DIGITAL TRENDS PAKISTAN

INDUSTRY TRENDS REPORT
MAY 2016
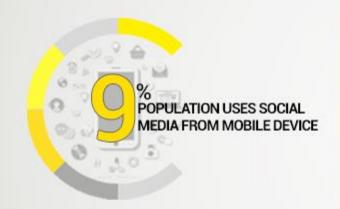
digitz

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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.

DIGITALPAKISTAN

129.8 MILLION MOBILE SUBSCRIBERS

50 MILLION ACTIVE INTERNET USERS

15 MILLION SMART PHONE USERS

27.8 MILLION 3G/4G USERS

9% POPULATION USES SOCIAL MEDIA FROM MOBILE DEVICE

1 out of 10 PAKISTANIS IS AN ACTIVE SOCIAL MEDIA USER

2X since January 2014 GROWTH IN SOCIAL MEDIA usage from mobile

250 THOUSAND (g+)

350 THOUSAND (Pinterest)

2.5 MILLION (in)

1.5 MILLION (Instagram)

03 MILLION (Twitter)

24 MILLION (Facebook) **FOLLOWERS**

20% KHI
22% LHR
14% ISB

WHAT'S
new?

Amazon takes another step towards e-commerce
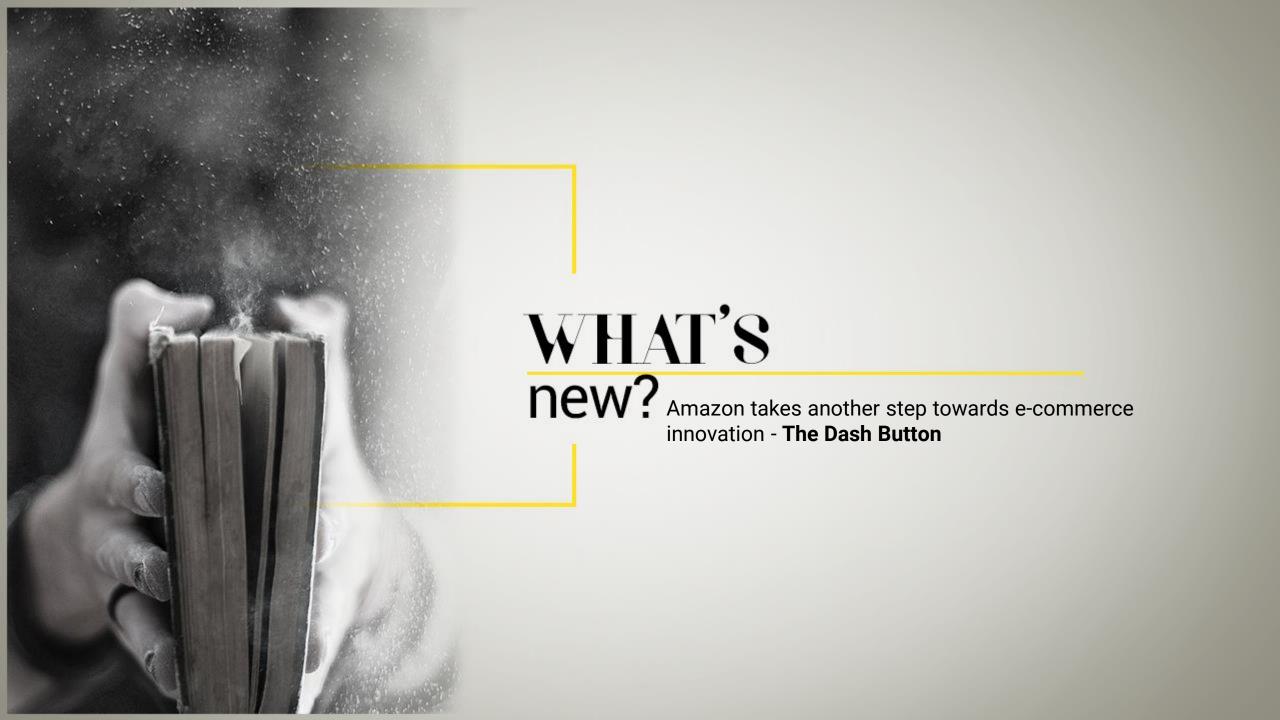innovation - **The Dash Button**

THE DASH BUTTON

Amazon Dash is a single, Wi-Fi enabled button that serves one purpose: to order a single, pre-programmed item from Amazon. It attaches to any surface, and for things like diapers and garbage bags, it's a slight boost to efficiency for people looking to streamline everything.

Take a look at this video: http://bit.ly/1GGhOJ1

THE DASH BUTTON

It has been met with a lot of skepticism, and that makes sense: It's hard for people to understand the value of a single piece of hardware designed for a single, simple task. Even the least frugal people would do a double take at the idea of paying $5 to buy a button that buys their coffee.

THE DASH BUTTON

It's not actually $5 per button. You pay $4.99 when you purchase a Dash button, but you're immediately given a credit for $4.99 in future purchases on that button. So essentially, it's free.

THE DASH BUTTON

All in all, It doesn't really matter what it is: the idea is that items you forget to buy and often run out of become things ordered by the push of a button, be it a cup of coffee.

INSIGHTS
online The ABCs of Compelling Visual Ads

This year, 73% of content creators plan to prioritize creating more engaging content, while 55% plan to prioritize creating visual content, according to a report from Content Marketing Institute.

This means more infographics, more social media images, more video content, and more visually appealing advertisements.
What constitutes as visually appealing advertisement? In short: A lot of things. It needs to be simple, on-brand, targeted, actionable, understandable ... the list goes on.
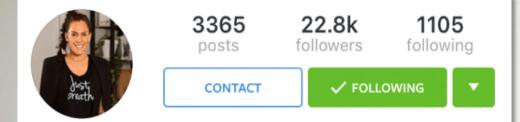
To help you and your team better understand the underlying mechanisms that go into the creation of a compelling visual ad, check out this infographic from Bannersnack:
http://bit.ly/1NnWk7d

They've provided everything you need to know about visual ad creation in one infographic -- and they've alphabetized it.
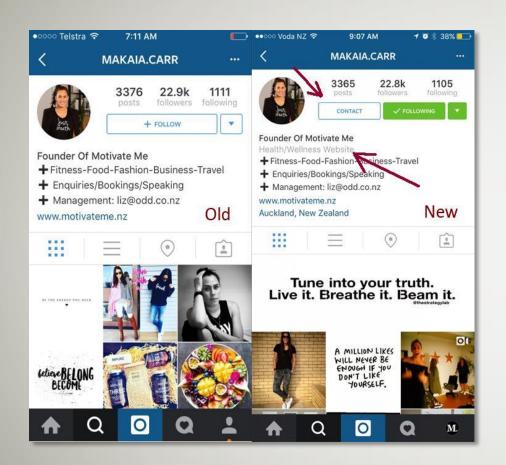
DD **Dunkin' Donuts**
Sponsored ·

👍 Like Page

Our GranDDe Burrito is here and it's kind of a BIG deal.

PLATFORM
overview

Instagram Brand Profiles are Coming –
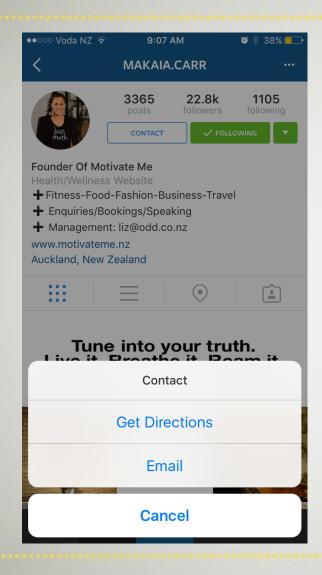**Here's a First Look**

Instagram had confirmed earlier this year that it was developing business profiles. Basically, the Instagram equivalent to a Facebook Brand Page.

Now, we're able to see what these profiles look like as they've been spotted in the wild. The profiles, which are currently being tested with a small group of users, offer a variety of useful features for those who run a business account on Instagram, including a "Contact" button, access to maps and directions, and the ability to categorize the business by type.

The most visible difference between the business profile and a personal one is the new, white "Contact" button at the top of the screen, to the left of the "Follow" button.

SOAP
Stands for Simple Object Access Protocol. SOAP is an XML-based protocol exchanging information across the internet to allow an application on one site to access an application or database on another site.

DIGITAL 101

Em
Em is a unit of measurement for sizing fonts and other elements within a web page relative to the parent element of the item. A 1em font is equal to the point size for the font already defined in the parent element.

iframe
No relation of Apple, iframe is short for Inline Frame. An iframe is used to display one or more web pages within another normal web page – one that isn't a frameset page.

Astroturfing
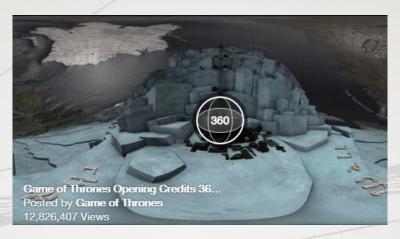Covert and manipulative use of word-of-mouth advertising or viral marketing.

Source: http://www.fathomdelivers.com/glossary/

SlideShare
Top Trends From SXSW 2016

If you didn't make it to SXSW this year, don't worry, here's a great wrap up presentation highlighting the top trends at SXSW in 2016 from Matteo Sarzana, you can follow him here. It covers 1250 sessions, over 2700 speakers and a huge 35,000+ attendees this year. So, what's the biggest take out? Apps are so 2015... Grab a coffee and enjoy.

Watch Video: http://bit.ly/1SUJWI7

Game of Thrones
Interactive 360 Intro Credits

If you're a fan, then you need to do this, it's a 360 Facebook video that lets you go inside the opening Game of Thrones credits sequence where you'll fly from King's Landing to Dorne, and explore the world of Westeros like never before in this seriously cool, immersive 360 experience. Enjoy!

Watch Video: http://bit.ly/20LoDi9

Burger King
Facebook Messenger Bot Demo

Here is a quick demo of the upcoming Burger King Facebook Messenger Bot, which in all it's glory will allow you to order on the fly without ever having to talk to a human. Just hit the bot up, tell it what you want, and it will guide you through an instant ordering process, before asking you what store you want it from, and processing the request.

So here comes the rush of AI Bots to market, not that this one is driven by an AI engine, more so predicted-paths, so it's more a dumb-bot so to speak, but it will take your order!

Watch Video: http://bit.ly/1s4DJ6T

TRENDING
videos

P&G

It takes someone strong to make someone strong. This summer, as we celebrate the world's athletes at the 2016 Olympic Games, let's not forget the person whose strength inspired them along the way.

Thank You Mom

Dalda

This Mother's Day, Dalda narrated the different sides of a Pakistani mom in the most beautiful of ways. While all other brands tried their best to own the "MAA" platform, Dalda nailed it again by revealing this video.

#MothersOfPakistan

BEST OF
Pakistan

Youtube Masthead Receives Overwhelming Response

YouTube launched its most coveted advertising format in Pakistan on 8th April, 2016. Since then the video-sharing portal has created a buzz in the Digital Media fraternity where many advertisers are vying to get their banner ad placed on this premium property. Lux was the first brand to debut on the new ad format where the deal was brokered by GroupM with YouTube. The second brand was Coke where Digitz did the job being its digital agency.

Sunsilk make use of digital innovation with a 360 degree video at Sunsilk PFDC 2016

Sunsilk has pioneered the use of digital innovation in order to provide front row experience of the PFDC Sunsilk Fashion Week to its consumers sitting at home. Sunsilk this year at Sunsilk PFDC 2016 created a 360 degree video for the launch event. This innovative technology gives it viewers a unique immersive and realistic experience like never experienced before.

Read More: http://bit.ly/1UOTud9

Mortein Works for a Dengue Se Paak Pakistan

Mortein has recently launched its new CSR campaign – Dengue Se Paak Pakistan. The focal point of the campaign is the over two minutes long anthem sung by Rahat Fateh Ali Khan. The video has local celebrities. The anthem was released on Television on 23rd March but it gained major traction on Facebook. The campaign also managed to get highlighted by the Twitterati who took it on themselves to spread the awareness by tweeting and getting #DengueSePaak trended on Twitter.

HASHTAG CLOUD

#GuriyaKaGhar

#KhaasChai

#djuicemmf

#lancomepk

#DengueSePaak

#ExpandingWings

#pasawards16

#CornettoPopRock

#PIACares

#Digit16

#MazaHarLamheKa

#FromMeToMom

#TangMissedCall

#bbpr

#DreamsForTomorrow

#DarazFW 2016

#Lays Glory Cup

#ServisHUMAWARDS

#Dettol

Period: 15th April 2016 - 15th May 2016