



DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

December 2016

digitz

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PURPOSE

This report is designed to give the readers an overview of the digital industry around the globe. 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.





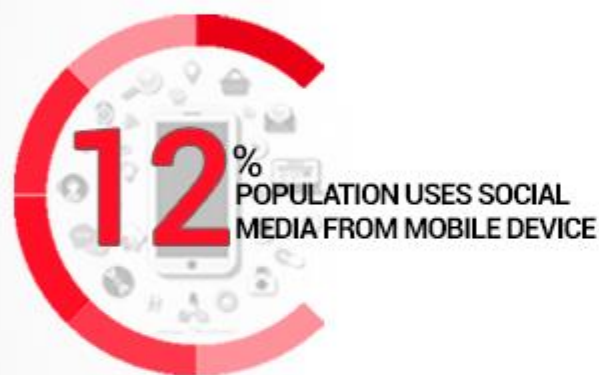
DIGITAL landscape

134.9 MILLION
MOBILE SUBSCRIBERS

34 MILLION
ACTIVE INTERNET USERS

31.7 MILLION
SMART PHONE USERS

35.4 MILLION
3G/4G USERS





WHAT'S new?

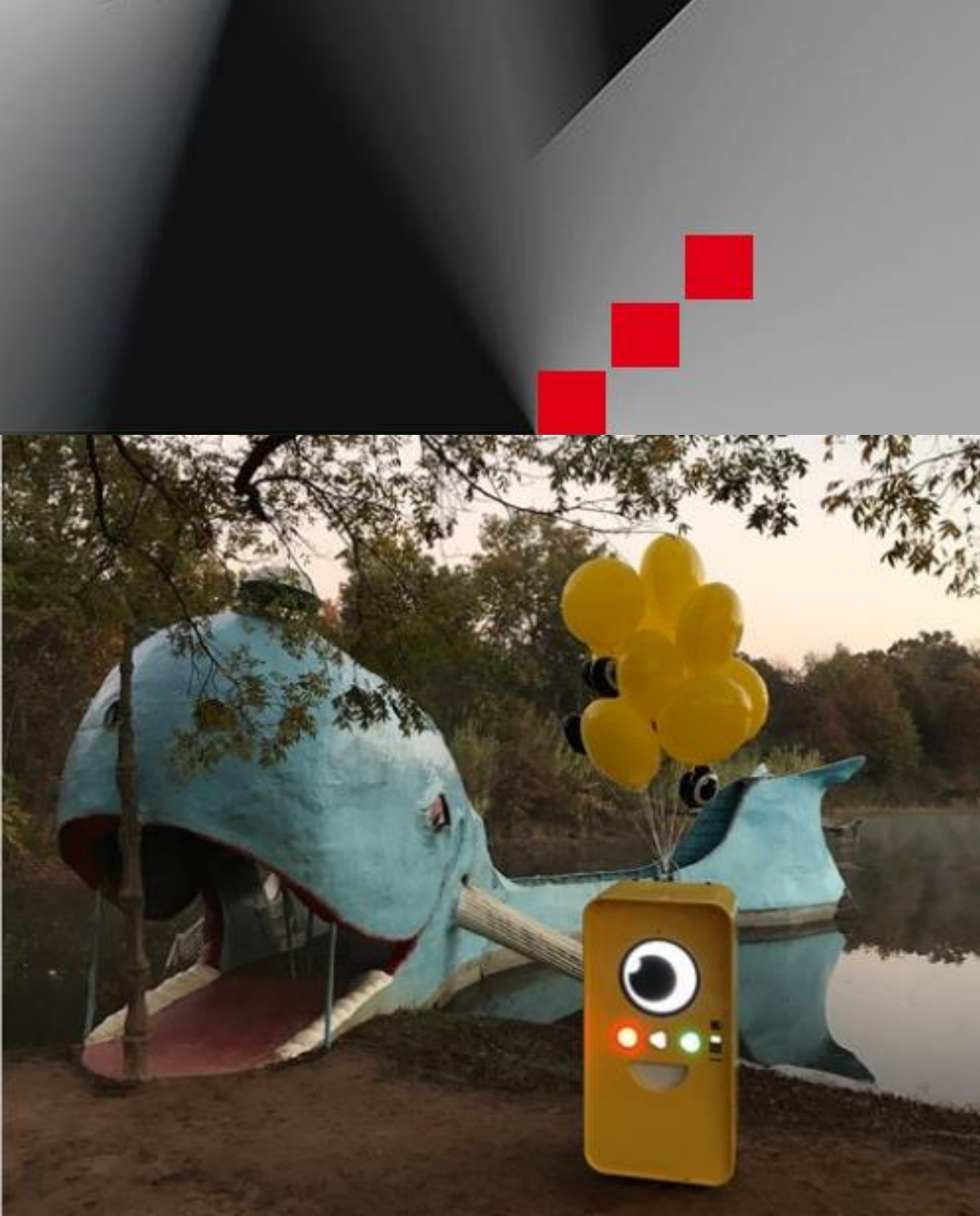
Snapchat's fans, not the media, are telling the world about Spectacles



SNAPCHAT

SPECTACLES

Snapchat's just-released camera sunglasses. But much of the conversation hasn't even focused on the launch -- it's been about the bizarre and delightful game Snapchat has made out of getting them. Rather than letting anyone buy them online, it's been dropping adorable Snap Bot vending machines around the country, providing a countdown and map on its website so fans can breathlessly await the next appearance.



SNAPCHAT

SPECTACLES

This (potentially) artificial scarcity is all part of Snapchat's strategy. When Spectacles were first announced, CEO Evan Spiegel referred to them as "a toy," and the quest to get a pair has become a big game for ardent fans. Every few days, a new Bot machine drops; two have been in LA while the other two have been in more far-flung corners of the country. One showed up in Big Sur, on the California coast, and the other in Oklahoma at the Blue Whale of Catoosa



Laura

@laurablakenc

 Follow

Didn't really care much about @Spectacles until they made them limited edition & only available in a vending machine that randomly appears. [twitter.com/ivanjkwan/stat...](https://twitter.com/ivanjkwan/status/798123456789012345)

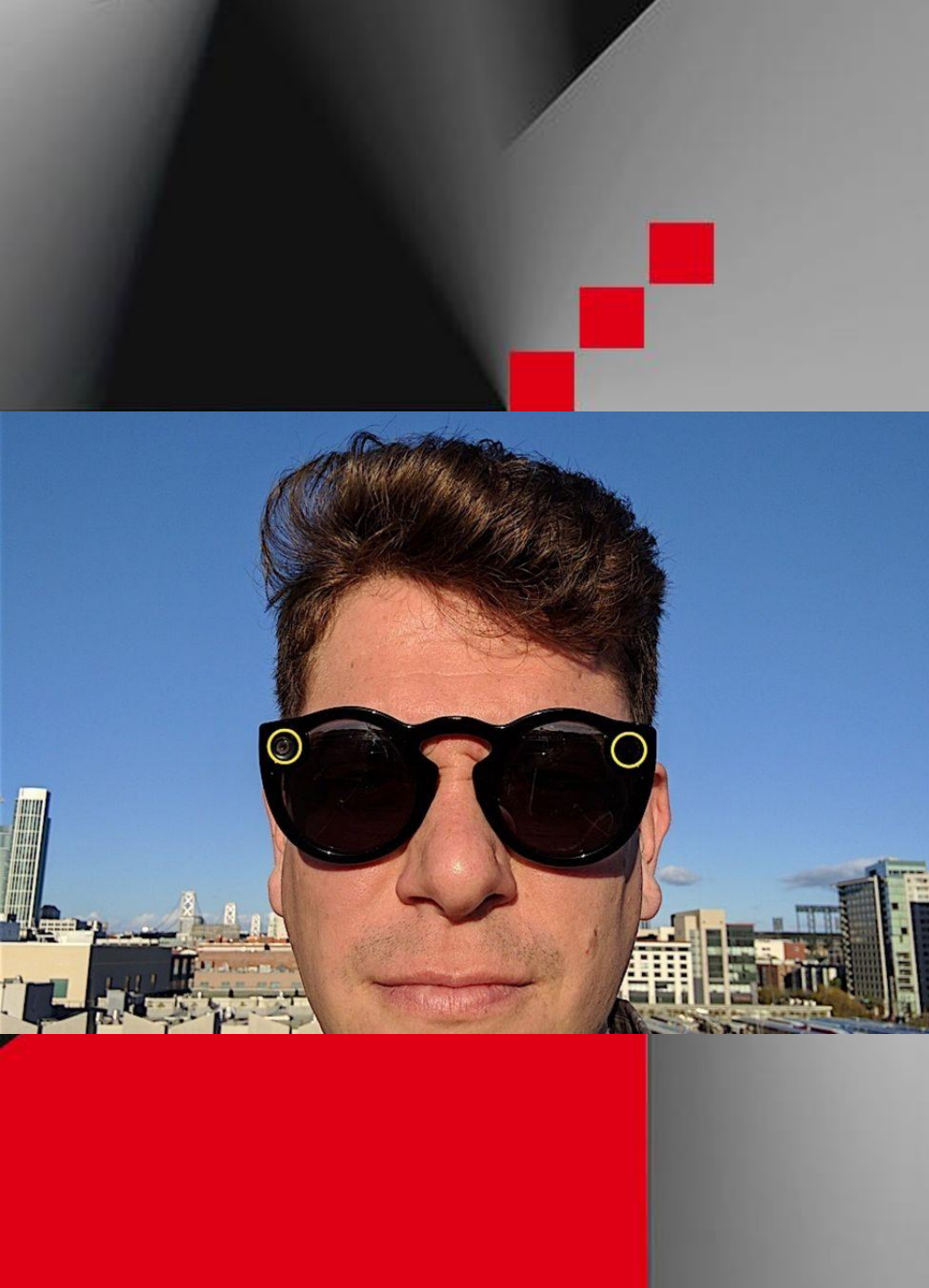
9:02 PM - 17 Nov 2016

  11  25

SNAPCHAT

SPECTACLES

With every drop, people are tweeting their excitement and disappointment, getting their hopes up during the countdown only to have them dashed when the Bot is hundreds or thousands of miles away. And the Spectacles Twitter account catalogs all the ups and downs, retweeting fans who get their hands on the glasses and frustrated potential buyers still waiting for the Bot to show up in New York City.



SNAPCHAT

SPECTACLES

It's proved to be a pretty brilliant strategy at driving hype: Dozens of people show up at the vending machines within minutes, and the glasses are always sold out within an hour or two. By turning Spectacles into a limited commodity, Snapchat has successfully built up a surprising amount of interest for such a goofy little gadget.

Read More: <http://engt.co/2g0hnx2>



INSIGHTS

online

7 Tips for Marketing to Moms

Mothers are the gateway to sales — women make 85% of purchasing decisions [PDF] in a household, and often that woman is a mom. She's not just buying for herself; she's also buying for the baby, the toddler, the teenager and for the entire soccer team. And she's not just buying Cheerios and baby wipes — she's purchasing electronics and other household items, sometimes even from her smartphone, since 70% of moms now own smartphones.



Many moms used to stay home and watch soap operas while they cleaned the house, taking in ads for Dove and Johnson and Johnson (hence the "soap").

But today's moms are much more dynamic: they have access to online tools, and they use them to fight feelings of isolation and maintain relationships — the rise of Facebook, Twitter and blogs have given moms a place to congregate, share opinions and build friendships. So, for brands, earning a mom's attention and trust can be a gold mine and a path to other moms. But how do you do it?



Mashable spoke with several experts with plenty of experience marketing to moms:

Catherine Connors, *director of community and social good at Babble*

Samantha Cescau, strategy director at BBH

Kevin Burke, *founder of Lucid Marketing, who's worked with Disney, AOL, baby brunch, tinyprints*

Stacy DeBroff, *founder of MomCentral*

[Click here](#) to find out what moms love, what they hate and what you should do to win their approval and loyalty.

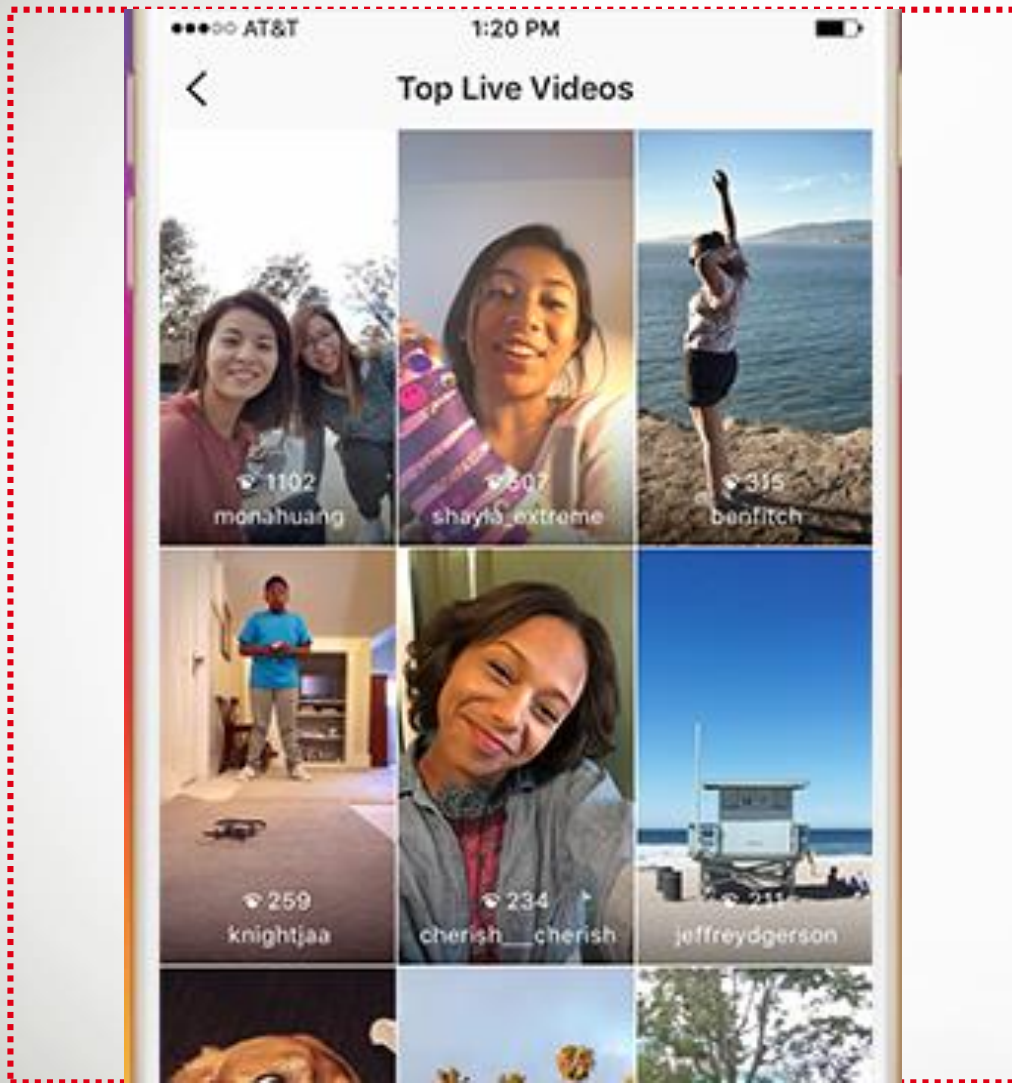




PLATFORM

overview

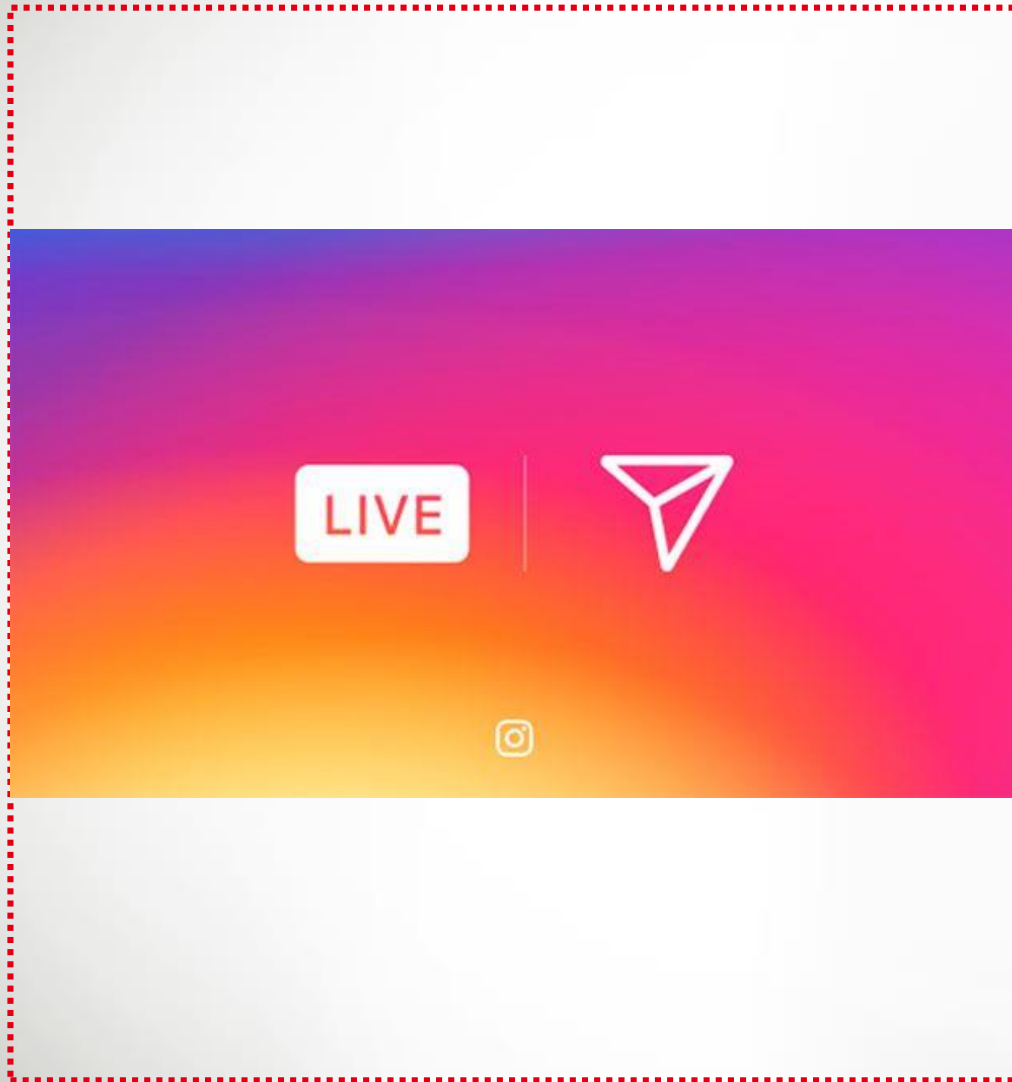
Instagram Just Rolled Out Its Live Video Feature to All U.S. Users



Meerkat and Periscope made live mobile video "a thing" in 2015, and since then about every other digital platform has gotten into the game.

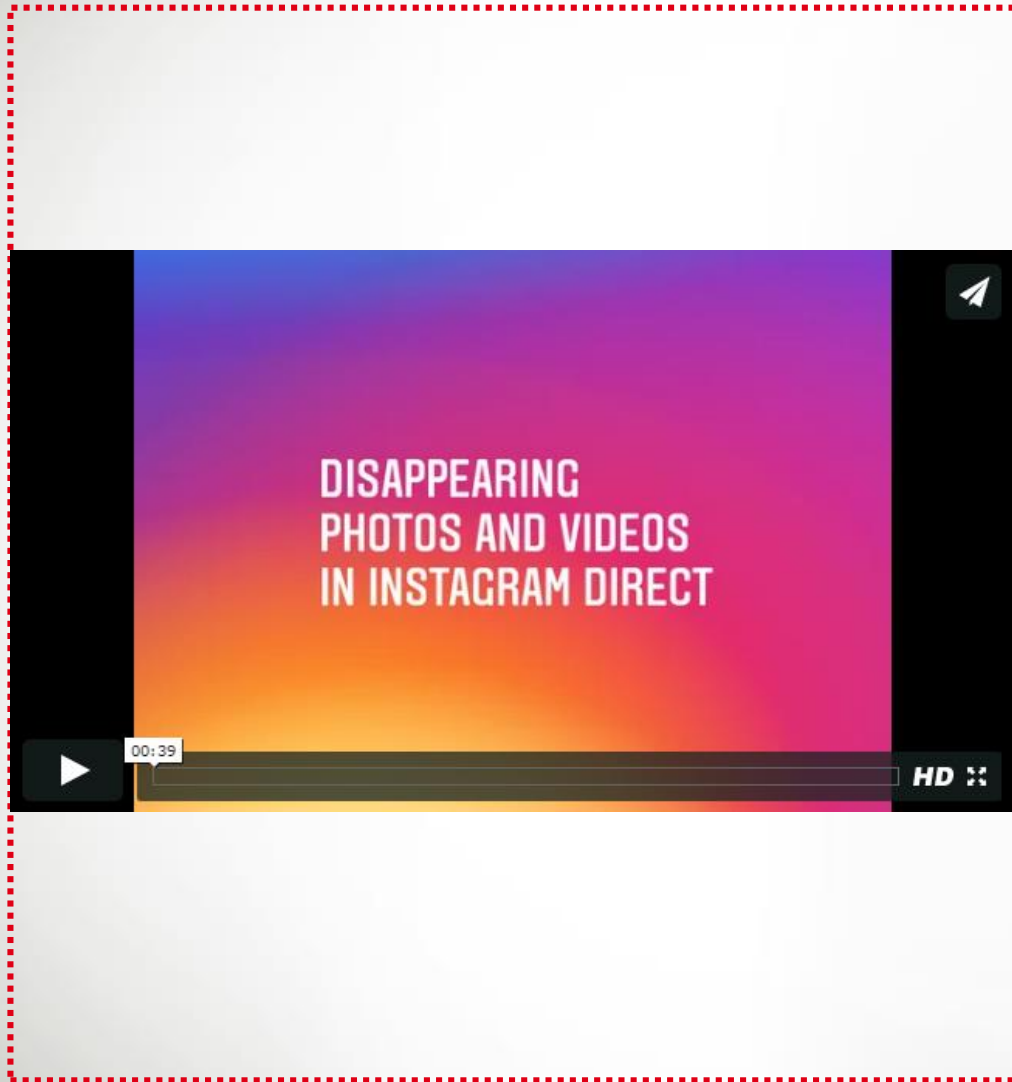
The latest is Instagram, as its roughly 78 million users in the U.S. can start employing the feature today if they update their app. The live video will appear in Instagram Stories, where folks can swipe and toggle into live mode. Facebook-owned Instagram announced the feature last month.





It will be interesting to see whether many brands invest time into using the feature—especially since they've only recently started getting accustomed to assigning personnel to test out Facebook Live. Not to mention that live video is also available on YouTube Live and Twitter-owned Periscope, and industry watchers believe it's a matter of time before Snapchat offers the same feature.





Meanwhile, check out
Instagram's introductory
online spot for live video.

Watch Video: <http://bit.ly/2hgfqjQ>



4CHAN

A bulletin board-like platform where users can post content to various topic boards anonymously.

ADAPTIVE LEARNING

Software that adapts its content and pacing to the current knowledge level and skill needs of the user.

FOMO

An acronym for "Fear of Missing Out," used when someone feels anxious that he or she will miss (or is missing) an opportunity by not doing something or not participating in some social event, such as a party, concert, or vacation trip.

DIGITAL 101

BMS

Broke my scale. A way to indicate that someone liked the way another looked.

AF

As F***. Used to emphasize a specific feeling or quality. For example, someone could be "Excited AF!"



DIGITAL
Worldwide

Defacing Abuse: A Guerrilla Campaign



With thousands of women featuring in advertising posters and billboards around the world, it's common place for derogatory words and images of sexual and physical abuse to be scrawled on these ads, often just as harmful as the ones delivered face to face. But verbal insults and harassment linger only in our memories. So this creative crew took defaced ads made to hurt women, and defaced them ourselves to turn them into ads against women abuse. Because if abuse against women happens openly in public, what happens in private?

The NRMA FireBlanket: Bushfire Detection



NRMA Insurance in Australia have been working on an early bushfire detection and monitoring network called "FireBlanket". It's a prototype designed to sense, locate and track bushfire smoke before spreading a virtual safety blanket over at-risk communities across Australia. It's early days of course, but you can imagine how powerful this could be, if it was brought to life. Created by the crew at M&C Saatchi in Sydney

The Race For The Future Of Virtual Reality



Right now there is over \$2 Trillion in market capitalisation for Virtual Reality startups, products and experiences. But who's actually using VR and is it even worth it? Well, as Fortune Magazine highlights here, it's deeper than you think, and beyond out typical marketing and brand focused experience conversations, VR (and the various variants of it..) are scaling fast. So much so, that it's only a matter of time before the horrible goggles you currently see, become socially acceptable, as technology adoption catches up, and the experiences/content drive demand.



TRENDING videos

Watch Amazon deliver its first package by drone



Amazon has released a new video showing off a drone delivering its first package. The milestone wasn't achieved in the U.S., where regulations are stricter — instead, the company got approval for U.K. drone delivery tests in July. The first successful Prime Air trip, 13 minutes from order time to package arrival, was made in Cambridge on December 7, 2016.

[Click Here To Watch Video](#)

Edible Plastic Bag



This "plastic" bag is not only biodegradable — it's also edible

[Click Here To Watch Video](#)



BEST OF Pakistan

Pakistani first online film Oye!! Kuch Kar Guzar

In pursuance of its commitment to empower youth, Pakistan's first and only youth centric telecom brand djuice is bring in the first Pakistani online film, in collaboration with YouTube. The film will inspire and actuate Pakistani youth into discovering their true potential and self reliance in order to work their way towards realizing their dreams.

The film is a distinct genre to allow the viewer to steer the story flow according to their own taste and preference. The film is split into mini episodes and at the end each viewer can navigate the story in their chosen direction, besides being able to skip ahead or see related videos throughout.

Djuice has opened new horizons with the launch of this movie. The launch event was held in the city of Karachi, where all the cast and other stars came together for the historic moment. The screening went on and all what was heard where hoots, whoots and applause. Haris Raseed the director of the film had added in some super puns and turns.



Khaadi celebrates its 18th anniversary with launching Theme Song

Khaadi, Pakistan's premium clothing & lifestyle brand, revealed the theme song for their 18th Anniversary titled 'Choo Liya Aasman' featuring the All Girl Band. Xulfi has composed & produced the song while Guddu & Shaani directed the video.



Fanta Flip Challenge

Pakistan was challenged to take up Fanta Flip challenge. The challenge was to flip a Fanta bottle and make it land upright

AND IT WORKED

Fanta
November 11 · 🌐

Practice makes perfect! So can you flip the Fanta bottle and make it land upright? Watch the video and join in on the conversation with #FantaFlip



13K

152 Comments 903 Shares 213K Views

Fanta
November 10 at 5:00pm · 🌐

Alay Hussain completed the #FantaFlip challenge. So what are you waiting for? Grab a bottle of Fanta and send us your videos now to win exciting prizes.



Fanta
December 11 at 5:14pm · 🌐

Muhammad Arsalan mastered the perfect swerve by completing the #FantaFlip challenge. So hurry up, grab a bottle of Fanta and send us your videos now to win exciting prizes.



Fanta
December 13 at 5:00pm · 🌐

Bilal Rehmat knows how to have fun with #FantaFlip challenge! Join in on the fun by grabbing a bottle of Fanta and sending us your videos now to win exciting prizes.



Fanta
December 9 at 5:00pm · 🌐

Husnain Abbas completed the #FantaFlip challenge. So grab a bottle of Fanta, flip it and send us your videos now to win exciting prizes.



Fanta
December 13 at 5:00pm · 🌐

Tamazir Azhar mastered the flip. Can you? Grab a bottle of Fanta, complete the #FantaFlip challenge and send us your videos now to win exciting prizes.



Fanta
December 5 at 6:00pm · 🌐

Hassan Ihsan Khan knows how to swerve for #FantaFlip challenge. Can you? Grab a bottle of Fanta, start flipping and send us your videos now to win exciting prizes.



See more: <http://bit.ly/2hEanYg>

[Facebook Moments Photo Sharing Service Is Now Available On Web](#)

[Facebook Launches Live 360 Video Streaming](#)

[Pakistan's Bandwidth Capacity Increases 4X with New 24Tbps Undersea Cable](#)

[Audi Pakistan Website \(With Specs and Prices\) Goes Live](#)

Local
Newsbytes

#

HASHTAG CLOUD

[#Khaadi
Journey](#)

[#livecoke](#)

[#Bring
Mamina
Home](#)

[#oye
Kuch
karguzar](#)

[#khaadi
turns18](#)

[#Pia
Plane
Crash](#)

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