



EAST RIVER ESSENTIALS

YOUR MONTHLY GUIDE TO WHAT'S HOT IN DIGITAL

EXECUTIVE SUMMARY

Featured in this exclusive newsletter are the stand out campaigns of the month, and digibits our clients should be up-to-date with.

- BLS Report Summary for 'Zeera Plus'
- Dawlance SYNC Campaign: PR wins for East River
- Digital is transforming consumer behavior in Pakistan
- Think With Google
- Why mobile-optimized video works on Twitter?
- Twitter
- YouTube Ads leaderboard: 2019 bumper ads edition
- Think With Google
- Making it easier for businesses to chat with customers in Messenger
- Twitter
- What's possible with stories?
- Facebook

DIGIBIT OF THE MONTH:

ADS IN INSTAGRAM EXPLORE - Reach people in a discovery mindset.

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ZEERA PLUS - BLS

Zeera Plus recently launched a new campaign "Har Chai Ka Plus" that activated all major fronts of marketing excellence. Tailormade copies were developed for different digital platforms to cater to different audiences. Result of this campaign was quite effective on YouTube, as average watch time for the main asset was 41 secs for a video with total duration of 45 secs.

With the launch of Zeera Plus' new communication, the team set out to test Ad Recall through a Brand Lift Study on YouTube. The main asset was promoted with two ad-sets to test Keywords, and Placements, and found the latter to outperform the former with Drama & Trending content pieces achieving the most video views & impressions.

Through BLS, we were able to quantify Ad Recall at 48%, achieving 2.4x the market level ad-recall rate alongside an uplift in the core target audience. Key learnings from this campaign were that right platforms go a long way in the performance of a content piece, and contextual targeting grabs your audience's attention.

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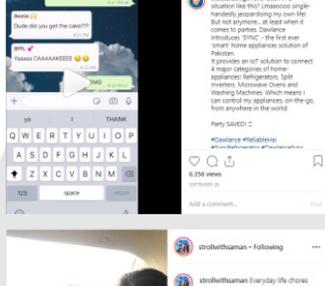
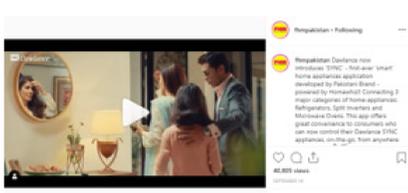
DAWLANCE SYNC CAMPAIGN: PR WINS FOR EAST RIVER

The Sync campaign went live on September 17, 2019, the campaign was all about Dawlance introducing 'SYNC,' first-ever 'smart' home appliances solution of Pakistan.

This mobile application from Dawlance named is powered by Homewhiz. It provides an IoT solution to connect 4 major categories of home-appliances:

Refrigerators, Split Inverters, Microwave Ovens and Washing Machines. We came up with creative content through different PR channels, which communicated the benefits and features of how to connect sync and how sync has made the lives of Pakistanis easier and smarter.

With this campaign, we were able to create talkability on our digital platforms with the help of blogger content and publishers such as Metronome, FHM Pakistan, Niche Lifestyle, Behatarenpk and Etrendsotpk



DIGITAL IS TRANSFORMING CONSUMER SHOPPING BEHAVIOR IN PAKISTAN. HERE'S WHAT THAT MEANS FOR MARKETERS

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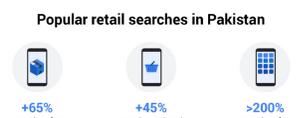
Connect with shoppers online to win their consideration.

We found that brands are 3-4X more likely to reach Pakistani shoppers online than in stores as they get closer to making a purchase.² Although most consumers end up buying offline, many don't even step into a store until they've made up their minds about what to buy. For instance, 70% of Pakistani shoppers who recently purchased a smartphone never visited a physical store until the point of sale.

"As Pakistani shoppers explore reviews, warranties, celebrity endorsements, and in-store availability, they're more likely to be open to discovering new brands & products."

from: Digital is transforming consumer shopping behavior in Pakistan. Here's what that means for marketers

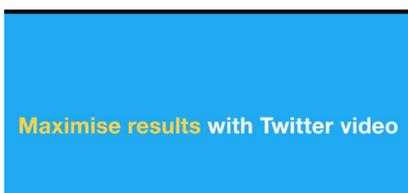
Popular retail searches in Pakistan



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The trend by advertisers to use short-form video ads as part of their marketing strategy is one that has been accelerating. Research by Adweek and AI firm GumGum in 2018 found that 84% of advertisers surveyed said they were using 15-second ads and more than half saw them as the most effective format. The six-second format also scored highly.

Mobile-optimized ads are explicitly designed with the fast-flowing mobile mind, which is why they perform so well on Twitter. Here are five key reasons why brands should be looking at Twitter when planning their short-form video campaigns.

WHY MOBILE-OPTIMIZED VIDEO WORKS ON TWITTER?

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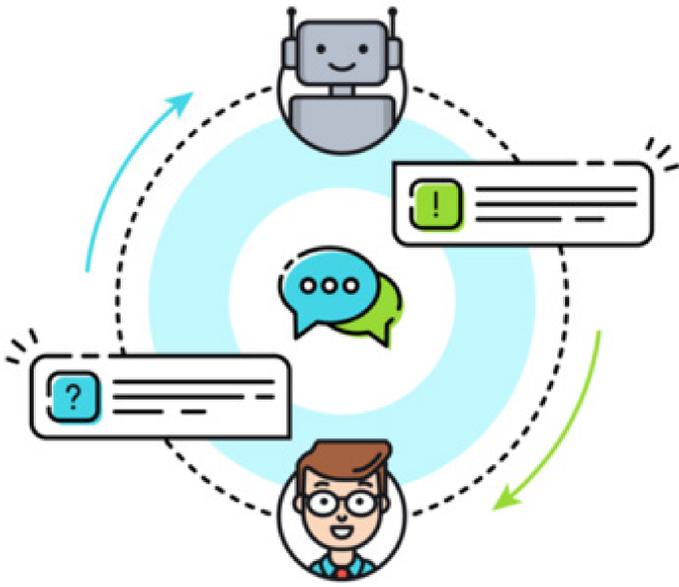


YOUTUBE ADS LEADERBOARD: 2019 BUMPER ADS EDITION

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The YouTube Ads leaderboard showcases the top Ads that people choose to watch each month.



Messenger helps you simplify customer acquisition by providing a direct, conversational way for people to take action where they already spend their time.

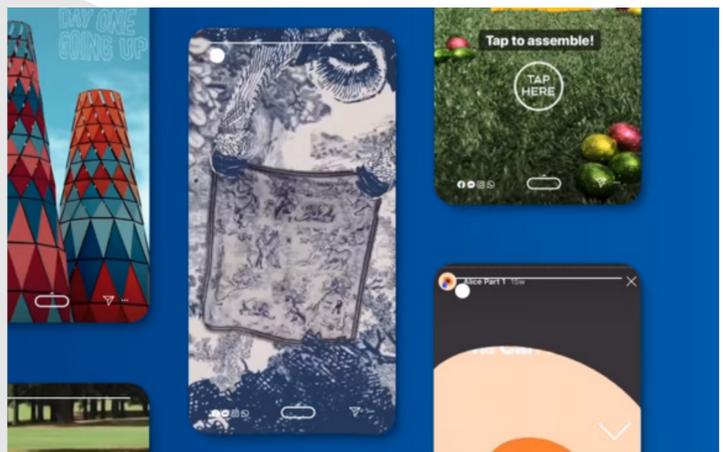
Businesses engaging with potential leads in their preferred channel are seeing results, and finding it easy to continue the conversation and seamlessly nurture leads in Messenger. RIFT Tax, a UK-based financial services company, used lead generation in Messenger to increase its customer base of Armed Forces members—increasing qualified leads by 42%. By following up with leads in Messenger, RIFT Tax was able to respond in less than 10 minutes and achieved an 18% higher lead resolve rate versus phone.

MAKING IT EASIER FOR BUSINESSES TO CHAT WITH CUSTOMERS IN MESSENGER

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WHAT'S POSSIBLE WITH STORIES?

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As a marketing strategy, Facebook has a solid track record. Around 96% of advertising experts say that Facebook produces greater ROI than any other social network.

Brands everywhere are finding new and unexpected ways to unlock the creative potential of stories. Check out these case studies to discover how.

Stay tuned for more East River updates

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