

MAR 2018

DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

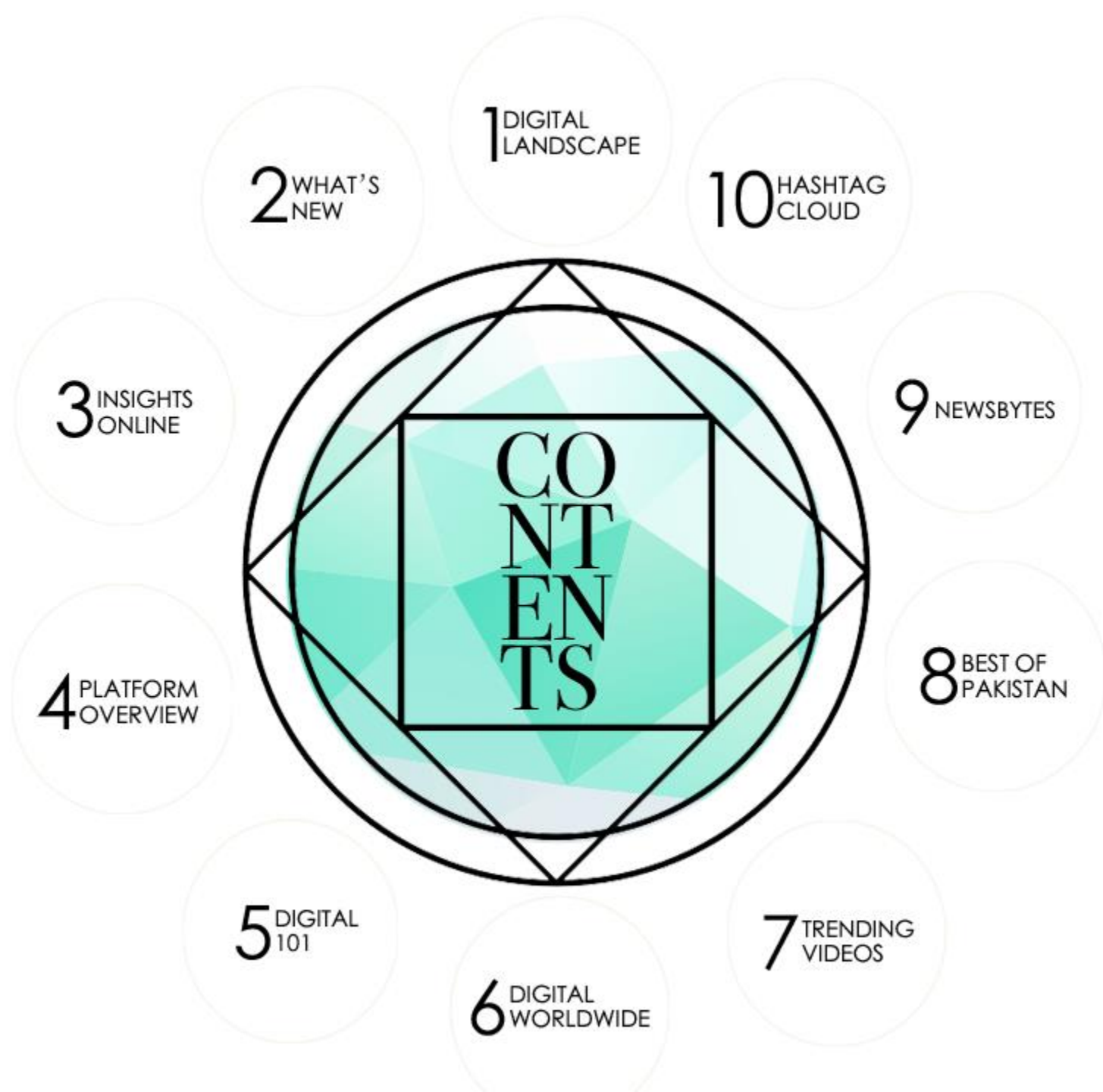


UNVEIL THE WORLD OF ART: PAGE 02



FEATURED PAINTING: Mian Ijaz ul Hassan

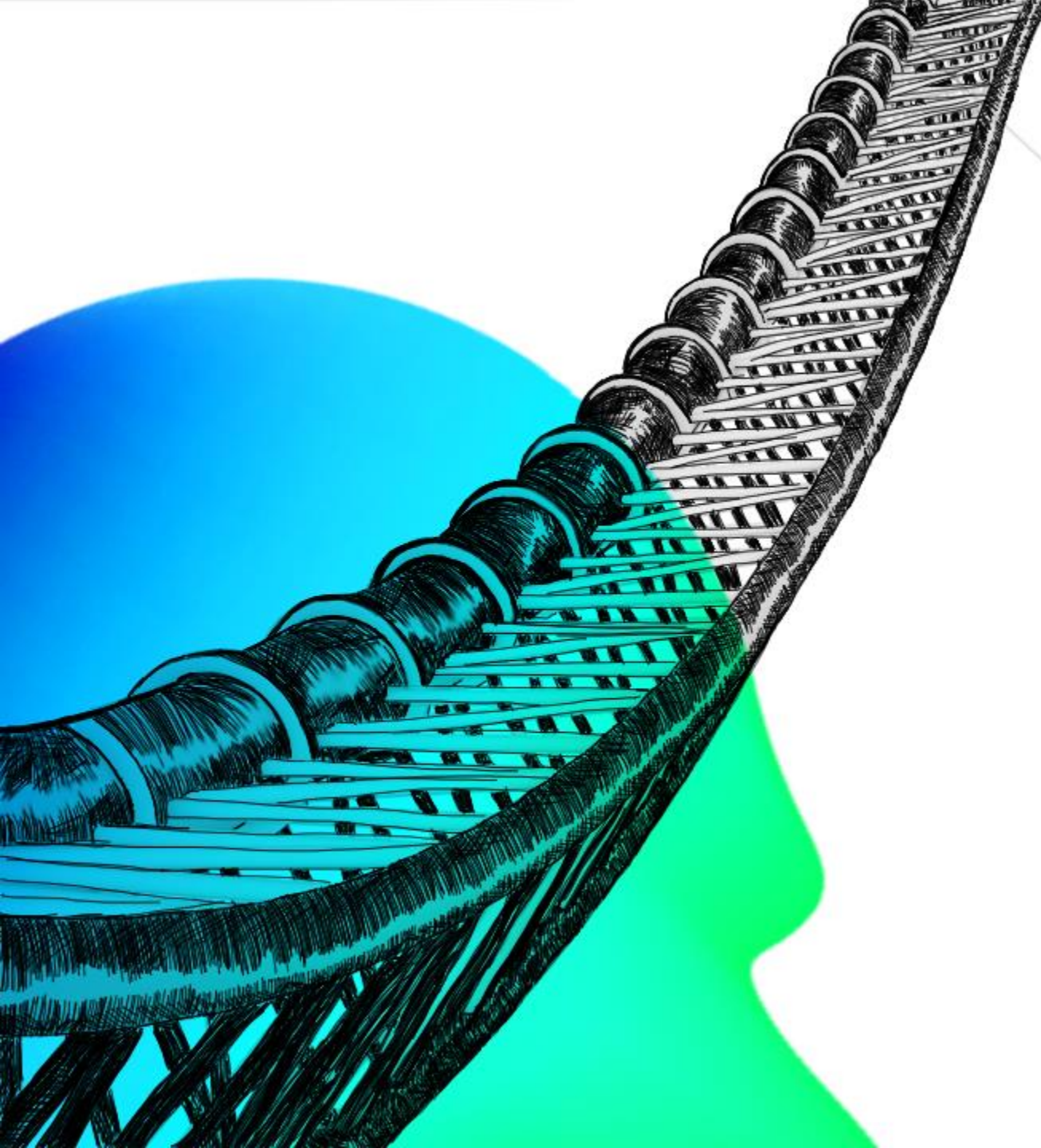
Mian Ijaz ul Hassan is a Pakistani painter, teacher, art critic and writer. His artwork has been exhibited in India, the USA, France, England, Germany, Italy, Brazil, Belgium and Japan. Internationally acclaimed artist working at the height of his powers to give visual embodiment to a lifetime's observations and perceptions about the human condition.



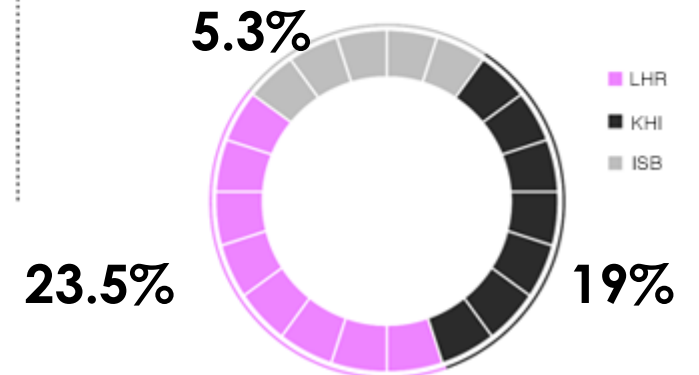
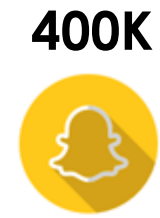
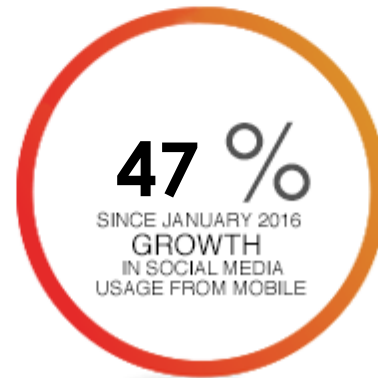
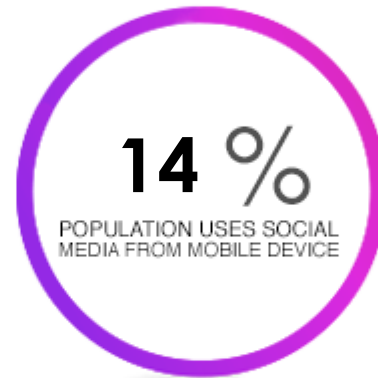
PURPOSE



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.



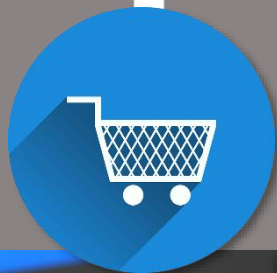
DIGITAL LANDSCAPE



*Snapchat stats: Approximate number



WHAT'S NEW



According to data from SBP, Pakistan's E-Commerce Market Crossed \$600 Million Mark in 2017

Booming e-transactions

There are 571 e-commerce merchants in Pakistan like Daraz.pk and likes. Other large merchants include ticketing platforms. Pakistan Railway also reported a revenue of Rs. 100M from online sales.


Pakistani brands all over, are generating leads and cashing profit through targeted digital campaigns.

In what is a first for Pakistani ecommerce, Daraz scored Pakistan's first 3 billion rupee sale in revenue, securing 4 times more orders compared to last year's sale, powered by 3 times more traffic on the ecommerce portal.

Source: <http://bit.ly/2oQDUiR>
<http://bit.ly/2tHBuMk>

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 across the lower portion of the image.

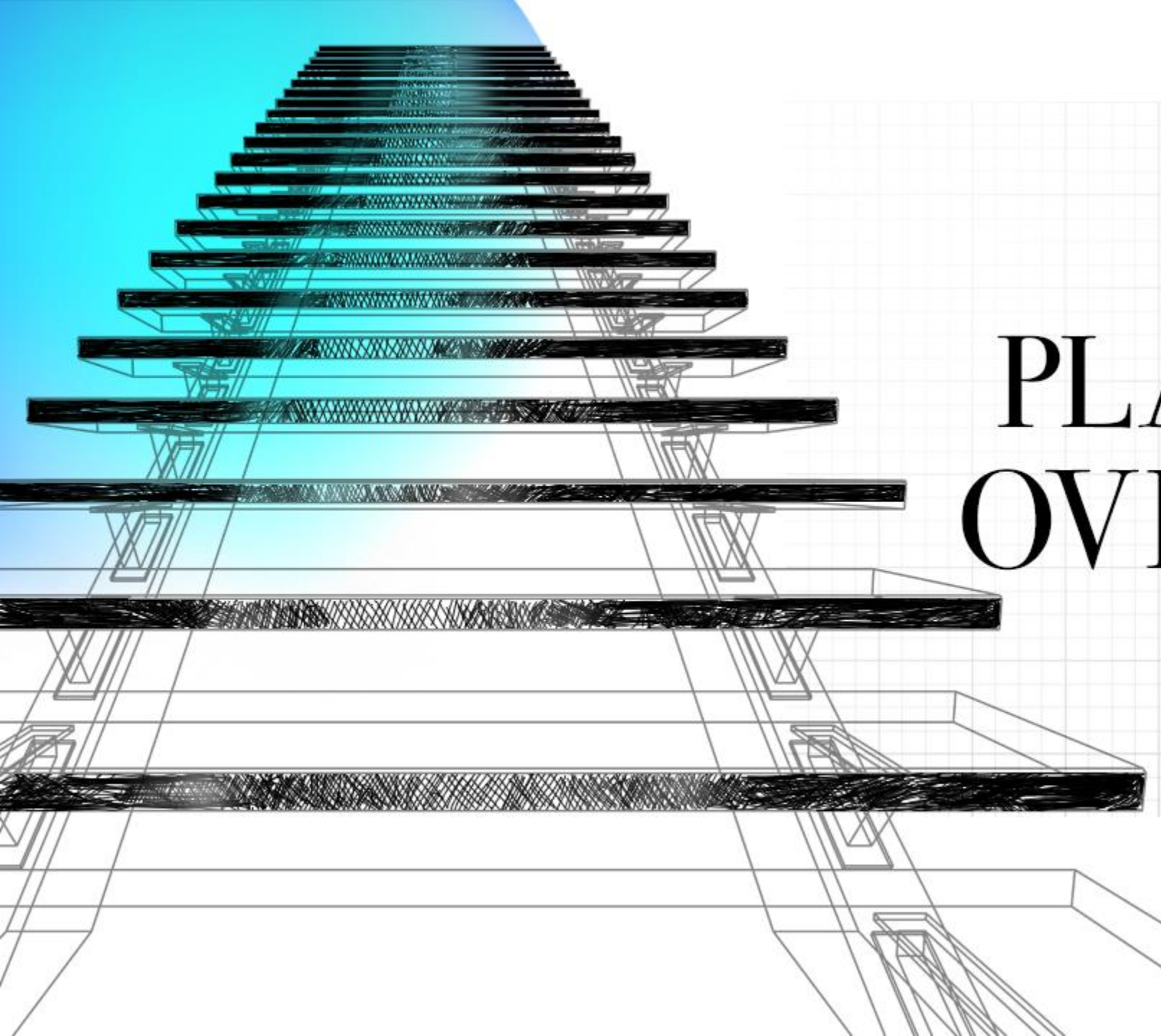
INSIGHTS ONLINE



Voicing his opinions about what the popular social platforms are doing to the over-all world wide web, Berners-Lee states that the “**powerful weight of a few dominant**” tech platforms is having a deleterious impact by concentrating power in the hands of gatekeepers that gain “**control over which ideas and opinions are seen and shared**”.

Concentration of power in the hands of a few mega platforms is also the source of the current fake news crisis, in Berners-Lee's view, because he says platform power has made it possible for people to “**weaponise the web at scale**”

**Platform power is
crushing the web,
warns Berners-Lee**



PLATFORM OVERVIEW



INSTAGRAM SCHEDULING

Instagram has released a new API that allows for on-platform native scheduling. Business profiles will be able to schedule posts through the API, or—even better— third-party scheduling and social management software like Hootsuite.

Previously, you could use social management software to create full, complete posts and place them on a calendar. These tools, however, could not post directly to Instagram the same way they could on Twitter or Facebook. Instead, the mobile app would ding you with a notification, and you'd enter into the app, transfer the post to Instagram manually, and then post it.



SNAPCHAT APPROVES BRANDED CONTENT ADS FOR DISCOVER PUBLISHERS

Snapchat has worked out a deal with publishers that finally allows them to publish branded content to the app.

Until now, publishers couldn't create the ads they ran between the articles and videos they post in the app's Discover section for professional media partners such as BuzzFeed, Hearst, NBC Universal, Scripps Networks Interactive and Vice.

The branded content ads will be worked out directly between the publishers and advertisers, with whatever videos and articles they create together designed resemble the rest of the media on offer in the app.



Reorder Filters, and Hide the Ones You Don't Use

When you get to the filters page, scroll to the very far right of your filters options and click "Manage."

Clear Your Instagram Search History

Go to your own profile and click the "Options" button (a gear icon on iPhone/iPad and three dots on Android). Scroll down and click "Clear Search History." When prompted, click "Yes, I'm sure."

Get Notifications When Your Favorite People Post

Visit a user's profile, click the three dots in the upper right-hand corner of the post, and choose "Turn on Post Notifications" from the menu that appears.

Hide Tagged Photos

Click the three dots in the top right of your screen and choose "Hide Photos." Select the posts you'd like to remove from your profile, and when you're done, tap "Hide Photos" at the bottom of your screen.

DIGITAL 101

INSTA HACKS



BBC Three presents Perfect Day



BBC Three launches Perfect Day, a new short film that opens minds to the many individual perfect days that BBC Three celebrates.

McVitie's Sweeter Together – The Crane Driver



"Crane" follows a lonely tower crane operator going about his work dozens of metres above the ground, feeling unseen by his colleagues below who are enjoying the camaraderie of a tea break. Just when he is convinced that everyone's forgotten about him, he gets a surprise in the form of a plate of McVitie's biscuits and a cuppa.

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 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

Cake up: Real Rishtay TVC



Finally a TVC from a Pakistani agency that hits right in the feels. The ad shows a very unique bond of a mother with her child through orthodox methods, the mother gives pieces advice and teaches her child invaluable morals by treating him with a cupcake each time

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

Nai Rang'18 – Ghulab, Kunwal aur Chambeli



The popular high street brand unveils its new collection, Nai Rang's through a powerful TVC, highlighting inclusivity and going the conventional route but giving the everyday- woman a chance to stand in the lime light

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



BEST OF PAKISTAN



COCA-COLA- COKE FEST KARACHI



Make your way to #CokeFest Karachi at Beach Park, Clifton on the 9th, 10th & 11th of March for great food & live music.



MAR 9 CokeFest Karachi-9th March to 11th Ma...
9 March - 11 March · Beach Park, Clifton Karachi
Filza, Adeeqa and 13 friends

★ Interested

Like

Comment

The Coca-Cola Food Festival made its way to Karachi this year. Held over a span of three days – March 9, 10 and 11 – at Beach Park, Clifton, the festival offered various types of food and entertainment.

With just the right mix of music and food, Coke created the perfect combination for Karachiites that long for a disruption when it comes to outing and places to getaway

Check it out!

<http://bit.ly/2Fw2Ham>

GENERATION- WOMEN'S DAY CAMPAIGN

GENERATION



Generation, with its recent campaign showing women of all skin colors and sizes sporting its new collection, has reminded us that the rigid ideals of beauty and age that are promoted excessively across the world will continue to remain half-truths.

Be a part of the conversation too!

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

**Twitter verification is
open for everyone**

<http://bit.ly/2tlmX34>

**Apple may fix
MacBook's most
annoying problem**

<http://bit.ly/2FK3zY5>

**Google adds Mario on
Google Maps to guide
your route**

<http://bit.ly/2p4erXk>

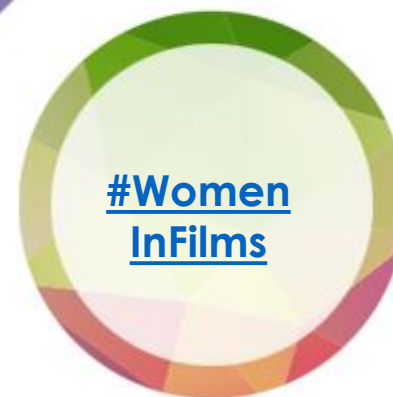
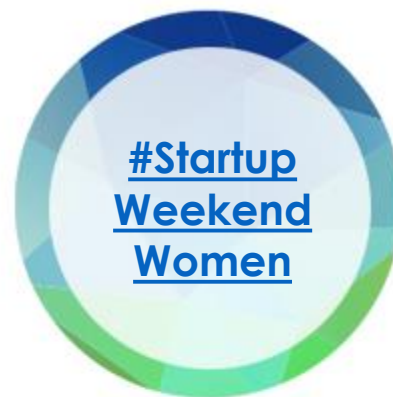
**LOCAL
NEWS**bytes

**Microsoft is selling its
own version of Galaxy
S9 and S9+**

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

**Pakistan's first ever Smart
City hackathon is
happening on 9th of
March**

<http://bit.ly/2Gko37M>



[#CokeFest](#)

[#ChaiWith
Sultans](#)

[#Startup
Weekend
Women](#)

[#IChooseMe](#)

HASHTAG
CLOUD

[#BataPK](#)

[#ZeroDegree
Challenge](#)

[#TangPakistan](#)

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