DECITATION OF THE STATE OF THE

CURATED BY: ALINA ANAS - Digital Strategist





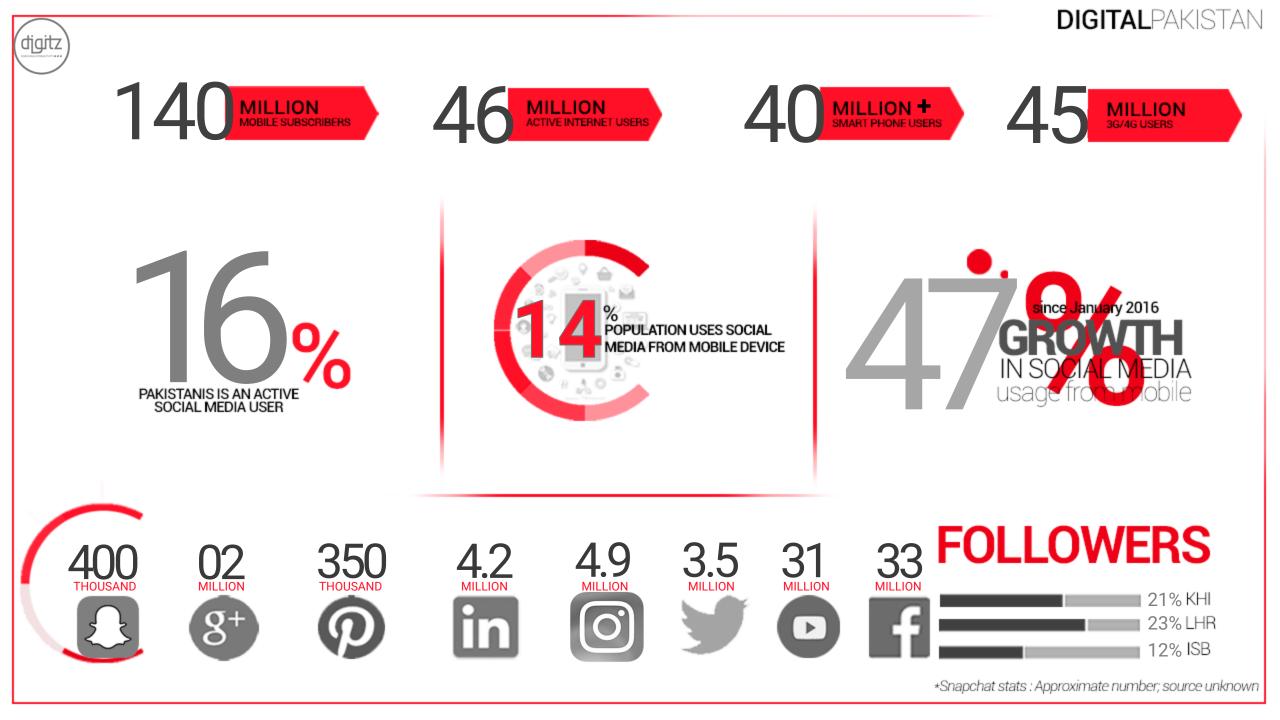


PURPOSE

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



WHAT'S new? Twitter picks up in the hopes of getting back into the game



#FordMustang finalmente è arrivata in Italia, l'icona leggendaria che ti farà girare la testa. ford.to/1FCsLe2

💿 Traduire depuis : italien



SCRATCH REELS BRAND J STRATEGY

Scratch Reels are interactive GIFs that are exclusive-to-Twitter.

Users can move the content back-and-forth using their mouse (desktop) or finger (on mobile). If left alone, Snap Reel animates continuously just like a GIF

- Product 360s
- Product unveilings
- Product/Feature displays or demos
- Playbacks from TV or Sports sponsorships



Emaar Dubai 🥥 @emaardubai

Following Ċ.

After enjoying the best view in Dubai from #DubaiCreekHarbour, what would you do?



Tweet #PopTheBalloons

Tweet #FlyOffToTheMoon

CONVERSATIONAL ADS BRAND 🔰 STRATEGY

New ad format allowing users to Tweet a hashtag during a video.

- · One or Two options available for Call to Action
- · Ads are created through the Ads Dashboard





@mighty55, @BrandHandle here is a sneak peak at The Movie. Enjoy.



AUTORESPONSE BRAND y STRATEGY

Deliver unique @replies to your customers and followers by automatically Tweeting them with something personal and exclusive.

- Tweet to get an offer
- Tweet to get a sneak peak video
- Tweet your flight number to get your status
- Tweet to get directions
- Tweet to get a drink delivered at the ballgame





be 226-years-old.

13 841 1 2k



Brand Name @BrandHandle 2m Get ready for #MochaMint4All! RT to get a notification when we release the Mocha Mint Latte at Brand Name!





Huffington Post @HuffingtonPost 2m Kylie and Kendall Jenner and the Nobel Peace Prize winner are all on TIME's Most

RETWEET FOR REMINDER BRAND 💓 STRATEGY

Use Twitter to remind users of important events, sales or to drive tune-in to a live event.

Partner with Twitter to create a custom event reminder from simply Retweeting a Brand's announcement Tweet.

- Product Launch
- Sales Promotion
- Tune-in Reminders
- Movie Release Dates



1 841 1 2k



Brand Name @BrandHandle 2m Retweet this message for a chance to Win a trip of a lifetime! 18+NoPurNec12/1-30 bit.ly/clickforrules





4

 Huffington Post @HuffingtonPost
 2m

 Kylie and Kendall Jenner and the Nobel
 2m

 Peace Prize winner are all on TIME's Most
 2m

 Influential Teores List buff to (1m2t/R)/
 2m

170

+0

23 49

INSTANT WIN BRAND 😏 STRATEGY

Instantly reward people using the most instant platform: Twitter

Generate buzz and engagement by delivering an instant win as a reward for an engagement (watch a video, RT, complete an experience).

- Ticket giveaways to cool summer concert
- Digital gift card giveaways to see movie
- Win a sneak peak at a new product or content

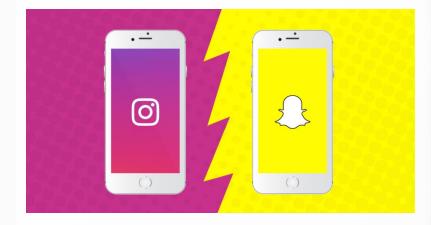
INSIGHTS online Snapchat down and out?

BROWNIE MANAETE

Since **SNAP +11.44**%Snap Inc. went public back in March, its stock has been in a pretty steady decline. Overall, it has seen a 19 percent drop since that initial public offering. Coming as no surprise to many, I too have been a bit bearish on Snap becoming some sort of tech powerhouse. While the company has done well on the innovation front, brands, influencers and users are still ditching it for Facebook's Instagram. Now Snap's hardware lab is cutting jobs after a leadership change, settling in more doubt for the company. Oliver Isaacs is a tech entrepreneur, investor and one of the UK's fastest growing social media influencers, with a total following online on Instagram, Facebook, Twitter and Snapchat of a few hundred thousand followers combined, has his say on Snapchat's decline



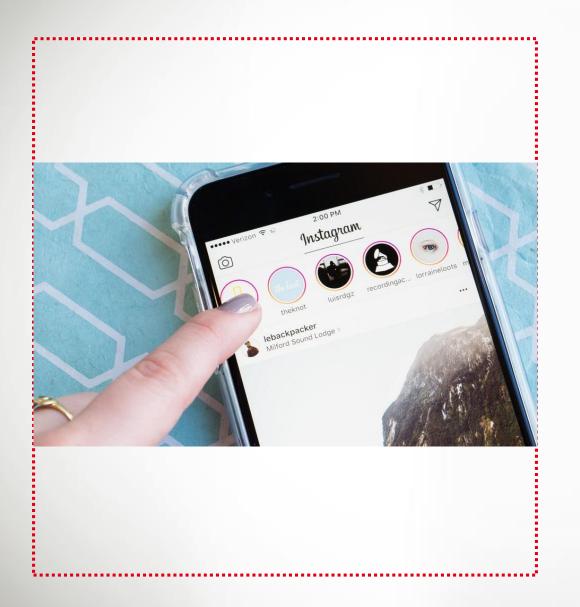
"The fact that Snapchat has no defensible technology has allowed competitors to simply replicate their best features - we now have Instagram stories, Facebook stories, and even LinkedIn has added video stories to their platform. While many influencers and companies, including myself continue to use Snapchat, each day more and more accounts with large followings have been migrating to Instagram and spending less time on the Snapchat platform"



PLATFORM OVERVIEW Instagram stories rock the show



Instagram's Stories now have 250 million daily active users, up from 200 million in April, according to the company. At the same time, engagement with Snapchat Stories declined 50 percent in June compared with the same time last year, according to new numbers from social analytics company Delmondo.



Users who broadcast live videos on the platform can opt to share the clips to the Stories section of the app for 24 hours at a time. Previously, live videos appeared in the Stories area, but weren't viewable after a broadcast had ended The update is notable for a couple of reasons: For one, it stands to help Instagram maintain the growth of Stories. Though live videos aren't the same as Stories, adding fresh content to that section of the app will encourage more people to watch Stories (since videos autoadvance, a feature Snap axed last fall). It also suggests the company is ready to start pushing harder into live video.

Source: http://on.mash.to/2i8F1he

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

Underdelivery delivery of less impressions, visitors, or conversions than contracted for a specified period of time.

Stickiness

The amount of

time spent at a site over a given time period.

DIGITAL 101

Search Retargeting the use of a site visitor's search history as a basis for the ads that the visitor will see. Pop-under Ad an ad that displays in a new browser window behind the current browser window.

> Source: <u>http://bit.ly/2szTW7P</u> <u>http://bit.ly/2tlfBgC</u>

DIGITAL Worldwide

Nike: Introducing the NBA Connected Jersey



The Nike x NBA Connected Jersey that connects wearers to highlight reels, the latest scores, player and team stats, exclusive content, training content and more. All by tapping their phone against the label. Boom!

It's all triggered from the NikeConnect logo on Jerseys and shoes, you'll just need the app (it works on both Android and iOS). It's also a gateway to buying tickets, getting rewards, game-day entertainment, all personalized to you.

Google BikeAround: Street View for Alzheimers



Every three seconds someone develops dementia, a condition that creates disability and dependency among many elderly people around the world, robbing the memory and judgment of some 40 million people. BikeAround is a new way to actively assist people with dementia, and pairs a stationary bike with Google Street View, that is then projected on a big screen to take patients on a virtual ride down memory lane, letting them pedal around a place they have visited in the past.

TRENDING videos

FBE's REACT Series

Latest episodes





COLLEGE KIDS REACT TO THEMSELVES ON TEENS REACT... Jasser, Kaelyn, and Kostas watch their first episode!

12 hours ago - 74.4k views



Fine Brothers Entertainment REACT series is the next best thing to watch on Facebook and Youtube! With REACT being an exclusive FBE channel catering to 8 million subscribers with their content! The REACT Series stars kids, old folks, college students reacting to a plethora of content. Their honest reactions is what makes the videos so interesting!

Check it out

Dairy Milk's new Wedding-Themed TVC



Dairy Milk's new wedding themed TVC is sure to melt your hearts! Showcasing a father's love and dedication at the time of his little princess's wedding! The video has been up on social media for 5 days only receiving 2.5 views and numerous shares!

Check it out



BEST OF Pakistan

Magnum Party 2017- A Chocolate Affair

Magnum, synonymous with chocolate and fashion hosted their annual gala of the year in Lahore.

The party was a fashion and chocolate inspired event that has been held annually since 2012, is nothing short of a decadent night curated to celebrate creative indulgence.

It brought together artists, designers, models, musicians and fashionistas in commemoration of its delectable Belgian chocolate.

The Lahore-based affair brought to Pakistan, for the first time ever, the globally celebrated and awardwinning chocolate artiste and chocolatier Paul Joachim, more popularly known as The Chocolate Genius.

The event was heavily covered on the social media through live videos and twitter trends, showing off the brand's luxurious feel and panache.



YAYVO #MumkinNaTha Infinity Online Sale

Yayvo collaborated with MCB Bank to host a one day online sale with great discounts and offers for its customers!

The campaign went live at 12 am on the 10th of October. Yayvo.com offered upto 75% discounts across all tech categories, which included additional discounts of flat 30%* on MCB Platinum and Gold cards, brought to you by MCB.

Other than that, there were Flash Deals throughout the day that offered top deals at the best discounts.



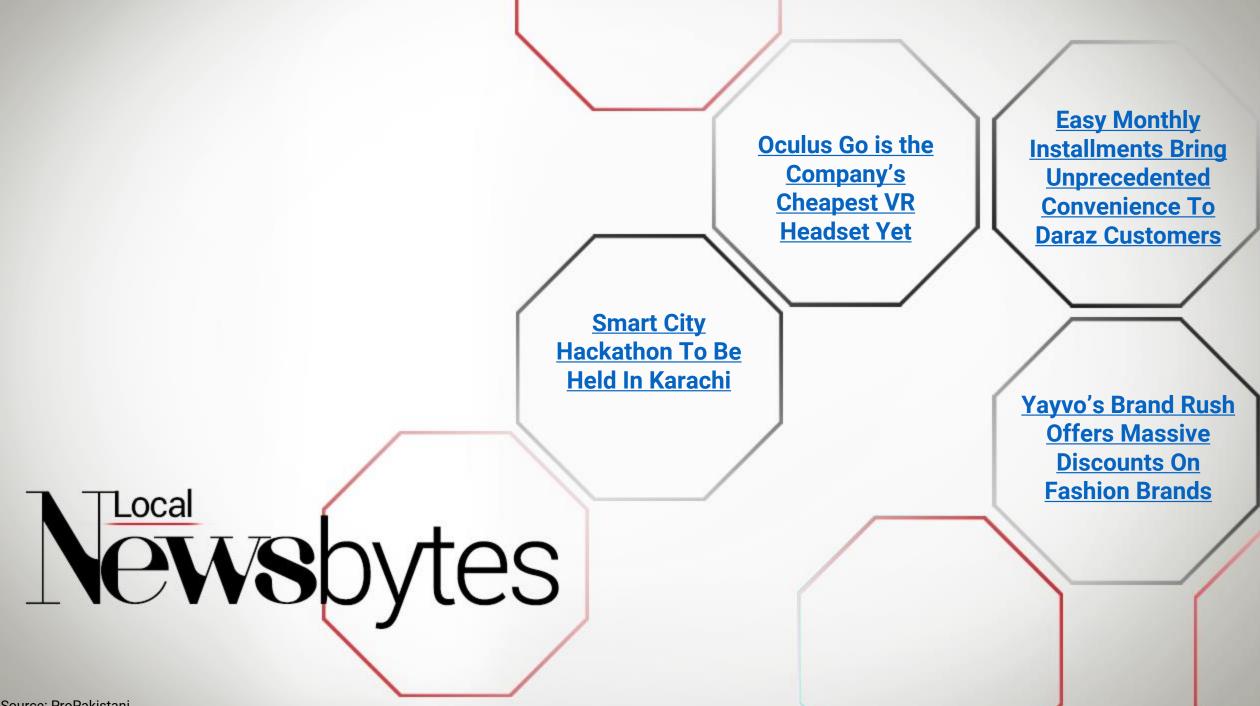
Burger King's Long Chicken Challenge!

Burger king in order to promote its long Chicken burger, held a 'Long Chicken Challenge', where the audience is to send in their videos eating the burger. The catch was that they have to finish the burger within the least amount of time possible to win the challenge.

The page received numerous entries of people racing to eat the 290 rupee burger in the shortest time.

With a set deadline, a winner was finally chosen with the shortest time to consume the burger. The winner of the challenge was awarded return tickets to Dubai!

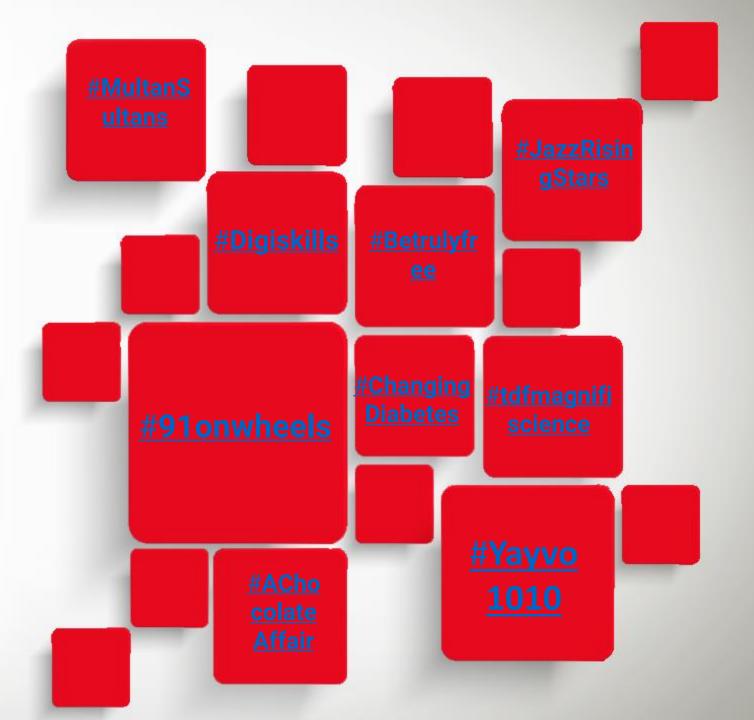




Source: ProPakistani



HASHTAG CLOUD





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