

# 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 executions, and interesting digi-bits you should be aware of:

- A Note From Our CEO
- Welcoming on-board our new clients
- East River PR: Dawlance DVC Amplification
- Google Insight Of The Month: Smarter Digital City 4.0: Accelerating with AI
- Facebook Insight Of The Month: Cloud Gaming, Meet Facebook Gaming
- Standout Campaign Of The Month: LADY GAGA'S OREO COLLAB PREDICTS A BRIGHTER 2021

## A NOTE FROM OUR CEO



As we enter the final month of what has been an extremely challenging year for all of us, I am happy to announce that East River has joined GAIA – Global Alliance of Independent Agencies. This is a collective of the best agencies from Asia, South Africa, North America, Australia and New Zealand and East River is the only South Asian agency in this collective. The objective is to share learnings from each region and collaborate on content, design, media and experiential concepts we can deploy for our clients around the globe.

One of our areas of focus is to explore new experiential digital concepts, especially around virtual reality and how it will play a role driving new experiences in this COVID/Post-COVID world. One of the challenges for marketers focused on events has been aggregating audiences with experiences that feel real and experiential and that can be achieved through the comfort of their homes during times of quarantine. With global prices of VR devices like the Oculus declining (Oculus Rift S now is \$400 on Amazon), there is a real opportunity for brands to create such experiences using these devices and testing the limits of what VR can do for a brand.

We look forward to exploring these ideas with you in the new year. Till then, hope you have a wonderful December and wish you all the best for a solid rebound in 2021.

Stay safe, stay healthy and Happy New Year!

Best Regards,  
Faizan S. Syed

## WELCOMING ON-BOARD OUR NEW CLIENTS



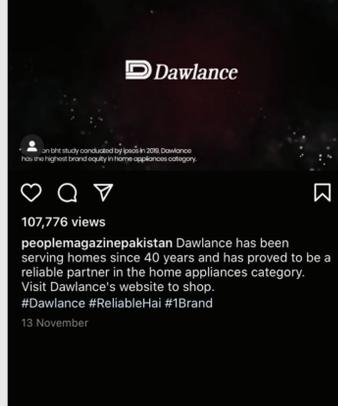
## DAWLANCE: VIDEO AMPLIFICATION

### Objective:

To amplify the video made to promote the fact that Dawlance has been named the no. 1 brand for home appliances in Pakistan since past 40 years.

### Execution:

All the prominent lifestyle pages on Instagram such as People's Magazine, Niche Lifestyle, and FHM Pakistan, amplified the video of Dawlance stating it has highest brand equity in home appliance category in Pakistan.



## SMARTER DIGITAL CITY 4.0: ACCELERATING WITH AI

As a result of COVID-19, people across the region are now spending more time online. With consumers spending more time online, they are expecting brands to leverage AI to help them do the following:

- Make things easier and more convenient
- Provide cheaper service options
- Increase accuracy of results
- Give more personalized products

Consumers are confident and optimistic about AI, and are willing to pay for AI solutions. At the same time, businesses want to provide a better offering for their customers. While different industries are at varying degrees of readiness, there are common challenges with adopting AI that marketers are facing across the board.

Some of these top challenges include: Concerns around ROI, Lack of AI knowledge and skills, Earning stakeholders' trust on AI and data privacy issues, and Ensuring regulatory compliance.

Some of the ways marketers can tackle these challenges include:

- Developing a technology roadmap, define a data strategy and its desired outcomes.
- Appointing AI champions to drive progress across the organization, not just within departments.
- Educating AI champions about AI and its benefits, and help them understand how their data is being shared and used by your organization.



## CLOUD GAMING, MEET FACEBOOK GAMING

This month, Facebook announced the launch of several new cloud-streamed games that are available both in the Android app and on browsers in the U.S. With no download required, these games are playable instantly and don't require any special hardware or controllers.

Notably, this feature is not available on iOS at this point in time — due to a conflict with Apple's cloud gaming and App Store policies.

Importantly for brands, this new technology offers a new advertising opportunity: cloud playable ads will support interactive demos from a game's native code. This feature is currently available on Android and iOS in the U.S.

The new free-to-play cloud-streaming titles include Asphalt 9: Legends, Mobile Legends: Adventure, PGA Tour Golf Shootout, Solitaire: Arthur's Tale, and the aforementioned WWE Supercard.



## LADY GAGA'S OREO COLLAB PREDICTS A BRIGHTER 2021

Lady Gaga has a prize for anyone who actually makes it to 2021: pink-and-green Oreos themed for her album Chromatica, which was released right in the midst of the pandemic.

The singer promoted the snack with a social post revealing the look of the new cookies. "This collab is inspired by the world of Chromatica, where kindness rules all things," Lady Gaga said in a statement. "I love these pink cookies with green creme, and hope they brighten your day as much as they do mine!"

Beginning Dec. 15, fans will also be able to send musical "Oreograms" to friends for a chance to win a meet-and-greet with Gaga herself (assuming it's safe enough, the brand is careful to add).



Stay tuned for more East River updates

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<https://eastriverdigital.com/>

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