

SEPT' 2019

DIGITAL TRENDS

PAKISTAN

INDUSTRY TRENDS REPORT

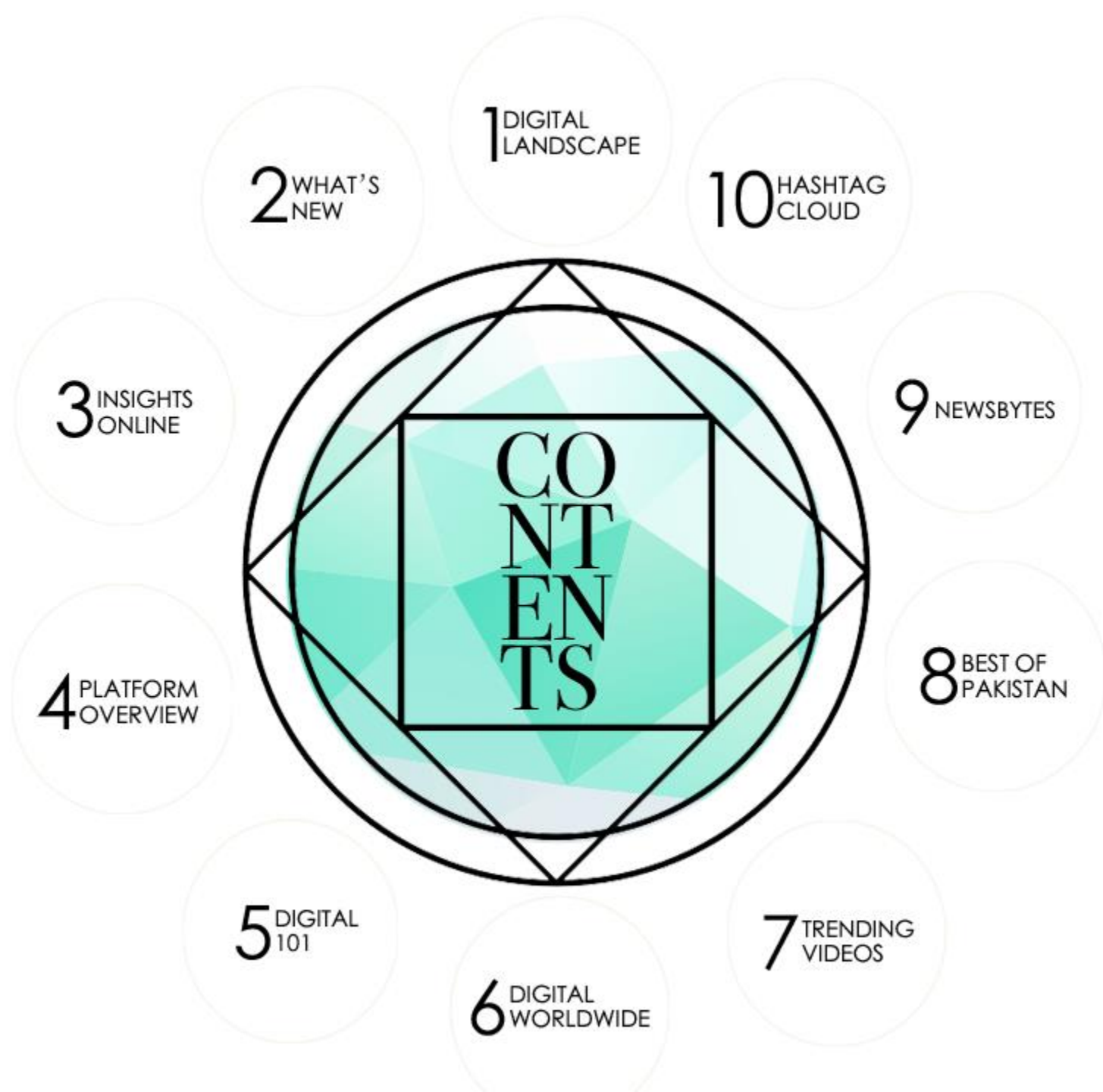


UNVEIL THE WORLD OF ART: PAGE 02



FEATURED PAINTING: Sadequain

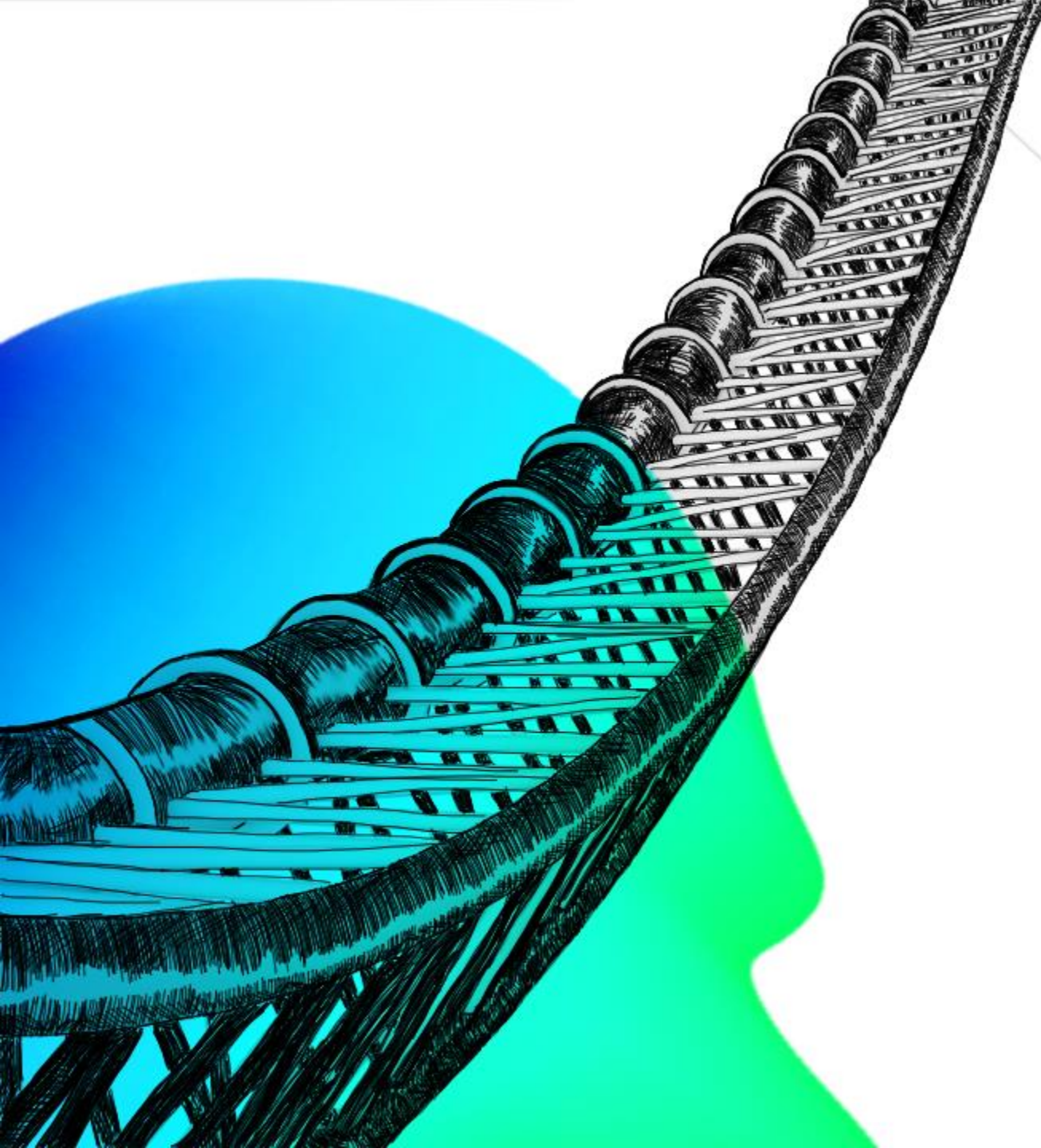
Sadequain traveled all over the world long before it became fashionable and accessible to his generation. His paintings were widely displayed on all continents and received praise from public and connoisseurs alike and commanded generous press coverage



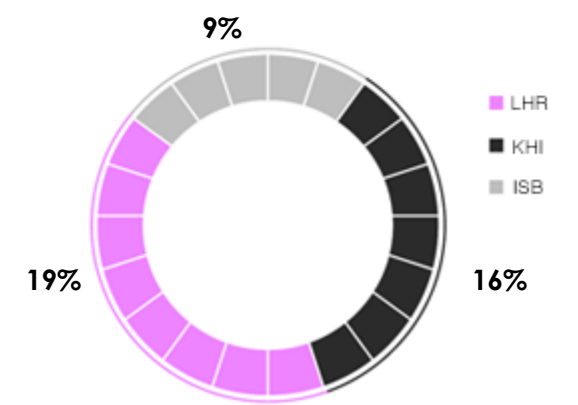
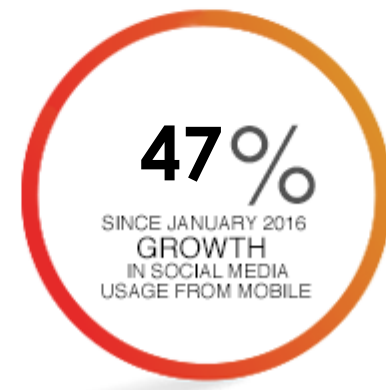
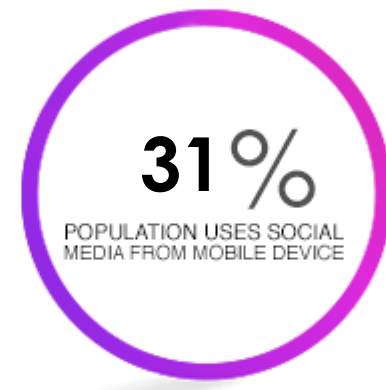
PURPOSE



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



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



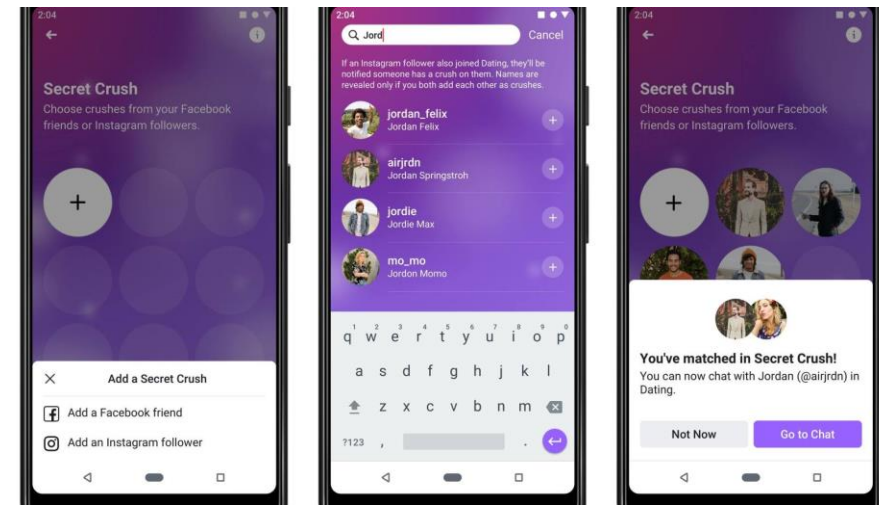
WHAT'S NEW



FACEBOOK HAS LAUNCHED ITS NEW DATING APP “FACEBOOK DATING”

The most anticipated application is finally launched as Facebook made its new dating app “Facebook Dating” available for United States and 19 other countries.

Facebook Dating is only available for users above the age of 18 or older and it will appear as a tab in the Facebook mobile application.



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



GOOGLE TO ALLOW ANDROID USERS TO PICK A DEFAULT SEARCH ENGINE ON THEIR HOME SCREEN

Google has announced recently that it will allow users to select a search provider that will power searches on the Android home screen

The search provider can be a default search engine in the Chrome browser if it's installed. The change will likely happen in 2020 after it complies to European Commission's decision on Android.

This new method will be represented by a new choice screen, which will appear to people who are setting up their Android phones for the first time

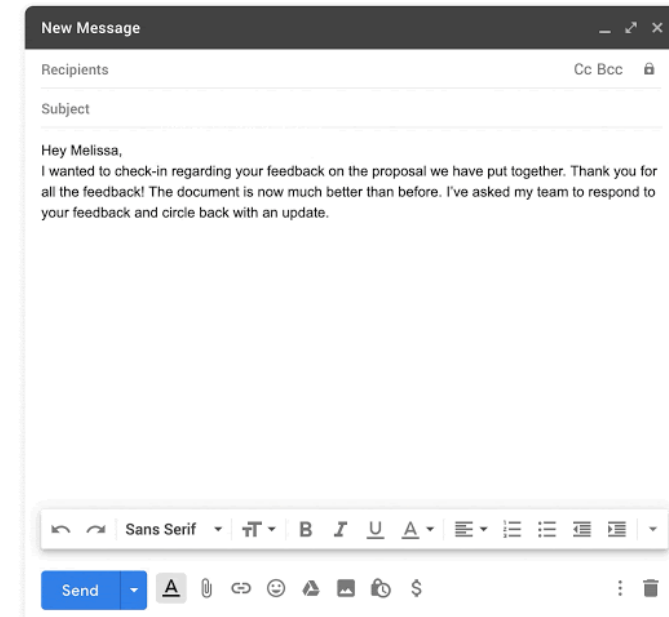
Read more: <https://bit.ly/2mimRf8>



GOOGLE TO ADD GRAMMAR CORRECTION FEATURE IN GMAIL

Gmail will soon introduce improved spelling and grammar correction tools that offer corrections as G Suite users type.

Google would apply AI to make real-time spell-check suggestions while detecting potential grammar issues. For some common spelling mistakes, it'll also add "as-you-type"



Read more: <https://bit.ly/2kL9vrh>

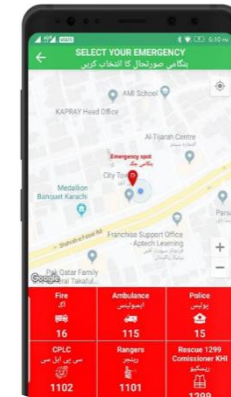
PAKISTAN'S FIRST ALL EMERGENCY SERVICE APP "SIREN APP" LAUNCHED

The app was launched by a Karachi based tech company Jaffer Business Sytems Private Limited (JBS) has with the partnership of Commissioner Karachi's Rescue 1299 project

The app helps you connect with relevant emergency service. It also sends a siren alert to your loved ones with the location, providing live location sharing to locate the person in trouble

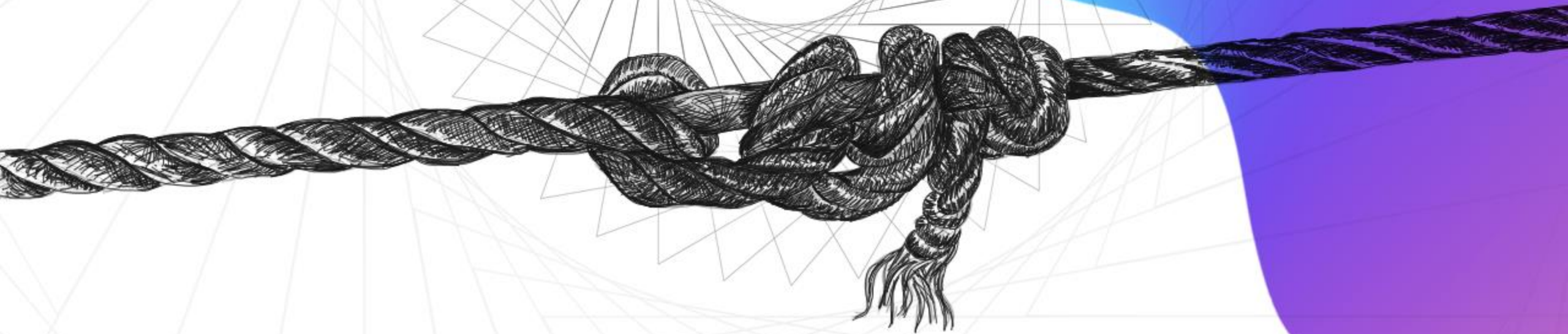


Broadcast your emergency and
FIND HELP IMMEDIATELY.



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

INSIGHTS ONLINE

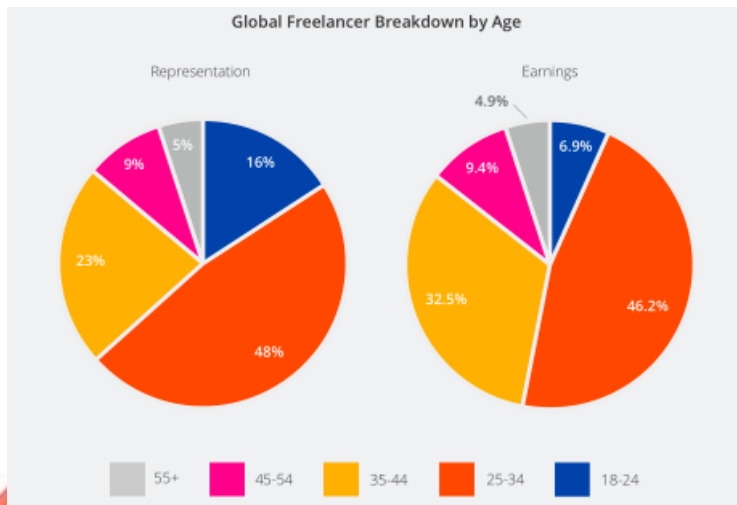


GEN X FREELANCERS HITTING THE SWEET SPOT

The Global Gig-Economy Index is a report on the freelancing market, created by the Payoneer Network, a financial services company that provides online money transfer and digital payment services)

In Q2 2019, Gen X was most profitable, contributing 32% of earnings despite representing only 23% of freelancers

The 18-34 age group, which were the clear majority (64%) in number but only earned 53% of total profits,



LET'S DISCUSS:

**THE GLOBAL GIG
ECONOMY**

Source:

WHAT MATTERS IN THE FREELANCE WORLD



Portfolio Matters

Companies are willing to pay a premium for experienced freelancers that can show examples of past work in a variety of job types.



It Pays to Buildup Reviews

A large number of reviews from former employers is more likely to get your profile noticed in freelancer marketplaces.



It's important to think globally

Experienced freelancers have learned how to market themselves to a global audience, expanding their pool of potential employers.

LET'S DISCUSS:

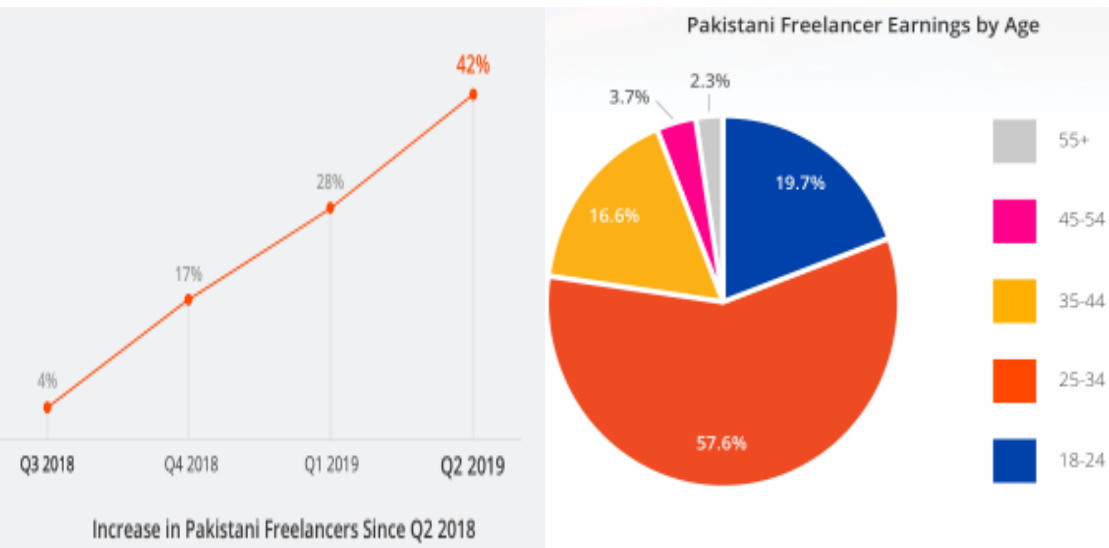
**THE GLOBAL GIG
ECONOMY**

Source:

PAKISTANI YOUTH FUELLING THE GIG-ECONOMY

The 42% increase in Pakistani freelancers since Q2 2018 was fueled by several factors, most notably a very young population, 70% of which are under the age of 30.

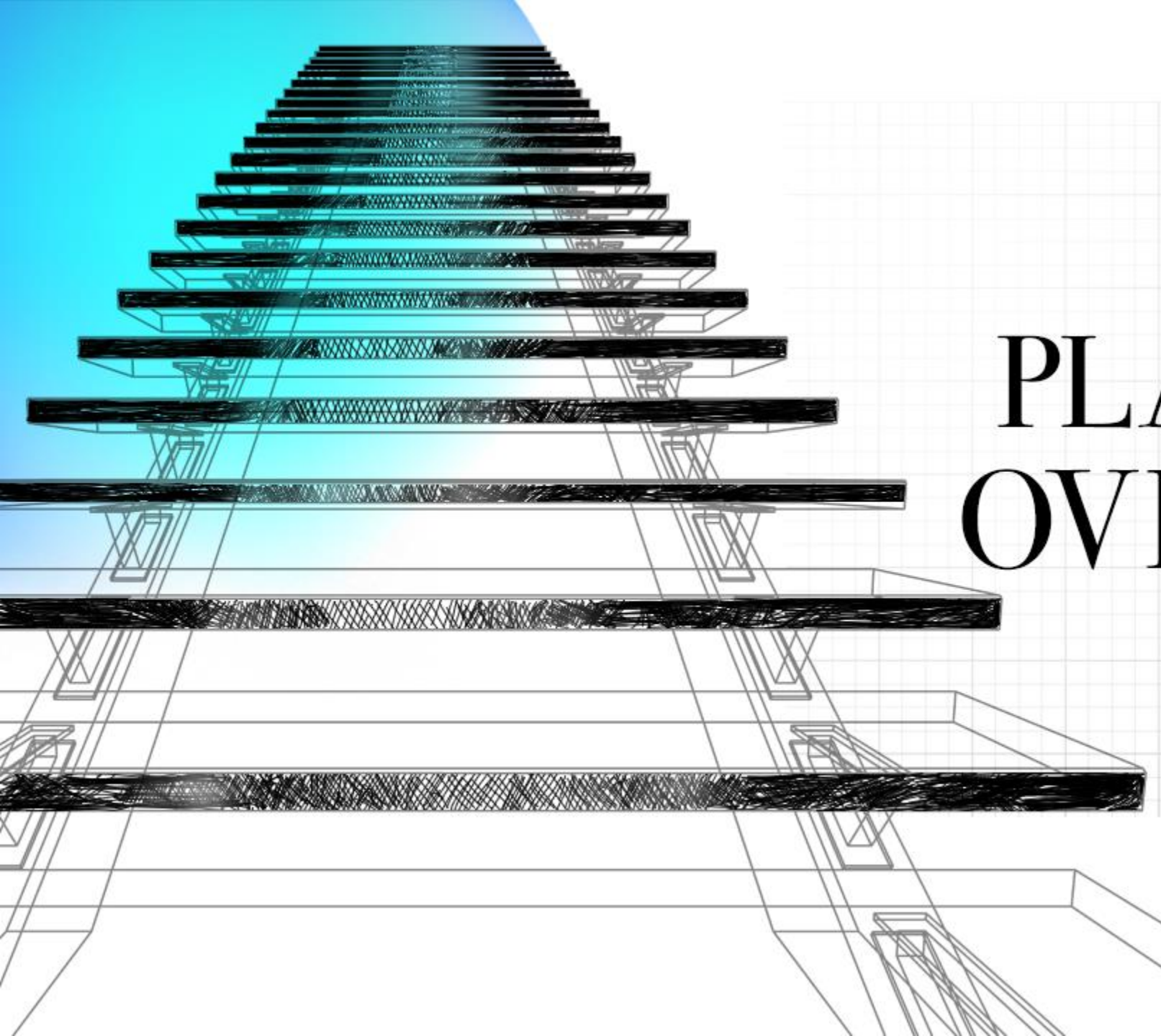
A more technically oriented education has helped Pakistan's youth participate in the gig economy.



LET'S DISCUSS:

THE GLOBAL GIG ECONOMY

Source:



PLATFORM OVERVIEW



INSTAGRAM IS TESTING A NEW APP CALLED THREADS JUST FOR THE 'CLOSE FRIENDS'

Facebook is developing a new messaging app called Threads that is meant to promote constant, intimate sharing between users and their closest friends,

The app would invite users to automatically share their location, speed, and battery life with friends, along with more typical text, photo, and video messages using Instagram's creative tools.

The app, is now being tested internally at Facebook and is expected to be created in an effort to chip away at Snapchat's appeal.

Read more: <https://bit.ly/2Pjd9am>



TIKTOK'S 'HASHTAG CHALLENGE PLUS' LETS VIDEO VIEWERS SHOP FOR PRODUCTS IN THE APP

TikTok, has launched a new feature that allows users to shop for products associated with a sponsored Hashtag Challenge, without leaving its app.

These sponsored challenges are Gen Z-friendly marketing campaigns where users are prompted to post videos of them using a product

The new e-commerce feature, called Hashtag Challenge Plus, adds a shoppable component to the hashtag as part of which people can purchase products within the TikTok environment

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



YOUTUBE KIDS LAUNCHES ON THE WEB

Kid-friendly YouTube content now has its own website, [youtubekids.com](https://www.youtube.com/kids). The website will offer a similar experience to the existing YouTube Kids mobile app.

Parents will be able to direct their child to videos that are age-appropriate, as well as track their child's watch history and flag content missed by YouTube's filters.

Youtube Kids also recently introduced new age groupings to now include a "Preschool" filter for those age 4 and younger, in addition to a "Younger" group for ages 5 to 7, and an "Older" group for kids over 7.

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

Online PUBG Tournaments

Anyone can play these online PUBG tournaments.

One can check online platforms like MLG Gamebattles & GamerzArena to find such tournaments

Sell PUBG Items for Money

PUBG players can sell their Battle Points and crates online to earn money

These items can be sold on Steam or websites such as OPSkins

Youtube & Twitch Streams

Currently PUBG is one of the most watched game on Youtube and Twitch.

Players such as Levinho and Sevou have set up their own channels and monetizing them

Affiliate Marketing

Fans of pro gamers inquire from them what gadgets they use while playing

Players talk about the different gadgets they use, promoting tech brands for money

DIGITAL 101

Making Money from
PUBG

Source: <https://bit.ly/2IR90My>



SPOTIFY – SPOTIFY FOR THE RIDE



Spotify's latest campaign 'Spotify for the Ride' emphasizes that the streaming company provides the soundtrack to your life, whether it's during your workout, hosting a play date for your kids or driving your car.

The spot humorously plays on the familiar feeling of not wanting your car journey to end so you can carry on listening to your favorite track, and was designed to work across different platforms

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

SNICKERS – ALPHA ANIMAL



A young man stares into a mirror, lost in self-reflection at a barber shop. He's timid and critical of himself. He yearns for change, but isn't quite sure how to. As his desperation reaches a critical point, he lets out his frustration with a guttural, alpha male scream

The campaign concludes with the message "You're not you when you're hungry" as the guy embarrassingly looks around at people staring at him for his scream.

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

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

Jazz – Jazz 25 Years



The communication for Jazz 25 Years celebration is present on every primary communication platform, with people weighing their opinion on the milestone communication. The communication is about how Jazz has been ahead of its time since the past 25 years and its resolve of maintaining that for the next 25 years too

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

National Foods – Chatkharon Ki Chakachak



National Foods introduced new communication for its Pickles range. The communication has a catchy tune to it with striking shots. Online conversation have generated as a result, with people giving their different opinions on the communication itself

Video Link: <https://bit.ly/2knY096>



BEST OF PAKISTAN

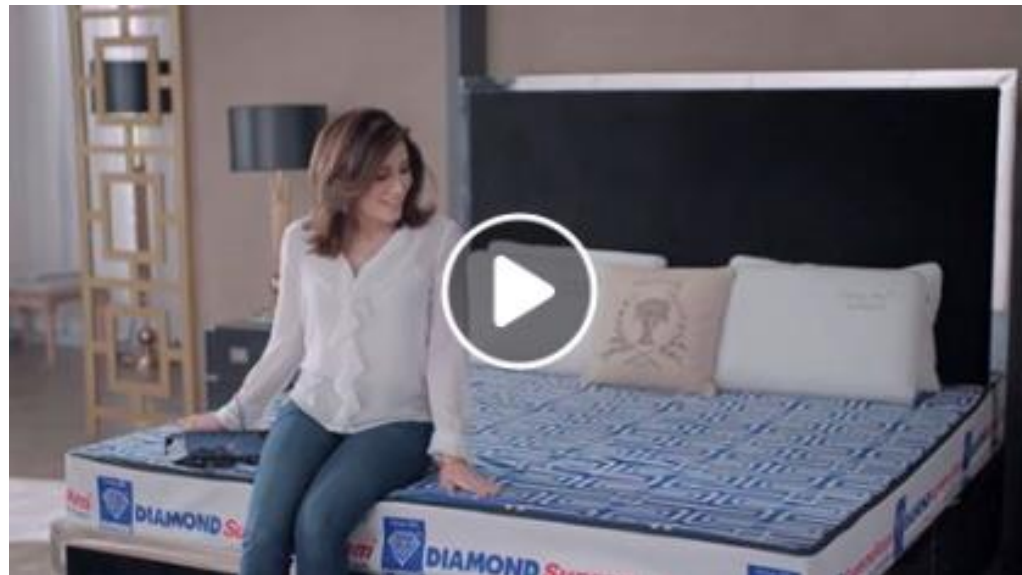
Bisconni Novita – Crunch Ki Zuban



Bisconni rebranded its wafers brand Novita to resonate more with the youth. The “Crunch Ki Zuban” launch communication through its youthful look and feel is intended to appeal to the youth and at the same time strengthen Novita’s brand image as a crunchy snack. The campaign was simultaneously activated on digital and conventional mediums. The digital leg has helped Novita build its own space on social media platforms.

Check it out: <https://bit.ly/2kk37XJ>

Diamond Supreme – Website & Customer Care Launch



Diamond Supreme Foam launched its new website and online shopping experience through an ad featuring Mehwish Hayat and Ali Zafar. The ad with its tongue in cheek communication aims to establish Diamond Supreme's superiority over Molty Foam by presenting the former as the preferred choice of progressive families

Check it out: <https://bit.ly/2IU6xB7>

**Over 42 Million Pakistanis
Use Plastic Money**

<https://bit.ly/2kk4yW7>

**OPPO Announces First ever
Official Partnership with
PUBG MOBILE in Pakistan
through an Online
Tournament**

<https://bit.ly/2kkW8hn>

**Govt. launches Pakistan's
first WhatsApp Polio
helpline**

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

**LOCAL
NEWSbytes**

**Careem's new carpooling
service launched in Lahore**

<https://bit.ly/2kkKU7>

**Pakistani-led shoe brand
Atoms raises \$8.1 million in
Series A funding**

<https://bit.ly/2lZwA9N>





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