

JAN 2018

# DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT



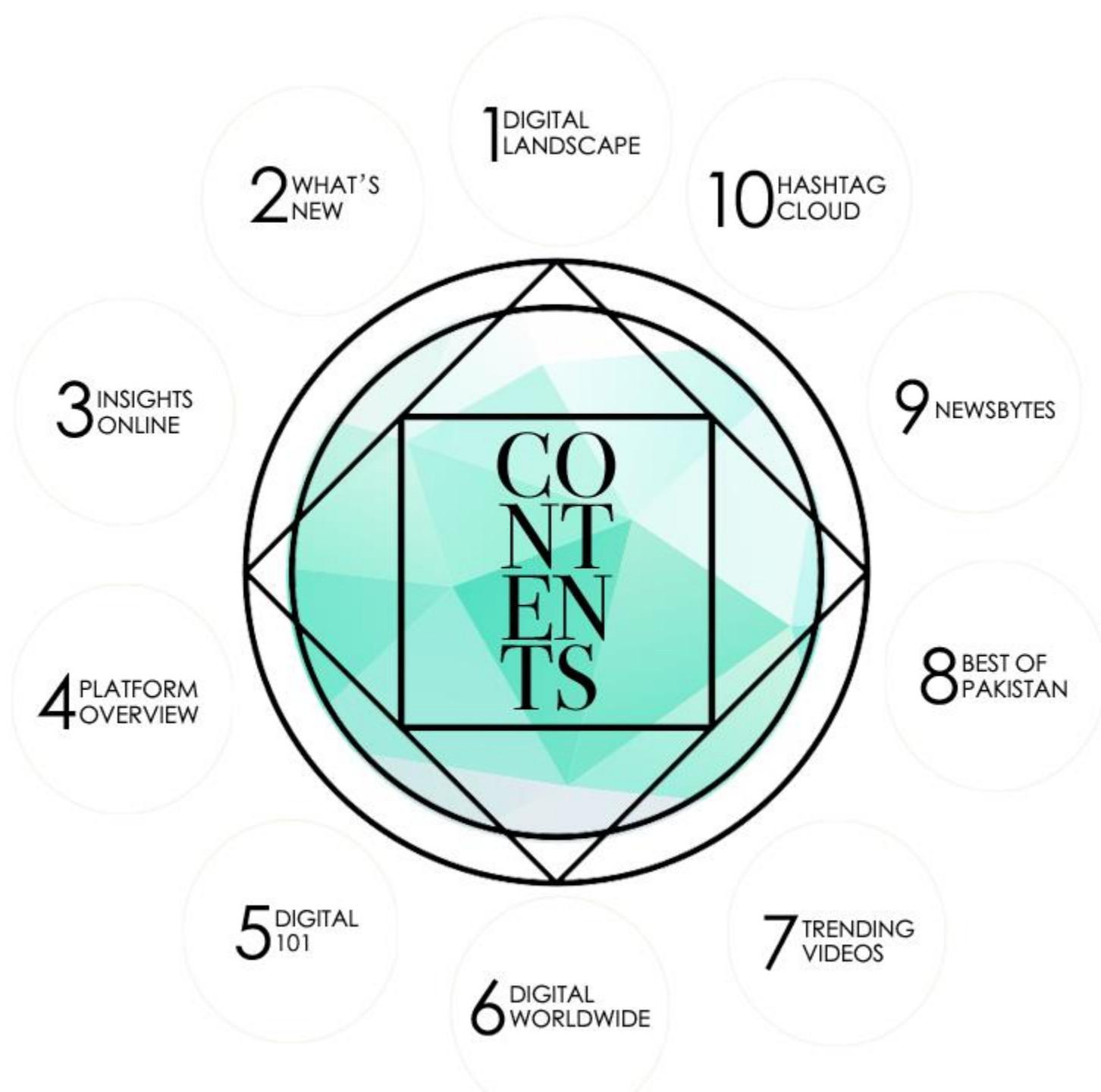
UNVEIL THE WORLD OF ART: PAGE 02



#### FEATURED PAINTING: Sadequain

Sadequain traveled all over the world long before it became fashionable and accessible to his generation. His paintings were widely displayed on all continents and received praise from public and connoisseurs alike and commanded generous press coverage



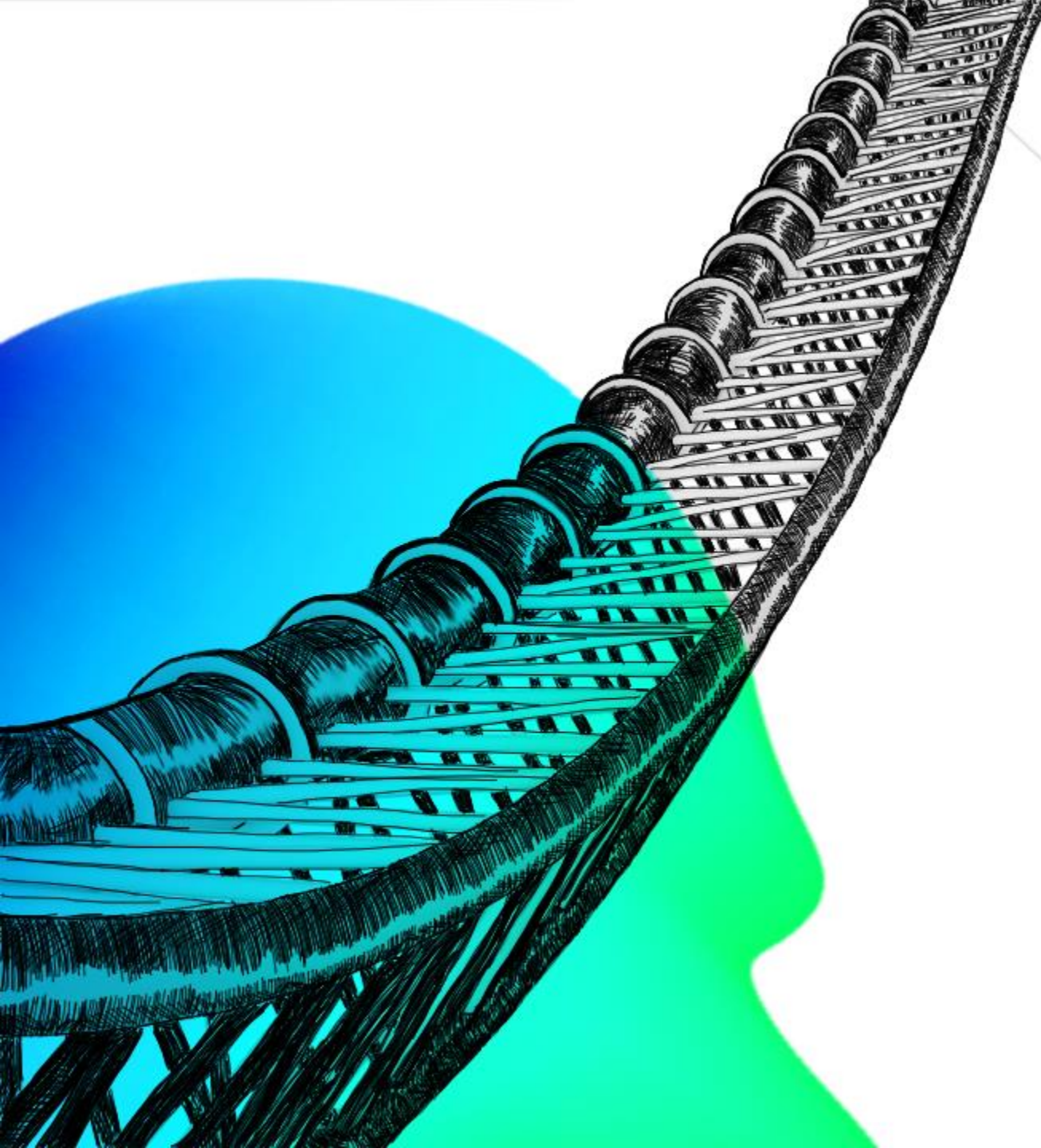


# PURPOSE

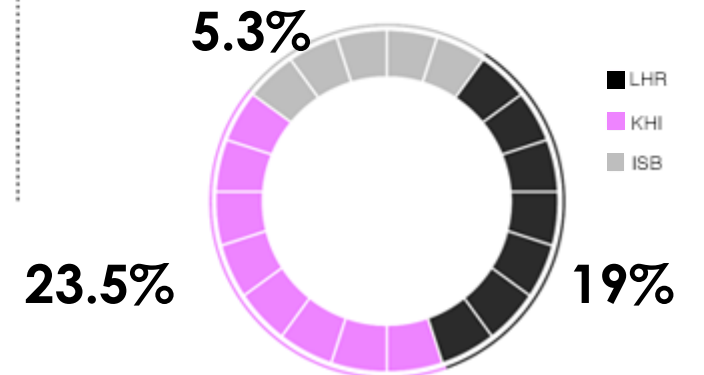
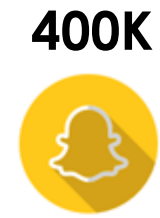
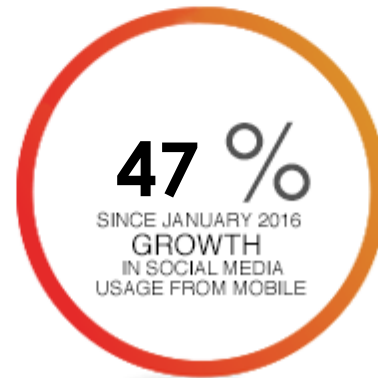
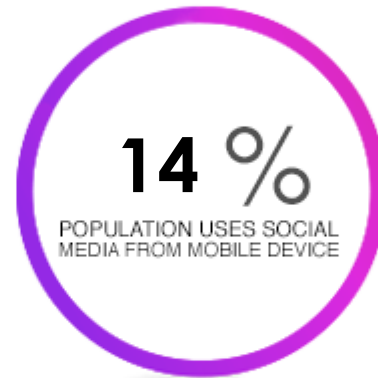


This report is designed to give the readers an overview of the digital industry around the globe. The report shows how social media is evolving and how brands locally and globally are effectively using the medium to reach out an ever growing social audience. The report also includes research on trends, topics and innovations that are being talked about worldwide.

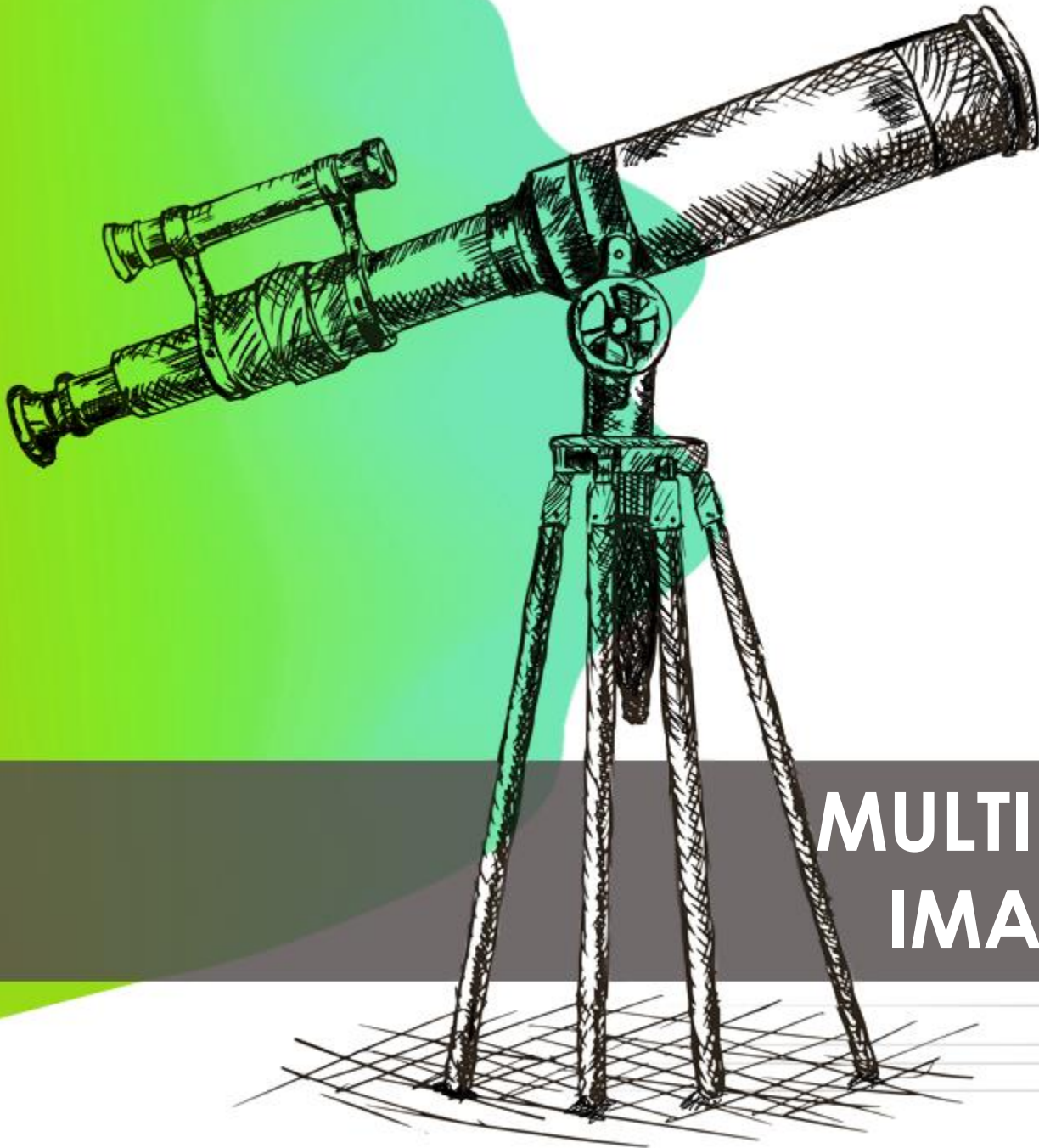




# DIGITAL LANDSCAPE



\*Snapchat stats: Approximate number



**MULTIPLE PLATFORMS, DIFFERENT  
IMAGE/VIDEO, SAME AD SET**

**WHAT'S NEW**





## TIRED OF MAKING A DIFFERENT AD SET FOR A DIFFERENT IMAGE/VIDEO?

**Problem Solved!**

When you create a single image ad  
for your **Facebook feed**, you can now  
choose a different image on the same  
ad set to be promoted **on Instagram  
feed/stories**

The same can be followed while  
promoting videos

<http://bit.ly/2D0wh5v>



# **‘HELLO 2018’**

## INSIGHTS ONLINE



## FACEBOOK'S VIDEO GAME IS STRONGER THAN EVER BEFORE!

**Facebook Watch** that was rolled out to a few pages in 2017 will now be **available to all pages in 2018**

**New features** will be a part of the Facebook Watch to get the **video creators more exposure**

Experts say a **different feed** altogether will be created for people to view **original native content!**



Source: <http://bit.ly/2C5PAqi>

## INSTAGRAM – RISING ABOVE ALL!

With 15 million businesses currently active, blowing past the sales of \$4 billion in global advertising, Instagram is rising above all mediums. The ad clutter on Facebook has pushed Instagram as the best choice for business owners (though there are no chances of Instagram replacing Facebook as of now)



Source: <http://bit.ly/2C5PAqi>

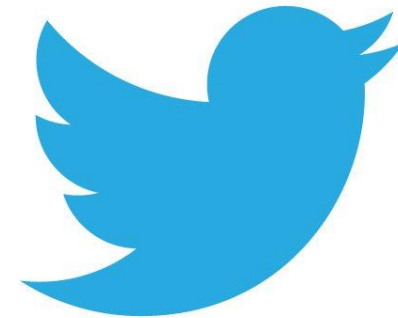


## **TWITTER CRAWLING BACK UP!**

With Facebook & Adwords getting expensive day by day, it is said that Twitter may up their game and entertain the 330 million users currently active on the platform

With the new products they launched at the end of 2017, it seems like Twitter is making slow progress to get back into the game!

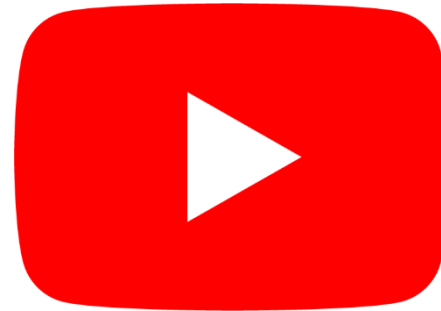
In the 3<sup>rd</sup> Quarter, they just achieved their estimated targets which is a sign of positivity in an otherwise very negative scenario



## HAVE YOU CONSIDERED YOUTUBE FOR LEAD GENERATION?

Its high time to do so! Facebook Ads are rising high in cost which gives Youtube a great edge to enter the market as a lead generation platform rather than just a video hosting one!

**People – Problem – Youtube – YOU**  
Lead Generated!



Source: <http://bit.ly/2C5PAqi>

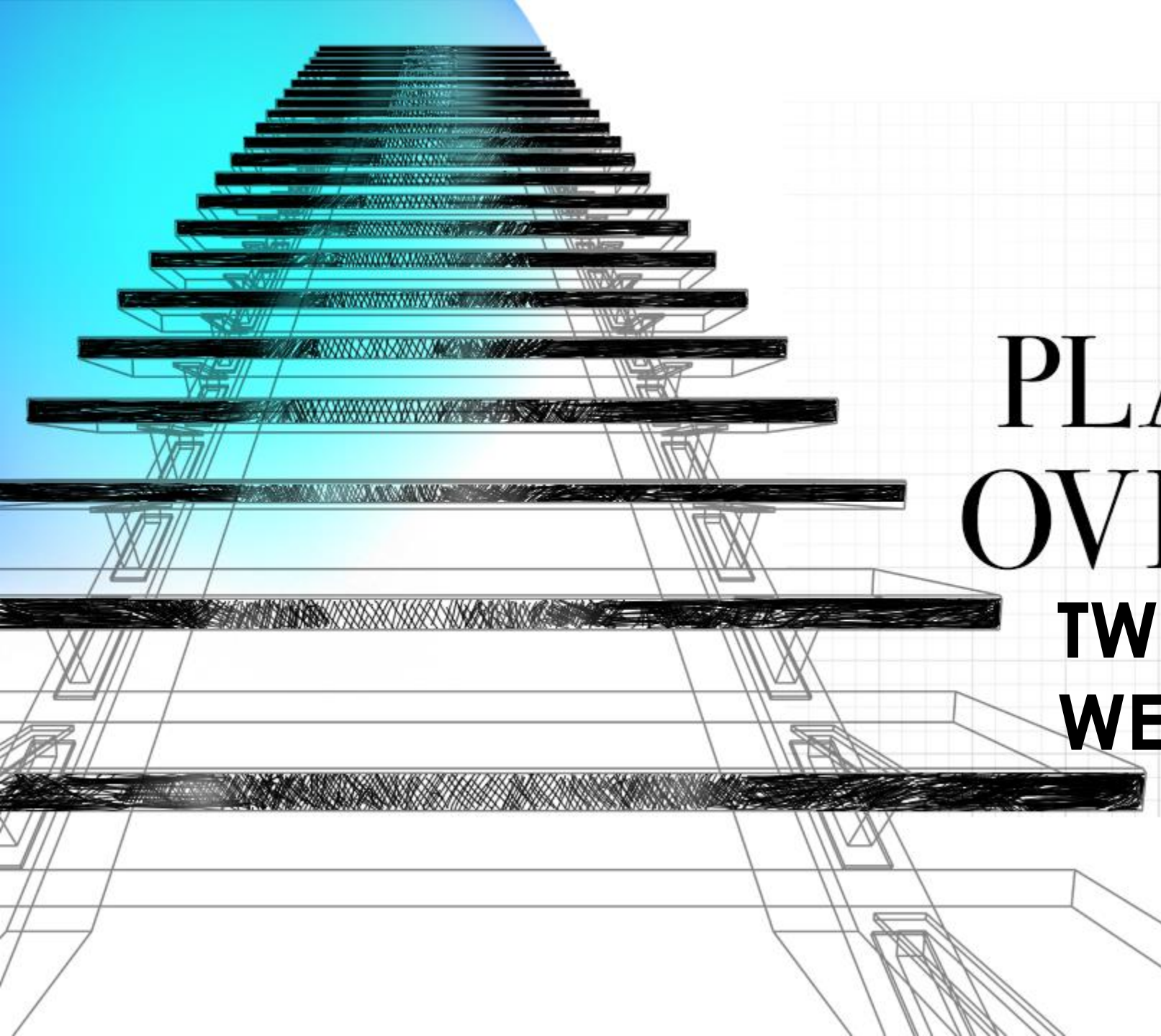
## DOWN BUT NOT OUT!

Experts say that Snapchat will be launching live video option in 2018 – though its been a little too late cause Instagram already launched and cashed in on it but it could maybe turn things around for the platform that is currently running on hopes!



Source: <http://bit.ly/2C5PAqi>





# PLATFORM OVERVIEW

**TWITTER – WHAT  
WENT WRONG?**



# TWITTER'S FUTURE IS ACTUALLY IT'S PAST

Twitter is a people's platform. Trends are generated by the people and are carried on by the people as well, despite of the fact that Twitter is bigger than Snapchat, better advertising options, better dashboards, why did Twitter not achieve the heights it should have?

Twitter has failed in monetizing the company and the assets and the key factor behind it is Facebook's massive success and the comparison between Facebook & Twitter

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

# THINGS ARE LESS WORST THAN FEARED

The table on the side shows how twitter have just met their estimated targets in the 3<sup>rd</sup> Quarter!

It's hard to say if there will be a solid recovery in the longer run but with the recent conversation where Facebook mentioned they are falling short of places to advertise, it gives Twitter some hopes in order to retain their position in the market

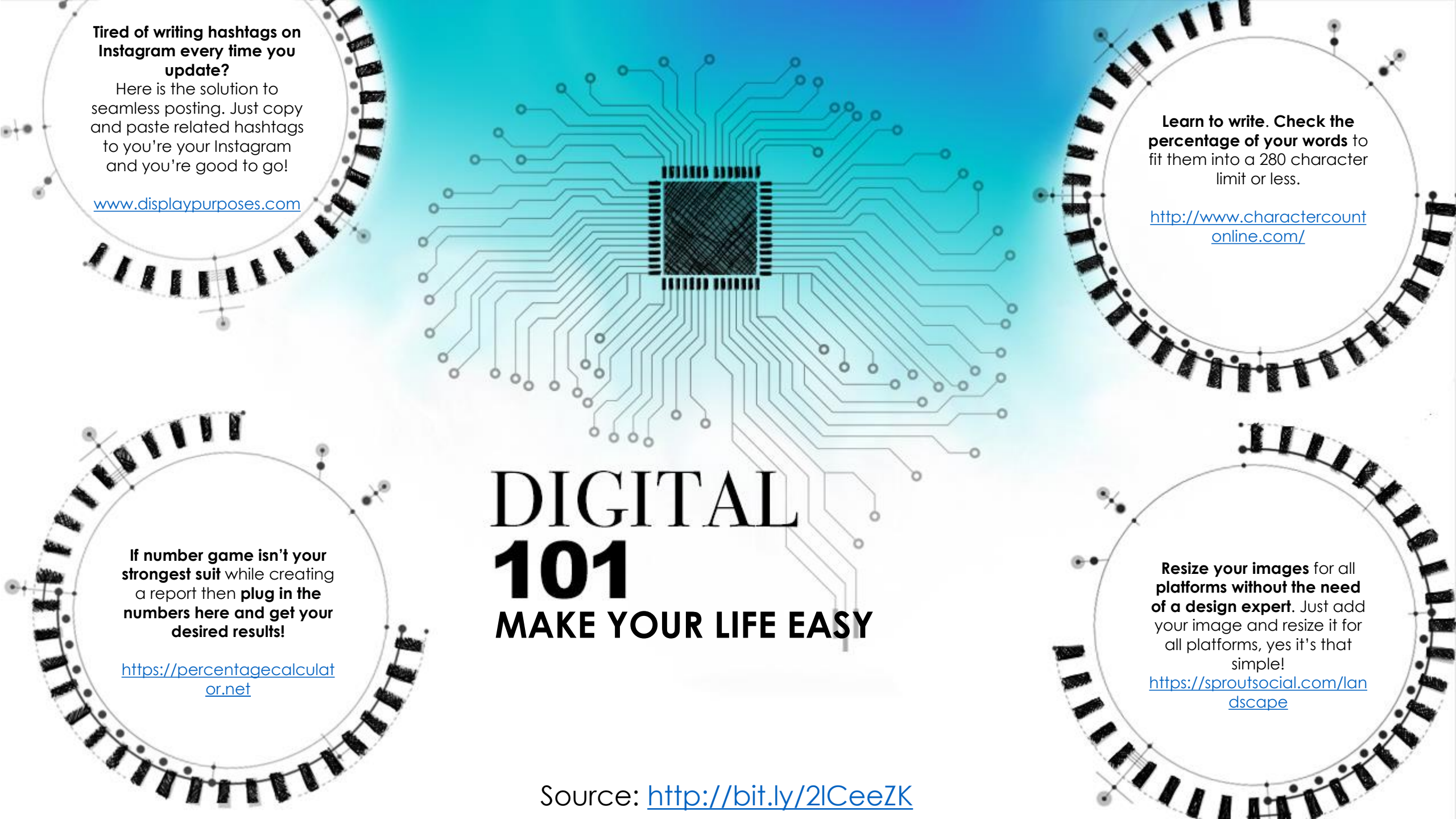
Source: <http://bit.ly/2qrsvxd>

## TWITTER 3Q EARNINGS

| MEASURE    | ACTUAL    | ESTIMATE  |
|------------|-----------|-----------|
| EPS        | \$0.1     | \$0.07    |
| Revenue    | \$589.63M | \$587.48  |
| Net Income | \$77.85M  | \$43.58   |
| EBITDA     | \$207M    | \$160.93M |

Bloomberg





**Tired of writing hashtags on Instagram every time you update?**

Here is the solution to seamless posting. Just copy and paste related hashtags to you're your Instagram and you're good to go!

[www.displaypurposes.com](http://www.displaypurposes.com)

**Learn to write. Check the percentage of your words** to fit them into a 280 character limit or less.

<http://www.charactercountonline.com/>

**If number game isn't your strongest suit** while creating a report then **plug in the numbers here** and get your desired results!

<https://percentagecalculator.net>

# DIGITAL 101 MAKE YOUR LIFE EASY

**Resize your images** for all platforms **without the need of a design expert**. Just add your image and resize it for all platforms, yes it's that simple!

<https://sproutsocial.com/landscape>

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





## News Feed FYI: More Local News on Facebook



This month, Facebook has announced changes to prioritize posts from friends and high-quality news sources to be on people's newsfeed. Today, it's updating News Feed to also prioritize local news so that you can see topics that have a direct impact on you and your community and discover what's happening in your local area

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



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 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 over the circle. The text "TRENDING VIDEOS" is centered in the middle of the image, overlapping the green circle and the grid.

# TRENDING VIDEOS



## 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. Created by Wieden & Kennedy Tokyo, it's just in time for the 2018 Winter Olympics taking place in PyeongChang, South Korea.

## SAMSUNG OSTRICH: DO WHAT YOU CAN'T



For me, this was perhaps the best TVC of 2017. Samsung's Ostrich. An icon of their #DoWhatYouCan't campaign, plus the fact it won multiple Cannes Lions, 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... All set to Elton John's "Rocket Man" and made by Leo Burnett Chicago. Loved it.

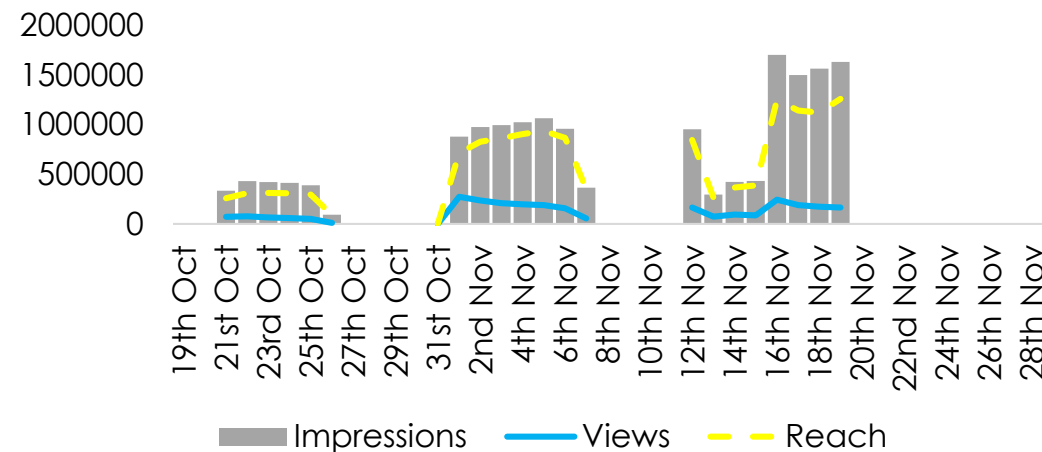




# BEST OF PAKISTAN



# SCENE ON – THE RAP ANTHEM!



The Scene On Rap Anthem really hit the top once released and the stats speak for itself. The teens in Pakistan hugely follow Eminem, Lil Wayna, Bohemia and other famous rappers, cashing on this insight, we went out and created a rap that was enjoyed & shared by millions!

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

<http://bit.ly/2Ewp22y>



# COCA-COLA – INTERACTIVE GIF POLLS

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

Get rid of the old school method of adding polls and adapt to this brand new, interactive gif polls.  
These polls help get better engagement!  
Have a look for yourself: <http://bit.ly/2FoWgBY>

**Tecno Launches the  
Camon I in Pakistan**

**Razor's Project Linda  
Turns Its Phone Into a  
Proper Laptop**

<http://bit.ly/2CRp5oW>

**Here's Why Careem  
Thinks 2018 is the Year  
of Women**

<http://bit.ly/2msml5Z>

**LOCAL  
NEWSbytes**

**PTCL Smart Cloud  
certified on  
International Security  
Standards**

<http://bit.ly/2mqUzT8>

**Nokia 6 (2018) Brings  
Higher End Features to  
the Midrange**

<http://bit.ly/2mqnHn1>





**#ShaadiOf  
TheYear**

**#IMadelt**

**#Apple**

**#ReadyFor**

**#  
HASHTAG  
CLOUD**

**#2Good  
GotBetter**

**#Tumhari  
Mehnat**

**#ShanAtKEF**

**#KhiEAT18**





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