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 the new client-partners we have welcomed to the East River family this month, PR activities concluded successfully and DigiBits our clients should be up-to-date with.

- A Note From Our CEO
-Welcoming On Board New Clients
-Going From Strength To Strength: Facebook Billing
-East River PR: Dawlance Inverter ACs
-East River PR: Candi x Deja
-Think With Google: How people decide what to buy lies in the 'messy middle' of the purchase journey
-Facebook Insight Of The Month
-Standout Campaign Of The Month

A NOTE FROM OUR CEO

Steering Brands During a Crisis

Faizan S. Syed

Crisis like the current COVID pandemic don't come by often. Sure there are financial market adjustments every decade or so and there may be some global challenges in between in different parts of the world (9/11, Arab Spring, Hong Kong Protests, Lebanon Protests). But a situation where the entire world shuts down for weeks on end while fighting a disease that by now has taken over 680,000 lives is a once in a life time occurrence.

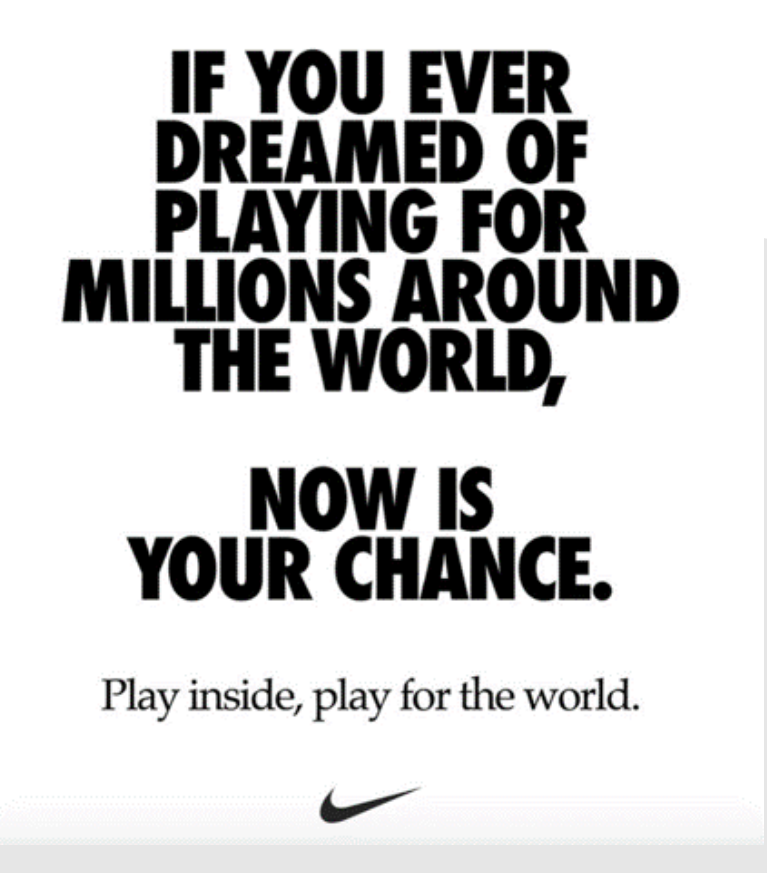
In a situation like this, people need leadership and guidance on what to do; a role usually played by the leader of the country. Each country will be tackling the problem differently and each leader will be using a different approach. The two successful ones that come to mind are Angela Merkel of Germany who embraces science and Jacinda Arden of New Zealand who relies on empathy; both these leaders have won the hearts of their people. On the other hand we have Donald Trump's and his spectacle of daily briefings and Narendra Modi who didnt hold regular briefings at all.

People need reassurance and clear and consistent messaging during a time of great uncertainty. And while it is the job description of the leaders of nations to fill this role, it is also an opportunity for a brand to step up and connect with its existing audiences and possibly even resonate with new ones.

Great examples of these have popped up globally in the last few months where brands used the current situation to resonate emotionally with their audiences.

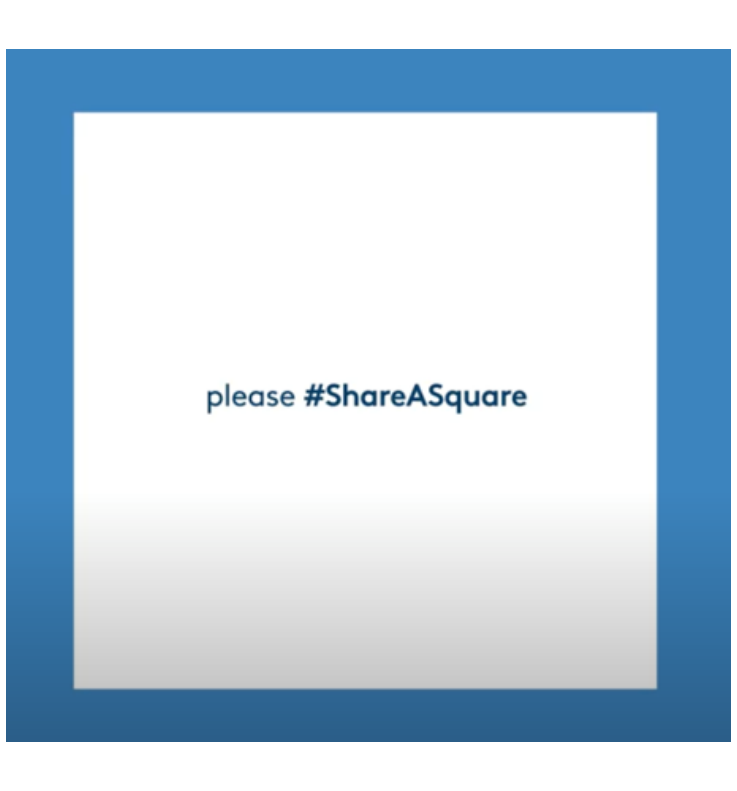
The first to mind is the one by Nike encouraging people to stay home. Nike has always been masterful at emotionally connecting with audiences and this situation is yet another example of it where it encouraged people to "Play inside, play for the world."

https://www.youtube.com/watch?v=9UTf5EItRC0


IF YOU EVER DREAMED OF PLAYING FOR MILLIONS AROUND THE WORLD,
NOW IS YOUR CHANCE.
Play inside, play for the world.

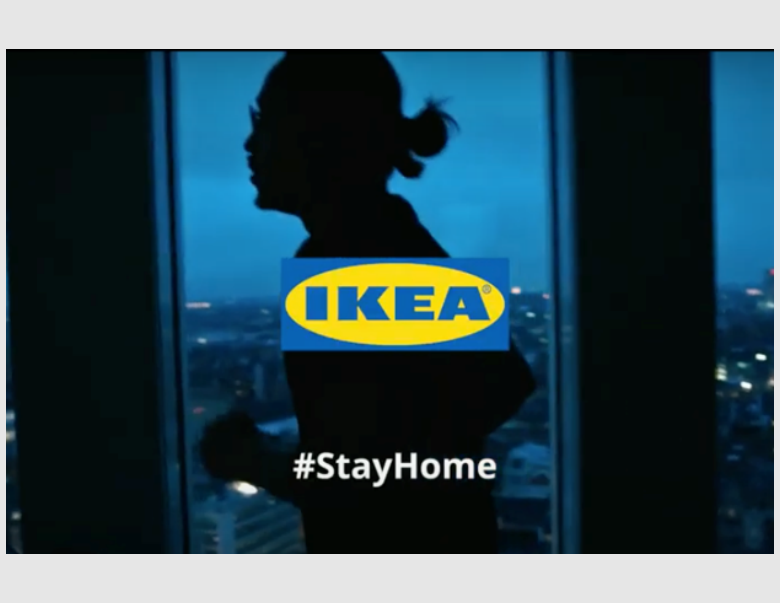
Then there was Cottonelle, one of the leading producers of toilet paper, that launched a "Stock up on generosity' campaign in the middle of a toilet paper shortage at the start of the COVID crisis. They reassured people that there was enough toilet paper to go around and that people should #ShareASquare.

https://www.youtube.com/watch?v=mwQ1metUv2o



IKEA with its international appeal took to audiences with an ad from the perspective of a home, asking its owner to stay in and get to know each other again during this time. Clever marketing yet a simple message.

https://www.youtube.com/watch?v=IHCD5dz2l8



In Pakistan the one brand that resonated well during this time was Lifebuoy which ran a campaign encouraging people to wash their hands, regardless of the soap they used.

https://www.youtube.com/watch?v=ZHVHLrR5mTs

On a more tactical front, Slack, the workplace app, announced free services and upgrades to anyone work on COVID research, response and mitigation. Louis Vuitton and Brewdog announced they would be making hand sanitizer together that will be distributed for free. Audible by Amazon, made audiobooks for kids free, which was super helpful for parents with kids always at home.

Each of these campaigns mentioned has a consistent theme to them which is what a brand should rely on when connecting with audiences during a difficult time.

Empathetic – Each of the brands mentioned were empathetic showing show their audience they understand the challenges faced in the current environment and that they are with them during this difficult time
Specific – Each campaign has kept messaging precise and crisp as there is a lot of information going around and only that information that is to the point will be remembered
Authentic – Each brand has been authentic to its true self and personality and let that shine through. Mountain Dew, known to be bold and brash, has not been visible during this time as it may have been difficult for it to be authentic.
Consistent – There is an overall consistency in the narrative built by the brand between the messaging above and its messaging prior to COVID, which makes the brand more believable when they reach out at a challenging time.

Pakistan represents a golden opportunity for marketeers and brand's both domestic and international. A population of 220 million people, over 140 million with mobile phones, 100 million with access to television, 68 million with smartphones and nearly 40 million with Facebook accounts, marketeers have an opportunity unlike any other to create a real connection with a large audience.

Effective global leaders and brands have the above four points in common and if these were adopted by Pakistani brands during this time, the nation would have had some leadership during this crisis.

WELCOMING ON-BOARD OUR NEW CLIENTS

HALE EDUCATION – DUBAI, UAE

Hale Education: Invest in your child's future with customized college counseling and test preparation for admission in US and Canadian universities

ACT SOLAR – KARACHI, PAKISTAN

See the light

APPLETREE PRESCHOOL – NEW JERSEY, USA

Bringing early education online and into your homes

GROSCHE - ONTARIO, CANADA

Grosche: Changing the world, one drop at a time.

USAID - WASHINGTON D.C. USA

USAID: Leading international development and humanitarian efforts to save lives, reducing poverty, strengthening democratic governance and help people progress beyond assistance

GOING FROM STRENGTH TO STRENGTH: FACEBOOK BILLING

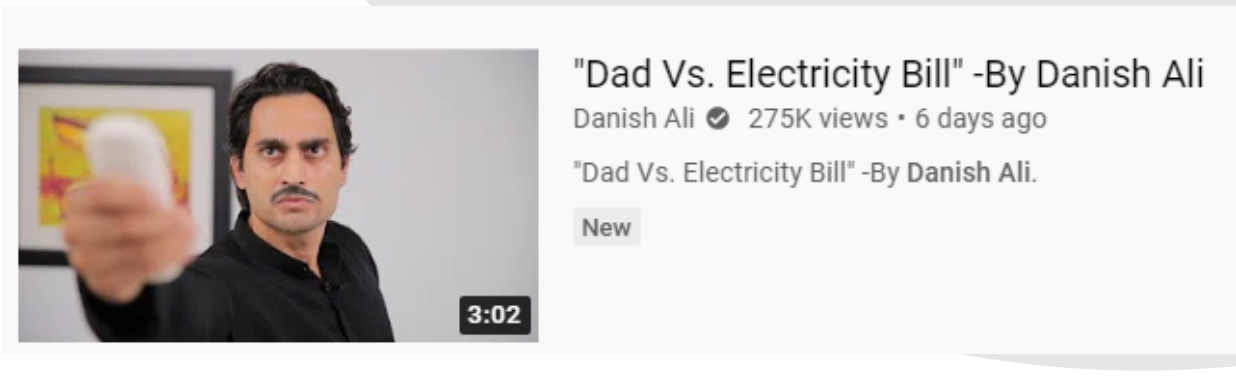
The first digital agency in Pakistan to offer its partner brands local billing on Facebook, East River is proud to sign up with Dial Zero. This milestone once more marks our commitment to deliver quality while keeping the ease of our client-partners in mind.

East River PR

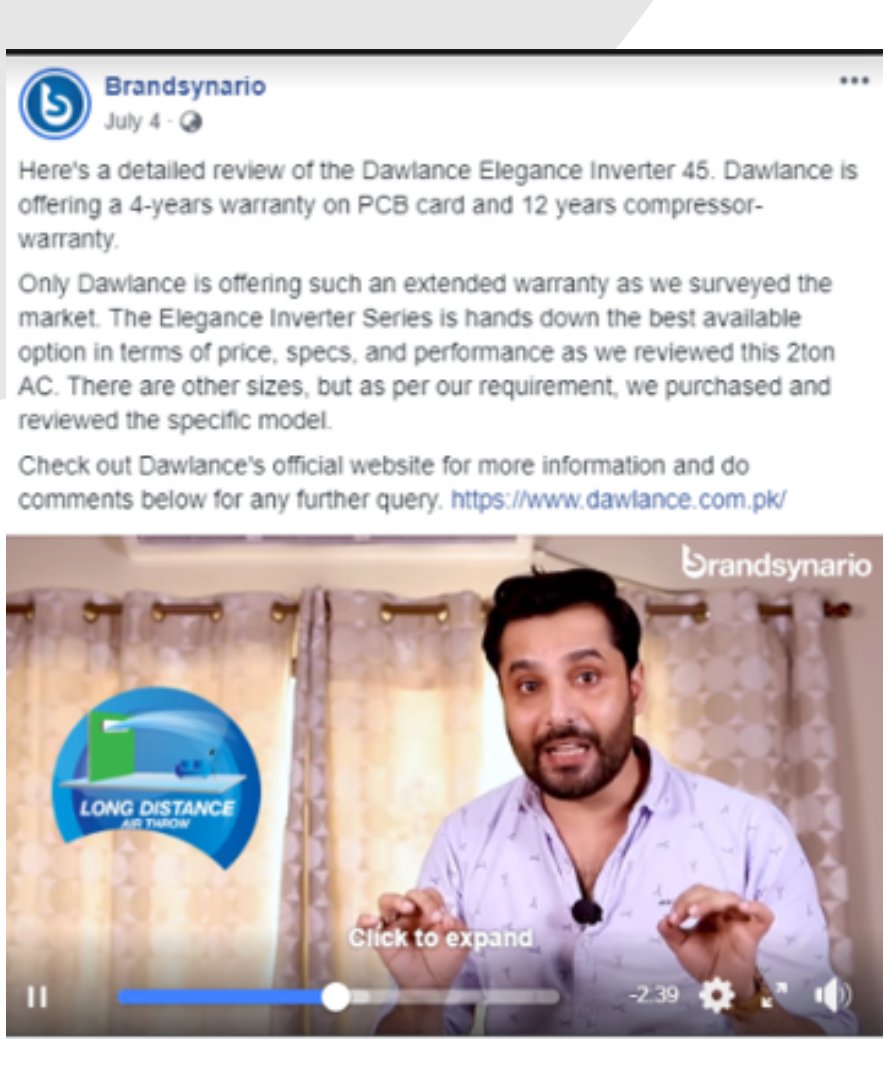
DAWLANCE INVERTER ACS

What We Did ?
Dawlance recently introduced its latest Inverter ACs technology, which we got amplified with the use of popular tech vloggers like Tech Aches, Brand Synario, and Pro Pakistani. We also got Soul Brothers and Tech Aches to initiate and carry on conversations on their Facebook groups around Dawlance AC's 4-year warranty and cost-effectiveness, acknowledging the brand's target audience. Along with functional reviews and videos, we closed the campaign on a light-hearted note with the comedian Danish Ali's funny video "Dads Vs Electricity Bills" that brought the brand great digital mileage.

Why It Worked ?
Dawlance is over 40 years old and has usually done in the past little or very traditional PR in general. This time around, our campaign gave a good mix of functional and entertaining video reviews to the client which immediately brought good numbers in terms of online impressions. E.g. Danish Ali's video for Dawlance (a mix of humor and branded messaging) gained over 300K views in just a little over a week! We also focused more on video content as opposed to written articles as that has more viewability and the brand's message gets to the consumer faster. Our conversation starter on Soul Brothers also increased sales for Dawlance, as conveyed to us by the brand team.



"Dad Vs. Electricity Bill" -By Danish Ali
Danish Ali 275K views • 6 days ago
"Dad Vs. Electricity Bill" -By Danish Ali.
New



Brandsynario
July 4 ·

Here's a detailed review of the Dawlance Elegance Inverter 45. Dawlance is offering a 4-years warranty on PCB card and 12 years compressor-warranty.

Only Dawlance is offering such an extended warranty as we surveyed the market. The Elegance Inverter Series is hands down the best available option in terms of price, specs, and performance as we reviewed this 2ton AC. There are other sizes, but as per our requirement, we purchased and reviewed the specific model.

Check out Dawlance's official website for more information and do comments below for any further query. https://www.dawlance.com.pk/

CHECK OUT DANISH ALI'S VIDEO HERE:

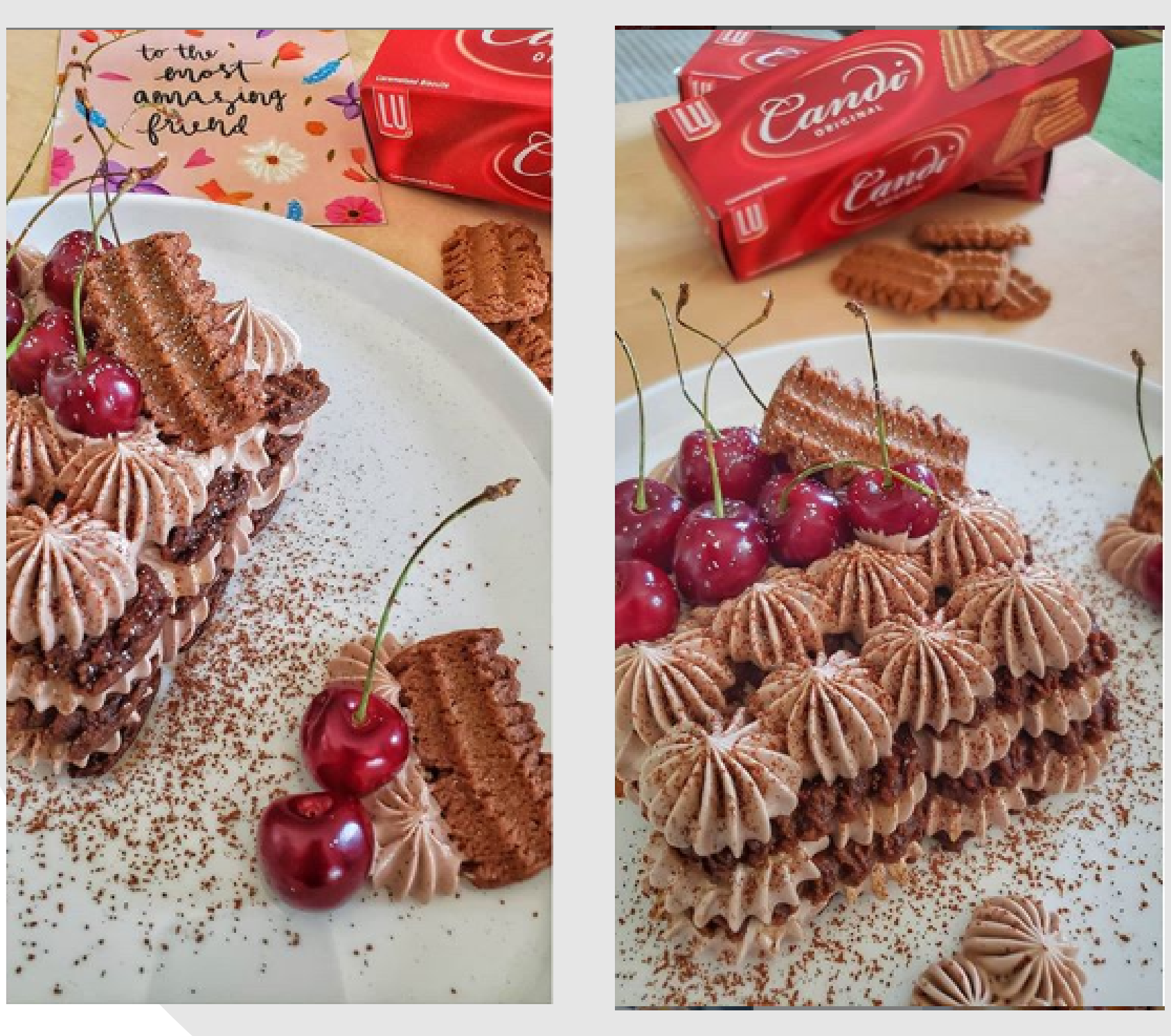
https://www.youtube.com/watch?v=a-WzjKUd48Q

East River PR

CANDI X DEJA BY KHADEJA

What We Did ?
Candi by LU partnered up with the popular Pâtissier Deja by Khadeja. As Candi is all about celebrating friendship, we capitalized on this partnership and took on board two Facebook groups (Karachi Chefs at Home and Foodies of the World) to run a competition with their audience. The admins made a Candi recipe (from Deja's menu options) and asked their audience to try and replicate the recipe and tag a friend who you'd like to share the dessert with.

Why It Worked ?
This worked wonderfully as we targeted relevant food groups for this campaign. This is an active campaign, however, we have received over 300 mentions + entries in 4 days already, as we kept the competition/recipe idea easy for people to take part in and the relevant food group constantly pushed people to participate with their friends.



CHECK OUT THE CAMPAIGN HERE:

https://www.instagram.com/deja_by_khadija/

HOW PEOPLE DECIDE WHAT TO BUY LIES IN THE 'MESSY MIDDLE' OF THE PURCHASE JOURNEY

Through research, an updated decision-making model began to take shape. In the center of the model lies the messy middle — a complex space between triggers and purchase, where customers are won and lost.

READ MORE

https://www.thinkwithgoogle.com/intl/en-apac/trends-and-insights/navigating-purchase-behavior-and-decision-making/

FACEBOOK INSIGHT OF THE MONTH

Making Creative Impact on Facebook Platforms With Text, Timing and Format

What it's about: Through testing and analysis, Facebook's Creative Research team investigated which creative approaches tend to be successful on Facebook's platforms in engaging audiences and sparking action.

Key takeaway: Small considerations—such as the phrasing of a title or the aspect ratio of a video—can have a big impact, driving increased engagement and stronger business results.

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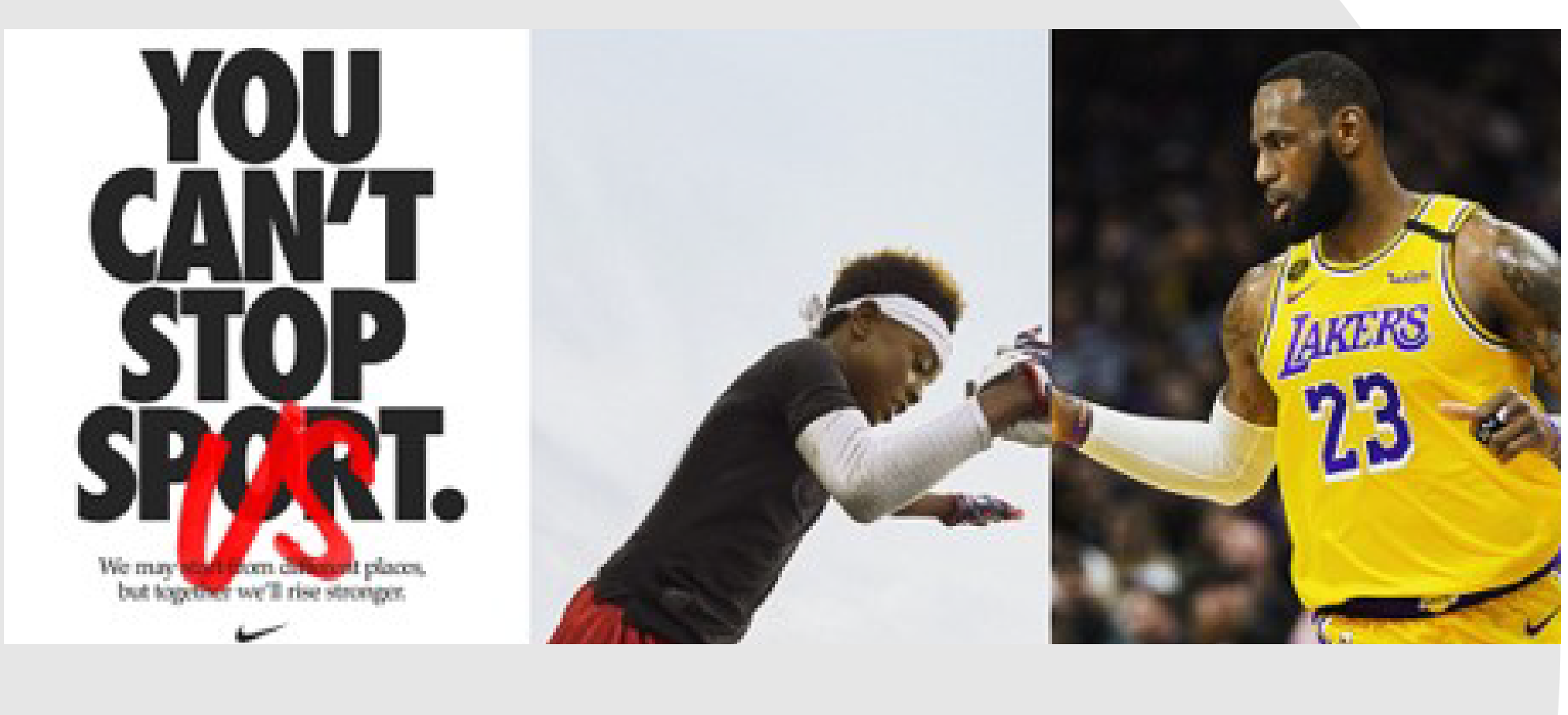
READ MORE

https://www.facebook.com/business/news/insights/making-creative-impact-on-facebook-platforms-with-text-timing-and-format

electrolytes
nutrients
coconut goodness
Swipe up for more coconut goodness

NIKE: YOU CAN'T STOP US



Closed gyms and empty stadiums haven't stopped athletes from pushing forward and using their platforms to help create change.

You Can't Stop Us, the third film in Nike's campaign of the same name, debuts to coincide with the NBA's return – and reminds us that while we may be forced to accept a new normal, what we do it is in our hands.

Takeaway: The buzz the film has generated speaks for well-timed, simple but poignant concepts, and of course, simple yet impactful execution.

WATCH NOW

https://news.nike.com/news/watch-nike-you-can-t-stop-us-film