

DEC' 2019

# DIGITAL TRENDS

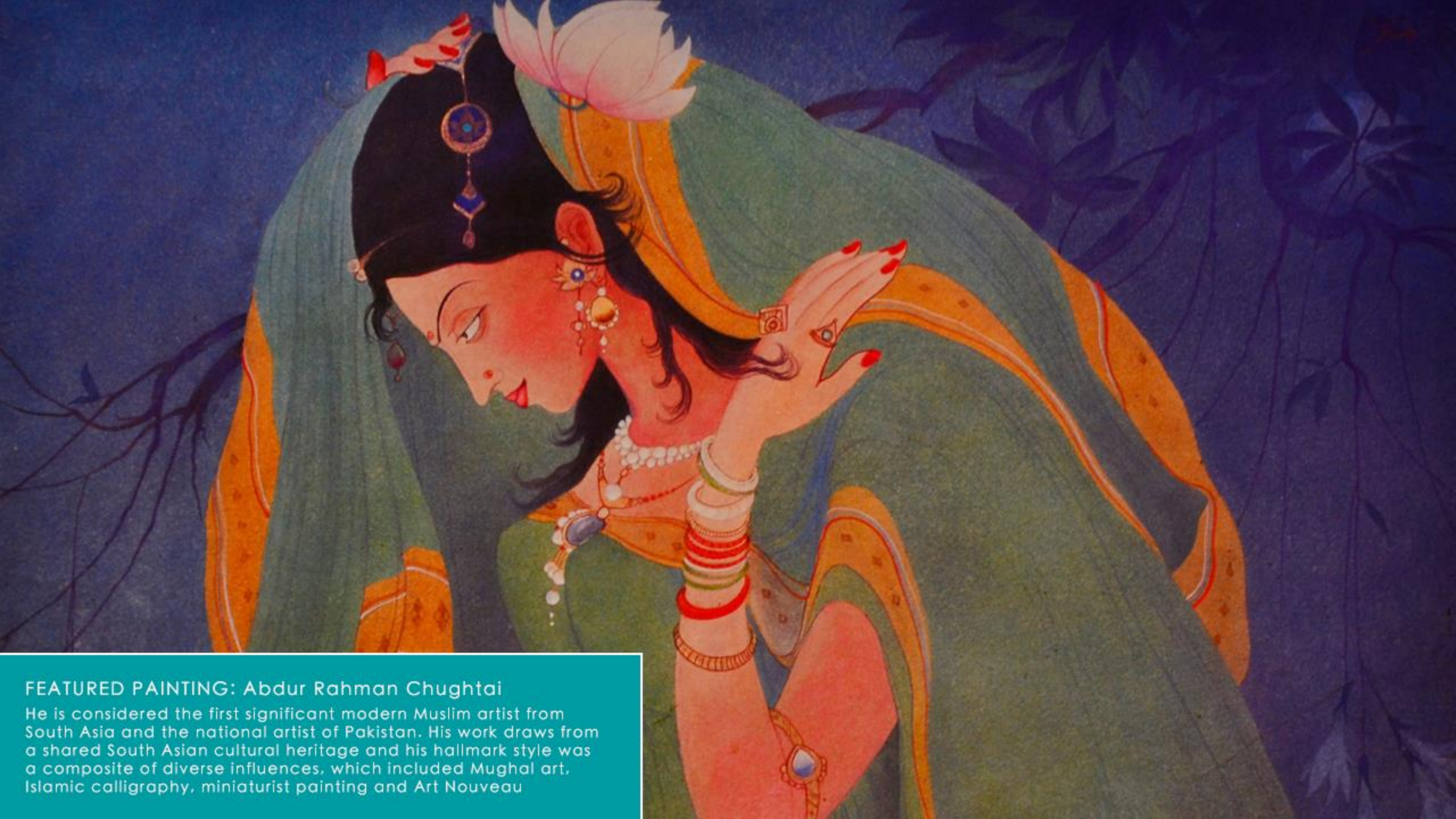
PAKISTAN

INDUSTRY TRENDS REPORT



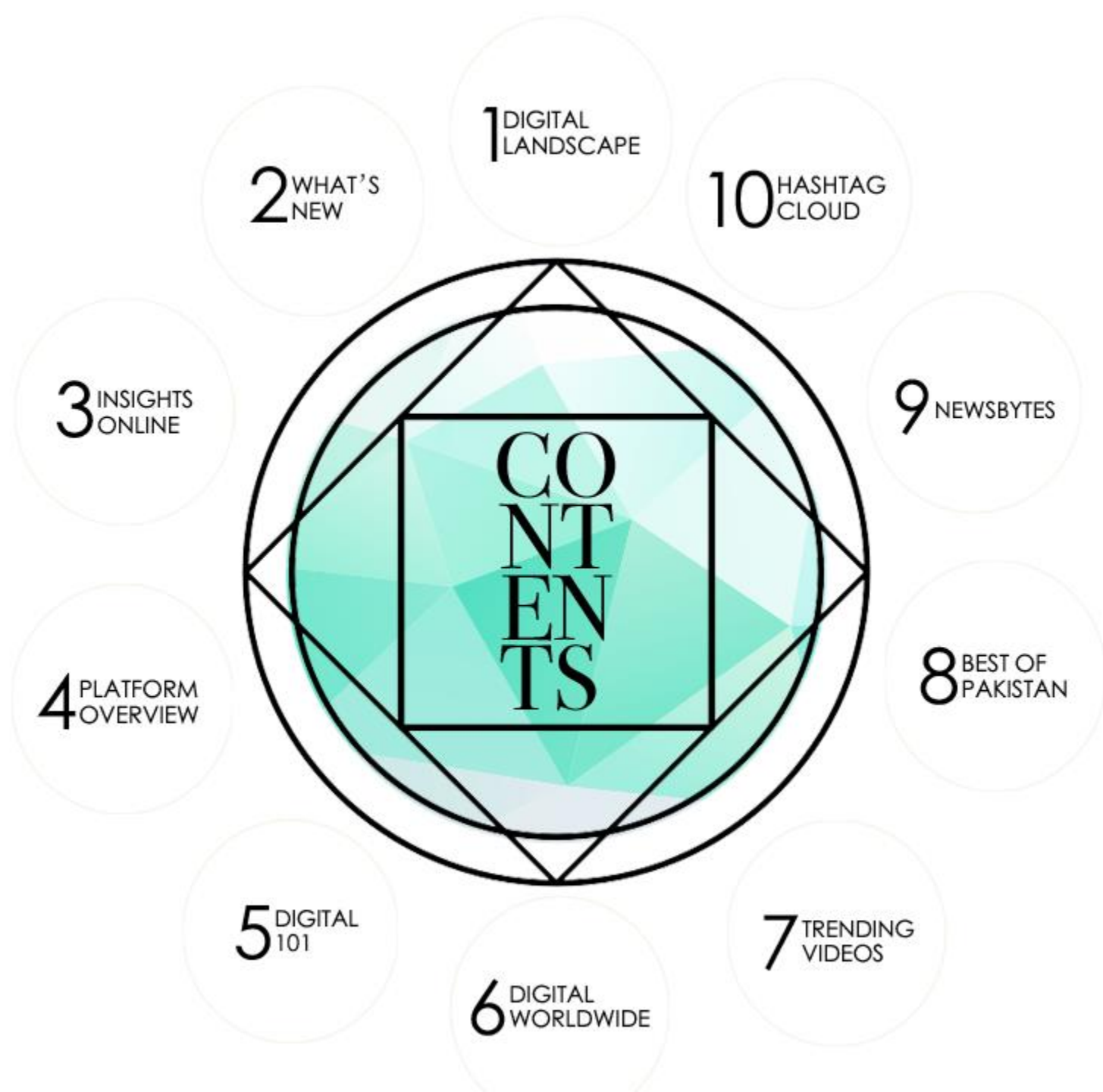
UNVEIL THE WORLD OF ART: PAGE 02





### 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

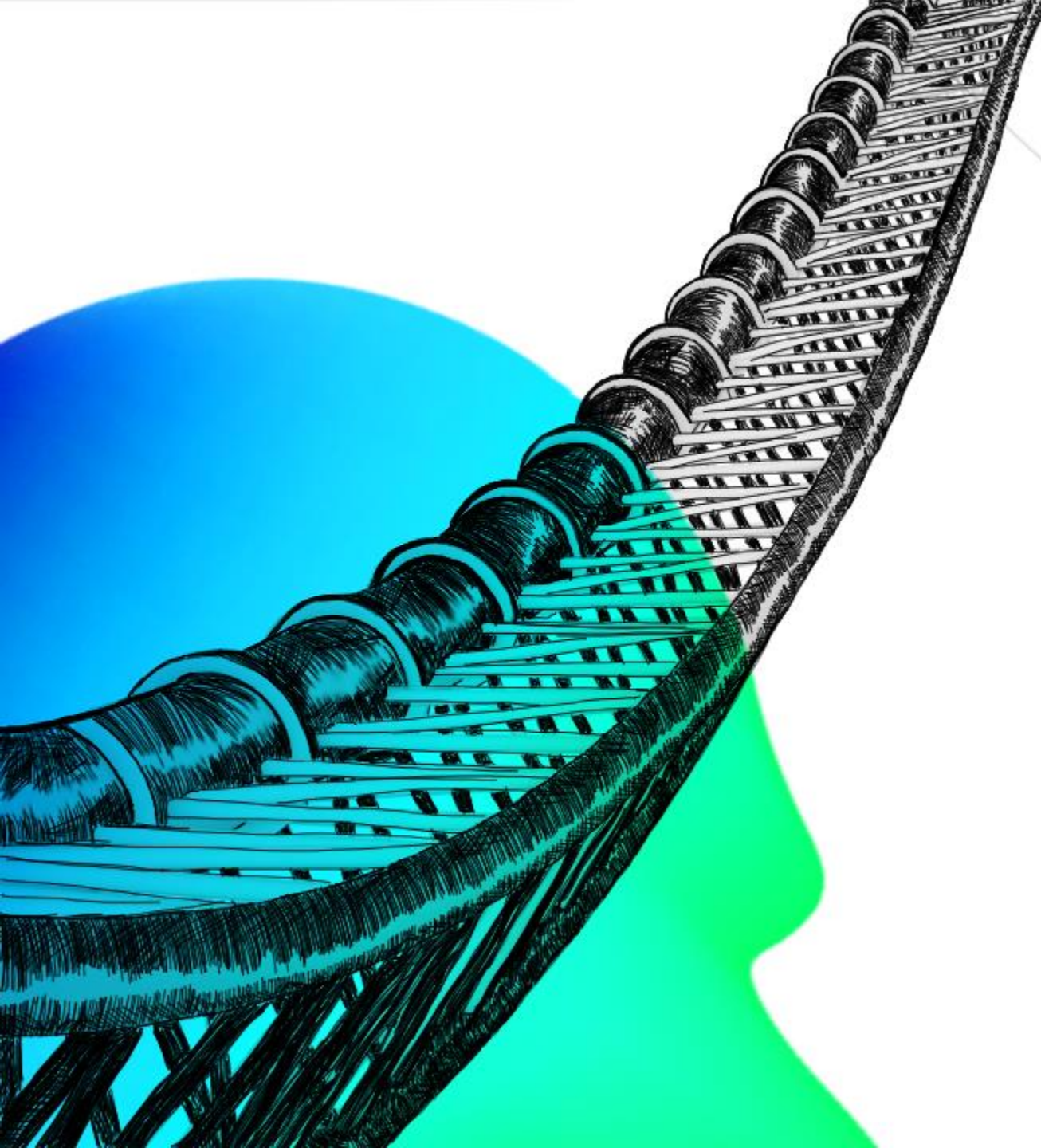




# PURPOSE

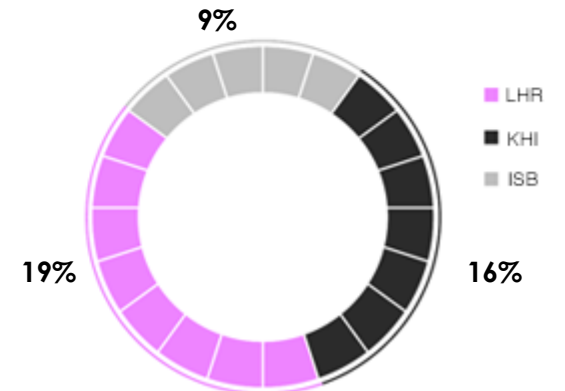
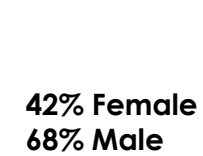
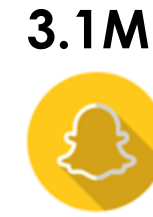
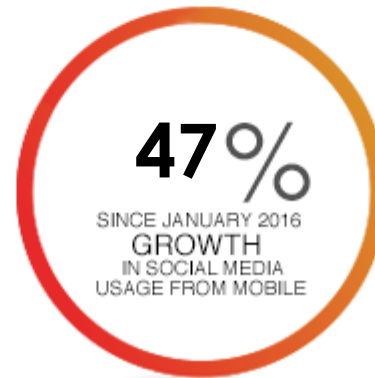
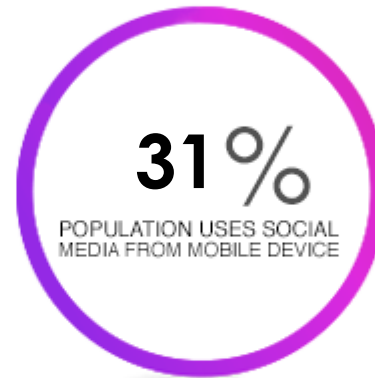


This report is designed to give the readers an overview of the digital industry around the globe. The report shows how social media is evolving and how brands locally and globally are effectively using the medium to reach out an ever growing social audience. The report also includes research on trends, topics and innovations that are being talked about worldwide.



# DIGITAL LANDSCAPE







WHAT'S NEW



## Careem to Create Jobs for Female Bikers

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Careem and Salman Sufi Foundation have entered into a strategic partnership to train 10,000 females to ride bikes and subsequently onboard these females on the Careem platform

Careem will also be introducing a new vehicle type in their application that will have female bike Captains catering to female customers only.

The partnership was announced at the launch ceremony of the “Women on Wheels” (WOW) initiative held at Frere Hall on November 24, 2019

Read more: <https://bit.ly/38im0hW>





## Google Maps Is Testing A New Social Networking Feature

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Google Maps is testing a new feature that allows users to find and follow other users, more specifically looking to connect users to top “Local Guides.”

As part of the test, users in select markets are now able to follow their Local Guides by clicking on a new “follow” button that appears on their profiles.

Once you follow someone, their recommendations, reviews and updates will be shown for you when using Google Maps, as part of a new “For You” section.

Read more: <https://bit.ly/354Ne9S>



## YouTube Rewind 2019 Scraps Old Format After Last Year's Bashing

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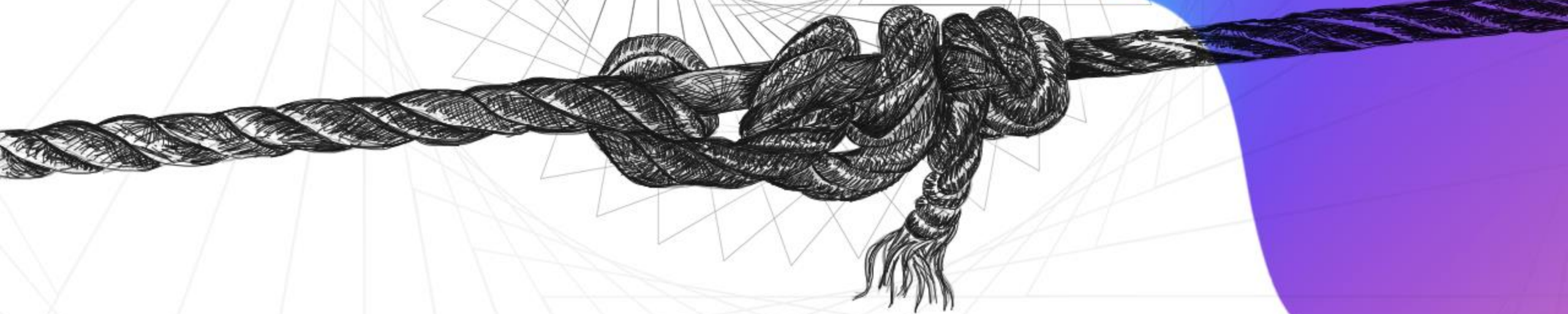
YouTube has taken a brand-new approach with this year's YouTube Rewind mashup video — dropping its tradition of highly produced original videos segments.

Instead, the 2019 version is a montage of what the platform says were the biggest moments and milestones from around the world on YouTube.

YouTube Rewind 2019 highlights and celebrates Youtubers from different categories, including the most-viewed creators on the platform

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

# INSIGHTS ONLINE





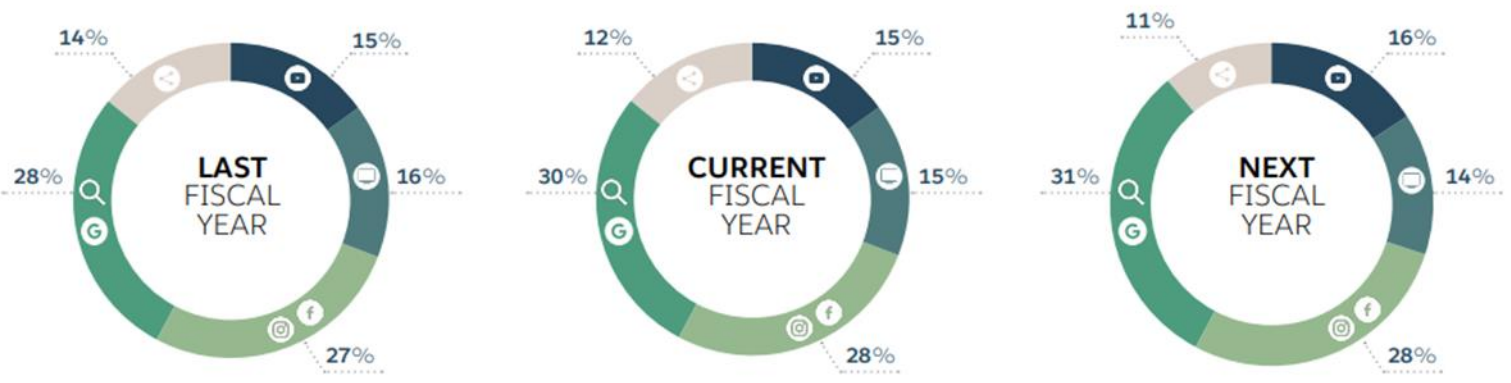
## Insights into Digital Advertising Trends of Future

According to a report by Salesforce Research **66% of digital advertising spend** next year will go to Google Search, YouTube, Facebook, and Instagram — figures that don't even include additional platforms or display advertising exchanges owned by their parent companies

**LET'S DISCUSS:  
DIGITAL ADVERTISING  
IN 2020**

# Digital Advertising Budgets: Past, Present and Future

Percentage of ad spend allocated to the following channels



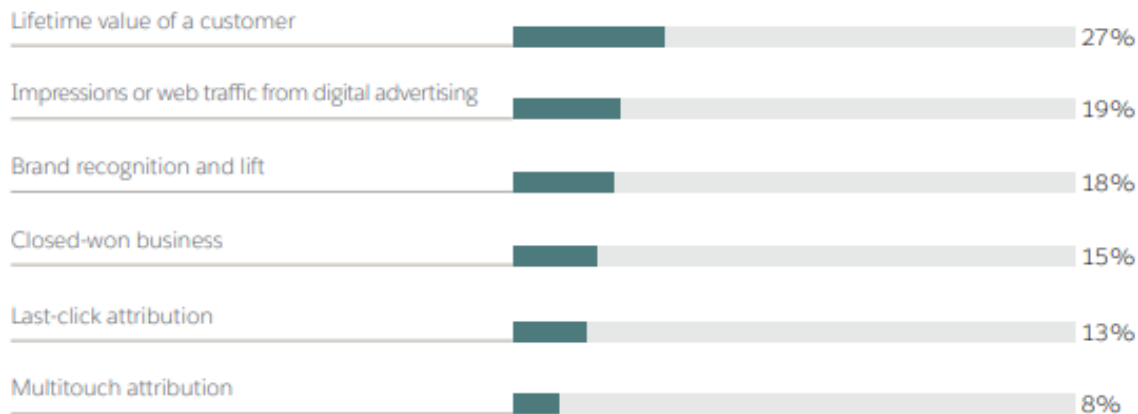
**LET'S DISCUSS:  
DIGITAL ADVERTISING  
IN 2020**

# New Metrics Signal Success in a Data-Driven World

While advertising's priorities are increasingly focused on long-term customer relationships, the value of impressions and web traffic remains to acquiring new business.

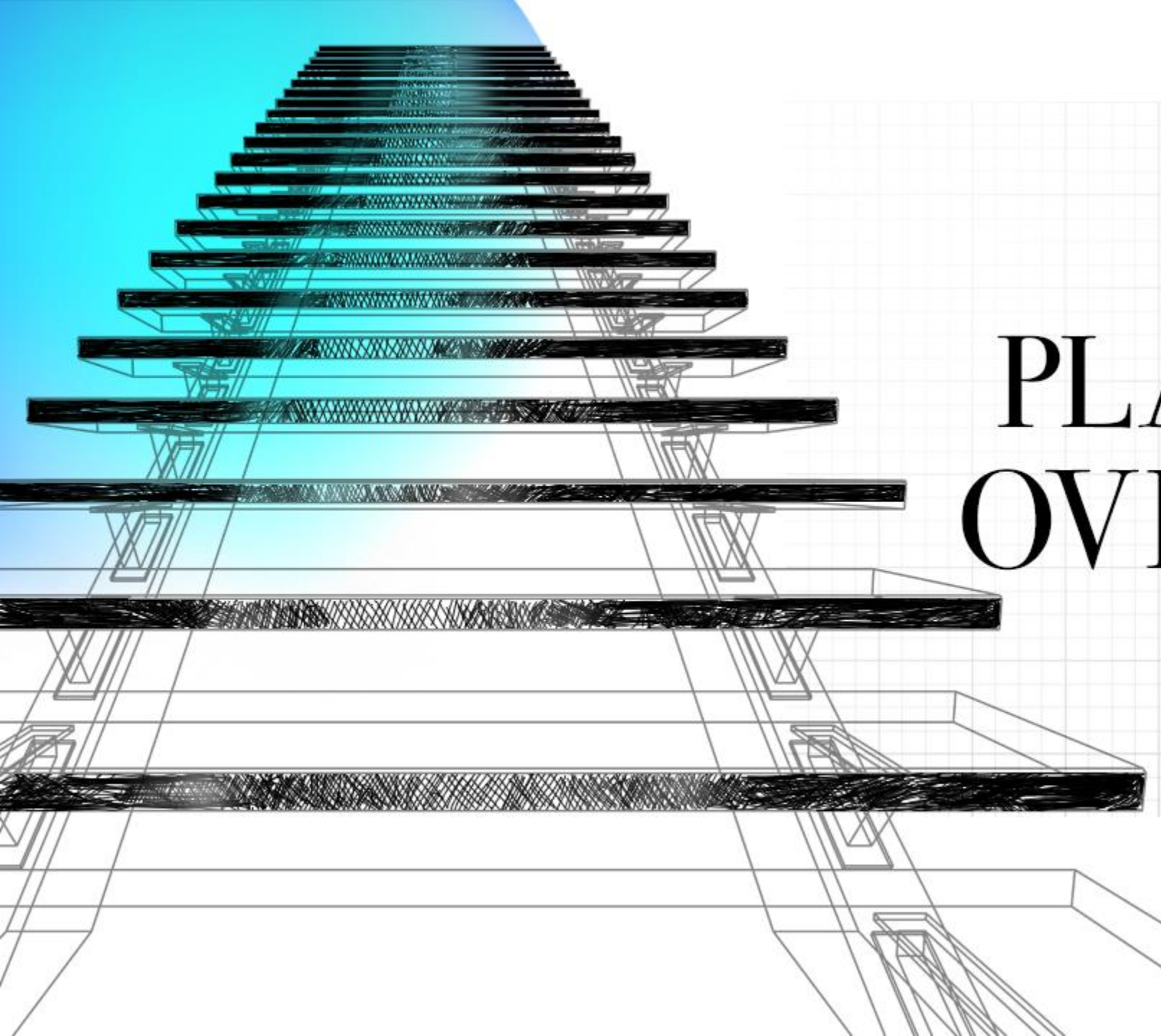
## ADVERTISING SUCCESS METRICS

Percentage of advertisers who say the following metrics are important to optimize their advertising



**LET'S DISCUSS:  
DIGITAL ADVERTISING  
IN 2020**





# PLATFORM OVERVIEW



## Facebook is building an Instagram-style Close Friends feature

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Facebook is developing a new feature called “Favorites” for Messenger which would allow you to share content to a limited circle of close friends.

It’s a similar approach to Instagram’s “Close Friends” feature, which the Facebook owned network rolled out last year

Facebook’s Favorites would let you manually designate certain friends to be in your inner circle. Then, whenever you have a Story or camera post you’d like to share using Messenger, you could send it to this list.

Read more at: <https://bit.ly/2PvXS2F>



## **Instagram's latest update forces new users to reveal their age**

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People signing up for new Instagram accounts will now be forced to declare their age as part of a new update to the app.

The new measure is designed to protect younger users, with children under the age of 13 now blocked from signing up.

Instagram also said it would recommend younger users to choose stronger privacy settings to prevent strangers from contacting or following them.

Read more: <https://bit.ly/2P7aWfX>





## **Snapchat launching deepfake 'Cameo' feature this month for editing your face into GIFs**

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Snapchat will launch a new "Cameos" feature on December 18, allowing users to replace the faces in videos with their own.

The Snapchat Cameo feature is described as a "simplified way to deepfake you into GIFs," building upon Snapchat's popular Bitmoji feature.

A Snapchat selfie will serve as the basis of your character in the video. Then, you can pick from one of the 150 looping video clips that "can show you flaunting your cash, dancing like crazy, falling asleep and tons more."

Read more: <https://bit.ly/2E3Q6YA>

### All about making smartphones faster

While 5G should be about 100 times faster than 4G networks, it should have wide-ranging impacts on many other industries. Once rolled out, it should massively increase the effectiveness of IoT, self-driving cars, and robotics.

### 5G will only really impact the telecoms industry

It is likely to make inroads into many other industries like entertainment and even farming. For example, 5G could be used for near-instant communication between different farming apparatus.

### 5G is all about bandwidth

While there is some truth to this, as we've seen, its real benefit is low latency connectivity. In other words, it's not just about how much data you transfer (bandwidth) at any one time, but also the speed at which you can do it.

### 5G will allow me to stream best-quality video at all times

Not necessarily, as this depends on your video streaming service provider and your plan. Netflix, for example, has a Basic Plan that only lets you stream videos in standard definition. There is a more expensive Premium Plan too, where you can watch HD and ultra HD videos when available.

# DIGITAL 101

Myths about 5G

Source: <https://bit.ly/2Pm2z0c>







## NETFLIX BRINGS OUT THE SMUTTY SIDE OF BRANDS



Netflix gave a viral spin to the what's something you can say meme with one tweet, resulting in quirky responses from brands, overall generating 28K replies, 110K shares and 434K likes!



Read more at: <https://bit.ly/2RTGYOs>

## COCA-COLA BOTTLES USE OLEDs TO LIGHT UP JEDI LIGHTSABERS



With Star Wars: The Rise of Skywalker coming out soon Coca Cola has collaborated with the move by creating limited edition bottles

These bottles feature main characters Rey and Kylo Ren, with lightsabers that light up anytime you touch the labels. Once touched, you complete a circuit, which in turn sends an electrical current to the diodes on the print

Coca Cola plans to release 8,000 such bottles and Star Wars fans in Singapore will need to solve clues to get these bottles

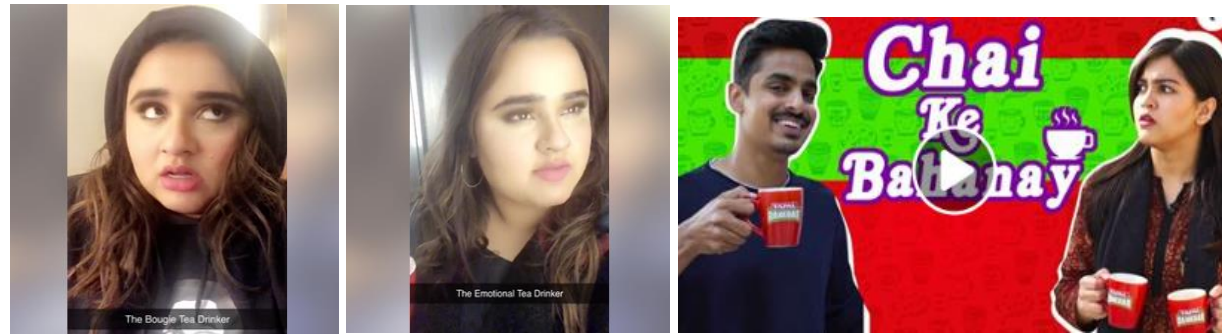
Read more at: <https://engt.co/2Em0VWa>

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. 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, bright 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



## Tapal – International Tea Day



Popular content creators Faiza Saleem and Beekar Films created separate funny sketches, showcasing their love for Tapal tea this International Tea Day. The videos have been making the rounds on all prominent digital platforms including Facebook and Youtube

Link for Faiza Saleem video: <https://bit.ly/38GI8CW>

Link for Beekar Films video: <https://bit.ly/2rT4TTB>



## Harpic – Harpic Heroes



RB's Harpic not only encouraged cleanliness habits this World Toilet Day but decided to dedicate it to those who ensure that our toilets remain clean and hygienic. The communication has grabbed people's attention and trended on Twitter on World Toilet Day

Link for video at: <https://bit.ly/2EhJA0C>

## Bisconni Chocolate Chips Cookies – Masti Ka Real Partner



Bisconni Chocolate Chips Cookies introduced its new communication of "Masti Ka Real Partner" by adding a new character to the brand's world. Cookiemon, the animated character, acts as an enabler of fun for kids and aims to take the brand to greater heights

Link for video at: <https://bit.ly/2RV2AKh>



# BEST OF PAKISTAN





## UBL Digital App - Free Mobile Insurance



UBL Digital App's latest communication regarding its free mobile insurance service is one good example of how digital financial solutions are being incentivized in Pakistan. Featuring veteran actor Adnan Siddiqui the DVC in a very simple language communicate how people can get free mobile insurance using the UBL digital app. The communication has been promoted through digital PR

Link to the DVC: <https://bit.ly/2EnuYNi>



## Sarsabz Fertilizers – Salam Kissan



As an agrarian economy our farmers are not only our strength but the reason why we have food on our tables. Sarsabz Fertilizers with its "Salam Kissan" anthem gave a fitting tribute to the hardworking farmers of Pakistan who thanklessly grind day in and day out. Ali Noor's melodious voice makes the anthem all the more captivating and the shots beautifully capture the lives of our farmers

Link to the video: <https://bit.ly/34rcndw>



## Bisconni – Complete Others Children's Day Campaign



CSR initiatives should not just involve talking about a cause-worthy subject, but taking the lead and translating words into actions so that others follow. This Children's Day Bisconni did just that by providing prosthetic limbs to children with disabilities and brought smiles to their faces. The campaign's core communication was through a beautiful anthem sung by children along with the PR leg involving influencers who became a part of the initiative

Link to Bisconni Facebook Page: <https://bit.ly/2rDZGPv>



## Velo Pakistan – Live Unstoppable, #OpenTheCan



Velo, an all-white nicotine pouch was recently launched in Pakistan with a promise to be your partner in the fast-paced, on-the-go lifestyle that can't afford a pause. Shehryar Munawar acts as the brand's face and the DVC involves a rendition of Noor Jahan's Main Te Mera Dilbar Jani, making it all the more animated and catchy

Link to the DVC: <https://bit.ly/2RTvMRN>

**Google announces the  
Year in Search 2019 for  
Pakistan**

<https://bit.ly/2tp1hJz>

**NADRA Introduces SMS  
service to check family  
tree**

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

**Airlift inaugurates its  
services in Karachi**

<https://bit.ly/2RVLv2Y>

**LOCAL  
NEWSbytes**

**SAMSUNG Pakistan &  
LUMS Sign MoU to  
Accelerate Social Start-  
ups in Pakistan**

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

**Nadra launches online  
registration facility for ID  
card- Apply Now**

<https://bit.ly/34oJtL9>









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