

OCT' 2019

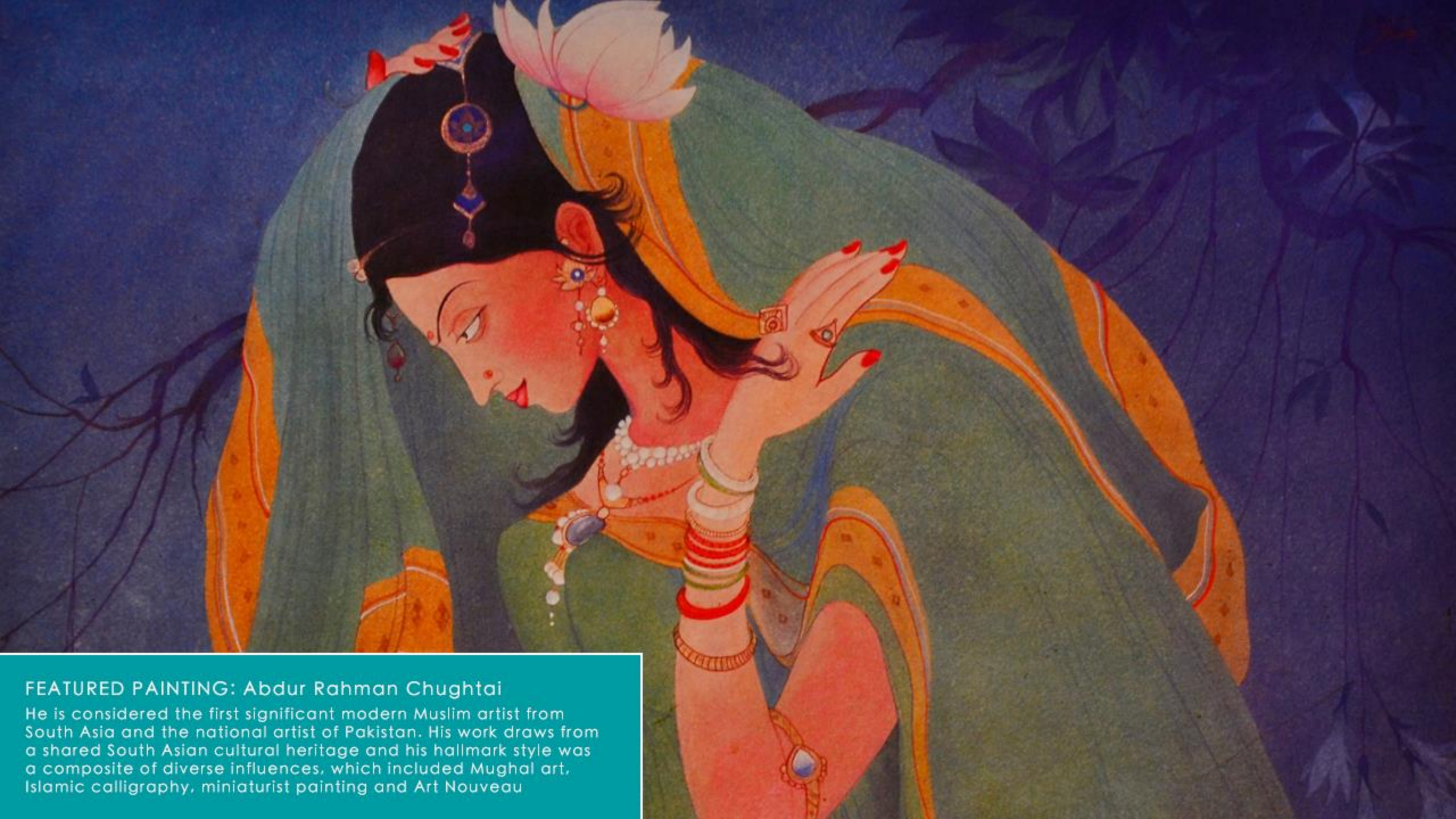
# DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

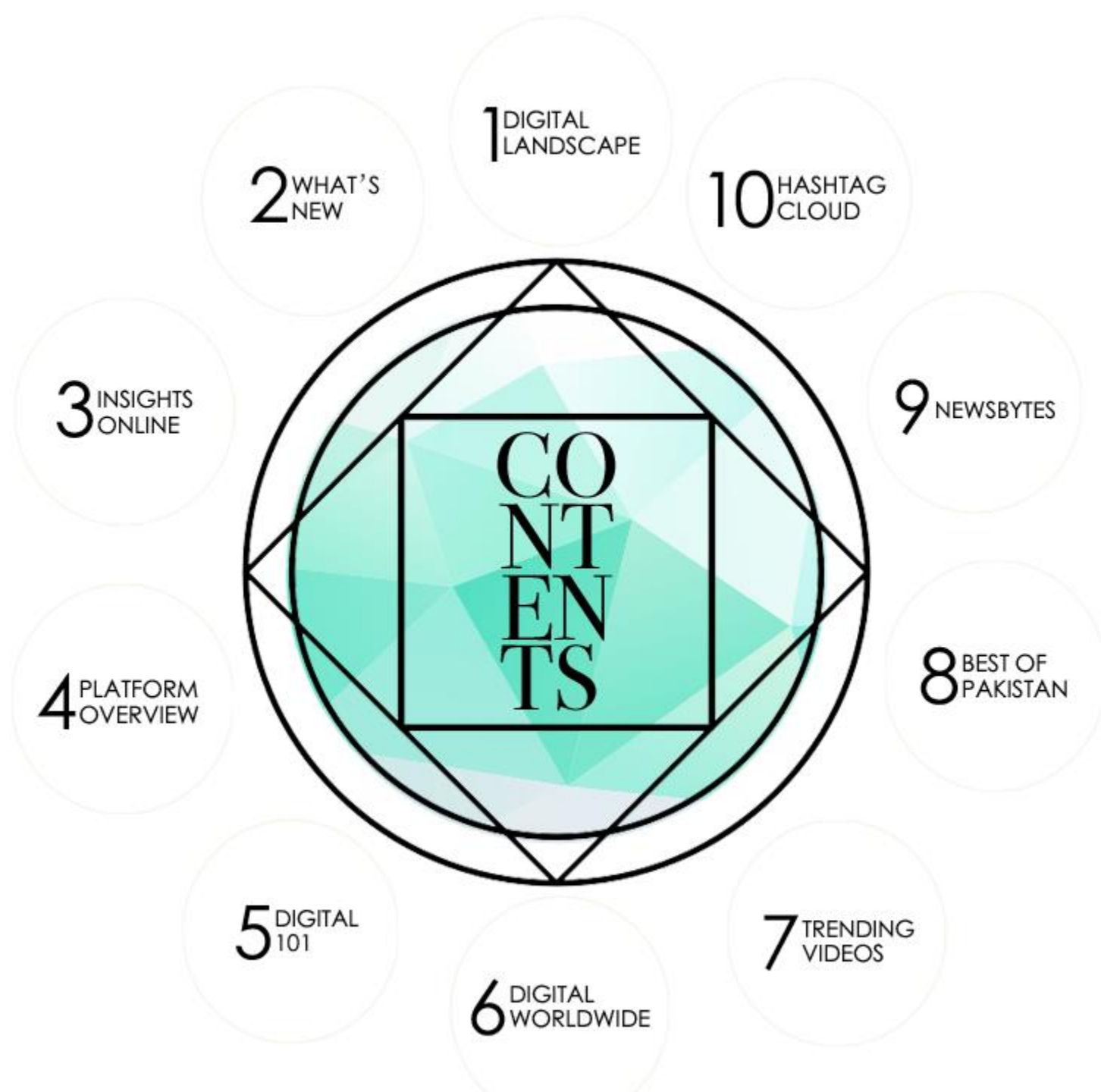


UNVEIL THE WORLD OF ART: PAGE 02

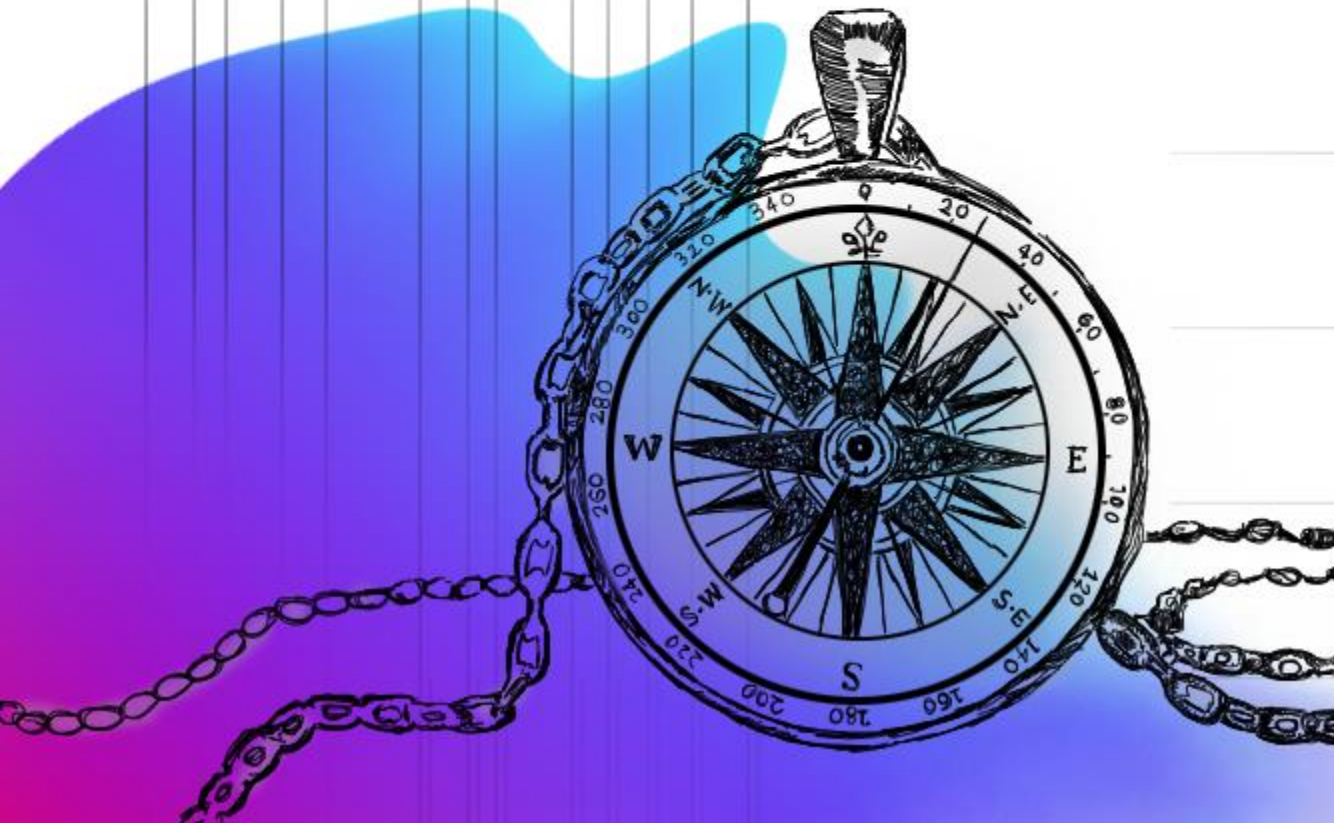


### FEATURED PAINTING: Abdur Rahman Chughtai

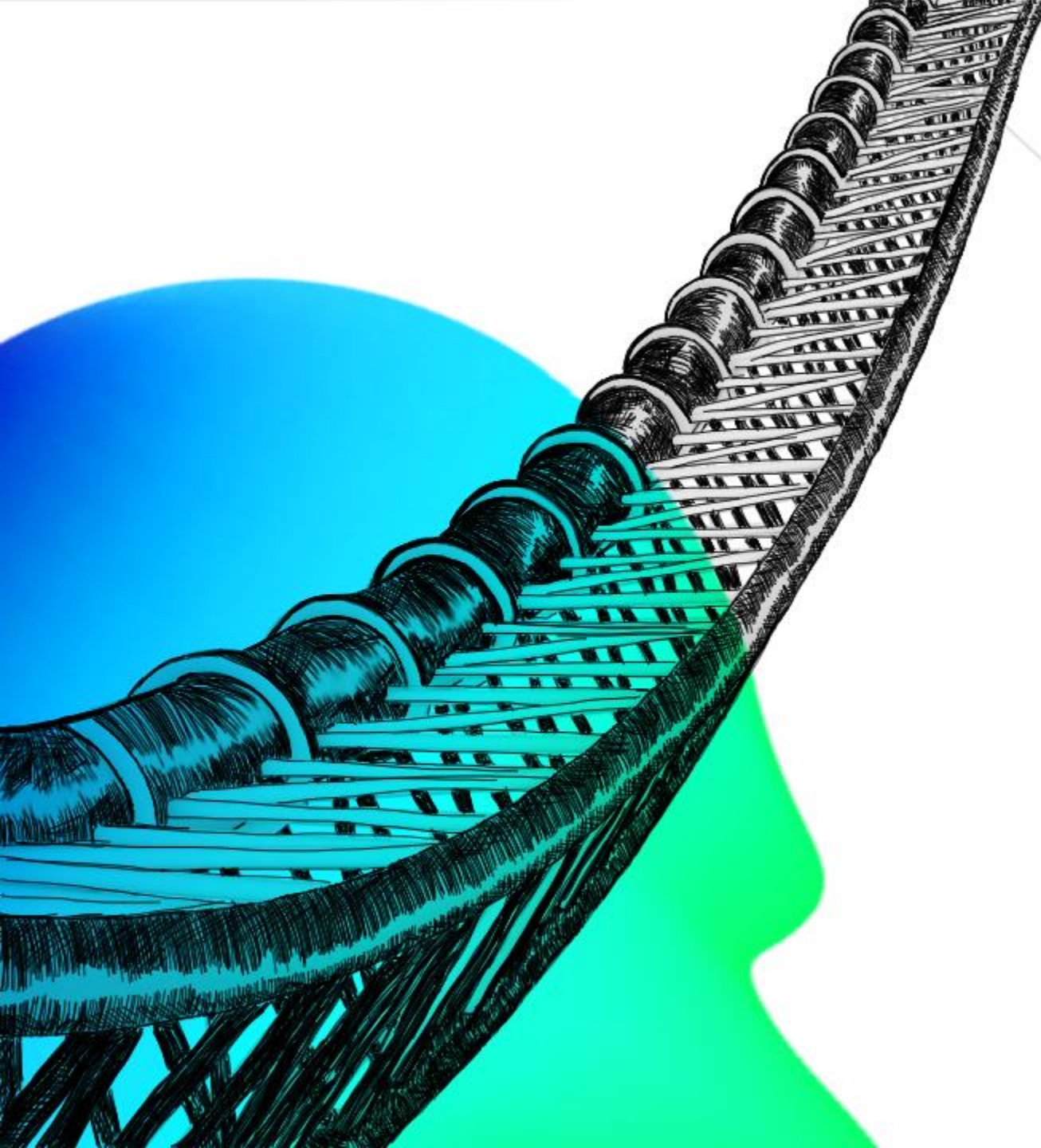
He is considered the first significant modern Muslim artist from South Asia and the national artist of Pakistan. His work draws from a shared South Asian cultural heritage and his hallmark style was a composite of diverse influences, which included Mughal art, Islamic calligraphy, miniaturist painting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



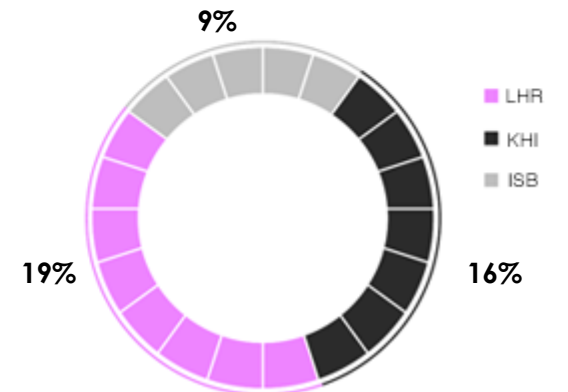
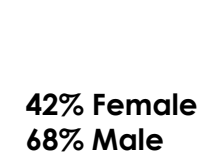
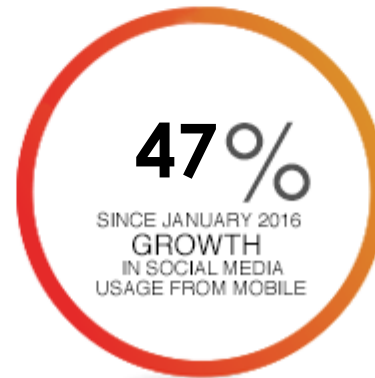
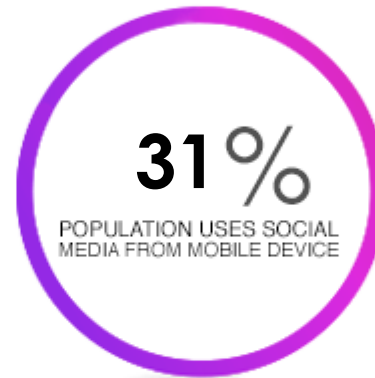
# PURPOSE



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



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



WHAT'S NEW



## KHAZANAY.PK-USED ORIGINALS ONLINE STORE

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Pakistan is a budding market for online shopping. Many companies and brands have introduced e-commerce platforms that has increased the trust of consumers.

One such platform is the “Khazanay.pk” website. A website that has taken the classic “Lunda” market online.

Khazanay.pk resells second-hand original branded items such as clothes, shoes and bags on their online store and have a reported turnover of half a million rupees on monthly basis.

Read more: <https://bit.ly/33stETT>



## WHY SHOULD YOU VISIT A DARAZ SHOP?

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Daraz has become the leading online marketplace in Pakistan, with great customer service which they are constantly looking to improve.

In the last year Daraz has introduced Daraz Hubs in all major cities of the country. These Hubs allow for one-to-one customer interaction and also aid the refund, return and exchange processes. These shops or hubs also act as pickup points for whenever customers want to pick their order and also provide services such as “trade-up” for mobile phones and one-day delivery for FMCGs.

Read more: <https://bit.ly/33pzvZO>



## MICROSOFT'S AIRBAND INITIATIVE PLANS TO BRING INTERNET ACCESS TO 40 MILLION PEOPLE BY 2022

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In 2018 half the population of the planet had access to internet in some form, which was an achievement in itself. But this meant that the other half still does not have access to internet.

Microsoft aims to change this by providing internet to 40 million people in Latin America and Sub-Saharan Africa. They will be using the Airband Initiative that was meant to streamline internet access in the US.

Microsoft will be looking to work with ISPs in this area and will also physically work on the infrastructure to make sure that people have internet access.

Read more: <https://bit.ly/35tphtz>

The background features a complex geometric pattern of thin, light gray lines forming a series of overlapping triangles that create 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, with its ends extending towards the left and right edges.

# INSIGHTS ONLINE

## WHAT DOES THE RISE OF SOCIAL COMMERCE MEAN FOR YOUR BRAND

Social commerce- using social networking sites as a platform to sell products and services. Here is why brands shouldn't ignore this opportunity at hand.



### WHY SOCIAL COMMERCE MATTERS:

- Retail websites have grown by 110%
- Social Commerce has doubled since 2017
- Pakistan has 35 million active users on Social Media

LET'S DISCUSS:

## THE RISE OF SOCIAL COMMERCE



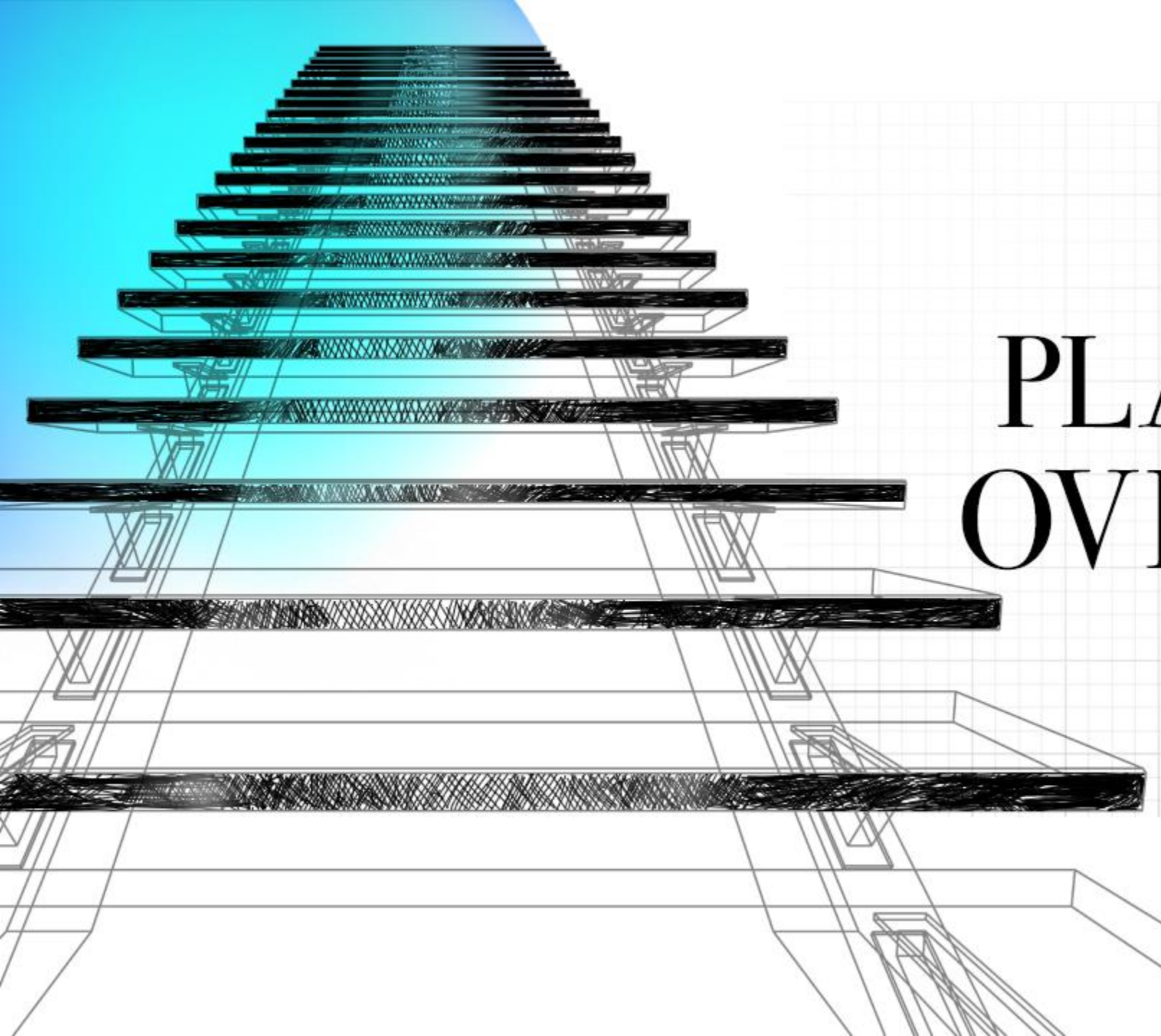
## HOW TO LEVERAGE SOCIAL COMMERCE:

- Use of automated chatbots-Chatbots can be used to provide product recommendations and to also sell directly
- Focusing on mobile users - Catering to mobile users and mobile devices can reduce abandonment rates by three times
- Review Database - Reaching out to customers and their reviews allows for better brand perception and creating a support platform
- Stay connected with your customers - 95% of consumers expect an urgent response
- Utilize influencer campaigns - 23% of shoppers are influenced by social media recommendations from influencers

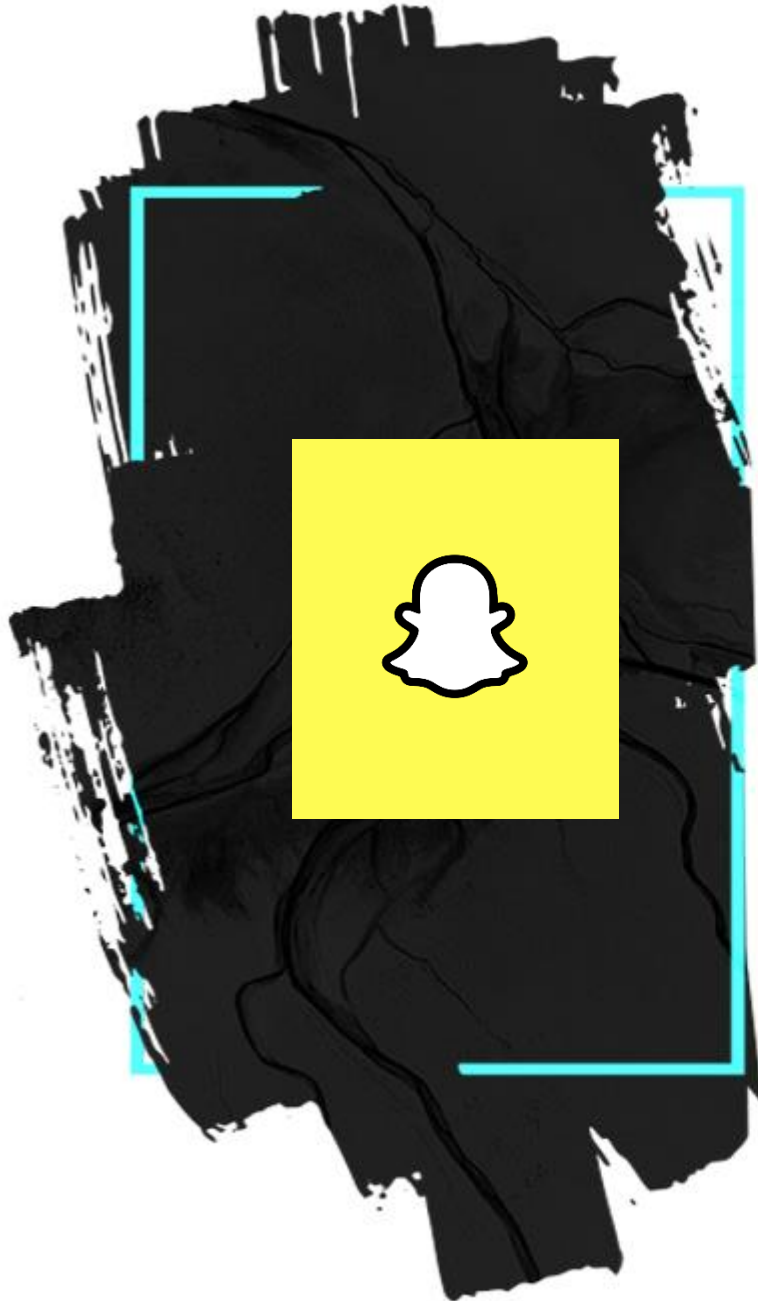


**LET'S DISCUSS:**

**THE RISE OF SOCIAL  
COMMERCE**



# PLATFORM OVERVIEW



## SNAPCHAT RELEASES LATEST UPDATE OF TRENDING TOPICS ON THE APPLICATION

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The 'Snap Chatter' updates are a great indicator of providing a general overview of what the applications users, mainly consisting of young audience, find interesting in the particular month.

The Snap Chatter report is based on trending topics of the month covering a range of topics including entertainment, celebrities, and even the latest trending slang.

The information in these reports can be used by brands to develop bold content to keep up with the ever-changing younger generations.

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



## INSTAGRAM TO INTRODUCE “TRY ON” ADS WITH SELECT ADVERTISERS

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In their move towards E-commerce, Instagram have revealed that in order to increase customer engagement, AR or Augmented Reality “Try On” functions are being introduced on the Instagram application.

Through the “Try On” option, consumers can engage with products actively and see how it would look. This feature will initially be introduced for cosmetic products and sunglasses but Instagram hopes to make this feature available for all kinds of products.

Read more: <https://bit.ly/30IKewH>

## DIGITAL ADS VS TV ADS

Magna's research from 2017 showed that digital ad spending was \$209 billion while TV ad spending was \$178 billion. The research also showed that in-app advertising has had the fastest growth

## HIGHER CLICK-THROUGH RATES (CTR)

CTR shows how often users end up clicking on your ad. A research by Medialets revealed that the CTR for mobile apps was 0.58% while for mobile web it was 0.23%

## EFFECTIVE REACH

An e-Marketer report revealed that average daily time spent on mobiles has gone up to 215 minutes. The same report revealed that 89% of that time was for mobile apps while the rest was for mobile web

# DIGITAL 101

Mobile In-app  
advertising; better than  
other digital channels?

## ADVANCED TARGETING VIA APPORGRAPHICS

ConsoliAds uses an effective strategy called 'Appographic Targeting' which creates micro-categories based on consumer behavior, demographics, geo-location and device type

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



## ORGANIC VOICES- SKIP THE CHEMICALS



Organic Voices' latest campaign uses reverse psychology to get people to go organic. Viewers are told that they can "Skip" this ad and all of the chemicals in processed products.

To launch the campaign "World's Most Skippable Ad" was created. A thirty minute video made for skippable environments. The ad shows two parents washing dishes and naming 700 chemicals, used in household products of all kinds, in show-tune style.

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

## CANADA DRY- BE SODA SMART



Canada Dry Club Soda advertised their product benefits of having no sugar, no calories and no artificial flavors or colors.

Through digital spots they showed that even though people have moments of being not-so smart, they can choose to be smart about their sodas with Canada Dry Club Soda.

Read more to: <https://bit.ly/2M7u7VG>

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

## DASTAK COOKING OIL – NEW COPY



Dastak cooking oils introduced a digital ad for World Food Day. They've touched upon a sensitive topic of food wastage and have engaged with the emotions of the viewer through this office lunch story. They've hoped to make people realize the importance of better food management.

Link to video at: <https://bit.ly/31ew1YT>

## COKE STUDIO-SEASON 12 PROMO



Coke Studio Season 12 released their Promo on 4<sup>th</sup> October 2019 and like always it has prepared the viewers for the music and artists to come.

Season 12 also marks the return of Rohail Hyatt after season 6 of Coke Studio. Rohail Hyatt will be looking to bring back creative collaborations between contemporary and regional artists, something that he excelled at in his previously produced seasons.

Link for video at: <https://bit.ly/32bo9Zm>



# BEST OF PAKISTAN

## BISCONNI COCOMO – LAUNCH OF NEW JINGLE



Bisconni rejuvenated their classic Cocomo jingle and introduced it first through a PR event 'The Cocomo Party' followed by the release of their new TVC. The new jingle takes its inspiration from the original but gives it a modern feel making it just as memorable as the original.

View TVC on: <https://bit.ly/2B8Ccmp>

## L'ORÉAL- PLBW

L'ORÉAL  
PARIS



This year L'Oréal used PLBW to introduce their 'I am Worth it' experience by campaigning for women empowerment. They also highlighted their "Beauty for a Better Life" program ,a collaboration with IFAP, which helps empower women from underprivileged socio-economic backgrounds and provides beauty training and employment opportunities.

Read more at: <https://bit.ly/2MDtXo6>

## TAPAL- PAKISTAN VS SRI LANKA 2019- “TUM MEIN AIK CUP CHAI AUR CRICKET”



Tapal introduced “Tum Mein Aik Cup Chai Aur Cricket”, a web talk show in highlight of the renaissance of international cricket in Pakistan. Hosted by none other than Wasim Akram, the talk show dived into the lives of current team members and how the cricket life is. The show has so far received 816,000 unique views and over 10,000 new subscribers on YouTube and 6 million views on Facebook.

Link to Tapal YouTube channel: <https://bit.ly/2pXm8ld>

## NOVITA- 'KACH KACH' CAMPAIGN



Novita Wafers introduced their new flavor through a TVC that encapsulated the crunch and flavor of the wafer itself. They also introduced “autonomous sensory meridian response” (ASMR) videos on digital platforms such as YouTube and Facebook. These videos starred celebrities like Ali Rehman Khan and Hina Altaf and also had them blind taste the new Tutti Frutti Flavor.

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

**IT minister tells Telecom  
Foundation to open  
schools**

<https://bit.ly/3278Dhh>

**Twitter will not ban  
official accounts without  
informing government**

<https://bit.ly/2B4mdpE>

**JS Bank launches self-  
service banking on  
WhatsApp**

<https://bit.ly/314QqiT>

**LOCAL  
NEWSbytes**

**Duolingo ABC to launch  
new app so that children  
learn to read and write**

<https://bit.ly/2M4UtHG>

**Dawlance launches  
'SYNC' – A Smart Solution  
for All**

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



[#splittheplate](#)

[#CokeStudio12](#)

[#dewmoto  
extremelhr](#)

[#cricketwithtapal](#)

#  
HASHTAG  
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CupChaiAurCr  
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