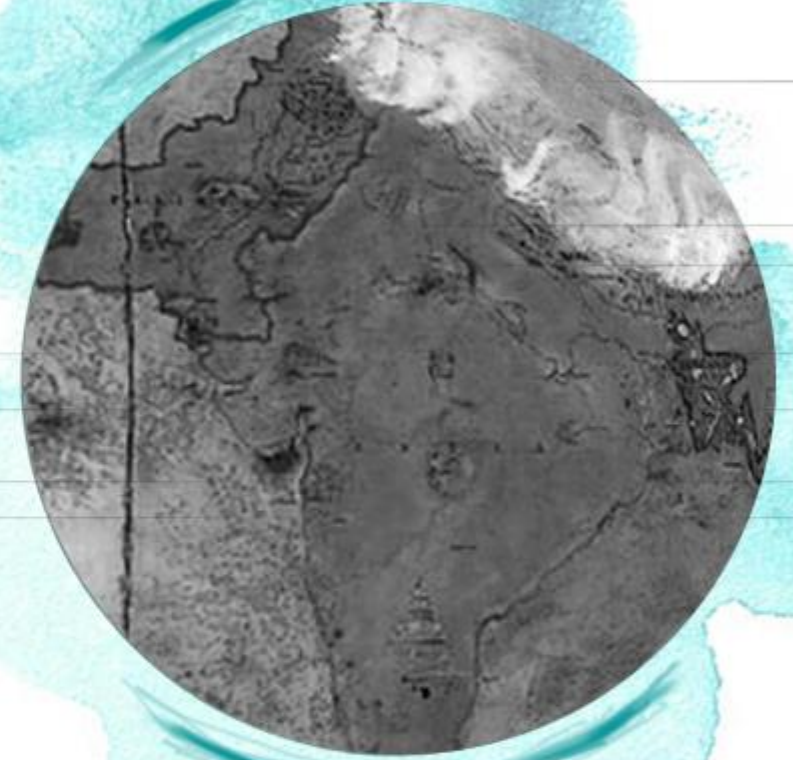


MAY 2018

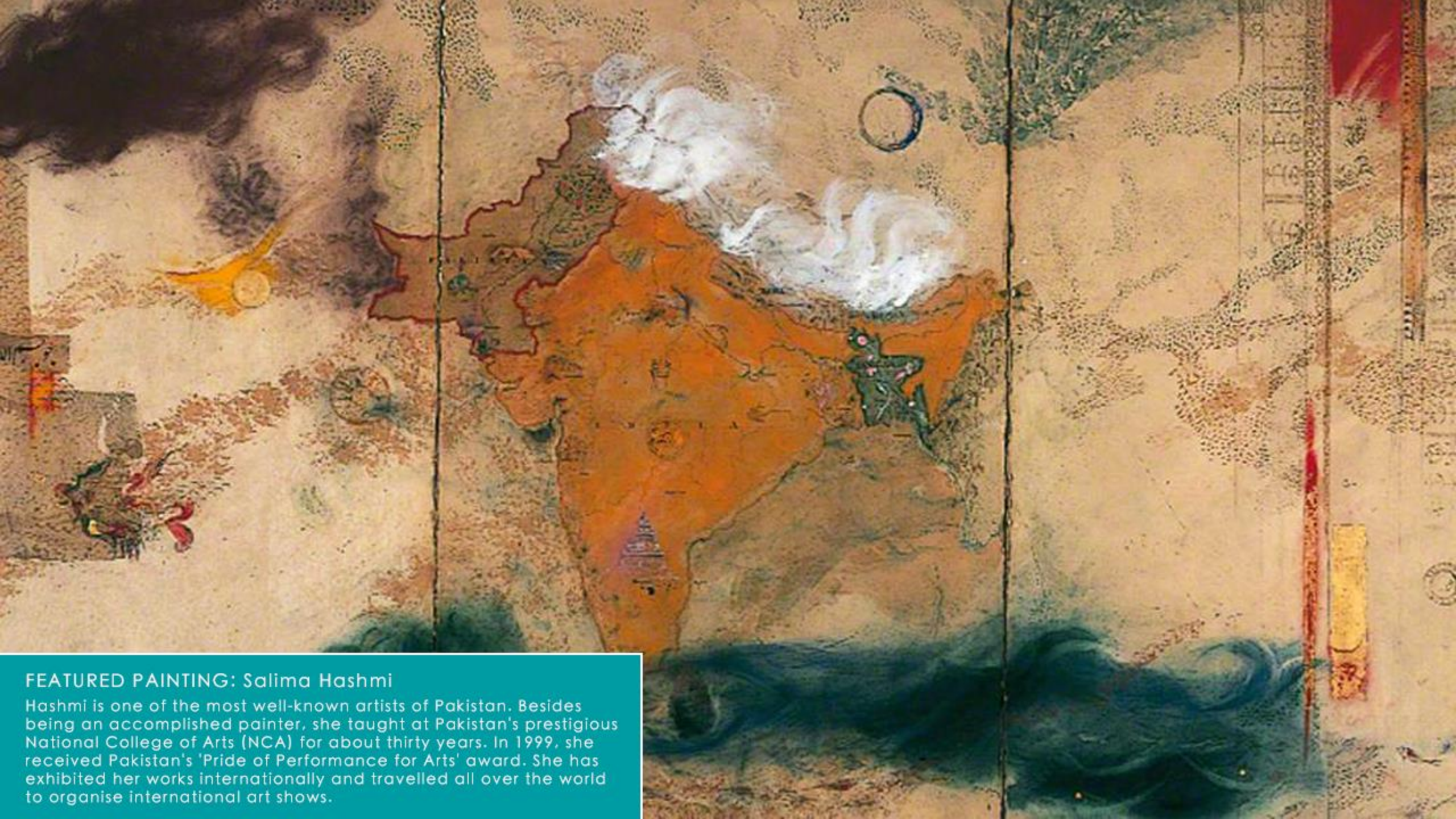
DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

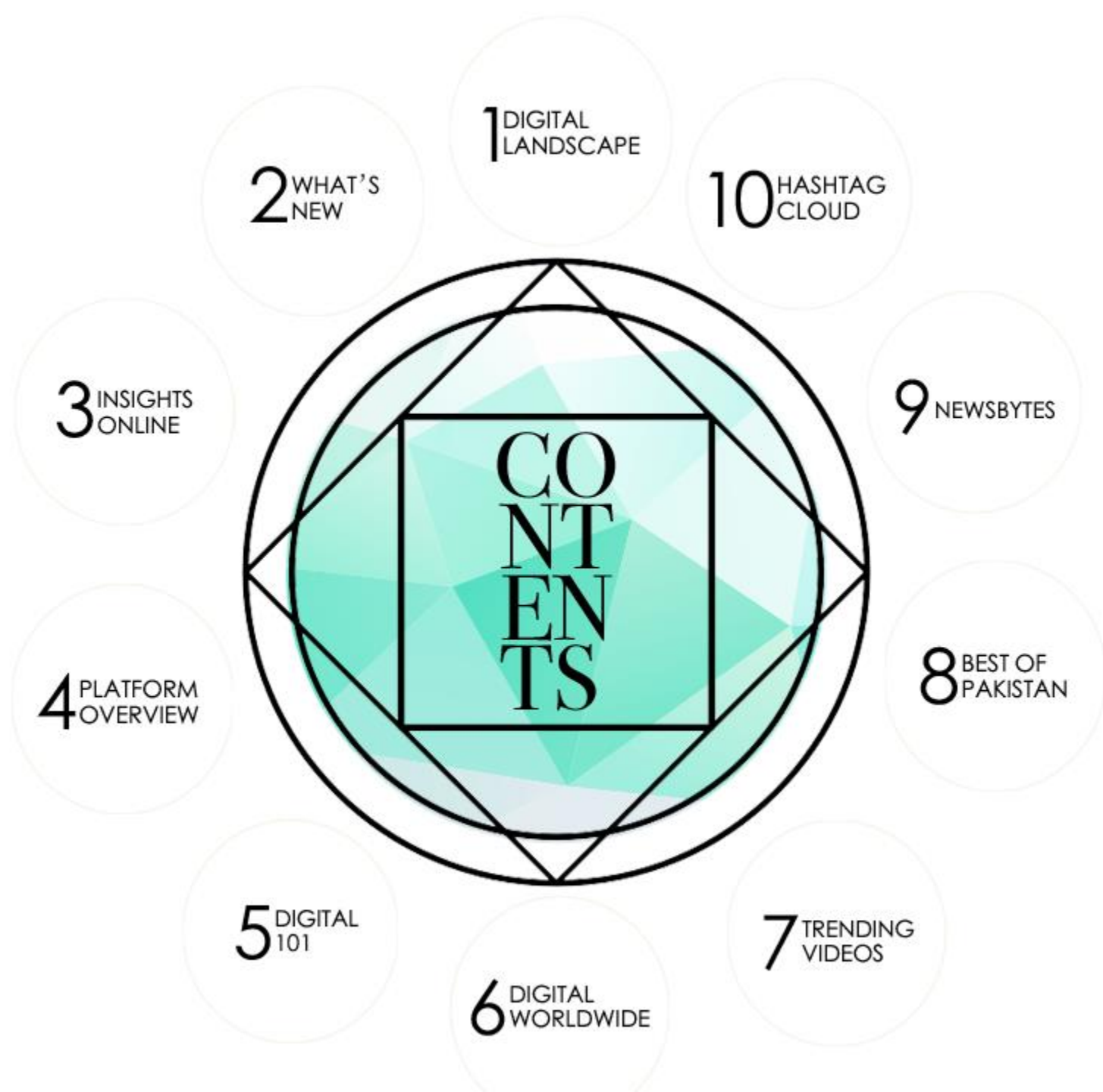


UNVEIL THE WORLD OF ART: PAGE 02

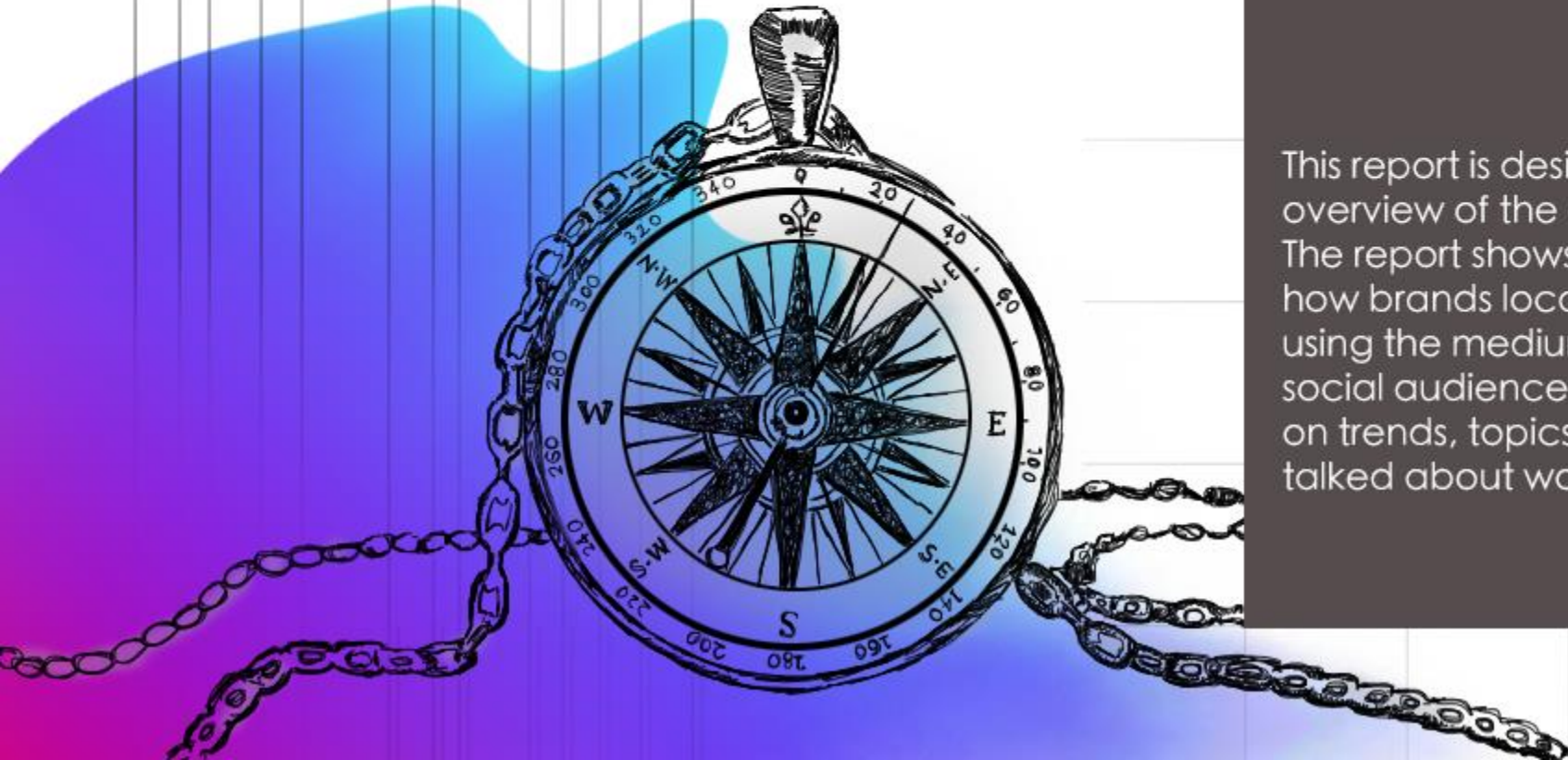


FEATURED PAINTING: Salima Hashmi

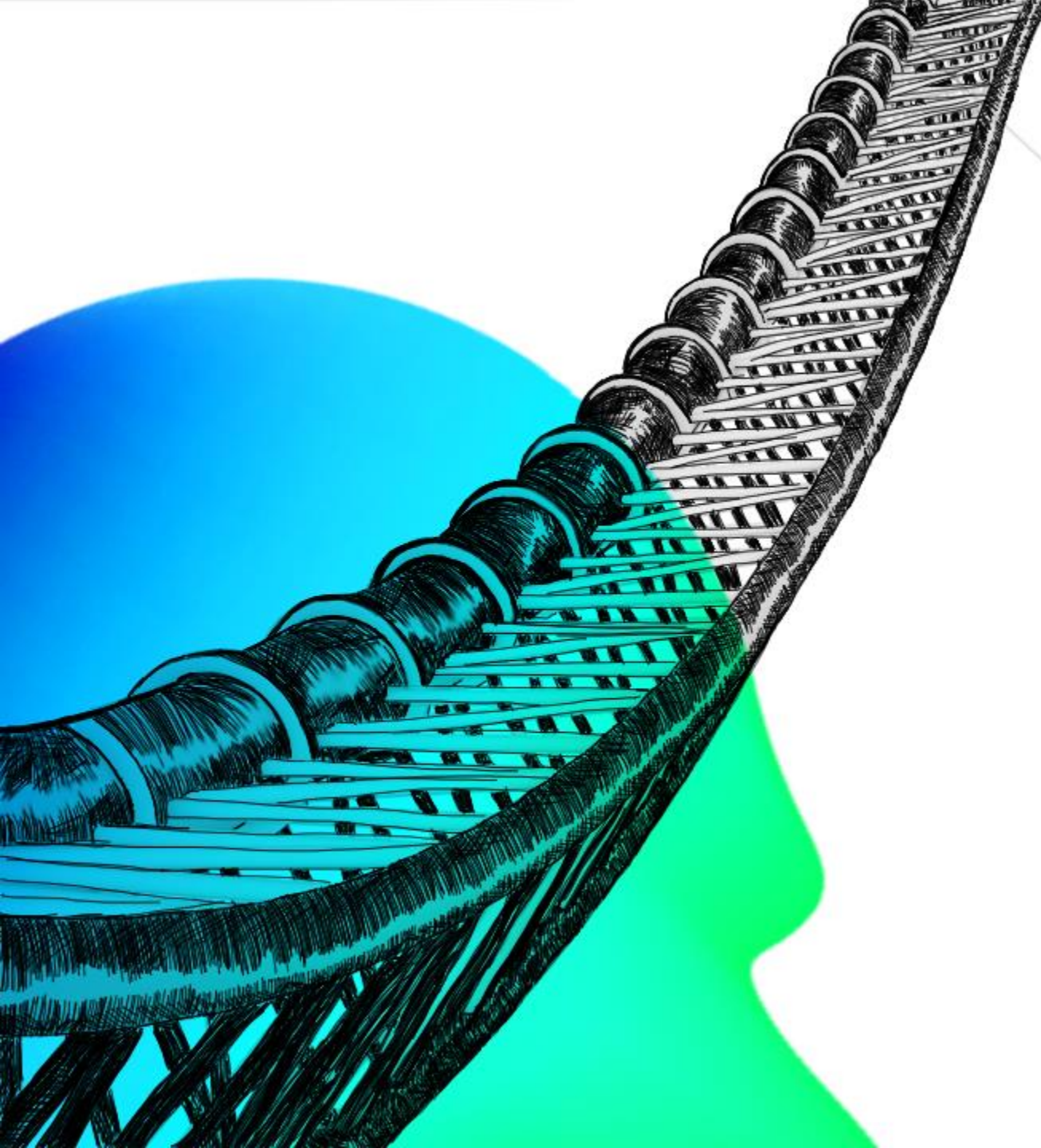
Hashmi is one of the most well-known artists of Pakistan. Besides being an accomplished painter, she taught at Pakistan's prestigious National College of Arts (NCA) for about thirty years. In 1999, she received Pakistan's 'Pride of Performance for Arts' award. She has exhibited her works internationally and travelled all over the world to organise international art shows.



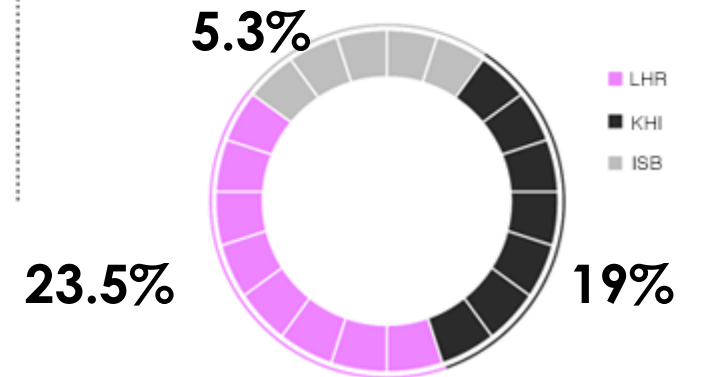
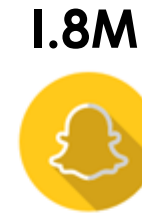
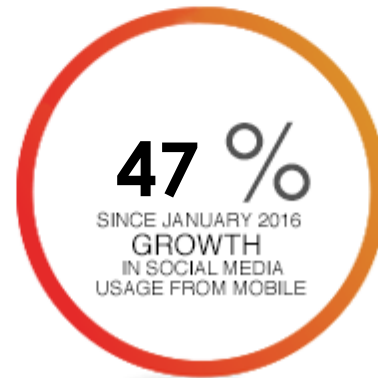
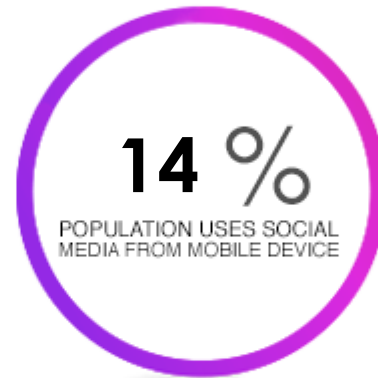
PURPOSE



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



Snapchat allows Pakistani brands to advertise on its platform


YES, THAT IS CORRECT. The news just hit in last month and brands like HBL and Lipton have already beat everyone to the game!

Snapchat viewers saw a new type of ad and those ones which they have to watch without skipping. The first forced-view ads, meaning they can't be skipped no matter how hard you try. Ads have started popping up on the app, promoting movies like "*Deadpool*" and "*Adrift*" and products such as Lipton's Tea bags.

<https://bit.ly/2L8wsNu>

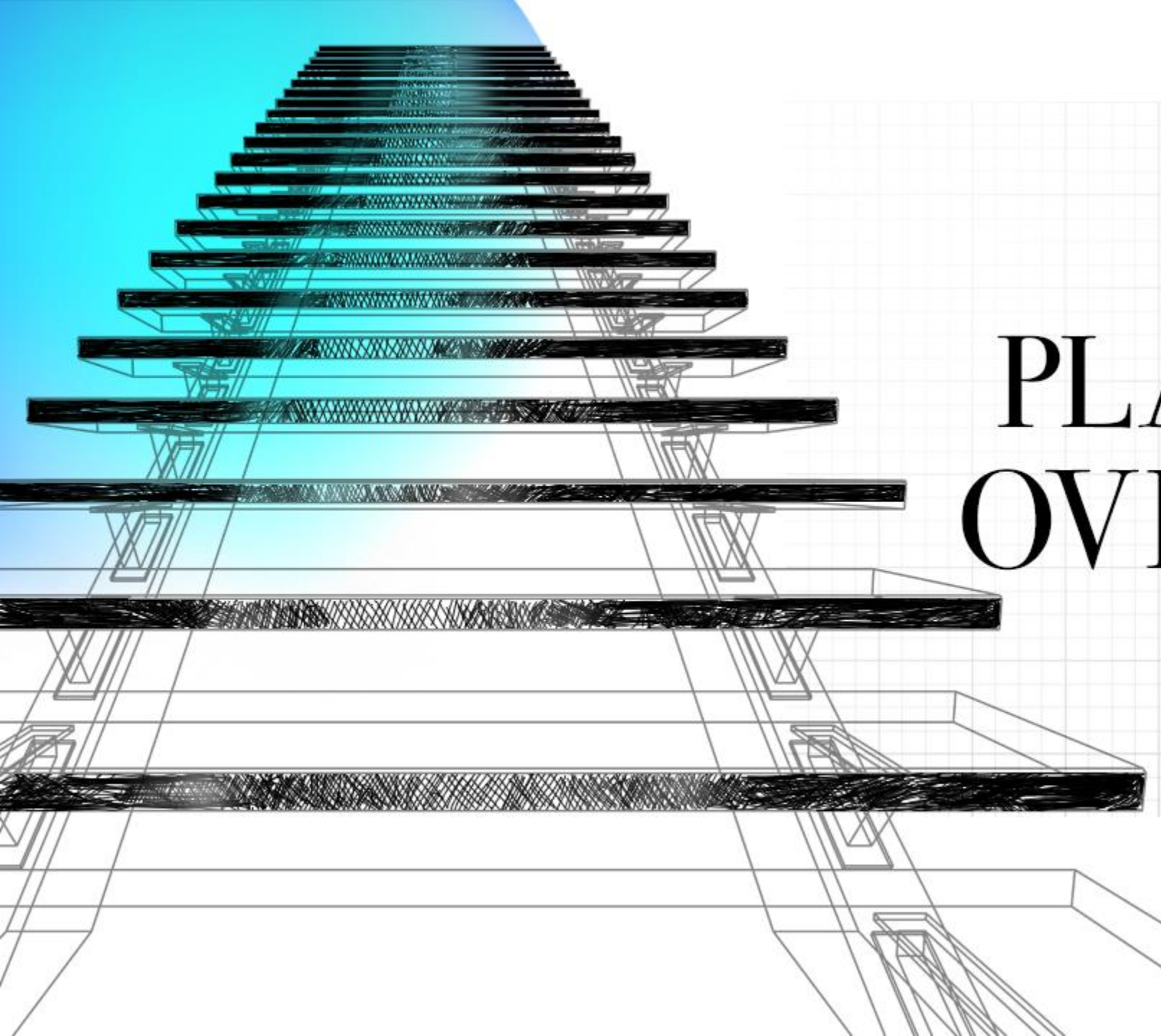
The background features a complex geometric pattern of overlapping triangles and lines, creating a sense of depth and movement. A large, vibrant blue and purple gradient shape is positioned on the right side. A thick, dark rope with a detailed knot is stretched across the lower portion of the image.

INSIGHTS ONLINE



According to a research, the advertising avoidance is similar in low and high clutter environments, so when there is more clutter, audiences really do see more advertisements. Doubling the clutter, however, does not halve the number of advertisements recalled, and in less clutter audiences are less likely to correctly identify the advertised brand in commercials they do recall. Overall, the impact of clutter is not large, especially when compared to creative elements of executions.

The Digital Clutter and its impact



PLATFORM OVERVIEW



INSTAGRAM CEO CONFIRMS UPCOMING “TIME SPENT” USAGE INSIGHTS

Instagram is jumping into the time well spent movement as well. Code buried in Instagram's Android app reveals a “Usage Insights” feature that will show users their “time spent”.

By being upfront with users about how much of their lives they're investing in their favorite apps, tech giants could encourage people to adopt healthier habits and avoid the long, passive, anti-social browsing sessions that can harm their well-being. These features could also help parents keep track of what their kids are doing online. Both might lead people to spend less time on certain apps, but they could be happier with companies like Instagram.



#1: See Story View Counts

The first set of data you find on the Insights screen is Story Views, which is comparable to impressions.

#2: Determine When People Consume Your Content

In the middle of the Insights screen, you find Reach metrics

#3: Assess How Well Your Content Is Holding Your Audience's Attention

Average View Time, to see how long on average your audience is watching your content before swiping to the next story.

DIGITAL 101

Snapchat
Analytics

#4: Find Out What Percentage of Viewers Watched Your Complete Story

The last set of insights in the middle of the screen is Story View Percentage.



Velux- The Indoor Generation



A beautiful and chilling depiction of what it is like to stay indoors for longer periods of time with no fresh air ventilation.

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

PAVE - What She Was Wearing



Another though- provoking ad talking about how rape culture is made acceptable through statements like 'What was she wearing?'

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

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 grid pattern. The text 'TRENDING VIDEOS' is centered in the middle of the image, overlapping both the green circle and the grid background.

TRENDING VIDEOS

TOYOTA MOTHER'S DAY TRIBUTE



Toyota to celebrate Mother's Day came up with a beautiful concept of the 'Driving Force', where the digital video encapsulates in a beautiful way.

Find out more at:
<https://bit.ly/1mClqm7>

Kisan Food's #TimeToChange



Initiating a heart warming tradition and talking about moving away from stereotypes is what this ad is all about. In times of turmoil, a lending hand from an adult could do wonders instead of expecting the same from the younger generation

<https://bit.ly/2k4N3pg>



BEST OF PAKISTAN



PEPSI - PEPSI GENERATIONS CAMPAIGN



Pepsi is still going strong with its Generations campaign with its new collaboration with outfitters featuring a whole new pepsi-centric collection sported by Pepsi battle of the band winners 'Kashmir'

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

**Uber launches a new
feature to rate driver
during your trip**

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

**World's first blockchain
trade finance
transaction completed
by HSBC**

<https://bit.ly/2KsFTa0>

**This new Snapchat
update started
showing 6 seconds
ads that you can't skip**

<https://bit.ly/2L8gfYv>

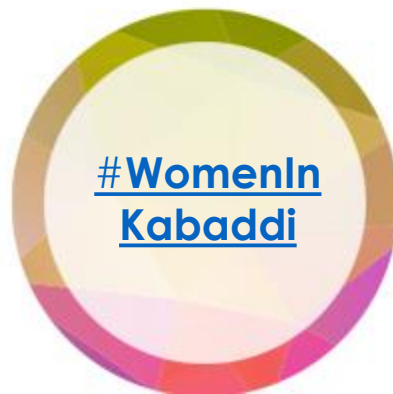
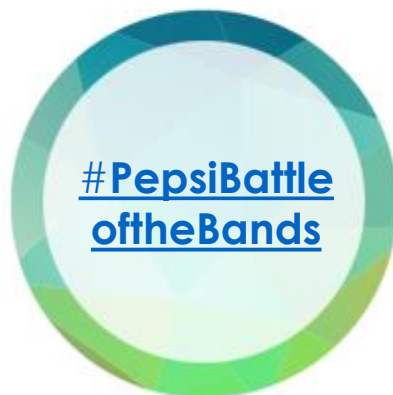
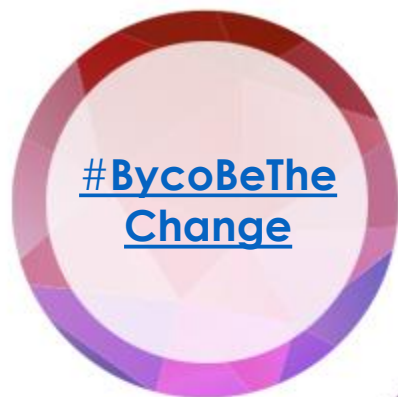
**LOCAL
NEWSbytes**

**HEC & P@SHA
collaborate to train
computer science
graduates to meet
market needs**

<https://bit.ly/2INpmj3>

**Huawei adds bitcoin
wallet to its app store**

<https://bit.ly/2rMo5hL>





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SEND US YOUR FEEDBACK ON THIS REPORT TO
hello@thedigitiz.com