



EAST RIVER

# EAST RIVER ESSENTIALS

YOUR DIGITAL GUIDE TO COVID-19 UPDATES

A pandemic in a digitally connected world can raise all sorts of challenges. This special-edition newsletter features COVID-19 updates, campaigns, and the trends you need to know about to solve your creative questions.

## EXECUTIVE SUMMARY

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- *#OreoRamadanMoments by East River*
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# A NOTE FROM OUR CEO



In a crisis, be aware of the danger — but recognize the opportunity.” — John F. Kennedy

Hope you had a rejuvenating Ramadan and a safe and healthy Eid. Challenging times persist as businesses are opening back up and cases rise at a rapid rate.

Our first and foremost objective is to ensure the health and safety of our teams and clients. Therefore while we have opened our offices for business, we have divided our teams to attend on alternate days so social distancing is maintained and use of masks is mandatory during office hours. We are continuing to take all external meetings using video calls and our successful implementation of the software Slack (moving away from Whatsapp for all internal communication) has been extremely productive during these times.

May was better than April, in terms of digital marketing given the desire for brands to reach audiences before Eid, but the bigger uptick we are expecting to see is in June. We have a couple of brand launches in the pipeline and we are seeing tremendous interest in e-commerce. Clients that previously did not heavily use digital mediums for sales, have seen record sales as we took them online for the first time.

We have had more inbound interest in e-commerce and lead generation in the last 30 days, than we did for the last 6 months combined. In 5 weeks, Pakistan finally got the digital training that would have taken 5 years, and this new demand for digital transactions is here to stay.

One of our significant achievements is the introduction of Google Data Studio to track real time website analytics for our clients, which we will be rolling out shortly for everyone. At the click of a button clients can easily track metrics of interest and tweak outcomes to ensure the best Return on Ad Spend (ROAS).

ROAS will be our top focus for the balance of the year as it is imperative to ensure that returns are being maximized during times of financial constraint. This is the real opportunity for brands during this crisis.

Best,  
Faizan

# GET CREATIVE WITH NATIONAL FOODS LIMITED – DIY IFTAR BOXES

National Foods came up with their DIY Iftar boxes containing 5 frozen items with their Tomato Ketchup + Chilli Garlic Sauce.

These boxes were then sent to bloggers along with some celebrities like Zhalay Sarhadi, Hina Altaf, some Facebook and Instagram magazines like Fuchsia, and some Facebook groups like Womenza and Super Creative Mamas.

All of them posted the DIY kit telling the audience what it contained, where to order the DIY kit from and their favorite National Ketchup/Sauce. It not only had the brand engaging with the audience, but we were also told about how their Iftar is incomplete without National Ketchup. People were also very interested in the DIY Iftar Box and wanted to order it.

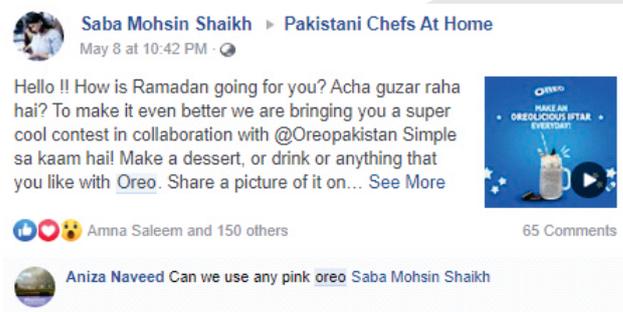


# OREOLICIOUS IFTAR WITH PCH – #OREORAMADANMOMENTS BY EAST RIVER

We ran a competition on one of the most famous Pakistani Food Groups on Facebook; Pakistani Chefs At Home.

The audience had to make a dessert, drink or anything that they liked with Oreo cookies. They had to then share a picture of it on their iftar table along with the Oreo packs using the hashtag #OreoRamadanMoments #StayPlayful and their recipes.

The audience loved this competition and surprisingly, we received over a 132 unique recipe entries! We also went live with Fuchsia Magazine to talk about #OreoRamadanMoments.





# BREATHE WITH BUTTERFLY BREATHABLES — PR BY EAST RIVER

For Butterfly, while being at home, we decided to put a healthy spin on the content and engage our audience.

We onboarded Israa Shafi (a certified Yogi) and Anya Siddiqui (a certified nutritionist) to do live sessions and video content for Butterfly. Mona J gave us hair style goals and Faiza Saleem calling out the 'excuse-makers'!

Butterfly enjoyed the digital hype and the fun info-taining content we generated for Butterfly.



Time for the festivities to start and Gala did it the best!

Stories from celebrities on Eid, including Minal Khan, Nousheen Shah and Zhalay Sarhadi, all who celebrated it with simplicity but motivated everyone around them to be happy.

We also had our message go out on 3 different Facebook groups, mainly Babies & Bumps, Parenting 360 and Diaries.

We received a strong positive sentiment regarding the campaign. As everything else around us wasn't all that lively, people were actually on the look out for reasons to celebrate and be joyous, and gala gave them one.

# CELEBRATE EID WITH GALA BISCUITS – PR BY EAST RIVER



# THE PAST SHAPES THE PRESENT: REFLECTIONS ON LEADING IN THE TIME OF COVID-19

The pace of change has intensified, and there is a tension between the need to make a fast decision and the consequences of that choice. This is hard. In some ways, operating in a crisis brings me back to the culture shock I experienced when I first moved into the tech industry nine years ago. Transformation was happening at lightning speed, and I had to adapt to higher degrees of uncertainty. There was no roadmap to tell us where the digital revolution was going, just as there is no roadmap to tell us how this pandemic will unfold. While the COVID-19 crisis is not the same as the digital revolution, I have found that some lessons from the past have helped me cope with the unpredictability of the present.

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The promise of digital marketing has always been enabling speed, agility, and transparent reporting. The challenge of marketing in a pandemic has regrounded us in that promise.

We've had to embrace the capacity of digital media to flex and move. All of a sudden, decisions that used to take days or even weeks are being made in hours. Media plans are being put together with less gloss and polish, and analysis is more collaborative as we all come together with a sense of urgency to get work done.

With pressure on discretionary marketing spend, we're also moving quickly to pull the plug where underperformance is detected earlier than we typically would have.

In this moment, businesses need to know that marketing spend is driving immediate results.



# INSIDE GOOGLE MARKETING: HOW THE PANDEMIC IS MAKING US RECKON WITH THE WAYS WE PLAN MEDIA

READ MORE

Stay tuned for more  
East River updates



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