

NOV' 2019

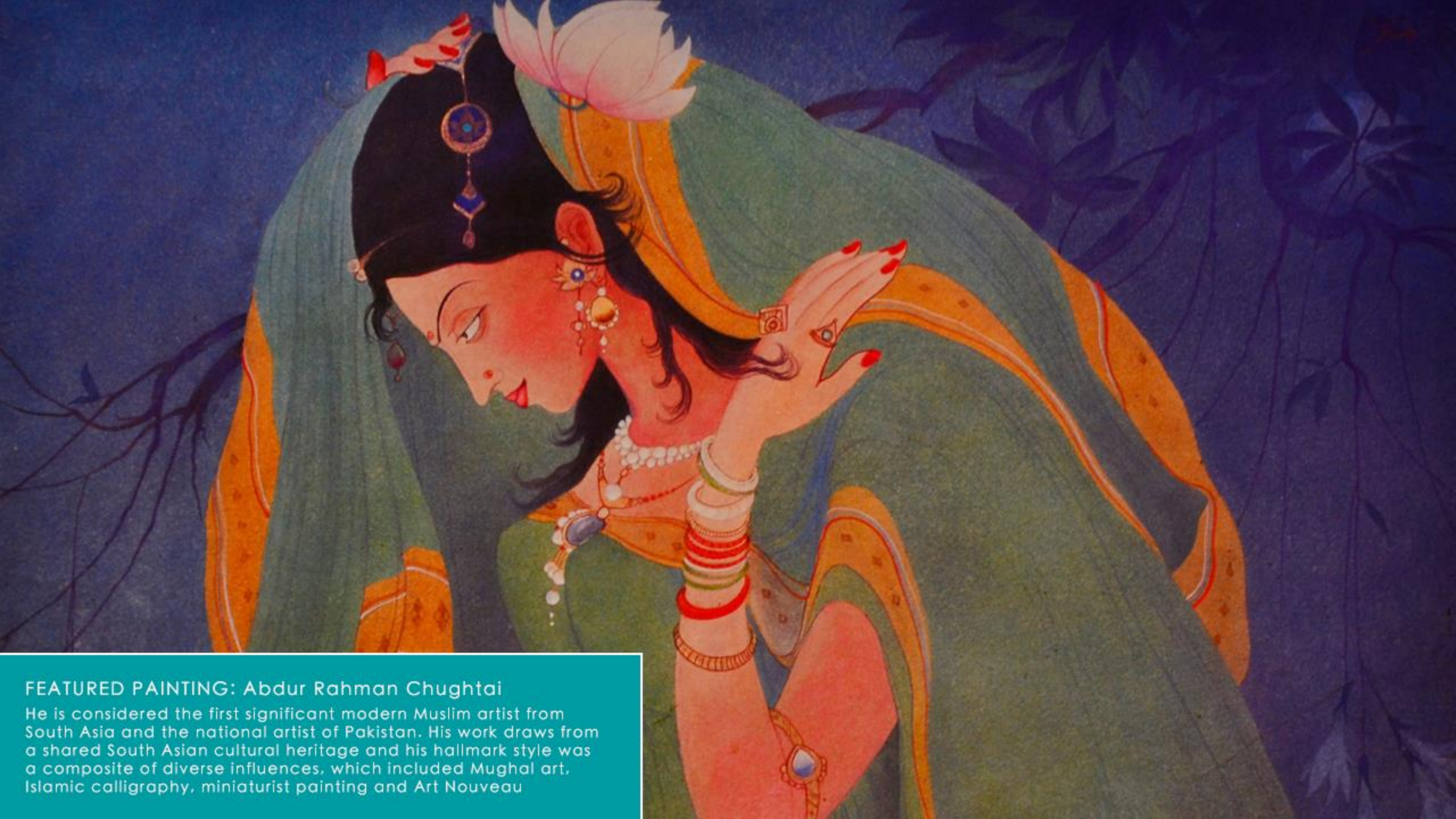
DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

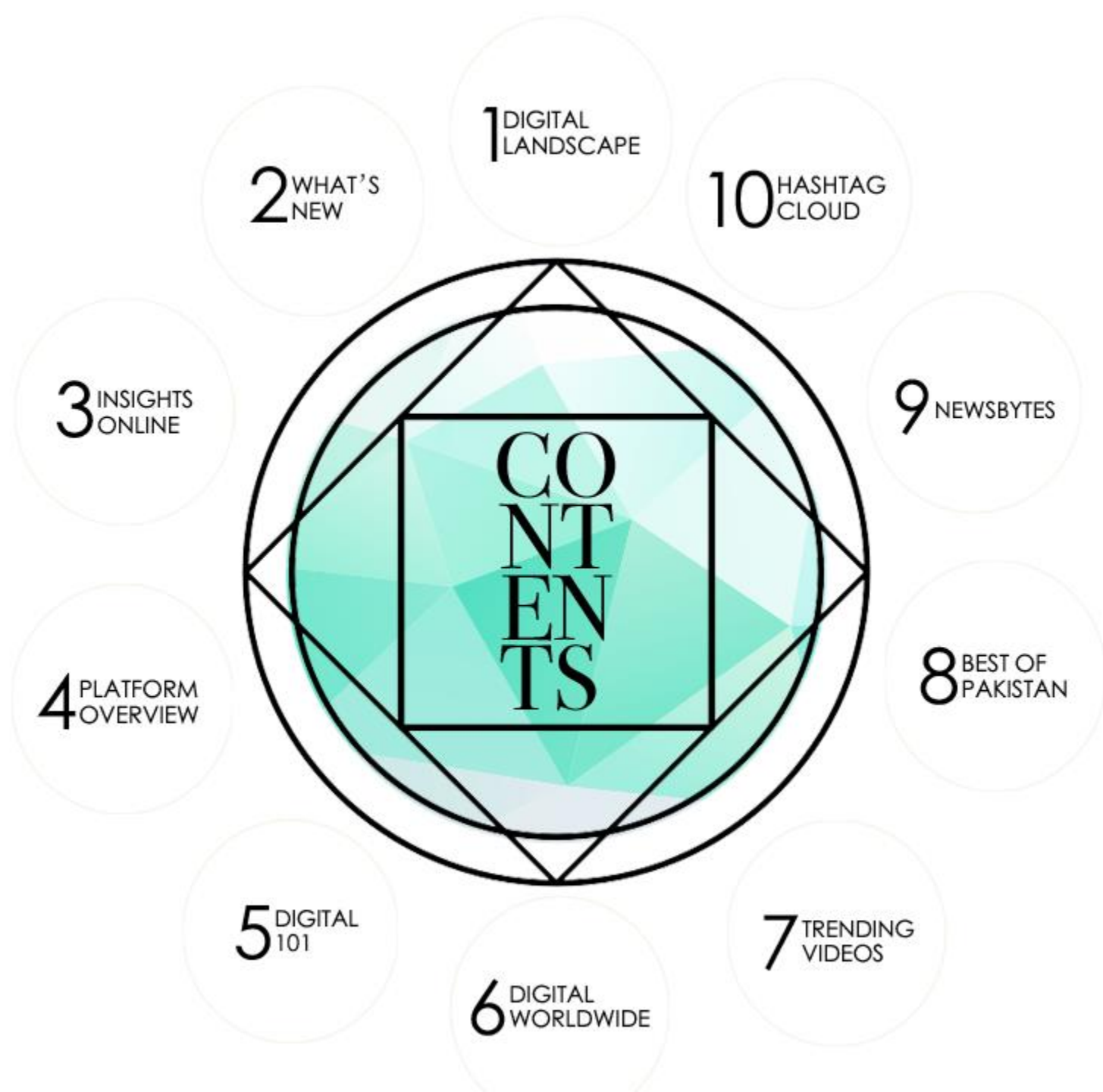


UNVEIL THE WORLD OF ART: PAGE 02



FEATURED PAINTING: Abdur Rahman Chughtai

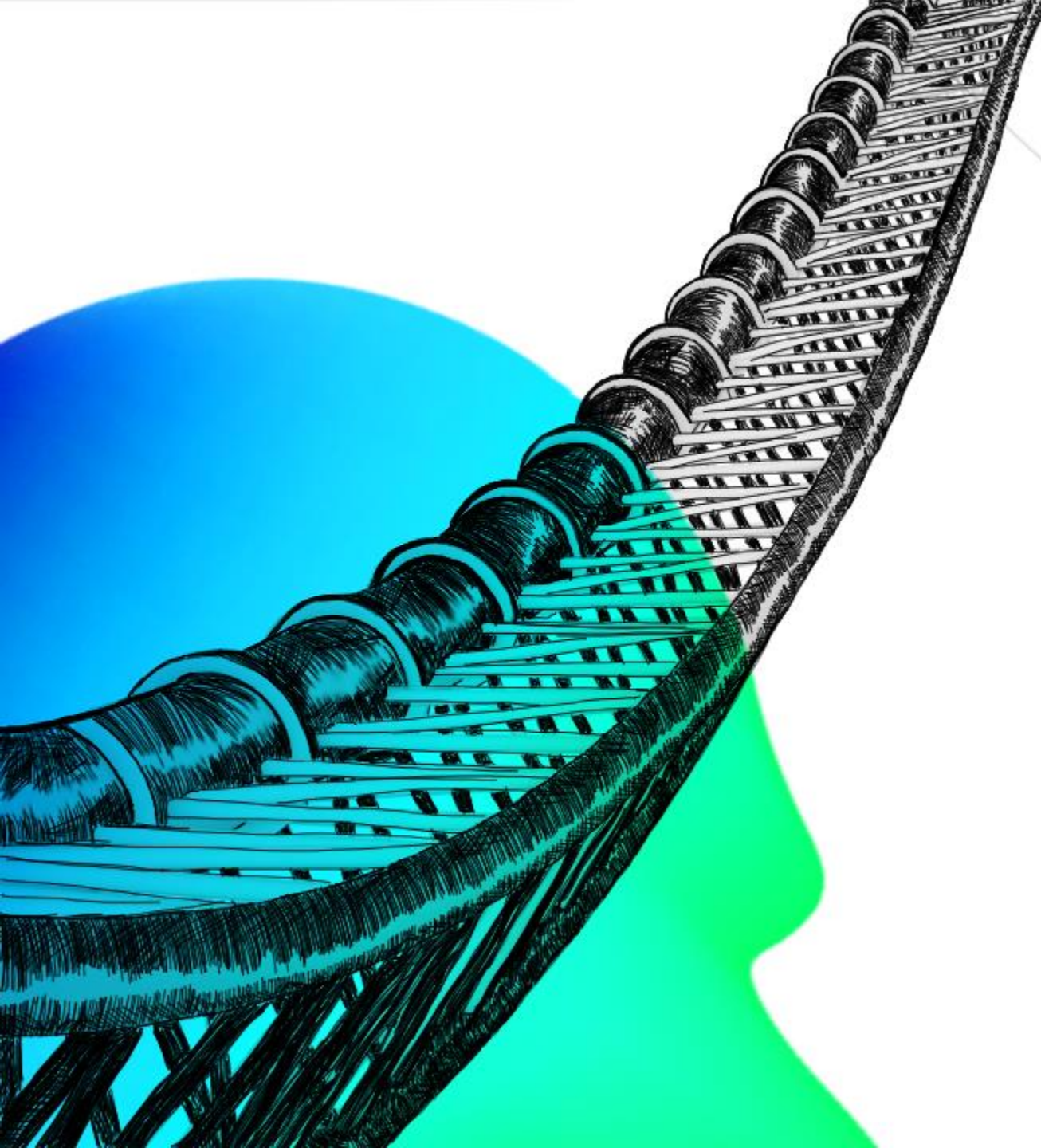
He is considered the first significant modern Muslim artist from South Asia and the national artist of Pakistan. His work draws from a shared South Asian cultural heritage and his hallmark style was a composite of diverse influences, which included Mughal art, Islamic calligraphy, miniaturist painting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



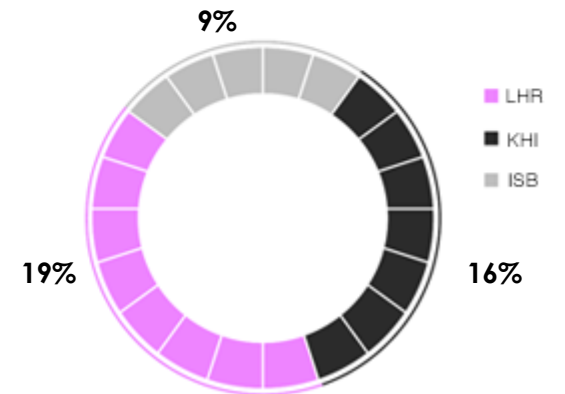
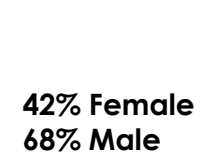
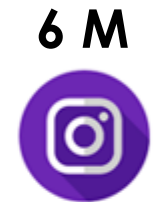
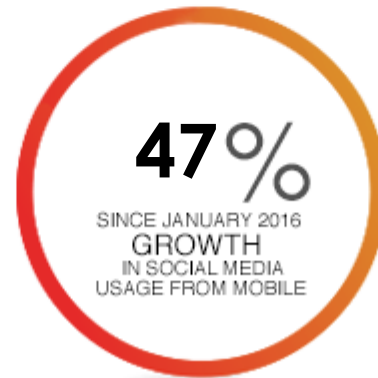
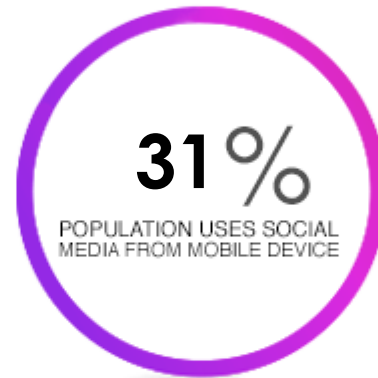
PURPOSE



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



PIA Launches Android App For Booking Flights

The country's flag carrier, Pakistan International Airlines (PIA), has launched a mobile app that will let its customers book and confirm their seats using their smartphones.

The app is only available on the Android platform as of right now and can be downloaded from the Google Play Store.



Read more: <https://bit.ly/2NreGZ4>



SECP's startup portal encourages technology innovation in Pakistan

Security Exchange Commission of Pakistan (SECP) has launched a new startup portal to encourage technology innovation in the country.

The portal has many features including startups, access to mentors and incubation centers, simplified user experience for registration for startup companies and guides with video tutorials for starters.

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



Google Chrome to label websites that are slow

Google is experimenting with a badge of shame for websites that load slowly in Chrome. "In the future, Chrome may identify sites that typically load fast or slow for users with clear badging," explains a blog post from the Chrome team.

Google will look at historical load latencies to figure out which sites are guilty of slow load times and flag them, and the Chrome team is also exploring identifying sites that will load slowly based on device hardware or network connectivity.

Read more: <https://bit.ly/32WUqmu>

The background features a complex geometric pattern of thin, light gray lines that form a series of overlapping triangles and polygons, creating a sense of depth and movement. 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 ONLINE

Facebook Publishes New Report on Video Streaming Trends

Facebook has recently released a new report on video streaming trends which highlights a major shift in video consumption habits. The change has been propelled because of improved connectivity which has facilitated the rise of online streaming providers, leading to new ways to discover, connect and engage with video content.



A new landscape for video content, and as a result, the traditional TV advertising model is gradually being disrupted, opening up new opportunities for reach and targeting.

LET'S DISCUSS:

**FACEBOOK'S VIDEO
STREAMING TRENDS**

Facebook researched how streaming trialists find streaming options



LET'S DISCUSS:

**FACEBOOK'S VIDEO
STREAMING TRENDS**



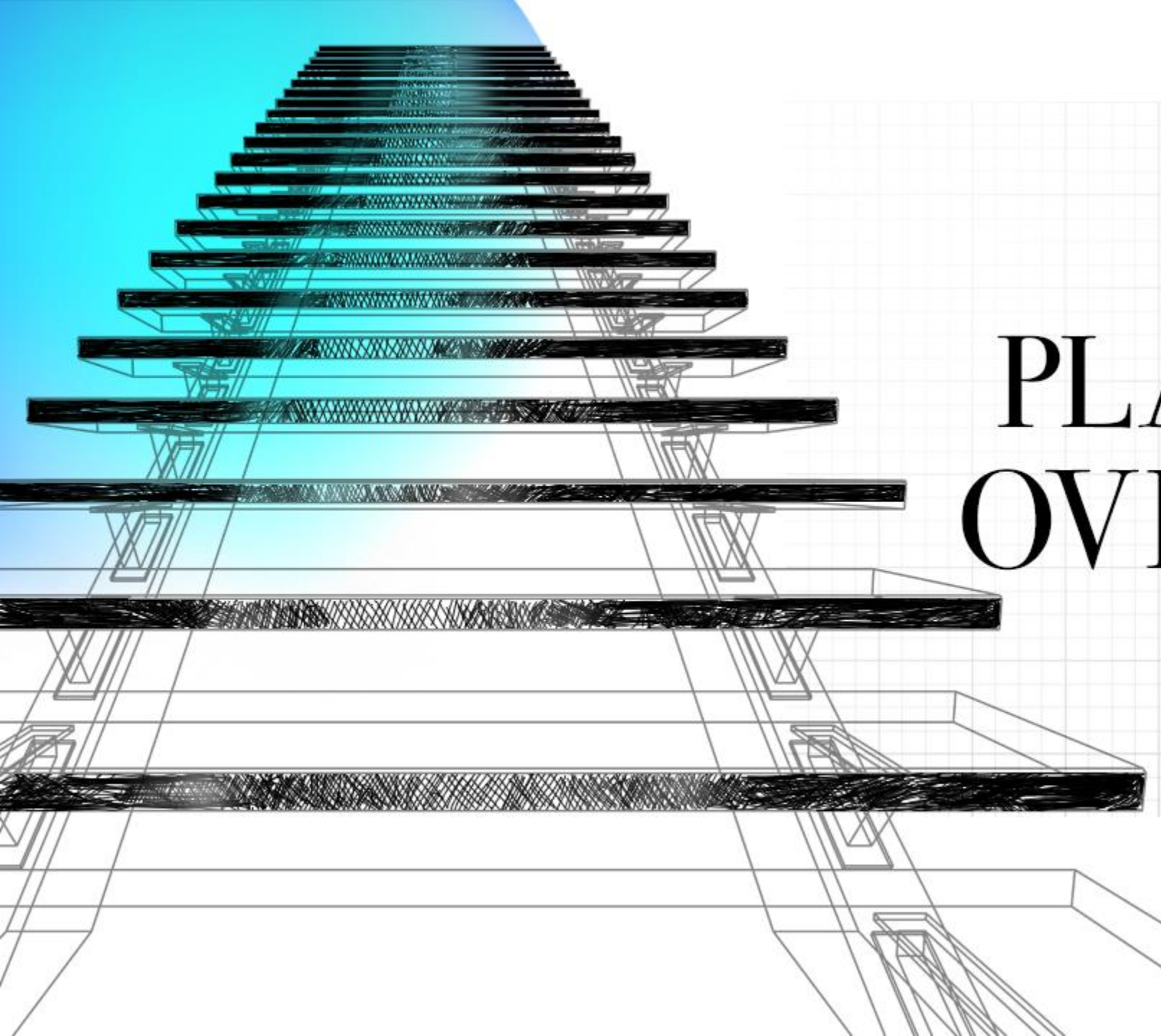
WHAT DOES THIS MEAN FOR MARKETERS?

- Provide clear and consistent messaging to help trialists discover content
- Create for mobile to seamlessly fit into people's active lifestyles.
- Tailor messaging to provide content guidance and engage content guidance and engage people within social communities.



LET'S DISCUSS:

**FACEBOOK'S VIDEO
STREAMING TRENDS**



PLATFORM OVERVIEW



WhatsApp Launches Product Catalogs for Small Businesses

Facebook-owned WhatsApp is taking the next steps towards monetization with a new option that will enable businesses on the platform to better showcase their products via the WhatsApp Business app.

Now, brands on WhatsApp will be able to utilize product catalogs in their WhatsApp Business listings, helping to provide more information about, and images of, the items that they provide.

Read more at: <https://bit.ly/36PaJFk>



Instagram Goes After TikTok with New 'Reels' Mode

Instagram has launched a new feature which aims to replicate the key functionality of rising app TikTok.

Instagram is adding its new 'Reels' feature as an element within Instagram Stories, using the app's scale to try and beat TikTok at its own game

Reels will enable users to create short videos which can be shared and remixed - just like TikTok.

The new mode, available only to users in Brazil, will be available within the Stories Camera and is expected to reach others markets soon

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



YouTube Adds 'Super Stickers', Option to Add @Mentions in Video Titles

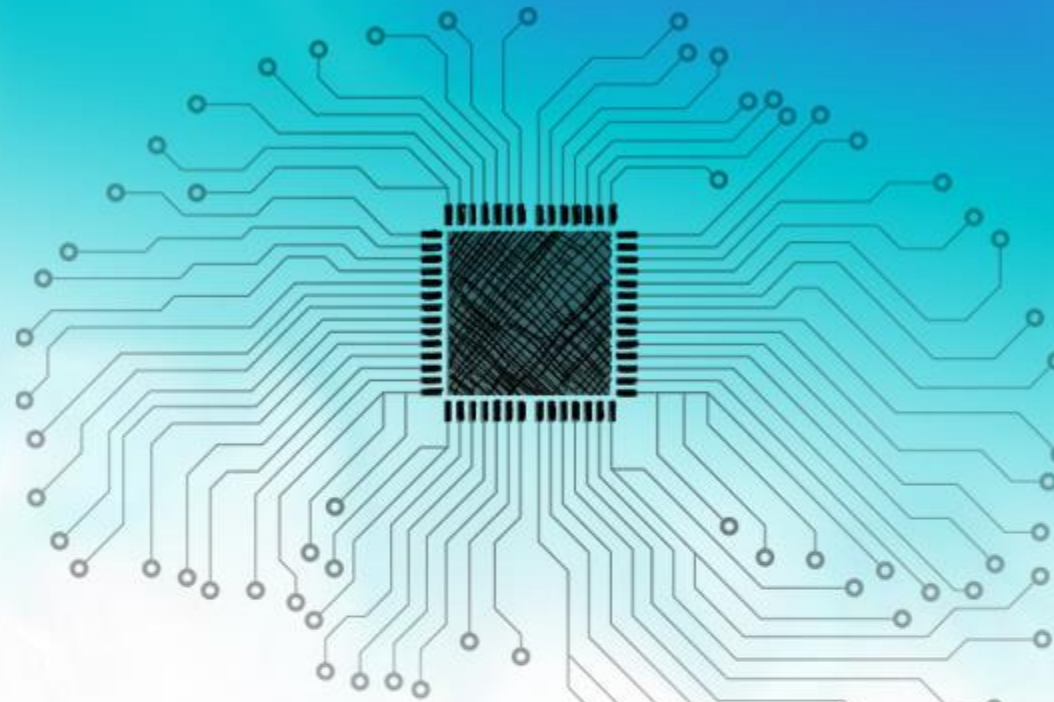
YouTube is adding a new element to its Super Chat streamer payment tools with 'Super Stickers', a set of cartoonish character depictions, some animated, which add to your Super Chat options.

According to YouTube, there are now over 100,000 channels which have received Super Chats, and some streams earn more than \$400 per minute. That's a lot of potential cash to be made by YouTube creators for broadcasting to their fans.

Read more: <https://bit.ly/34R3mv1>

Evolution Of Blogging

Recently blogging has evolved becoming ever the more popular, opening up several domain extensions for it's users. This move has opened up many new domain options and highlighted the popularity of blogging



Blogger

Hosted by Google. Start off by buying your domain and use one of the pre-built templates to start off. Blogger makes your bog search engine optimized.

WordPress.org

WordPress is a free content management system. This host is supported by a huge community and regularly improves the platform. Very easy to use and start your blog.

DIGITAL 101

Earning Through
Blogging

Medium.com

Medium is the best platform for storytellers and it has recently started paying its writers. Minimalist design eliminates clutter so that you can focus on content creation.

Source: <https://bit.ly/32GuSKe>



SKITTLES – EXCLUSIVE THE RAINBOW



The objective of the campaign was to get massively noticed and arouse curiosity amongst viewers. As a part of the campaign, a TV commercial was released three weeks prior to the actual release of the exclusive ad. In the ad, Skittles announced that they'll make a Super Bowl ad for only one viewer, which will be seen only by that one Skittles superfan.

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

RENAULT CLIO – 30 YEARS IN THE MAKING



Renault Clio's latest commercial celebrating a vehicle "30 years in the making" plays almost like an Oscar winning film, features a heartbreaking love story between two women that is leaving audiences in tears.

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

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 includes a large, vibrant green circle on the left side and a light gray grid pattern that covers the right side and extends over the circle. The text "TRENDING VIDEOS" is centered in the middle of the image, overlapping the green circle and the grid.

TRENDING VIDEOS

Pepsi Battle of the Bands – O Shabana



E Sharp made quite the journey from their audition in Pepsi Battle of the Bands Season 2 to them sweeping the judges off their feet in Season 4.

Now the band has finally launched a music video for 'O Shabana'. The music video is full of vivid colours and imagery, showing the story of a schoolboy dealing with a crush and a condition.

Link to video at: <https://bit.ly/2r1h93H>

Dalda - #MeriAwaz



Dalda released their new commercial focusing on how it is the healthy choice for the consumers. They chose to showcase the ad through the hashtag "Meri Awaz", in the hopes of curbing the practice that is prevalent in our society.

The commercial was met with mixed reviews.

Link for video at: <https://bit.ly/36TpA1i>

Daraz PK - Faraz, Shehnaz aur Daraz



Daraz released a set of short funny pre-rolls to create hype for their "Gyara Gyara" sale. These pre-rolls showed how excited people are for the Daraz sale and was amplified on multiple communication touchpoints

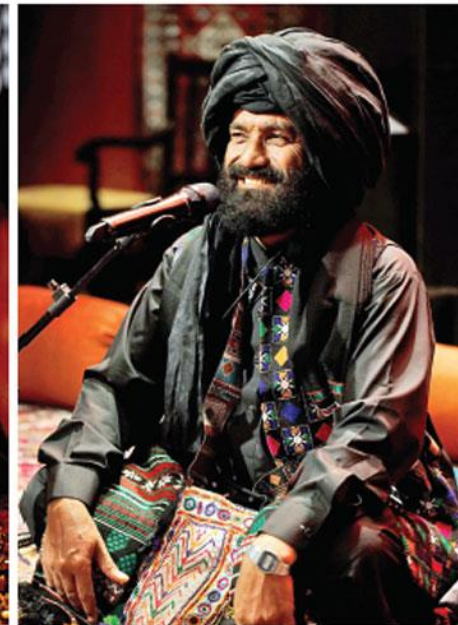
Link for video at: <http://bit.ly/36XF6td>



BEST OF PAKISTAN

The logo for Coke Studio, featuring the word "Coke" in red and "Studio" in white on a black background.

Coke Studio Season 12 - #CokeStudio12



This year Coke Studio returned with their 12th season. The first episode featured Atif Aslam and reached 12 million views. The season stages contemporary as well as folk, creating a balance within each episode.

Link to Coke Studio Youtube Channel: <https://bit.ly/2X55Weh>

MAYBELLINE
NEW YORK

MAYBELLINE - #FitmeAsIAm



This month Maybelline released their PR campaign that goes with the hashtag #FITMEASIAM. This was a movement that took social media by storm and asked the audience to share their photos using the Fit Me foundation. This campaign built awareness about how diverse the shades available are, making Maybelline fit me inclusive. Furthermore, it also asked everyone to love themselves as they are.

Link to Maybelline Facebook Page: <https://bit.ly/33lvws0>

The Bisconni logo is a red, rounded rectangular shape with a gold border. Inside, the word "Bisconni" is written in a white, stylized font with a gold outline.

Chai Wala Biskut – Digital Campaign



Bisconni released their new biscuit, "Chai Wala Biskut" through a digital campaign. The campaign saw dvc's announcing it as the perfect biscuit you can have with your tea, The communications used truck art to give it a local spin.

Link to Bisconni Facebook Page: <http://bit.ly/2CADXcV>



TAPAL- Round Tea Bags #NoStringsAttached



Tapal introduced their awareness campaign for the Stringless, Tapal Tea Bags. This campaign feature several moments that you can enjoy with a strong hassle-free cup of Tea using the Round Tea Bags.

Link to Tapal Facebook Page: <https://bit.ly/2pXm8ld>

**Govt to develop its own
application as alternate
for WhatsApp**

<https://bit.ly/33FSMXs>

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

<https://bit.ly/2Kd7kGF>

**Sastaticket.pk launches
Pakistan's Biggest Ever
Travel Sale This 11.11!**

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

**LOCAL
NEWSbytes**

**Airlift nabs \$12 million in
Pakistan's largest Series
A funding ever**

<https://bit.ly/34T21DU>

**Daraz launches
DExports, opening
international markets for
local sellers**

<https://bit.ly/2X3YWhC>





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