

SEPT 2018

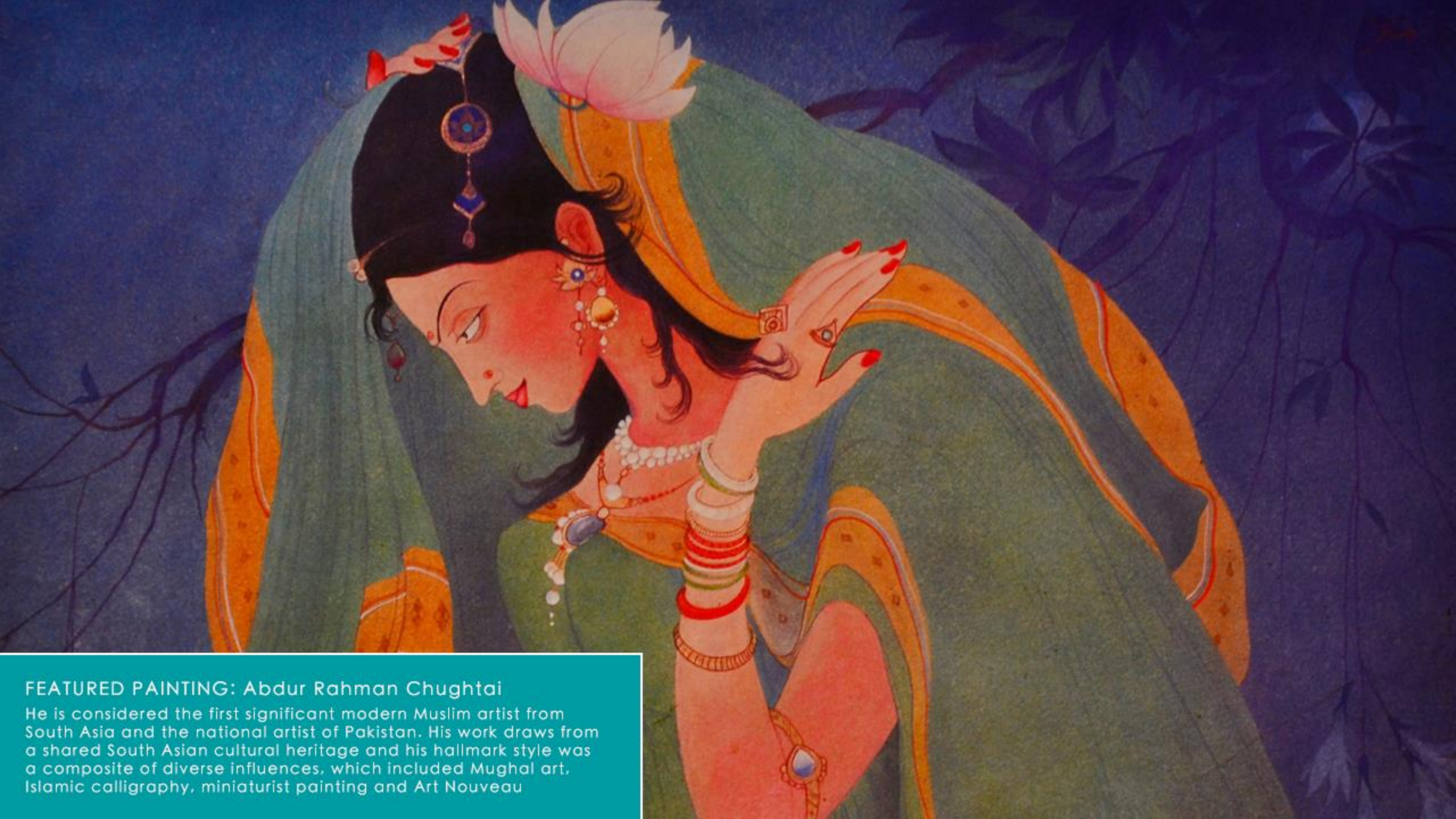
DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

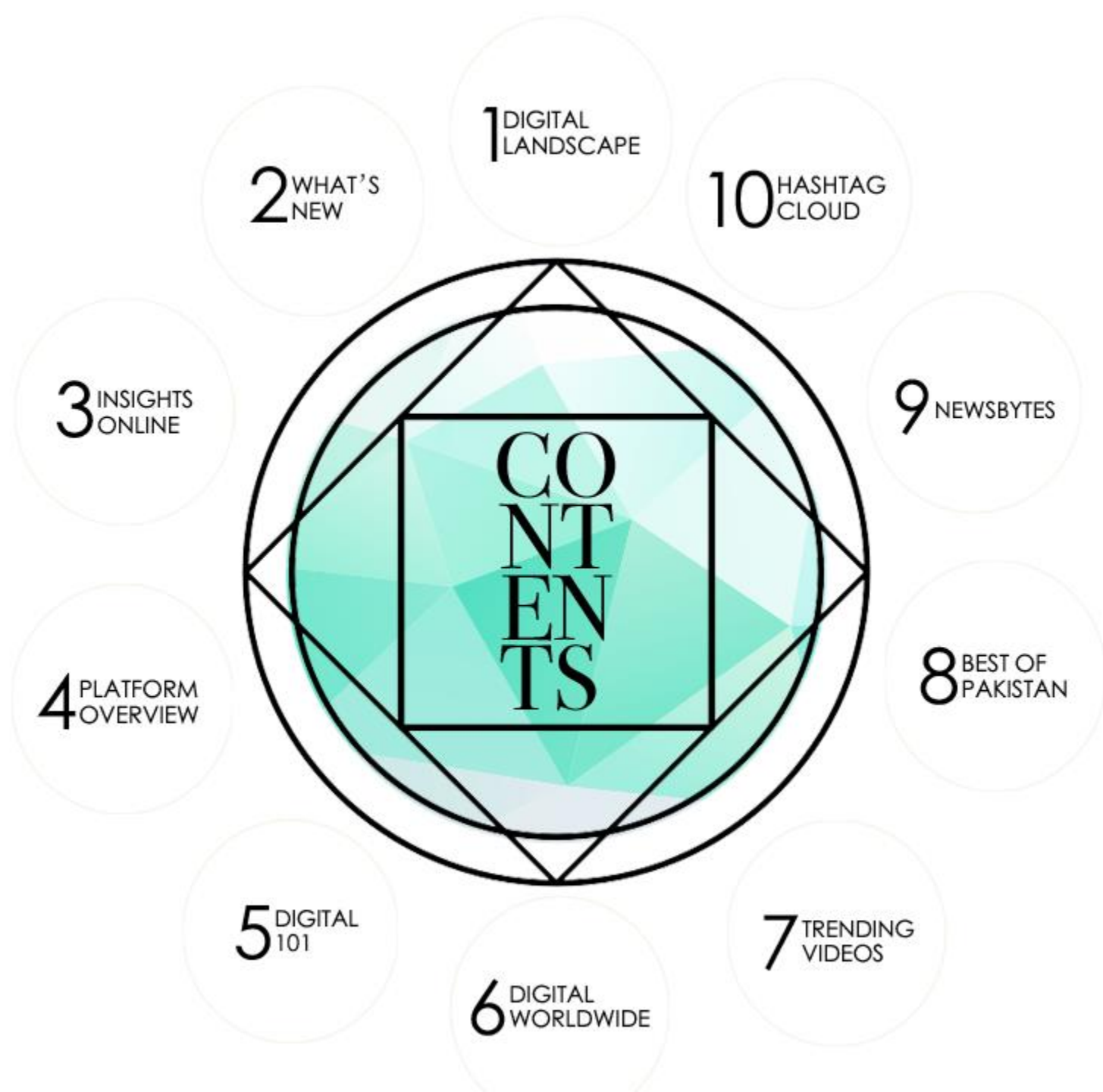


UNVEIL THE WORLD OF ART: PAGE 02

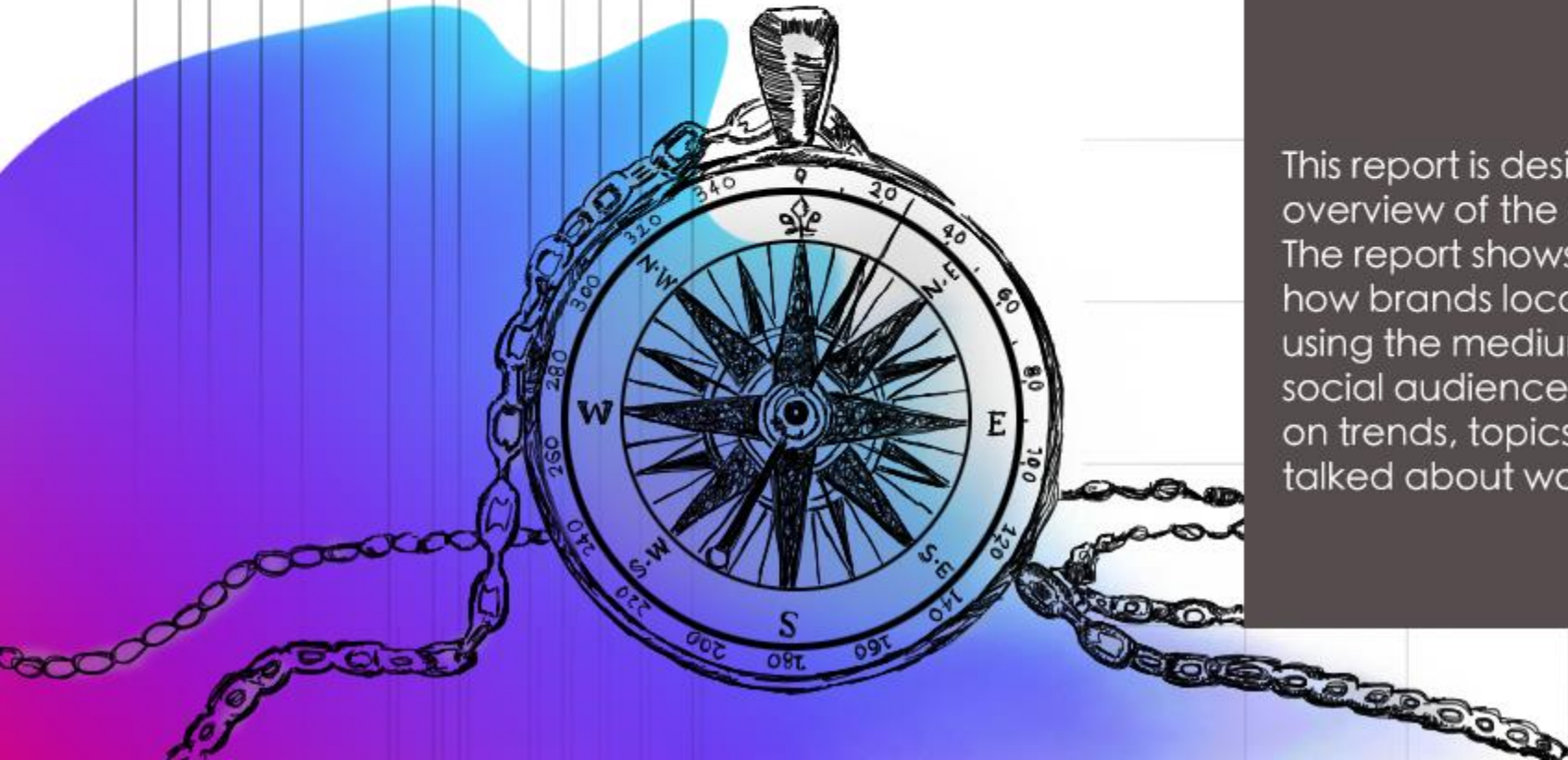


FEATURED PAINTING: Abdur Rahman Chughtai

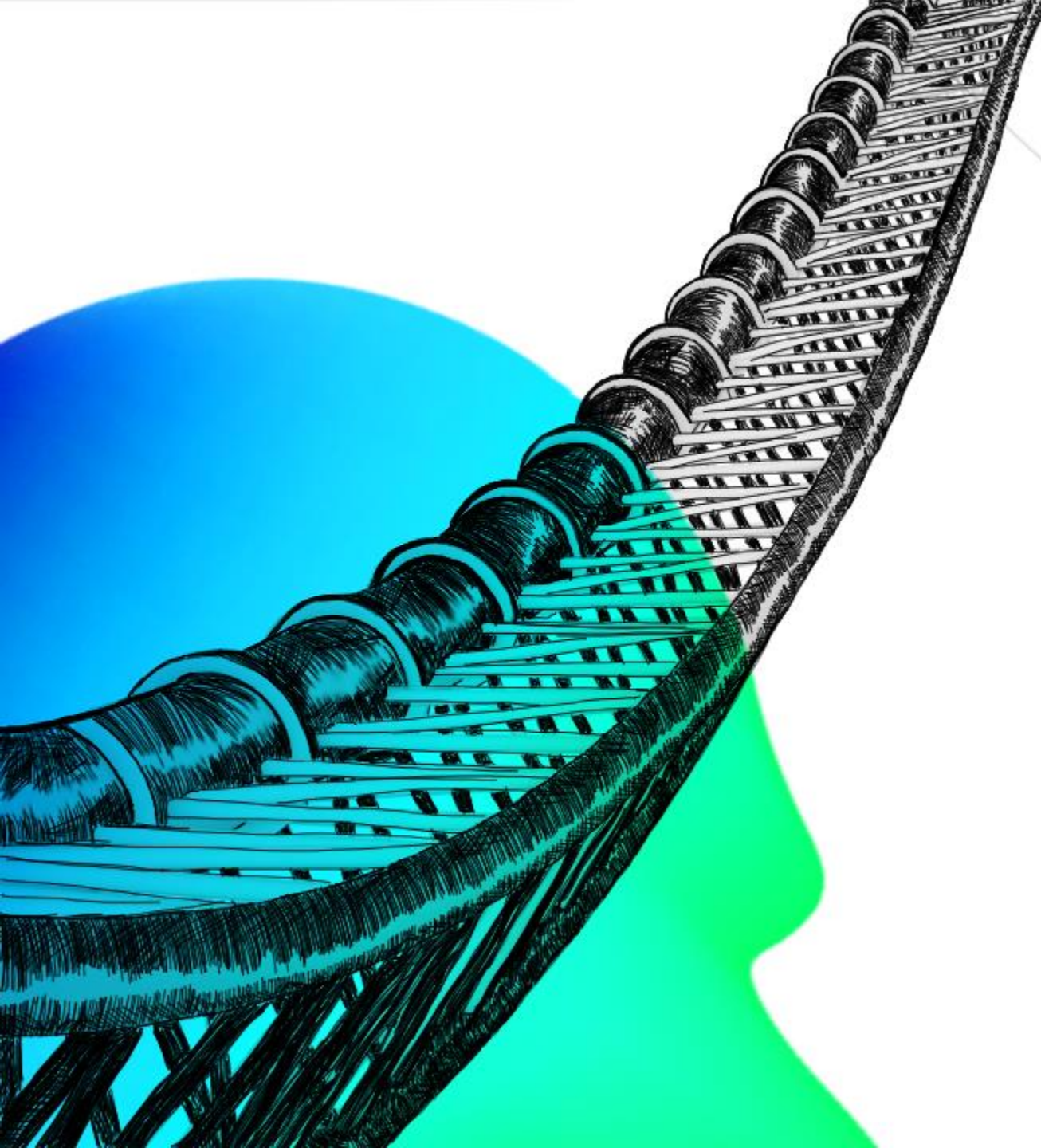
He is considered the first significant modern Muslim artist from South Asia and the national artist of Pakistan. His work draws from a shared South Asian cultural heritage and his hallmark style was a composite of diverse influences, which included Mughal art, Islamic calligraphy, miniaturist painting and Art Nouveau



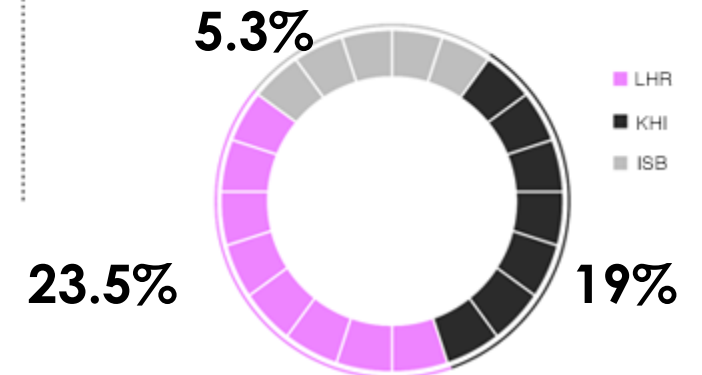
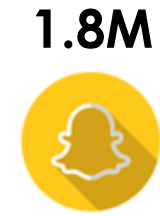
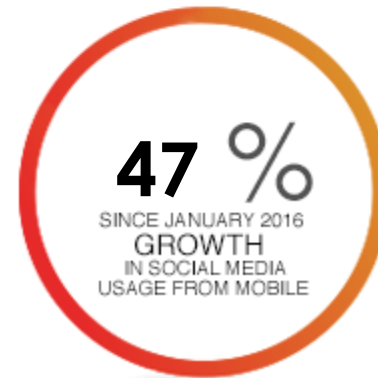
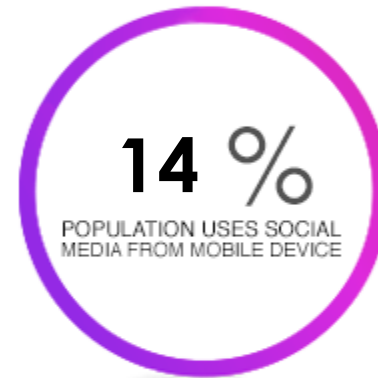
PURPOSE



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



*Snapchat stats: Approximate number



WHAT'S NEW



Instagram is building a standalone app for shopping

The app — which may be called IG Shopping — will let users browse collections of goods from merchants that they follow and purchase them directly within the app, according to two people familiar with the matter. Instagram declined to comment.

More than 25 million businesses already have Instagram accounts, and 2 million of them are advertisers, Facebook Chief Operating Officer Sheryl Sandberg said on the company's most recent earnings call. Four in five Instagram users follow at least one business. Creating a standalone app would allow the company to provide a dedicated home for an increasingly popular activity on Instagram while also expanding opportunities for revenue.

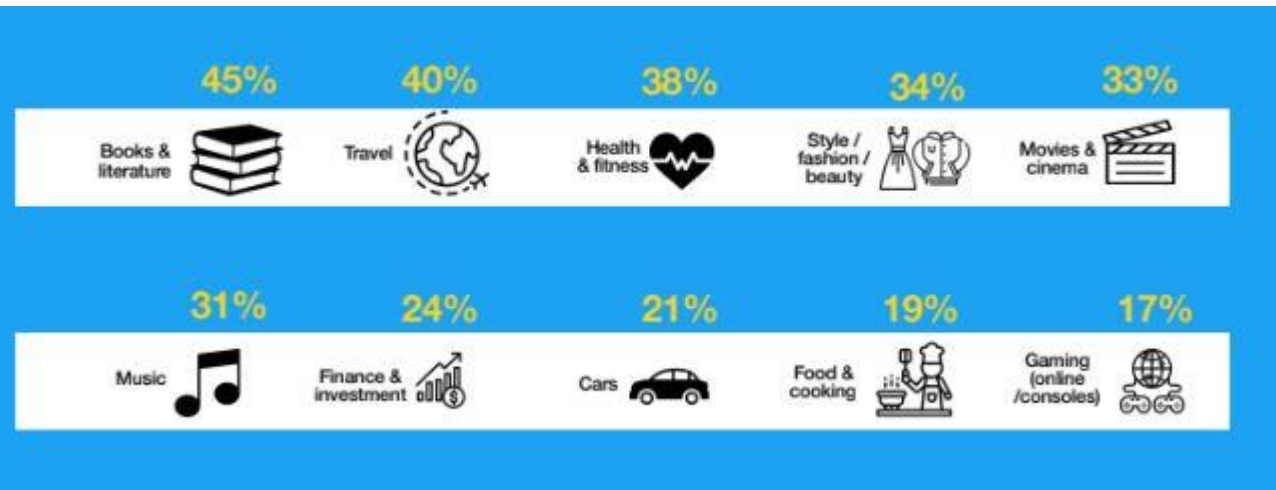
Source: <https://bit.ly/2LWe4Xf>

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 ends extending towards the left and right edges.

INSIGHTS ONLINE

The report suggested that out of the 3.5 Million Twitter users in Pakistan, 85% of them use it on a daily basis, while 96% of them access it through their mobile phones

While a breakdown of interests and passion were listed to further explain the behavior of the users in Pakistan



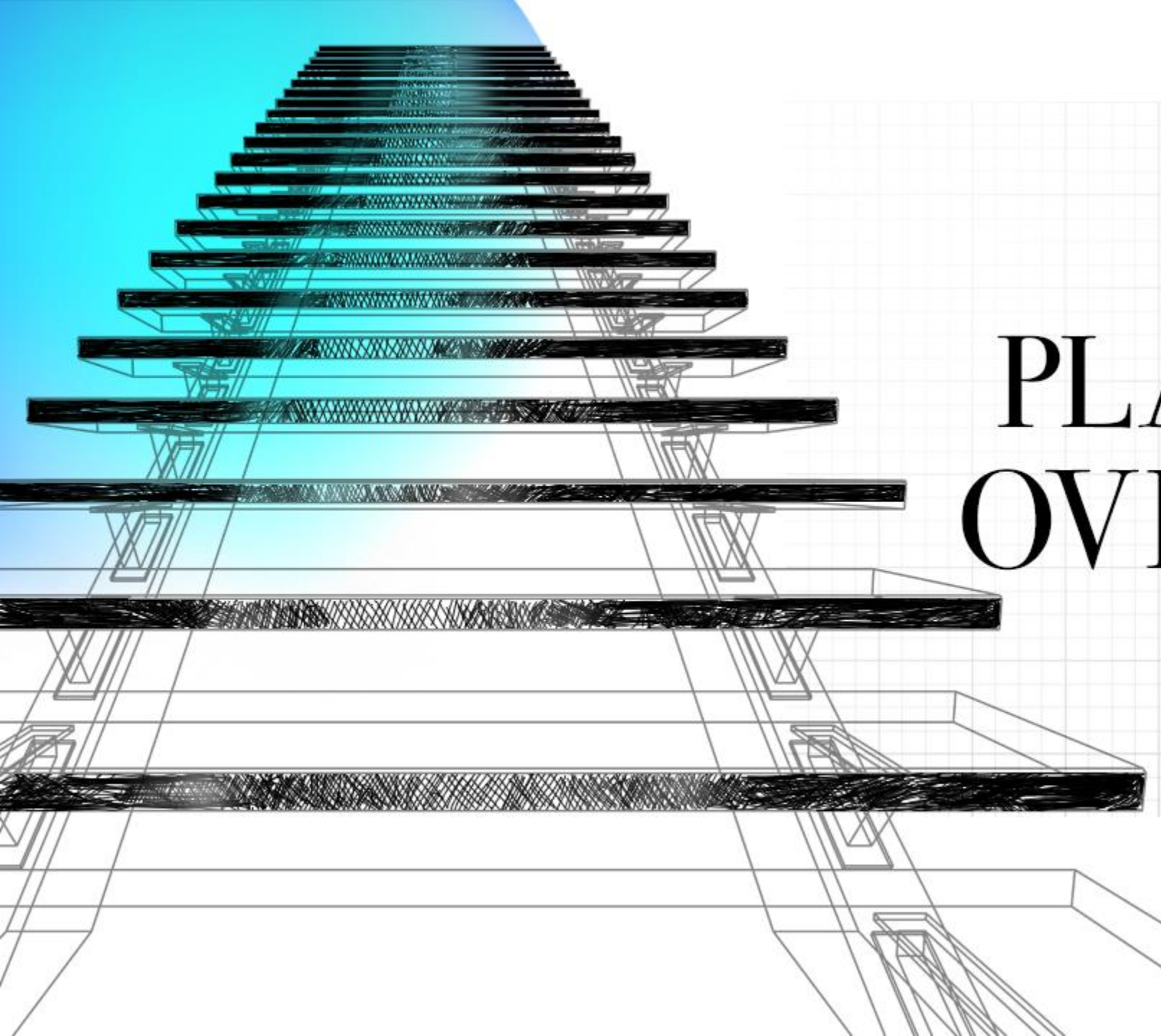
Let's discuss: first user insight survey report of twitter for Pakistan market

Where 83% of the users are interested in come to Twitter to get a whiff of what's trending and to know the general news and buzz online!

THEY COME TO TWITTER FOR A VARIETY OF REASONS

83%	See what's happening
51%	Follow celebrities/public figures
42%	Tweet / join a conversation
39%	Follow people I don't know, but share similar interests
23%	Follow friends and family
9%	Engage with brands

Let's discuss: first user insight survey report of twitter for Pakistan market



PLATFORM OVERVIEW



Instagram stories drive upcoming Instagram trends

Instagram Stories is a big deal and they're not going away. Daily viewers of Instagram Stories surpassed daily SnapChat viewers just one year after launch, and the growth isn't stopping.

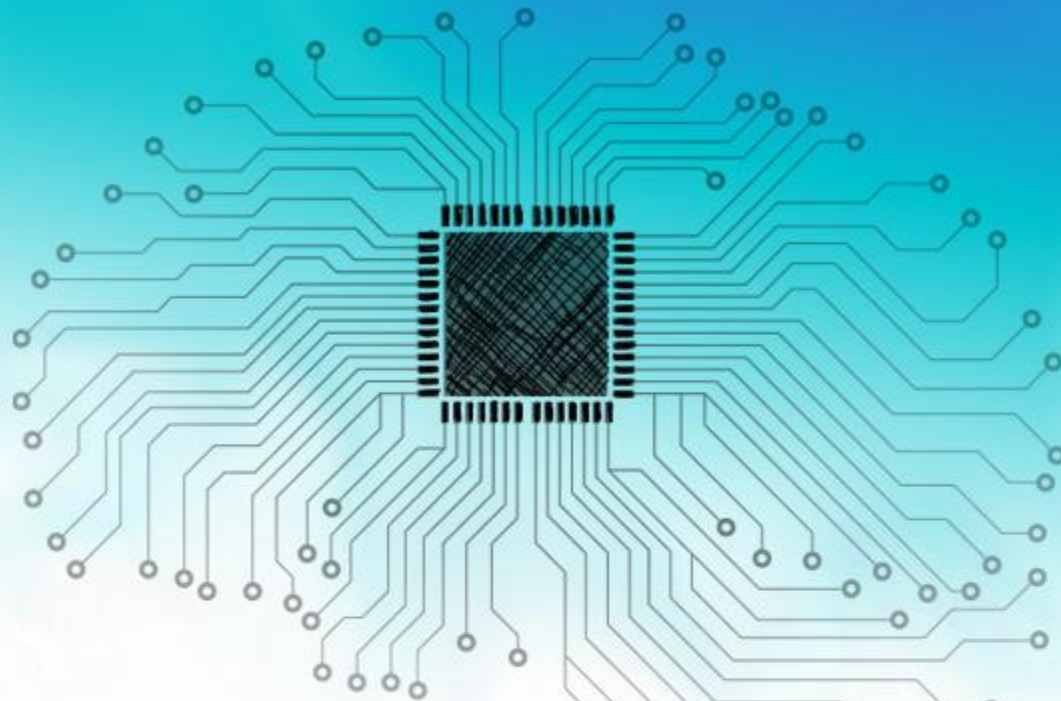
Instagram Stories was likely the biggest single change in the Instagram UX, and its marketing implications are huge.

A huge deal with Instagram Stories is this: accounts with over 10,000 followers can now add a link within the feature. Considering the fact that the only other place you can put a link on Instagram is just the one buried on your profile page, this is a huge deal, as it multiplies buying or inquiry opportunities by orders of magnitude. Instagram Stories in particular will be relevant from a marketing perspective because, compared to other transitory video platforms, Instagram metrics are eminently trackable.

Read more: <https://bit.ly/2QyZecJ>

Hear

This app remixes the sounds around you using your phone's built-in microphone or an auxiliary device. This makes for great white noise if you want to drown out the sounds around you like a fun experiment!



Zombies, run!

For the jogger who needs to mix it up, Zombies, Run! turns exercise into a game of survival. Should a real zombie apocalypse happen, your lungs will be well-conditioned to run for your life.

Cheatsheet

Don't you hate having to keep track of Wi-Fi passwords, your hotel room number, and your ZIP code? With Cheatsheet, you no longer have to! You can load the app up with "cheats" in the form of passwords, numbers and hints so you never forget another bit of information again.

DIGITAL 101

Fun apps you
didn't know
existed!

Dyce

Hanging out with indecisive friends can be exhausting, Dyce uses GPS to find the six places closest to you and then with a dice-roll, decides on where you're all going.



Nike's Kaepernick ad campaign



Nike has unveiled its first "Just Do It" ad narrated by Colin Kaepernick. The two-minute spot highlights superstar athletes LeBron James, Serena Williams and others, and touches on the controversy of NFL players protesting racial inequality, police brutality and other issues by demonstrating during the national anthem.

FedEx - Memories



Will there ever be a time when we outgrow the budding curiosity, hope, or excitement we feel when a package arrives at our door? Hopefully not, and FedEx has a new campaign that is so touching, it'll remind even the most tech-forward of us that there's a certain magic that can only be captured by good old-fashioned mail.

The image features two detailed black and white line drawings of bald eagles in flight. One eagle is positioned in the lower-left, flying towards the right, with its wings fully extended. The other eagle is in the upper-right, flying towards the left, also with wings spread. They are set against a background that is split: the left side has a large, solid green circle, and the right side has a white background with a light gray 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

Careem – Ayo Ayo Careem Sukkur Ayo



Careem has launched its ride-hailing service in Sukkur, one of the largest cities in Sindh. For which the brand created a beautiful, heartfelt TVC celebrating the people and culture of the city itself.

<https://bit.ly/2NGuxE2>

PeakFreans Rio – New TVC



PeakFreans with their new animated ad just defined and peaked the animation standards in Pakistan. With cute little characters called the OBOS and an even cuter concept the ad narrates the story of the world of Rio!

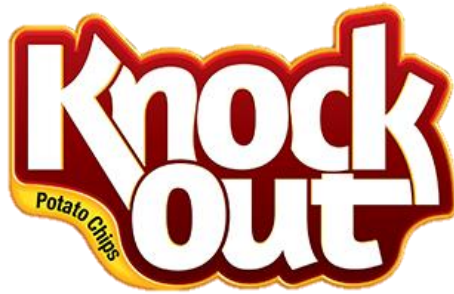
<https://bit.ly/2CSIVVA>



BEST OF PAKISTAN



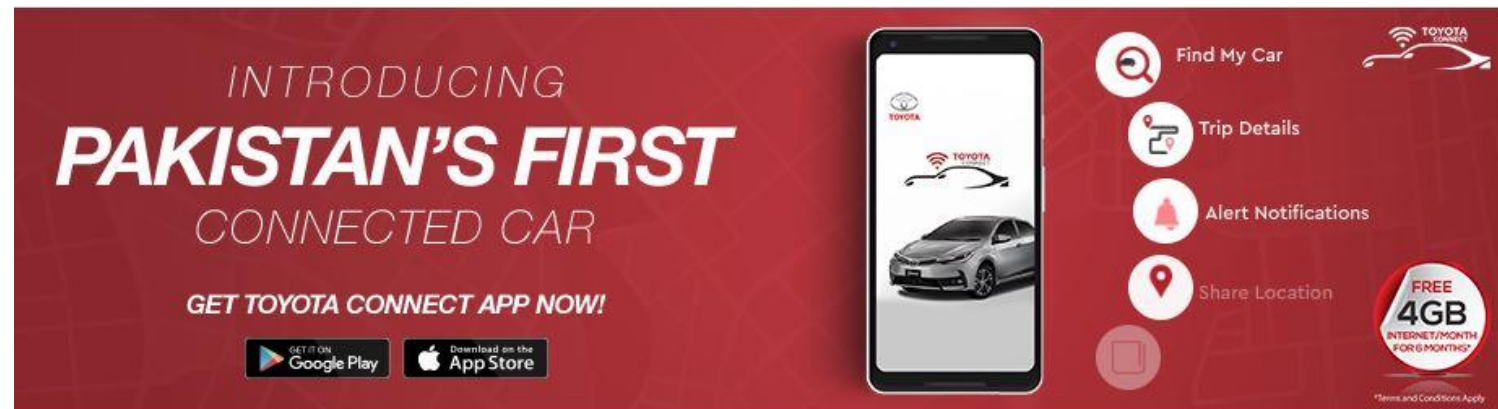
KNOCKOUT – JPNA2 COLLABORATION CAMPAIGN



This chips brand took bold steps by collaborating with the highest grossing movie of the year Jawani Phir Nahi Ani 2 to having a mass appeal tapping into their core interest i.e. movies and entertainment. The campaign included product placements, a whole branded song within the movie, limited edition packaging and a digital contest to keep the audience engaged!

Check it out: <https://bit.ly/2NKUmD3>

TOYOTA LAUNCHES PAKISTAN'S FIRST CONNECTED CAR APP



Toyota launched Pakistan's first Connected car App with the name of Connect. The app offers you complete car connectivity, through features like findmycar, Live location, trip details etc, which lets you monitor one's car on the go. Hence, making it the ideal digital companion.

Download the app now: <https://bit.ly/2QqO1uL>

**Pakistan will introduce 5G
services next year,
Minister of IT**

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

**Aurat Raaj wins She
Loves Tech Pakistan**

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

**Jack Ma announces
retirement from
Alibaba**

<https://bit.ly/2O2kK81>

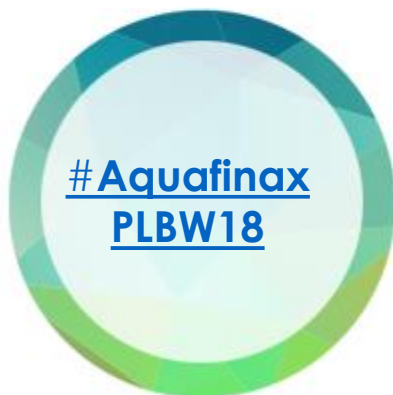
**LOCAL
NEWSbytes**

**Skype finally introduces
call recording**

<https://bit.ly/2MohK4i>

**Careem launches in
Sukkur**

<https://bit.ly/2CW9XeO>





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