

FEB 2018

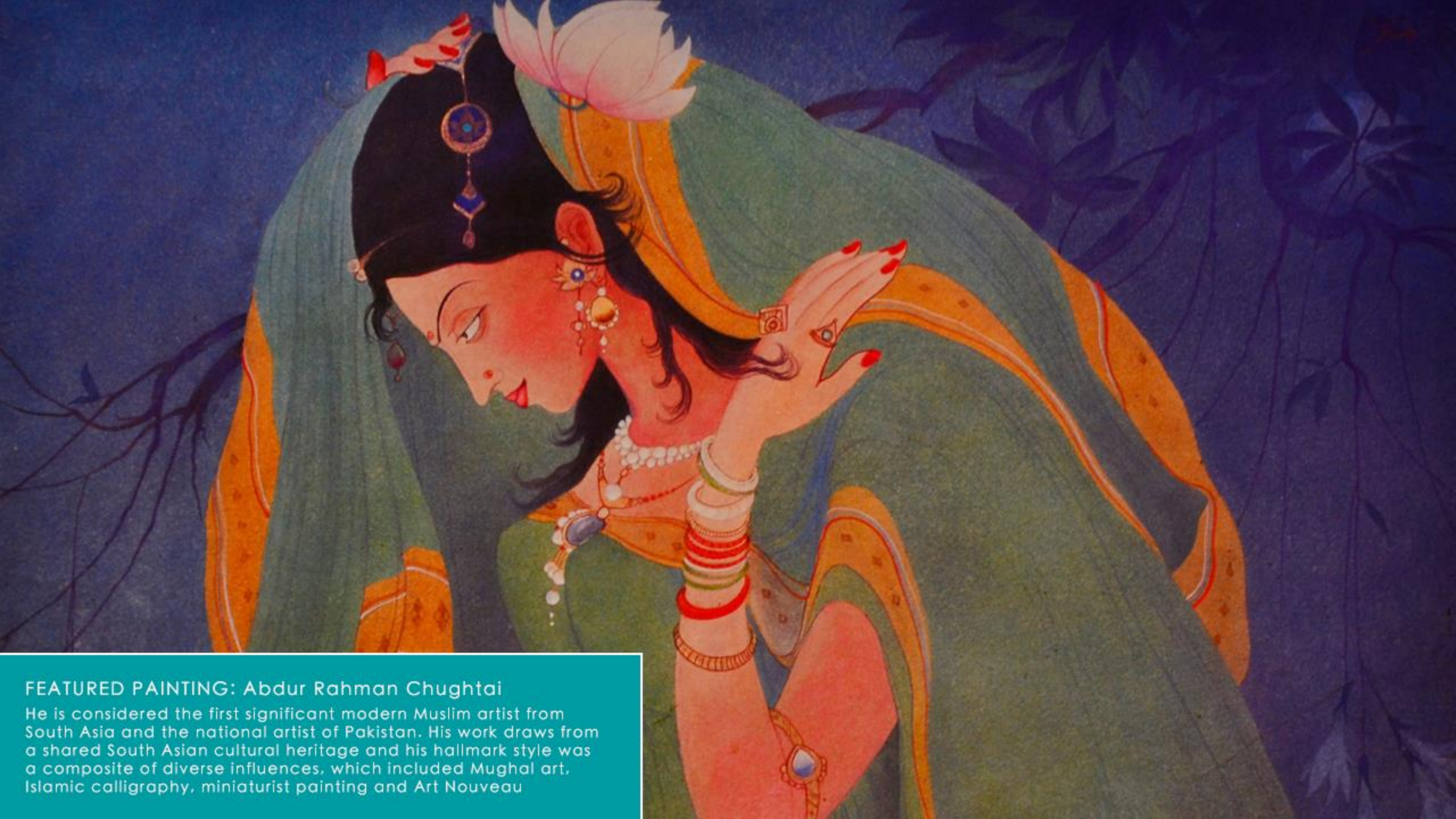
DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

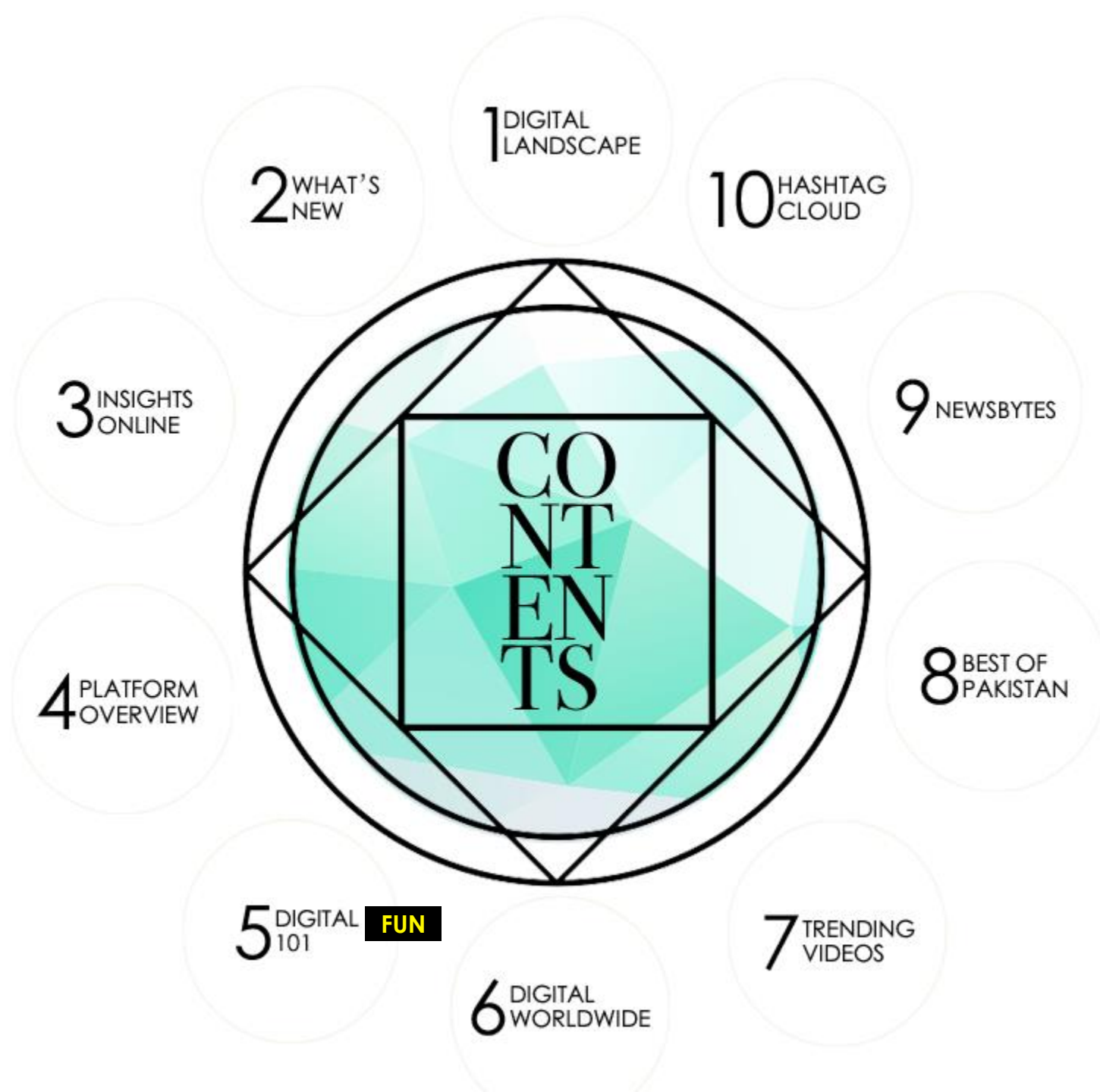


UNVEIL THE WORLD OF ART: PAGE 02

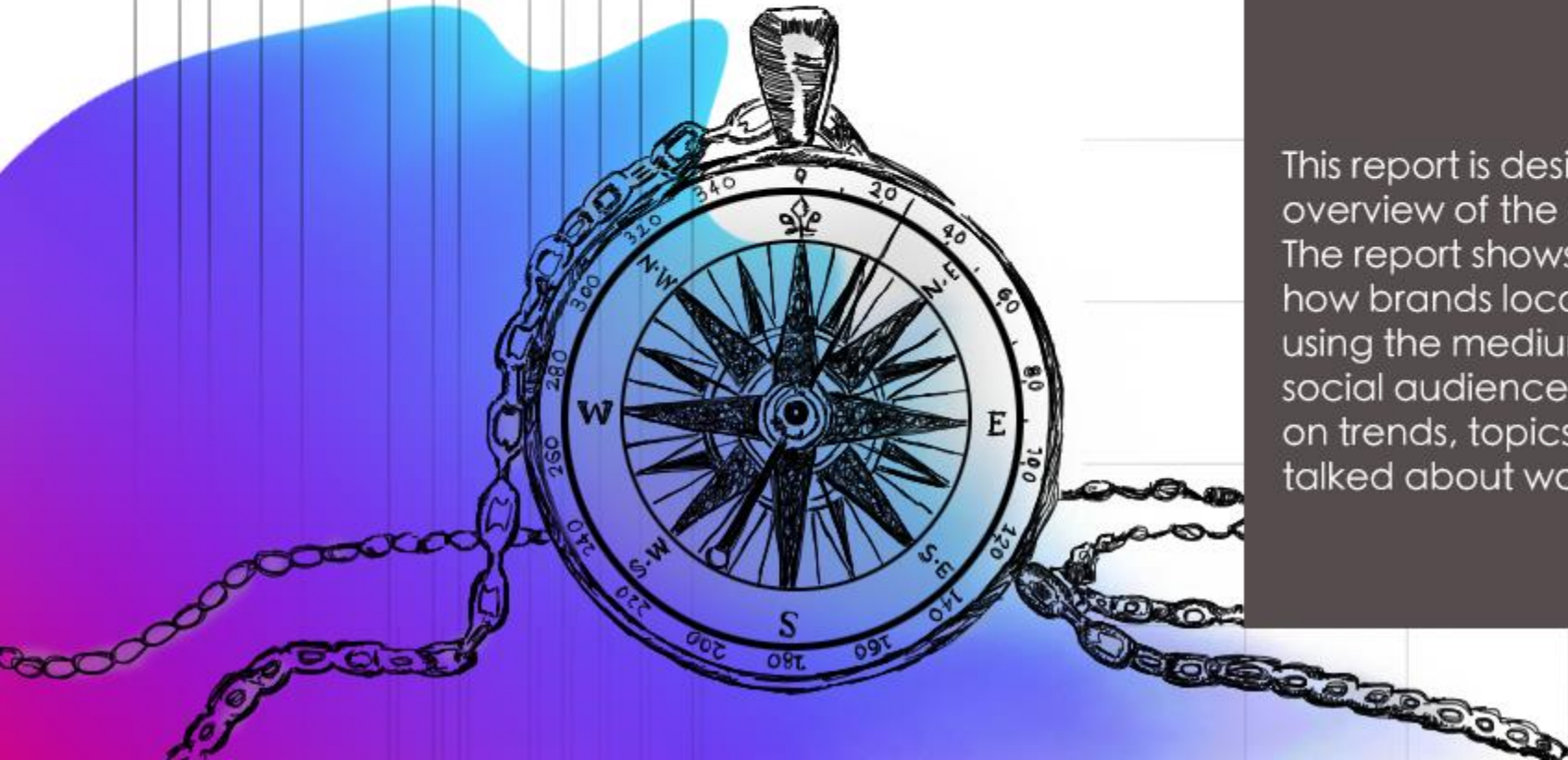


FEATURED PAINTING: Abdur Rahman Chughtai

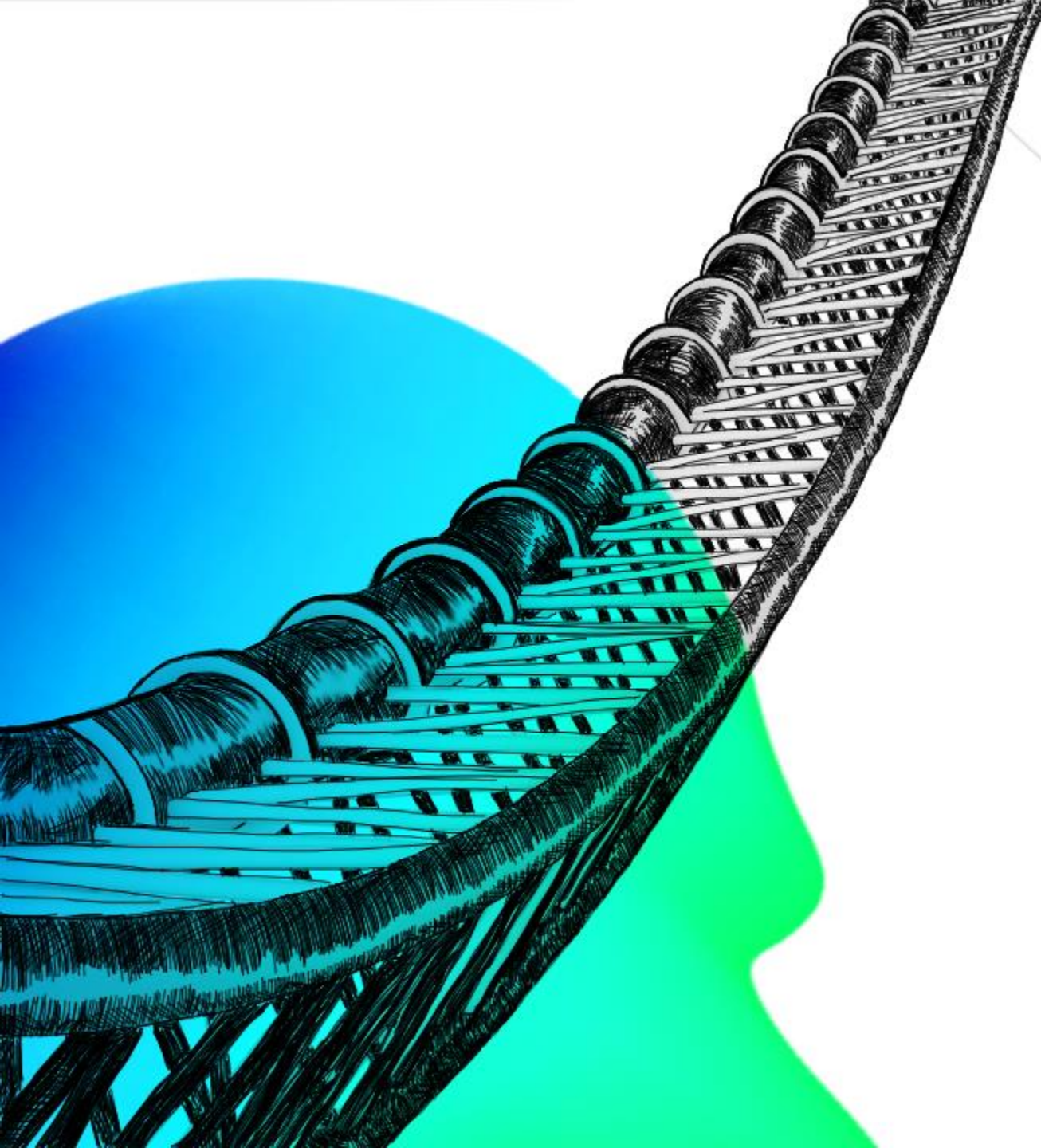
He is considered the first significant modern Muslim artist from South Asia and the national artist of Pakistan. His work draws from a shared South Asian cultural heritage and his hallmark style was a composite of diverse influences, which included Mughal art, Islamic calligraphy, miniaturist painting and Art Nouveau



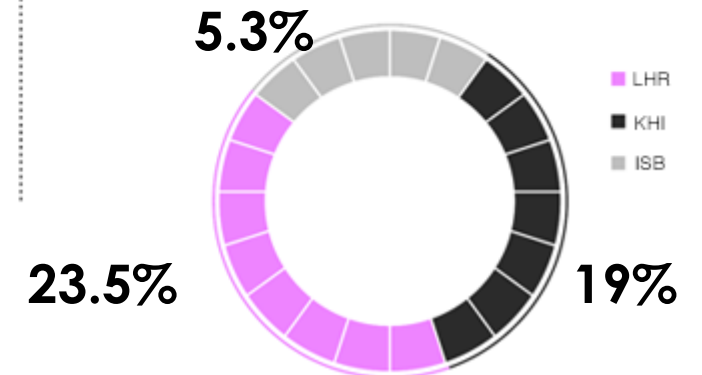
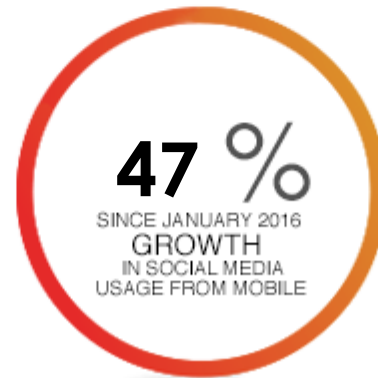
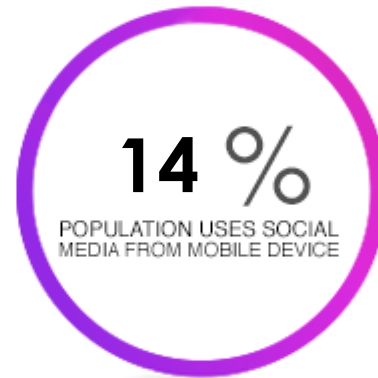
PURPOSE



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.



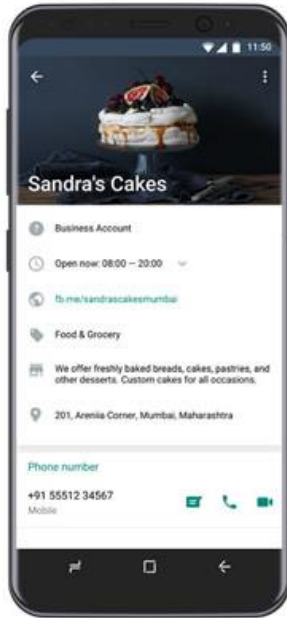
DIGITAL LANDSCAPE



*Snapchat stats: Approximate number



WHAT'S NEW



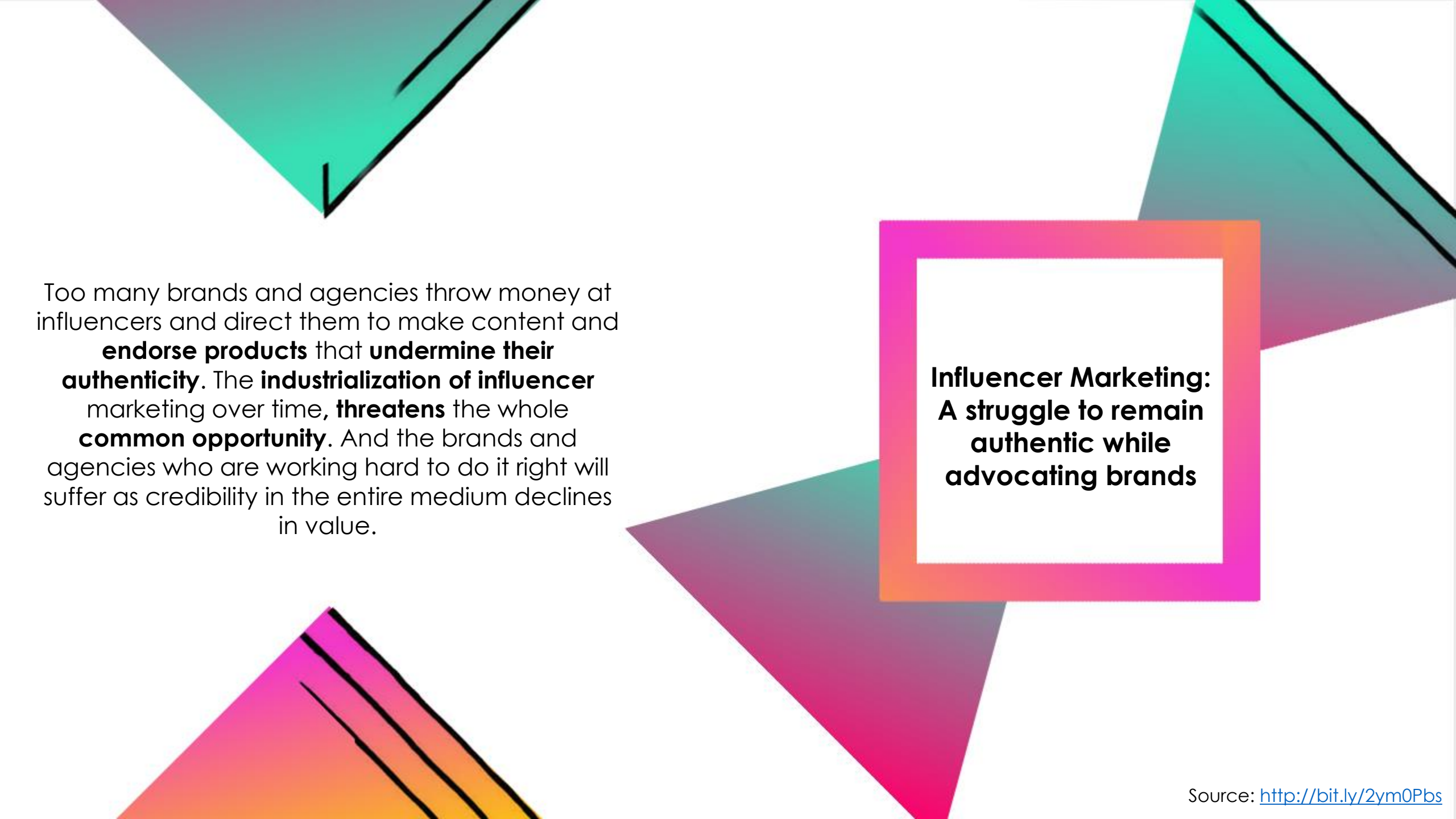
Want to start your own business via WhatsApp?

WhatsApp Business App

WhatsApp Business is an Android app which is free to download, and was built with the small business owner in mind. With the app, businesses can **interact** with **customers** easily by using tools to **automate**, **sort**, and **quickly respond** to messages.

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



Too many brands and agencies throw money at influencers and direct them to make content and **endorse products** that **undermine their authenticity**. The **industrialization of influencer** marketing over time, **threatens** the whole **common opportunity**. And the brands and agencies who are working hard to do it right will suffer as credibility in the entire medium declines in value.

**Influencer Marketing:
A struggle to remain
authentic while
advocating brands**

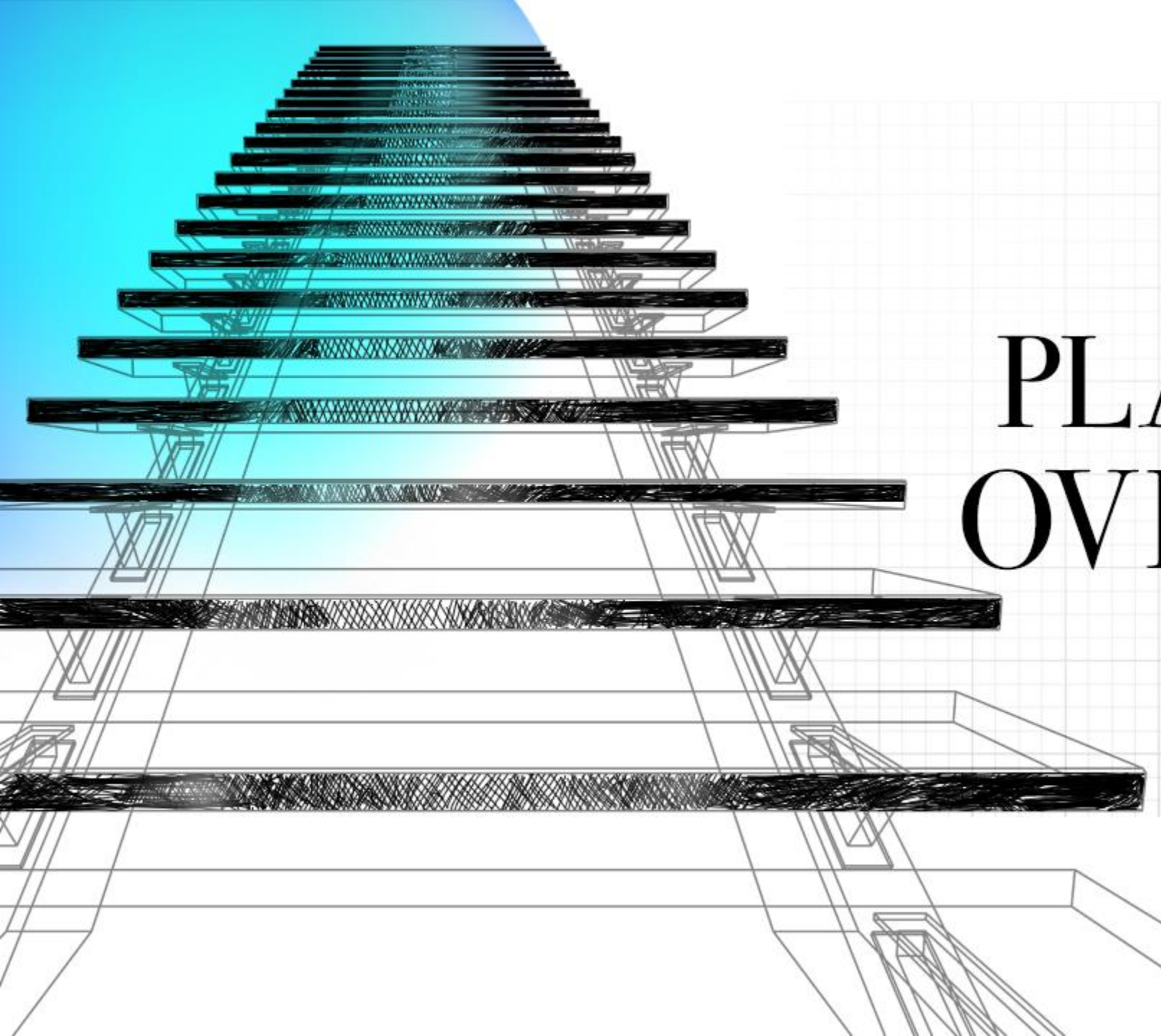


Delivering a marketing strategy in real time where customers and clients get to experience products and services as it is meant to be used.

Augmented reality (AR) marketing takes the reins from virtual reality platforms to create a new, interactive consumer experience. **The new technology is expected to reach \$117.4 billion by 2022.**

AR's ability to integrate digital data into a real-time experience allows marketers to create personalized product trials and engage consumers on a whole other level

**Augmented Reality
changing the game
altogether**



PLATFORM OVERVIEW



SNAPCHAT GETS A MAKEOVER....

Earlier this month, SnapChat CEO Evan Spiegel announced plans to redesign Snapchat in order to **'make it easier to use'**

While the app functions similarly, all private messages and user stories will now exist together on a **"Friends" screen** when you swipe right off the camera.

Discover content, which includes shows, Publisher Stories and popular user Stories, are located at the other side of the camera!



AND PEOPLE AREN'T SO CRAZY ABOUT IT!

After users received an updated version of the app, the company has been facing a backlash from all across the globe due to complicated features and the streaks they lost because of the update.





People took to twitter to express their disapproval for the update, while a petition being signed on Twitter has almost got half a million signatures to “Remove the new Snapchat update”

To which the SnapChat CEO responded like this,

“There is a strong likelihood that the redesign of our application will be disruptive to our business in the short term, and we don’t yet know how the behaviour of our community will change when they begin to use our updated application, We’re willing to take that risk for what we believe are substantial long-term benefits to our business.”

Do a Barrel Roll Trick

Go to Google.com and simply type in the search box “**do a barrel roll**” and see the magic. The page will rotate two times.

Google Gravity

Type in “**Google Gravity**” on their homepage and then click on the “I’m feeling lucky” button.

Tilt Page Trick

Search for “**tilt**” on Google and see how your page tilts a little

Atari Breakout Trick

Go to Google images and type “**Atari Breakout**”. The images will be transformed into blocks and you can play Breakout, classic arcade game of the 70's era.

DIGITAL **FUN** 101

Source: <http://bit.ly/2GaTQaI>



NIKE 'RUN IT' FOR THE WINTER OLYMPIC 2018



Nike is jumping deeper into the entertainment space with this new music video spot in the lead up to the 2018 Winter Olympics. It's called "RUN IT" featuring Jay Park and shows a snowboarder racing between abandoned snow covered cars, designed to be celebrating rule-breakers. It's all part of a campaign called "Impossible to Ignore," which celebrates people who run their own path.

SAMSUNG OSTRICH: DO WHAT YOU CAN'T



Samsung's Ostrich an icon of their #DoWhatYouCan't campaign, this TVC made a dramatic twist in showcasing how VR can transport you to other worlds in an instant, in a seemingly realistic way. With this film, Samsung took a beautiful ostrich and allowed it to take to the air and become something unimaginable for an ostrich.

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. The other is in the lower left, flying towards the right. They are set against a background that includes a large, bright green circle on the left side and a light gray grid pattern that covers the right side and extends under the circle. The text "TRENDING VIDEOS" is centered in the middle of the image, overlapping the green circle and the grid.

TRENDING VIDEOS

Teeli : Desi Customers



The popular entertainment company has again proved its skill to make the audience think and laugh at the same time. The video 'Desi Customs' portray the dark and typical mind set where doing the right thing is so rare that it is taken as an out worldly action

<http://bit.ly/2st5r29>

AIB's ANTI-VALENTINE CAMPAIGN



This clip shared by AIB taken from an Indian movie, has turned viral in respect to valentines day! AIB's smear campaign to bash everything that reminds them of love has turned the actress into an overnight sensation! With followers reaching 2.5 million in the a few hours!

<http://bit.ly/2HffnQa>



BEST OF PAKISTAN

FIFA TROPHY TOUR - COCA-COLA

The Coca-Cola logo is displayed in its classic red script font.

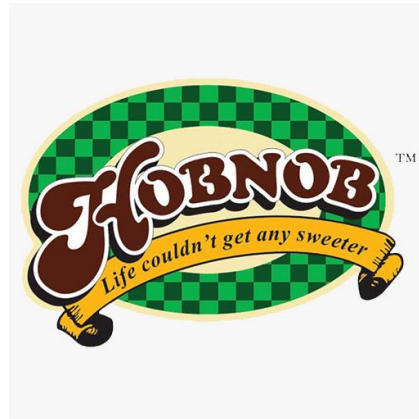
Coca-Cola brought the FIFA World Cup Original Trophy to Lahore on a special flight from Chiang Thailand, creating a historic occasion giving Pakistani fans the chance to experience football's most coveted prize.

After the stakeholders' event, the trophy was showcased over at the Coke Fest held in Lahore that day which was attended by thousand of football enthusiasts!

Haven't had a look at it yet? Here you go!

<http://bit.ly/2EYKrmn>

HOBNOB – VALENTINES DAY CAMPAIGN



Hobnob's valentines day campaign has got everyone say 'aww'!! Campaign '14 Reasons why' showcases a cute banter between desserts in the form of short videos, which will run till the 14th Feb to celebrate ultimate day of love each other and cakes!

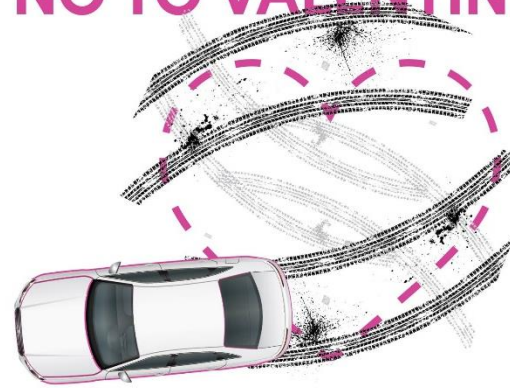
Be a part of the conversation too!

<http://bit.ly/2EoZJUr>

CAREEM – VALENTINES DAY CAMPAIGN



SAY NO TO VALENTINES DAY!



Careem's witty take to steer away from any regulations against Valentine's day boded well with the audience where it came up with an "anti-valentine" campaign and an exclusive promo code for the people to use for the day.

Take a look!

<http://bit.ly/2o0GVAw>

**Tecno Launches the
Camon I in Pakistan**

<http://bit.ly/2Garixb>

**Meet Safepay: an
application looking to make
financial transactions easy in
Pakistan**

<http://bit.ly/2Ca7lUE>

**Tajori is Offering Upto
80% Discounts to
Celebrate its Expansion
to Karachi**

<http://bit.ly/2o2SiXZ>

**LOCAL
NEWSbytes**

**Telegram remains
banned in Pakistan**

<http://bit.ly/2HcrFbE>

**10xC partners with
'HubSpot for Startups' to
help young ventures in
Pakistan**

<http://bit.ly/2GauAk1>





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