

digitz



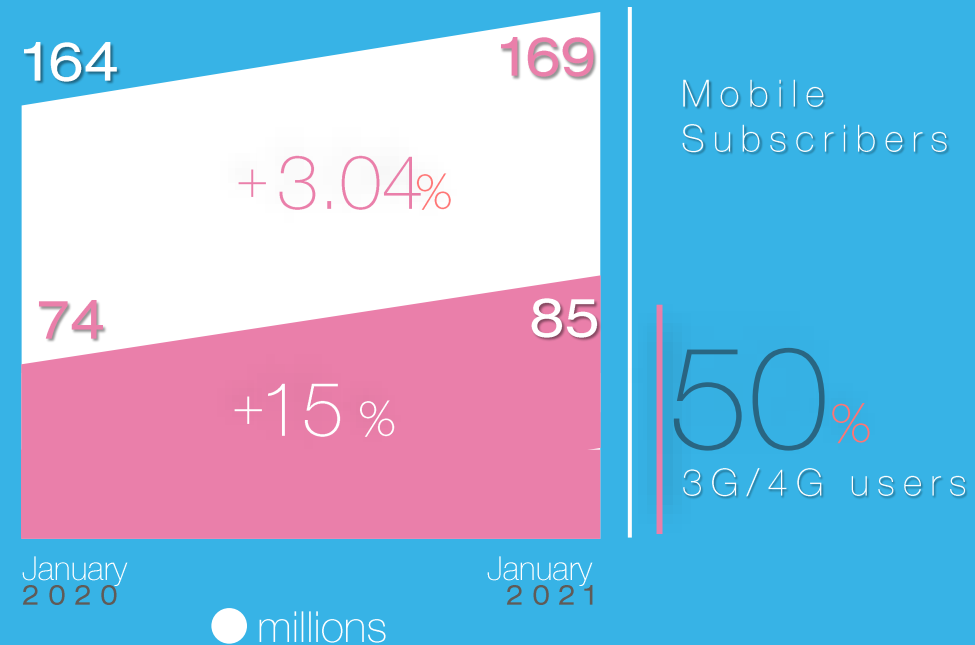
January 2021

DIGITAL snapshot

KEY PERFORMANCE DIGITAL LANDSCAPE

Active Internet
Users
76 million

Smart Phone
Users
60 million



AUDIENCE IN NUMBERS

PLATFORM LANDSCAPE

platforms

 **40** 19% Female
81% Male
million

 **36.1** 45% Female
55% Male
million

 **23.4** million

 **11** 35% Female
65% Male
million

 **10** 57% Female
43% Male
million

 **6.8** 33% Female
67% Male
million

 **5** million

 **2** million

TRENDING IN PAKISTAN

GOOGLE TOP SEARCHES

Corona Virus



- Q *Pakistan vs Newzeland*
- Q *US election*
- Q *PSL live*
- Q *Ind vs aus*
- Q *Bano Qudsia*
- Q *Vivo Y20 Price in Pakistan*
- Q *Joe Biden*
- Q *Bigg Boss 14*

TRENDING IN PAKISTAN

TOP TWITTER TRENDS

 **#HappyNewYear2021**

 **#UnboxTherapy**

 **#WorldStarJiSOODay**

 **#LTLiveStream**

 **#Hero**

 **#ArtistOfTheYear**

 **#AsimForTheWin**

 **#SpeakUp**

 **#Hello2021**

Category In Search

Beverages

Image Courtesy: anandaBGD Gettyimages



Search Queries

Coca Cola song lyrics

Pepsi stand for

Chai Mehfil

Tandoori Chai

Koyla Chai

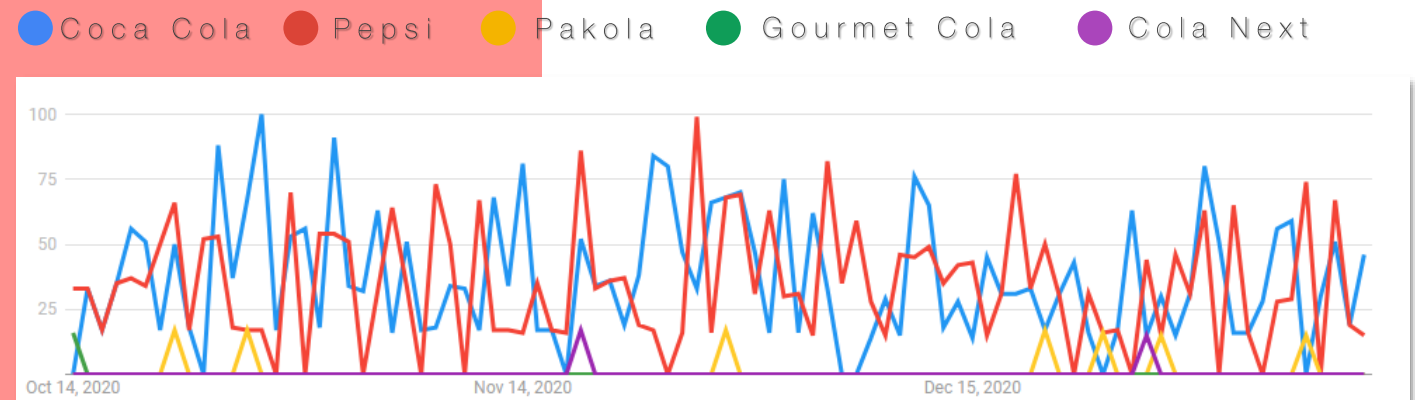
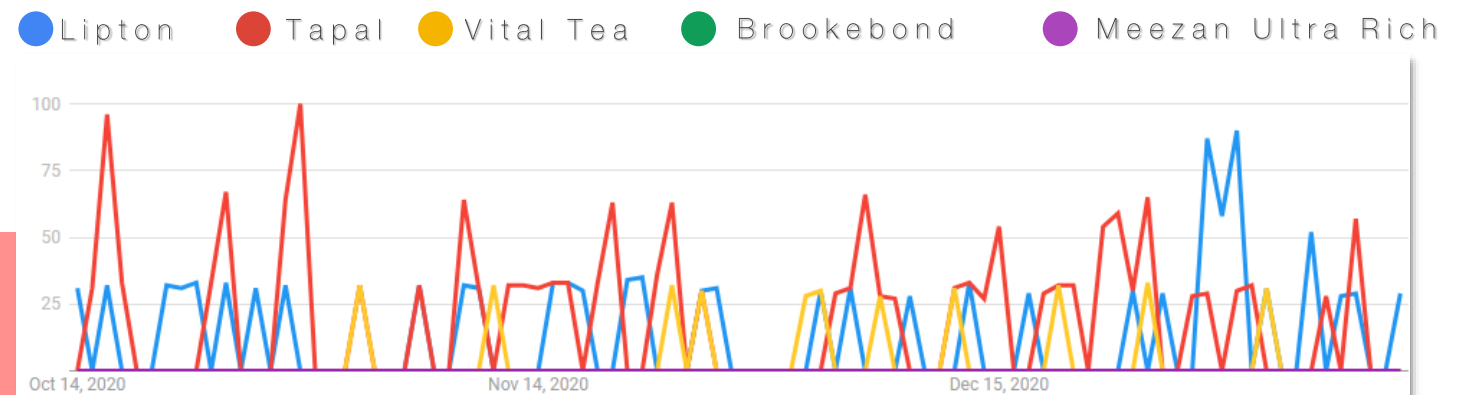
Avg. Monthly Searches

40K

Hot Beverages

130K

Cold Beverages



The audience is actively looking up information regarding fizzy drinks than they are for hot beverages. The fizzy drink category is triggered/aided by branded owned platform like music which is a huge passion point for digital audiences. On the other hand branded chai category witnesses search spikes during campaign launches and or e-commerce deals and offers.

PLATFORM UPDATE

Instagram's New Group Video Chat Feature

2 Minute Read

Vulture.com

the company announced on Tuesday, is a group video-chatting feature. "Co-Watching, a new feature that allows you to view Instagram posts together with your friends over video chat," Instagram explained in a blog post.

Normally, in the before times, I might write about how such a tool could easily be used for bullying. How this is effectively what people do in group chats when they screenshot a particularly bad post and then send it around for discussion. But this is not the before time — though that concern remains legitimate — and nothing is normal. So, instead, I say, "Hell yeah!" and I offer you this suggestion: Host a roast. Get some friends together on Instagram and pick a friend to own, lovingly, into oblivion. Scroll all the way back to their oldest posts, the most embarrassing ones from when nobody knew what a "personal brand" was and over-filtering photos until everybody looked orange was au courant. And then tell that friend how you really feel.

To use the chatting feature, make sure you're running the latest version of the app. You'll have to have saved or liked (saves are not visible, so if you're taking the mean route maybe, uh, don't like the photos) the images you want to discuss, so do that in advance. "You can start a video chat by tapping the video chat icon in the Direct inbox or in an existing Direct thread, then view saved, liked and suggested photos/videos by tapping the photo icon in the bottom left corner in an ongoing video chat," according to Instagram. Happy bullying chatting!

Madison Malone Kircher



PLATFORM UPDATE

Twitter Acquire It's First Design Firm

2 Minute Read

Fast Company

Design studio acquisitions are common in the corporate world, and social media companies are no exception; Facebook has acquired design firms including Sofa, Hot Studio, and Teehan+Lax in the past. Ueno is known for working on apps for Uber and Reuters, while helping launch projects like ESPN's nude Body Issue. Twitter has been a client of Ueno's in the past. According to a Twitter spokesperson, the Ueno team won't stay as a standalone group internally, but will be embedded across many different teams within Twitter's design and research groups to "accelerate our work and broaden the spectrums of conversations people can have on Twitter."

*Davis has been forthright in sharing his vision for Twitter, which sounds more complex and nuanced than the current algorithmically driven feed. "Communities and dedicated spaces for people to talk about what's happening will be at the forefront," he told *Co.Design* in late 2020. "These community spaces will be safe and have a multitude of controls. Successful social media services will be those where people feel safe, comfortable, heard, and connected within their communities." He also emphasized the need for Twitter to become a more globally accessible tool, and for Twitter to open up its own platform for other developers to build custom experiences. I imagine Twitter getting something akin to its own App Store, or a suite of Firefox-style plugins, for users to customize the service in different ways.*

Mark Wilson



NEW IN TECH

Google to add COVID-19 vaccine information panels to Search

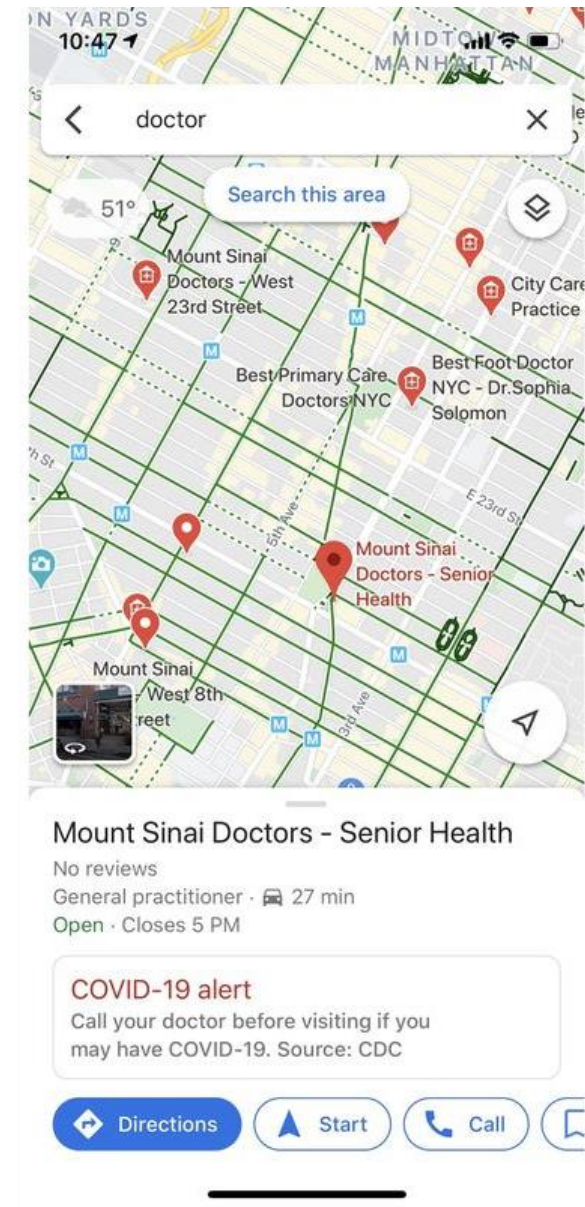
4 Minute Read

techcrunch.com

Google announced it's introducing a new search feature that will surface a list of authorized vaccines in users' locations, as well as informational panels about each individual vaccine. The feature is first being launched in the U.K., which earlier this month gave emergency authorization to the BioNTech/Pfizer coronavirus vaccine. The company says the feature will roll out to other countries as their local health authorities authorize vaccines.

The feature itself will appear at the top of Google .com searches for COVID-19 vaccines and will present the authoritative information in a box above the search results, linking to the health authority as the source. The panel will also have two tabs. One will be the overview of the vaccine, which appears above Top Stories and links to Local and National resources, like government websites. The other will organize news related to the vaccine under a separate section.

Sarah Pervez



WHAT'S NEW?

FBR to Issue License of Track and Trace System

3 Minute Read

propakistani.com

The Federal Board of Revenue (FBR) has decided to issue a license of the Track and Trace System to the successful bidder for electronic monitoring of tobacco, cement, sugar, and fertilizer during January 2021.

Top officials from FBR informed Propakistani that the FBR's licensing committee will grant license of track and trace system, comprising members of the Inland Revenue officers and will be headed by a chief commissioner.

However, if any of the bidders have approached the FBR's grievance committee, their concerns would be addressed before granting the license of track and trace.

The project would be rolled out during June 2021. The FBR will not delay the process of granting the license of Track and Trace System beyond January 2021, officials maintained.



Jehangir Nasir

WHAT'S NEW?

Customs duties, taxes over Rs. 1 million to be paid online from January 15, 2021

2 Minute Read

Tech Juice

Pakistan Customs has announced that starting from January 15, 2021, the payment of customs duties and taxes amounting to Rs. 1 million or more will have to be done online. The consignments through the WeBOC system will be cleared on e-payment of duty and taxes above Rs. 1 million.

The customs department stated that the online method of payment is the modern way of collecting taxes as it is fast and reliable. It also benefits banks, taxpayers, withholding agents, and e-intermediaries. Moreover, the payments can be made from anywhere in the world providing the users with much-needed ease. It will also enable taxpayers to schedule their payments.

The shift to an online method of payment will allow for instant communication between FBR and the banks decreasing the workload of the bank staff. The payment system will also provide the user with electronic payment documents in hard copy as well as an electronic copy in PDF format for subsequent utilization.

The payment through online methods is also more transparent as they can be traced to their origin and their records are maintained electronically which can lead to a lower level of corruption that usually takes place when such large amounts are in question.

Talha Ikram



CAMPAIGN IN SPOTLIGHT

SUNSILK BLACK SHINE



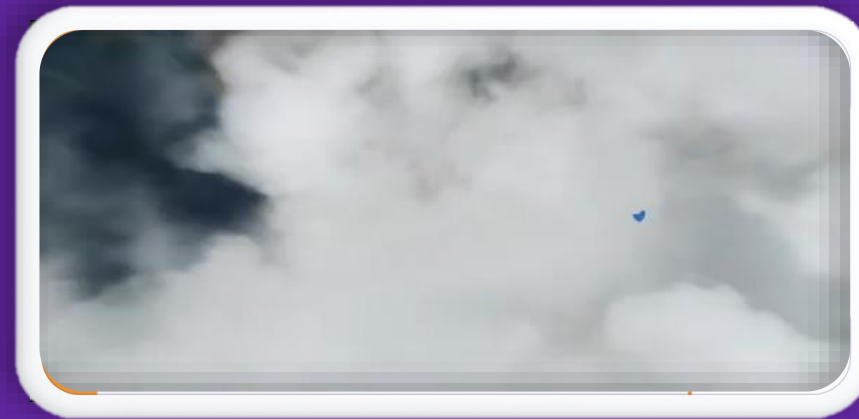
#ShaanSeShine

Sunsilk challenges the outdated stereotypes about girls' abilities and ambitions in their recent campaign #ShaanSeShine. A coming together of girls from across the country who proudly tell their stories of breaking norms.

https://www.youtube.com/watch?v=GN__ySWw0ac

CAMPAIGN IN SPOTLIGHT

UBL GOOD CITIZEN ACCOUNT



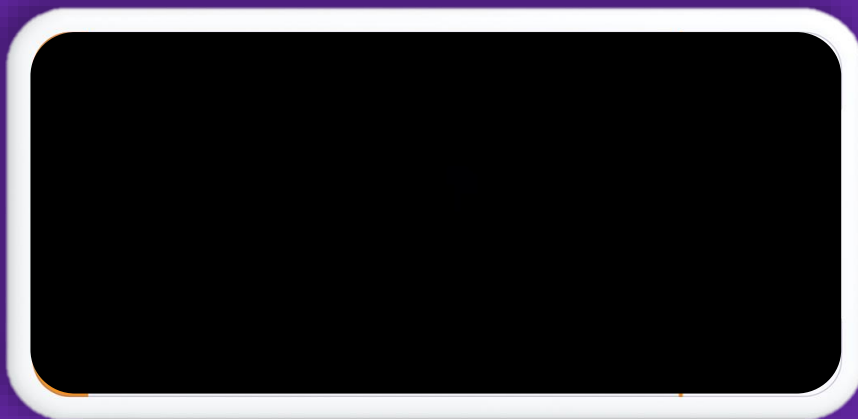
HAR ZIMIDAAR PAKISTANI KE NAAM

UBL gets the execution right with their recent thematic by targeting Pakistani sentiments, the campaign was able to highlight Good Citizen Account while keeping the communication patriotic.

<https://www.youtube.com/watch?v=52mv02zALJI>

CAMPAIGN IN SPOTLIGHT

EFU LIFE INSURANCE



Humrahi 3

Be it salaried individuals or business owners, year 2020 has definitely given a reality check that life is uncertain and "Life mein Back up Zaroori hai". Building on this big idea, the brilliantly crafted stories from EFU Life webseries #Humrahi 3 reflects on the importance of having life insurance as Life ka Asli Backup to ease out worries in your life

<https://www.youtube.com/watch?v=axRKf6GupMs>

CAMPAIGN IN SPOTLIGHT

NATIONAL FOODS



Crushed Sabziyon Ka Chatkhara

Crushed Pickles thematic will surely make you want to undo a jar a of pickles right away, with keeping the copy very functional, it surely hits the mark with foodies of all type.

<https://www.youtube.com/watch?v=9AkiudrzSeE>



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Snapshot to hello@thedigitz.com