# DETAL FRENDS PAKISTAN

INDUSTRY TRENDS REPORT June 2017

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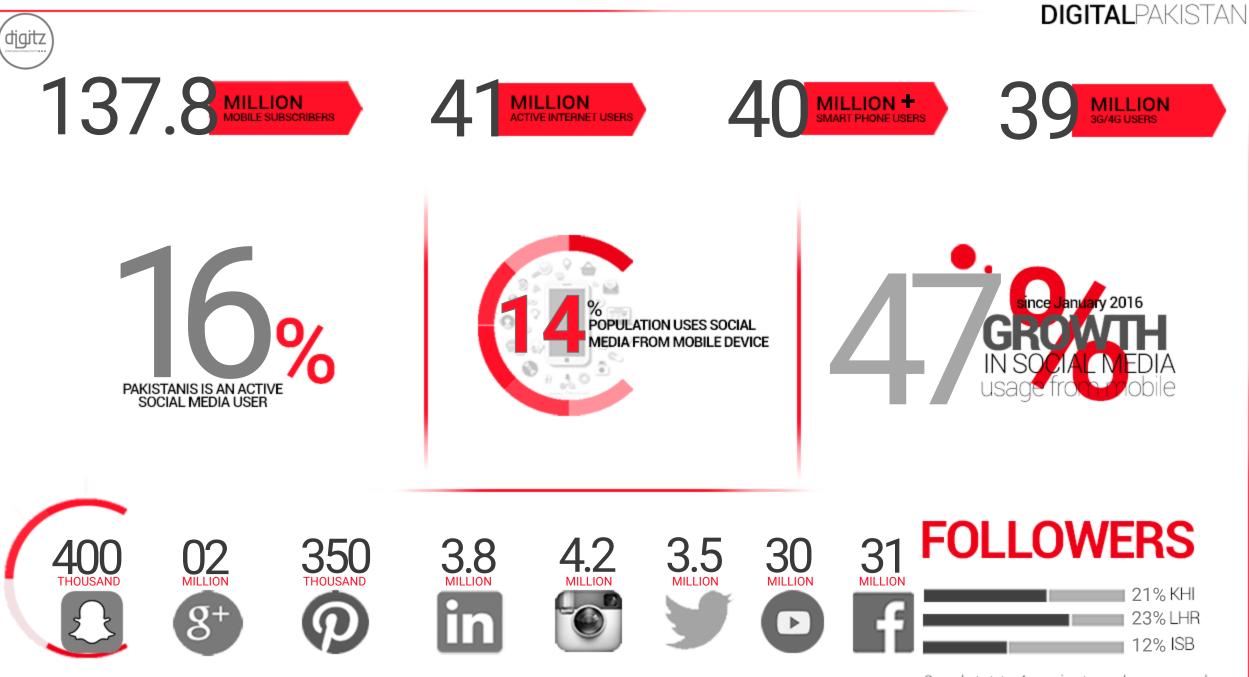


### **PURPOSE**

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 to an ever growing social audience. The report also includes research on trends, topics and innovations that are being talked about worldwide.

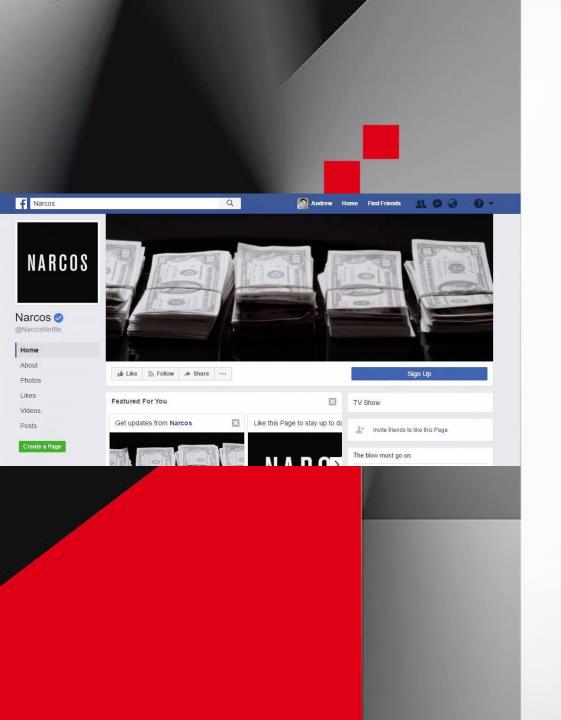


### DIGITAL landscape



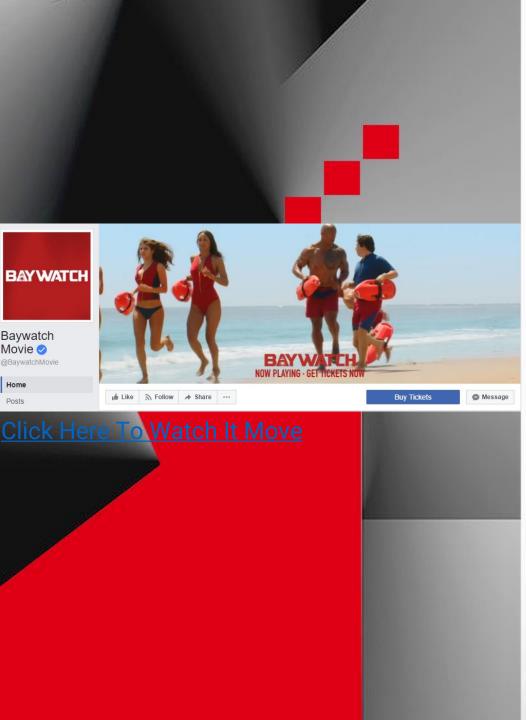
\*Snapchat stats : Approximate number; source unknown

### WHAT'S new? Facebook Testing Video Cover Images to Enhance Pages



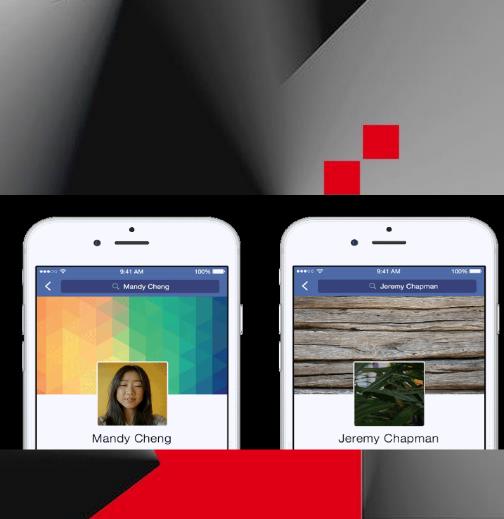
# FACEBOOK VIDEO COVERS

Facebook has repeatedly stated that, eventually, the majority of the content on their platform will be video. And evidently, that shift also extends to the presentation of their own products and Pages. Facebook has been testing out video cover images on some Pages.



# FACEBOOK VIDEO COVERS

Facebook has confirmed the test, providing the following statement:
"We recently started testing the ability on desktop to upload a video as the Page cover.
Once a cover video has been created, video will render when people visit the Page.
By making cover video available, we want to help you create more engaging interactions and drive more rich experience for your audience by letting you spotlight your creative content in one of the most prominent spaces: your Page cover.
This feature is still in early testing, but we expect it to roll out more widely soon."



## FACEBOOK VIDEO COVERS

Users have been requesting such an update for some time, providing them with another way to create attention-grabbing profiles – and certainly the video background does that. And given Facebook's been able to provide looping videos for profile pictures since 2015, you'd think the back-end elements would already be in place, it would more be a matter of network capacity and potential lag, which is becoming less of a concern every day.

Read More: <u>http://bit.ly/2pl6vC1</u>

BROWNIE WANKETE

INSIGHTS online Influencer Marketing, or Just More Clickbait?

At its inception, brands that looked to influencer marketing had worthwhile goals; engaging their fan base and potential customers in authentic, real-time conversation. And wow, has it backfired.



-JAY BAER

The problem is that, for the most part, the influencer interaction is neither authentic nor a real conversation, but thinly-veiled advertising and product placement that savvy consumers can see right through. Either that or these insta-stars aren't exactly what they appear. Like the potato with the large – and largely fake – following. Social media influencers with huge audiences are often sought out by brands and paid hefty fees to endorse products and services.



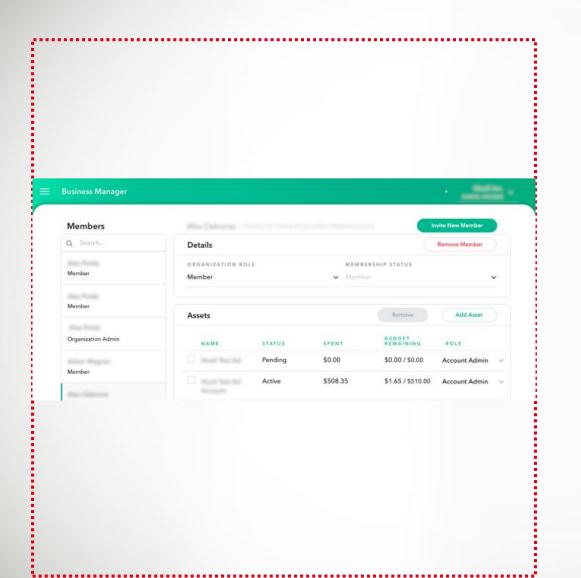
Meanwhile, brands are pouring vast amounts of money (\$225 million a month on Instagram alone according to Capitv8) into celebrity social endorsement, and the protocol for identifying the content as ads is sketchy at best. There is still a place for real influencer marketing – when people who actually know you and your product or service share their experiences with their networks. And those kind of relationships are absolutely priceless.



Read More: <u>http://bit.ly/2rm0R4C</u> Also Check Out: <u>http://read.bi/2rV0laF</u>

# PLATFORM OVERVIEW Snapchat launches ad publishing tool

to go with ad management platform



Snap Inc. wants the ad dollars of smaller businesses, not just giant brands. It's launching its new self-serve ad manager for buying video Snap Ads. There's also the new Snapchat Mobile Dashboard for tracking campaigns from your phone, and the Business Manager site for configuring the roles and permissions of team members.

Brand		\$
ACTIVE	PENDING REJECTED	
Ø	Staggered Background 10 Seconds Completed on Apr 3, 2017 at 11:00 PM PDT APPINSTALL	\$0
T	Staggered Background 10 Seconds Completed on Apr 3, 2017 at 11:00 PM PDT APPINSTALL	\$0
ago	Staggered Background 10 Seconds Completed on Apr 3, 2017 at 11:00 PM PDT APP INSTALL	\$0
	Staggered Background 10 Seconds Completed on Apr 3, 2017 at 11:00 PM PDT APP INSTALL	\$0

Broadening the range of advertisers it accepts could help Snap boost its revenue at a critical time for the startup. It's about to have its first earnings call next week after going public in March. But slowing user count growth due to product changes and competition from Facebook's apps means it may need to rely on revenue growth to wow Wall Street.

'We want [brands] to have a place where they can tell their stories ... in a better way.' IMRAN KHAN,

chief strategy officer, Snapchat

The question will be whether smaller businesses can create compelling video ads for Snapchat's unique vertical video format and fickle teen audience. Unlike running Google AdWords, AdSense or Facebook's image and link-based ads, creating polished video ads is much harder for small-to-medium businesses on a short budget.

Read More: http://tcrn.ch/2q37Uhq

### °00C

#### Frequency Cap

Restriction on the amount of times a specific visitor is shown a particular advertisement.

#### Canonical

A "rel" tag that tells a search engine which is the original or preferred web page when the same page or content is repeated on a website. This prevents the page authority of that page from being diluted.

#### Banner Blindness The tendency of web visitors to ignore banner ads, even when the banner ads contain information visitors are actively looking for.

# DIGITAL 101

#### Private Label Rights (PLR)

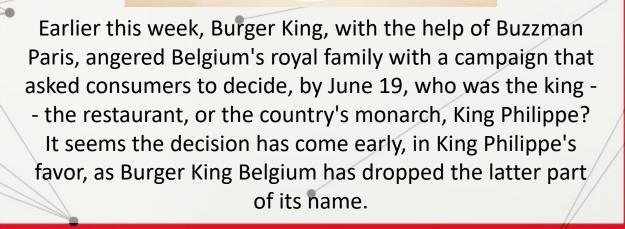
A licensing system for digital products that allows you to modify, reuse, and resell them. Also known as "white label" products because you can "print" your own label on them. A/B Testing A way to test two versions of a web page or item on a web page against each other for effectiveness.



### DIGITAL Worldwide

Burger King Gives Up the 'King' in Its Name Following Belgian Royal Family Shenanigans

BURGER



### The McDonald's Snaplications campaign is recruiting teens through Snapchat

McDonald's continues to be a fast-growing business and needs to recruit a lot of young people every year, and with their target young worker becoming harder and harder to engage, McDonald's tuned Snapchat into their biggest recruitment channel, and made applying for a job a snap! With applicants activating a Snapchat lens from highly targeted recruitment ads, putting the McDonald's crew hat and name badge on them virtually and asking them to simply send a 10 second "snaplication" telling McDonald's why they wanted to apply for a job at Macca's, to start the recruitment process, and getting a whole new audience to consider McDonald's for a career.

Watch Video and find out more: http://bit.ly/2sk1WK0

### **Sweden Just Listed On Airbnb**

SWEDEN ON AIRBNE

So after some epic Tourism Sweden campaigns of late, where do you go next? Well, it seems... to Airbnb. Sweden have just listed their entire country on Airbnb, baked our from their "Allemansrätten" or "the freedom to roam" which is a principle protected by Swedish law that gives all people the right to be free in Swedish nature, to walk, eat and do what ever they like... so, now you can too... via Airbnb.

### TRENDING videos

### Sensodyne's #FirstSip



Muslims around the world, with different cultural values, daily routines and origins fast in the holy month of Ramadan to exhibit empathy & solidarity. As the day proceeds and its time to break the fast, the #FirstSip at Iftaar brings a unique relief which unites all Muslims of the region. Sensodyne celebrates the same #FirstSip in different regions and enables its consumers to have an amazing Iftaar, Sensitivity-free!

#### Click Here To Watch Video

### **#PepsiLiterOfLight**



Pepsi's new international campaign that gives light by using electricity through cheap plastic bottles has been increasing in popularity. The campaign is about providing light to remote and dark areas where there is little or no electricity. In Pakistan, the movement is supported by many known faces of showbiz including Fawad Khan, Mehwish Hayat, Sanam Saeed, Imran Abbas, Saira Shehroz, Shehzad Roy, Sania Saeed and many others.

#### Click Here To Watch The Ad

#### Read More: http://bit.ly/2szHLrl



### BEST OF Pakistan

### Coca Cola #BottleOfChange

Coca-Cola has removed its labels to stand up and support the greatest humanitarian ever and keep his mission alive – Mr. Abdul Sattar Edhi.

Coca-Cola will double all donations the Edhi Foundation gets this Ramadan through the Bottle of Change. With their new campaign, Coca-Cola becomes the first FMCG brand to launch a nationwide Facebook Filter for a campaign. To create awareness about the noble cause, Coca-Cola has started a Social Movement with its #BottleOfChange campaign. Kudos to Coca-Cola for such a brilliant initiative.



#FOREDH

**#FOREDHI** 

Advertistan @Advertistan - Jun 1 advertistan Mark your calendars! On June 6 @darazpk Mobile Week returns with upto 759

discount on the best phone brands #MobileSabKeyLive #DarazMW2017

### **Daraz Mobile Week**

Daraz Mobile Week 2017 took place during the starting of this month, marking itself the biggest online mobile event in Pakistan. The outreach for the event gained it a massive recognition on digital, reaching out to over 5 Million people and generating over 19 Million impressions on Twitter and Facebook.

With E-commerce brands coming together to leverage digital PR and outreach, we see a great future of a digital Pakistan.



hipinpk Excited for #darazMW2017 Exciting deals coming your for all those who had been waiting to buy new phones. 6th June is the date! #mobilesabkayliyay

Advertistan June 2 at 3:17pm · 🖓

Thank you Daraz Online Shopping for the amazing surprise. Countdown to the biggest mobile phone event of the year "Daraz Mobile Week" begins. #DarazMW2017 starts 6th June. #MobileSabKeyLiye





Source: ProPakistani



Period: 15th Mayl 2017 - 15th June 2017



### We'd love to hear from you Send us your feedback on this report to hello@thedigitz.com