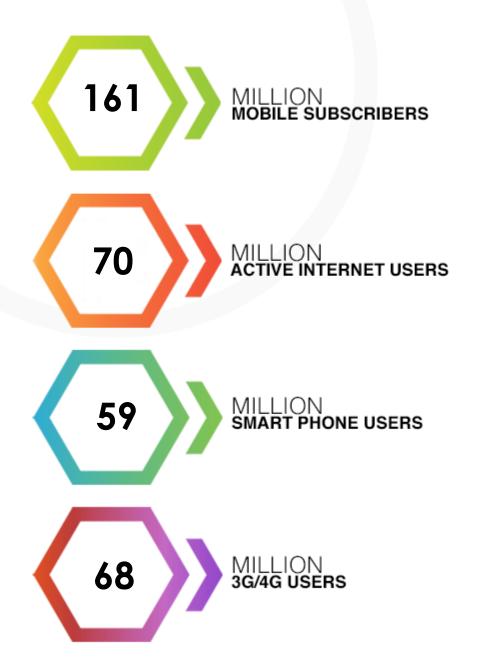


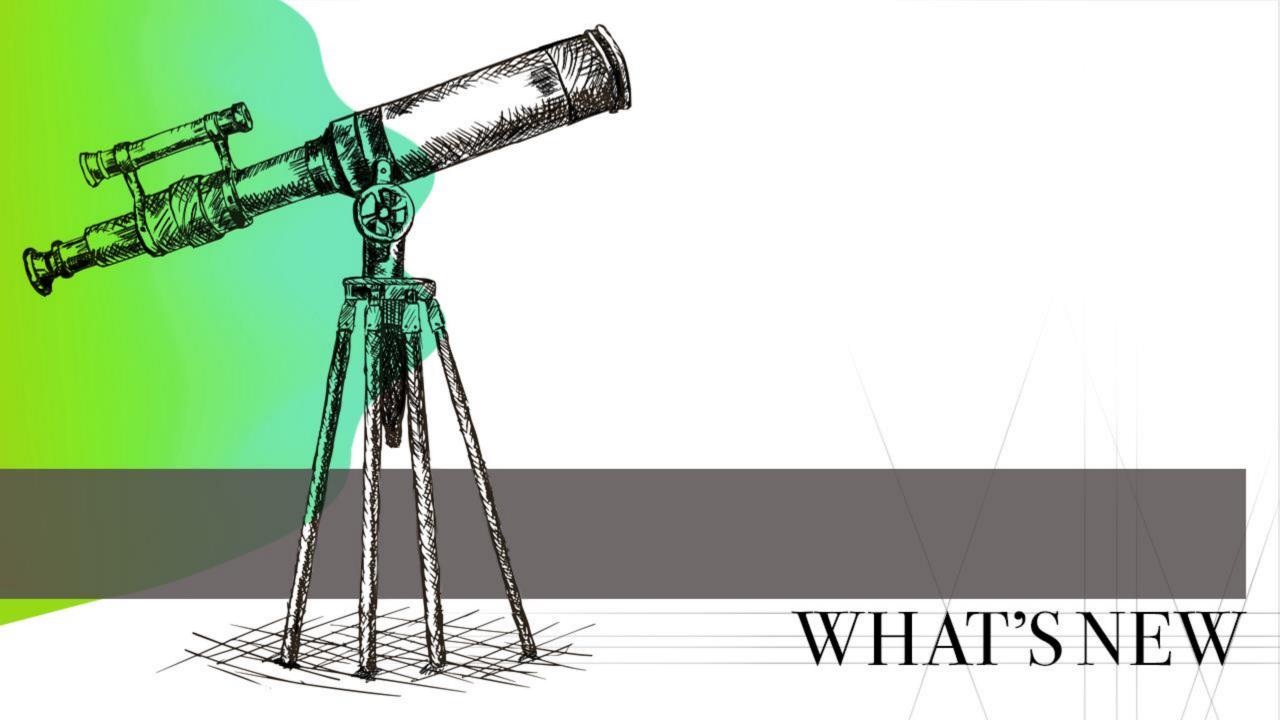
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**2.1M** 400k 16% PAKISTANIS ARE AN ACTIVE SOCIAL MEDIA USER 5.4M 5.4 M 3.5M 0 lin 31% POPULATION USES SOCIAL MEDIA FROM MOBILE DEVICE **51M** 35M **9**% LHR 47% 🔳 KHI ISB ISB SINCE JANUARY 2016 GROWTH IN SOCIAL MEDIA USAGE FROM MOBILE 1**9**% 16%

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



### GOOGLE MAKES YET ANOTHER ATTEMPT IN SOCIAL NETWORKING WITH 'SHOELACE' APP

Google has just launched an invite-only project that aims to help people find interesting things to do and also find other people who have similar interests. With the help of a new app that will be called Shoelace, users will be able to browse through a set of hand-picked activities or add their own to timeline. Apparently, the app's name is designed to make you think of tying things together like a shoe lace's knot.

It is pertinent to note here that Google's in-house incubator — Area 120, has been working on various features of Shoelace including organizing local events and activities via the app. By listing your interests in the app, you will allow it to suggest a series of "handpicked" local activities called "Loops." Hence, you will be able to organize your own events, and there is a map interface to view and RSVP to other people's Loops.

Notably, Google has revealed its ambitions for social networking app just after a couple of months of killing Google+, which was its most prominent attempt at building a social media platform.

Read more: <u>https://bit.ly/2GaTUsl</u>





### AMAZON TRAINING SERIES LAUNCHED FOR PAKISTANI SELLERS LOOKING TO EXPAND THEIR ONLINE BUSINESS

Enablers Pakistan has launched an exclusive business training series in association with Amazon to facilitate local manufacturers and sellers who are looking to establish an online business or grow their existing business globally using Amazon's ecommerce platform.

The training series is specially launched in view of the current economic situation in Pakistan and the rapid growth of e-commerce within Pakistan and globally. The first seminar which was arranged in Lahore which was attended by 130 attendants meanwhile the second seminar held here on Sunday was attended by 140 attendants from the business industry.

Enablers had earlier been contacted by Amazon US to register Pakistani businesses to start selling online on Amazon. Amazon officials showed interest in Pakistan home and textile industry and also hinted regarding a dedicated Amazon Pakistan platform.

Read more: <u>https://bit.ly/2JO2rCW</u>





In this age of #ads, influencer marketing campaigns continue to be widely adopted by both upstart and traditional companies around the world. So far, though, it's a strategy that has mainly been associated with brand-building goals. With more dollars than ever before being invested in influencer marketing, the big question many people have is: Can it also lead to bottom-line growth?



 $90^{\%}$  of shoppers say they discover new products or brands on YouTube.

### LET'S DISCUSS:

### FULL-FUNNEL INFLUENCER MARKETING CAMPAIGN



### Raise awareness with content that feels native to the platform

When people come to platforms like YouTube, they often do so in discovery mode — they're open to hearing about new trends, creators, and even brands.

#### Increase your reach with paid promotion

By their very definition, influencers already have a loyal following — people who turn to them for advice and inspiration. But that doesn't mean influencer marketing campaigns should only rely on that

#### Make it easy for browsers to become buyers

It's one thing to raise brand or product awareness through the power of influencers. But what good is awareness if it doesn't add to the bottom line? To move people from simply being aware of a product to actually buying it, the experience has to be as frictionless as possible.



### LET'S DISCUSS:

### FULL-FUNNEL INFLUENCER MARKETING CAMPAIGN





### FACEBOOK TO OFFER MORE INFO ON THE ADS YOU SEE

As Facebook tries to rehabilitate its image as a privacyinsensitive company, it is supposedly offering more "transparency." Now, Facebook is providing users information about the ads they see on their feeds.

The ads on your feed are so targeted they leave you wondering just how these companies are finding you.

The company will also reveal where your information came from, for instance, if it was from a website you visited or a Page you liked.

Most importantly, Facebook will let users adjust which ads they see in the future.

Read more: https://engt.co/2xPr38t



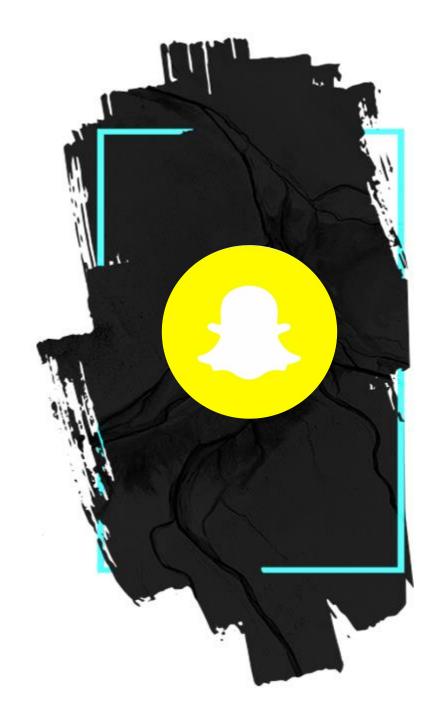
### INSTAGRAM WILL START PUTTING ADS WITHIN THE EXPLORE PAGE

Instagram will soon start placing ads within the Explore page, which is where users go to discover new content that lines up with their interests

The ads won't appear on the Explore grid itself, but they'll appear once a user taps on an Explore post and begins scrolling through that discovery feed.

The ads will be photos and videos. The team will begin working with select partners over the next few weeks with the goal of opening Explore ads up to everyone over the next few months

Read more: <u>https://bit.ly/2Ningv3</u>



### SNAPCHAT IS LAUNCHING CREATOR SHOWS FEATURING STARS AND INFLUENCERS

Social networks have increasingly been seeking partnerships with digital creators and their built-in audiences.

Snapchat announced new Creator Shows that are coming to Snapchat, featuring celebrities like Serena Williams, Arnold Schwarzenegger, and Kevin Hart.

They'll be five-minute vertical video shorts with around 10 episodes. first-person viewing with themes like beauty, fitness, dance, fashion, and more. It'll be a new format addition to Snapchat Shows, which the company says tripled in time viewers spent watching every day over the last year.

Read more: https://bit.ly/2Jtmilz

## Add IMDb ratings and other features using Chrome extensions

IMDb Ratings for Netflix adds IMDb ratings for Netflix content in a popup in the right-hand corner of a thumbnail when you hover over a title in browser-based viewing

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# Kick the free-loaders off without them knowing

If you regret sharing your Netflix credentials with someone and are too polite to stop them from using your Netflix, simply go to My Account > Sign out of all devices. Change your password and this time don't tell them! DIGITAL 101 NETFLIX HACKS YOU SHOULD BE USING

IFILLES STREET

ISTREES COLORS

Source: <u>https://bit.ly/2yM90BC</u>

Binge with friends using Rabbit

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Chrome extension Netflix Party and the platform Rabbit are ideal when one wants to have a shared viewing experience with people in different locations.

Rabbit allows you to launch a window that can be viewed by all the parties in the chat

Flip the screen so you don't hurt your neck watching in bed

ILL

Streamer's neck" can be dangerous when binging in bed.

Netflix Flip is a Chrome extension that turns the image 90 degrees so you don't have to arrange your pillow in a weird way or use your hand to hold up your head



## Coca Cola – First Love



In collaboration with Netflix's popular series Stranger Things, Coca-Cola used a nostalgia marketing-driven video spot to restore New Coke, a sweeter version of the beverage launched in 1985 that was pulled when met with customer backlash.

As part of the branded partnership, New Coke made cameos throughout various episodes of Stranger Things season 3

Source: <u>https://bit.ly/2GcBW9g</u>

## Heinz – Edchup



There might not be anyone who loves Heinz ketchup more than Ed Sheeran.

The 28-year-old Grammy winner loves ketchup so much that he reached out to the condiment giant with an idea for a commercial — and Heinz agreed.

This isn't Sheeran's first declaration of love for the condiment — the superstar even has a tattoo of a Heinz label on his left bicep, according to a photo from his tattoo artist

Source: https://bit.ly/2GcBW9g





## BYKEA - Samjho Bhai Kiya



From helping a brother out on street if needed and doing anything they can to make sure he is not late for work to delivering to an elderly woman who is not able to go around doing her chores due to weather restraints, the new ad by Bykea features the motto "Bykea, toh samjho Bhai kiya", is going places and thriving its ability to build stronger customer relationship by portraying locality through its shots.

Video Link: <u>https://bit.ly/2xPqUC8</u>



## Bogo – The Story of a Karachi Burger



Bogo (discount vouchers) collaborated with popular Pakistani vlogger and influencer Irfan Junejo to create a vlog on the popular burgers and bun kababs of Karachi, their stories and their recipes.

The video has been trending on Youtube since it was uploaded on July 8, 2019 and has since gained over 360K+ views on Youtube

Video Link: <u>https://bit.ly/2YTLjSq</u>



# Sprite Rap Battle- #ApniPyaasKoSpriteKar



Tapping onto the underground rap culture, Sprite introduced a TVC featuring rapper Faris Shafi in a rap battle that integrates Sprites message of "Apni Pyaas Ko Sprite Kar". With pop culture promoting rap battles and the Pakistani audience's increasing acceptance of this genre of music, Sprite has associated itself with a growing passion point

Check it out: https://bit.ly/2LPjS8J

# CareemxOPPO – #Caraoke



English actor and comedian James Corden introduced Carpool Karaoke in his late-night show as part of which he invites singers and sings along with them while driving on a planned route.

Careem in collaboration with OPPO suprised some of its customers with its own version of carpool karaoke with Ali Sethi playing the role of the celebrity and the captain in charge.

Video Link: https://bit.ly/32tpag3

## Lux – #LSA2019



The 18th annual Lux Style Awards – #LSA2019 – held in Karachi on July 7, 2019. There was enough encouragement to rising stars and homage to legends as far as the show's core values went. There were celebrities confessing love for one another and the event was as glitzy as it has ever been and Lux continued to strengthen its brand association with glamour

Check it out: https://bit.ly/2JzzPhu

# SonyLIVPK - #LagaReh



SonyLivPK ran a digital campaign during the ICC Cricket World Cup 2019 aimed at getting more tournament viewership through its app and website. The campaign which included engaging digital content on all relevant digital platforms and PR amplification was able to not only drive top of mind recall but resulted in SonyLiv becoming the preferred choice of World Cup viewership for cricket lovers across the country

Check it out: https://bit.ly/2XMV109



World's largest virtual incubator to invest \$100 million for PM's startup programme

https://bit.ly/2NTmOni

Indus Valley Connect, an initiative to link expats with Pakistani startups launched

https://bit.ly/30HzJKP

# LOCAL NEWSbytes

PTA empowers licensed operators to begin trials of 5G networks across Pakistan

https://bit.ly/32ry9Ox

### Daraz boasts a catalog of more than 5 million products

https://bit.ly/2Ln4GQQ

PTA & GSMA to establish capacity-building center in Islamabad

https://bit.ly/2NQY279





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