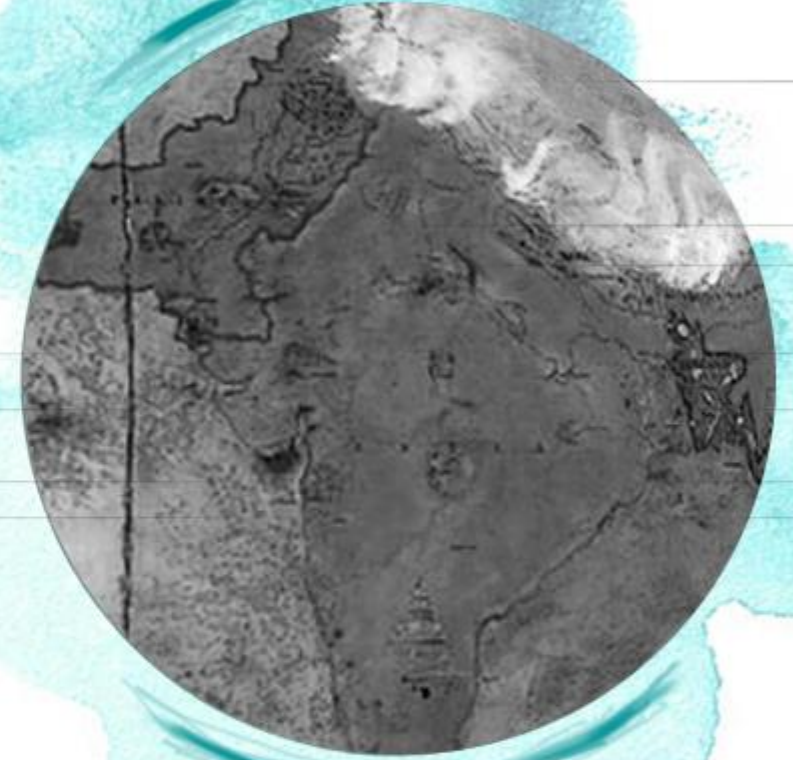


APRIL 2018

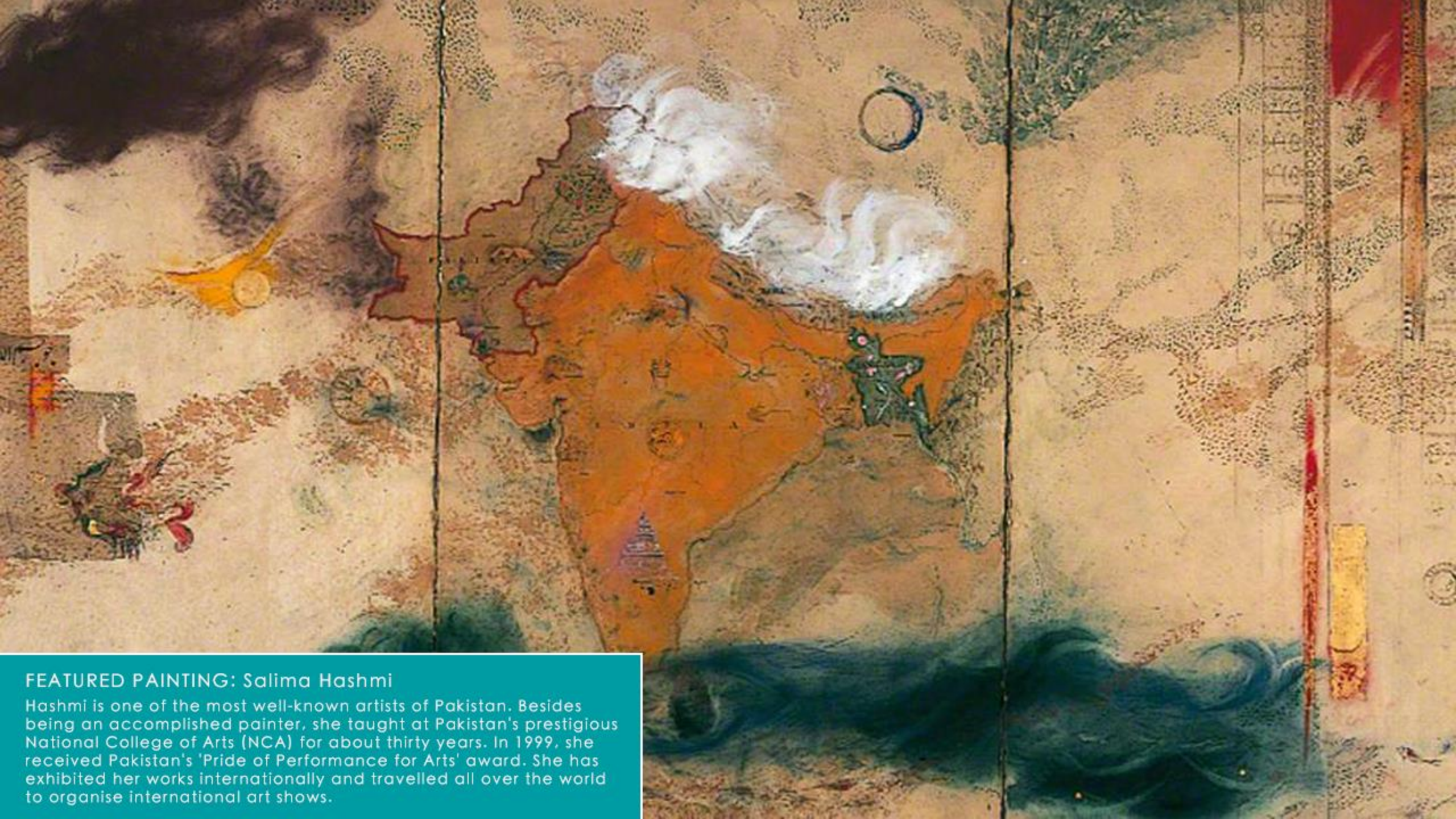
DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

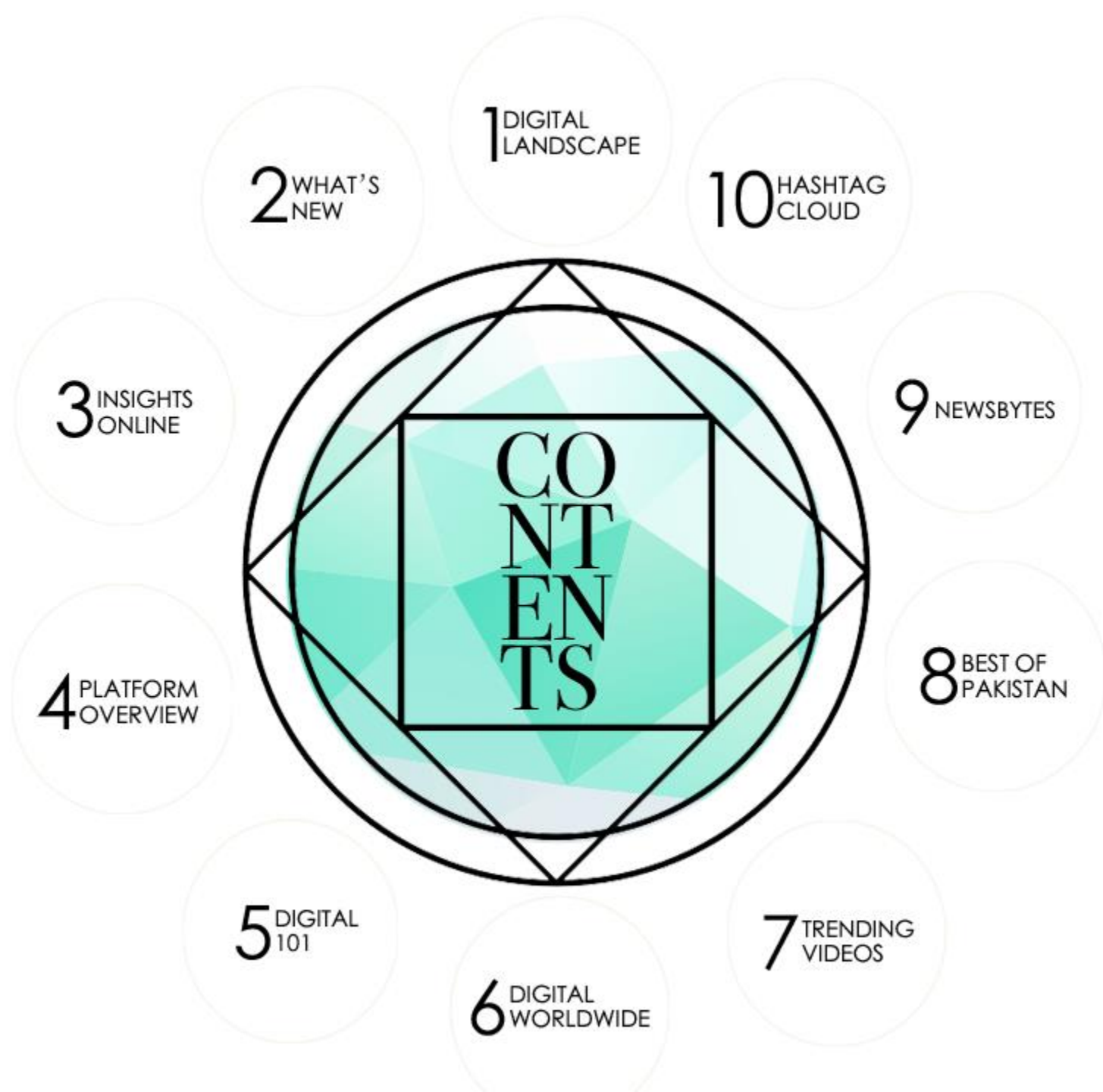


UNVEIL THE WORLD OF ART: PAGE 02



FEATURED PAINTING: Salima Hashmi

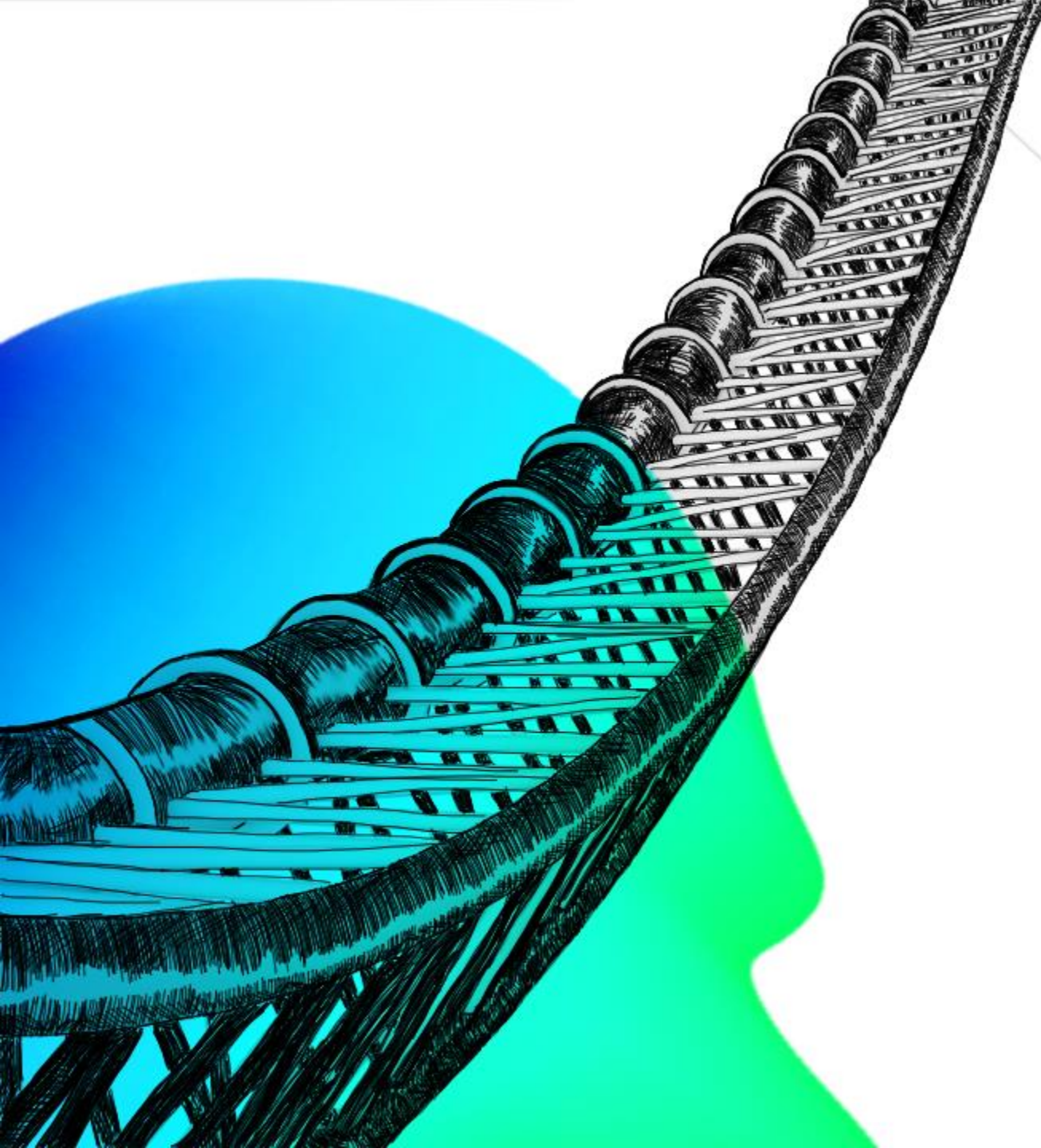
Hashmi is one of the most well-known artists of Pakistan. Besides being an accomplished painter, she taught at Pakistan's prestigious National College of Arts (NCA) for about thirty years. In 1999, she received Pakistan's 'Pride of Performance for Arts' award. She has exhibited her works internationally and travelled all over the world to organise international art shows.



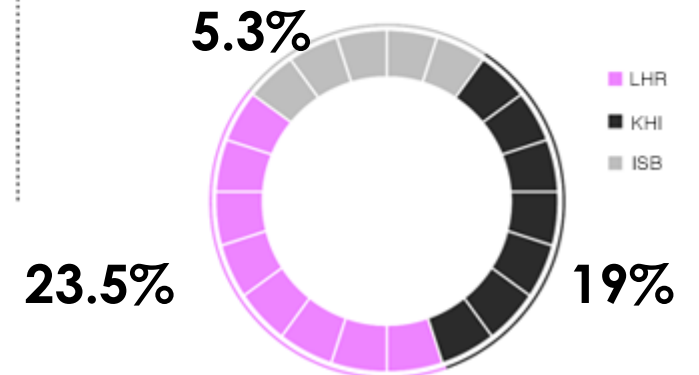
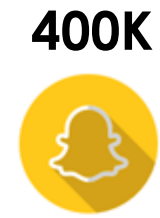
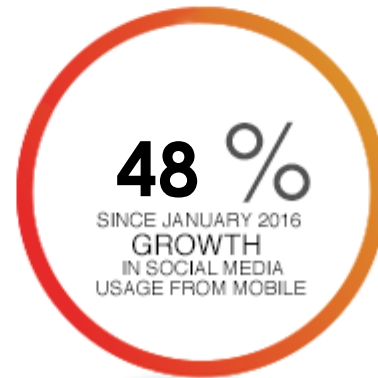
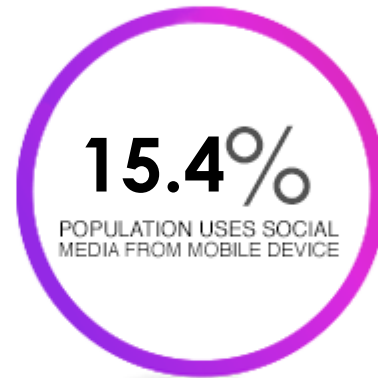
PURPOSE



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 an ever growing social audience. The report also includes research on trends, topics and innovations that are being talked about worldwide.



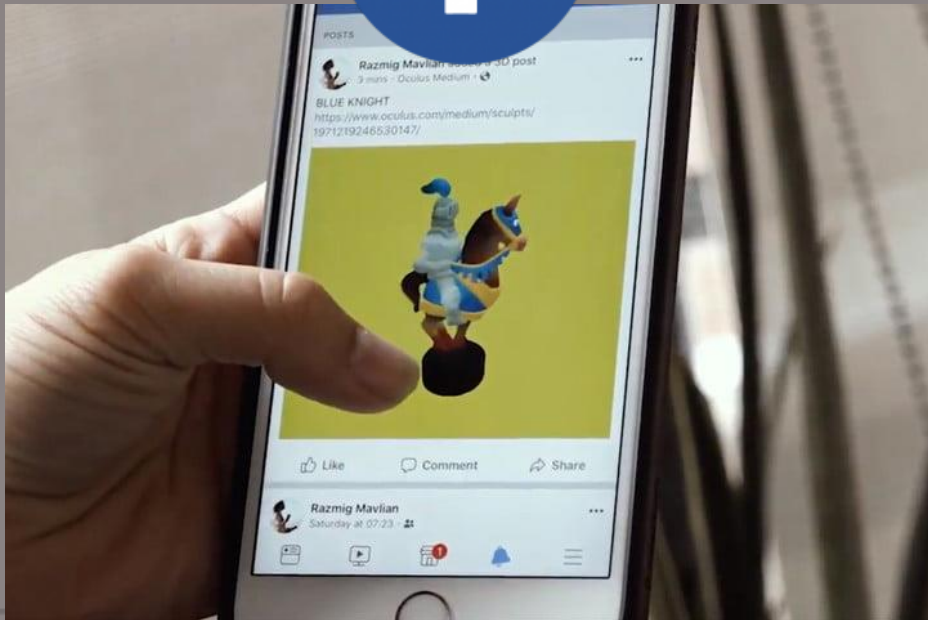
DIGITAL LANDSCAPE



*Snapchat stats: Approximate number



WHAT'S NEW



Facebook's plan to unite AR, VR and News Feed with 3D posts

Facebook is polishing up stages one and two after debuting posts of interactive 3D models in News Feed in October that you can move and spin around.

Now Facebook 3D posts support the industry standard **glTF 2.0 file format**, allowing for textures, lighting and realistic rendering of rough or shiny objects. New Graph API endpoints let developers build 3D modeling apps or even 3D cameras that directly share to the News Feed and make websites that show up as 3D posts. Users can now drag-and-drop 3D objects into the feed. And users can take 3D posts and bring them into Facebook Spaces, its social VR hangout rooms.

The background features a complex geometric pattern of thin, light gray lines forming a series of overlapping triangles that create a sense of depth and movement. On the right side, there is a large, curved shape with a blue-to-purple gradient. A thick, dark rope with a detailed knot is positioned horizontally across the lower half of the image, with its ends extending towards the left and right edges.

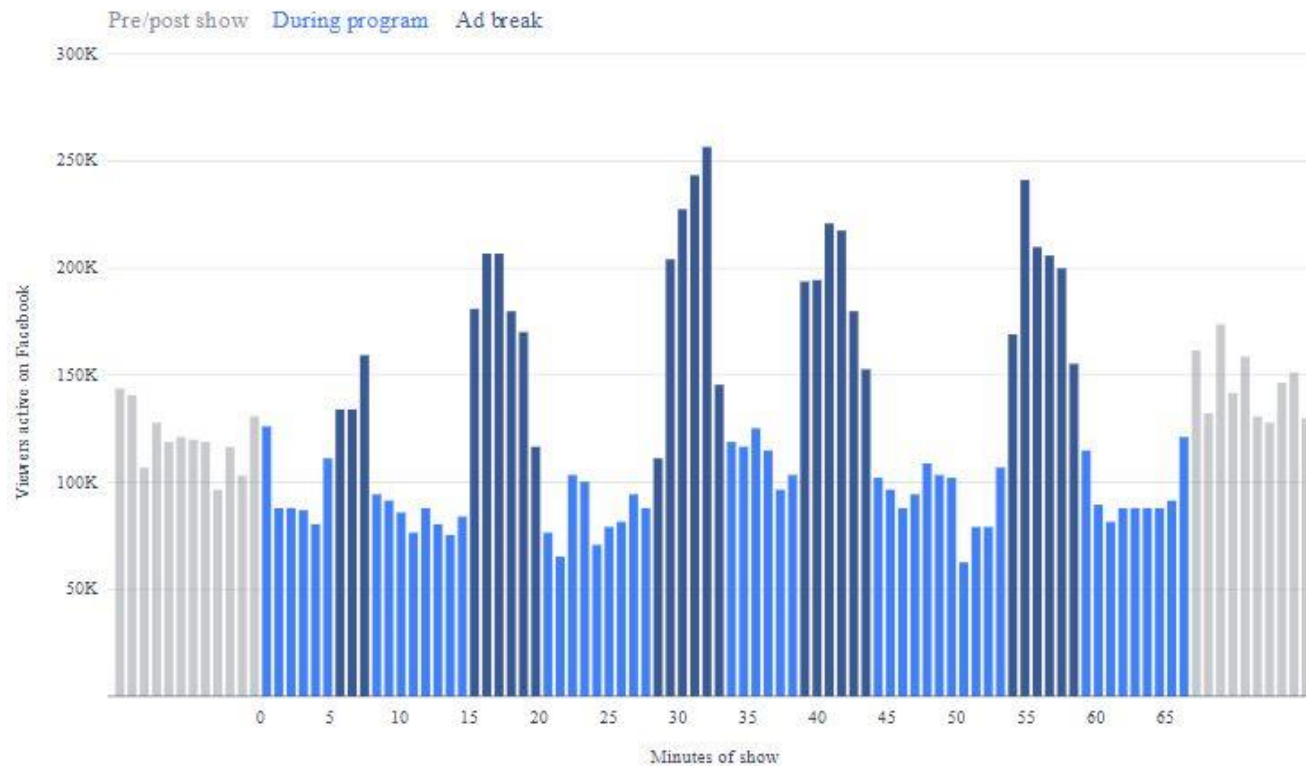
INSIGHTS ONLINE



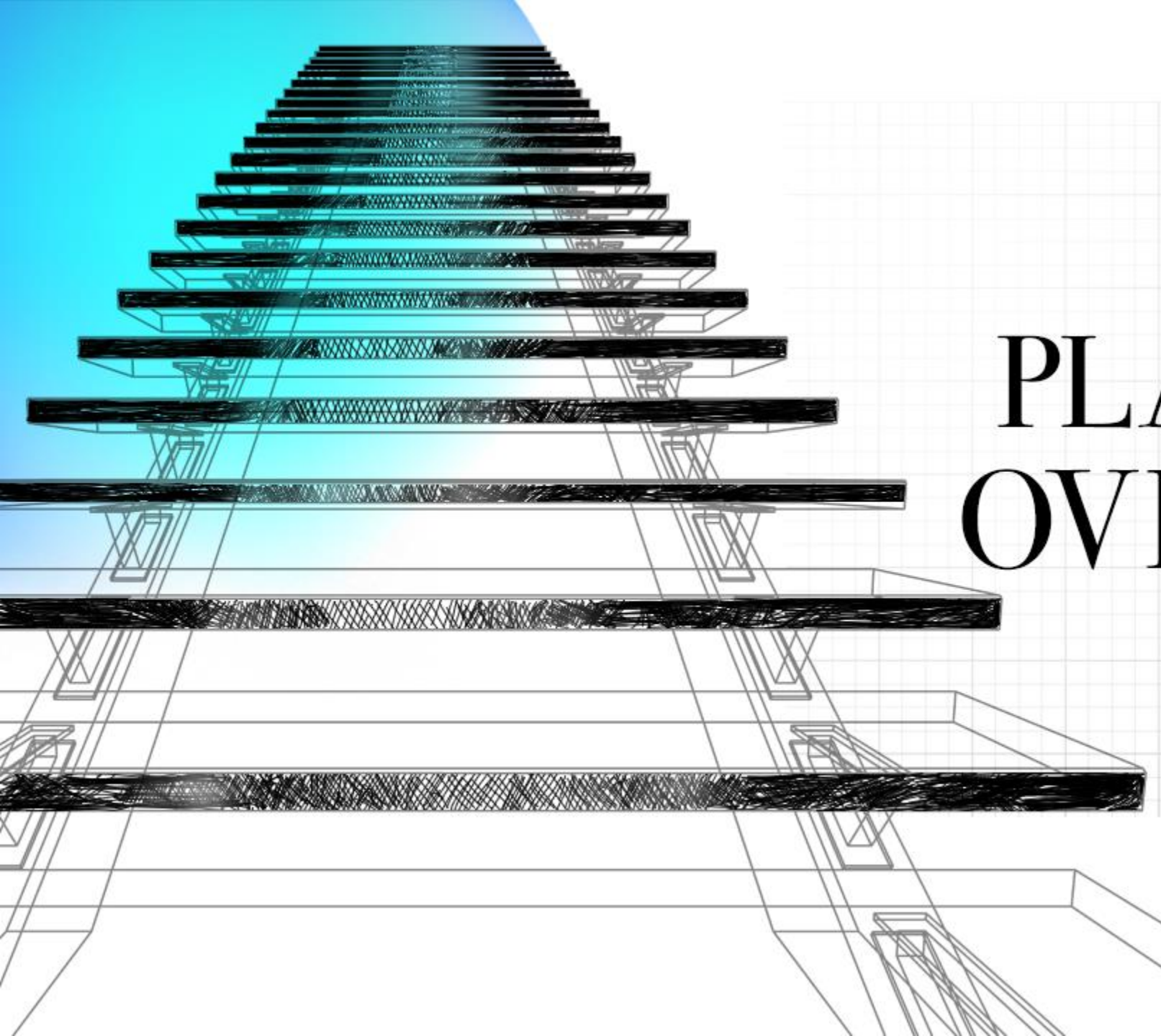
According to a research on Facebook IQ it was determined that, **people turn to Facebook or other social platforms during TV advert breaks.**

Facebook activity of one million people in the US who indicated that they were watching the season premiere of a popular cable TV programme was carefully scrutinized and hence the result was found.

Is TV really the right medium to advertise on?



The reach of TV ads might be massive but does it count the people who have their TV sets on but keep going back to their Facebook feeds during ad breaks?



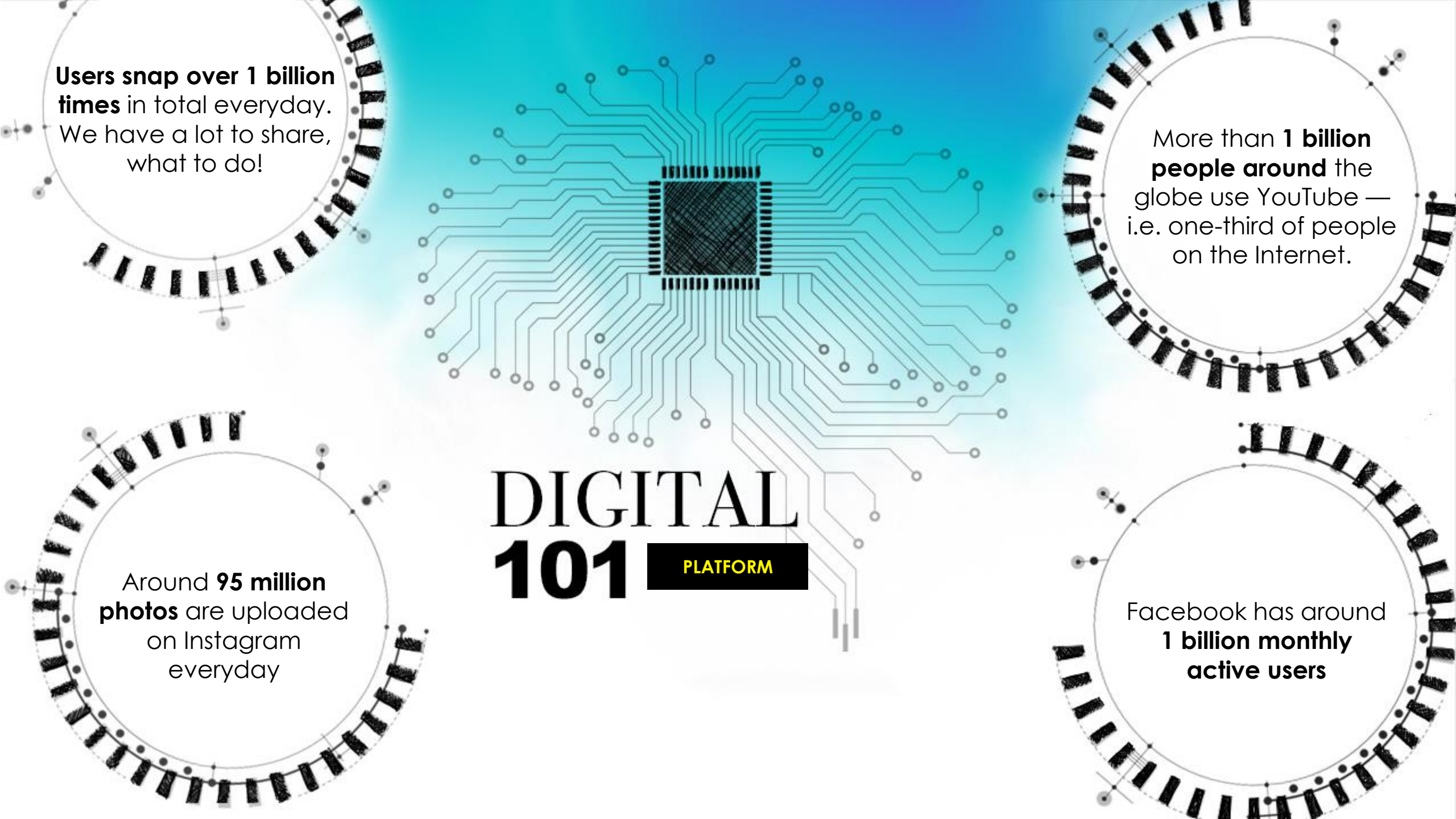
PLATFORM OVERVIEW



FACEBOOK STORIES JUST ADDED FUNKY NEW AR FEATURES

Facebook just added some additional creative tools to the Facebook Camera, that you can share in your Facebook Stories. The camera lets you draw on the world around you due to funky Augmented Reality (AR) features.

Facebook plans to attract more users with AR drawing. The feature lets you scribble on the world around you, then move your camera and see the markings stay in place. This is quite a fun way to add graffiti that only exists on your screen and only you can see it.



Users snap over 1 billion times in total everyday.
We have a lot to share,
what to do!

More than **1 billion people** around the globe use YouTube —
i.e. one-third of people
on the Internet.

Around **95 million photos** are uploaded
on Instagram
everyday

DIGITAL 101

PLATFORM

Facebook has around
1 billion monthly active users



Amazon fire tv- Too many questions



In this latest spot by Amazon, Alexa showcases its most powerful tool yet – fast forwarding and rewinding using your Alexa (so you can answer all of your parents' annoying questions about Homeland without missing a thing). While Alexa can't promise you a stress-free viewing experience, she can definitely ease the process

<https://bit.ly/2HDX1bQ>

Powerade – That's Some Kind of Power



You know that saying “don't drink the kool-aid?” Well, in Powerade's new spot, you'll be saying quite the opposite.

Turns out Powerade is not just a sports drink full of electrolytes, but it also has the ability to turn a former athlete into a super athlete. Full of flashbacks to 70s basketball and Donna Summer's “I Feel Love,” you'll finish this commercial feeling thirsty and wanting to play ball.

<https://bit.ly/2HDX1bQ>

The image features two detailed black and white line drawings of bald eagles in flight. One eagle is positioned in the upper right, flying towards the left, while the other is in the lower left, flying towards the right. They are set against a large, vibrant green circle on the left side of the frame. The background is a light gray grid pattern that transitions into a white area on the right. The text "TRENDING VIDEOS" is centered in a bold, black, serif font.

TRENDING VIDEOS

Cola Next TVC



This debacle of a TVC has been trending on all social platforms for its utmost absurdity and lack of insight. With the brand trying to position itself as the Thumd Up of Pakistan, hit the mark horribly with a TVC that did not really portray anything about the product or the brand.

Kenwood eSmart converter TVC



Showcasing relatable moments from life with a humorous lens and slice of life technique, Kenwood has mastered the art of communicating its message across smoothly and effortlessly



BEST OF PAKISTAN

CAREEM- #BeCareem CAMPAIGN



Careem has launched a #BeCareem, a special car type in Karachi, Lahore, and Islamabad. Users can book a #BeCareem ride from 12th to 14th April and would donate surplus food to needy people. Careem will receive the donations and surplus food right from the user's doorstep and with the help of Robin Hood Army's assistance, this food will be delivered to those who are hungry and in need.

<https://bit.ly/2qz6n1z>

PEPSI - PEPSI GENERATIONS CAMPAIGN



Pepsi with its newest campaign, a retake of its global campaign has folded generations of nostalgia with a dynamic TVC showcasing all of the 90's and 80's stars reminiscing the time. Pepsi also rolled out its limited edition cans with its then logo 'Pepsicola'

**Is Amazon really
coming to Pakistan?**

<https://bit.ly/2GTits9>

**Careem and Robin
Hood Army on a mission
to help poor Pakistanis**

<https://bit.ly/2qz6n1z>

**More than 80 percent
of teenagers own an
iPhone, survey**

<https://bit.ly/2HD7qVx>

**LOCAL
NEWSbytes**

**Warning: 3 types of
information you must
never share on social
medial**

<https://bit.ly/2H3VY4d>

**Shocking: Over 9%
Facebook users
have already
deleted their
accounts, survey**

<https://bit.ly/2qAZ896>



[#JazzSuper4G](#)

[#ZaalimaCocaColaPilaDe](#)

[#RadioPakistan](#)

[#girlsonbikes](#)

HASHTAG
CLOUD

[#MotorcycleGirl](#)

[#FPWSS18](#)

[#MarkZuckerberg](#)

[#Patari](#)



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