Digital Trend Pakistan

Industry Research Report

AUGUST 2015

digitz

ENRICHING INTERACTIVITY

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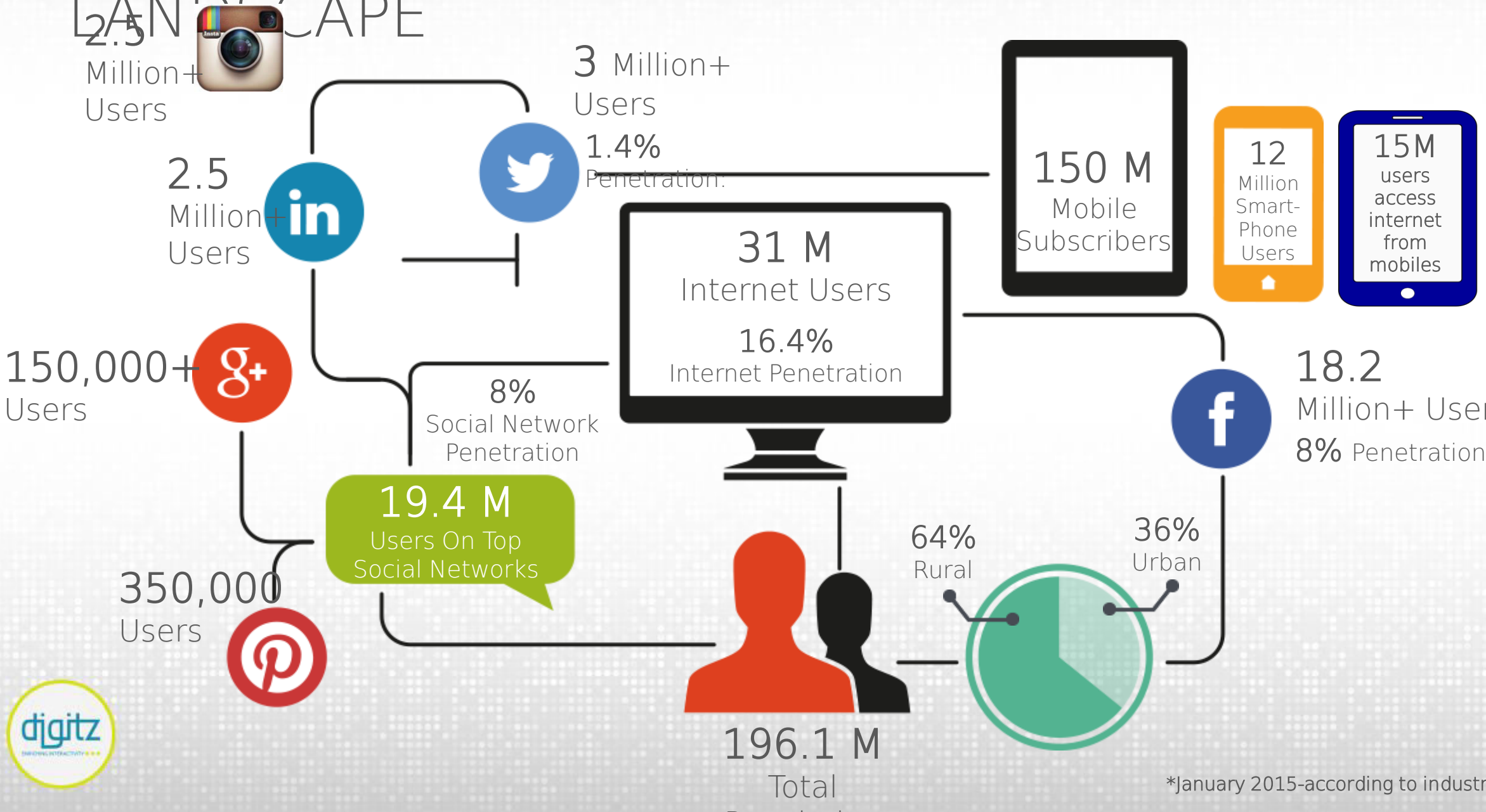
PURPOSE

The purpose of this report is to give readers an overview of Pakistan's digital industry landscape. The report shows how social media is evolving and how brands locally and globally are effectively using the medium to reach out to an ever growing social audience. The report also includes research on trends, topics and innovations that are being talked about worldwide.

Digital Landscape

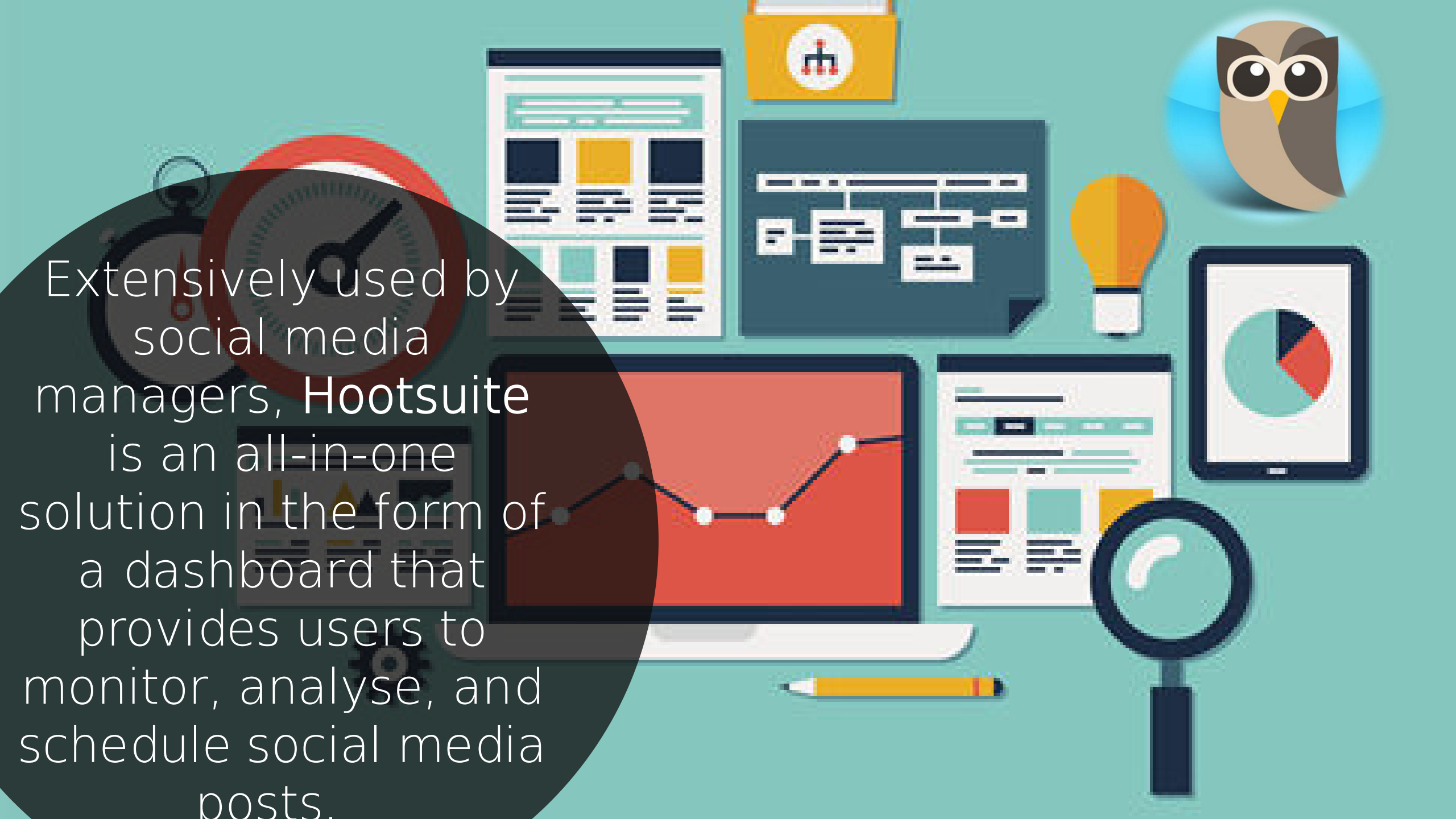
PAKISTAN DIGITAL LANDSCAPE



*January 2015-according to industry experts

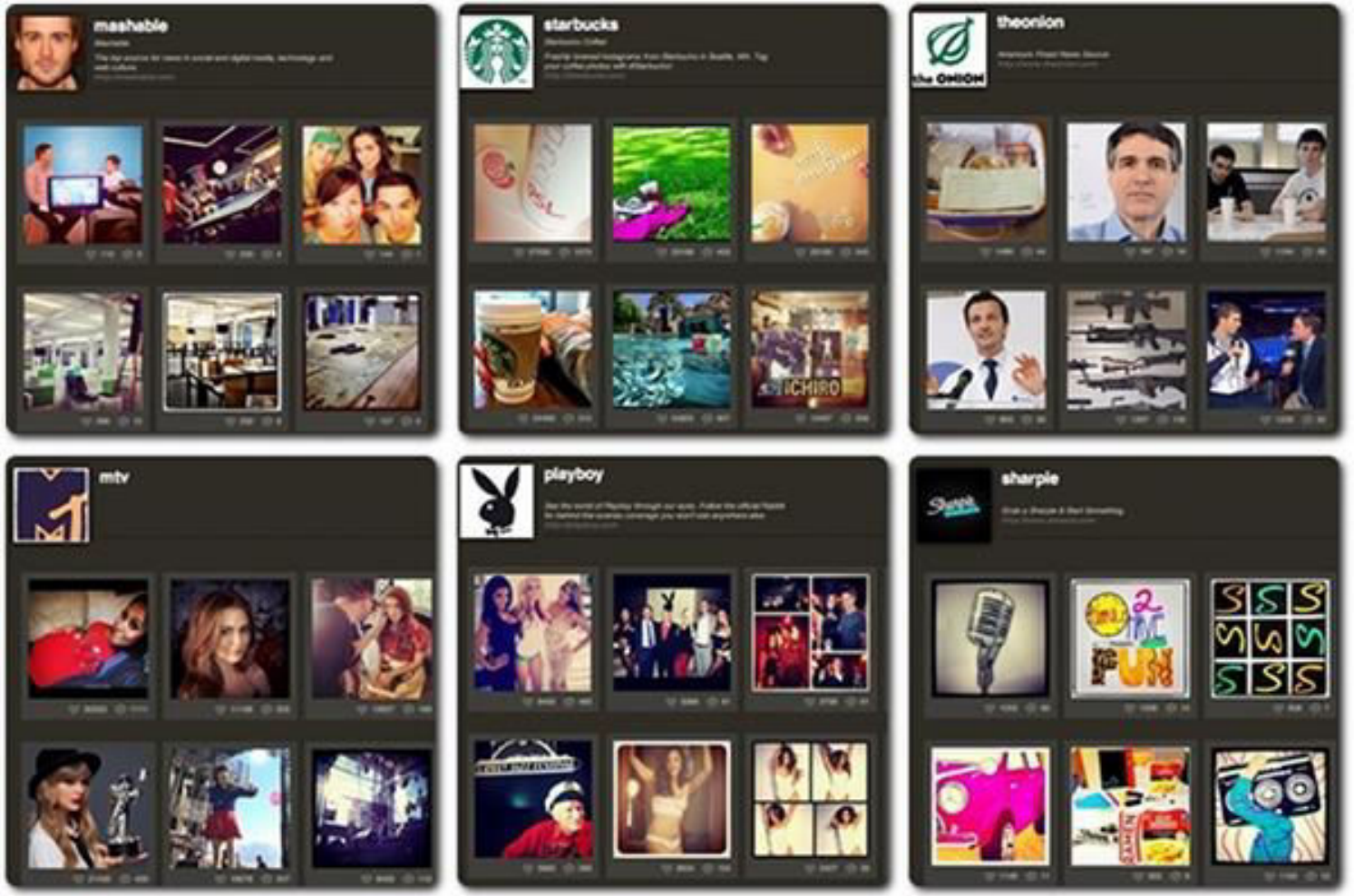
What's New?

You Can Now Schedule Posts On Instagram


Extensively used by social media managers, **Hootsuite** is an all-in-one solution in the form of a dashboard that provides users to monitor, analyse, and schedule social media posts.

The Owly identity dashboard has brought the fantasy of many social media managers to life by enabling them to schedule posts on Instagram.

Instagram being the youngest, fastest growing social network is already attracting brands to have their identities unleashed in the form of artsy photos.



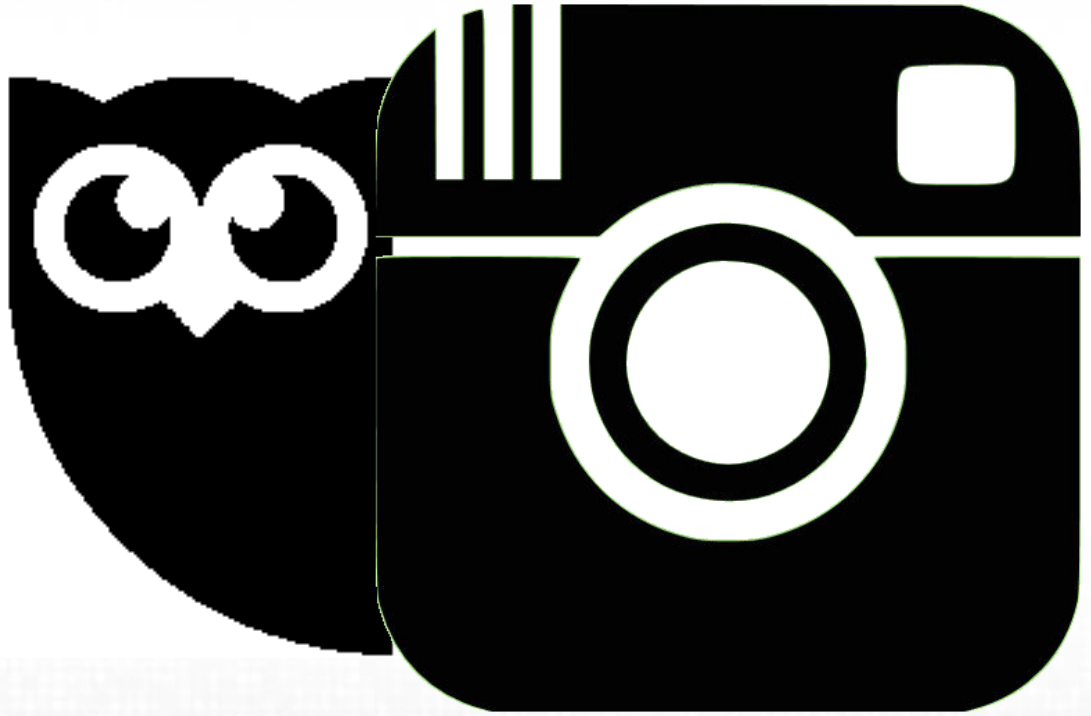
How is it benefitting the users?

Scheduling posts provide users the autonomy to change timings or even filters, plan ahead for time bound posts, and focus on spontaneous, eleventh hour posting without having panic attacks.

It also adds security as it ensures the right elements to be there and the wrong ones eliminated.

However, to actually publish a post, a phone has to be around. You can create the actual post on your desktop and the Hootsuite app will notify you when the post is ready. It then takes you to the Instagram app to get it done.

Hootsuit allows admin access rights for Instagram on a desktop level, increasing the possibility of workflows to be managed and helping the users to strengthen their social strategy.



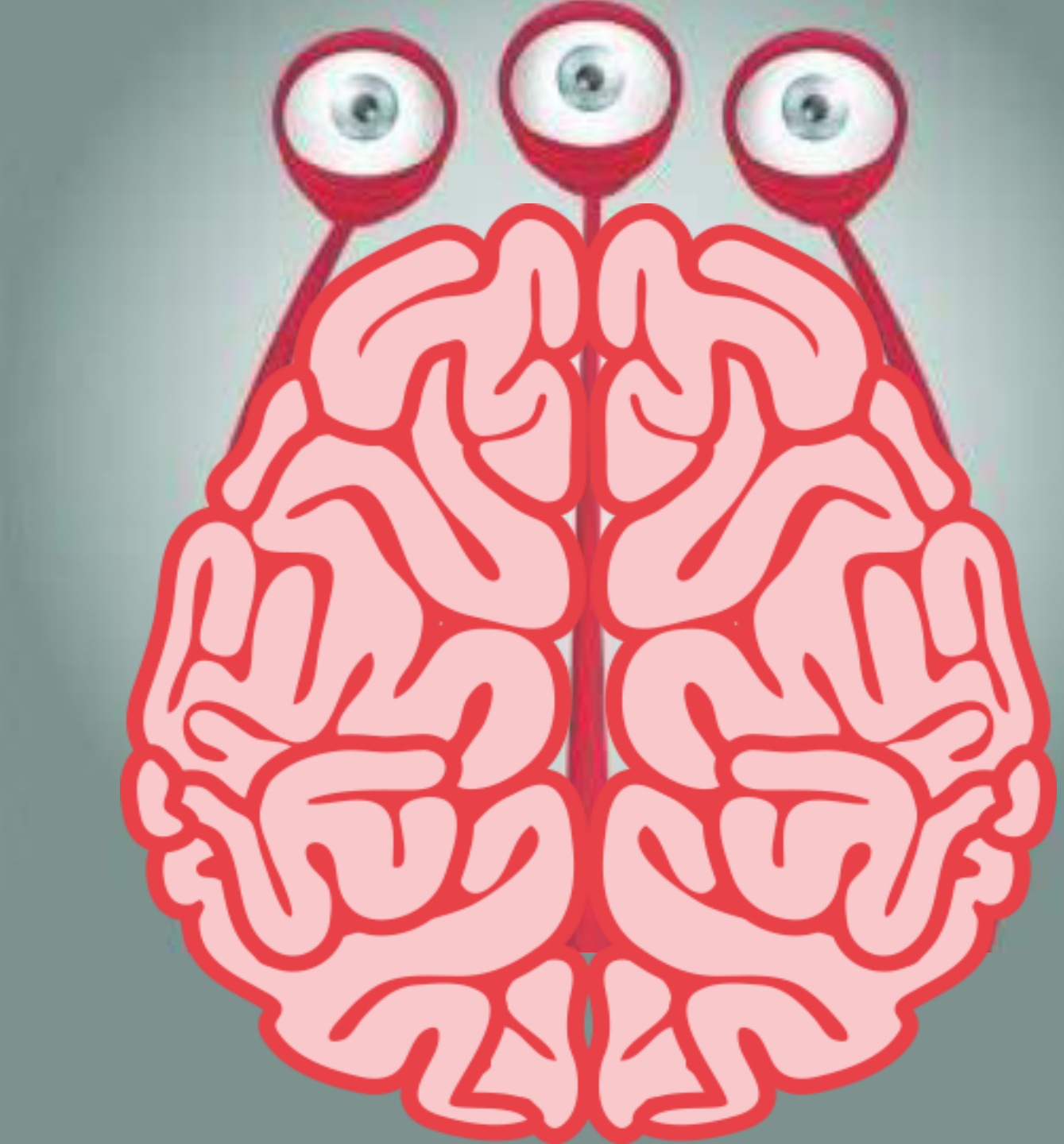
Digital Insights

How does infographics boost engagement?

Explaining through words to describe how things work is not that effective anymore as the lives today are busy. The trend has moved away from text based content to visual content. Infographics have a higher engagement rate than any of the readings. Interactive infographics can become a reason for two-way communication.

How Is It Effective For Marketing?

Marketers use infographics to gather data from their target audience.
They often create fun questionnaires using analytical tools to get engaged with relevant audience



THE BRAIN CRAVES IMAGES

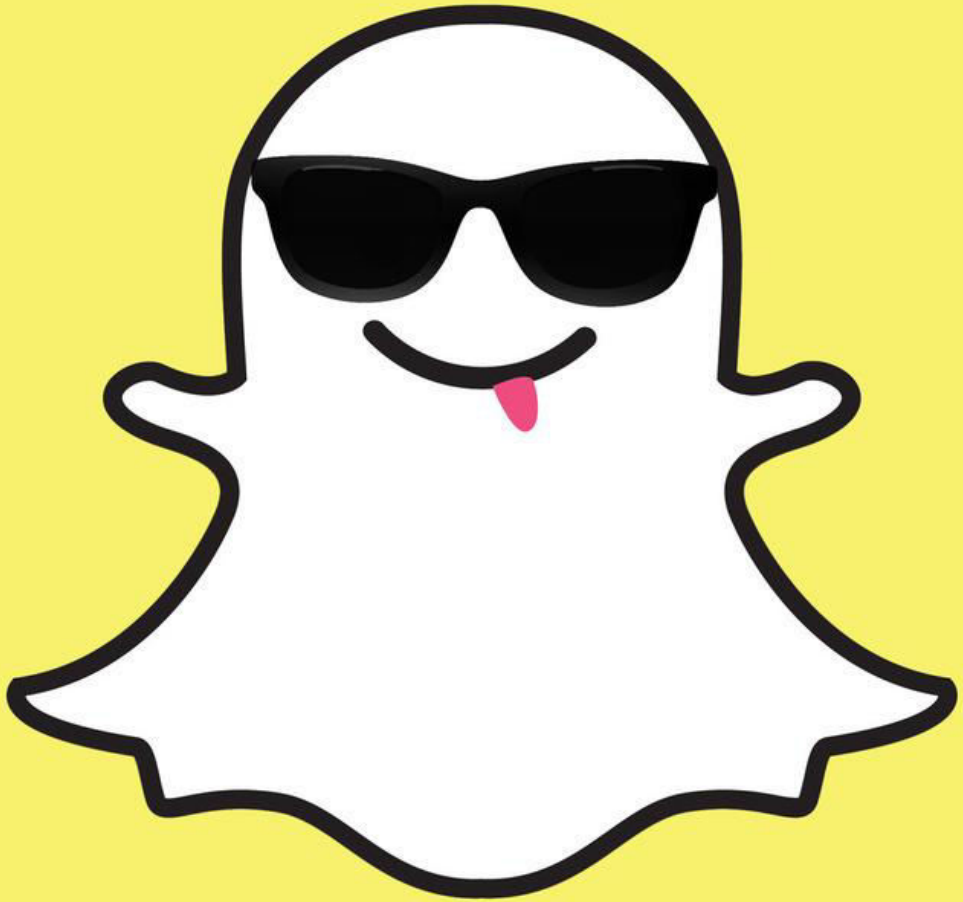
This is because 70 percent of our sensory receptors are visual, making half of the brain's functions deal with visual processing. Also, the human brain works really quick with visuals, taking just about a fraction of a second to process.

Thus, Infographic serves as a better option to load people with information without stressing them with words and keeping them engaged.

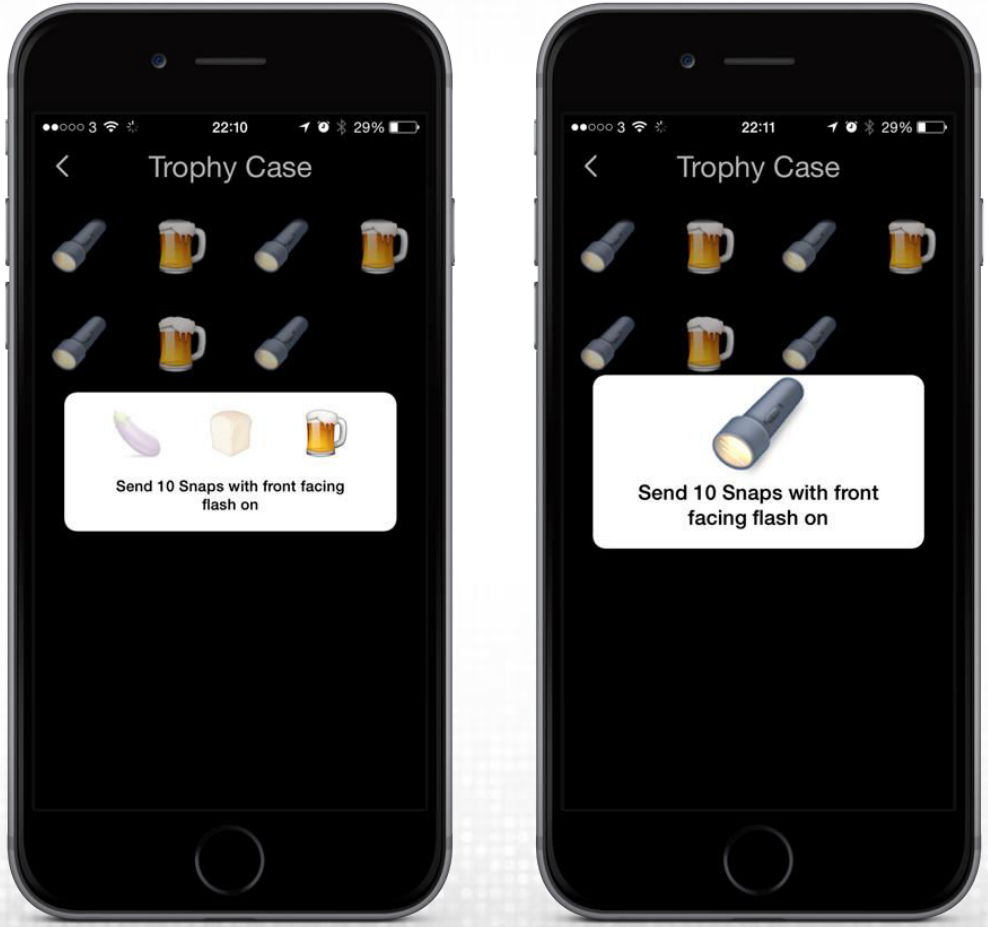
Follow the link to see the full report:
Interactive Infographics: Boost Engagement And Gather Data

Platform Overview

The New Snapchat's Trophy Case



Snapchat introduces its Trophy Case in the sneakiest of manners by putting it in the app without any announcements.



The app now allows you to collect trophies from the trophy case for any unlocked achievements. The achievements get unlocked by certain actions within the app, like sending 10 snaps with front facing flash on.

Right now, we're assuming that trophies are emojis because we can see just a few but Snapchat will be adding more.

How To Access Trophies?

Just swipe down the small arrow at the top of your home screen

Snapchat, however, is not very popular amongst brands in Pakistan as it still is not used by the masses, but who knows that it might be the next fastest growing social platform after Instagram? Lets not ignore it!

News Bytes

NEWS BYTES

Mobile Signals Disappear In Islamabad/Rawalpindi

National Foods Moves Sap To Rapid Computes

Pakistani Kid Announced As The Youngest Gamer Globally To Become Millionaire

Celebrating Independence Day

DIGITAL 101

DIGITAL 101

Digital Glossary

ARG: Alternative Reality Game. A game that takes place in both the real world and in a fantasy world, usually involving an online component.

DOS Attack: Denial of Service Attack is an activity where millions of computers attempt to repeatedly contact a single computer (victim). Due to the volume of activity the victim's computer is unable to cope and subsequently crashes.

Internal Site Search: A search function specific to one site. This awesome tool allows users to find what ever they are looking for on your site. All they do is type in the search term and hey presto if you have it on your site, they'll find it.

Lame-Ass Syndrome (LAS): This unfortunate yet common syndrome results in sites that will not function without the WWW in the URL; it is caused by System Administrators presenting signs of severe DNS laziness.

Online Press Room: A part of a website aimed at providing journalists with pertinent corporate information such as PR contacts, images and press releases.

Sandboxed: A restricted environment for programming.

UX: User Experience is a term used to describe the overarching experience a person has as a when interacting with a particular product or service, its delivery, and related artefacts, according to their design. The first requirement for exemplary UX is to meet the exact needs of the customer, without any fuss.

Hashtag Cloud

HASHTAG CLOUD

Trending Hashtags in Pakistan

- #QuaidTeraShukriya
- #AzadiMubarak
- #WeSalutePatrioticBaloch
- #امن_کا_پیغام_پاکستان
- #MemoriesOfAzadiDharna
- Change
- #CupOfFreedom
- Army Chief
- Shahid Afridi
- #CokeStudio8

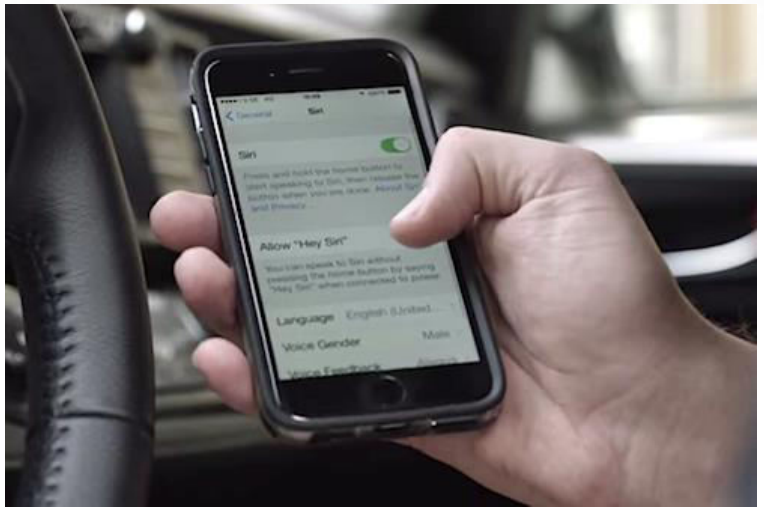
Top Favorite Picks From Around The World

TOP FAVORITE PICKS FROM AROUND THE WORLD

Toyota: Sirious Safety Message

Ever heard radio ads turning off your phone? Saatchi & Saatchi Sweden have come up with radio ads for Toyota that turn off your iPhonse through "Hey Siri" auto listening feature. It aims to create awareness for the problem of drivers using their phones while driving.

Follow link: Sirious Safety Message



Nike: YouTube's first interactive VR film

You can now step into the shoes of Brazilian soccer superstar Neymar Jr. through a full virtual reality experience via YouTube's first interactive VR film. This experience is being provided by Nike for the launch of its new Hypervenom II shoe.

Follow link: Neymar+Hypervenom

Forever 21: Instagram Powered Thread Screen

Forever 21 has gone beyond the standards by building this huge machine which serves as a an Instagram powered thread screen. The machine is completely built by hands. It displays Instagram users who tag anything with #f21threadscreen; this works 24b hours a day. So anyone who wants to see their photo made in threads can just head to F21Threadscreen and post a picture with #f21threadscreen to see it weaving up.

Follow link: #f21threadscreen

Hot Discussion Topics On Digital

HOT DISCUSSION TOPICS ON DIGITAL

Remembering ENIAC

Digital Marketing Recap – July 2015

Facebook Phone Number Hacking Flaw

Twitter says no to Plagiarized jokes

5 International Social Media Myths - Debunked

Trending Videos To Watch

TRENDING VIDEO TO WATCH

Coke Studio: Season 8

Coke Studio struck the hearts and minds of people by revealing its complete artist line up for season 8 in the most relevant patriotic manner. The "Sound of the Nation" reinforced the national spirit of Pakistan by launching "Sohni Dharti" sung by various artists just around Pakistan's Independence day. There couldn't be a better way to launch the new season.

Sohni Dharti – Coke Studio 8

Pepsi: Chand Sitara

Pepsi's Chand Sitara video for Independence day was awaited by almost everyone; The hype was clearly a success. Different reactions oozed out when people got a clue that Junaid Jamshed will be singing for the video. The video portrayed the beauty of Pakistan along with the people who make the country shine.

Pepsi-Chand Sitara

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Please send your feedback on this report to
hello@thedigitz.com