

# DIGITAL TRENDS PAKISTAN

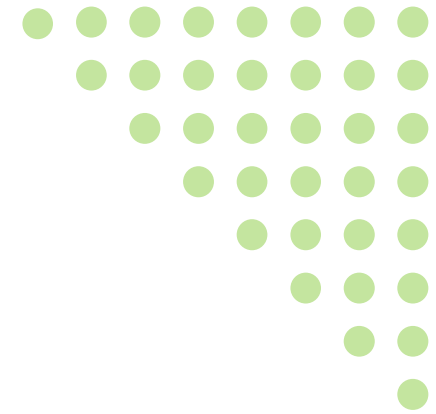
INDUSTRY TRENDS REPORT

*March 2021*



# 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.



## KEY PERFORMANCE DIGITAL LANDSCAPE

Active Internet  
Users

**61** 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





# PLATFORM OVERVIEW

Here are the latest digital **platform** updates.

# Instagram's TikTok Clone 'Reels' Is Coming To Facebook With Trial Starting In India

7 Minute Read

Forbes.com

Facebook has started testing a feature in India that will allow some creators on the company's TikTok-clone, Instagram Reels, to share their clips on their Facebook accounts, adding Facebook's flagship social platform to the list of services that are attempting to replicate the success of the short video app TikTok which has soared in popularity among Gen-Z users.

Instagram Reels launched in August last year as Facebook joined other social platforms like YouTube and Snapchat in attempting to offer an alternative to TikTok which has rapidly risen in popularity. Reels wasn't the first time Facebook has copied rival companies, as the social giant has cloned popular features from rival apps several times in the past including Snapchat's disappearing messages, Snapchat's flagship stories feature and Twitch's live game streaming among many others. Unlike TikTok, which is a standalone app, Reels is currently available inside the Instagram and now Facebook apps, which may limit the discoverability of content.

## WHAT TO WATCH FOR

It remains to be seen if Facebook will bring Reels to WhatsApp, its biggest social platform in India, which has over 530 million users in the country. Previously, Facebook rolled out its Snapchat-inspired 'Stories' feature across all three of its platforms in phases.



# Instagram photos help Facebook AI 'teach itself'

7 Minute Read

bbc.com

One billion public-facing Instagram photos were used to train an algorithm created by Facebook to learn to recognise images by itself. Traditionally, algorithms have been trained on datasets which have already been categorised by humans - labelled cats, dogs or flowers, for example. Facebook has called its system Seer, an abbreviation of self-supervised. AI expert Calum Chase said the system "could be an important step towards the holy grail of computers with common sense" if it proved effective in the long term.

Facebook said that while this sort of technique has already seen success in algorithms dealing with processing language, images present a different challenge. That's because individual words are easier to identify than the different parts of a picture - which part of an image is a tree, or an animal, for example, when one image may contain both, and they may be close together. "With images, the algorithm must decide which pixel belongs to which concept. Furthermore, the same concept will vary greatly between images, such as with a cat in different poses or viewed from different angles," the firm wrote in a blog.

Facebook added that being able to train algorithms on huge datasets which had not been categorised by humans first, could also help in the battle against programs displaying bias. This is because bias can creep in - for example women being more likely to be labelled by their physical attributes such as their hair or their smile, while men get tagged with words like "official" and "business" - when categorised by humans.



Zoe Kleinman



# Use TikTok to Find Your Next Apartment

3 Minute Read

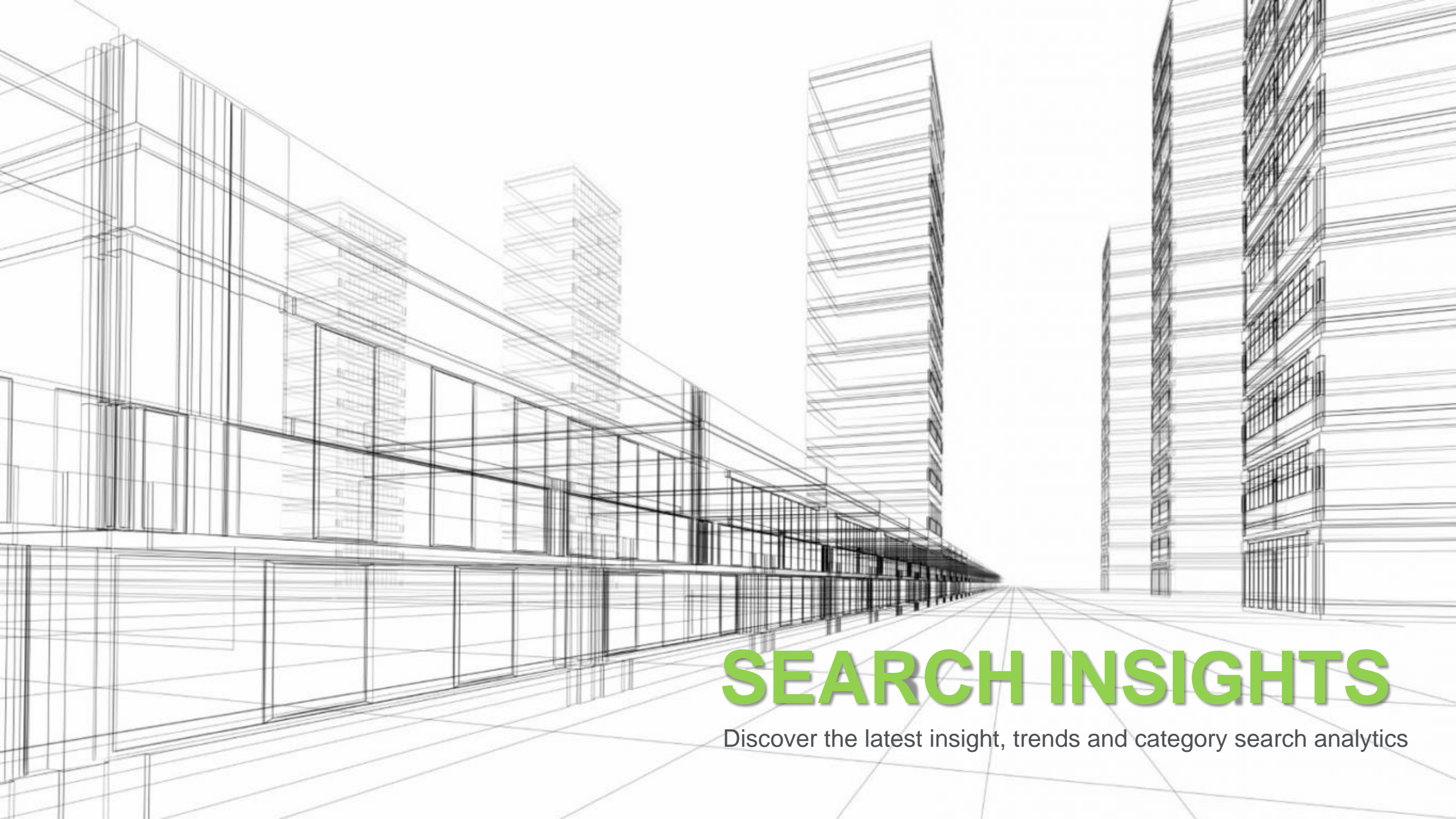
Lifehacker.com

*From meal plans to high-end fashion, everything is for sale on social media, so you might not be surprised that ABC News reported millennials are using the video app TikTok to find apartments. I was reminded of how Craigslist became a leader in cheap online rentals before gaining its stigma for scam-ridden listings, but TikTok isn't flooded with sketchy real estate deals where you might feel the need to bring a bodyguard to showings—at least not yet. Instead, it's becoming a place to find high-end apartment rentals.*

*Madison Sutton, an agent at Highline Residential, told Bloomberg Wealth that deals secured through TikTok accounted for her entire business during quarantine. Whether you're looking for a new place to live or just window shopping like you might on Zillow, here's how to add TikTok to your apartment hunting hustle.*



Aisha Jordan



# SEARCH INSIGHTS

Discover the latest insight, trends and category search analytics



Category In Search

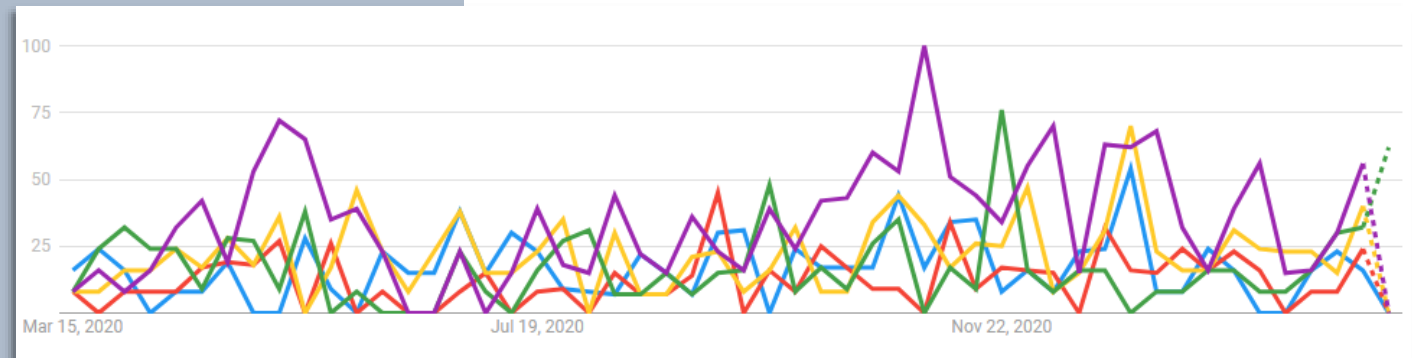
# Makeup



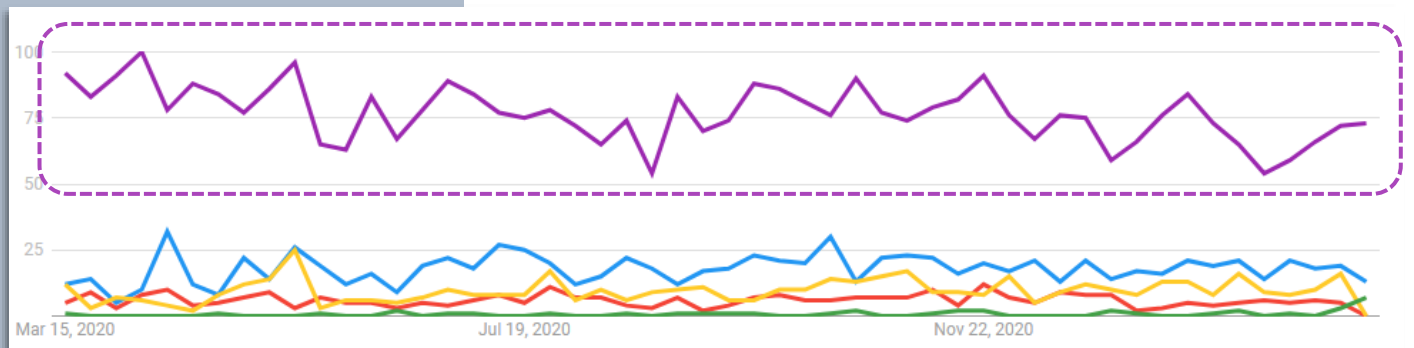
Avg. Monthly Searches

## 400K

● Sweet Touch ● Golden Rode ● Luscious ● Zero Makeup ● Beautify By Amna



● Maybelline ● NYX ● Revlon ● Bourjois ● MAC



### Search Queries

Maybelline Foundation Shades

MAC Foundation Price

MAC Strobe Cream

Sweet Touch Foundation

NYX shop

To get an in depth analysis of this section feel free to connect with our **Strategy & Research department** at [hello@thedigitz.com](mailto:hello@thedigitz.com)

*When it comes to makeup, the local makeup brands seem to be quite saturated in search, with an ecommerce led brand "Beautify by Amna" taking the lead. In the international segment, MAC is being searched intensely, where people are searching for avenues to buy mac cosmetics from third party sellers.*



TRENDING IN PAKISTAN

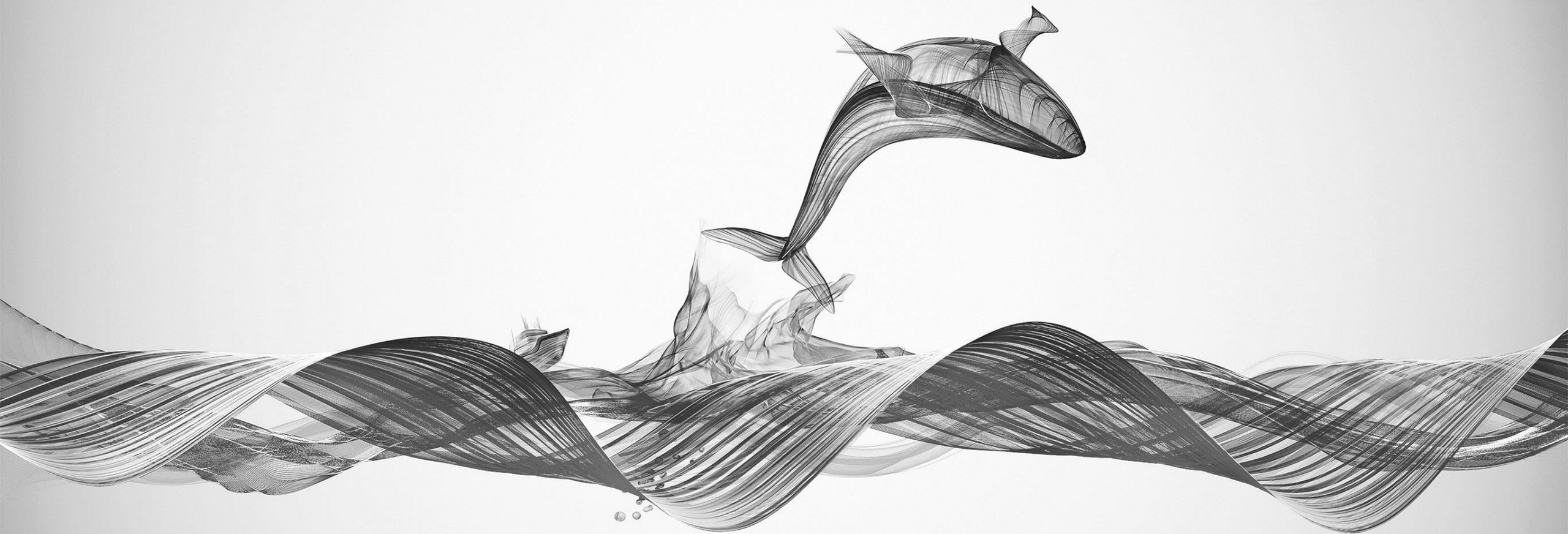
# GOOGLE TOP SEARCHES

Corona Virus Update 2021



- Q PSL live
- Q Live score
- Q Geo super live
- Q Namasta Wahala
- Q Points table
- Q Psl Anthem
- Q Revlon hair color shades
- Q Bigg Boss 14





# WHAT'S NEW

Uncover the latest marketing, tech articles and trends



# Facebook launches e-book to celebrate International Women's Day

4 Minute Read

Arab News

Facebook has developed an e-book featuring 26 women from the media and entertainment industries in the Middle East, North Africa, and Turkey (MENAT) region. Designed to mark International Women's Day, the e-book includes stories and messages from women aimed at encouraging, advising, and inspiring readers. The launch of the e-book comes on the back of the #SheCreates virtual event held in December. The program will continue throughout the year, with focused events and content tailor-made for women.

A recording of the #SheCreates event is now available on the Facebook Arabia page.

Derya Matras, regional director for Facebook in Africa, the Middle East, and Turkey, said: "The purpose of #SheCreates is embedded within its name; it's shining a much-needed spotlight on the incredible, daily impact of women around the region, the difference they make, and the change they create."



# This Stunning Immersive Exhibit Explores Van Gogh's Art In A Whole New Way

4 Minute Read

Fast Company

*In a giant room above a former car dealership in the center of San Francisco, a plethora of huge, brightly colored sunflowers is being laser-projected onto a 27-foot-high wall. Soon, the sunflowers fade into a series of animated swirls, blinking stars, and vivid depictions of the lights of a late-19th-century French village reflected in an undulating river. And then four faces appear—each an upside-down self-portrait of Vincent van Gogh. Standing on a riser about 10 feet above the floor, you feel like you're deep inside an animated interpretation of one of the famous Dutch artist's most celebrated paintings, *The Starry Night*.*

*The result is stunning. In the giant room, visitors examine the animation from countless angles—even lying down on the floor and staying as long as they like through multiple plays of the loop—and enjoy crystal-clear imagery composed of 65 million pixels and 56,000 frames of video. Behind the scenes, one master computer is controlling 11 servers, all of which are connected to 8 miles of cable, with the 40 projectors mounted on 510 feet of truss.*

DANIEL TERDIMAN



The background is a complex abstract composition. It features a large, light gray spiral in the upper center, resembling a radar or sonar scan. To the left, there is a network of thin gray lines connecting various points, some of which are solid gray circles. Scattered throughout the entire background are numerous small black dots. In the lower right quadrant, there are several dark, intricate wireframe structures that look like stylized satellite dishes or complex geometric shapes. A prominent dark line with a gradient, tapering to a point, extends from the center of the spiral towards the bottom right.

# CAMPAIGN SPOTLIGHT

This section **covers** traditional/digital media across nation, broadcast and technology, with recent highlights,



CAMPAIGN IN SPOTLIGHT

## Lifebuoy Shampoo – Tum Mazboot ho.



### Tum Mazboot ho.

The two minute film is surprisingly raw and refreshingly authentic. Highlighting an unfortunate truth of the society-- domestic violence. This short film encapsulates the brand personality with its narrative.

<https://www.youtube.com/watch?v=S5ibi5C7PLO>

CAMPAIGN IN SPOTLIGHT

## Pamolive Naturals – Break Stereotypes



### My Hero Mom

This Women's Day, Palmolive choose to challenge stereotypes of the society with PR integration embracing everything that makes beautiful women who they are!

[https://www.instagram.com/p/CMKEJ0EA8AH/?utm\\_source=ig\\_embed&utm\\_campaign=loading](https://www.instagram.com/p/CMKEJ0EA8AH/?utm_source=ig_embed&utm_campaign=loading)



CAMPAIGN IN SPOTLIGHT

## **Dove – #StopTheBeautyTest.**



### **#StopTheBeautyTest**

Dove's 'Stop the Beauty Test' film walks us through the real stories of beauty-based judgment and rejection faced by women during the matchmaking process, and the impact this has on their self-esteem.

<https://www.youtube.com/watch?v=E3kWzRB6Yy8m>.

CAMPAIGN IN SPOTLIGHT

## **Dentsu – Women From Home**



### **Women From Home**

Dentsu APAC released a short film called "Women From Home," which gives viewers a peek into the lives of female employees of the company and examines how they've changed as a result of the pandemic.

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



**Here are All the  
Important Decisions That  
Were Taken in NCOC  
Meeting Today**

<https://cutt.ly/iznwEM1>

**Karachi University to  
Offer CSS Exam  
Preparation Course**

<https://cutt.ly/8znwJJo>

**NdcTech and PTCL  
Collaborate to Offer  
Banking Services on  
Cloud for the First Time in  
Pakistan**

<https://cutt.ly/Rznw7cb>

**Punjab Police plans to  
monitor FIR registration  
using an app**

<https://cutt.ly/JzneUyD>

**Punjab CM invites Italian  
businessmen to invest in  
special economic zones**

<https://cutt.ly/rzneFkA>

**LOCAL  
NEWS bytes**



# THANKS

We'd love to hear from you.  
Send us your thoughts  
about Digital Trends  
Pakistan to  
[hello@thedigitz.com](mailto:hello@thedigitz.com)

Credits:  
Abdullah Rasheed  
Zobia Hakeem  
Samia Baleegh

