

JAN 2019

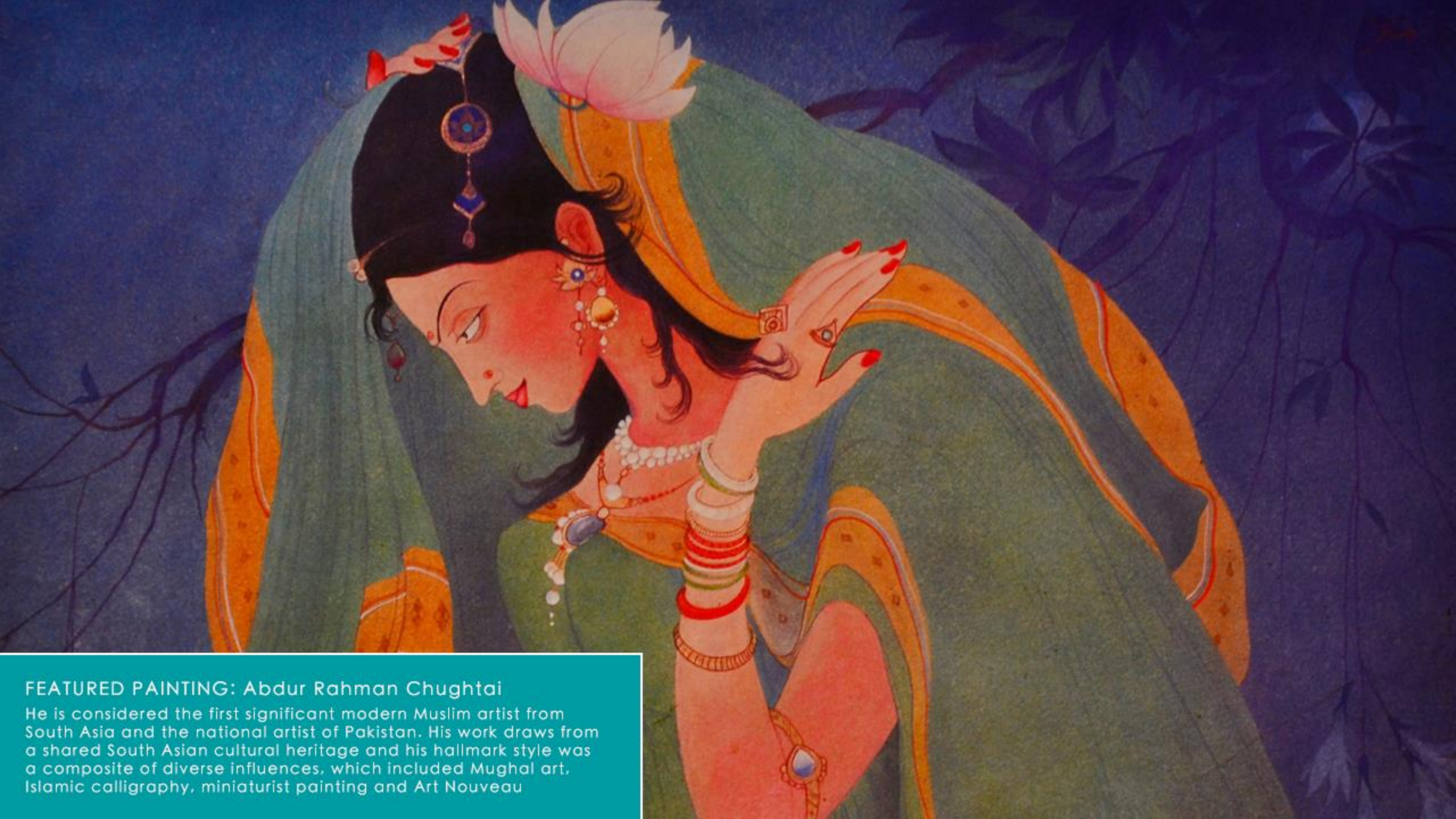
DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

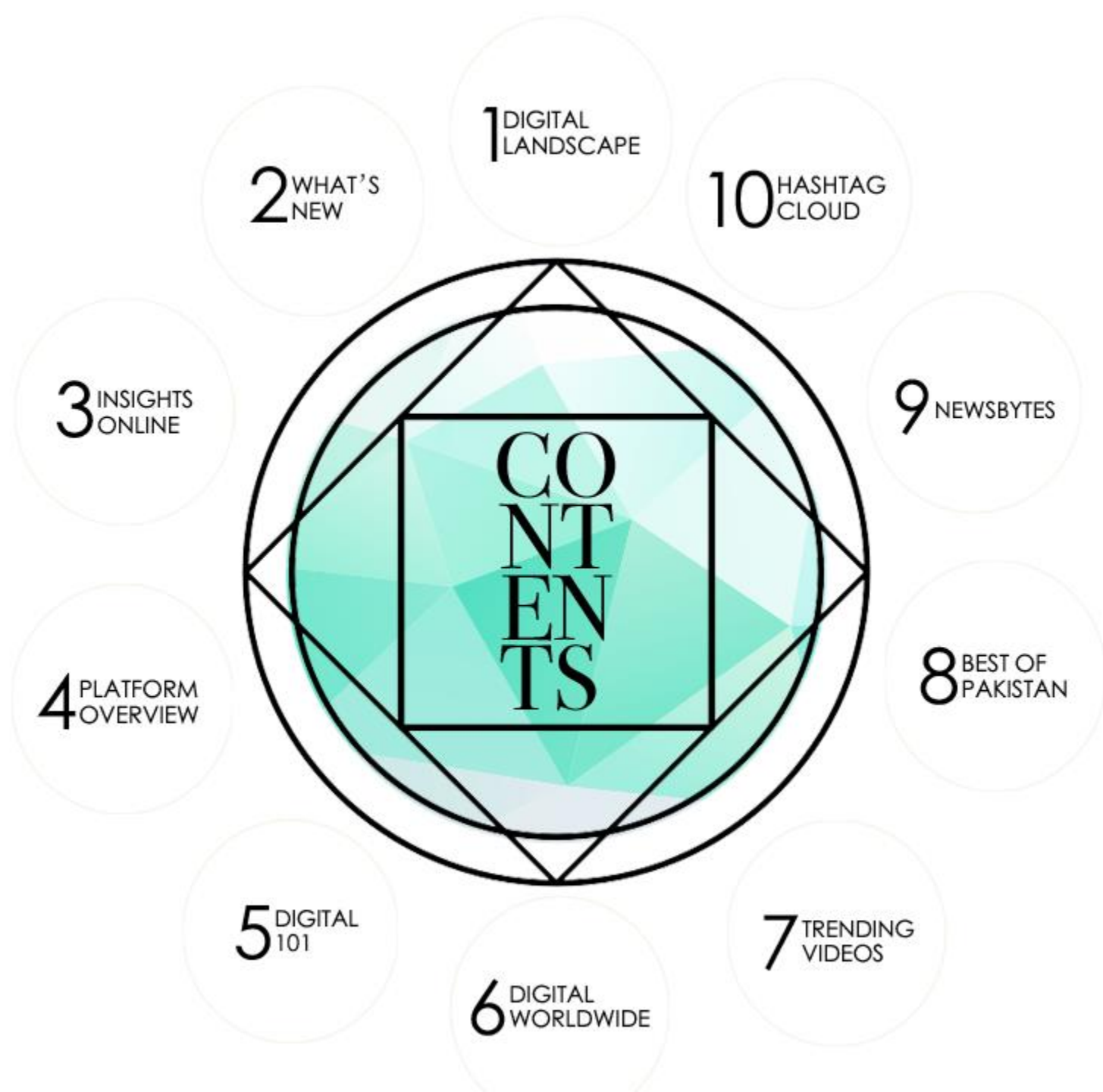


UNVEIL THE WORLD OF ART: PAGE 02



FEATURED PAINTING: Abdur Rahman Chughtai

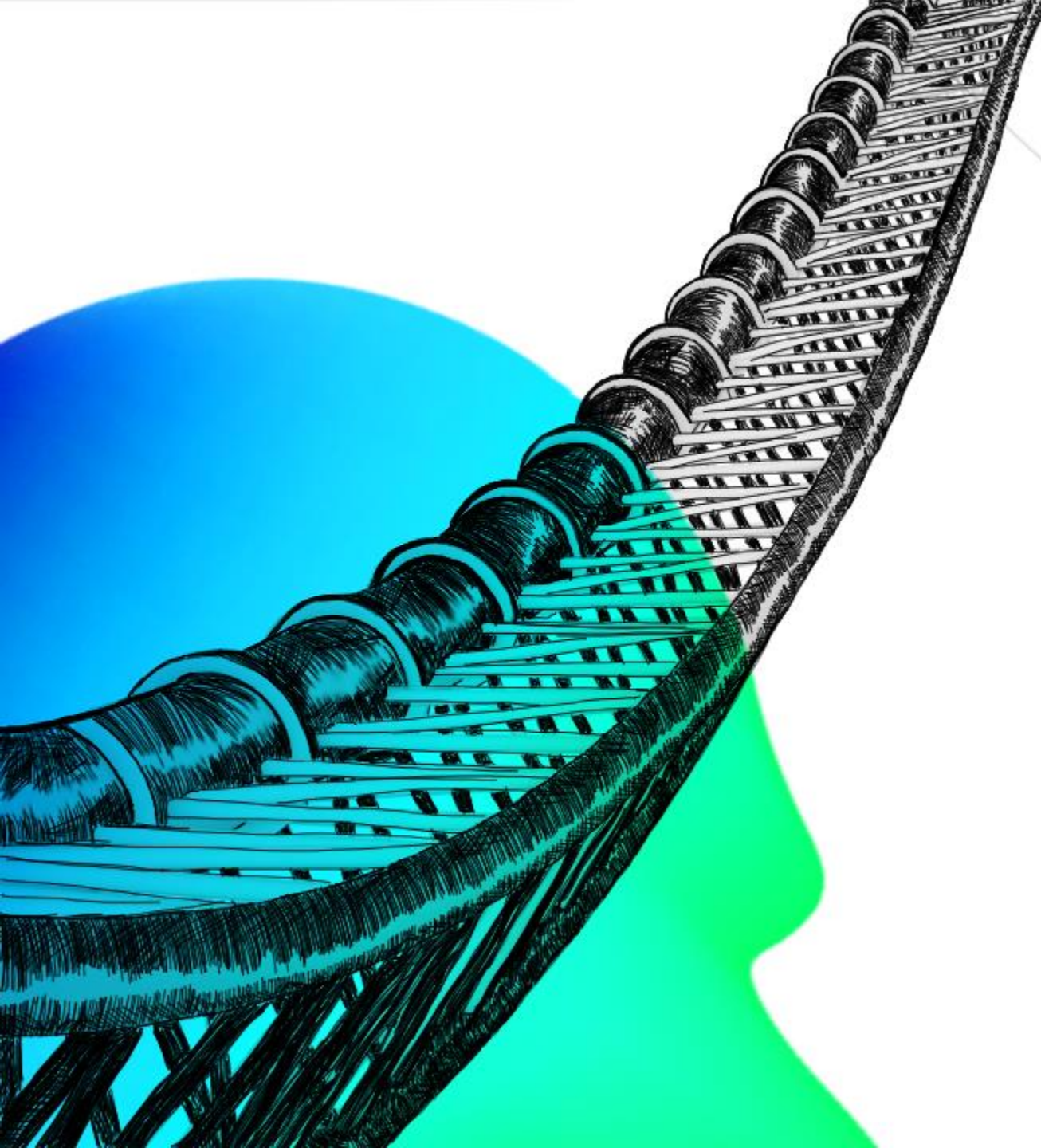
He is considered the first significant modern Muslim artist from South Asia and the national artist of Pakistan. His work draws from a shared South Asian cultural heritage and his hallmark style was a composite of diverse influences, which included Mughal art, Islamic calligraphy, miniaturist painting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



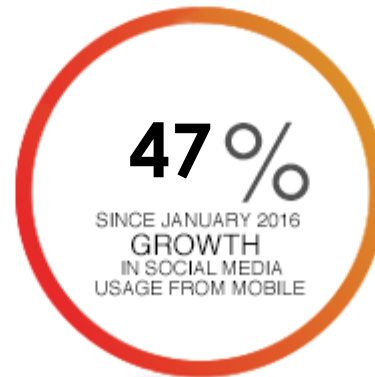
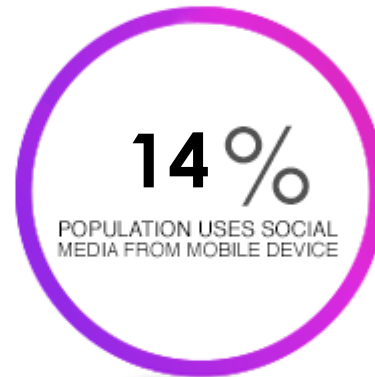
PURPOSE



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



2.1M



400k



5.1M



6.2M



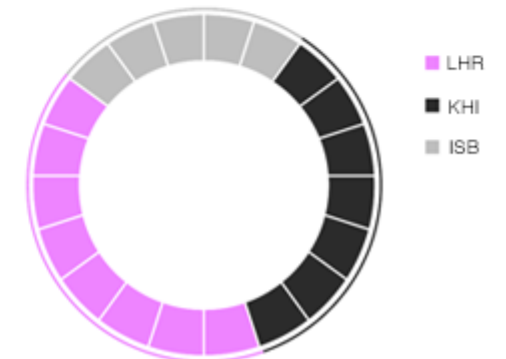
3.5M



35M



36M





WHAT'S NEW



GOOGLE PUBLISHES WHITE-PAPER ENCOURAGING GLOBAL BUSINESSES TO EXPAND INTO PAKISTAN

Lars Anthonisen, Head of Large Customer Marketing, South Asia Google, believes that Pakistan is emerging as a key digital-first country, that can no longer be ignored by foreign businesses.

In a blog post published on Think with Google, a content platform that hosts expert analysis for e-commerce and digital branding for the Asia Pacific, Anthonisen writes about five reasons businesses should expand their digital strategy to Pakistan.

Anthonisen believes that Pakistan offers diverse opportunities for brands to reach and engage with consumers who may have previously been overlooked. Quoting numbers for mobile and broadband penetration, he builds a case for Pakistan as an economy powered by SMEs and the population that has the potential to become one of the largest digital audiences in the world.

Have a read: <https://bit.ly/2FwHYmX>



DIGITAL ECONOMY CAN ADD \$50 BILLION TO PAKISTAN'S ECONOMY, SAYS OCCI

With the emergence of the new government, Pakistan's shift towards the development of 'Digital Economy' is increasing day by day. Pakistan currently has an abundance of manpower and if the new government can utilize the country's huge reserves of human resource to develop its 'Digital Economy', then according to Overseas Chamber of Commerce and Industry (OCCI) Pakistan's GDP can be increased by a whopping \$50 billion per annum.

Although Pakistan's digital participation metrics are lagging behind its neighbors, its digital penetration index is on the upward trajectory. However, there is still huge untapped potential when it comes to leveraging this digital transformation for economic growth. Google's recent white paper on Pakistan's increasing influence in the smartphone market is another indicator pointing towards huge potential in Pakistan's digital landscape.

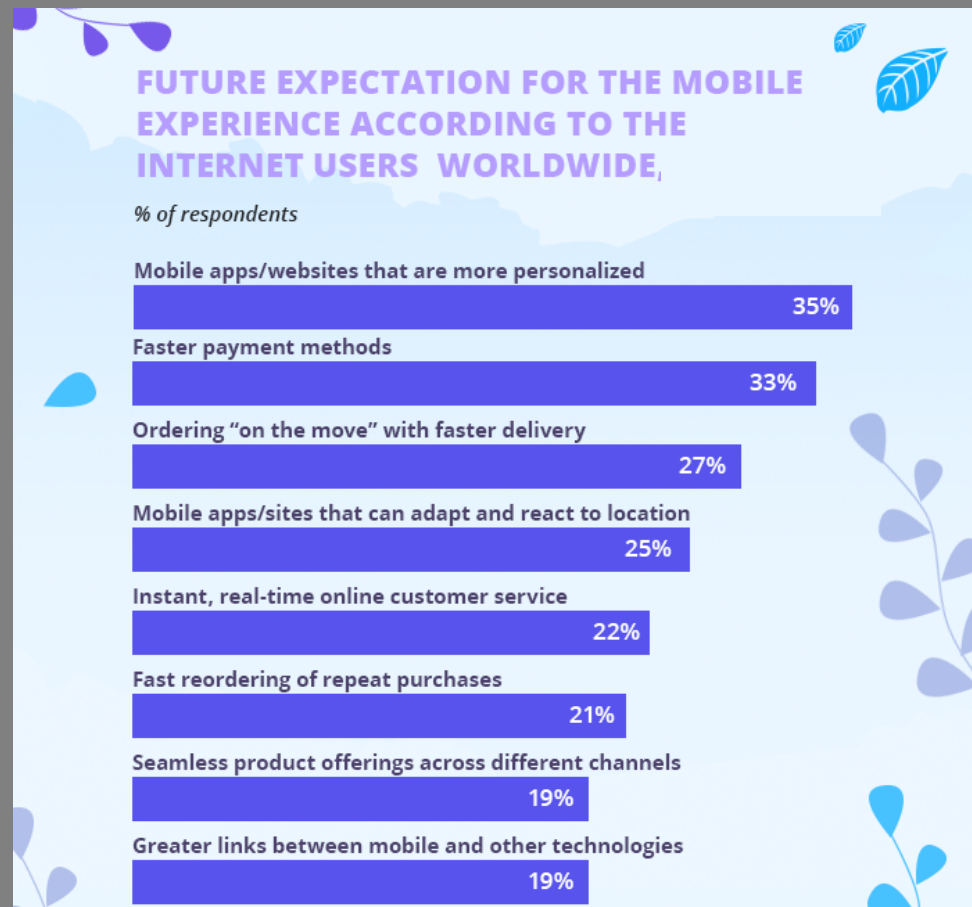
Have a read here: <https://bit.ly/2Da6eb1>

The background features a complex geometric pattern of thin, light gray lines forming a series of overlapping triangles that radiate from a central point, creating a sunburst or star-like effect. 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, extending from the left edge towards the right.

INSIGHTS

2019

With around 59 millions smartphones users within the country and most popular device for social media usage, online advertisers cannot afford to lose sight of such a valuable ally. With online advertising on mobile phones, the aim is to not only create content for mobiles but also power the platform of future.



**MOBILE WILL
DOMINATE AS AN
ADVERTISING
PLATFORM**

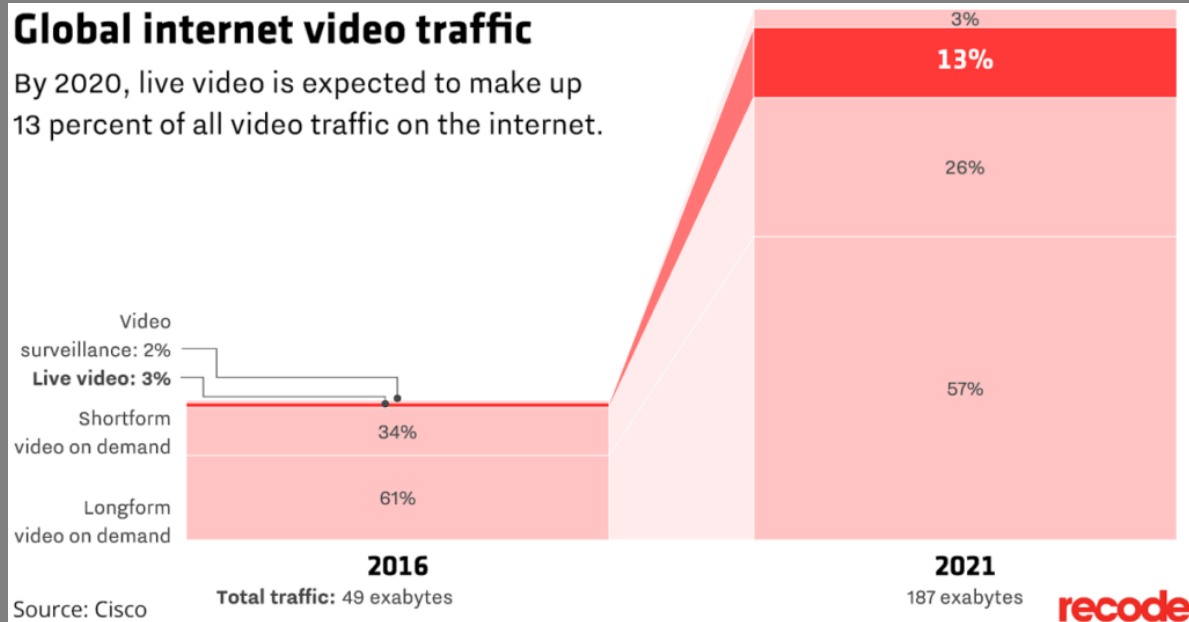
With platforms like Netflix, YouTube, Amazon Prime Video, Facebook Live, video is a big trend online that will continue to grow.

Traditional content that people had to watch on their TV in the past is now available through their smartphones at the touch of their fingertips

According to Cisco, 82% of internet traffic will be through video by 2021 but you don't have to wait till 2021, you can start taking advantage of the trend now.

Global internet video traffic

By 2020, live video is expected to make up 13 percent of all video traffic on the internet.



**THE NEED FOR
SEPARATE VIDEO
STRATEGIES**

Consumers are now more sophisticated than ever and find their information through many channels. Initially, multichannel marketing was introduced to allow prospects to communicate with businesses through various channels.

Research by Invesp shows that companies with omnichannel customer engagement strategies retain on average 89% of their customers compared to 33% customer retention rate for companies with weak omnichannel strategies.



**OMNICHANNEL
MARKETING TO
BECOME A
NECESSITY**

Artificial intelligence will definitely be pulling its weight in the marketing world this year as AI is now powering customer segmentation, retargeting, push notifications, click tracking, you name it – in a limitless combination of possibilities. It's even creating content now!

According to a study by Blueshift, 28% of marketers are using AI for product recommendations and 26% are using it for campaign optimization.

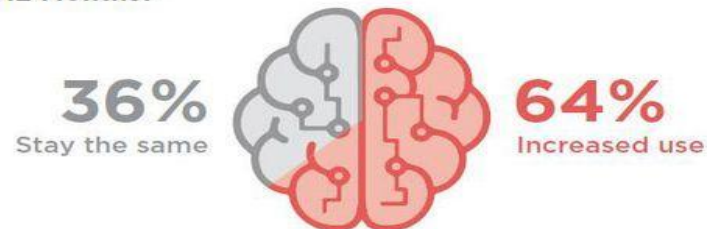
MARKETERS HAVE STARTED USING AI AND ANTICIPATE INCREASED USAGE

What Marketing Goals Are You Using AI For?

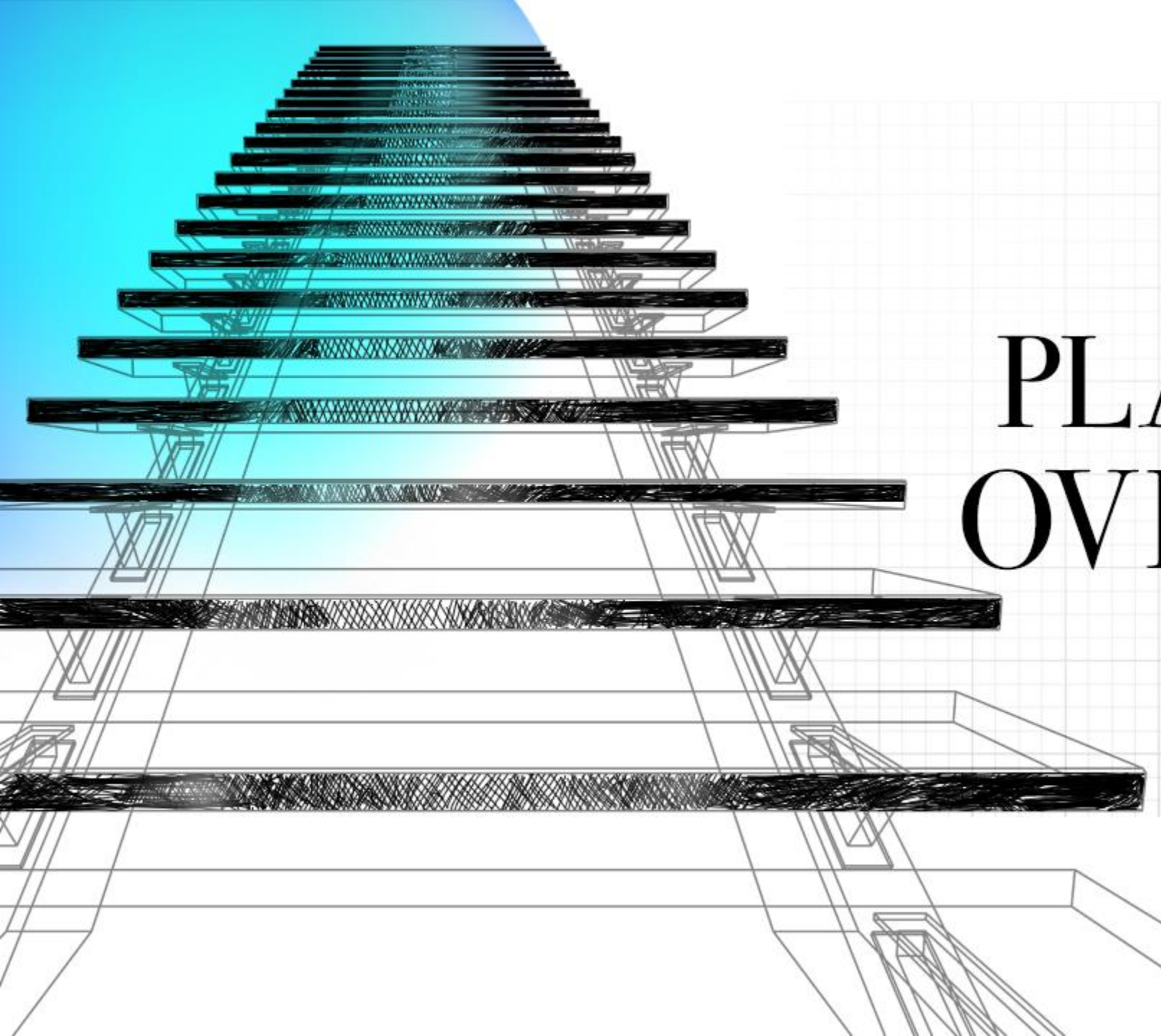
■ Percentage of Respondents Using AI Today



What Are Your Plans for Using AI In Your Marketing Campaigns In the Next 12 Months?



**ARTIFICIAL
INTELLIGENCE WILL
AID IN PROFILING
BUYERS**



PLATFORM OVERVIEW



FACEBOOK ADDS THE OPTION TO SHARE EVENTS TO STORIES, MESSAGE FRIENDS 'INTERESTED' IN GOING

Facebook wants to make it easier for users to share events and coordinate with friends before an event starts. The company this morning said it will test a new feature that lets users share to their Story those events they're interested in attending, then make plans to meet up with friends who also plan to attend.

The test will involve a new option to "Share to Your Story" that appears when you visit an event's page on Facebook. If shared, friends will see a tappable sticker within your Story that includes the event details and lets friends respond that they're also "interested" right from the Story itself. Friends also can tap on the sticker in the Story to visit the event page.

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



INSTAGRAM NOW LETS YOU REGRAM YOUR POSTS TO MULTIPLE ACCOUNTS

Instagram is swaying the balance toward simplicity but away from originality. It's adding the ability to publish feed posts to different accounts you control at the same time by toggling them on within the composer screen. An Instagram spokesperson confirms this option is becoming available to all iOS users, telling TechCrunch, "We are rolling out this feature to provide a better experience for people who often post to multiple accounts."

This "self regram" could make it easier for businesses, influencers and regular folks with Instas and Finstas to publish the same meme, promotional image or other content across their profiles simultaneously instead of having to post on one at a time.

Source: <https://tcrn.ch/2SH0r2d>

Unknown Founder

The creator of blockchain technology is known as Satoshi Nakamoto but no one knows who this person actually is

Blockchain has the potential to save banks

There are certain banks, like *American Express*, that have implemented the use of blockchain to speed up international transactions, saving billions in fees

Blockchain technology initially created for cryptocurrency

Blockchain was invented in 2008 to serve as the public transaction ledger of the cryptocurrency bitcoin

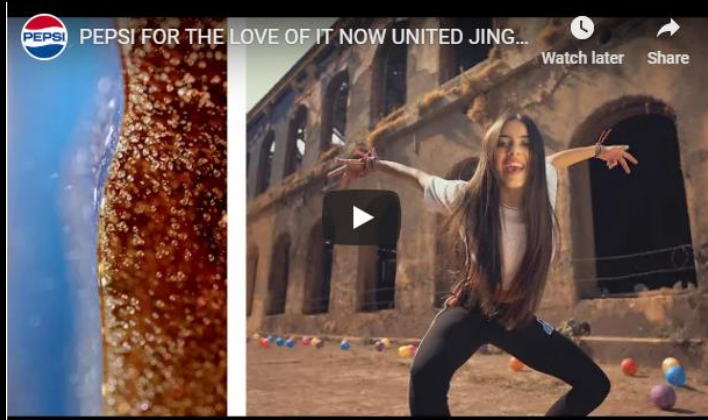
DIGITAL 101

BLOCK CHAIN

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



PEPSI – FOR THE LOVE OF IT



Pepsi is retiring its 7-year-old global tagline, "Live For Now," in favor of its new "For the Love of It" campaign. As announced by Pepsi "For the Love of It" will get a big push globally, appearing in new ads in more than 100 countries

In a press release, Roberto Rios, senior VP marketing for the global beverage group at PepsiCo, hyped "For the Love of It" as "our rallying cry, proudly saying to go all in for the things you love—from passions and interests like football and music, to unabashedly enjoying one of life's favorite treats—Pepsi."

Source: <https://youtu.be/yzl4CNeg91Y>

APPLE IPHONE XR – COLOR FLOOD



Apple dropped one of the best ads of 2018 right at the year end to promote Iphone XR. The new ad, titled "Color Flood," featured a motley gang of hundreds of parkour runners in colored jumpsuits mobbing through a desolate city.

Parkour is a fun tactic to use but, for the most part, ads using it usually feature a single person or a small group. Apple decided that more is merrier, using a massive group of parkour athletes and runners for its latest ad promoting the brand's iPhone XR retina display.

All the free runners mash together in a burst of color to represent the phone's advanced display.

Source: <https://www.youtube.com/watch?v=d8LJXcQhD0k>

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

TRENDING VIDEOS

SPRITE – PEHLE BHARKAYE, PHIR BUJHAYE



Sprite's latest ad has all the ingredients to become viral: fresh yet relatable concept for the Pakistani audience and a bold execution.

The ad has been amongst the talk of the town and social media is abuzz with mixed reviews from people who have excitedly given their two cents on the ad

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

SURF EXCEL TEZ - BILYANI



Surf Excel created an ad for its Tez variant which has got Pakistanis adoring the effort. The ad continues the Surf Excel legacy of encouraging kids to explore new paths without fears of getting dirt.

The cute execution of the ad has helped it get over 3.3m YouTube views within days of its release

Video Link: <https://bit.ly/2AFAb1z>



BEST OF PAKISTAN

SOOPER - JUNOON CONCERT



SooperJunoon concert took place on the 25th of December and created a lot of nostalgia amongst the die-hard rock band fans. The event was organized by Peek Freans Sooper to celebrate Pakistanis' passion for their country on the birth anniversary of Quaid-e-Azam as well as to rejoice nearly 30 years of Junoon's not only kept the audience singing along to the nostalgic tunes, but also proved to be an exciting display of live effects and animation.

Concert Sneak Peek

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

KARACHI EAT FESTIVAL 2019



11/12/13 JAN



The much-awaited food festival Karachi Eat was back on Friday, January 11, 2019 and brought on some scrumptious food items. This time, the organizers of Karachi Eat cut down the number of eateries from 125 to 90 stalls out of which 52 were home-based eateries. Established names such as Hobnob, National Foods Limited and LU, amongst others, also actively participated and treated visitors with their delicious offerings

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

Out of 25 of the richest Pakistanis, not a single person deals in tech

<https://bit.ly/2D3rMX5>

Jubilee Life Insurance introduces a brand new e-commerce website

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

ATC awards 24-year jail sentence to cyber stalker in Lahore

<https://bit.ly/2RGFnM7>

**LOCAL
NEWSbytes**

PTA Extends Mobile Phone Verification Deadline to 15th January

<https://bit.ly/2VIFlx3>

Telenor Microfinance Bank introduces Pakistan's first blockchain-based cross-border remittance service powered by Alipay

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



[#KarachiEat19](#)

[#ActiveSubha](#)

[#Dasani Heroes](#)

[#SooperJunoon](#)

HASHTAG
CLOUD

[#CokeFest](#)

[#ArielARYFeast](#)

[#PSL2019](#)

[#Dasani
Discovery](#)



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