

JUNE 2018

DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

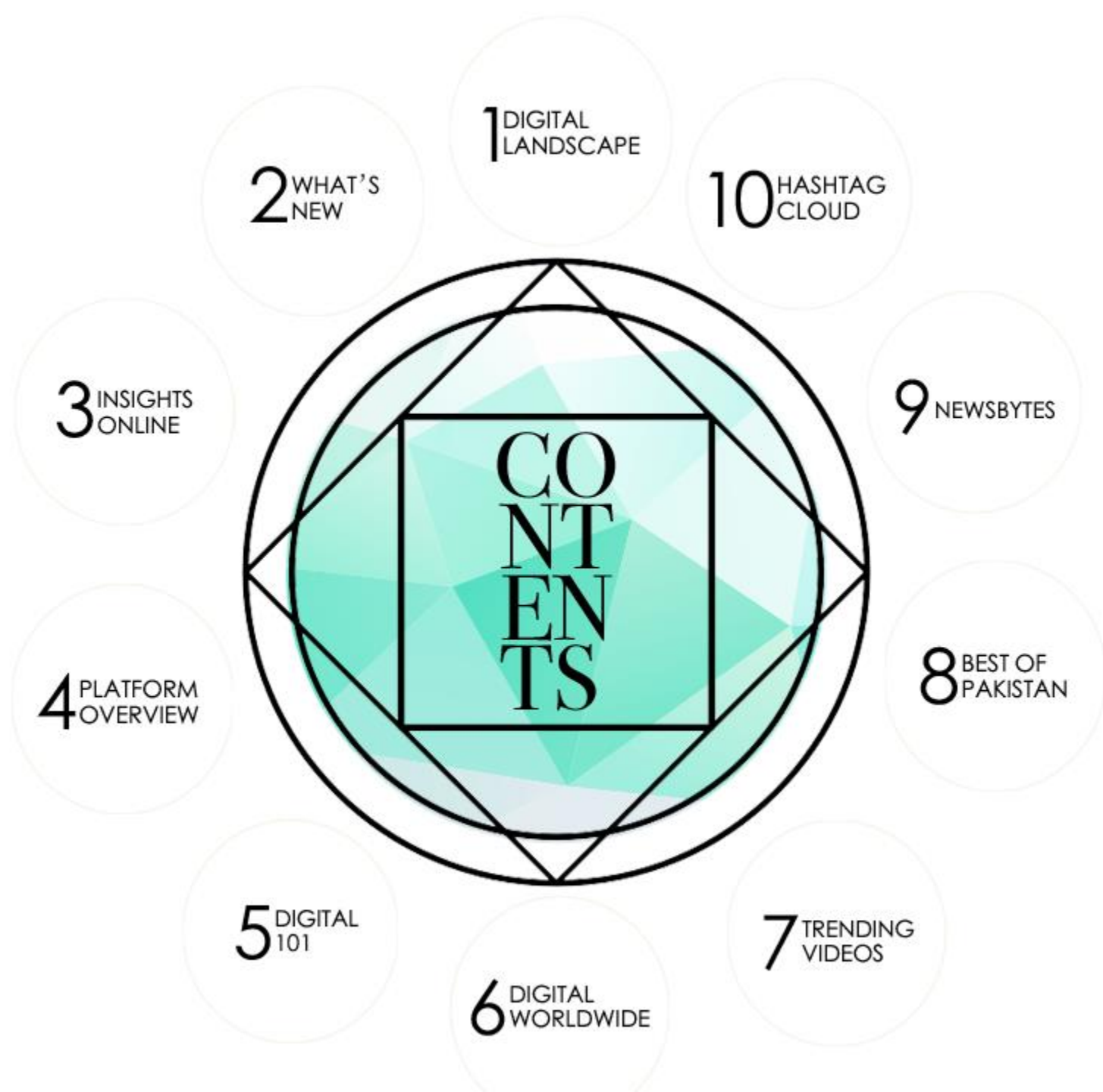


UNVEIL THE WORLD OF ART: PAGE 02

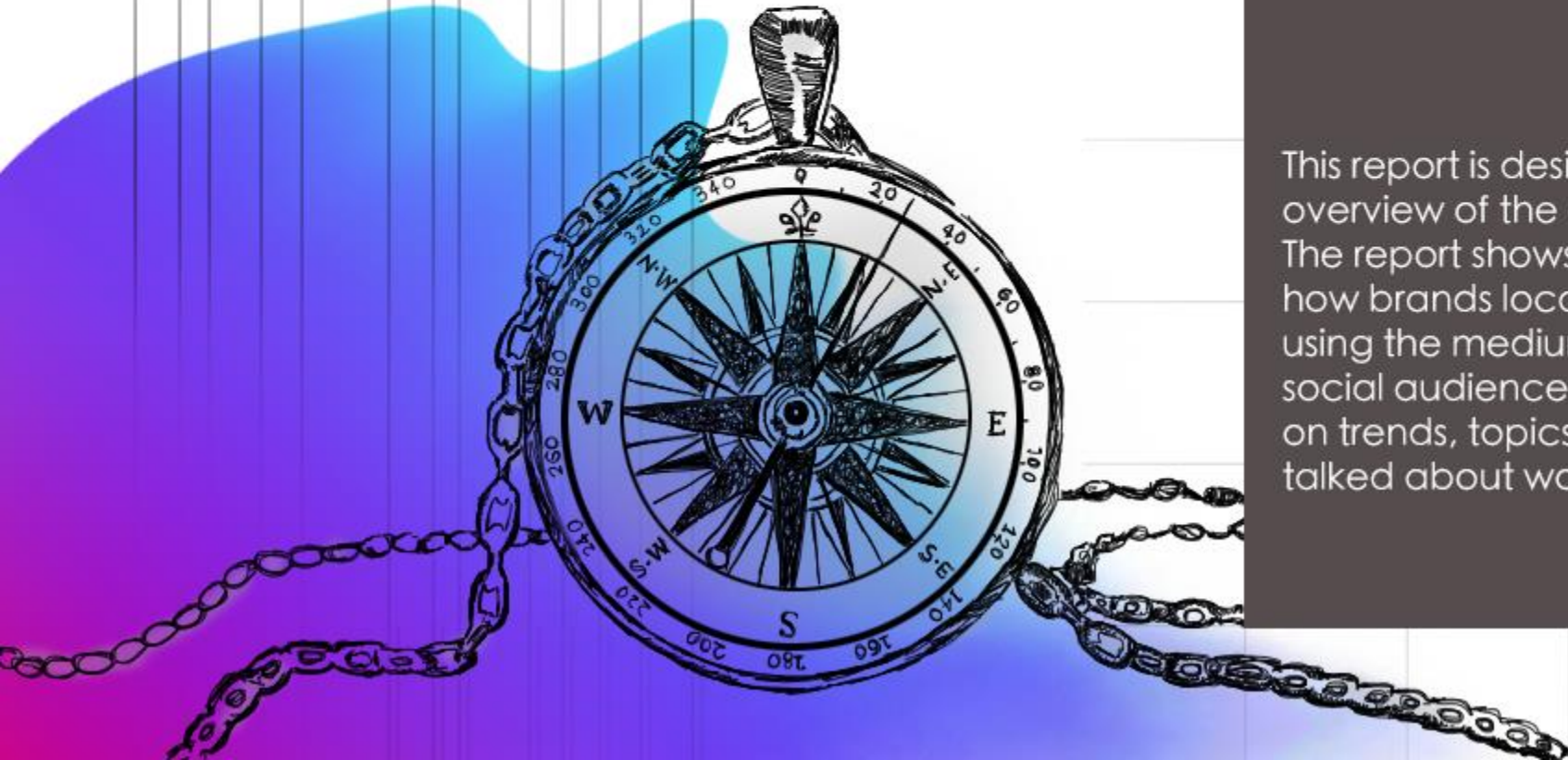


FEATURED PAINTING: Sadequain

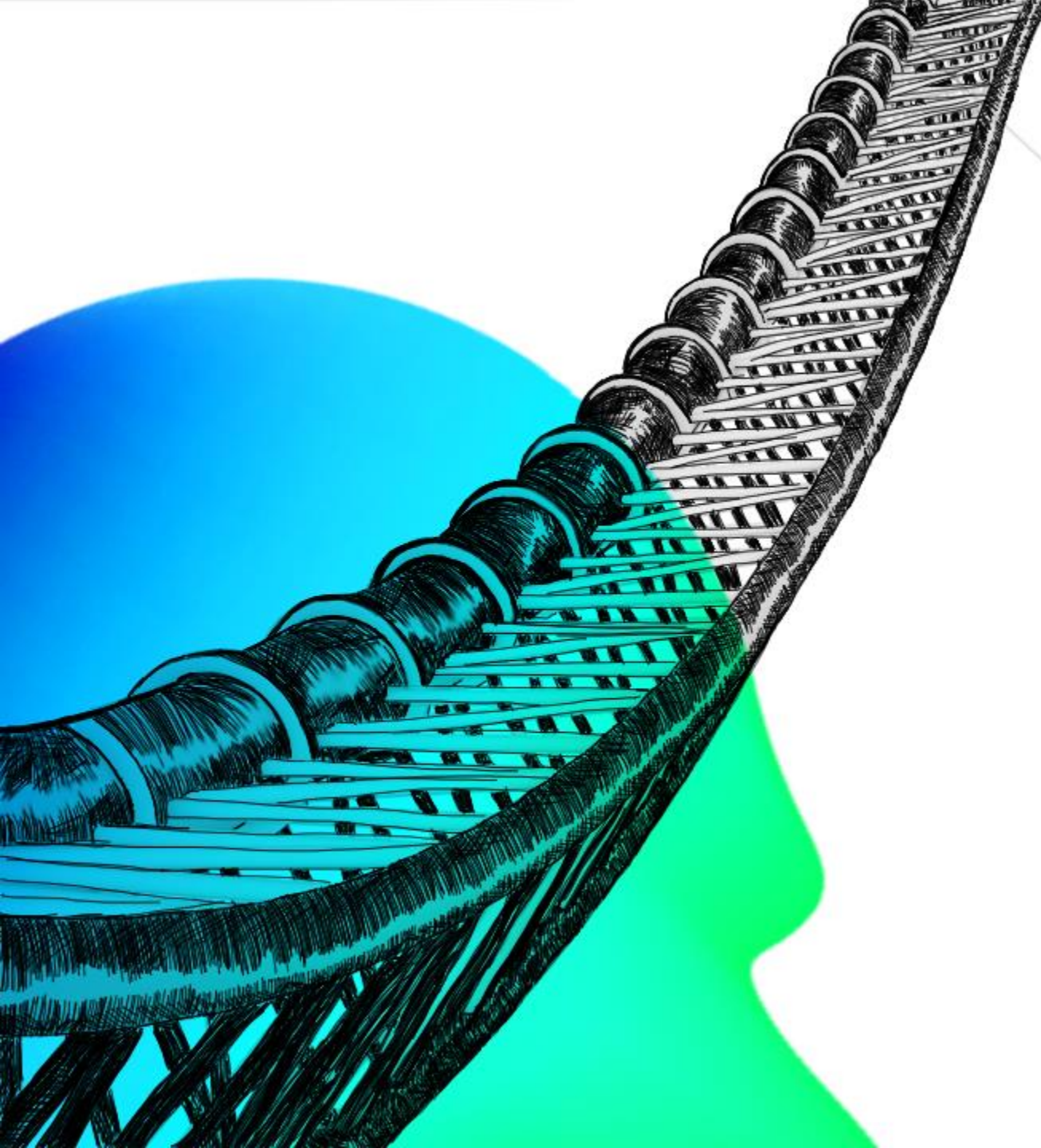
Sadequain traveled all over the world long before it became fashionable and accessible to his generation. His paintings were widely displayed on all continents and received praise from public and connoisseurs alike and commanded generous press coverage



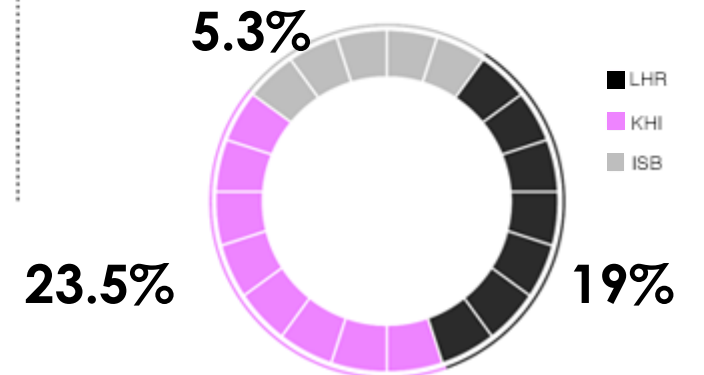
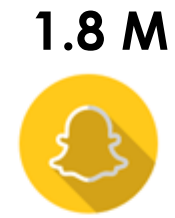
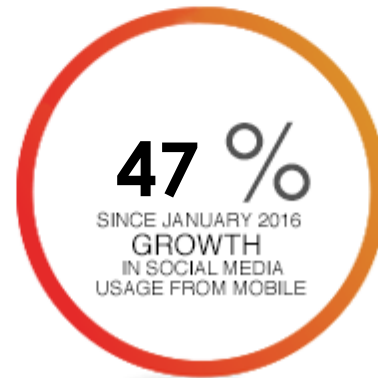
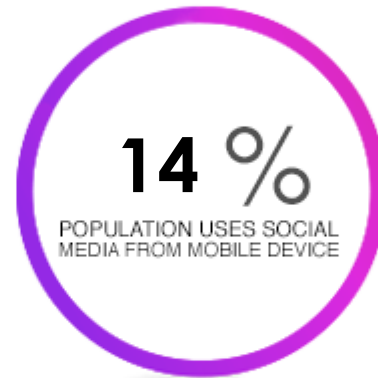
PURPOSE



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*

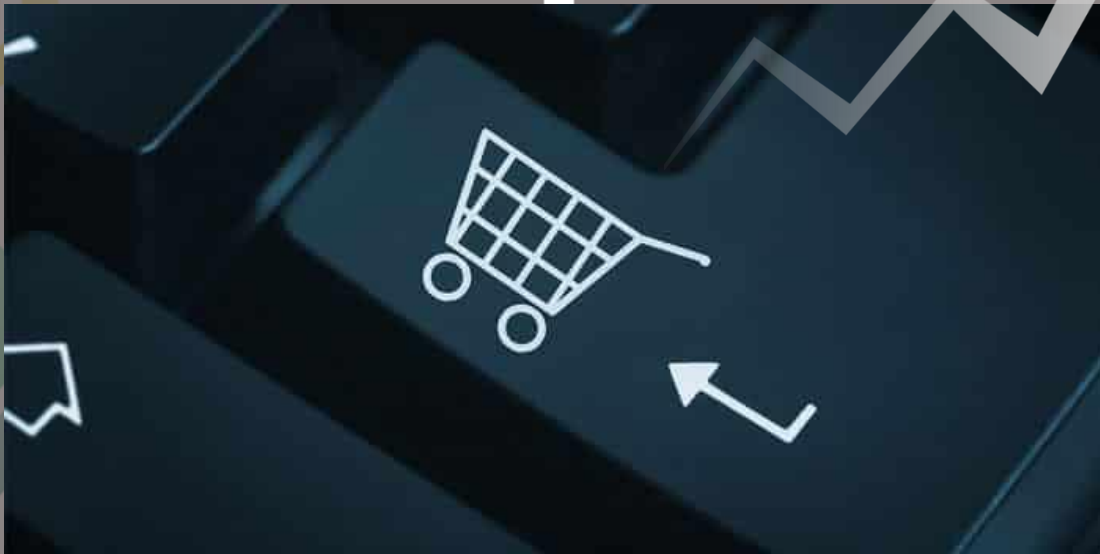


WHAT'S NEW

Pakistan Will Be A \$1 Billion E-commerce Delivery Industry Within 10 Years

Says Tech Evangelist, Salman Wassay. Over the past five years, developments in the e-commerce and online retailing space have driven noticeable growth in the Delivery Services industry. Pakistan is poised to hit \$1 Billion in ecommerce revenue by the end of 2018. Originally the forecasts were to hit a billion by 2020. Which means deliveries, lots and lots of deliveries. There are currently 40+ million smartphones in Pakistan and the numbers are growing at a phenomenal rate. This momentum is expected to continue with a now digitally connected consumer, looking for lower prices, greater convenience and a seamless experience when buying and receiving products.

Read full interview: <https://goo.gl/U19M1W>



INSIGHTS ONLINE



“What we are seeing on (and beyond) these platforms is that people, globally, are messaging more and more—and their language of choice is an increasingly universal, visually immersive one. Case in point: Across 8 markets surveyed globally, 56% of people have sent a message consisting only of emojis.⁴ 😊 Whether people are sending “good morning” GIFs to loved ones, spontaneously sharing Instagram Stories or using AR to visualize a potential purchase, many people who message may tell you that the camera is the new keyboard.

People who use visuals more frequently in their messaging are 1.59x more likely than those who don’t to say they have “great conversations”—the kind that are genuine, free-flowing and entertaining.”



On Messenger

People share more than 17 billion photos, and 400 million people use voice and video chat every month.⁶



On WhatsApp

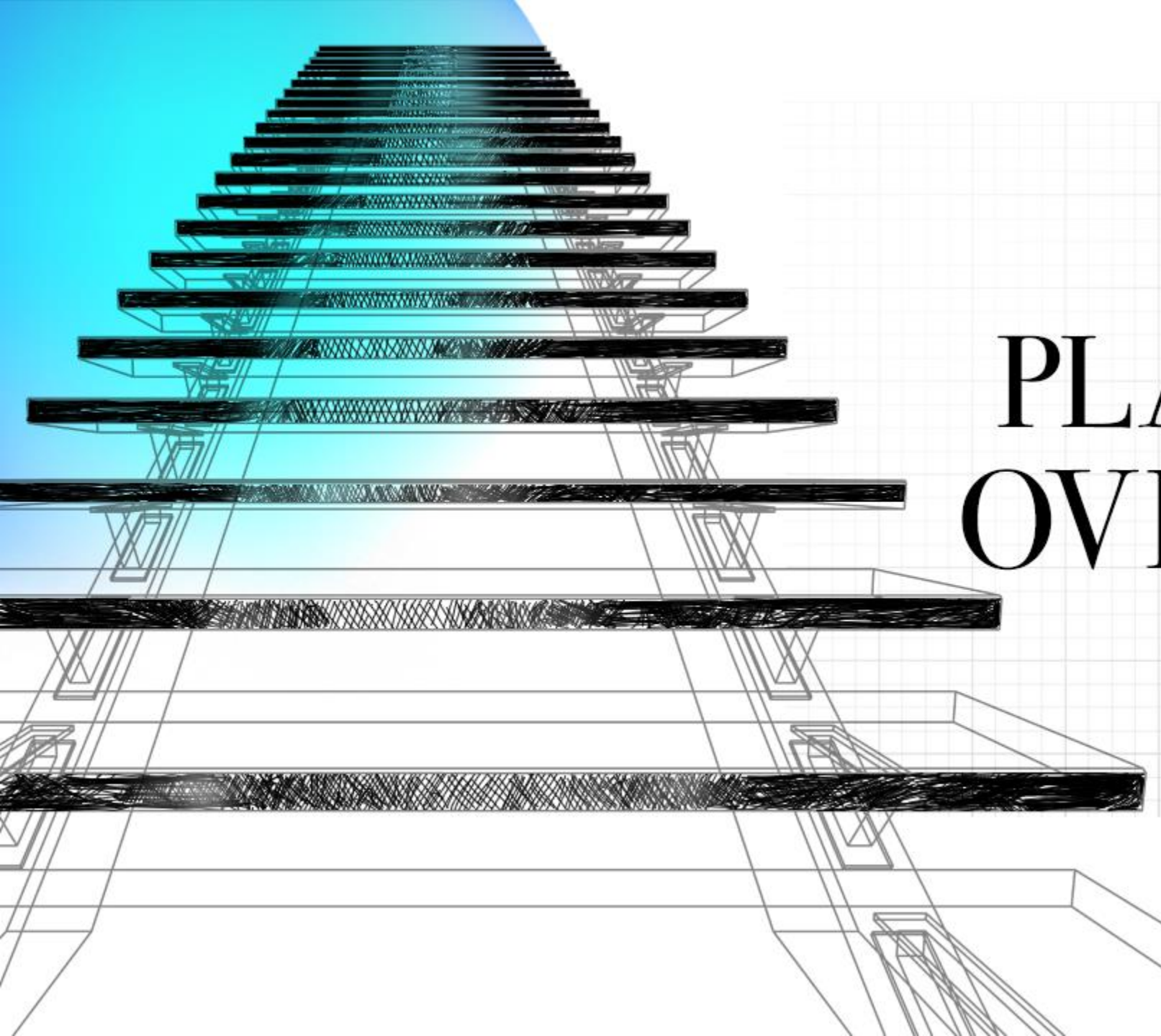
There are 4.5 billion photos, 1 billion videos and 80 million GIFs shared per day.⁷



On Instagram

Visual inspiration leads to messages through Direct, with 150 million Instagrammers connecting with businesses each month. And 1 in 3 of these conversations begins with an Instagram Story.⁸

Why Messaging Businesses is the New Normal



PLATFORM OVERVIEW



Yahoo Messenger Shuts Down After 20 Years Of Operation

The company announced that the messenger will go offline on July 17, it is speculated that the competition between the more popular applications like WhatsApp, Instagram, Twitter and Facebook Messenger may be the cause.

There is no replacement yet for Yahoo Messenger, but Yahoo said it was experimenting with new services and apps, including an invite-only group messaging app called Yahoo Squirrel.

Protect passwords

It's always best to have a password which is a mix of small letters, capital letter and numbers. Also, do not use the same password across all your accounts. You can also try out various password managers available such as Lastpass, Dashlane, LogMeOnce etc

Keep your browser safe

For starters, install an ad-blocker like AdBlock to avoid irritating ads.

Try to use Https for website access as and where possible for added security

Two factor authentication

You can access this through the security settings of your account.

When you enable two factor authentication, every time you log in to your account on a device, you will need to provide your password plus a secure code generated via an OTP or authenticated app.

DIGITAL 101

**EASY WAYS TO
PROTECT YOUR
DATA**

Control your privacy settings

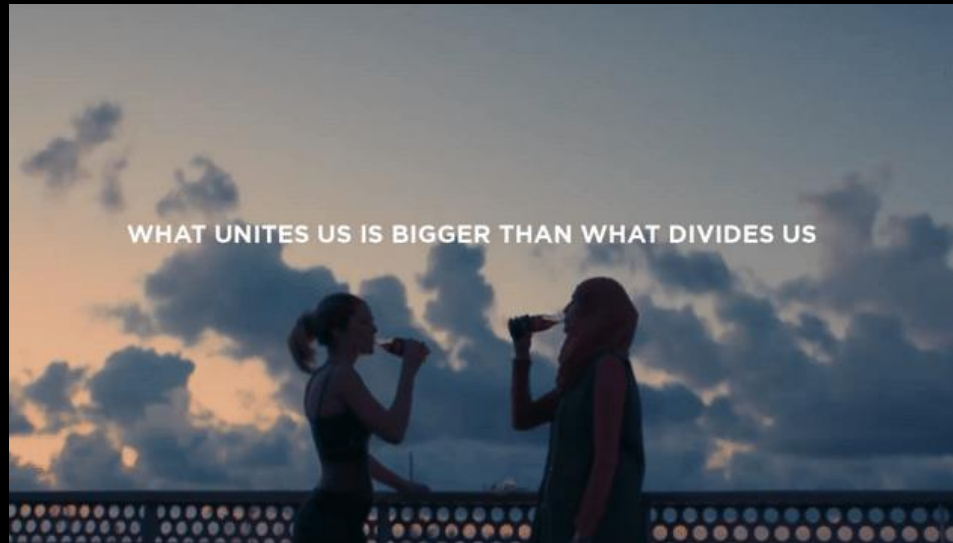
Almost every website you access stores some data about you. You can access this data and remove it to ensure your privacy. For

Google, head to <https://myactivity.google.com/myactivity>, tap on the three dots on the top right and open the 'Delete Activity by' option.

Read More: <https://goo.gl/dXCDGr>



Coca-Cola Global- Ramadan TVC



A heart warming depiction of what Ramadan stands for. Coke global did a beautiful job to talking about inclusivity and diversity and the general sense of harmony that should be practiced when it comes to Ramadan and all year round.

<https://bit.ly/2t6qrIR>

Nike – Brazil's World Cup 2018



Nike illustrated the general passion within the Brazilians for football and for their football team in an exhilarating way. The ad takes the viewers through the journey of the community's shared love for the sport

<https://bit.ly/2ya8ZZJ>

All Out- #StandByToughMoms



With the tagline 'It's good to be tough'. All Out, came up with #StandByToughMoms digital film, with a powerful message of supporting tough moms in disciplining their children instead of judging her

<https://bit.ly/2t4613i>

Cruise AC TVC



Want to get more than what you ask for? Cruise AC's new tvc depicts the perfect situation to ask for what you want because the AC keeps your mind cool!

<https://bit.ly/2Mr06hK>

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 is split: the left side has a large, vibrant green circle, and the right side has a light gray background with a fine, repeating diamond-shaped grid pattern. The text 'TRENDING VIDEOS' is centered horizontally across the middle of the image, overlapping both the green circle and the grid background.

TRENDING VIDEOS

Coca-Cola #EdhiForEdhi TVC



"To my lips comes a prayer." using the iconic poem from Allama Iqbal as the theme, Coca-Cola bowled it out of the park with its CSR campaign to help collect donations for the Edhi Foundation

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

Meezan Oil – Ramadan TVC



This Ramadan Meezan Oil pays a heartening tribute to all mothers at the mercy of their ages but still trying to do the best for their families. The ad perfectly summed up how to support parent sin their oldage and how their spirits needs uplifting too

<https://bit.ly/2y99lQu>



BEST OF PAKISTAN

COCA-COLA – DIGITHON

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

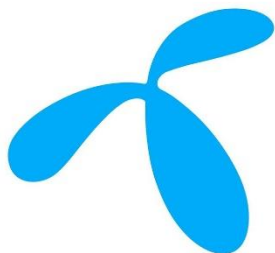
Collected
pledges worth
Rs13 million
for Edhi
Foundation

Coca Cola, through its **#BottleOfChange** campaign, ran **Pakistan's first ever digital donation drive** with a ton of Pakistani celebs from their official Facebook page.

Almost **300,000 people** watched the live transmission. People tuned in from all over the world through SMSes and live calls to take the pledge

Have a look for yourself: <https://bit.ly/2LN9xqs>

TELENOR – #SHAREYOURMEAL



Follow

Replying to @JanuBaba20

Share the picture of your meal with us to
donate a meal with Telenor Pakistan

#ShareYourMeal 🍲

11:36 PM - 28 May 2018

This year, Telenor's Ramadan campaign with tagline "Is Ramazan koi plate khali nahi jayegi" helped spread the philanthropic message across through a DVC followed by a digital campaign to ask for engagements from the audience from all fronts. Telenor even created an exclusive twitter icon to help get the message across.

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

<https://bit.ly/2JRKzc3>

**This Pakistani Startup
aims to bring a Smart
Mirror to everyone's
home**

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

**Google Translate app
now supports 'offline'
AI-powered
translations for 59
languages**

<https://bit.ly/2l6ySjI>

**Apple bans Developers
from sharing user's
information**

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

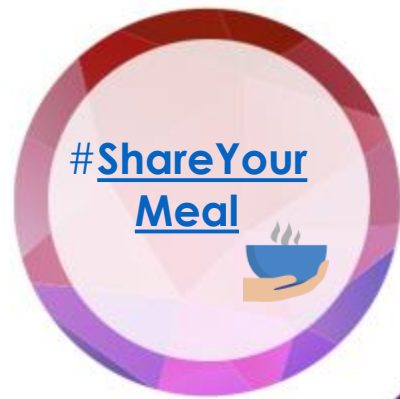
**LOCAL
NEWSbytes**

**Here's everything you
need to know about
Adidas Telstar 2018, NFC
enabled football**

<http://bit.ly/2mqUZT8>

**Toyota invests \$1 billion
in Grab, an Asian ride-
hailing service**

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





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