

AUGUST 2019

DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

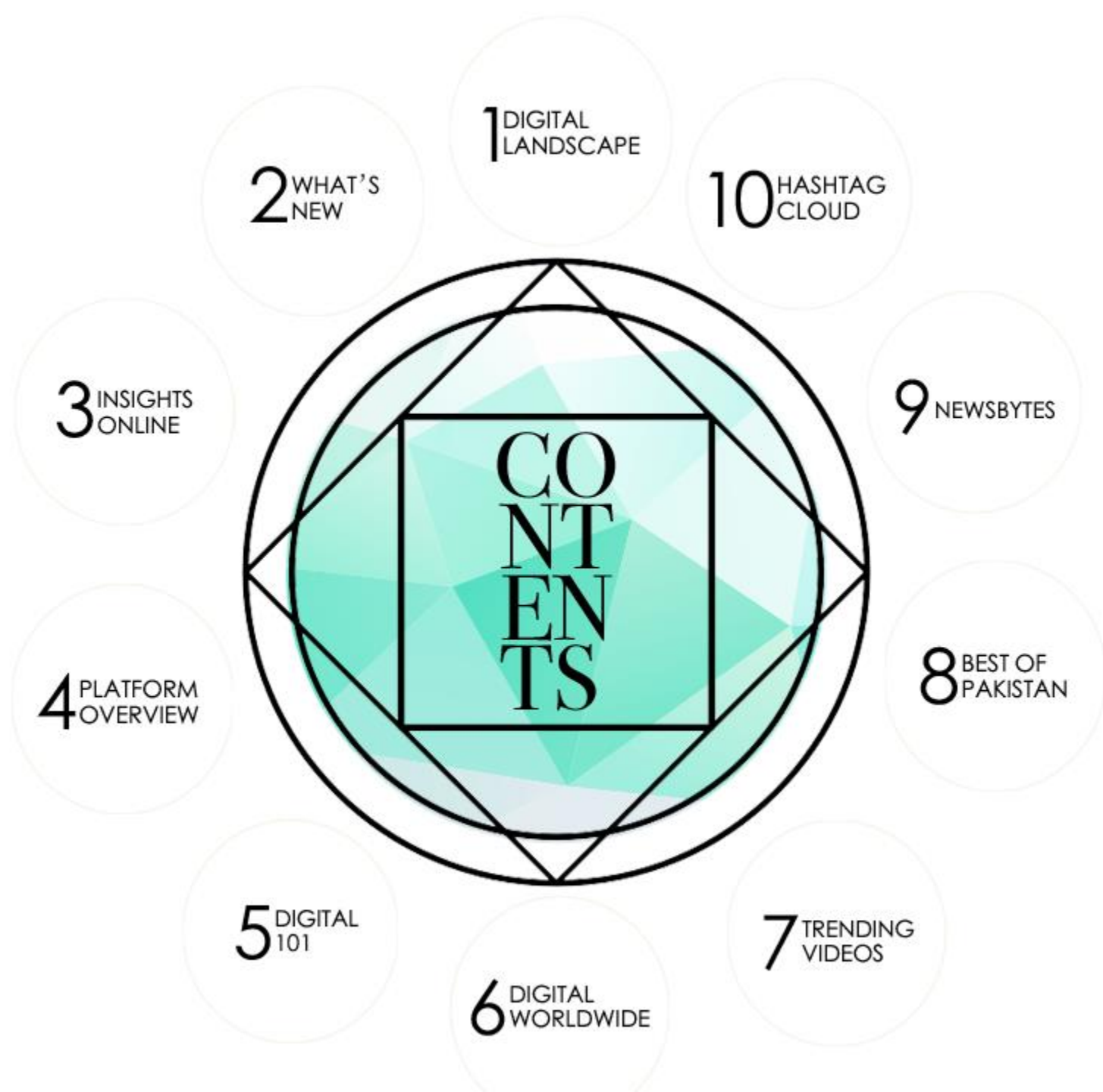


UNVEIL THE WORLD OF ART: PAGE 02

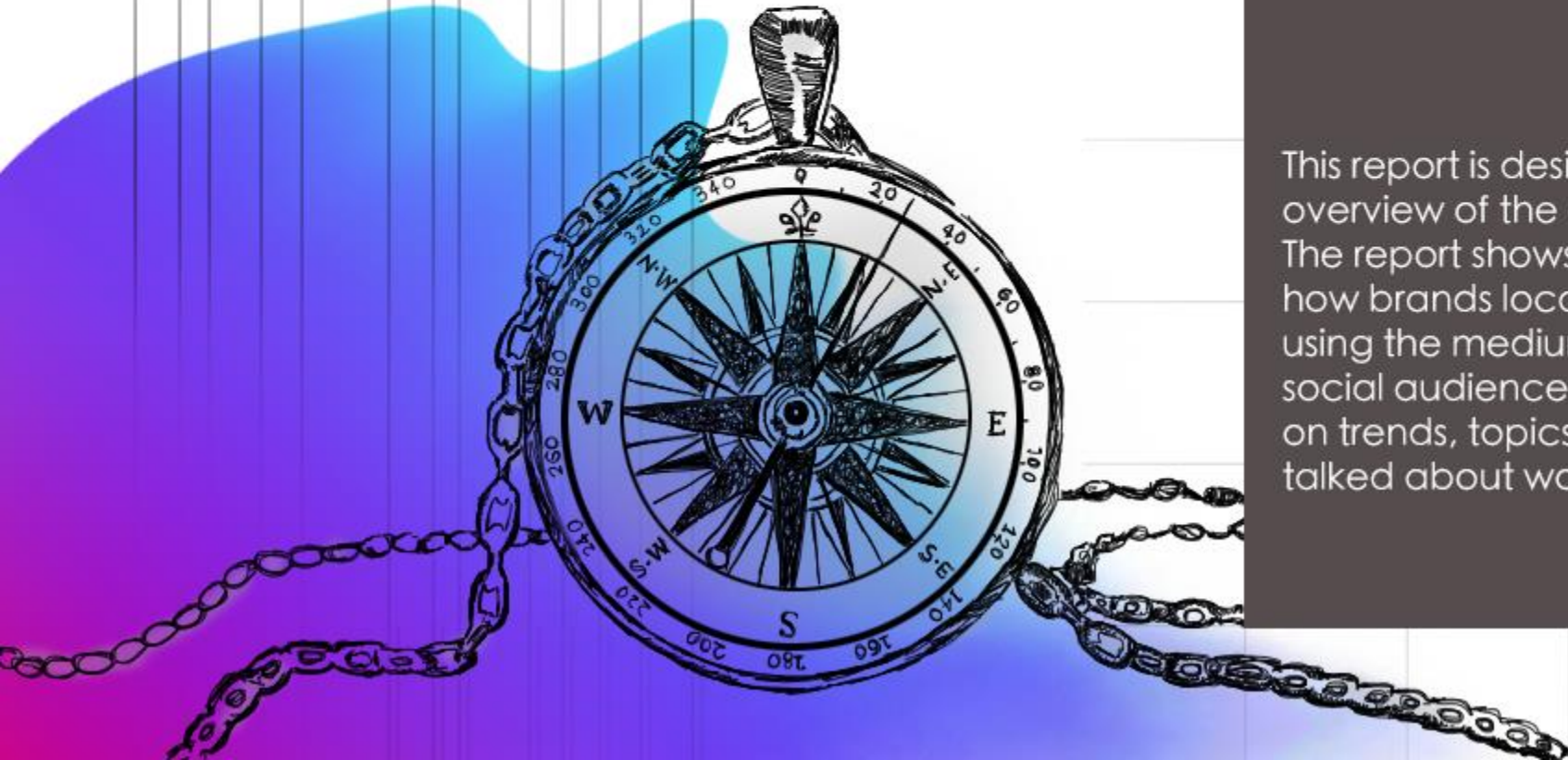


FEATURED PAINTING: Sadequain

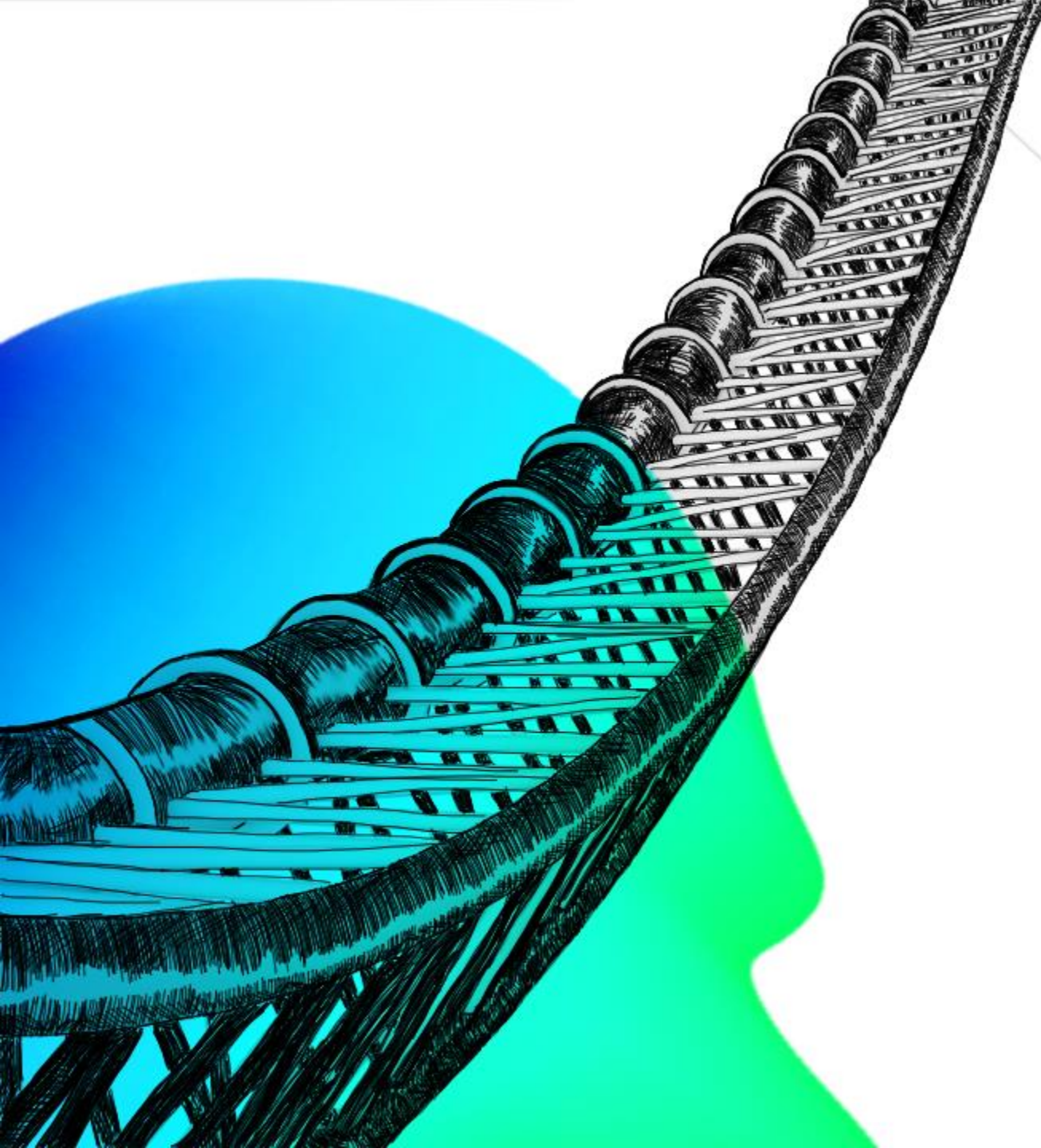
Sadequain traveled all over the world long before it became fashionable and accessible to his generation. His paintings were widely displayed on all continents and received praise from public and connoisseurs alike and commanded generous press coverage



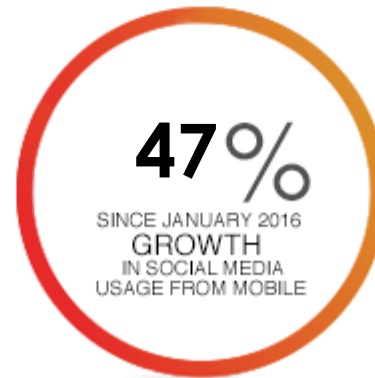
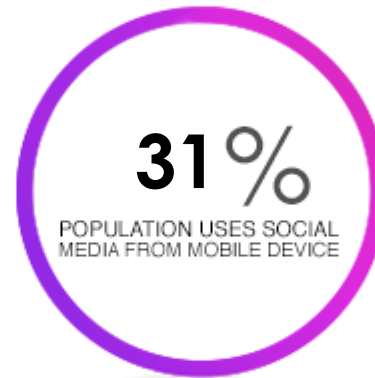
PURPOSE



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



3M



400k



5.4M



6 M



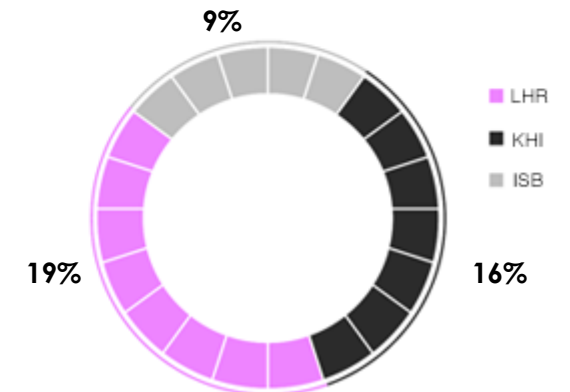
3.5M



51M



36M



* Reduction in Facebook and Instagram users due clampdown on fake accounts



WHAT'S NEW



Huawei's new operating system is called HarmonyOS

Huawei has launched its own operating system — the HongmengOS, known in English as the HarmonyOS, said the CEO of the Chinese tech giant's consumer division, Richard Yu

HarmonyOS will first be used on "smart screen products," such as televisions, later this year. Over the next three years, the operating system will be used in other devices, including wearables and car head units.

The aim of HarmonyOS is to create a single software that will work across devices, from smartphones and laptops that have a large amount of memory and power, down to smaller hardware such as sensors, that require a lower bandwidth solution. In this way, Huawei hopes apps can work across numerous devices.

Read more: <https://cnb.cx/2yYKJrl>



Google will now let Android users log in to some services without a password

Google now lets you sign in to some of its services on Chrome on Android using just your fingerprint, rather than having to type in a password.

The feature is now available for some Android phones, and it will be rolling out to all phones running Android 7 or later over the next few days.

Android phones already let you use your fingerprint to authenticate Google Pay purchases and log in to apps. What's new here is being able to use that same fingerprint to log in to one of Google's web services within the Chrome browser.

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



Department store chain Kohl's partners with Facebook to find digital brands a bricks & mortar retail presence

Designed to encourage more millennials through its doors, the tie-up between Kohl's and Facebook will provide niche brands which have built a loyal following on Instagram and Facebook the opportunity to take floor space alongside more established clothing and homeware brands

The partnership will see Facebook sift through a range of on-trend products and up and coming brands which will then appear in-store as an exclusive 'Curated by Kohl's' collection.

In return Kohl's will pay an unspecified sum to Facebook for its trouble in sourcing hit merchandise.

Read more: <https://bit.ly/2Z75A6e>



WhatsApp is testing Instagram-style Boomerang feature

Getting inspiration from the idea and seeing its popularity in youth, yet another Facebook-owned company — WhatsApp is testing this feature.

According to WABetaInfo, WhatsApp is currently developing a new feature called Boomerang. The feature will let users loop videos that are less than seven seconds in length.

The Boomerang feature will reportedly be available in the video type panel, which usually allows you to choose a video or GIF as the desired format before sending it

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

INSIGHTS ONLINE



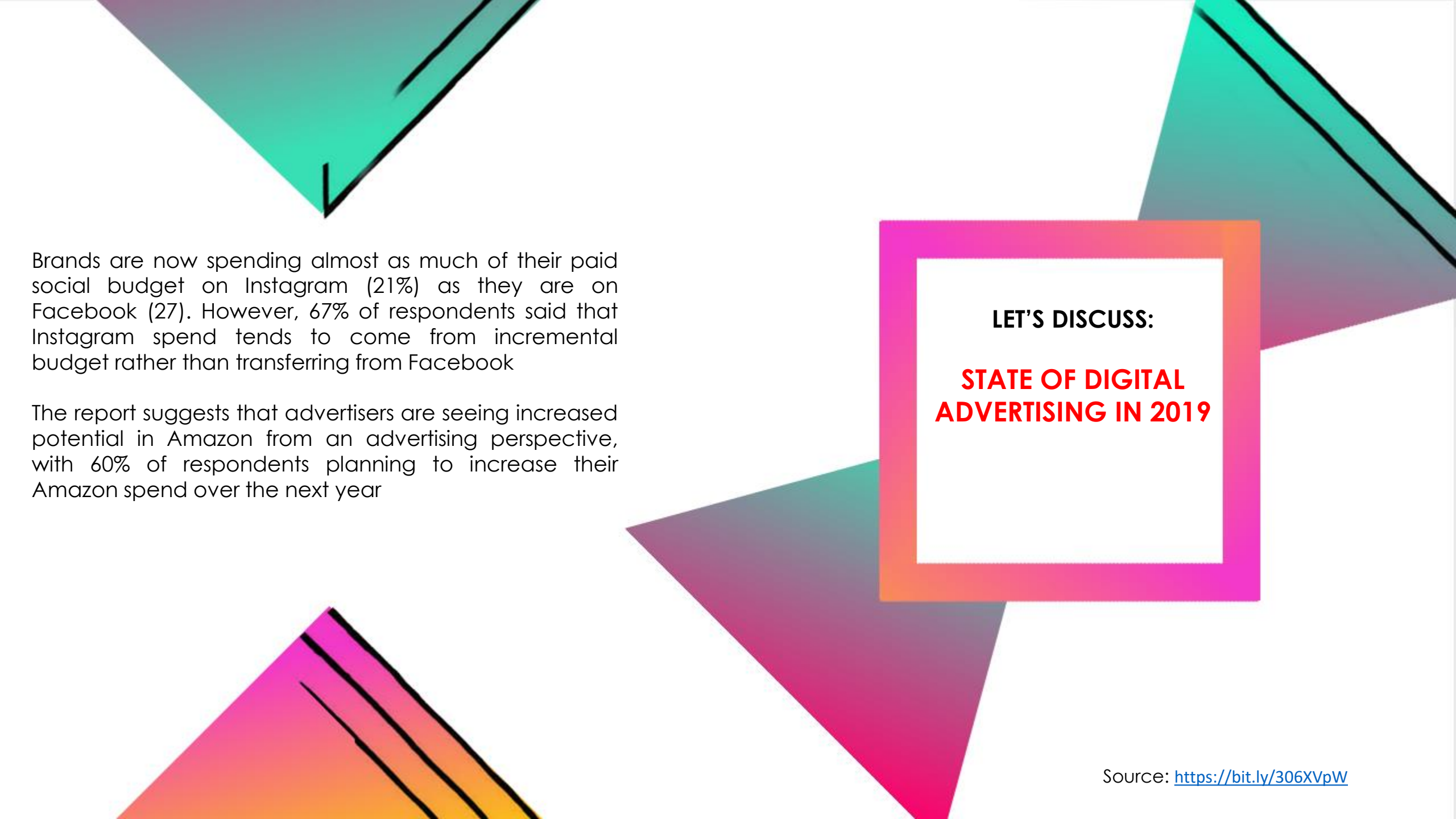
CURRENT STATE OF DIGITAL ADVERTISING

According to a study by a digital group Marin Software, advertisers continue to pursue driving brand awareness, amid challenges such as new and evolving technologies, knowledge gaps, understanding customer journeys,

Study Findings: The study – based on a survey of 460 digital marketers – found that paid search remains the dominant digital ad channel, commanding 39% of total budget. This was followed by paid social, which claimed 18% of budget, and display which claimed 16%.

LET'S DISCUSS:

**STATE OF DIGITAL
ADVERTISING IN 2019**

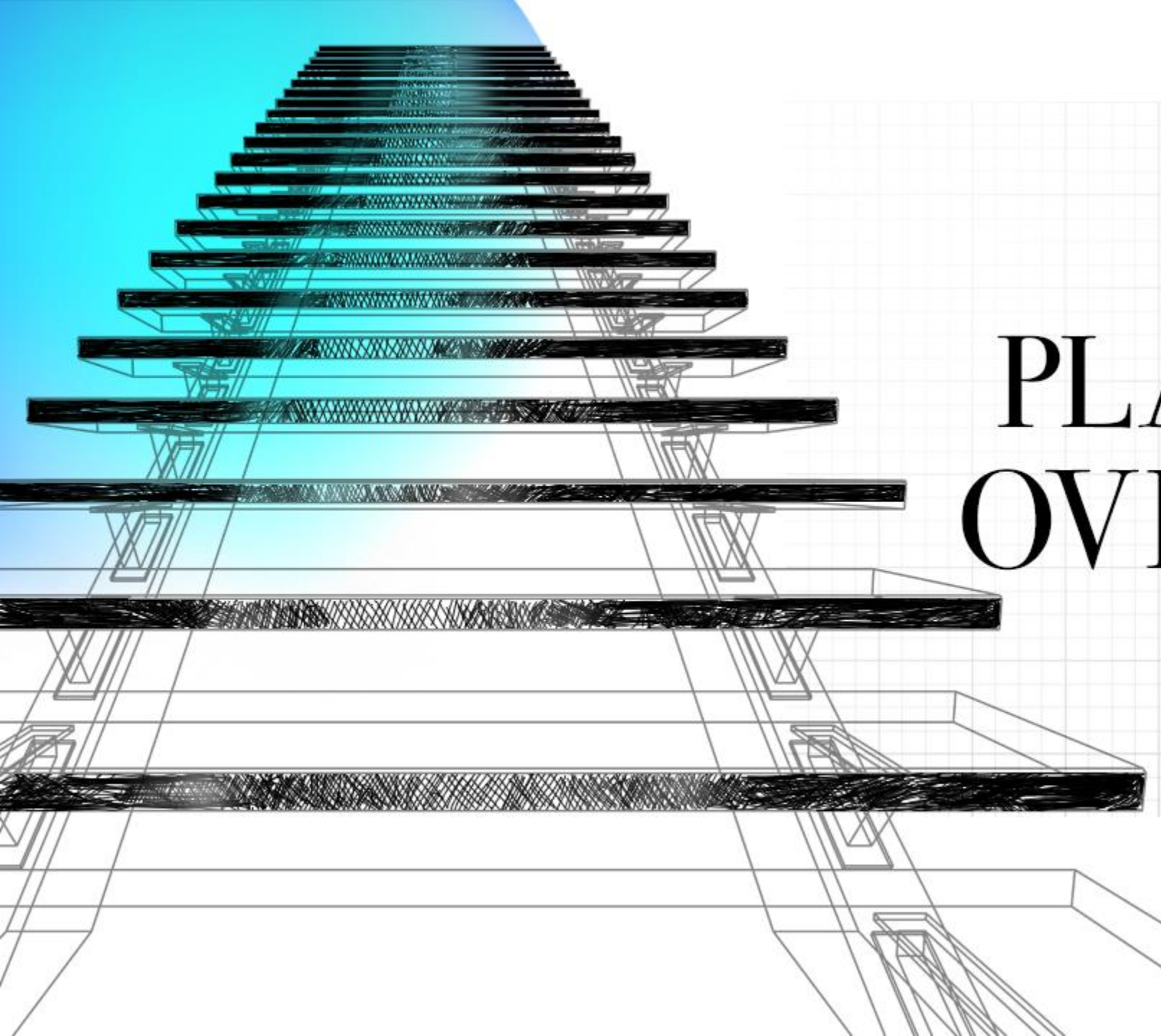


Brands are now spending almost as much of their paid social budget on Instagram (21%) as they are on Facebook (27). However, 67% of respondents said that Instagram spend tends to come from incremental budget rather than transferring from Facebook

The report suggests that advertisers are seeing increased potential in Amazon from an advertising perspective, with 60% of respondents planning to increase their Amazon spend over the next year

LET'S DISCUSS:

**STATE OF DIGITAL
ADVERTISING IN 2019**



PLATFORM OVERVIEW



FACEBOOK PREMIERES NEW CINEMA AD FORMATS

Facebook has further grown its suite of advertising products with the launch of Movie Reminder ads and Movie Showtime ads designed specifically for cinema releases on the social network.

Intended to help studios drive awareness of their upcoming releases, both solutions seek to help people find the films they will be most interested in, by reaching those individuals directly.

Currently the ad formats are only available to all studios in the United States and United Kingdom

Read more: <https://bit.ly/2N58UfR>



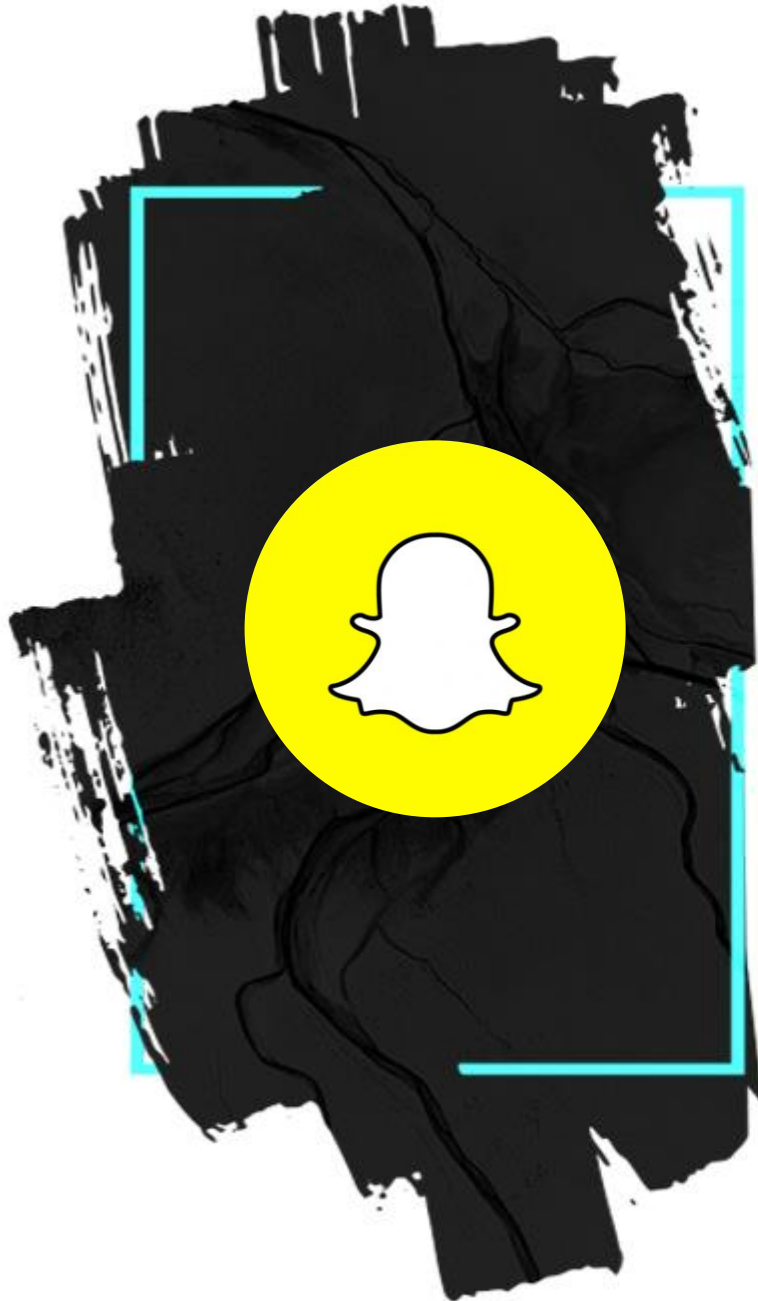
TWITTER TESTS WAYS FOR USERS TO FOLLOW AND SNOOZE SPECIFIC TOPICS

Twitter announced that it is planning to push users to start following “topics” that bring in well-engaged tweets from a variety of accounts that the user might not necessarily follow.

Currently Twitter is testing this feature on Android with topics focused around sports, “from MMA to Formula 1” to specific professional franchises.

The company plans to greatly expand the scope of these topics so that fans will be able to have timelines devoted to BTS and skincare routines.

Read more: <https://tcrn.ch/2Kvi5o5>



SNAPCHAT LAUNCHES 'INSTANT' TOOL FOR CREATING VERTICAL ADS

Snapchat is hoping to attract new advertisers (and make advertising easier for the ones already on the platform) with the launch of a new tool called Instant Create.

Instant Create is designed to make the process of creating ads in the smartphone-friendly vertical format as simple as possible.

The product is moving from testing to availability for all advertisers using Snapchat's self-serve Ads Manager.

Read more: <https://tcrn.ch/2SYtsYt>

Get refunds on the Google Play Store

You can get refunds for Play Store purchases with a single tap, so long as you do it within two hours of buying the app.

Stop automatic updates

Prevents apps to get auto updates with two simple steps

- From the Google Play Store, go to your Settings, click Update Apps.
- Choose Do not automatically update applications.

Find All Apps by a Developer

If you like to keep track of all the new apps published by a certain developer, a simple search operator can save you some serious time. Just type **pub: developer's name**

Reinstall Owned Apps in Bulk

Transfer apps to your new android device by going to Play Store and:

- Tapping onto the menu button & selecting My apps & games.
- Switching over to the Library tab to see a list of apps you've had
- Scrolling down and tapping Install for the apps you want again

DIGITAL 101

Google Play Tips

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



PAMPERS: LOVE THE CHANGE



They say nothing can prepare you for parenthood, which isn't exactly a source of comfort for those who are new to the gig and—likely on the brink of exhaustion—could use a few tips or tricks.

In a new Pampers campaign, the uncertainty, fears and everything else that come with parenting are acknowledged along with the support new parents find from others

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

COCA COLA: WHERE EVERYBODY PLAYS



Coca-Cola, the Official Soft Drink partner of the Premier League, has unveiled a new version of its 'Where Everyone Plays' TVC to welcome the three promoted clubs – Aston Villa, Norwich City and Sheffield United - to the Premier League.

The ad features fans of each of the newly promoted clubs and includes some special guest appearances, celebrating iconic moments for each of the clubs.

Source: <https://bit.ly/2Z4kNcm>

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 large, vibrant green circle on the left side of the frame. The background is a light gray grid pattern that transitions into a white area on the right. The text "TRENDING VIDEOS" is centered in a bold, black, serif font.

TRENDING VIDEOS

Strepsils Stereo – Manwa Re



Ali Noor introduced the Acapella version of his original hit song Manwa Re on the Strepsils Stereo platform, bringing back all the nostalgia associated with the song. The song has been widely viewed and circulated on social media and has seen fans appreciate it.

Video Link: <https://bit.ly/2XTX3I4>

Rio – Fly to Me



Keeping up with the previous Obo communication, Peek Freans has introduced a new ad for Rio. The ad depicts Obo's flying an aircraft and fighting amongst one another to catch and claim Rio

Video Link: <https://bit.ly/2TzhKDU>

Careem – Go Baycar



Careem's latest DVC had a lot of hype to it through and since its launch it has generated a lot of conversations online. The communication encourages young professionals to choose Careem over their own cars and had varied tone of voice

Video Link: <https://bit.ly/3117ufu>



BEST OF PAKISTAN

Tapal – #HamariNationaliTea



Tapal as part of its corporate communication launched the campaign #HamariNationaliTea which highlighted how much Pakistanis love tea. The campaign had an ad film which was equally complimented by digital content, making it one of the Independence Day campaigns which were well-received by the digital audience

Check it out: <https://bit.ly/2YL1Qfk>

Sapphire – Canvas Bags



Sapphire introduced its Canvas bags made from repurposed and leftover fabric. This Independence Day Sapphire aimed to be fashionable, caring, and mindful by carrying these bags. Promoting socially responsible behavior as a fashion brand and that too at the time of Independence Day was indeed refreshing

Check it out: <https://bit.ly/33DMojS>

Khaddi – Jugg Jugg Jiay Pakistan



Khaddi partnered with Abida Parveen to create a new rendition of classic national song Jugg Jugg Jiay and communicated Pakistan's pluralistic image. The video was beautifully shot by acclaimed director Jami and highlighted the importance of peaceful coexistence and how different cultures are Pakistan's pride

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

EFU Life - EFU Life Ka Shaheen



EFU Life, the leading life insurance provider in Pakistan, celebrated Pakistan's 73rd Independence Day at EFU Life House. The event 'EFU Life Ka Shaheen', featured a mesmerizing display of Shaheen (Falcon), flying over different national monuments of Pakistan using holographic technology.

Check it out: <https://bit.ly/2z0NQib>

Jazz provides best 4G experience while Zong tops 3G, according to PTA survey

<https://bit.ly/2Z69PTL>

Citibank officially invites Pakistan to international fintech competition

<https://bit.ly/2H9MJ4a>

Bykea gets \$2 million investment from Middle East Venture Partners

<https://bit.ly/2MkOO1w>

**LOCAL
NEWSbytes**

**Facebook launches its initiative for women entrepreneurs
#SheMeansBusiness in Pakistan**

<https://bit.ly/2YRn4br>

Startup aimed at curing mental disorders wins first prize in She Loves Tech competition

<https://bit.ly/2KCW72A>





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