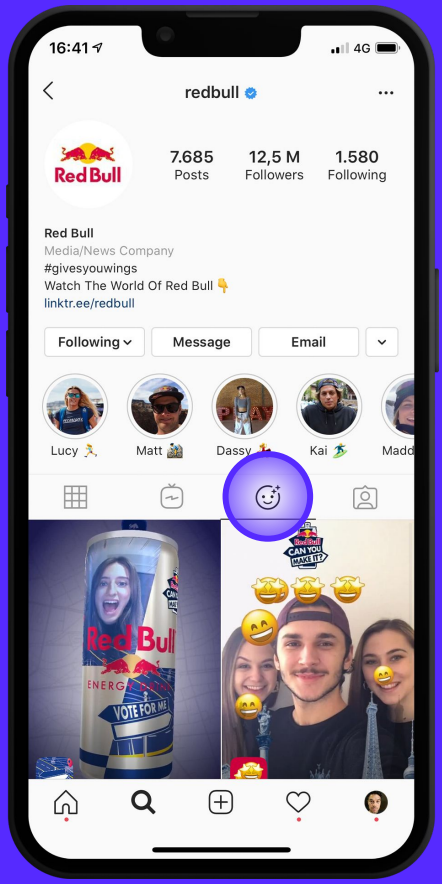
THE CHAMPIONSHIPS WIMBLEDON

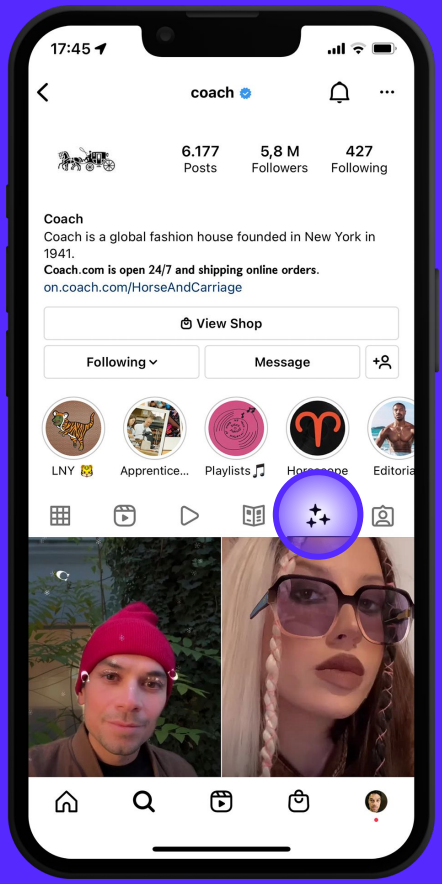
WaterAid


Heute schon gelächelt?
Heute schon gelächelt?
DEIN WERT
5.0
Heute schon gelächelt?
DEIN WERT
4.1

BigBrother

Mulberry




# The Instagram Filters Tab

# Insights

# Top Instagram Stats

✨ 1.22 billion people use Instagram each month

✨ 2.9 billion total visits on Instagram every month

✨ 500 million accounts use Instagram Stories daily

✨ 58% of users are more interested in a brand after seeing it in a Story

✨ Adult Instagram users are on the app nearly 30 minutes per day

✨ 60% of users are ages 18 to 34

Source: Hootsuite Blog 2022

# Why use AR Filters for campaigning?

✨ Increase brand awareness & visibility

🎁 See filters as gifts for your audience (not ads)

👋 Connect and interact with your audience

🙌 Get reach through native sharing features by Instagram

🍿 AR Filters are ideal companions for ad campaigns & events

👌 Filters are a new Social Media Engagement Tool

# Reach & Engagement

✨ Filters have high organic usage and re-shareability rates

- 🎁 Especially with give-away-campaigns
- 💁‍♀️ If influencers share filters

✨ Filters have high visibility — Stories, Effect Gallery on Instagram

📢 Every effect has a potential chance for virality

# Accessing Filters

🔗 Linking Effects in Instagram Stories

👆 Tap on the Filter Name in an Instagram Story

🤩 The Filters Tab in your Brand's Instagram Profile

🔎 Search Instagram's Filter Gallery

🍾 Your Instagram Bio Link

👉 Direct Link to your Filter on the Web or Printed Mediums

✨ Learn more ways to share

# Effect Types

Face Effects

Accessories Try-on

World AR Product & Object Discovery

Bring Billboards & Printed Ads to Life

Immersive 3D Virtual Scene

AR Quizzes & Mini-Games

Color Adjustment & Mood

Micro-Interactions

Randomizers

# World Effects

Place 3D objects into real world environments and interact with them in the back camera.

**Try Effect**

# Print Magazine Covers coming to life

Metropole.at Magazine Facebook Camera Effect enhanced with animated artwork in three dimensions

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Metropole.at Magazine Facebook Camera Effect enhanced with animated artwork in three dimensions

# AR in Public Spaces

Project: enlivear.com

The schedule board of the Museum of Modern Art Vienna augmented with a video of the gallery program through the Facebook Camera.

Demo: MUMOK Vienna

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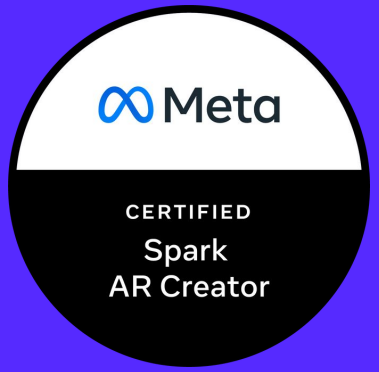
# Holodeck Effect

User Interface Controls through Facebook Camera Hand Tracking




# Meta Certified Spark AR Creator

Issued by Meta

The Meta Certified Spark AR Creator certification is awarded to candidates who demonstrate proficiency and professional experience with Spark AR effects and interactive experiences and possess the knowledge, skills and abilities required to develop and publish these effects and experiences.

hello@enlivestudio.com