



# EAST RIVER ESSENTIALS

YOUR MONTHLY GUIDE TO WHAT'S HOT IN DIGITAL

All your aesthetic needs addressed under one roof

## EXECUTIVE SUMMARY

Featured in this exclusive newsletter are successful PR and Production executions, and interesting digi-bits you should be aware of:

- A Note From Our CEO
- East River PR - Unilever #FaceThePlastic
- PSL 2021: Celebrating Cricket With YouTube and Display
- Cricket Is Back! Twitter Insights for PSL 2021
- The Joy Of Discovery: Ramadan Insights from Facebook



## A NOTE FROM OUR CEO



### March Newsletter,

Reporting is becoming a bigger challenge as media spends on digital continue to rise and there is an increased focus on ROAS. The challenge with digital spends is the constant need to optimize campaigns for what works and what doesn't; one of the tools we have found to be useful for real-time reporting and monitoring is Google Data Studio.

GDS is a dashboard that plugs into your website and social assets and tracks the performance of campaigns and the traffic that moves through the site. Through this, it provides a clear picture of the demographics, traffic stats, campaign performance, ROAS and sales among other data points.

It is this that makes it extremely useful for campaigns throughout the funnel as it tracks awareness to conversion metrics with one simple dashboard.

Setting up GDS is also fairly easy and something I strongly recommend that each of us should have for our websites, so we have a clear indication of how digital traffic behaves for our digital assets.

Best Wishes,  
Faizan S. Syed



## PR CAMPAIGN- UNILEVER

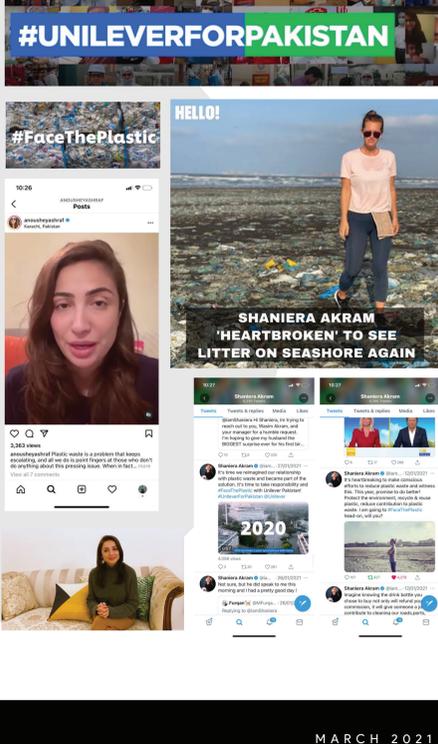
**Objective:**  
Create a PR campaign that engages activist citizens on-call against single use plastic and positions Unilever as a responsible enabler of change

**Execution:**  
Utilize several different mediums to strategically deliver the message that plastic is drastic, hence it's time to #FaceThePlastic!

**These mediums included:**  
- Key Opinion Leaders initiated the conversation on their Social Media Platforms about the drastic impacts of the plastic waste and to highlight the with Unilever's global strategy on plastic reduction. These key Opinion leaders included: **Shaniera Akram, Muneeba Mazari and Sarwat Gillani.**

- Twitter trend was started to bring the #FaceThePlastic comes in top trending topics on Twitter.

- Further, to round up, the articles will be published on **Pro-Pakistani, Dawn and Geo** to shed light on this whole campaign.



## PSL 2021 CELEBRATING THE PASSION FOR CRICKET WITH YOUTUBE AND DISPLAY

Views boomed during PSL 2020 on top 3 cricket channels compared to previous 30 days.

Queries related to PSL on Google Search during last season maintained high volumes until tournament closure.

Cricket Enthusiasts in Pakistan are a diverse bunch,



but united in their love for the sport

[Read more](#)

## How BIG is PSL in Pakistan?



## CRICKET IS BACK! TWITTER INSIGHTS FOR PSL 2021

### WHY DO CRICKET FANS TURN TO TWITTER? CRICKET ON TWITTER IS A REAL-TIME

**conversation at scale!** Being the roar of the stadium and the force multiplier for conversations. Fans see it on TV, and talk about it on Twitter.



[Read more](#)



Players share their thoughts, feelings taking fans inside the game. Teams share announcements and take to Twitter to connect with the fans.



## THIS IS THE JOY OF DISCOVERY RAMADAN MARKETING INSIGHTS ANDRECOMMENDATION GUIDE

This Ramadan season people will want to come together, whether virtually or socially distanced, to share the joy with loved ones. And despite inevitable differences to years gone by, we will see the emergence of new discovery and shopping behaviors. In this marketing guide you'll learn how people plan to observe, celebrate and discover new products and services during Ramadan. You'll also see recommended solutions to help you adapt and plan for the season ahead.

To understand the behaviors of people who observe Ramadan and/or who shop for this season, Facebook IQ commissioned YouGov to survey 17,758 adults between May 23 and June 13 2020. Approximately 1,500 interviews were completed in 11 countries, with samples that were representative of the adult online population across age, gender and region in each market.

In eight study markets, Ramadan and Eid al-Fitr are celebrated and observed among the majority of the population: Egypt, Indonesia, Malaysia, Pakistan, Nigeria, Saudi Arabia, Turkey, and the UAE (n=12,219). In three markets, Ramadan and Eid al-Fitr are celebrated and observed, but among a minority of the population: France, Germany, and the UK (n=5,539). For the global average data cuts in this guide, we focused our analysis on the eight markets where Ramadan is celebrated by the majority of the population

[Read more](#)



Stay tuned for more East River updates

You can find us on:

- <https://eastriverdigital.com/>
- <https://www.linkedin.com/company/eastriverpk/>
- <https://www.facebook.com/eastriverpk>
- [https://www.instagram.com/east\\_riverpk/](https://www.instagram.com/east_riverpk/)
- <https://www.youtube.com/channel/UC-u6qP9HtcjYH8YUvA0fqQ>

