YOUR  
LOGO

**COMPANY NAME**

AR FILTER CAMPAIGN PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to develop and launch your Augmented Reality (AR) Filter Campaign. We specialize in creating immersive digital experiences that drive engagement, brand awareness, and shareability across platforms.  
  
This proposal outlines our strategy for delivering an impactful AR filter campaign for [Client Name].

# Project Objectives

The primary goals are:  
  
- Design and deploy branded AR filters for social platforms (Instagram, TikTok, Snapchat)  
- Enhance user interaction and boost brand visibility  
- Leverage user-generated content (UGC) to extend campaign reach  
- Deliver campaign metrics and insights to assess performance

# Proposed Services

Our AR Filter Campaign services include:  
  
- Concept development and creative direction  
- 3D design, animation, and filter development using Spark AR or Lens Studio  
- Platform compliance and submission management  
- Launch strategy including influencer seeding and hashtags  
- Performance analytics and post-campaign reporting

# Scope of Work

Scope includes:  
  
- Initial strategy workshop and concept ideation  
- Filter prototype and feedback cycles  
- Final build and platform submission  
- Campaign activation and UGC monitoring  
- Final analytics report and debrief

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Concept Development | Define creative vision and storyboards | [Start Date] |
| Prototype & Feedback | Develop initial filter and gather feedback | [Date] |
| Final Build & Submission | Refine and submit for platform approval | [Date] |
| Launch & Promotion | Activate campaign and begin influencer seeding | [Launch Date] |
| Reporting | Deliver insights and UGC summary | [Completion Date] |

# Pricing

Estimated cost breakdown for AR filter campaign services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Concept & Creative | Design narrative and campaign theme | [Amount] |
| Filter Development | Build AR filter for selected platform | [Amount] |
| Platform Submission | Manage approval and compliance | [Amount] |
| Analytics & Reporting | Track performance and user engagement | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a creative technology studio with a track record of delivering immersive brand experiences through AR and interactive media.  
  
- Experience: [X] years in immersive tech and social engagement  
- Expertise: Spark AR, Lens Studio, TikTok Effect House, branded campaigns  
- Mission: To elevate digital storytelling and create unforgettable user experiences through AR

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Branded Instagram filter for a fashion brand  
- Outcome: Over 2 million impressions and 150K user-generated videos shared  
  
Testimonial:  
“[Your Company Name] brought our brand to life with an AR filter that users couldn’t stop playing with. It went viral in our target markets.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% upfront, balance upon filter approval and launch.  
Scope: Includes concepting, design, development, submission, and reporting.  
Client Responsibilities: Approve creative direction and supply brand assets.  
Adjustments: Scope or platform changes may affect delivery time and cost.

# Acceptance

To approve this AR Filter Campaign Proposal and begin services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_