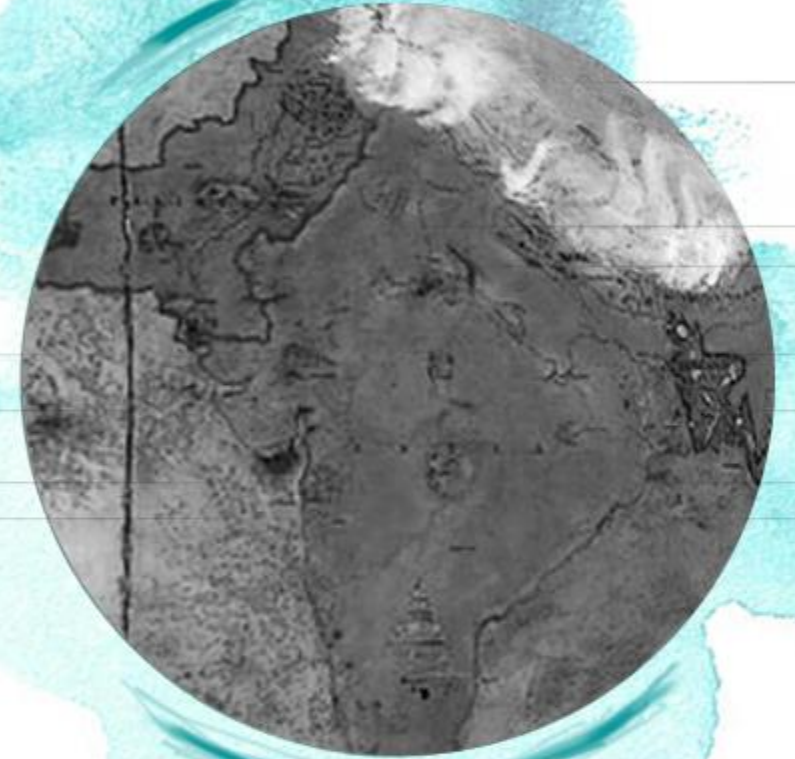


OCT' 2018

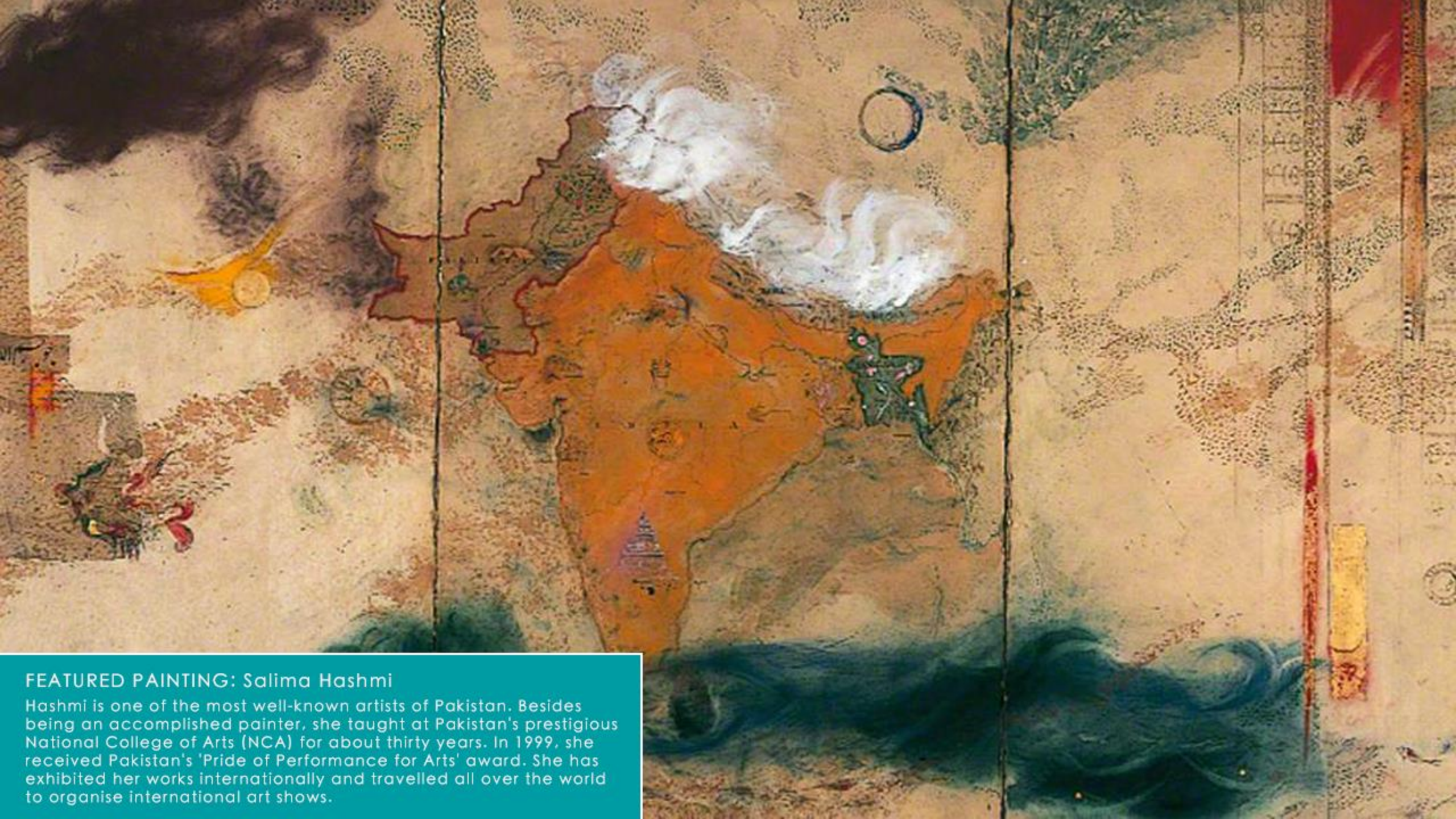
DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

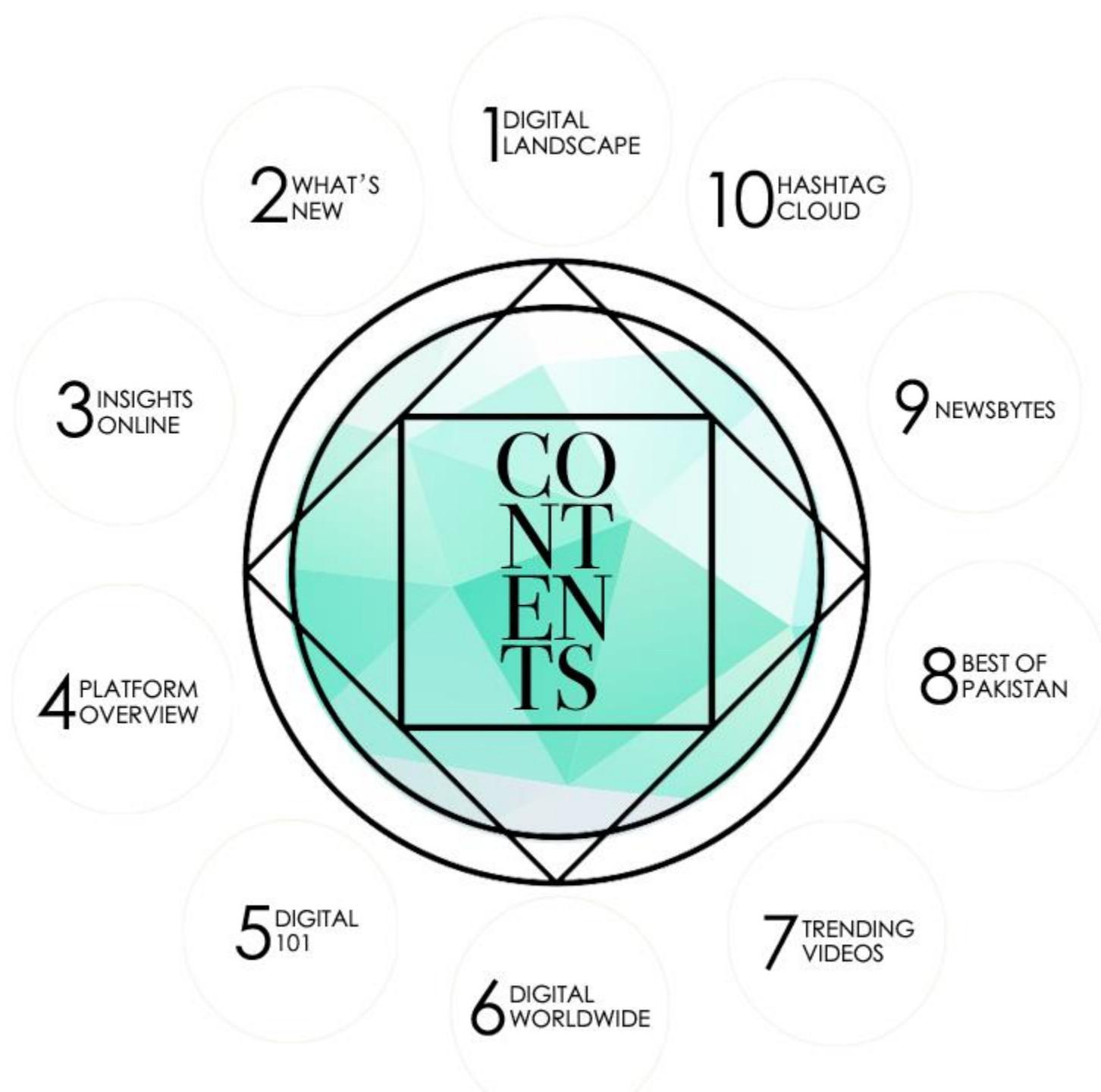


UNVEIL THE WORLD OF ART: PAGE 02



FEATURED PAINTING: Salima Hashmi

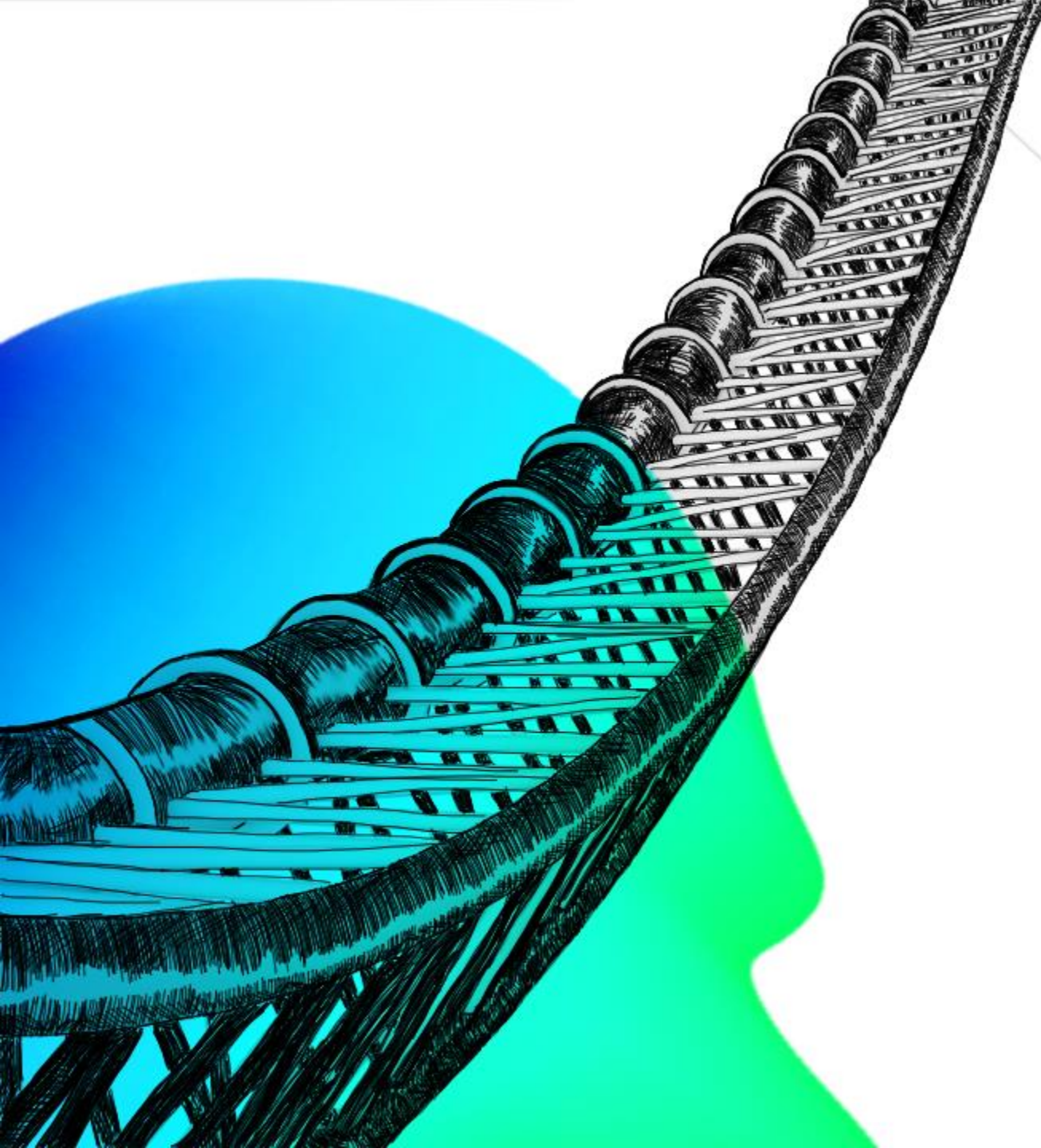
Hashmi is one of the most well-known artists of Pakistan. Besides being an accomplished painter, she taught at Pakistan's prestigious National College of Arts (NCA) for about thirty years. In 1999, she received Pakistan's 'Pride of Performance for Arts' award. She has exhibited her works internationally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



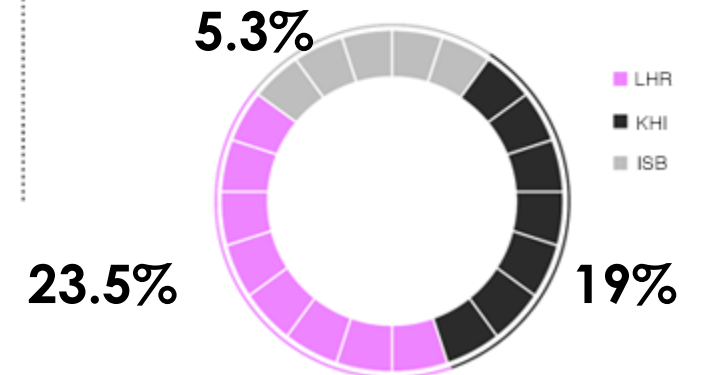
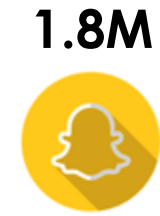
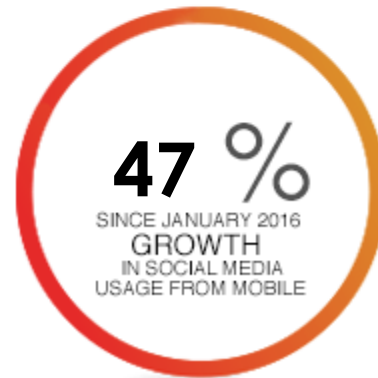
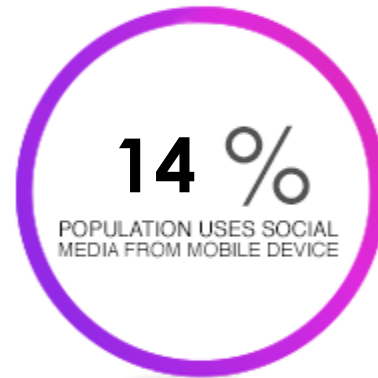
PURPOSE



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



*Snapchat stats: Approximate number



WHAT'S NEW



GOOGLE & UBISOFT ARE PARTNERING TO BRING YOU LIVE VIDEO GAME STREAMING

Two of the tech giants are coming together and test live streaming for video games.

The internet tycoon Google is partnering with Ubisoft, the gaming giant, for 'Project Stream', a project which aims at testing the possibility of live streaming for the worldwide audience. Ubisoft has selected one of its upcoming game for the test project. The said game, 'Assasins Creed – Odyssey' is being released for some users since yesterday while for all others, the game would be released on October, 5th.

Source:
<https://bit.ly/2zSu0qD>

The background features a complex geometric pattern of thin, light gray lines forming a series of overlapping triangles that create a sense of depth and movement. On the right side, there is a large, curved shape with a blue-to-purple gradient. A thick, dark rope with a detailed knot is positioned horizontally across the lower half of the image, with its end trailing off to the right.

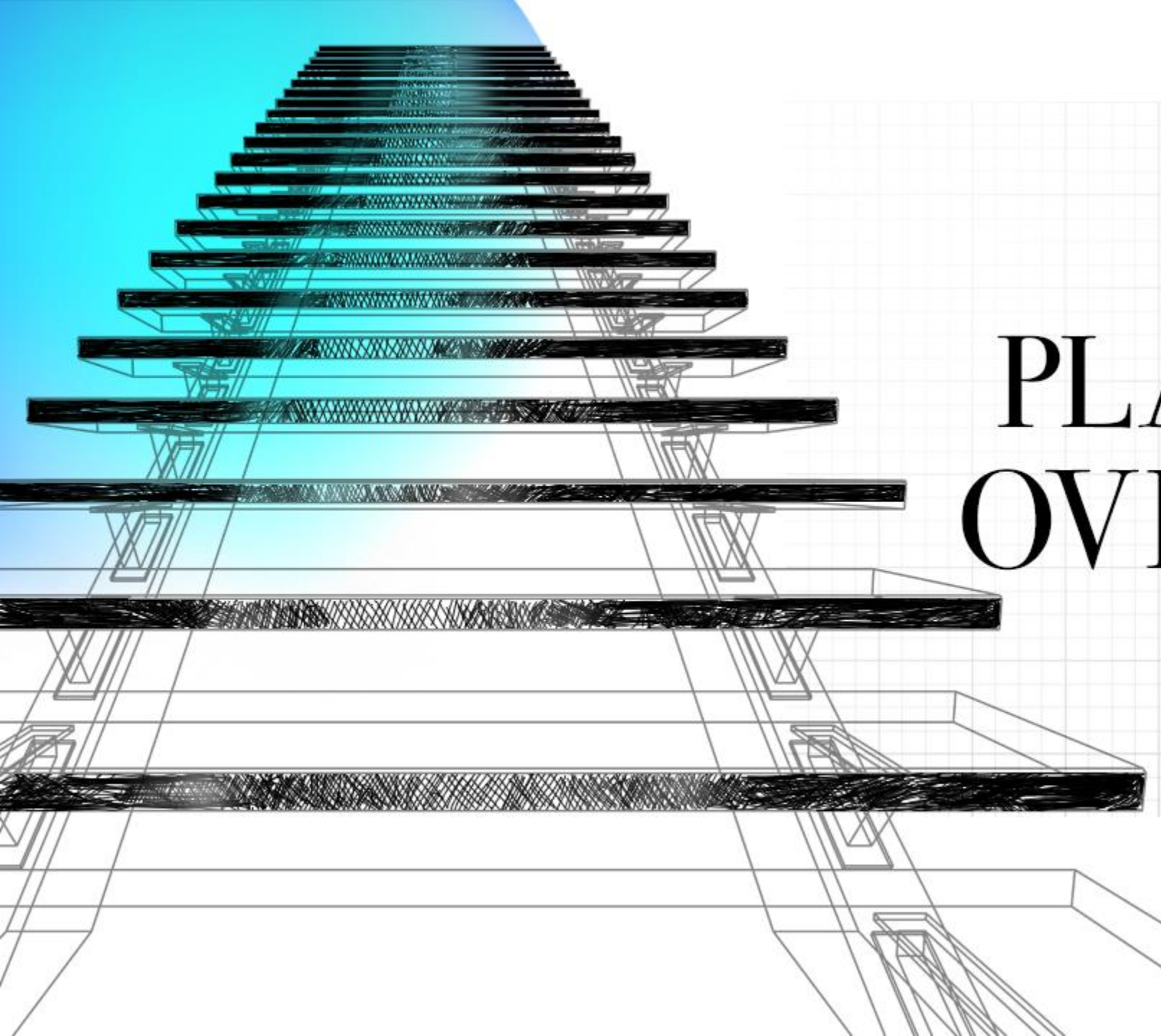
INSIGHTS ONLINE



For the time being, brands are now doing more on Instagram which is the second biggest social network and has been almost immune to any backlash despite being owned by Facebook, is a good alternative.

For brands, the data breach has no impact whatsoever on the safety of custom audiences that have been built off CRM list data, since all that data is hashed on a local computer prior to being uploaded to Facebook.

**LET'S DISCUSS:
WHAT THE
FACEBOOK DATA
BREACH MEANS
FOR BRANDS?**



PLATFORM OVERVIEW




INSTAGRAM LAUNCHES PERSONAL SHOPPING FEATURE, STORIES TAGS

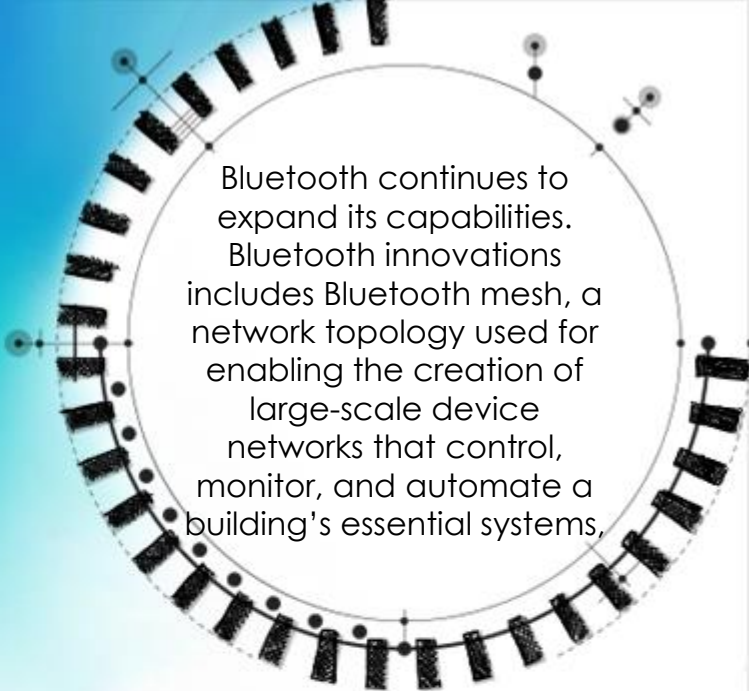
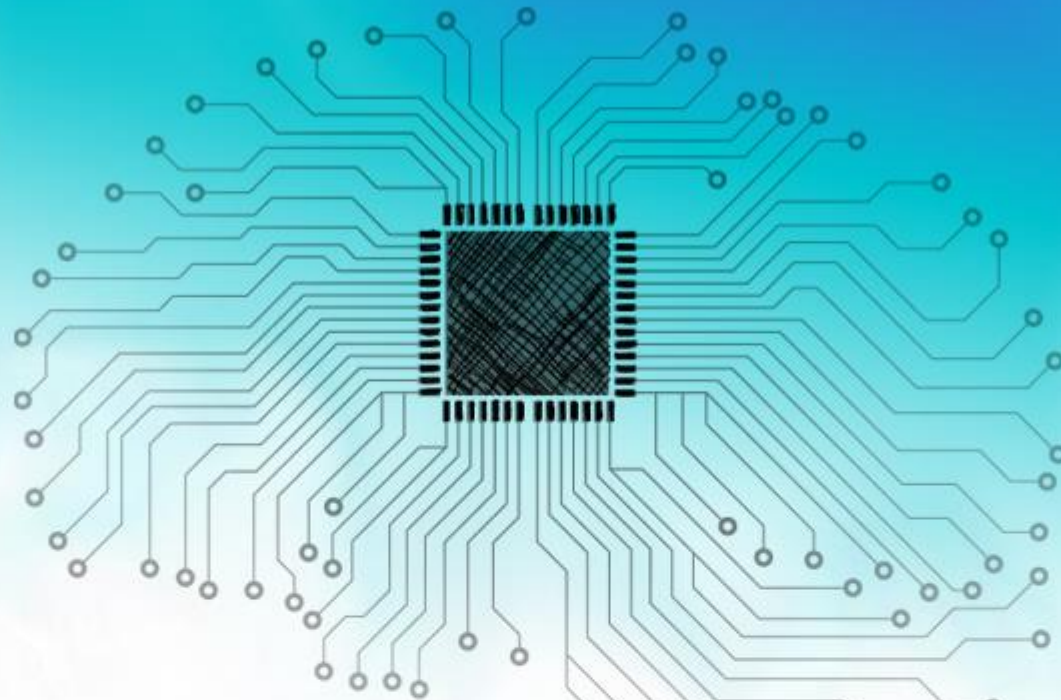
Instagram is embracing its true identity as a mail-order catalog. In a move that could pit it against Pinterest and Wish, Instagram is launching Shopping features across its app to let people discover and consider possible purchases before clicking through to check out on the merchant's website.

Today, Instagram Explore is getting a personalized Shopping channel of items it thinks you'll want most. And it's expanding its Shopping tags for Instagram Stories to all viewers worldwide after a limited test in June, and it's allowing brands in 46 countries to add the shopping bag icon to Stories that users can click through to buy what they saw.

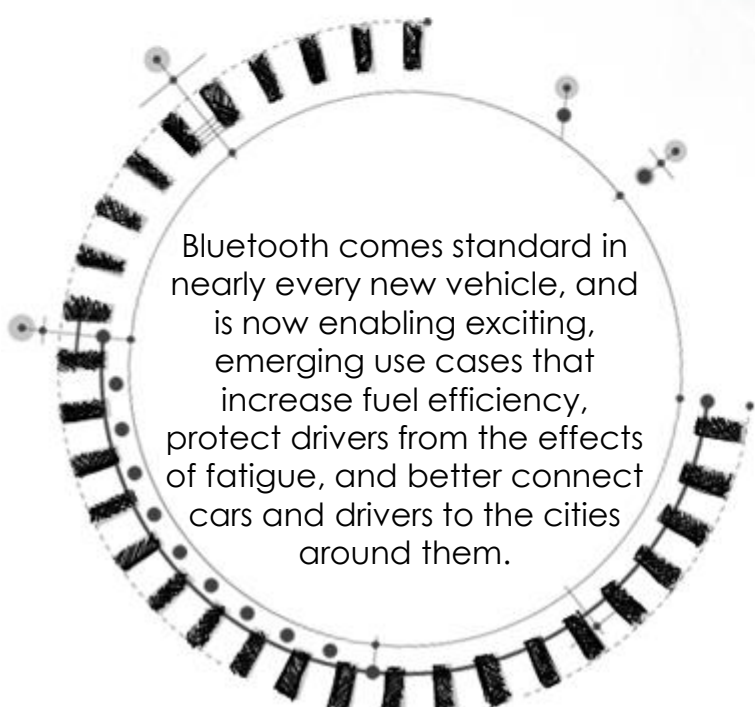
Source: <https://tcrn.ch/2QySfR4>



With so much advancement in technology, Apple in its iPhones still includes Bluetooth technology version 5.0 and removed earphone jack as well, which is a very important step into creating a more streamlined wireless future



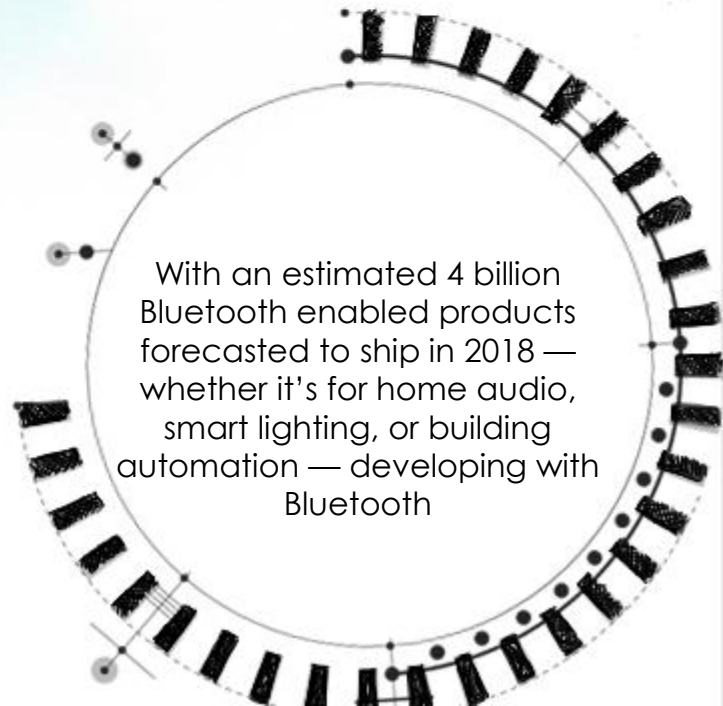
Bluetooth continues to expand its capabilities. Bluetooth innovations includes Bluetooth mesh, a network topology used for enabling the creation of large-scale device networks that control, monitor, and automate a building's essential systems.



Bluetooth comes standard in nearly every new vehicle, and is now enabling exciting, emerging use cases that increase fuel efficiency, protect drivers from the effects of fatigue, and better connect cars and drivers to the cities around them.

DIGITAL 101

**IS THE FUTURE
BLUE? YES!**



With an estimated 4 billion Bluetooth enabled products forecasted to ship in 2018 — whether it's for home audio, smart lighting, or building automation — developing with Bluetooth



MCDONALD'S DYSLEXIA AWARENESS CAMPAIGN



McDonald's campaign raised awareness for Dyslexia through digital ads and out-of-home promotions across Sweden alternated between standard lettering and jumbled phrasing that approximated the effect of dyslexia.

BRAC - #SPACEONEARTH



BRAC, the world's leading NGO and the largest civil society responder to the humanitarian crisis involving the Rohingya, in collaboration with Texel created a heart wrenching video narrative via Ogilvy, to raise awareness and funds to ease the plight of the Rohingya children who have fled their homes amidst violence in the Rakhine state of Myanmar.

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 in the middle of the image, overlapping both the green circle and the grid background.

TRENDING VIDEOS

COCA-COLA – NEW TVC



The latest Coca-Cola Anthem has been sung by the social media sensation, Momina Mustehsan, originally by Tony Kakkar and Young Desi under the label of Desi Music Factory. The ad depicted a quirky music video scene with Momina and the boys trying to retrieve Momina's stranded Coca-Cola bottle.

Source: <https://bit.ly/2E12hls>

DONKEY KING – MOVIE TRAILER



Animated Pakistani film 'The Donkey King' will push you to follow your dreams. This new animated film of Pakistan had gone viral. Children have gone crazy over this new animated film by making videos imitating donkey king characters and their dialogues. This, however, has created a hype in the market and media for the upcoming animated film.

Source: <https://www.cartoonbrew.com>



BEST OF PAKISTAN

Domino's Pizza - Drone Delivery in Pakistan



Finally, the big reveal was made by the brand and became the first in Pakistan to introduce the idea to the nation. Surpassing vehicles of all sorts, the brand has begun its Drone Delivery Service in a bid to ensure faster delivery.

However, this new technology poses threat to the Civil Aviation Authority. Unmanned aircraft operators are allowed to fly approved drones with restrictions like; weight, within line of sight and under 120 meters in height. Only time can tell how practical this could be.

Source: <https://bit.ly/2RtjX2>

Nestle Fruita Vitals



Nestle Fruita Vitals makes a smooth transition from the prisma pack to PET bottle as revealed by Deepika in the latest TVC. Deepika sets the tone of Nestle Fruita Vitals' all-new positivity challenge with a bang! Everything about the ad film is to do with positive vibes, nutrition, good health and a happy wellbeing.

Source: <https://bit.ly/2O50bfo>

**Selfie Quadcopter
Conquers Pakistan.
The Idea Is Genius !**

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

**Snapchat lets you
take a photo of an
object to buy it on
Amazon**

<https://tcrn.ch/2MZVZrG>

**Facebook Tests New
Snap Map-Style
Feature, Additional
Tools for Facebook
Stories**

<https://bit.ly/2Nm1pxm>

**LOCAL
NEWSbytes**

**Information
Ministry's fake
news buster Twitter
account gets
fabricated in a day**

<https://bit.ly/2y1YDZr>

**3G EVO
services to stop
working from
17th September
in major cities**

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





WE'D LIKE TO HEAR FROM YOU
SEND US YOUR FEEDBACK ON THIS REPORT TO
hello@thedigitiz.com