

# Digital Trend Pakistan

Industry Research Report

SEPTEMBER 2015



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## PURPOSE

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

The report shows how social media is evolving and how brands locally (Pakistan) 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



**196.1** 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 2011  
GROWTH IN  
SOCIAL MEDIA  
USAGE FROM MOBILE

**15** MN SMART  
PHONE  
USERS  
**14.6** MN  
3G/4G  
USERS



**f** **19.2** MN

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

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



**3** MN



**2.5** MN



**2.5** MN



**350** K



**150** K



# What's New?

Apple's Home-Kit



A photograph of a modern interior space, likely a living room or lounge area. The room features large windows on the left side, offering a view of the outdoors. A long, low-profile sofa with several patterned cushions is positioned in the center. In the background, a dining table and chairs are visible. The overall atmosphere is warm and contemporary. The text is overlaid in white, sans-serif font, centered horizontally and slightly above the middle vertically.

Ever thought of a house that forecasts  
our needs and adapts to them forever?

Apple has turned our thoughts into reality.

Apple's HomeKit compatible device comes with many uses which include controlling your lights, thermostat, garage door, and a lot more with a central controller,

Follow the link to see the full report:

[Apple's HomeKit](#)



# Digital Insights

Mobile, the always on screen



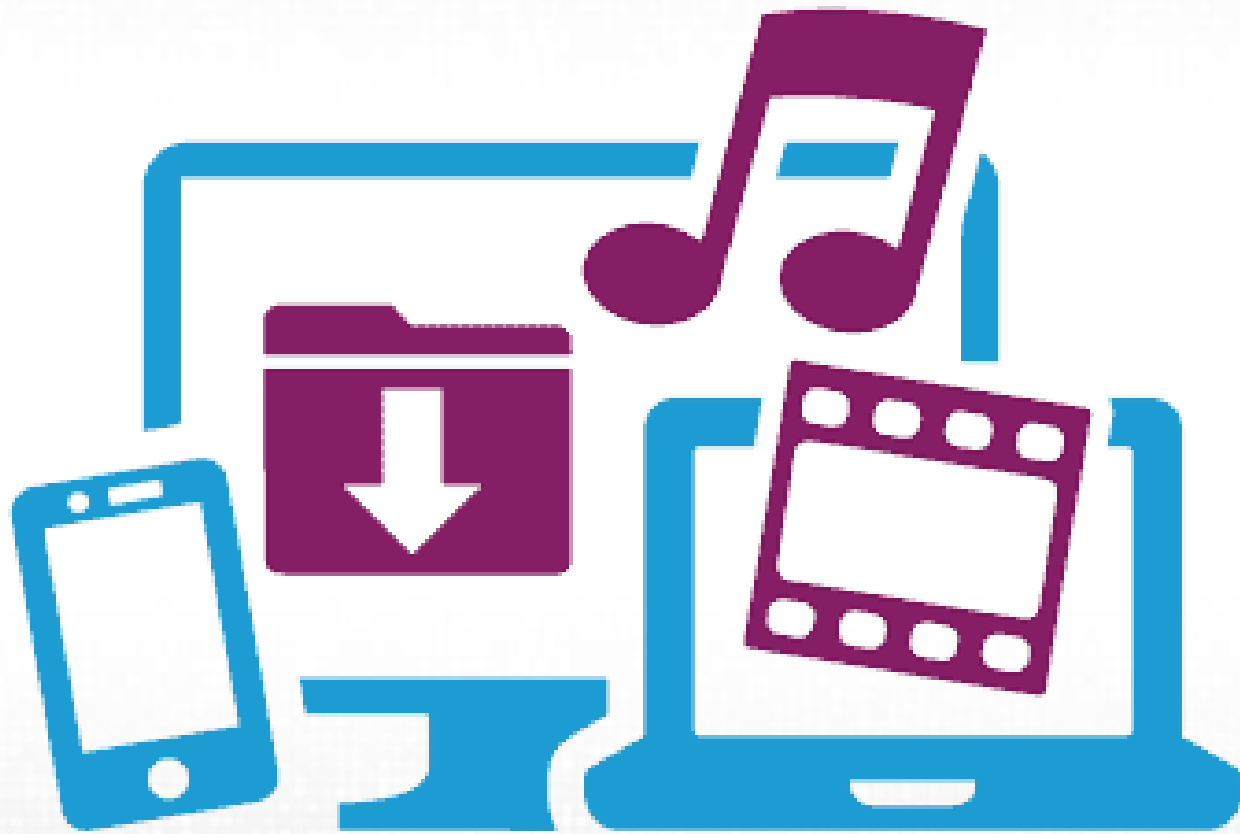
Digital research is now massively tagging along with commercials as people already use a second screen besides their television.



## The purpose of second screen

They surf the web to search for product information or the brand's social media presence on their smartphones or to write reviews about that TV commercial.





## TV vs. Digital

According to researches, it has been suggested that mobiles, known as second screens, draw attention away from TV screens.

TV advertisers are looking up to digital commercials for mobile users who might not pay attention to the traditional TV set.

Follow the link to see the full report:

[TV, Radio Commercials Trigger Digital Research](#)

# Platform Overview

Instagram's New Policy



**Instagram now also  
supports portraits and  
landscapes**



Instagram now allows new options  
for photos and videos.

The importance of square photo  
format remains constant but the  
photo based social media giant  
claims that the top priority should  
be to tell a visual story.





According to Instagram, almost 20 percent of all visual content (photos and videos) are not square in shape which crops out people from group photos and subjects getting crowded in videos



The new policy allows TV ads to be reformatted more easily.

Also, Instagram is proud of its square format photo as they have influenced the mobile devices they were used on;  
For example, iOs camera app's square shooting mode.



# Special Feature

## Peace Day

The Difference Between a King and a Clown



# BACKGROUND

Peace day recently was highlighted as the two big burger joints got into a conversation about ending their rivalry for a day.

The innovative idea had popped out from Burger King's crown, creating and reinforcing customers love for the brand.



PEACE  
ONE DAY

PEACE  
ONE DAY  
ONE BURGER  
09.21.15

**SEPTEMBER 21 IS  
PEACE DAY - A UNITED  
NATIONS DECLARED  
DAY OF CEASEFIRE  
AND NON-VIOLENCE.**

**MILLIONS OF PEOPLE ACTIVELY  
ENGAGE WITH PEACE DAY AND  
THOUSANDS OF ORGANIZATIONS  
CARRY OUT LIFE-SAVING  
ACTIVITIES IN AREAS OF CONFLICT.  
THE OBJECTIVE OF PEACE ONE DAY  
IS TO INSTITUTIONALIZE PEACE  
DAY BY INCREASING GLOBAL  
AWARENESS - THAT'S WHERE WE  
COME IN.**

# THE PROPOSAL

One fine morning Burger King proposed to McDonald's in a full page "Open Letter" in the New York Times and Chicago Tribune to collaborate and come up with a hybrid burger to promote world peace on Peace Day.

The juicy, peace oriented joint burger was named McWhopper which was a union of the tastiest bits of Big Mac and Whopper.

McWhopper was to be sold by a mixed crew from both sides, on 21<sup>st</sup> September, at a pop-up outlet, at a halfway point.

## AN OPEN LETTER FROM BURGER KING TO MCDONALD'S

Good morning McDonald's,

We come in peace. In fact, we come in honor of peace. We know we've had our petty differences, but how about we call a ceasefire on these so-called 'burger wars'?

Here's what we're thinking.

Peace One Day is a non-profit organization campaigning to make Peace Day September 21 an annual day of global unity. They have a powerful rallying call 'who will you make peace with?' which has inspired us to lead by example and extend an olive branch of our own. We'd like to propose a one-off collaboration between Burger King and McDonald's to create something special - something that gets the world talking about Peace Day.

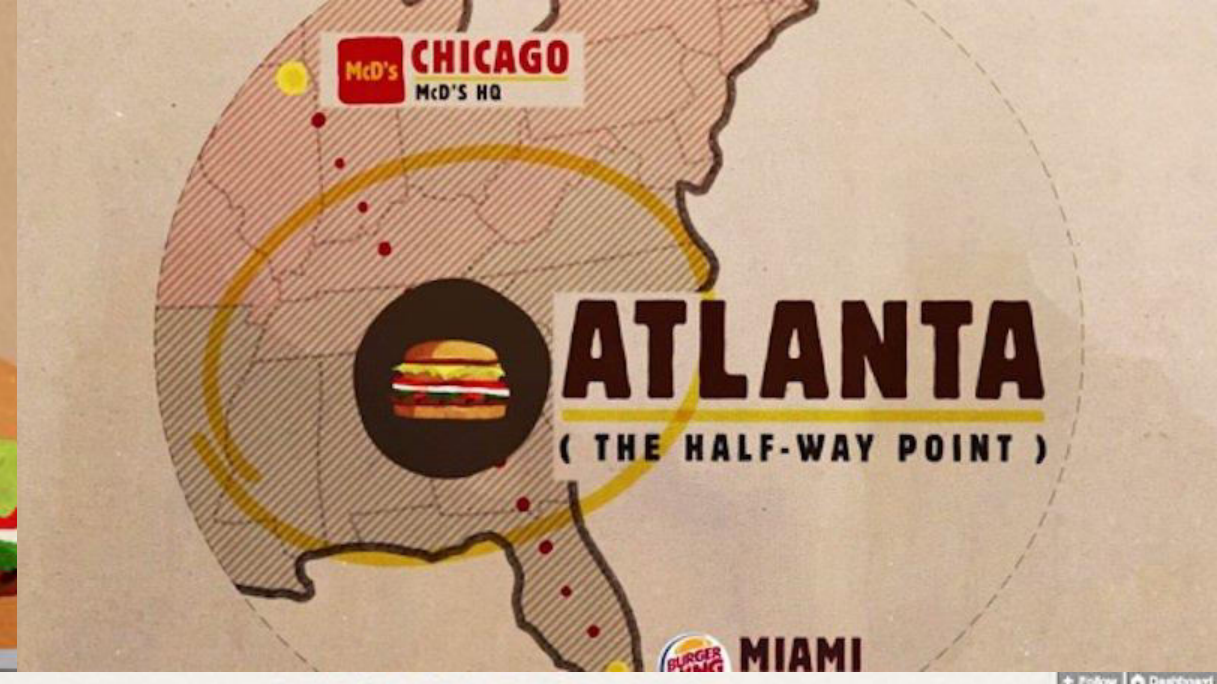
The McWhopper.

All the tastiest bits of your Big Mac and our Whopper, united in one delicious, peace-loving burger. Developed together, cooked together, and available in one location for one day only - Peace Day 2015, with all proceeds benefiting Peace One Day. All we need from you is a few McDonald's crew members to help combine your ingredients with ours.

We appreciate that's a lot to swallow, so we've put together mcwhopper.com to give you a better understanding of our proposal.

Let's end the beef, with beef.

Talk soon,



Check out Burger King's  
super cool digital  
proposal  
[McWhopper Proposal](#)

# THE REFUSAL

...which triggered  
McDonald's super boring  
refusal



McDonald's

1 hr · Edited ·

Dear Burger King,

Inspiration for a good cause... great idea.

We love the intention but think our two brands could do something bigger to make a difference.

We commit to raise awareness worldwide, perhaps you'll join us in a meaningful global effort?

And every day, let's acknowledge that between us there is simply a friendly business competition and certainly not the unequalled circumstances of the real pain and suffering of war.

We'll be in touch.

-Steve, McDonald's CEO

P.S. A simple phone call will do next time.

# MOVING ON

.....which in turn made Burger King's "Peace Day" burger proposal a whole lot beefier.

This happened when Burger King stretched its offer out to four more burger chains including Denny's, Wayback Burgers, Krystal and Giraffas to join in stacking a burger mashup. The offer was extended as previously these chains proposed to collaborate with the burger giant.

However, the offer to McDonald's remains unchanged.

## AN OPEN LETTER FROM BURGER KING TO DENNY'S, WAYBACK BURGERS, KRYSTAL, GIRAFFAS, AND MCDONALD'S

Good afternoon, all.

As you're aware, we recently reached out to our fellow restauranteurs at McDonald's, proposing we join forces to raise awareness of Peace Day, September 21. Although they haven't yet agreed to come on-board, our original proposal still stands. McDonald's, please take your time. We're totally at peace with that.

Meanwhile, an incredible thing has happened. We've received a significant number of unexpected responses from other restaurants, large and small, each expressing an appetite for peace and enthusiasm to help spread the Peace One Day message.

Naturally, peace is all-inclusive and open to all. So Denny's, Wayback Burgers, Krystal, and Giraffas, we'd like to build on your individual proposals to collaborate on Peace Day, September 21, 2015. Our idea would be that we all come together to create a burger that combines a key ingredient from each of our signature sandwiches.

### The Peace Day Burger.

We already have a pop-up restaurant under construction, so all we need from you guys is a simple 'yes' plus your cooperation and a donation to Peace One Day. Let's keep the conversation alive and create a burger merger to remember on Peace Day, September 21, 2015.

Talk soon,



# News Bytes





# NEWS BYTES

TCS Connects  
rebrands as  
yayvo.com

Adblock  
browser  
launches on  
Android and  
iOs

Using internet for  
quadrupling our  
economy and  
beyond

Pakistan rises to  
97<sup>th</sup> rank in the  
global IT report

# DIGITAL 101





# Digital Glossary

### Above The Fold:

The content that can be seen on a screen without having to scroll down. In Email Marketing, this refers to the portion of an email that can be viewed in the preview pane.

### Apache:

An open source web server. Apache HTTP Server is the most popular web server in use today.

### CAN-SPAM

Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003. The U.S. law that regulates commercial email

### eDucator

eDucator, as in educator? Get it? The industry requires a certain level of skills sharing and eMarketing eDucators hold regular industry classes, conferences and workshops

### Hard Bounce

The failed delivery of email communication due to an undeviating reason like a non-existent address.

### KEI Analysis

Keyword Effectiveness Indicator. It is designed to measure and quantify the quality and worth of a search term.

### Mass Customization

Tailoring content for many individuals



# Hashtag Cloud





## Trending Hashtags in Pakistan

- [Raheel Shareef](#)
- [#CSLiveChat](#)
- [#PakFaujKoSalam](#)
- [#AndarGhusKeMarengo](#)
- [#50YearsOfDefence](#)
- [2nd ODI](#)
- [#IDontLike](#)
- [#ZardariLies](#)
- [#SachPoochoTo](#)
- [#LetsReDo65](#)



# Top Favorite Picks From Around The World





# TOP FAVORITE PICKS FROM AROUND THE WORLD

## Marriott: Virtual Reality Postcards

"Vroom Service" is Marriott's newly launched product where customers staying at hotels from all around the world can order virtual experiences to their rooms through virtual reality.

Customers ordering the product will be delivered Samsung headset along with VR postcards created from the experiences of three travelers on their personal quests all around the globe.

Customers/Guests will be able to travel to Machu Picchu in Peru, to a dhaaba in Karachi, and straight through to Sydney.



Follow link: [Marriott Virtual Reality Postcards](#)

## Tourism Australia: Welcoming Japanese Tourists

Tourism Australia has recently launched a campaign specifically for Japanese tourists that takes Giga-Pixel selfies for tourists who stand on particular marked areas at famous Australian destinations. The ultra hi res selfie, stitched from photos of several hundred sheets, is generated once you've accessed the [website](#). The Giga-Pixel Selfie is sent to your email once it is ready.



Follow link: [Giga-Pixel Selfie](#)



## The Void: Real-World VR Gaming Spaces

With virtual reality gaming facilities oozing around the world The VOID in the US gets closer to reality with a different type of VR gaming experience. It is a 4D experience, unlike free-roam like Zero Latency in Australia. It includes physical objects one can interact with, shooting up the coolness meter of an adventurous gaming episode.

Follow link: [THE VOID](#)



# Hot Discussion Topics On Digital



# > HOT DISCUSSION TOPICS ON DIGITAL

[Defence Day](#)

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[Digital Marketing Recap – August 2015](#)

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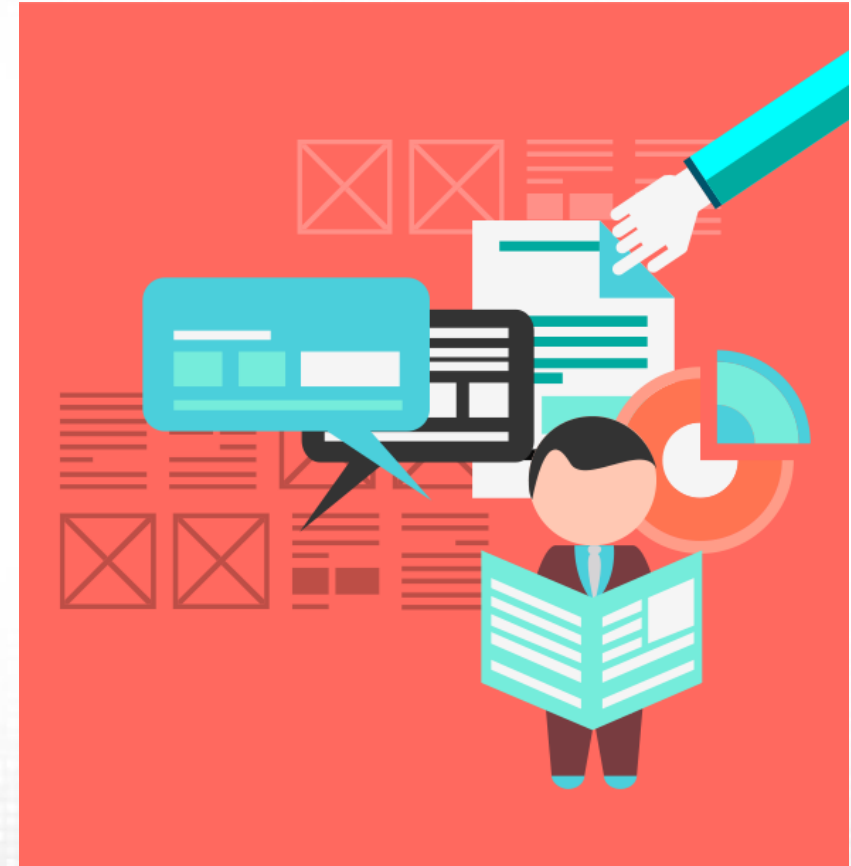
[Facebook drives more traffic to media sites than Google](#)

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[The Biggest Twitter Publishers of August 2015](#)

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[5 Mobile Trends to watch out for in Asia](#)

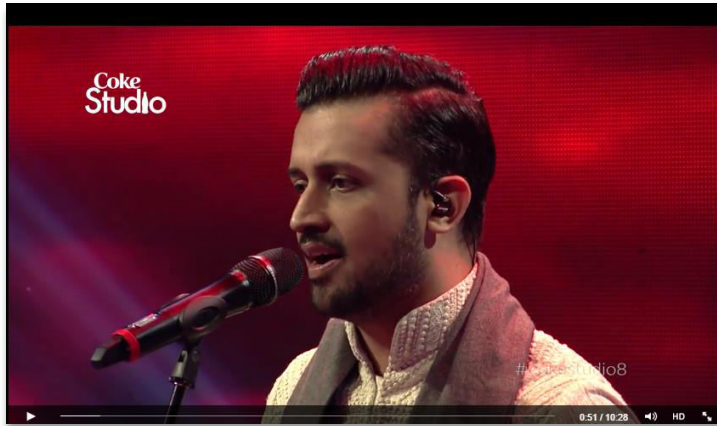


# Trending Videos To Watch



# ➤ TRENDING VIDEO TO WATCH

## Coke Studio 8: Tajdar-e-Haram



Coke Studio 8, Episode 1, Tajdar-e-Haram: The best opening ever to any Coke Studio season.

The song gave the audience a reason to watch the complete season and look out for more upcoming, euphonious surprises. People not only from Pakistan but from all around the world were awestruck by Atif Aslam's divine voice that did absolute justice to the renowned Sabri Brothers' qawali.

A reach of 1MILLION views within 24 hours

## Coke Studio 8: Man Amade Am



Atif Aslam fever fused with Gul Panra charm gave birth to another Coke Studio success, Man Amade Am.

The video broke the record of Tajdar-e-Haram, which itself was a benchmark, by reaching 1 Million views within 12 hours on digital.

[Man Amade Am – Coke Studio 8](#)



We'd love to hear from you.  
Please send your feedback on this report to  
[hello@thedigitz.com](mailto:hello@thedigitz.com)