



DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

JUNE 2016



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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.





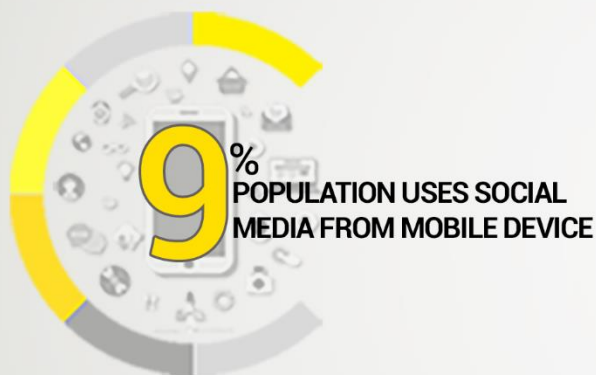
DIGITAL landscape

129.8 MILLION MOBILE SUBSCRIBERS

50 MILLION ACTIVE INTERNET USERS

15 MILLION SMART PHONE USERS

27.8 MILLION 3G/4G USERS

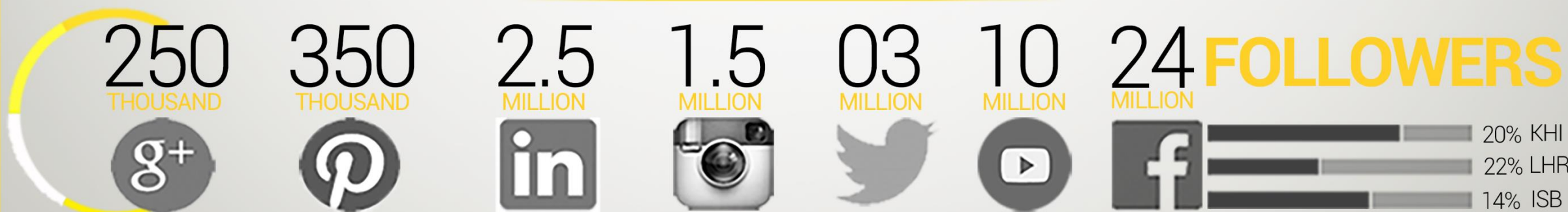


1 out of 10

PAKISTANIS IS AN ACTIVE SOCIAL MEDIA USER

2 since January 2014

GROWTH IN SOCIAL MEDIA usage from mobile





WHAT'S new?

Facebook Introduces 360 Photos – **The Next Step**
in the VR Shift



360 PHOTOS

Get ready for a whole new way to share experiences on Facebook – all users will soon be able to upload 360 photos to the platform.

360 PHOTOS

As you can see from the video,
uploading a 360 photo is pretty simple
– as explained by Facebook:
*“Simply take a panorama with your
phone or capture a 360-degree photo
using a 360 photo app or 360 camera,
and then post it on Facebook as you
would a normal photo. From there, we’ll
convert it to an immersive 360 photo
that people can explore, similar to how
people experience 360 videos on
Facebook.”*

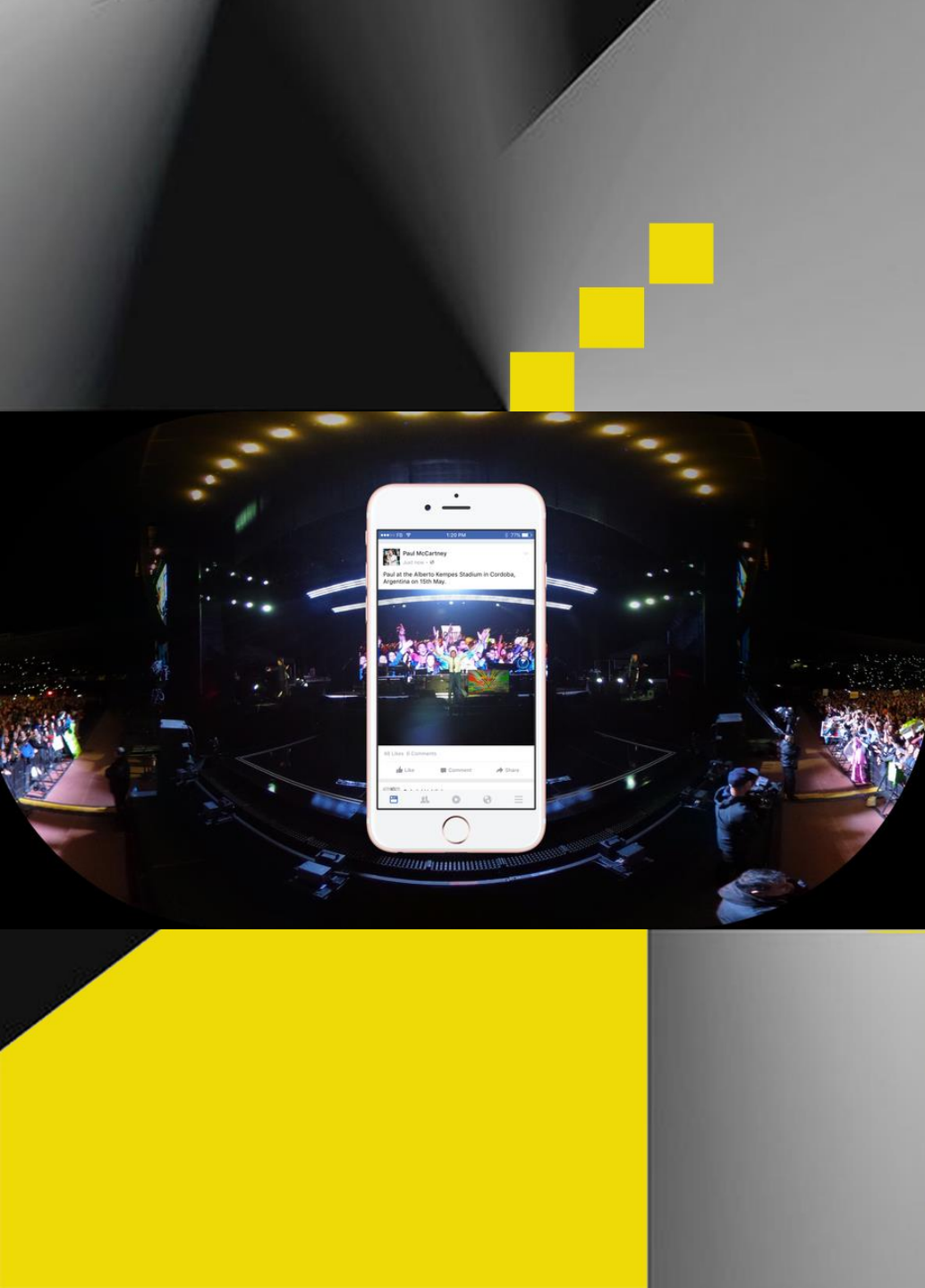


360 PHOTOS

Similar to the Instant Articles lightning bolt icon, 360 photos will have a compass symbol on the right hand side of the photo, signifying that users are able to tilt their phone or drag with their mouse to see more of the image.

Facebook's introduction of 360 photos is the next small step towards the next evolution of the platform, and the medium more widely.

Read More: <http://bit.ly/1YhnAXU>





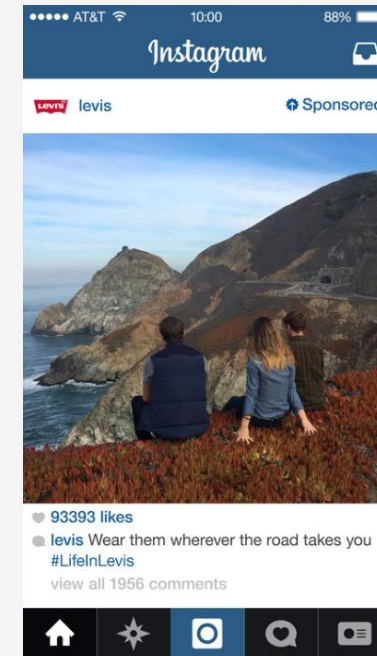
INSIGHTS online

How to Take Advantage of
Instagram Advertising

The image-based platform has become the single most utilized photo sharing app. 49% percent of Instagram users use the platform daily according to Pew Research, and of respondents age 18 and older, 32% reported using the platform several times a day.



This is a huge opportunity for advertisers who have visually compelling products, such as retailers, restaurants, craftsmen and event planners.



An advantage to advertising on Instagram is increased visibility with users who aren't followers (yet). Your ad looks like a normal Instagram post, but it'll show up in feeds of targeted audience segments and includes a customizable call to action button encouraging people to click.



The other advantage is getting ad placement on Facebook (on both desktop and mobile) in addition to Instagram when you create an Instagram ad. Because Instagram is owned by Facebook, you can create Instagram ads from your desktop using Facebook Business Manager.





PLATFORM

overview

Snapchat Now More Popular Than
Twitter, Said to Have **150M Daily Users**

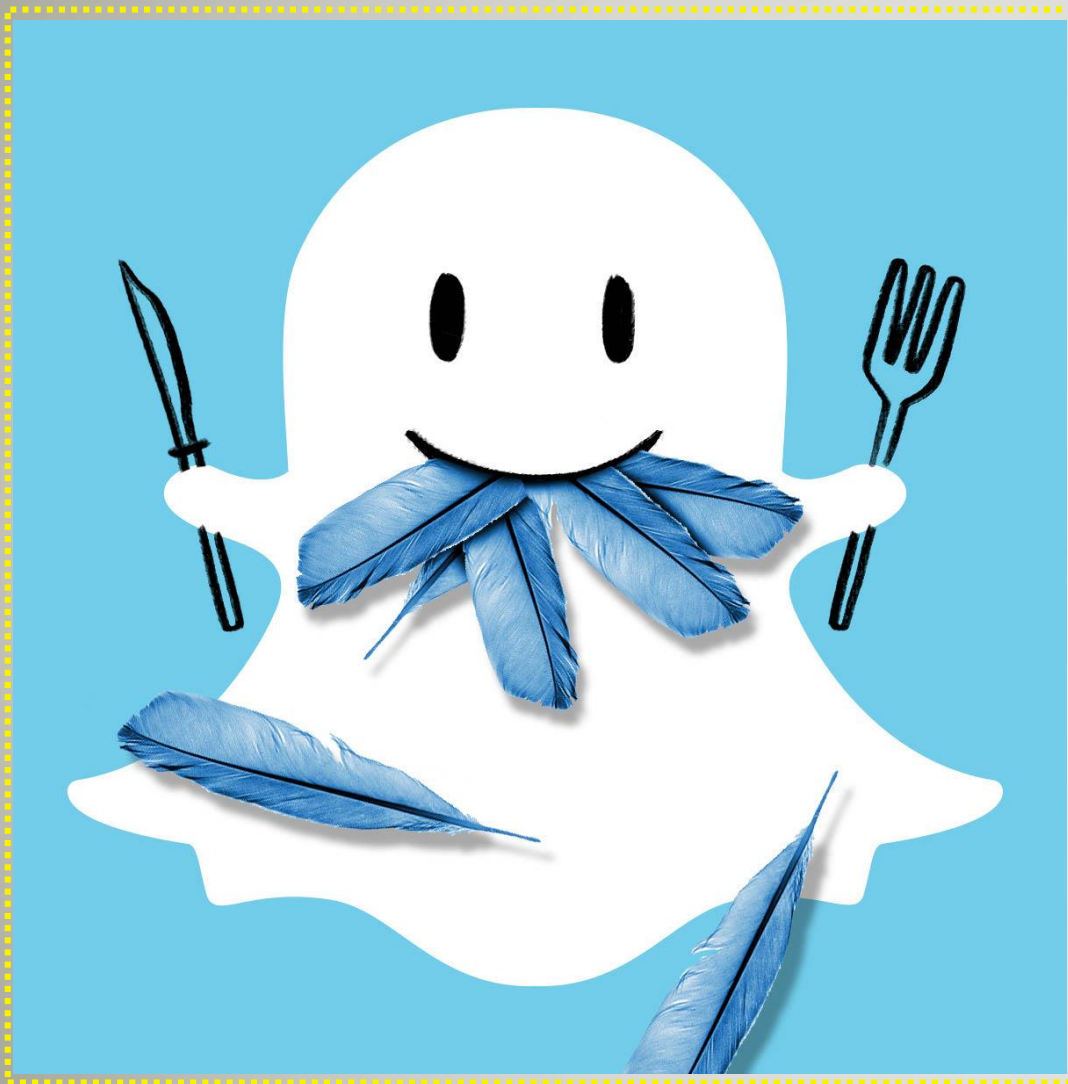
SNAPCHAT OVERTAKES TWITTER

UNCONFIRMED REPORTS STATE 150M DAILY ACTIVE USERS

STILL THINK IT'S JUST FOR KIDS?

Snapchat has been growing quickly, boosted by its popularity among young people. The app had 110 million daily users in December, said the people, who asked not to be named because they weren't authorized to speak about the numbers.





Twitter, which was founded in 2006, has less than 140 million users interacting with the service daily, according to an average of analysts' estimates surveyed by Bloomberg. The short-messaging service was once the largest social network after Facebook but has since been surpassed by Facebook's other apps, including Instagram, Messenger and WhatsApp.





Snapchat has made communicating more of a game by letting people send annotated selfies and short videos. It has allowed people to use its imaging software to swap faces in a photo, transform themselves into puppies and barf rainbows.





Messaging on Snapchat is "very modern," Twitter Chief Executive Officer Jack Dorsey said on Wednesday at Recode's technology conference. He acknowledged that Twitter at times can be confusing and alienating -- something he's trying to fix.

-- Bloomberg News

Source: <http://bit.ly/28p9ckL>



CGI

The Common Gateway Interface (CGI) is a standard protocol for interfacing external application software with an information server, commonly a web server.

Client-Side

Client-side refers to scripts that are run in a visitor's browser, instead of on a web server – as in server-side scripts. Client-side scripts are generally faster to interact with, though they can take longer to load initially.

DIGITAL 101

Visitor

A visitor is a single user coming to a website. The same visitor returning multiple times in one day is still measured as just one visitor.

Font Weight

The font weight refers to how thick or thin (bold or light) a font looks.



DIGITAL Worldwide

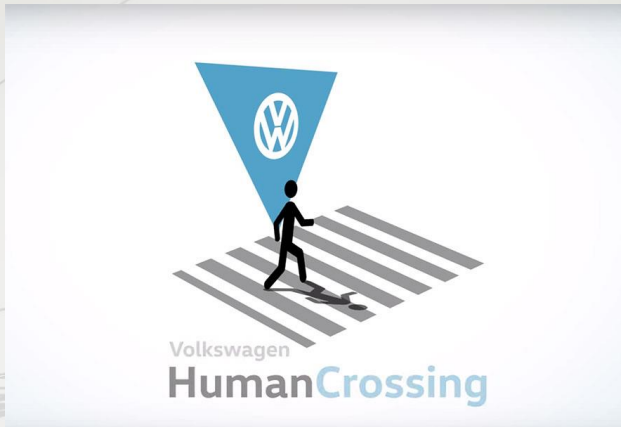
Old Spice GPS Dream Runner Activation



Old Spice recently tapped into a pop culture trend to challenge fans to dream something big, then run it (draw it), all powered by their Dream Runner mobile site, all in an effort to put their “Old Spice Hardest Working Collection” to the test. While arguably millions of people around the world using Nike+ have been known draw different types of objects in their runs, Old Spice might just be the first to reward it.

Watch Video: <http://bit.ly/1U8wNln>

Volkswagen The Human Crossing



In the UAE, most drivers ignore zebra crossings on a daily basis. So it's no surprise that 20% of all road accidents in the United Arab Emirates involve pedestrians, often resulting in fatalities. So Volkswagen created "The Human Crossing" to make our roads a little more human (and safe), reminding drivers that pedestrians aren't invisible and are human beings.

Children were given Volkswagen RFID tags, which synced their names to digital billboards which activated as they cross the road in key locations, making them more visible and creating human connections in the attempt to avoid more pedestrian accidents.

Watch Video: <http://bit.ly/1Za8fq7>

KitKat Interactive Vending Machine



Kit Kat take their breaks seriously, so seriously that if you take part in their virtual staring contest and laugh, you'll lose. With two interactive vending machines placed on two different college campuses in Brazil, and powered by facial recognition systems, each one streamed live video of the other vending machine, inviting students to take the challenge and stare into the face of another at the opposing campus. Then the contestant who held strong was rewarded with a Kit Kat Chunky candy bar. Created by JWT Brazil.

Watch Video: <http://bit.ly/1XSTgT8>



TRENDING

videos

Surf Excel - Pakistan



This Ramazan, encourage your kids to help others and make a difference. Don't let the fear of stains get in the way of your kids helping others. With New Surf Excel, you can give your kids the freedom to help and be good. This is the moto of the newly unveiled Surf Excel Ramazan 2016 campaign which gives out a very positive message and the ad overall is brilliantly executed.

[Click Here To Watch Video](http://bit.ly/1rlt9Hq)

Source: <http://bit.ly/1rlt9Hq>

Chewbacca Mom



Chewbacca mom Candace Payne has made \$420,000 since she posted a video of herself wearing a Chewbacca mask from the Star Wars franchise, Time magazine reports. She racked up the extra cash from gifts she's received since the video went viral late last month.

[Click Here To Watch Video](http://usm.ag/1OcchxT)

Source: <http://usm.ag/1OcchxT>



BEST OF Pakistan

How Tang Melted Hearts This Mother's Day

This Mother's day, Tang carried out a Flash-Call activity where an individual would call on the number 0344 888 TANG (0344 888 8264) to be called back again and record a personalized message that they would like to send their mother on Mother's Day. Once the message was recorded the person would enter their mother's cellphone number and on Mother's Day their mother would get the recorded message. To add to this, there was also a chance to win gifts for participating. In a very practical and meaningful manner the brand showed what it stood for, delivered the true essence of its communication efforts and helped people bond with their mother.



Fanta Launches New Mobile App For #Fanta100-Dare To Play Campaign

In April 2016, Fanta unleashed its campaign #Fanta100 – Dare to Play! Which propagates 100 ways to create fun in the life of Pakistani teenagers. These 100 quirky dares are basically 100 things to accomplish before turning 18.

Dare to Play was launched on digital platforms – with Facebook as its hub, but also activating teen-relevant platforms like YouTube, Twitter, Instagram, Vine and Snapchat.

But wait, Fanta didn't stop there! It has now launched its mobile app through which fans would be able to record the dares they choose to perform out of 100 fun dares, challenge friends to perform those dares, and out of all that fun, win exciting prizes by earning points! Now how cool is that?

[Check out the app](#)



Source: <http://bit.ly/1WN00Tc>

7Up Pakistan's latest marketing campaign turns ordinary people into stars

7UP added a twist to the the conventional outdoor advertising by giving an opportunity to three foodies to co-create 7UP billboards with their innovative food creations.

The three people were: a blogger (Madiha Hameed), an actress (Ayesha Omar) and a foodie (Kiran Afzaa)l. They prepared their signature dishes under the supervision of chef Saadat; Those dishes were then featured on 7Up's billboards along with their creators' names.

The campaign and the activity has once again strengthened the brand's bond with foodies.



[Ufone Clarifies its
Position Over
Twitter incident](#)

[SEED Ventures
Invests in Karachi
Based Digital
Firms](#)

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

[1950 Facial
Recognition
Cameras Can Track
Anyone in Islamabad
in Minutes](#)

LOCAL
Newsbytes

#

HASHTAG CLOUD

[#SayItWithPepsi](#)

[#Khaas
Tea
Party](#)

[#KHAASMoment](#)

[#Samsung](#)

[#RonaqERamzan](#)

[Pepsi](#)

[#MehmaanNawaz](#)

[#ANewDream](#)

[#Tarzz](#)

[#Zong](#)

[#FlavoritFanta](#)

[#InaamGhar](#)

[#KhaasRishta](#)

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