

Digital Trend Pakistan

Industry Research Report

MAR 2015



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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.

WHATS NEW?

#TheDress



#TheDress – An Internet Sensation

On Thursday, February 26th Scottish musician Caitlin McNeill [posted](#) a picture of a dress on Tumblr with the caption “guys please help me — is this dress white and gold, or blue and black? Me and my friends can’t agree and we are freaking the f*** out.”

The Internet freaked out as well, after BuzzFeed posed McNeill’s question to its readers.

The post, entitled “What Colors Are This Dress?”, has already been viewed [nearly 21 million times](#) and sparked off a heated global debate that saw [celebrities](#), [sportspeople](#) and pretty much everyone weighing in.



Source: [#TheDress - time.com](#)

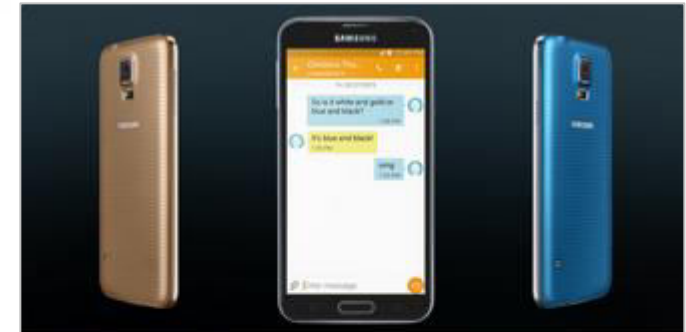
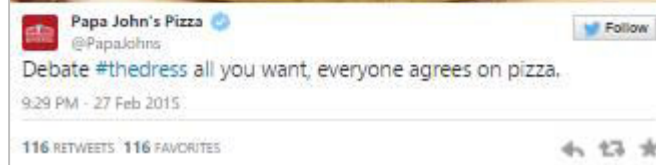
How Did #TheDress go viral?

In a matter of hours the likes of famous celebrities like Taylor Swift and Kim Kardashian were weighing in on the matter, while memes from as far away as Burma mocked the debate with a dose of political satire.

When this article was being posted, the original BuzzFeed story had notched up a record-breaking **20.8 million views**.

According to BuzzFeed, at one point there were more than **670,000** people on the website simultaneously, **500k** of those on mobile, and half of those reading the dress post.

How brands responded to #TheDress



How celebrities responded to #TheDress



Justin Bieber ✓
@justinbieber



Follow

And for everyone asking I see blue and black



Taylor Swift ✓
@taylorswift13



Follow

I don't understand this odd dress debate and I feel like it's a trick somehow. I'm confused and scared.
PS it's OBVIOUSLY BLUE AND BLACK



Kim Kardashian West ✓
@KimKardashian



Following

What color is that dress? I see white & gold. Kanye sees black & blue, who is color blind?



Sarah Hyland ✓
@Sarah_Hyland

Follow

Guys. I've stared at this dress for 5 minutes. Like an idiot. All I see is white and gold. And a satin bolero that shouldn't be paired w/ it



Demi Lovato ✓
@ddlovato

Follow

Hold on.... So people actually see white and gold....???!! 🤔

7:53 AM - 27 Feb 2015



Jaden Smith ✓
@officialjaden

Follow

I'm Seeing Blue And Black, As Of Now

8:28 AM - 27 Feb 2015



Anna Kendrick ✓
@AnnaKendrick47

Follow

If that's not White and Gold the universe is falling apart. Seriously what is happening????



Mindy Kaling ✓
@mindykaling



Following

I think I'm getting so mad about the dress because it's an assault on what I believe is objective truth.

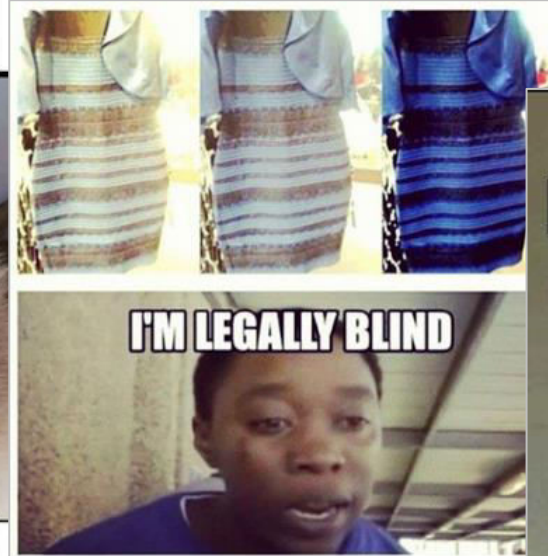
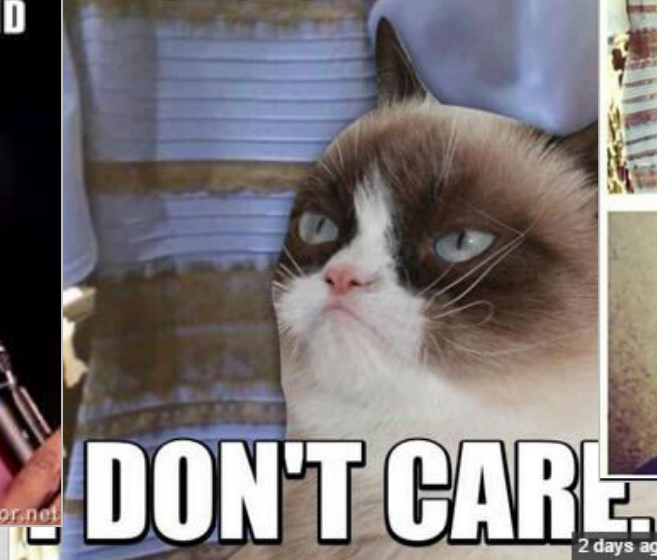
The memes that were shared



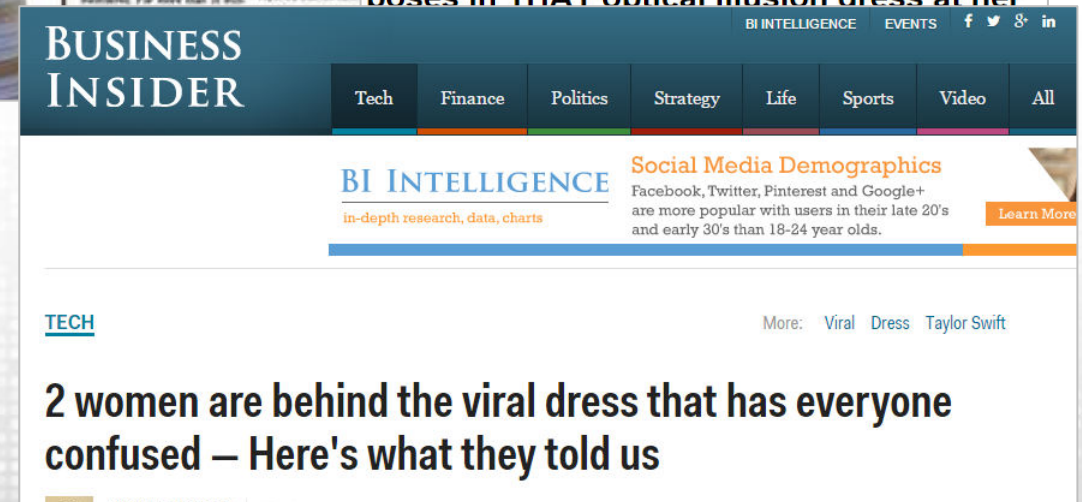
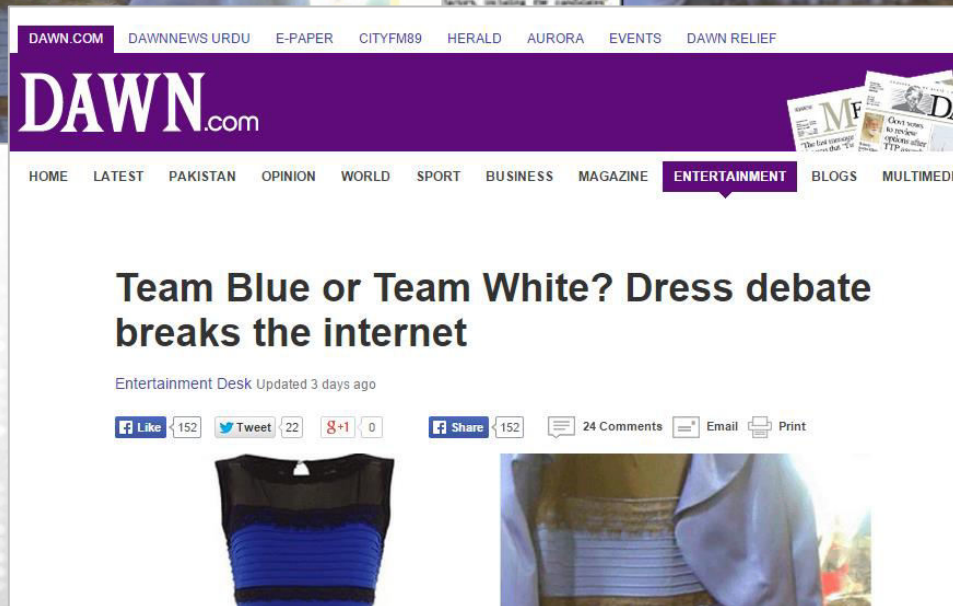
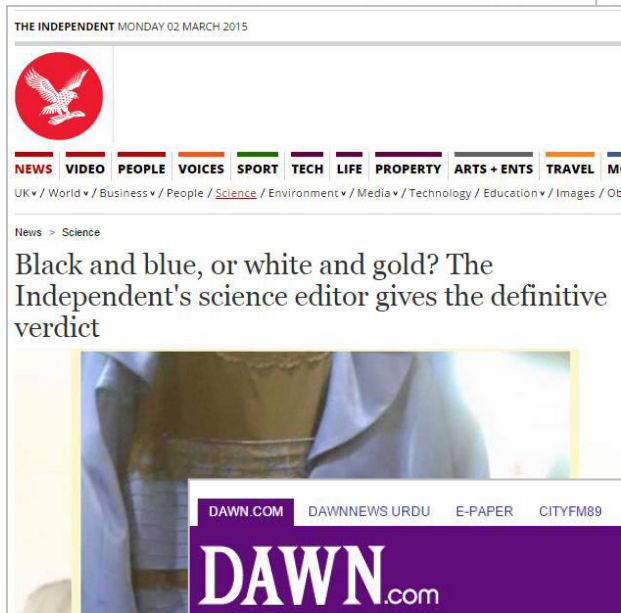
THE *DRESS* WILL
SEE YOU NOW



IT'S GOLD AND



The buzz that generated



So why did #TheDress go viral and what was the key take out?

#TheDress, a global digital phenomena created buzz not just on digital but on numerous communication platforms. The TV, the radio, the news, every platform was discussing what the dress conundrum was all about. This combined effort, playing on human psychology resulted in what one would call a domino effect making #TheDress a viral internet sensation.

It is internet sensations like these that show just how **powerful** the internet is. Within a few moments everyone worldwide, be it brands, celebrities or the average human being, were debating and connected over #TheDress. It is internet sensations like this that define the **future** of digital marketing.

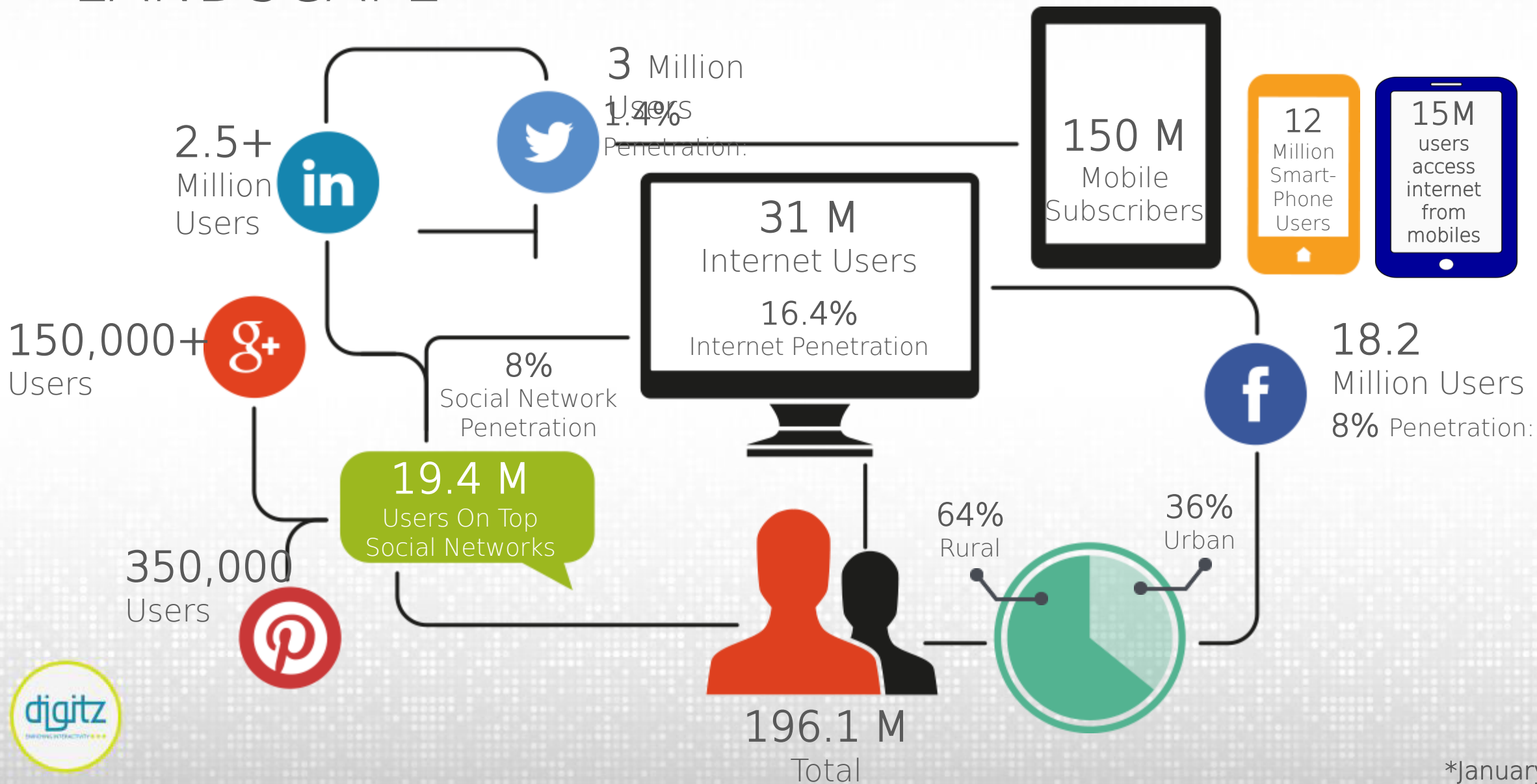
Something so simple turned into a global digital phenomena, all through the power of social media and the internet within the span of literally a few minutes. It is exactly this **spontaneous** and **impulsive** nature of the internet that defines trends and highlights the need for brands to take advantage of these trends and constantly be ahead of the game.



DIGITAL LANDSCAPE



PAKISTAN DIGITAL LANDSCAPE



*January 2015

DIGITAL INSIGHTS

Top 10 Digital Branding Trends for 2015



E-PAYMENTS & SOCIAL MEDIA CREATE NEW CLASS OF GLOBAL- VILLAGE ENTREPRENEURS

With PayPal, ApplePay and mobile marketing, combined with the democratization of content, new products will overcome local retail challenges and go global overnight.



SOCIAL MEDIA BRAND MELTDOWNS WILL INCREASE

As digital brands strive to provide an authentic experience by engaging with customers and prospects on social media, more big brands will suffer from viral criticisms and meltdowns on Twitter, Instagram and Pinterest. The customers' instant access to social media channels combined with a company's misunderstood humor could be detrimental for their brand reputation.

THE MOUSE WILL GET THE FINGER



Digital brands will be designed for scrolling rather than bulky clicking to achieve a smoother and more direct user engagement. The mouse will still be around, but your fingers will do more of the walking.

MOBILE FIRST, MOBILE LAST

Content, design, thought leadership, PR and social media will conform to the "medium is the message" as BYOD mobile will become the primary screen where consumers view your information.



CITIZEN JOURNALISM IS THE NEW JOURNALISM

Traditional news media that was considered trusted will give way to social media's citizen reporting. Unfiltered content will go viral quicker and earn trust faster than any accredited news organization can deliver.

BEHAVIORAL & PREDICTIVE DATA ANALYTICS ARE THE NEW PSYCHOLOGIST'S COUCH

Marketers will rely on predictive and prescriptive data analytics to make major advertising decisions like never before. The psychologist's couch is being replaced with big data analytics that demonstrate insights on user behavior data dissected to the micro-level.



LESS IS MORE

Content marketing will be re-engineered to align responsive web and mobile designs that demand larger imagery and minimalistic text for enhanced user experience.



CONTENT AUTHENTICITY WILL BECOME CRITICAL

As content marketers automate their content, the role and importance of authentic content creation will increase. People are less likely to believe hyped marketing schemes and more likely to accept genuine imperfect consumer reviews as a compass for purchasing decisions.

PRIVACY IS GONE — AND SO IS THE EXPECTATION

The notion that consumers have privacy when online will be reduced to a minimum as more cyber security attacks and big data analytics will render any web site visit a “deep probe into the mind of the buyer.” The expectation of anonymity will be replaced with the expectation of “protected security patronized by the seller.”



YOU ARE WHO GOOGLE SAYS YOU ARE



Corporate buyers and consumers alike will increasingly trust what they see on Page 1 of Google. Today, the most important first impressions happen online. Companies will have to monitor postings on social media platforms diligently.

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BRANDING + MARKETING + PR

PLATFORM OVERVIEW





300
MILLION
registered users

Originates
from **Japan**



Available in
193
COUNTRIES

4

LINE

Figures published in
December 2013

belongs to South Korean
corporation Naver

7 BILLION

messages sent
each day / 1 billion
stickers sent each day




100
MILLION

users subscribed to
Line in the 4 last
months

80%

of subscribers are based
outside of Japan

47 
MILLION
users in Japan

18 
MILLION
users in Thailand

17 
MILLION
users in Taiwan

FEATURES



Text / Voice
Chat



Photo, Video and
Location sending



Voice / Video call



Group Chat



Movie Chat



Applications



Timeline

MARKETING OPPORTUNITIES



Official
Accounts



Gaming apps



Open API



Branded
stickers



Brands can send
messages to all their
subscribed users at once



Artists/ celebrities can provide
fans with information & news or
communicate directly with Line
users using the ON AIR function

So what's the big deal about LINE?

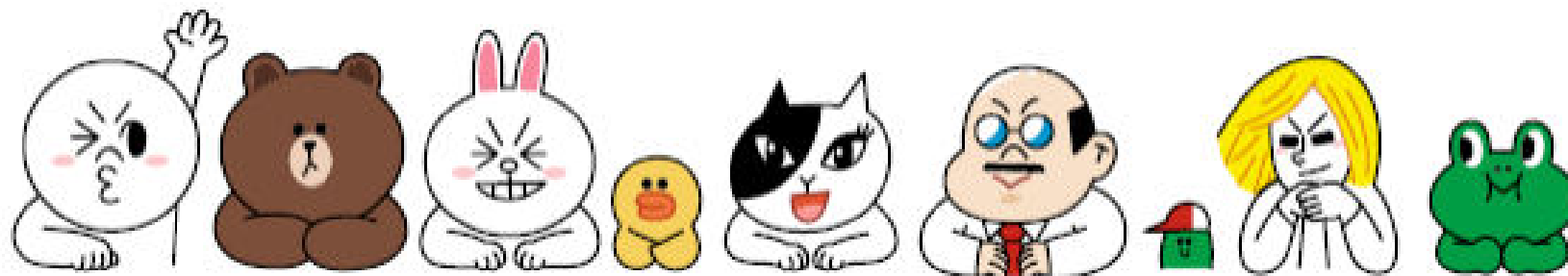


1. LINE's Distinctive Features

- **Stickers**

- Users can convey their emotions using the vivid and engaging characters to spice up any chat.
- The LINE Sticker Shop offers fun LINE stickers featuring over 20,000 sticker sets (as of August 2014) with distinctive personalities, giving users a way to express themselves graphically that's suitable for every occasion.
- The Sticker Shop helped to propel LINE to the No.1 Top-Grossing App spot in the App Stores of Japan, Taiwan and Thailand and one of the most popular apps in a number of other Asian countries too.

LINE Friends: Introducing LINE's original characters!

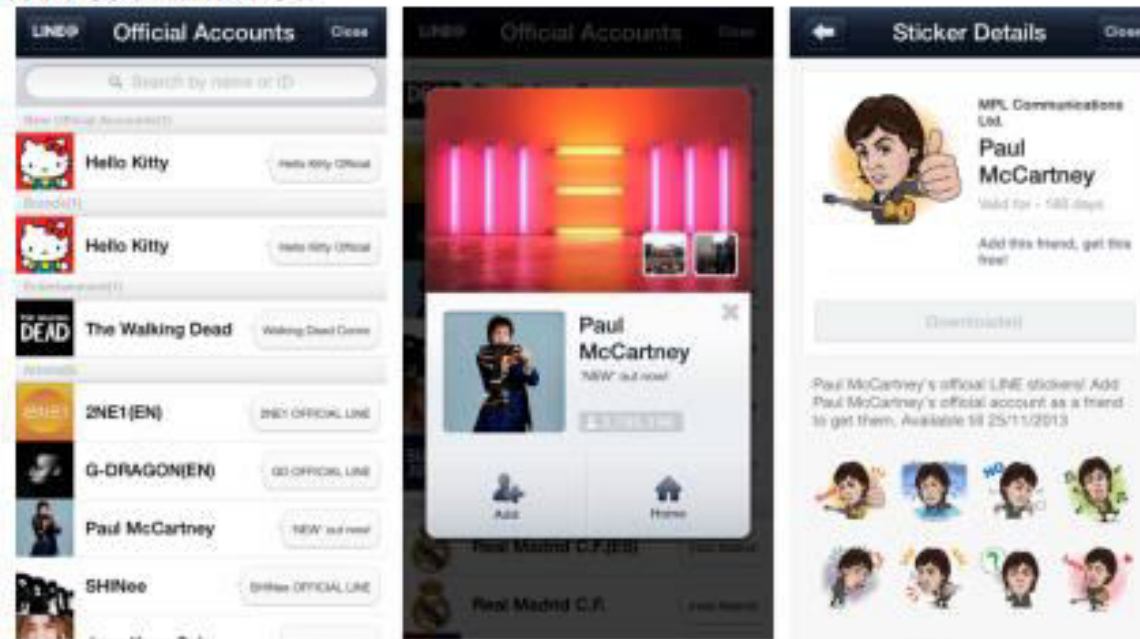


[From Left to Right: Moon, Brown, Cony, Sally, Jessica, Boss, Edward, James, Leonard]



• Official Accounts

- As a global marketing platform, Official Accounts offer users a chance to befriend and follow their favorite celebrities, public figures and corporate brands and by receiving messages, pictures or even video/audio clips.
- Users can view updates from Official Accounts and also interact with them in real-time during On Air Mode, when the Official Account holder can instantly receive user messages and respond.
- The content uploaded on each Official Account is saved on the Home and Profile pages to enable users to freely view and share all content.
- LINE plans to add more local celebrities and brands in each country as it expands its footprint in each market.





- **Timeline**

- Users can share their life moments with LINE friends by writing posts with text, stickers, photos and videos to highlight special events. They can also conveniently share their favorite Official Account post on their personal timeline.
- Timeline serves as another communication trigger that enables users to check the latest updates from their friends in real-time without necessarily exchanging messages.
- The privacy setting of your timeline or each post can be adjusted to stay closely connected to your loved ones.





- **PC Version of LINE (Cross Platform)**

- Users can use voice and video call features to chat with LINE friends from PC to PC, as well as between PCs and smartphones (iPhone/Android)
- For maximal convenience, one user can run his or her LINE on more than one device at a time for instant update on all.



VIDEO CALLS



Multi Devices



2. LINE Family Apps

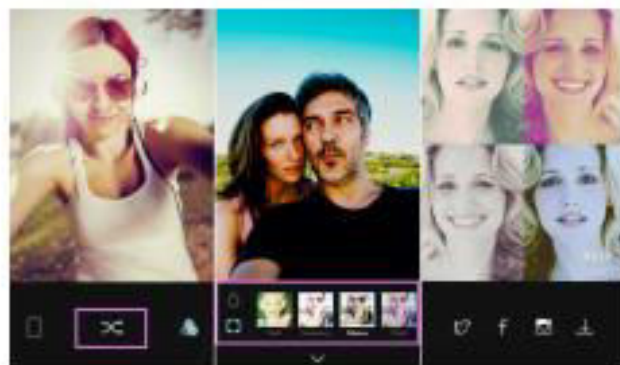
LINE has released 72 LINE Family apps (incl. LINE games; as of October 2014) in which have accumulated total downloads of 1 billion around the world (as of June 21, 2014)

- **LINE camera**



- On LINE camera, users can capture, decorate and instantly share photos on LINE and other SNS channels.
- In addition to photo frames, filtered effects and brushes, users can purchase LINE stickers to decorate their photos with
- Already exceeded 100 million downloads and has been ranked No. 1 in the Free App category of App Stores in 52 countries (as of September 2014).

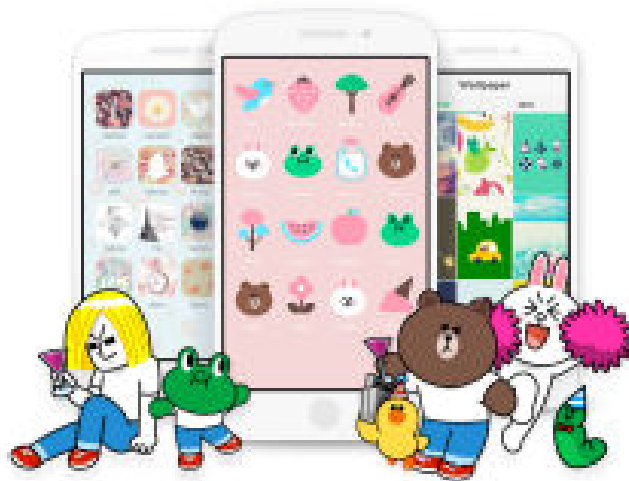
- **B612**



- B612 is an extremely simple camera app made especially for selfies.
- Named after one of the planets that the prince from the novella "The Little Prince" lived on, B612 provides the perfect selfie shooting app for gorgeous selfies.
- It is equipped with 53 special filters and soft-focusing with no prior setup required.



- **LINE DECO**



- LINE DECO allows users to add a personal touch to the home screen of their smartphones by using customizable wallpapers, icons, and more
- Ranked the top spot in the Free App category of App Stores in 9 countries and regions
- Exceeded 10 million downloads globally only in 75 days after its release (as of June 7, 2014)

- **Other LINE Family apps**

- **LINE Selfie Sticker** can be used to make original stickers out of self-portraits, or “selfies” in just three simple steps. Users take a picture of their own face and then choose their favorite character from over 200 illustrations covering 26 exciting themes.
- **LINE PLAY** offers an avatar community for mobile devices that allow users to create their own character (avatar) and rooms, which they can decorate to express themselves.



• LINE GAME

- Closely integrated with the LINE messenger, LINE GAME users can invite their LINE friends and compete with them by comparing scores or even send gifts.
- 41 LINE games* have achieved over 420 million downloads worldwide (as of August 25, 2014) *Some LINE games have been released in certain countries only.



Here are some of our most popular LINE games!

NEWS BYTES





NEWS BYTES

[3G Users in Pakistan
Reach 10.3 Million](#)

[Plane Solutions
Aiming to Bring
Augmented
Reality to
Pakistan](#)

[Daraz.pk Launches
Android App in
Pakistan](#)

[Zameen.com
Launches Urdu
Blog](#)

DIGITAL 101





Digital Glossary

BOOKMARKING: Saving the web address of a web page or website so that it may be easily found again. Bookmarks can be managed with a browser or with an online tool.

CAMPAIGN STRATEGIST: The clever mind who is responsible for making the objectives of a campaign a reality, by any means necessary.

DIGITAL: Available in electronic form; able to be manipulated and read by a computer.

MENTIONS: The instances when your brand, company or staff members are talked about online, usually by your clients or consumers.

NETIZEN: An experienced web user; someone who has spent a significant (if not disproportionate) time on the web.

ORGANIC SEARCH: These are the listings generally found on the left hand side of a SERP and are not influenced by direct financial payments.

HASHTAG CLOUD





Trending Hashtags in Pakistan

#IWantAWorldWhere

#OnethingWeAllLove

#ThisIsWhatIKTaughtMe

#WeStandWithMinorities

e

#LahoreChurchBlast

#GreensChakDeyPhat

#JazbaJunoon

ey

#PakVsIre

#STOPvictimizingMQM

#NothingIsBetterThan

TOP FAVORITE PICKS FROM AROUND THE WORLD





TOP FAVORITE PICKS FROM AROUND THE

WORLD

Facial recognition technology used to fight domestic violence

To coincide with International Women's Day, London agency WCRS teamed up with Women's Aid and Ocean Outdoor to create some remarkable digital billboards about domestic violence. They use facial recognition to recognize when people are paying attention to the image of a bruised woman. As more people look at the ad, her bruises and cuts heal faster, communicating the benefit of not turning a blind eye to the problem.



Click here to read more:

[Bruised woman billboard](#)

Charge your phone wirelessly with these new Ikea Lamps & tables

The stress of trying to find or borrow a charger for your smartphone could soon be forgotten if Ikea has its way. The Swedish furniture giant has unveiled a new range of products that come with built-in wireless charging capabilities — just pop your smartphone or tablet on the surface, and watch the battery level start to climb.

Click here to read more:

[Ikea wireless charging hubs](#)



Jägermeister Instagram Campaign Reached 3.24 Million & Increased Followers By 63



Working with Berlin-based startup Brandnew, Jägermeister launched an Instagram-focused social media campaign in Germany, Austria, Switzerland and the United Kingdom.

The goal of the campaign was to build community, awareness of the brand and to increase the number of the brand's Instagram followers.

Click here to read more:

[Jägermeister Instagram](#)

HOT DISCUSSION TOPICS ON DIGITAL



> HOT DISCUSSION TOPICS ON DIGITAL

Kellogg's sees location-based marketing as the new frontier for brands

[Location based marketing](#)

How to jazz up your Pinterest page with music

[jazz up your Pinterest](#)

What to Look for from Facebook Ads in 2015

[Facebook ads in 2015](#)

How to Make a Marketing Impact with Instagram

[Instagram marketing](#)

Videos on Facebook: Get in While They're Hot!

[Videos on Facebook](#)

Line Launches New Chat App To Connect Businesses And Brands With Consumers

[Line Messenger](#)



TRENDING VIDEOS TO WATCH



➤ TRENDING VIDEOS TO WATCH

Adobe Celebrates 25 Years of Photoshop



Adobe have just put out a nice tribute to its 25th anniversary for all of us to enjoy... It's called "Dream On" and showcases a snapshot view from old to new, touching some of the most amazing Photoshop!

.Click here to play the video:
['Dream on'](#)



Domino's Brings Pizza Orders to the Smartwatch



Pizza-lovers can already order Domino's on iPad, iPhone, Android, Windows Phone 8 and Kindle Fire mobile devices—even via in-car tech powered by Ford, not to mention at dominos.com. Add smartwatches to its list of digital ordering innovations, as Domino's customers can now place and track their order by downloading an app for Pebble and Android Wear smartwatches.

Click here to play the video:
[Domino's Smartwatch](#)



We'd love to hear from you.
Please send your feedback on this report to
hello@thedigitz.com