

Digital Trend Pakistan

Industry Research Report

MARCH 2016



▶ TABLE OF CONTENTS

- ▶ Purpose
- ▶ Digital Landscape
- ▶ What's New
- ▶ Digital Insights
- ▶ Platform Overview
- ▶ Special Feature: Capstone Research
- ▶ News Bytes
- ▶ Digital 101
- ▶ Hashtag Cloud
- ▶ Top Favorite Picks
- ▶ Hot Discussion Topics On Digital
- ▶ Trending Videos to Watch





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



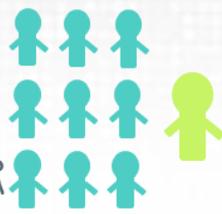
DIGITAL PAKISTAN



29.1 MILLION
ACTIVE INTERNET USERS

149.2 MN
ACTIVE MOBILE SUBSCRIBERS

1 IN EVERY **10** PAKISTANI IS AN ACTIVE SOCIAL MEDIA USER



9% OF POPULATION USES SOCIAL MEDIA FROM MOBILE DEVICE

2 TIMES SINCE JAN 2014 GROWTH IN SOCIAL MEDIA USAGE FROM MOBILE

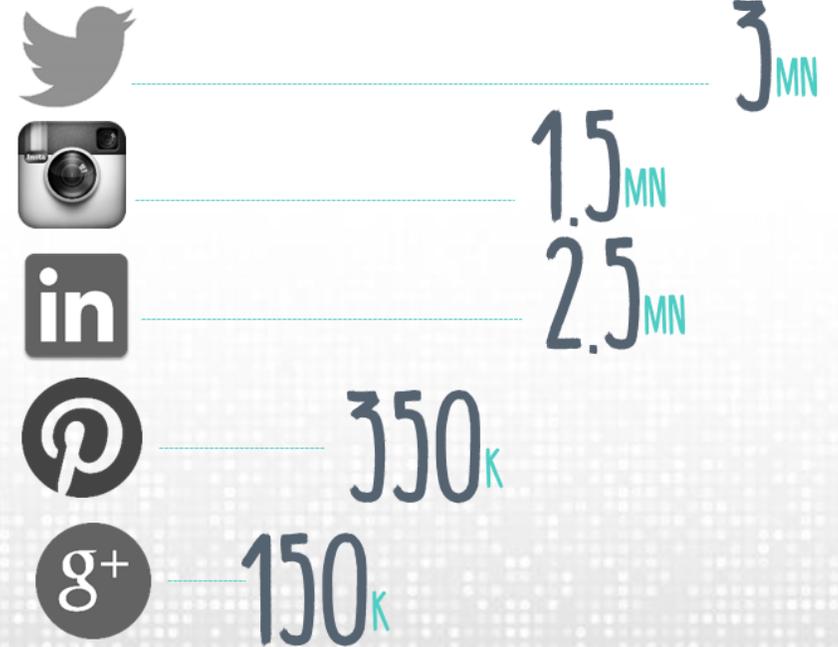
24.7 MN 3G/4G USERS
15 MN SMART PHONE USERS



f **24** MN

KHI: 20%
LHR: 22%
ISB: 11%

TOP 10 CITIES MAKE UP **75%** OF FB POPULATION



What's New?



International Women's Day

March 8, 2016

The theme for this year was [#PledgeForParity](#). According to data provided by Talkwalker, the hashtag was used more than 98,500 times with Canadian Prime Minister Justin Trudeau, business luminary Richard Branson and actress Gillian Anderson making the pledge.



The campaign main hashtag #IWD2016 that was the most popular calling card of the day with 1.1 million tweets

#IWD2016 was used roughly 75,700 times



Among the top influencers according to Talkwalker were British pop group Little Mix, former Secretary of State and current presidential candidate Hillary Clinton, Senator Bernie Sanders, and First Lady Michelle Obama.



Microsoft

The tech giant has launched a year-long campaign encouraging girls to pursue STEM ambitions. In the first video, created by McCann, young girls struggle to name a female inventor. Subsequent videos will celebrate Tabitha Babbit, who invented the circular saw, and Ada Lovelace, the inventor of the algorithm.



<https://youtu.be/Y8DBwchocvs>

Western Union

Western Union is supporting a young South African woman named Siba Gqirana, who dreams of becoming one of the country's first female commercial pilots. Kara Hatzai, a female commercial pilot in Chicago, nominated Siba to be the next person in Western Union's Chain of Betters competition celebrating using money for good.



<https://youtu.be/OWNNXlwZ4N0>

Fairy

The Procter & Gamble brand dropped the 'y' from its name and released a video about whether men share a fair amount of the workload around the house. The film was created by Grey London



<https://web.facebook.com/fairydish/videos/1000336270013013/>

BBDO Asia

BBDO Asia launched a digital campaign to get women talking about their experience with the 'confidence gap', which is the habit of doubting one's own abilities and competence despite the reality proving otherwise.

The campaign video titled '#ConfrontTheConfidenceGap' featured female professionals from brands such as HP, Fonterra, and Visa. A quick poll on the campaign's Tumblr site found that majority (95%) of respondents can relate to the experience.



https://youtu.be/biv_D0n4vow

Adam & Eve/DDB

The agency has changed its name to Eve & Adam/DDB for the day as it pledges support to women's equality in the industry.



Titan Raga

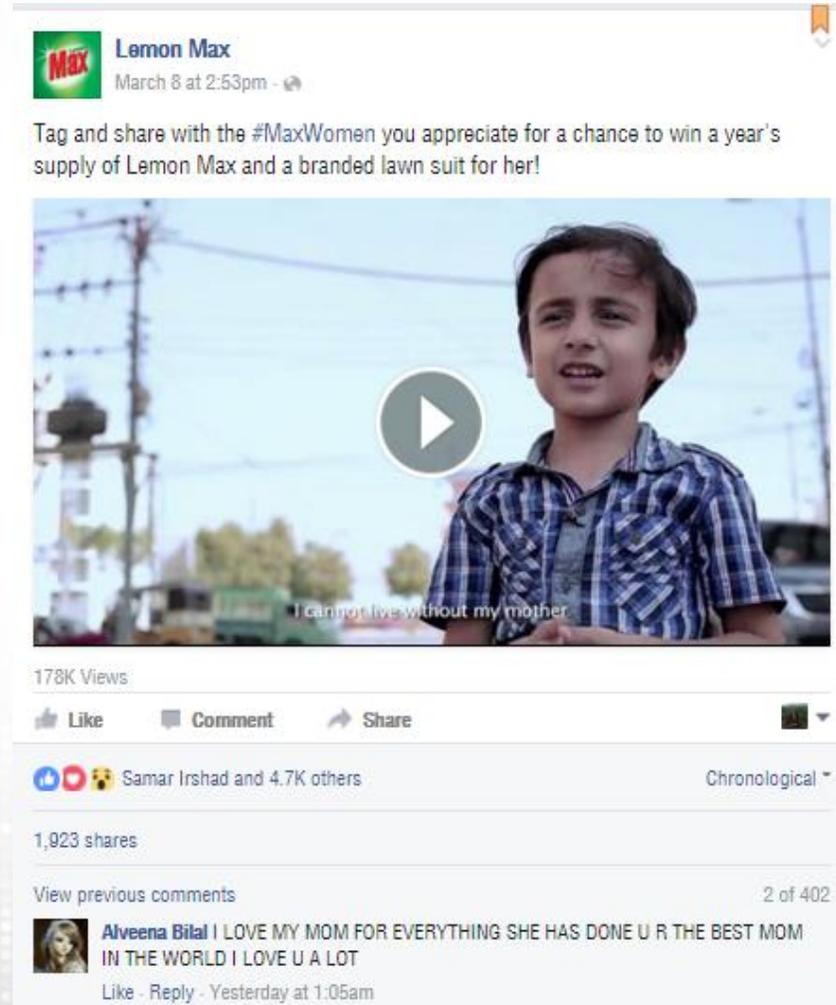
Popular watch brand, Titan Raga, uploaded a campaign video for International Women's Day, titled '#BreakTheBias', in hopes of bringing to light how the success of women are viewed under gender stereotypes.



<https://youtu.be/hNqwBTCsIMw>

Lemon Max

Lemon Max came up with a tear-jerking video content piece to appreciate women this Women's day. The video definitely makes one realize the importance of women in men's life; be it a mother, a sister, a wife, or a daughter.



Lemon Max
March 8 at 2:53pm · 🌐

Tag and share with the #MaxWomen you appreciate for a chance to win a year's supply of Lemon Max and a branded lawn suit for her!

I cannot live without my mother.

178K Views

👍 Like 💬 Comment ➦ Share

👤 Samar Irshad and 4.7K others Chronological

1,923 shares

View previous comments 2 of 402

Alveena Bilal I LOVE MY MOM FOR EVERYTHING SHE HAS DONE U R THE BEST MOM IN THE WORLD I LOVE U A LOT
Like · Reply · Yesterday at 1:05am



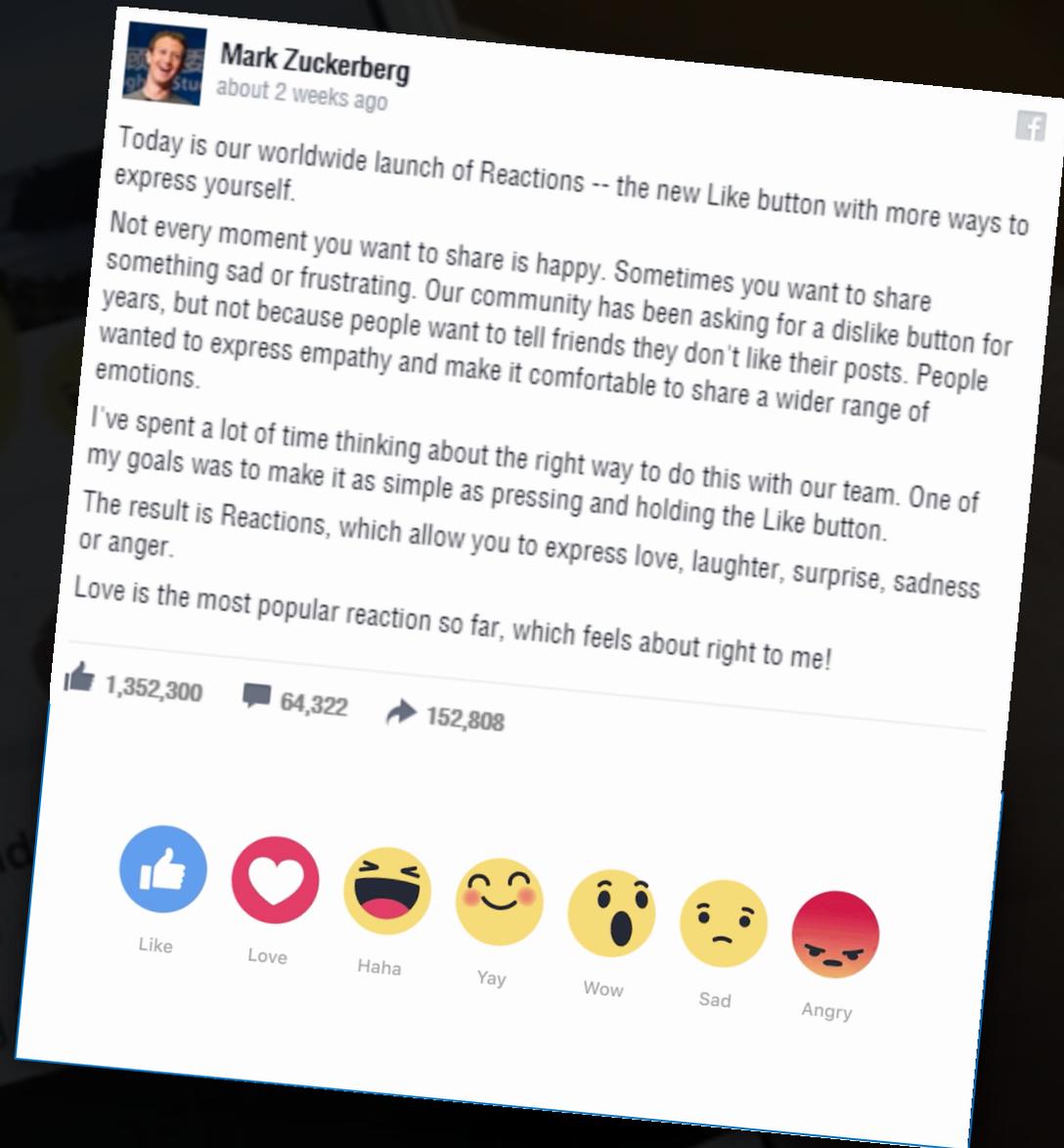
<http://on.fb.me/1YSvrth>

Digital Insights

Facebook's new Like button is here: Reactions are now available to everyone



AFTER MONTHS OF TESTING, THE SOCIAL NETWORK HAS FINALLY ROLLED OUT REACTIONS TO EVERYONE, AS OF THE END OF FEBRUARY. THE UPDATE INCLUDES FIVE NEW REACTIONS — LOVE, HAHA, WOW, SAD AND ANGRY WHICH CAN BE DISCOVERED WHEN HOVERING THE MOUSE OVER THE ICONIC “LIKE” BUTTON (ON WEB) OR BY PRESSING THE SAME ON MOBILE

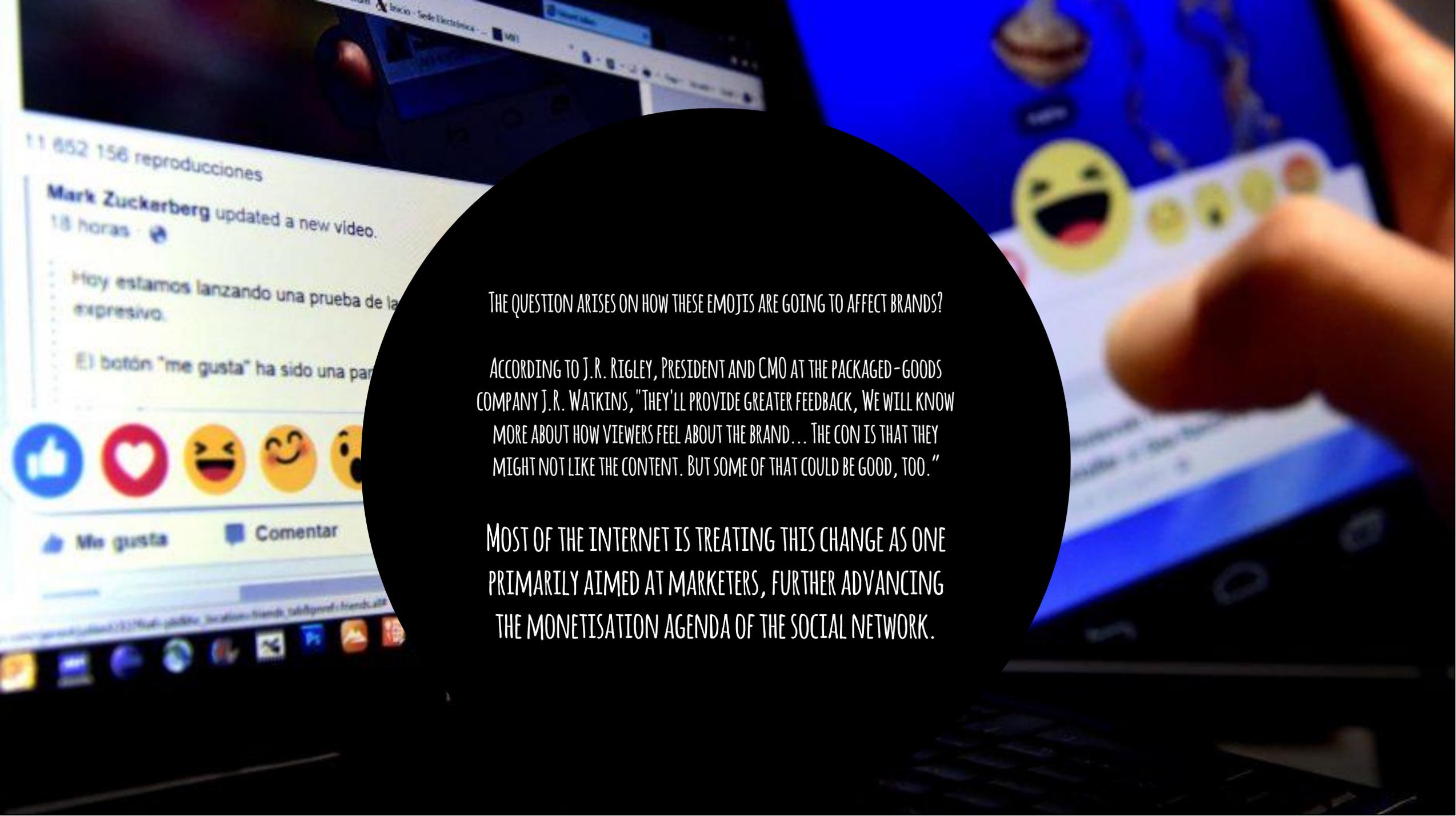


THE REACTIONS ROLLED OUT ARE A PRODUCT OF MORE THAN A YEAR OF RESEARCH AND EXPERIMENTATION, SAYS FACEBOOK PRODUCT MANAGER SAMMI KRUG.

"WE TOTALLY UNDERSTAND THAT THE LIKE BUTTON IS INCREDIBLY ICONIC, IT'S BEEN DOING GREAT THINGS FOR FACEBOOK FOR THE LAST SEVEN YEARS."

THE BIGGEST CONSIDERATION THROUGH IT ALL THOUGH WAS FINDING SENTIMENTS SO UNIVERSAL THAT THEY WOULD BE EASILY TRANSLATE ACROSS ALL THE COUNTRIES WHERE PEOPLE USE FACEBOOK (WHICH IS JUST ABOUT EVERYWHERE.)





THE QUESTION ARISES ON HOW THESE EMOJIS ARE GOING TO AFFECT BRANDS?

ACCORDING TO J.R. RIGLEY, PRESIDENT AND CMO AT THE PACKAGED-GOODS COMPANY J.R. WATKINS, "THEY'LL PROVIDE GREATER FEEDBACK, WE WILL KNOW MORE ABOUT HOW VIEWERS FEEL ABOUT THE BRAND... THE CON IS THAT THEY MIGHT NOT LIKE THE CONTENT. BUT SOME OF THAT COULD BE GOOD, TOO."

MOST OF THE INTERNET IS TREATING THIS CHANGE AS ONE PRIMARILY AIMED AT MARKETERS, FURTHER ADVANCING THE MONETISATION AGENDA OF THE SOCIAL NETWORK.

Platform Overview

Twitter



TWITTER HAS ANNOUNCED TWO MAJOR UPDATES IN THE PAST FEW WEEKS:

1. LAUNCH OF SEARCHABLE GIF GALLERY
2. VIDEO SUPPORT FOR DMS

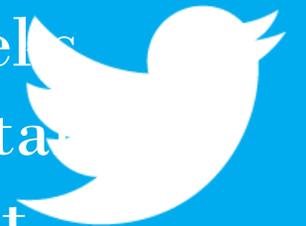


GIFs on Twitter



GIFs are the in-thing in the world of social media and following Facebook's integration of GIFs in the network, Twitter has also hopped onto the same bandwagon.

This update will be rolled out in all markets within a few weeks and should help Twitter sustain its competitive edge amongst other rising social networks

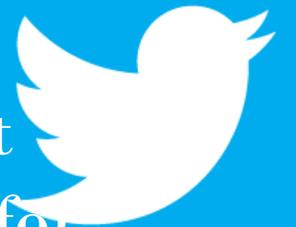


Video in DMs



The feature moves Twitter one step closer to video-heavy services such as Snapchat. Video recording is accessible through the old "camera" button, which now gives you an option to record videos as well as photos.

The update will be rolled out globally within a few weeks for iOS and Android.



Special Feature

Capstone Research

Digital marketing trends and online user behavior

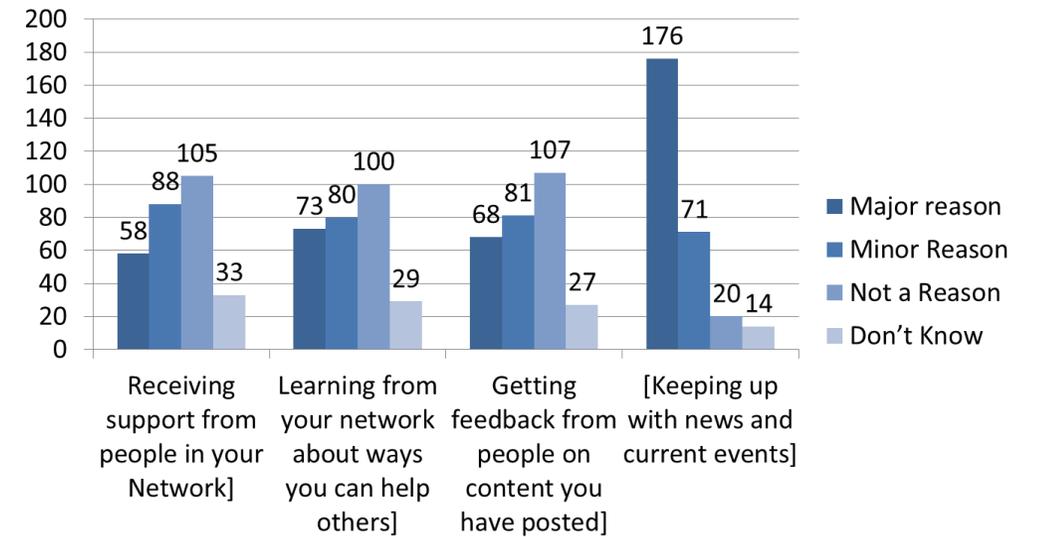
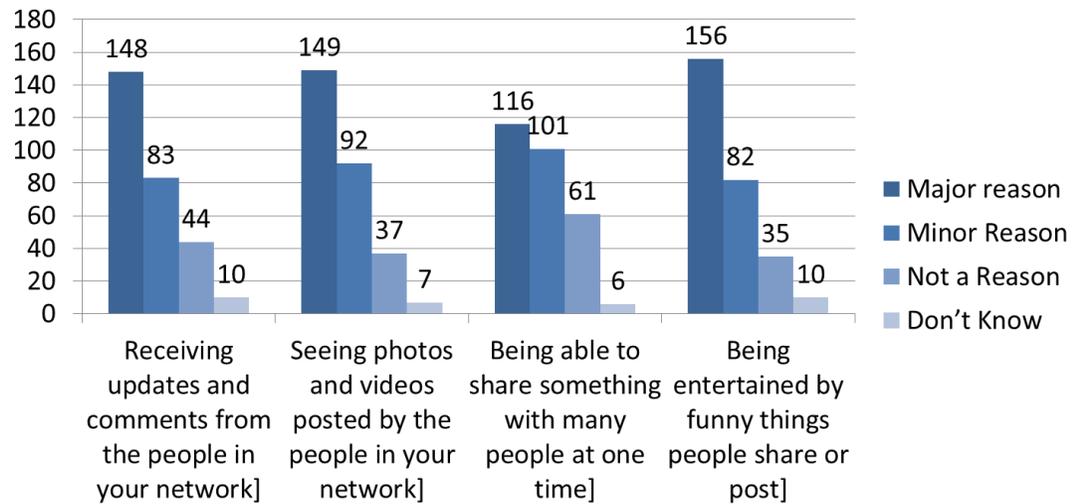


We joined hands with CBM students for their Capstone Project to aid research on digital marketing trends and online user behavior

Let's have a look, platform wise, at some
of the interesting facts we extracted
from the research!

FACEBOOK

Reasons for Using Facebook



TWITTER

BRAND FOLLOWING ON
TWITTER IS LESS THAN 50%

MOSTLY FEMALE BRAND
FOLLOWING IS TOWARDS FASHION
AND CLOTHING.

CELEBRITIES FOLLOWING BY
FEMALE IS MORE AS COMPARE
TO MALE, THAT IS 70%



INSTAGRAM

MALES USE HASHTAGS TO
GAIN MORE LIKES WHEREAS
FEMALES USE IT BECAUSE
THEY THINK ITS COOL.

USERS BARELY PARTICIPATE
IN CONTESTS THAT BRANDS
COME UP WITH.

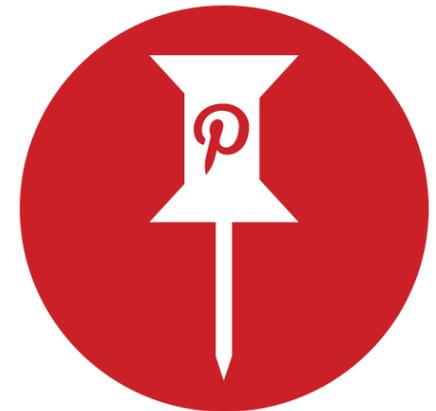


PINTEREST

MAJORITY OF PEOPLE USE
PINTEREST AS AN INTERNET
BOOKMARKER.

MEN BARELY USE PINTEREST
BUT THE ONES WHO DO, CREATE
BOARDS MAINLY AROUND
FOOD, FASHION, TRAVEL,
FITNESS, QUOTES

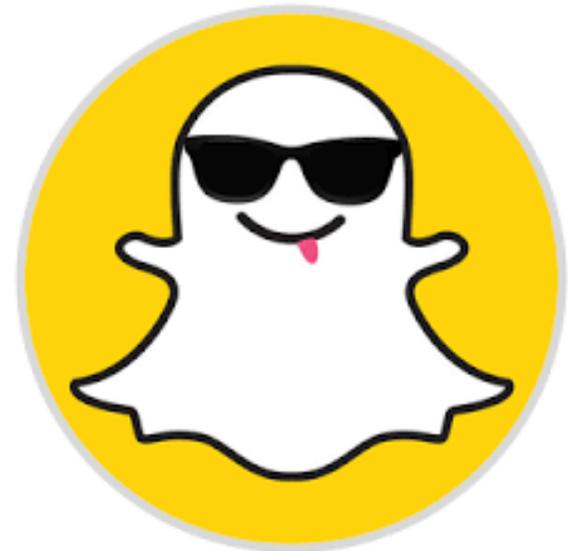
ABOUT 90% PINTEREST AUDIENCE
IS WOMEN WHO CREATE BOARDS
LIKE WEDDIN, JEWELLERY, ARTS,
PAINTING, DÉCOR, FOOD,
FITNESS, FASHION QUOTES



SNAPCHAT

AUDIENCE IS GENERALLY
NOT AWARE OF THE SKIP-
ABLE VIDEO ADS VISIBILITY
ON SNAP CHAT

APPROXIMATELY 90% OF SNAP
CHAT USERS DO NOT FOLLOW
BRANDS, THEY FOLLOW THEIR
FRIENDS' SNAPS AND LIKE
VIEWING LIVE STORIES



DIGITAL 101





Digital Glossary

Aggregator

An Internet-based tool or application which collects and curates content (often provided via RSS feeds) from many different websites and displays it in one central location. Google Reader is one popular example of an aggregator.

Contextual Link Inventory

An extension of search engines where they place targeted links on websites they deem to have similar audiences..

Entry

A piece of writing posted to a blog, microblog, wiki, or other easy-access Web publishing platform.

Keyword Stemming

The practice adopted by search engines to group search results not only by exact keyword matches, but also by variations of keywords in semantic groups, such as singular-plural, related suffixes, and synonyms.

Link Farm

A website exclusively devoted to listing a very large number of links without groupings, categories, or structure. These sites are largely discredited by major search engines, and your site's engagement with one can potentially lead to ranking penalties..



Hashtag Cloud



Trending Hashtags in Pakistan

- [#GreenBalochistan](#)
- [Raza Haroon](#)
- [تحریک الزامات](#)
- [#polio](#)
- [#Ankara](#)
- [#BANvOMA](#)
- [Shahid Afridi](#)
- [#ShahbazTaseer](#)
- [#WomensDay](#)
- [#EndTerrorismForStateWrit](#)
- [#INDvNZ](#)
- [#RightsNow](#)
- [#WeLoveFarooqui](#)

News Bytes





Facebook Messenger will soon welcome publishers

Now you can share files via Whatsapp

Uber Pakistan is stirring things in the transport business in Lahore

Pakistan's growing obsession with smart phone

Top Favorite Picks From Around The World





TOP FAVORITE PICKS FROM AROUND THE WORLD

GEICO: The Fast Forward YouTube Pre-Roll Ads

This is Nivea's Nanotechnology Experiment that allows people to feel a human touch from anywhere in the world. The experiment shows how technology can create a sense of touch between a mother and son living thousands of kilometres apart from each other, delivering a hug, just in time for Christmas.



Watch Video: <http://bit.ly/1RM4Drl>

LOADED: McDonald's Crowd-Sourced Social Film

So McDonald's Australia have handed over the directors chair to their fans in an epic content series that hopes to become the world's biggest crowd-directed short-film... about fries!



Watch Video: <http://bit.ly/1XDa0j4>

McDonald's Happy Goggles: VR Happy Meal Box

Introducing [Happy Goggles](#). McDonald's Sweden has launched a promotion that lets kids turn Happy Meal boxes into virtual-reality viewers.

The launch of Happy Goggles coincides with the Swedish "Sportlov" recreational holiday when many families go skiing.



Watch Video: <http://bit.ly/22882G2>



Hot Discussion Topics On Digital



> HOT DISCUSSION TOPICS ON DIGITAL

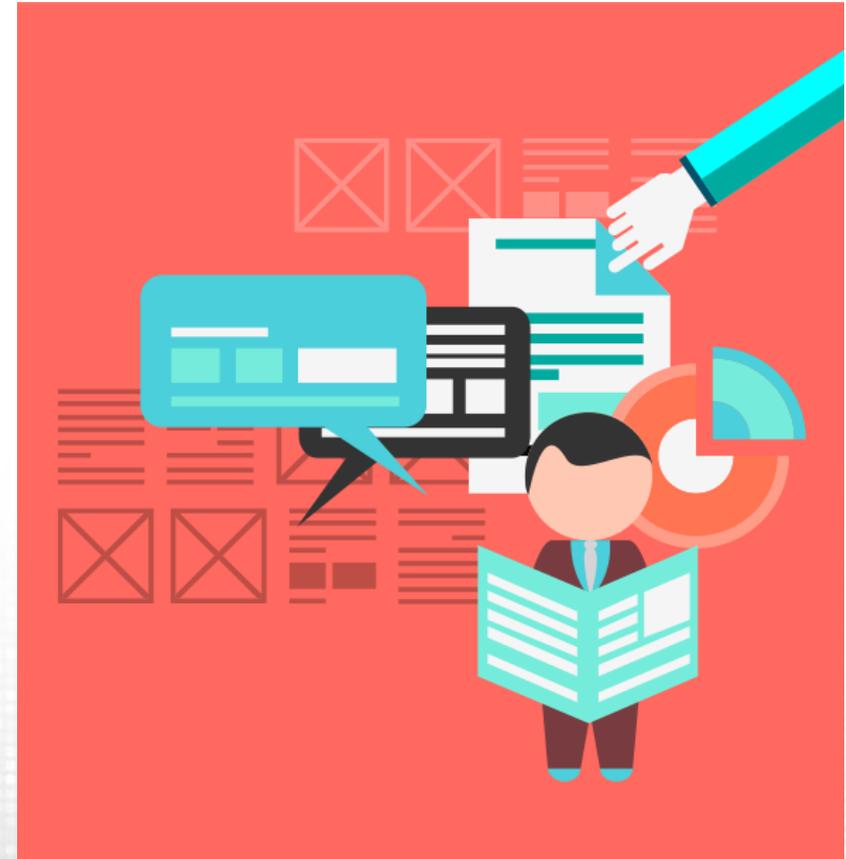
[Facebook Lite hits 100 million users in the developing world](#)

[Whatsapp ends support for Blackberry](#)

[Loreal launches unbranded content hub: Fab Beauty](#)

[Millenials could be the most narcissist generation](#)

[8 conversations shaping technology](#)

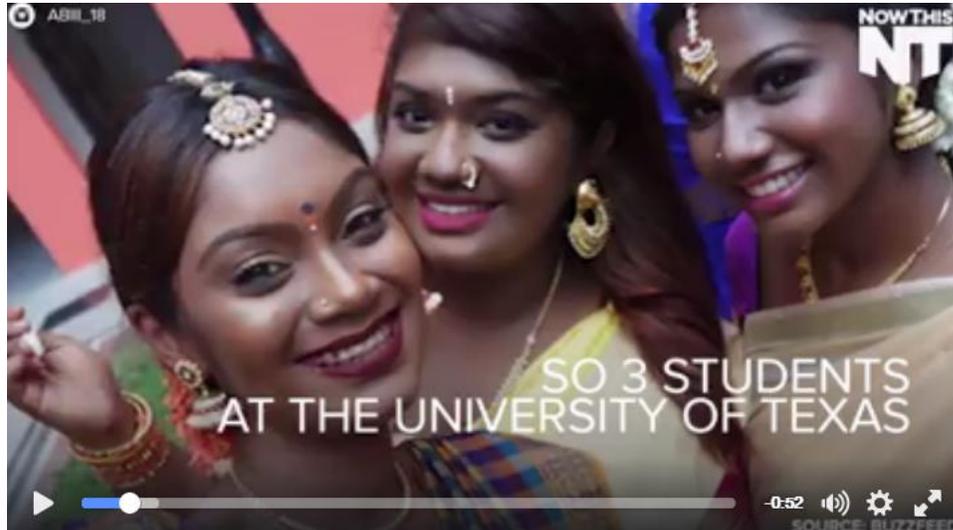


Trending Video To Watch



▶ TRENDING VIDEOS TO WATCH

UNFAIRANDLOVELY



Women of color are shattering the stigma associated with dark skin — one selfie at a time
#UnfairAndLovely

[Unfair And Lovely Video](#)

#ShareTheLoad



Ariel released a video on Women's day that shows how fathers and husbands can take small steps (like doing laundry) to create more equal homes.

[#ShareTheLoad Campaign](#)



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