

MAR' 2019

DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

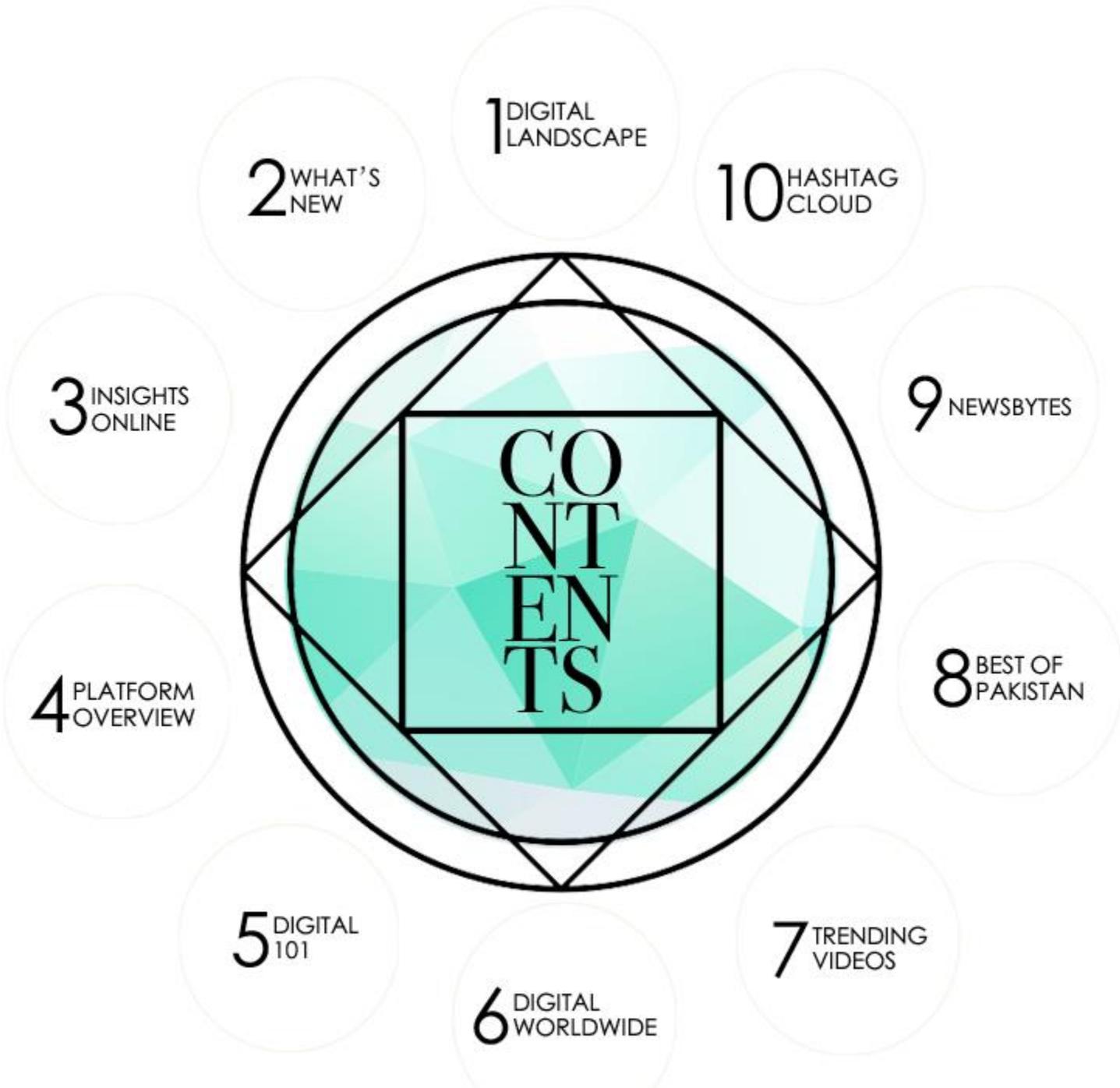


UNVEIL THE WORLD OF ART: PAGE 02

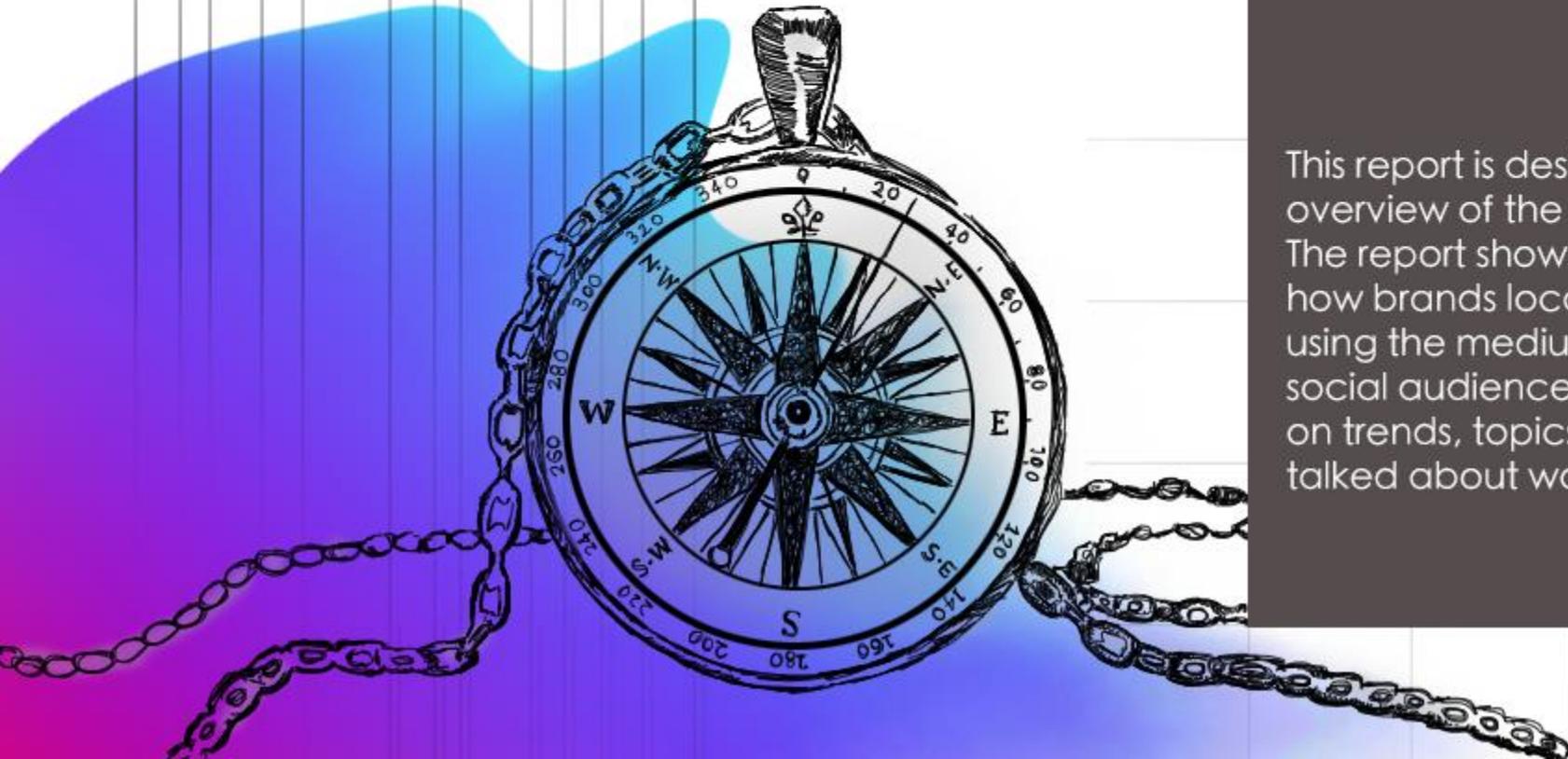


FEATURED PAINTING: Sadequain

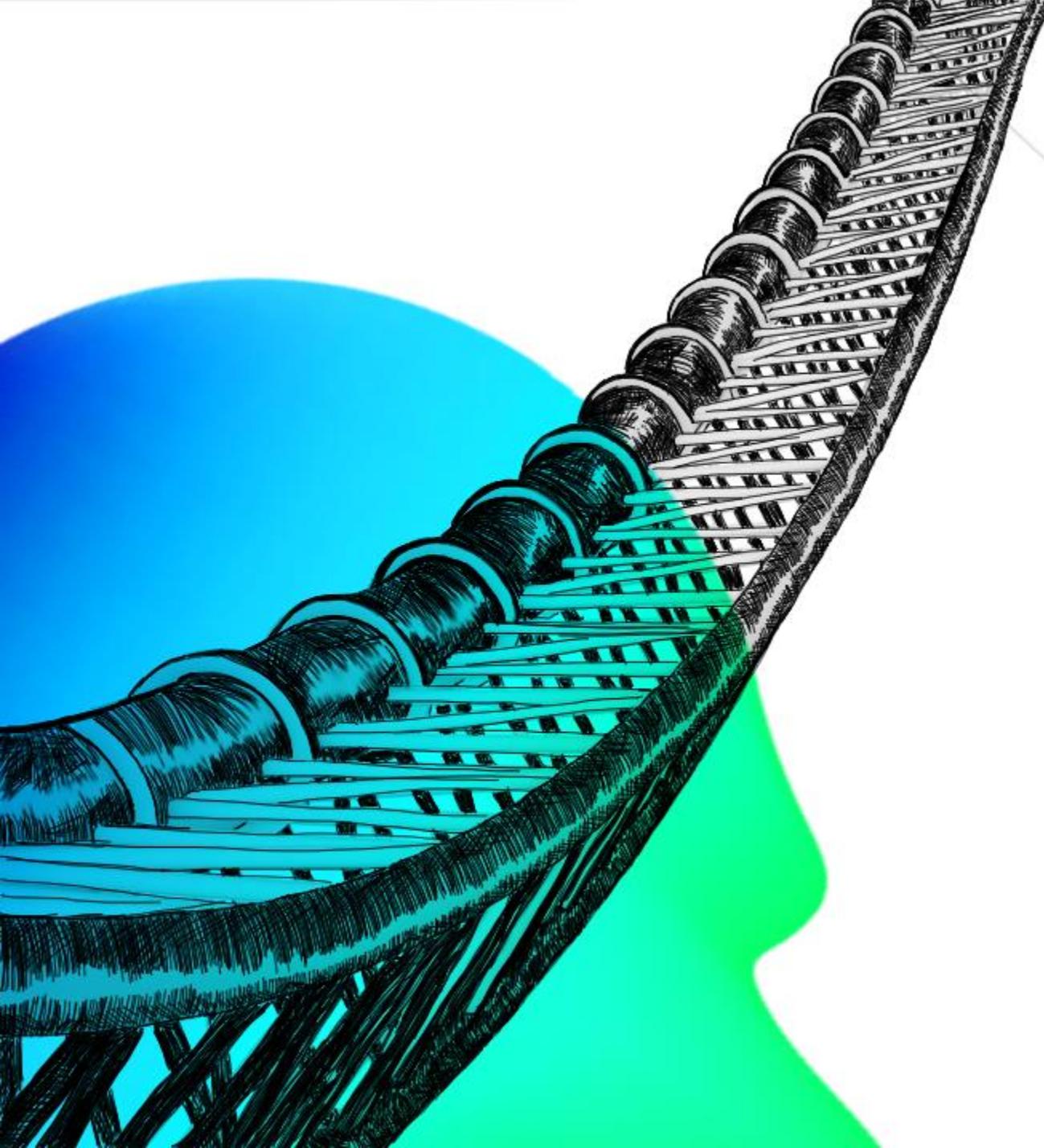
Sadequain traveled all over the world long before it became fashionable and accessible to his generation. His paintings were widely displayed on all continents and received praise from public and connoisseurs alike and commanded generous press coverage



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



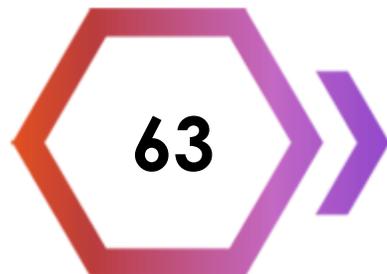
MILLION
MOBILE SUBSCRIBERS



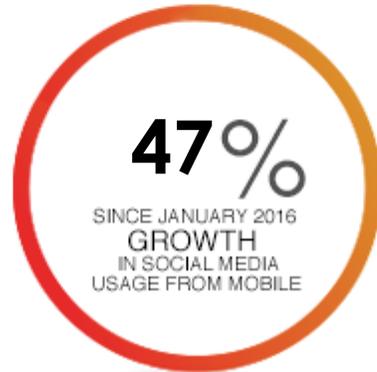
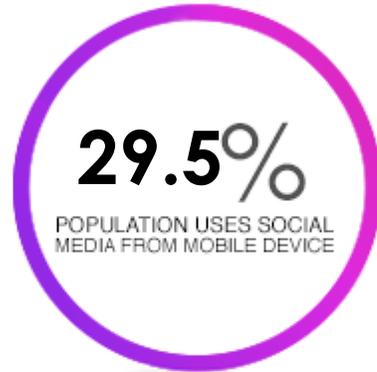
MILLION
ACTIVE INTERNET USERS



MILLION
SMART PHONE USERS



MILLION
3G/4G USERS



2.1M



400k



5.1M



6.3M



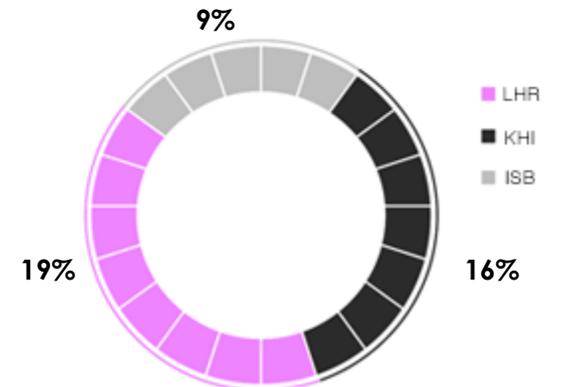
3.5M



46M



39M





WHAT'S NEW



FACEBOOK TOOK TO TWITTER TO ANNOUNCE IT WAS DOWN

Yesterday, Facebook and its photo-sharing platform Instagram were down, well, for more than an hour. Since both of the Facebook-owned properties were down and whatsapp, its third property, doesn't have social announcements, so Facebook had to turn to Twitter to announce that the services are down and they are working hard to bring them up and running again.

The Twitterati couldn't ignore the irony and shared their thoughts on the sheer irony of Facebook using Twitter to announce that it's down.

Read more: <https://bit.ly/2F9yxaN>



CAREEM LAUNCHES REWARDS PROGRAMME FOR ITS LOYAL USERS

Careem has launched the biggest rewards programme, by number of users in Pakistan: Careem REWARDS. Activated from February 19th, Careem REWARDS is active on all Pakistani Careem users' apps giving points on all rides paid by cash, card, or invoice.

No further sign-up is required and Careem users are now automatically earning points for every ride they take. Points can then be redeemed for in-app credit, charity donations or – in the near future – spent on offers with brand partners.

Read more: <https://bit.ly/2Ei6Agw>



DARAZ LAUNCHES WALLET FOR QUICKER AND SECURE PAYMENT

Daraz announces the launch of the Daraz Wallet, a closed loop payment option, that digitalizes the payment transaction and simplifies it into a one-click process.

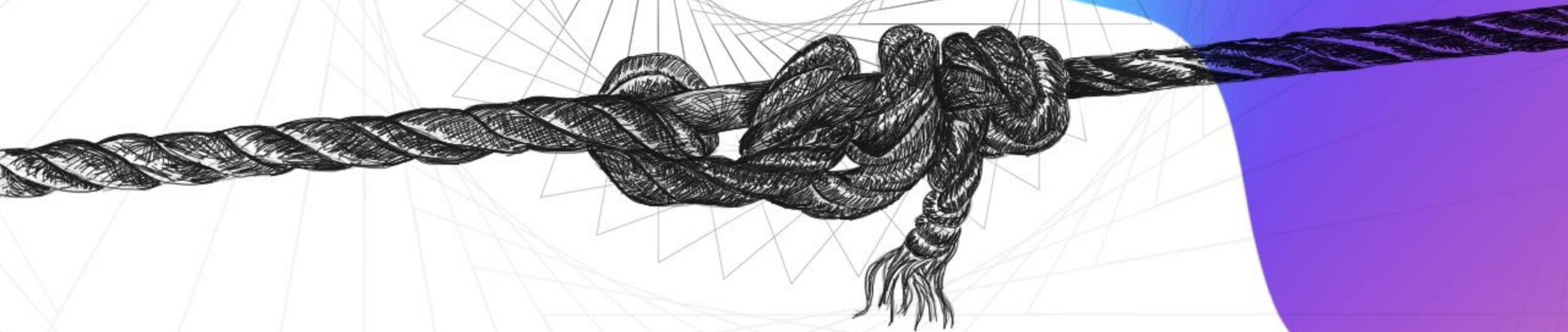
In recent years, payment processes in Pakistan have become increasingly digitized. Online users are embracing digital payment options like cards and wallets at a steady rate, setting Pakistan on course for financial inclusion. 2019 is shaping up to be a promising year for digital payments and the recently launched Daraz Wallet is set to lead this development, being the most secure and most seamless payment option available in Pakistan.

As a closed loop system that will only be operational on Daraz, the wallet will offer digital payments to everyone. This will reduce the time spent in the check-out process and also alleviate consumer fears by improving digital security.

Read more: <https://bit.ly/2u6roBS>



INSIGHTS ONLINE



BEYOND HASHTAGS

Smartphones and the internet have changed the way political events, protests and movements are organized, helping to mobilize thousands of new supporters to a diverse range of causes. With such activity becoming an everyday occurrence, new forms of digital activism are now emerging. These often bypass the existing world of politics, social movements and campaigning. Instead, they take advantage of new technologies to provide an alternative way of organizing society and the economy.

LET'S DISCUSS:

**DIGITAL MOVEMENTS;
WHERE THE INTERNET
STANDS TOGETHER
FOR A CAUSE**

From political movements like **Arab Spring** to **ALS ice bucket challenge**, from the sentiment-heavy **Occupy movement** to the notorious **Kiki challenge**, digital has played an integral part in starting a chain reaction that resulted in a unified narrative from users across the globe.

Another such challenge has emerged only recently by name of '**TRASHTAG CHALLENGE**' that has taken social media by storm.

LET'S DISCUSS:

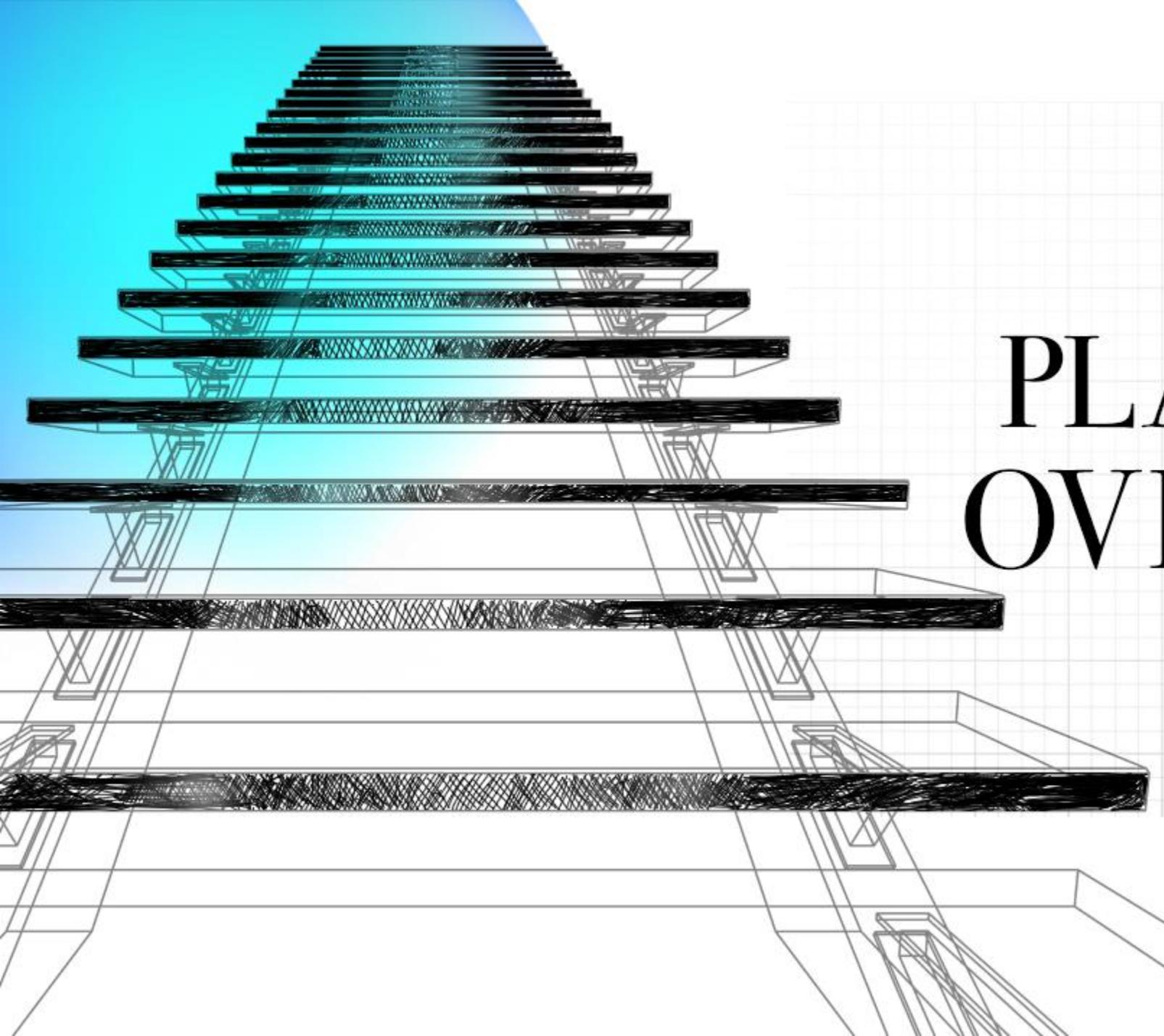
**DIGITAL MOVEMENTS;
WHERE THE INTERNET
STANDS TOGETHER
FOR A CAUSE**

The "Trashtag Challenge" is inspiring people on Twitter, Instagram, and Reddit to take a walk outside and clean up any litter they stumble upon. To participate in the challenge, simply seek out a litter-filled area or overflowing trashcan, clean it up, and share before and after photos online using the hashtag #trashtag. It's incredibly wholesome.

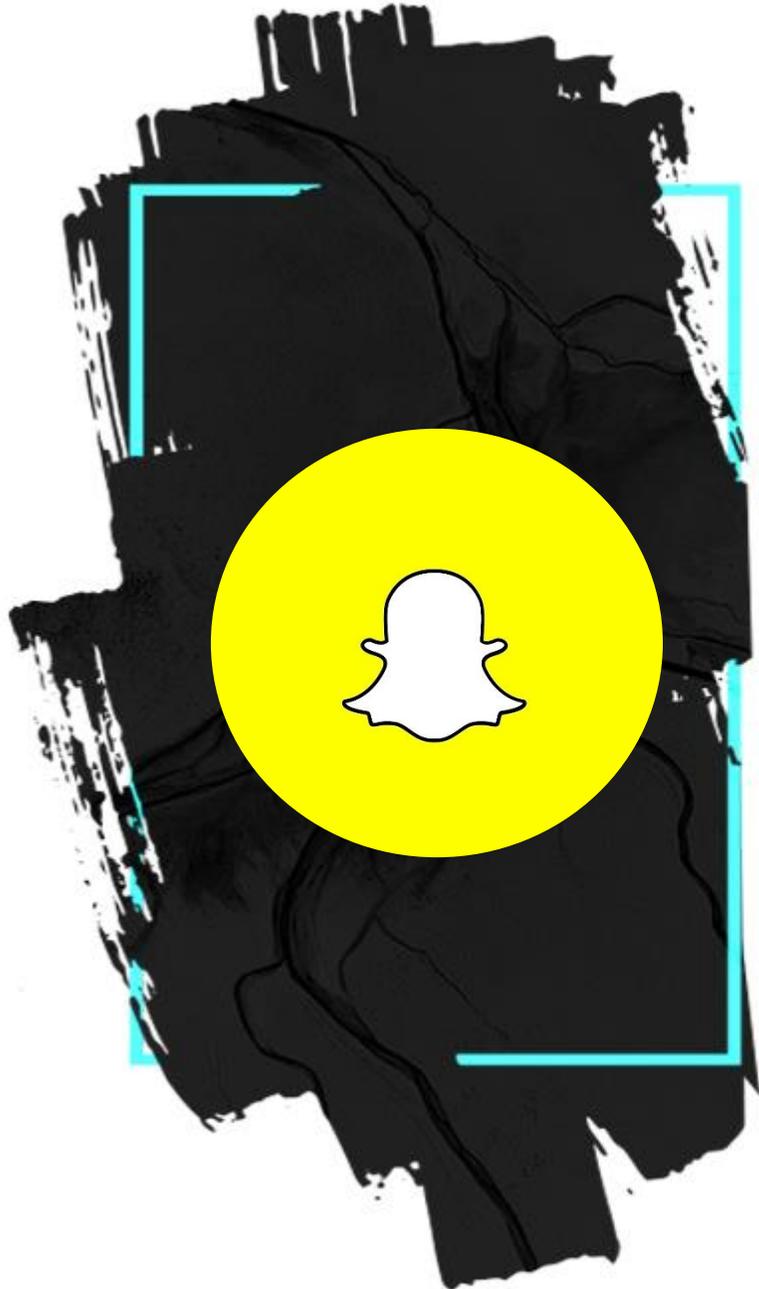


LET'S DISCUSS:

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PLATFORM OVERVIEW



SNAPCHAT BETA IS COMING WITH URDU, PUNJABI, HINDI AND FIVE MORE LANGUAGES

In its struggle to expand its reach to more users in developing markets, snapchat — the globally renowned photo-messaging app, has launched a beta test version in eight new languages, out of which five belongs to the Indian community, the *news 18* reported last week.

The new addition of languages being tested in Snapchat beta includes Hindi, Marathi, Gujarati, Punjabi, Urdu, Malay, Vietnamese, and Filipino. This shows the company's current focus on the Indian market to take hold of this developing market.

Meanwhile, the official release date of Snapchat bet with the support of these new languages is still unconfirmed. We also don't know at this point that whether the beta is being tested by Android users, iOS users or both.

Read more: <https://bit.ly/2Fc0AWf>



TWITSNAP? TWITTER LAUNCHES NEW CAMERA FEATURE TO DEMOTE TEXT

Twitter is rolling out the redesign to its camera feature that's designed to let you capture photos, videos and live footage and connect them to global conversations. Starting march 14th, when you swipe left from the Twitter timeline, you'll get the new camera that's no longer buried in the tweet composer. After you capture some media (no uploads for now), you can overlay a location, hashtag or some words on a colored label. But what's really special is that Twitter will show this media in a larger, more immersive format in the feed with the imagery appearing before the text in your tweet.

Read more: <https://tcm.ch/2T3JSNt>

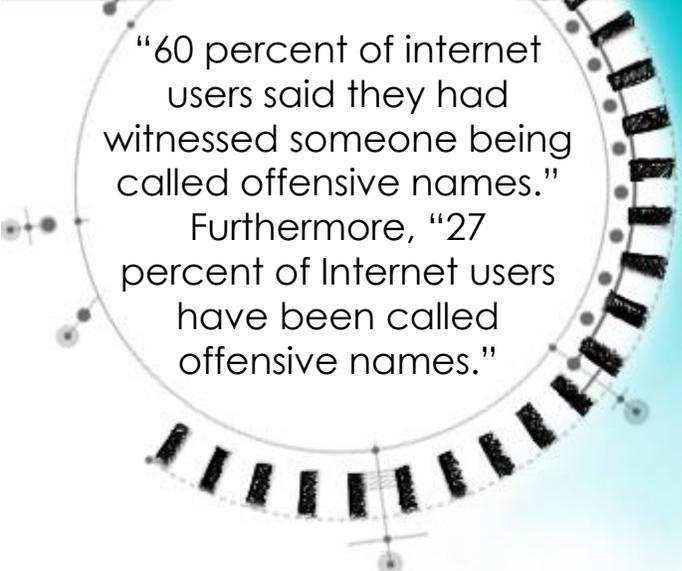


PINSTAGRAM? INSTAGRAM CODE REVEALS PUBLIC COLLECTIONS FEATURE

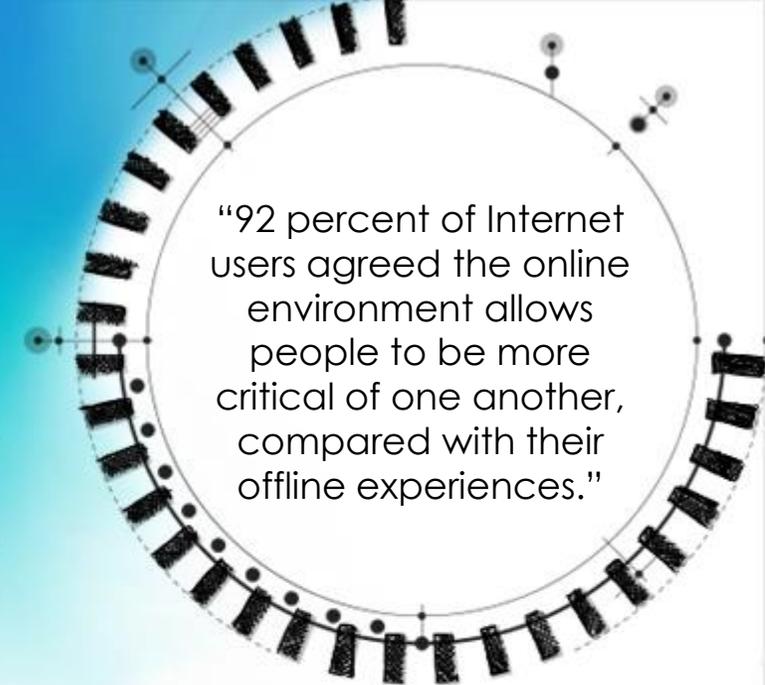
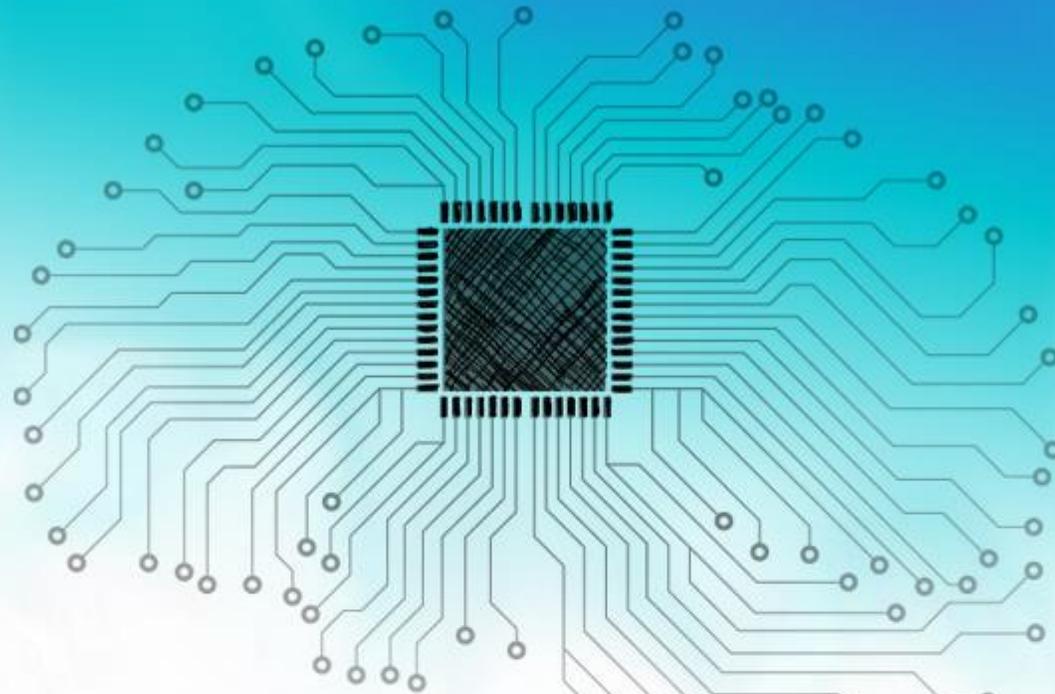
Instagram is threatening to attack Pinterest just as it files to go public the same way the Facebook-owned app did to Snapchat. Code buried in Instagram for Android shows the company has prototyped an option to create public “Collections” to which multiple users can contribute. Instagram launched private Collections two years ago to let you Save and organize your favorite feed posts. But by allowing users to make Collections public, Instagram would become a direct competitor to Pinterest.

Instagram public Collections could spark a new medium of content curation. People could use the feature to bundle together their favorite memes, travel destinations, fashion items or art.

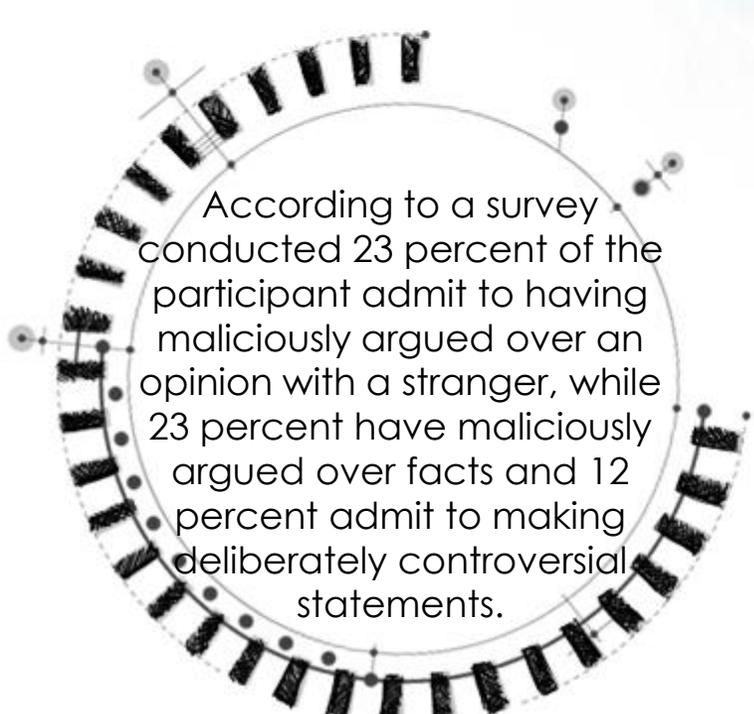
Read more: <https://tcrn.ch/2XcnJ2K>



“60 percent of internet users said they had witnessed someone being called offensive names.”
Furthermore, “27 percent of Internet users have been called offensive names.”



“92 percent of Internet users agreed the online environment allows people to be more critical of one another, compared with their offline experiences.”



According to a survey conducted 23 percent of the participant admit to having maliciously argued over an opinion with a stranger, while 23 percent have maliciously argued over facts and 12 percent admit to making deliberately controversial statements.

DIGITAL 101

INTERNET TROLLING
GONE BAD



The study states the 18-29 age demographic experiences the highest level of online harassment. In fact, 65 percent have been called an offensive name, been purposefully embarrassed, physically threatened, stalked, or sexually harassed.

Source: <https://bit.ly/2iC1amz>



NIKE – Dream Crazy



Girls from Compton don't play tennis. They own it.

Nike released the extended version of its "Dream Crazy" ad. The two-minute video is narrated by Colin Kaepernick and features many athletes who have overcome odds to be where they are today.

The ad features the stories of 16 athletes with inspirational stories, ranging from Charlie Jabaley, an Ironman who completely change his life, to tennis legend Serena Williams. The main theme is this: "Don't ask if your dreams are crazy. Ask if they're crazy enough."

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

BIANCO – The Lift



In their new film, Bianco presented the almost greatest love story ever told. The 4-minute long copy shows two strangers wanting to talk to each other but don't, out of shyness and over-thinking. The story-telling keeps one hooked till the end, rooting for them to finally break the ice.

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



TRENDING VIDEOS

Scene On – #CricketKaSceneOn Anthem



With the start of the PSL season, Scene On, the popular snack brand extended its association with cricket by becoming a platinum sponsor for Karachi Kings. For further mileage the brand created an original anthem in collaboration with Ali Noor, creating the right mix of a powerful symphony with ever-so jarring lyrics, the anthem brings out the national cricket spirit in all of the listeners!

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

Peshawar Zalmi – #HumZalmi Anthem



What a composition! Peshawar Zalmi launched its official Pashto Anthem sung by the franchise's regional brand ambassadors, Gul Panra and Zeek Afridi. The anthem was written by Layaq Zada and the music is composed by Ivon Shafiq. The anthem along with the video takes the listener on an extraordinary journey through Peshawar and its rich culture!

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



**BEST OF
PAKISTAN**

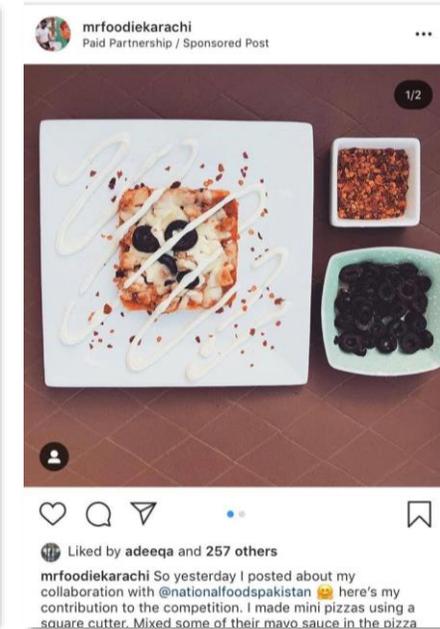
ROAR – LIVE LIKE A LION CAMPAIGN



Coca-Cola launched a tasty new citrus drink to its family called ROAR! The drink was introduced through a power-laced TVC that reflected the ROAR philosophy that is the drink brings out the lion in you and gives you the energy to conquer the streets! With the launch coinciding with PSL, the brand has collaborated with stars from Peshawar Zalmi to do the ROAR Challenge that is to film taking a sip of the drink and then roar like a lion!

Check it out: <https://bit.ly/2Y41bSk>

NATIONAL FOODS LIMITED – #SQUAREIT #SHAREIT



National Foods just initiated a super creative, Instagram-only digital campaign! The name #SquareIt #ShareIt is literally the CTA. A call-out that started from bloggers who were given customized PR boxes, that included some kitchen utensils to create foods the shape of a square, that could adjust to Instagram's already square grid. The competition was then directed towards fans and Food groups that resulted into massive engagements from the audience, with more than 600+ creative entries shared!

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

TOYOTA – CONQUER THE WILD 2



Toyota just launched the first episode of its action-packed travelog #ConquerTheWild, making it the season 2 of the series. This year, the season is featuring the popular influencer and journalist Wajahat S. Khan. The idea is to explore different travel destinations all over Pakistan while showcasing the endurance and performance of Toyota Revo when off-roading and embarking jagged tracks and paths.

Check it out: <https://bit.ly/2FiA0Mj>

SCENE ON – SNAPCHAT VR FILTER



Leveraging in on the new platform to tap younger audiences, the popular snack brand Scene On, created one of the first branded VR filter on SnapChat. Soon after the filter was launched which was to promote their collaboration with Karachi Kings in PSL4, it became an instant hit where the brand received a 1000 swipe ups each day. At the end of the campaign the brand received around **3.4 million impressions** and **35,000 swipe ups** for the filter!



Punjab govt to launch digital portal for transfers and postings of school teachers

<https://bit.ly/2W0iGkK>

Everything you need to know about DIRBS, rules and regulations

<https://bit.ly/2u5GbwY>

Telenor's customers can now pay for Netflix subscriptions via mobile bills

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

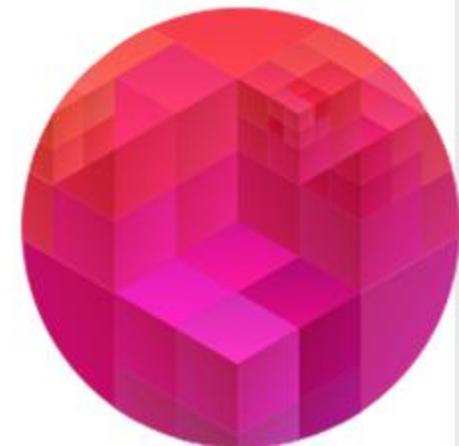
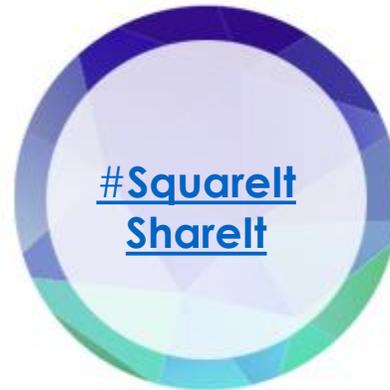
LOCAL NEWS
bytes

China to invest Rs. 6 billion to digitize KPK schools education

<https://bit.ly/2EYZq06>

Uber reportedly in talks to buy Careem

<https://bit.ly/2O5Ka5x>





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