

JULY 2018

# DIGITAL TRENDS

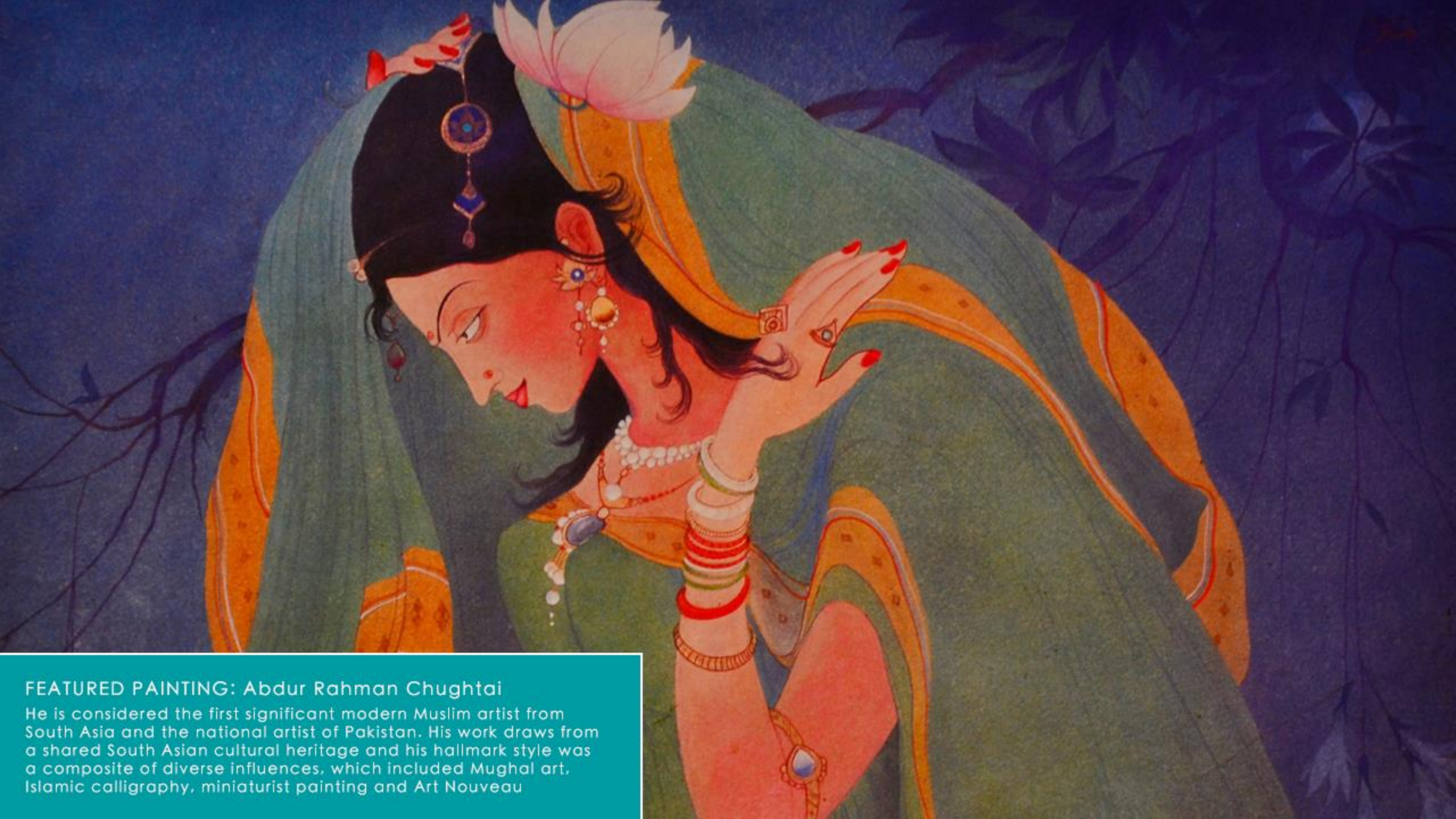
PAKISTAN

INDUSTRY TRENDS REPORT



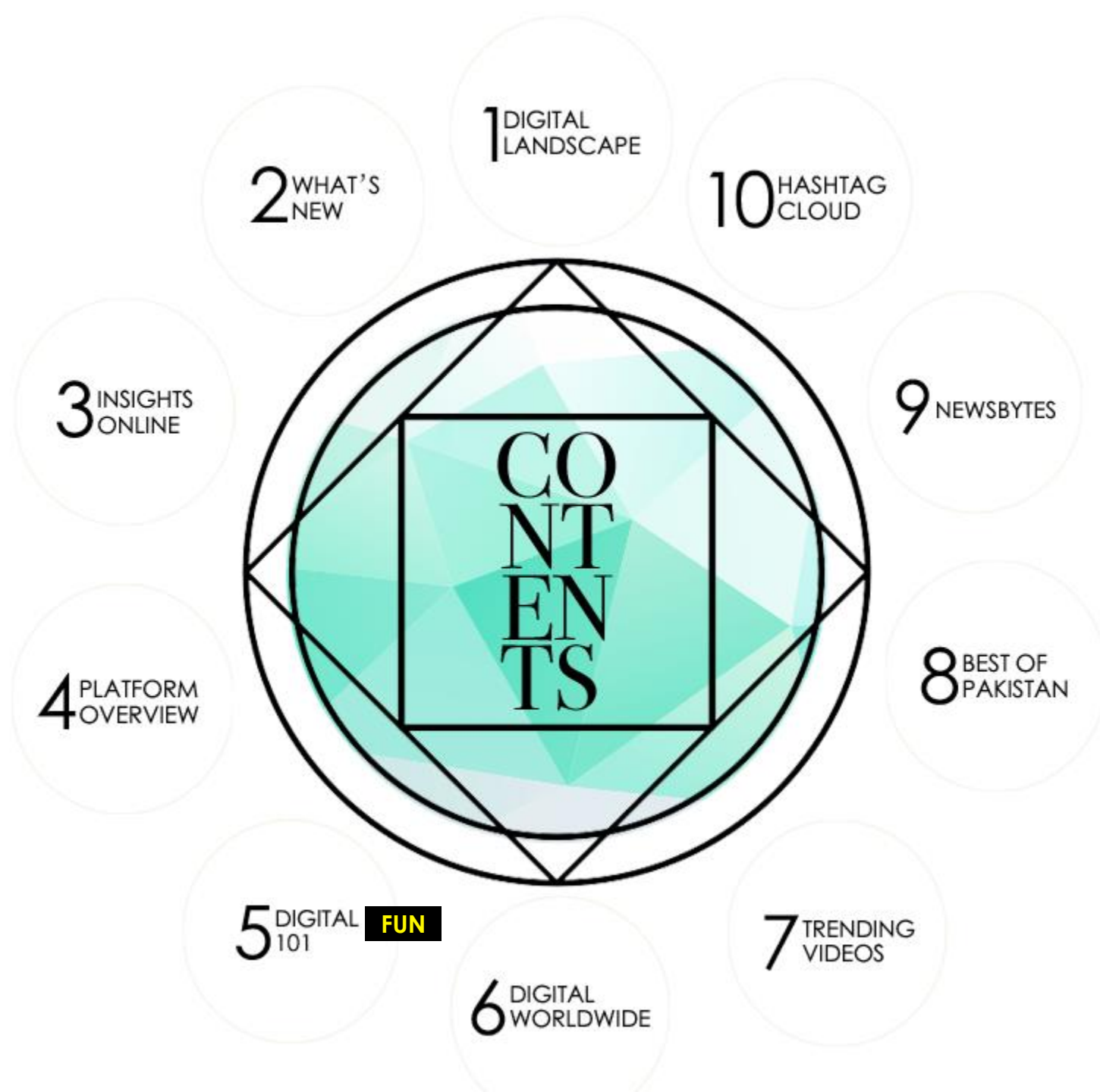
UNVEIL THE WORLD OF ART: PAGE 02





### 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

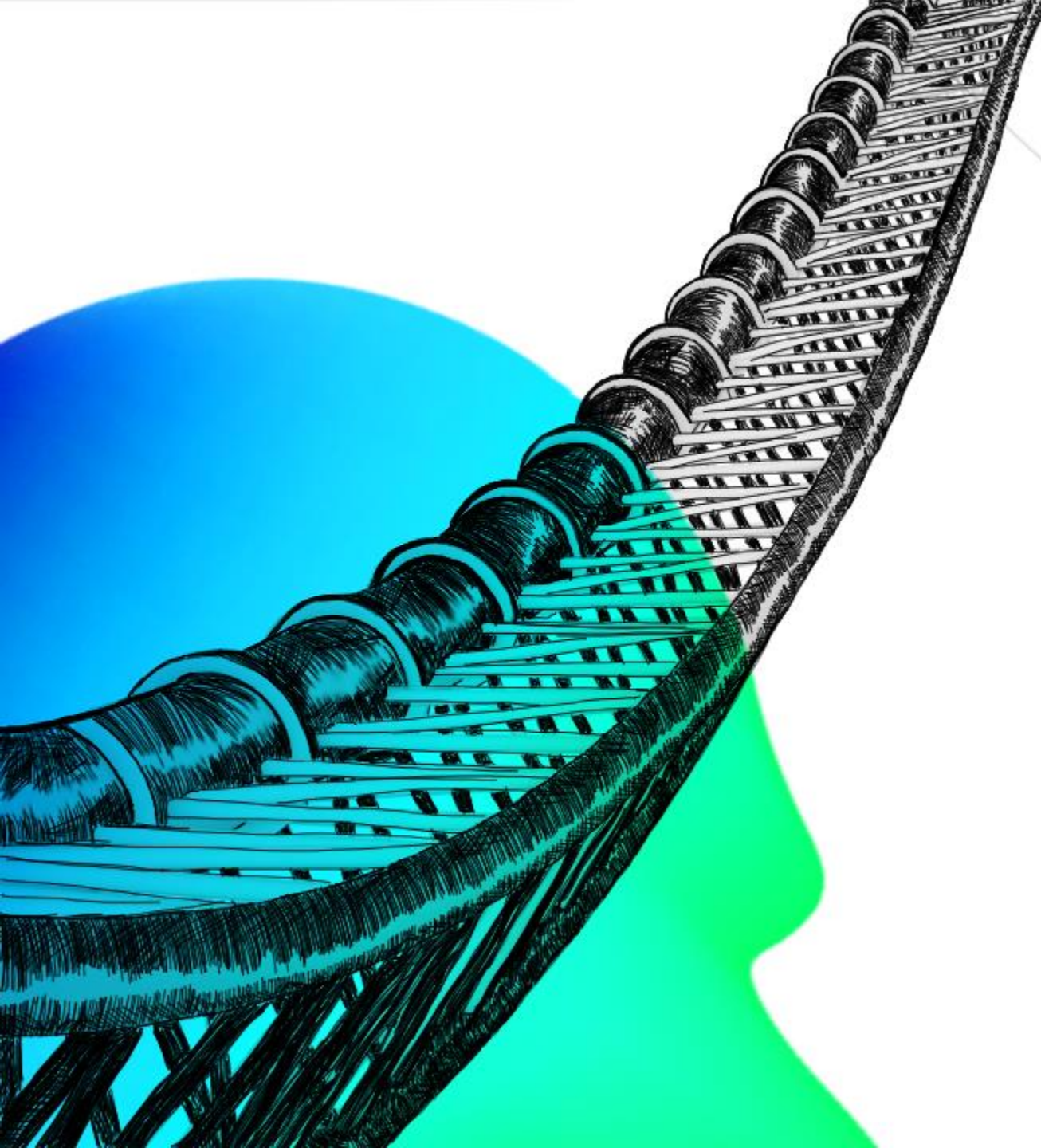




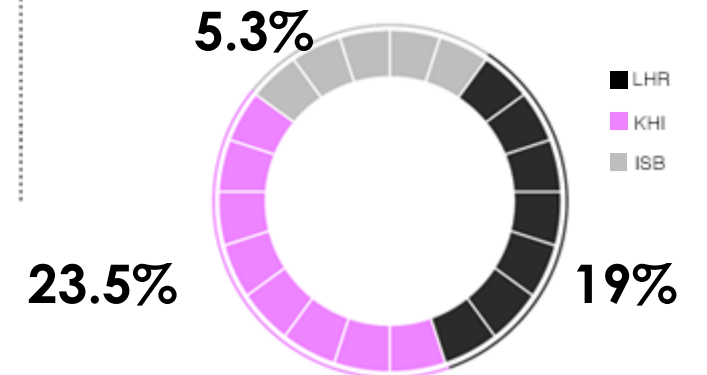
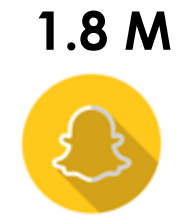
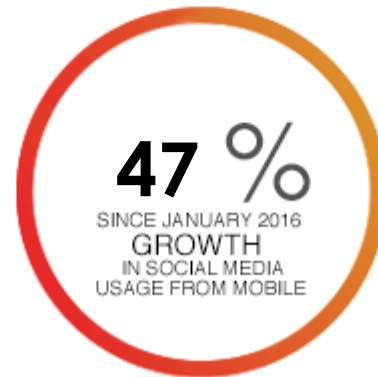
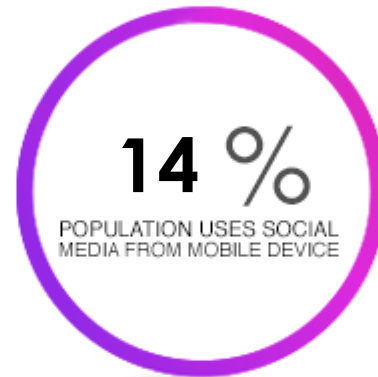
# PURPOSE



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







WHAT'S NEW



Instagram | Business

# INTRODUCING IGTV

The next generation of video

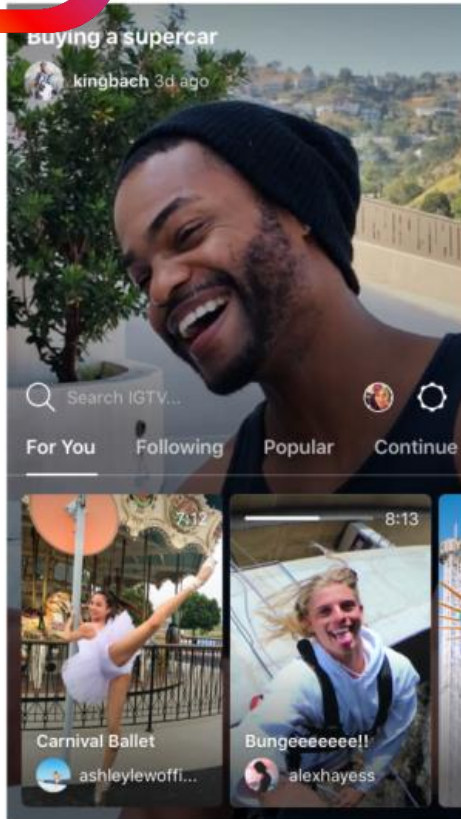
## INSTAGRAM LAUNCHES IGTV APP FOR CREATORS, 1-HOUR VIDEO UPLOADS

Instagram is ready to compete head-on with YouTube.

The company announced that it will **begin allowing users to upload videos up to one hour in length**, up from the previous one-minute limit. And to house the new longer-form videos from content creators and the general public.

Accessible from a button inside the Instagram homescreen, as well as a standalone app, IGTV will spotlight popular videos from Instagram celebrities.





## KEY FEATURES

- People will be able to upload vertical videos through Instagram's app or the web
- Users will also get callouts from the IGTV button alerting them to new content.
- It will let creators develop Instagram Channels full of their different videos that people can subscribe to.

- I. Videos can be up to 60 minutes long
- II. Videos can be up to 3.6gb
- III. Videos will be in MP4 format
- IV. Videos should be 9:16 size

The background features a complex geometric pattern of overlapping triangles and lines, creating a sense of depth and movement. A large, vibrant blue and purple gradient shape is positioned on the right side. A thick, dark rope with a detailed knot is stretched horizontally across the lower half of the image.

# INSIGHTS ONLINE



The use of **voice search** is on the rise, and while there's still some way to go before **it overtakes traditional text-based queries**, the increasing use of tools like Amazon's Echo, Google's Echo and even voice search on phones is moving at a faster rate than you likely realize.

According to research, there are over a **billion voice searches already being facilitated every month**, while **Google voice search queries have risen some 38x** over what they were a decade ago.

**DEVICES POWERED BY  
VOICE  
SEARCH/COMMANDS  
ON THE RISE**

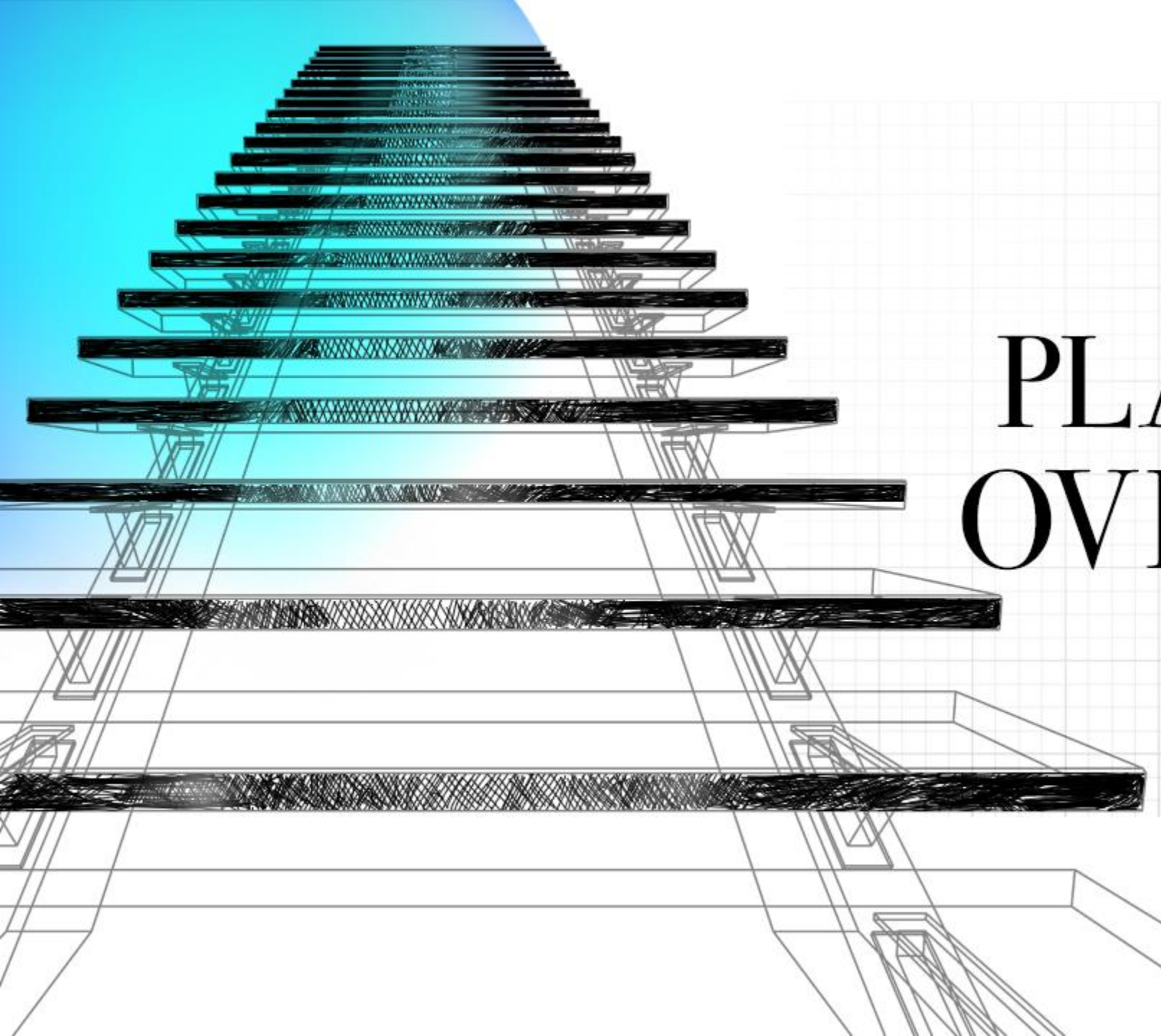


With voice search growing, this trend has given rise to a plethora of AI Home Assistants like Google Home and Echo which are dominating the conversations online

According to a research, smart digital home assistants are the fastest-growing consumer tech with shipments to surpass **50 million** in 2018

**DEVICES POWERED BY  
VOICE  
SEARCH/COMMANDS  
ON THE RISE**





# PLATFORM OVERVIEW



## Facebook launches Pakistan Election Integrity Initiative for Elections 2018

Facebook is gearing up to ensure transparency in Election 2018 in the country by preventing malicious actors and abuse on its platform. Facebook has stated quite recently that it has begun the pilot project of its *Third Party Fact Checking* for the community in Pakistan in order to “detect and demote false news on Facebook”, as reported by several local media outlets.

**Facebook is closely working with the Election Commission of Pakistan (ECP) to better understand and resolve the specific challenges associated with all Facebook’s platforms i.e. WhatsApp, Instagram and Facebook itself, which are faced during elections.**



## ProShot

This app is designed for all levels of photographers who want to improve their skills. It gives you easy access to advanced features that will help the user to adjust focus and light during shooting.

## Layout

Introduced by Instagram, Layout enables you to create unique, fun photo collages and share them with your friends

## Remote Mouse

With this app you can easily turn your smartphone into a remote control for your PC.

# DIGITAL 101

**MAKE YOUR LIFE  
EASY WITH THESE  
APPS**

## Clap! Phone Finder

With this app, you will forget that panicked feeling when you can't find your smartphone. Just clap your hands to activate your phone and make it produce a sound which can be easily customized.





# SKITTLES 'GIVE THE RAINBOW'- PRIDE CAMPAIGN



Much of Skittles advertising is built around the candy's rainbow profile. But to honor the LGBT pride celebrations in London, the brand stripped off its colors with a special edition pack introduced to honor the LGBT community

<https://bit.ly/2MZWK4E>



Dear Pride in London,

So this is kinda awkward, but we're just gonna go ahead and address the rainbow-coloured elephant in the room. You have the rainbow... we have the rainbow... and usually that's just hunky-dory. But this Pride, only one rainbow deserves to be the centre of attention - yours. And we're not going to be the ones to steal your rainbow thunder, no siree. That's why this weekend, we're giving up our rainbow. But don't worry, we'll still be there to celebrate every colourful minute with you, we'll just be completely starters while we do it. Have a great day, Pride. From Skittles.

## AIRBNB-LET'S KEEP TRV AELING FORWARD



As Trump's travel ban is upheld by the Supreme Court, Airbnb has hit back with this simple but effective spot showing how without the ability to travel, we're all - literally - going backwards.

<https://bit.ly/2ug0V4x>

## CADBURY- GO MADBURY FOR CADBURY



For the first time Cadbury has opened its doors and inviting the nation to 'go madbury for Cadbury', chocolate fans have the chance to create their very own Cadbury Dairy Milk bar, which could become the newest addition to the iconic Cadbury Dairy Milk range

<https://bit.ly/2ND9TSv>



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, vibrant green circle on the left side and a light gray grid pattern that covers the rest of the image. The text "TRENDING VIDEOS" is centered in the middle of the composition.

# TRENDING VIDEOS



## Coca-Cola World Cup Anthem 'Colors' ft. Jason Derulo and QB



In a first of its kind collaboration, the world-renowned artist Jason Derulo was paired up with Quratulain Baloch, seen dancing to the tunes of *Colors* while the kids are seen dribbling on the streets of Karachi. QB lifts our moods up with beautiful Urdu lyrics symbolizing unity and inclusivity. The flag of Pakistan waves high as we celebrate football in Pakistan.

<https://bit.ly/2I5VmdS>

## PEAK FREANS CHOCOLICIOUS- FOOTBALL WORLD CUP ANTHEM



Peek Freans chocolicious recently launched its tribute to the global sport with the anthem '*Dhak Dhak Goal*'. With the FIFA World Cup in full swing, football mania is now at a fever pitch with fans around the world tuning to the biggest sports event of the year. The anthem broke all records when it received more than 2.0 million views in less than 24 hours.

<https://bit.ly/2zx5VI7>



# BEST OF PAKISTAN





# COKE STUDIO EXPLORER- COCA-COLA



Coca-Cola as a part of its Coke Studio initiated a 'discover series' with the name of Coke Studio Explorer. The two new producers Ali Hamza and Zohaib Kazi have launched a spin-off segment for which they travelled all over Pakistan to find the many hidden talents within the country. The series has released four episodes so far, each even more unique than the other showcasing the essence of the people, the culture and the magic of Pakistan.

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

<https://bit.ly/2mbAqK0>



# UBL DIGITAL APP LAUNCH - THE NEW YOU



With a dynamic digital app launch, UBL with a daring tactic, moved away from its conventional communication approach to a refreshing take on the current youth culture through its launch TVC. The video shifts the audience into the constant need for thrill and convenience in a millennial's life which is readily solved by UBL's digital app! With features like Face ID, Aas Paas (Augmented Reality) and QR Pay the app is a one-of-its-kind in the Pakistani market!

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

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



# SAFEGUARD - BACHPAN NON-STOP



Safeguard with its bachpan non-stop campaign started a moments competition with a shout out to people to share their childhood stories where the best ones will receive a special nostalgic gift hamper from the brand. The campaign received 1400 entries where around 80 gift hampers have been sent out to the lucky winners!

Take a look here!

<https://bit.ly/2zDm6Uj>



# NATIONAL FOODS - RAMADAN MADE EASY



National collaborated with a popular foodies group with the name of 'Pakistan Chefs at Home' to initiate a mega campaign that led to an on-ground event of 300+ attendees. A competition was held on the group which determined a possible ticket to the event for foodies while bloggers were engaged through PR packages and invites. The event was made engaging by live cooking demonstrations and ice-breaking sessions within the audience for a lighter outlook!



**Twitter Suspended  
a Million Accounts  
Per Day in The Past  
Few Months**

<https://bit.ly/2ui0ff7>

**Uber and Careem are in  
Talks to Merge in Middle  
East: Bloomberg**

<https://bit.ly/2MYNu0w>

**Google Duplex Could  
Replace Call Center  
Operators in The Near  
Future**

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

**LOCAL  
NEWSbytes**

**Hayaat.pk Helps You  
Find Blood Donors,  
Expert Medical Help &  
More in Pakistan**

<https://bit.ly/2N1F09Z>

**CEOs of Telenor Group,  
Alibaba and Ant Financial  
Discuss the Future of  
Digital Payments**

<https://bit.ly/2m20Ldh>







WE'D LIKE TO HEAR FROM YOU  
SEND US YOUR FEEDBACK ON THIS REPORT TO  
[hello@thedigitiz.com](mailto:hello@thedigitiz.com)