

# Digital Trend Pakistan

Industry Research Report

MARCH 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

# DIGITAL PAKISTAN




**29.1** MILLION  
ACTIVE INTERNET USERS

 **149.2** MN  
ACTIVE MOBILE  
SUBSCRIBERS

digitz  
DRIVING INTERACTIVITY

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  
SMART  
PHONE  
USERS **15** MN

 **24** MN

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

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



 **3** MN  
 **1.5** MN  
 **2.5** MN  
 **350** K  
 **150** K





# 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/>

# BBD0 Asia

BBD0 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](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

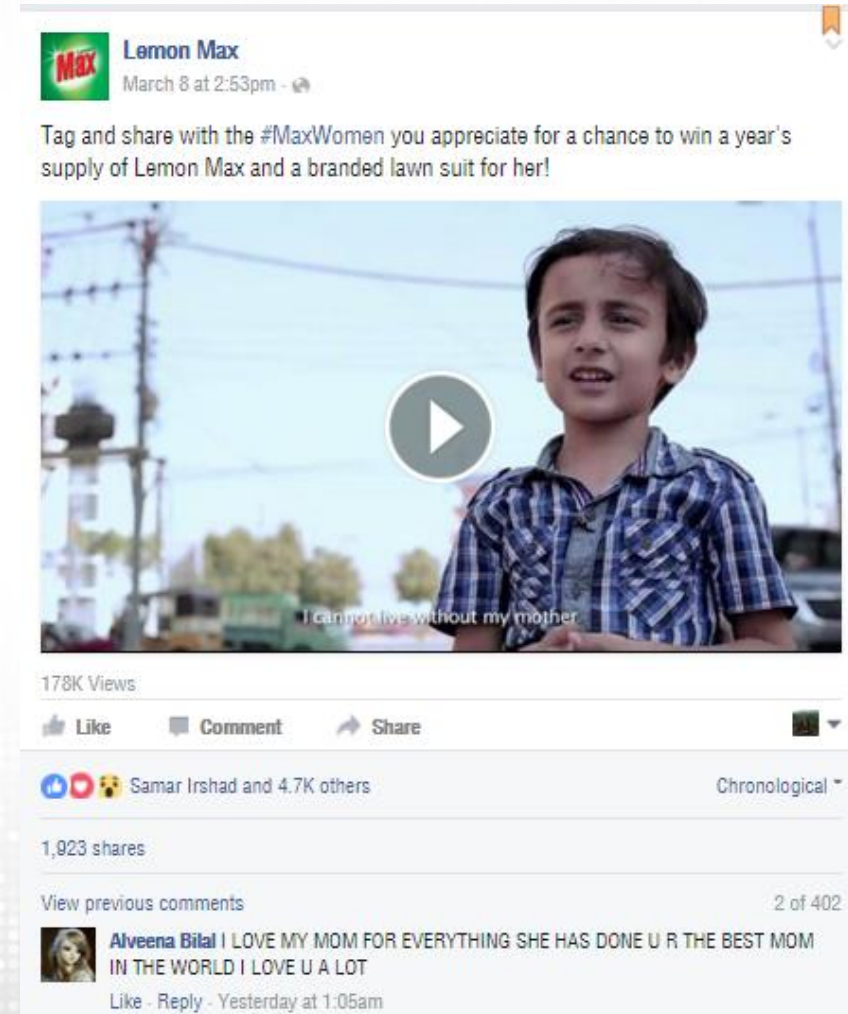
Popular watch brand, Titan Raga, uploaded a campaign video for International Women's Day, titled '#BreakTheBias', in hopes of bringing to light how the success of women are viewed under gender stereotypes.



<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.



<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.)



11 652 156 reproducciones

**Mark Zuckerberg** updated a new video.  
18 horas · 🌐

Hoy estamos lanzando una prueba de la  
expresivo.

El botón "me gusta" ha sido una par



Me gusta

Comentar

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

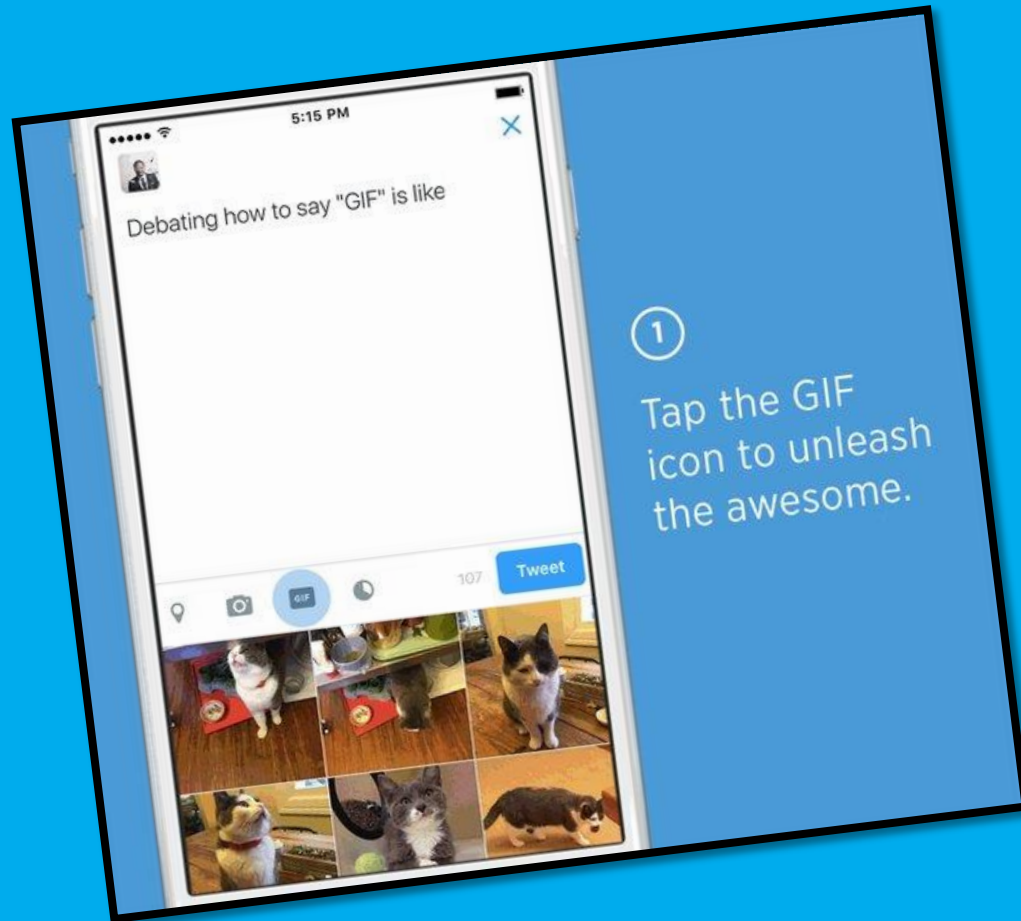
Twitter

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

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

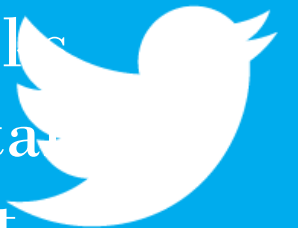


# GIFs on Twitter



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



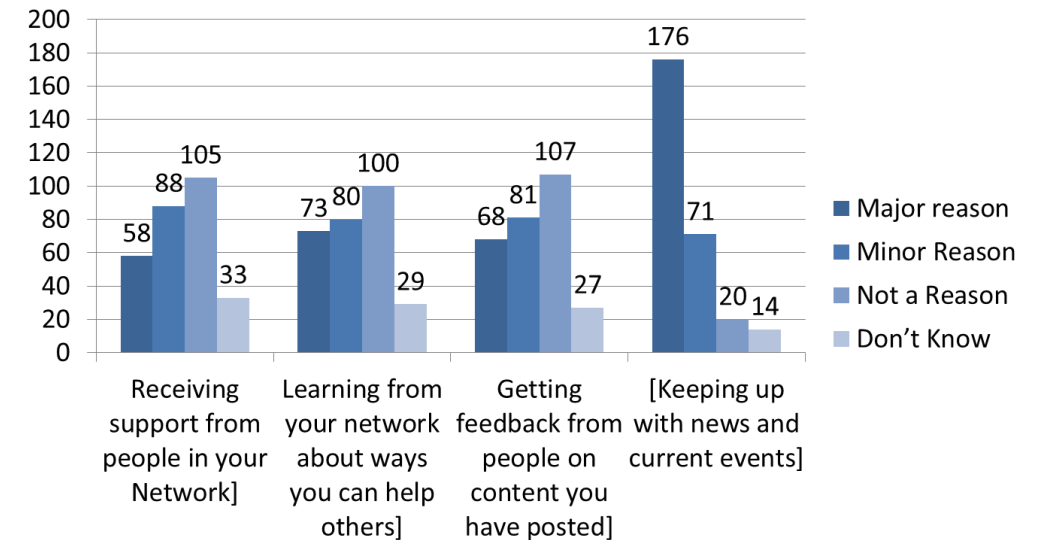
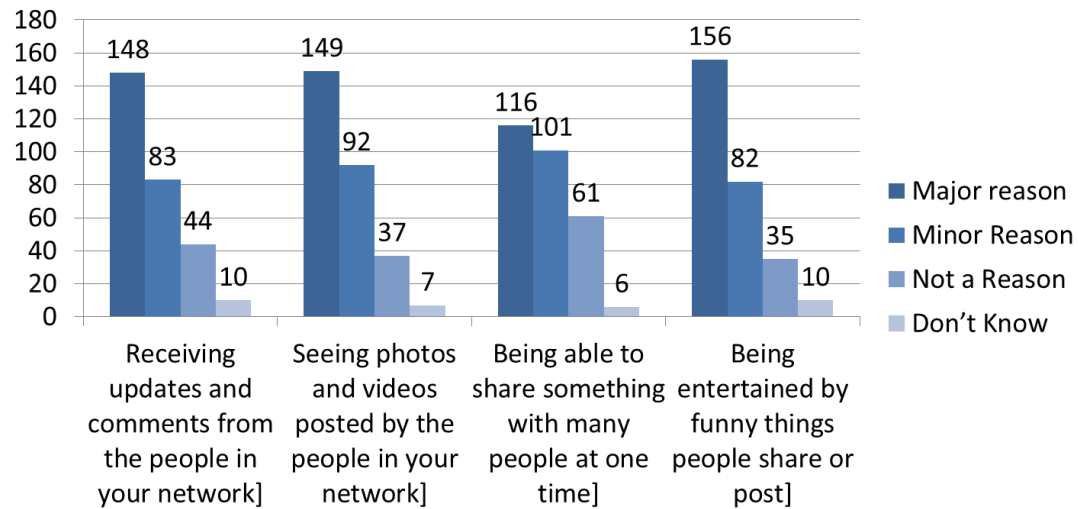
We joined hands with CBM students for  
their Capstone Project to aid research on  
digital marketing trends and online user  
behavior



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>



Source: [www.digitalbuzzblog.com](http://www.digitalbuzzblog.com)

# Hot Discussion Topics On Digital





# HOT DISCUSSION TOPICS ON DIGITAL

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

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[Whatsapp ends support for Blackberry](#)

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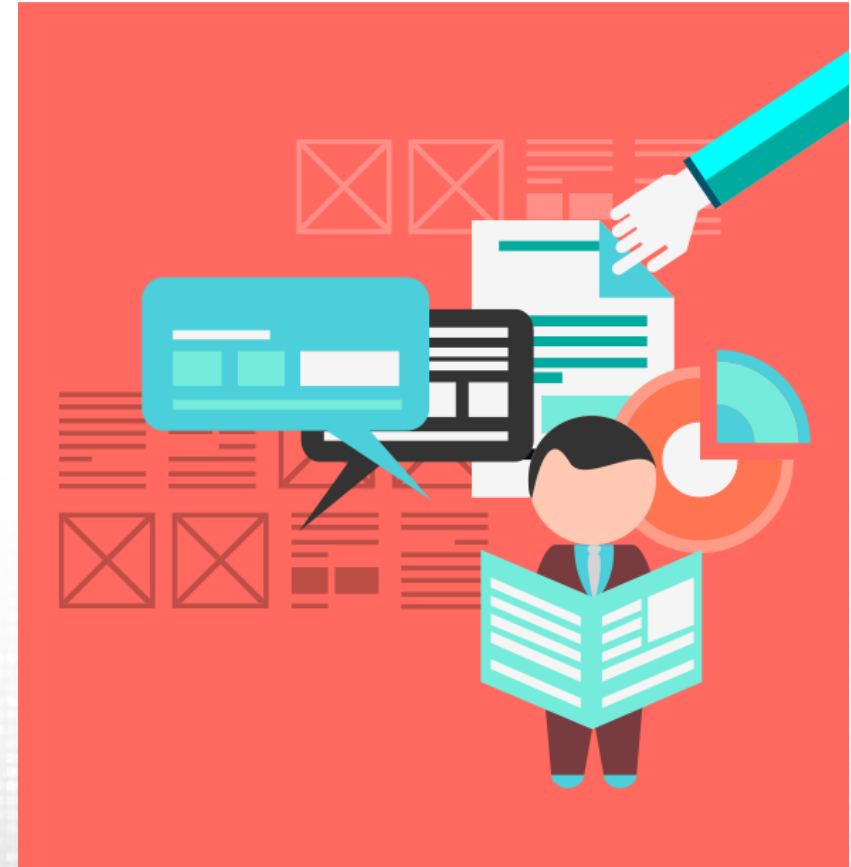
[Loreal launches unbranded content hub: Fab Beauty](#)

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

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[8 conversations shaping technology](#)



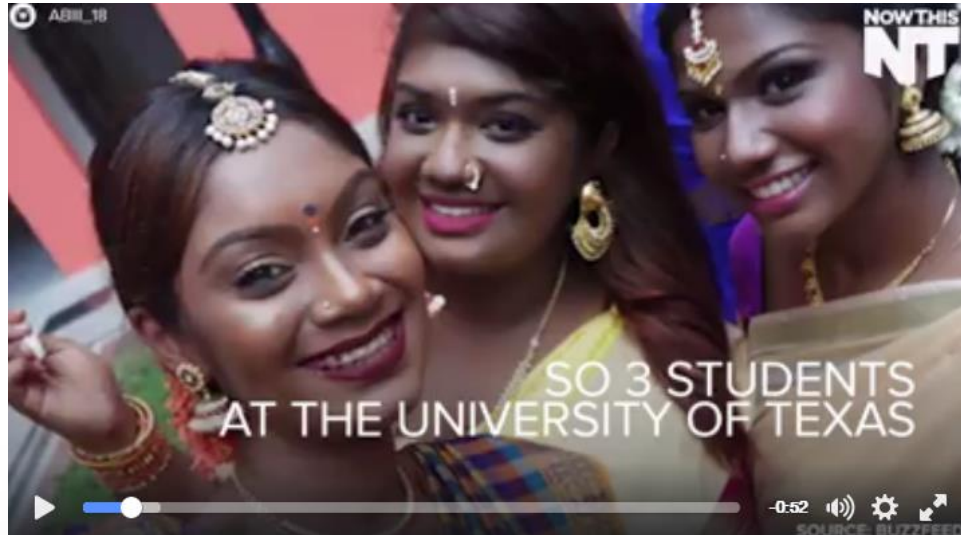
# Trending Video To Watch





# ➤ 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](mailto:hello@thedigitz.com)