

momentum

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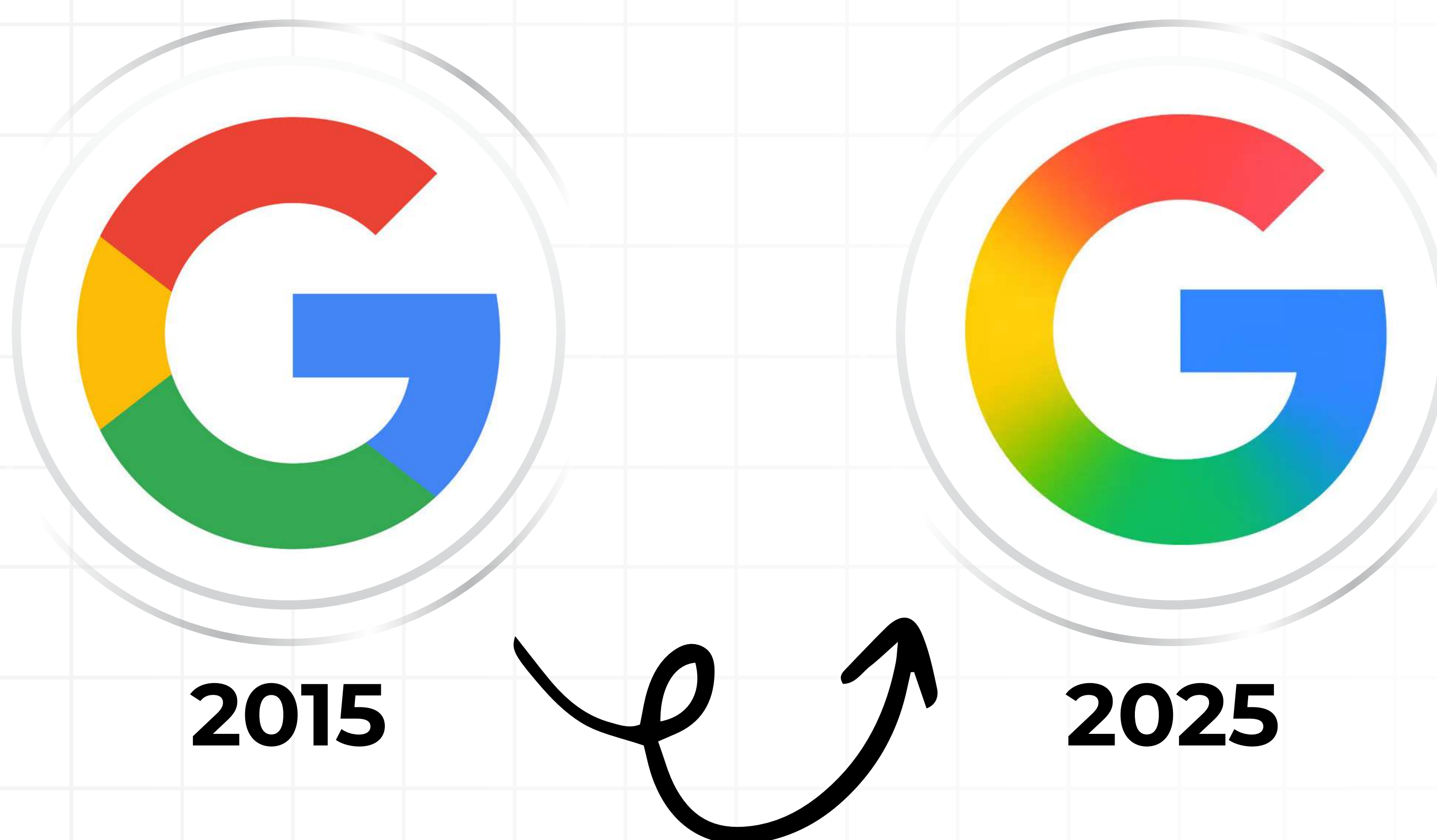
UGC IN 2025

ASIANEST BUSINESS
EXCELLENCE AWARD

UGLY ADS ARE GOOD TOO!

ONE SWIPE AHEAD
HOW EVERY SOCIAL MEDIA
PLATFORM IS EVOLVING IN 2025

GOOGLE'S GETS A GRADIENT: A SUBTLE SIGNAL OF BIG SHIFTS



After nearly 10 years, Google has quietly refreshed its iconic “G” logo — swapping flat colors for a sleek gradient. At first glance, it’s a minor design tweak. But beneath the glossy fade lies a bigger story.

This isn’t just about aesthetics. The gradient mirrors Google’s shift into the AI age — fluid, adaptive, and a touch more sophisticated. And while other logos like Chrome or Gmail haven’t changed (yet), don’t be surprised if they follow.

Of course, the internet noticed. X users immediately dove into meme mode, proving once again: even the smallest design change can send the tech world into a spin.

Small gradient, big implications.





India :
Center Building
Kozhikode Bypass
Thodayad, Kozhikode
+91 9946 127 111 | +91 9946 128 111

Doha - Qatar
Markaz Almana, 1st Floor
Najma, Doha - Qatar
+974 3365 8111 | +974 3356 8111
sales@momentummedia.qa

Chief Editor
Saif Valanchery

Editor
Hadia Hussain
Sneha Mohanan

Production Director
Shamla Abdulla

Design & Layout
Rameez Shuhsad

Creative team
Galiya Sherin MC
Suhana Abdul Nazeer
Ameena
Rashik Rahman
Praveen Rajasekaran
Noona Nazar
Abhinand AS
Rifana Sherin
Shashwita Shetty
Nihad
Nabeel Shamsu
Shanil
Nadha Naseem
Asif Hussain
Shazni
Junaid AP

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ONE SWIPE AHEAD

HOW EVERY SOCIAL MEDIA PLATFORM IS EVOLVING IN 2025



Social media in 2025 isn't just about posts and followers—it's about personalization, private spaces, and AI-powered interactions. Every major platform has rolled out changes that are not just tweaks, but total shifts in how people share, engage, and create.

Let's break down what's trending right now—platform by platform

DMs Are the New Feed

Remember when likes were king? Not anymore. Instagram's 2025 update pushes hard on private sharing. Now, the algorithm gives more weight to how many people share your post via DMs rather than how many double-tap. Creators are adapting by making meme-style content, carousels with "send this to a friend," and reels that spark private laughs.

Key takeaway: It's not about viral. It's about personal.

Instagram



Facebook

From Friends to Feeds, Again

Meta is attempting a nostalgic comeback by redesigning Facebook's core feed into two tabs: "Personal" and "Discovery." This move is meant to bring you back to the old-school Facebook—updates from people you know, minus the clutter. They're also testing AI-powered group moderators that assist admins with content approval and spam removal.

Key takeaway: Facebook wants to feel like your close-knit community again.



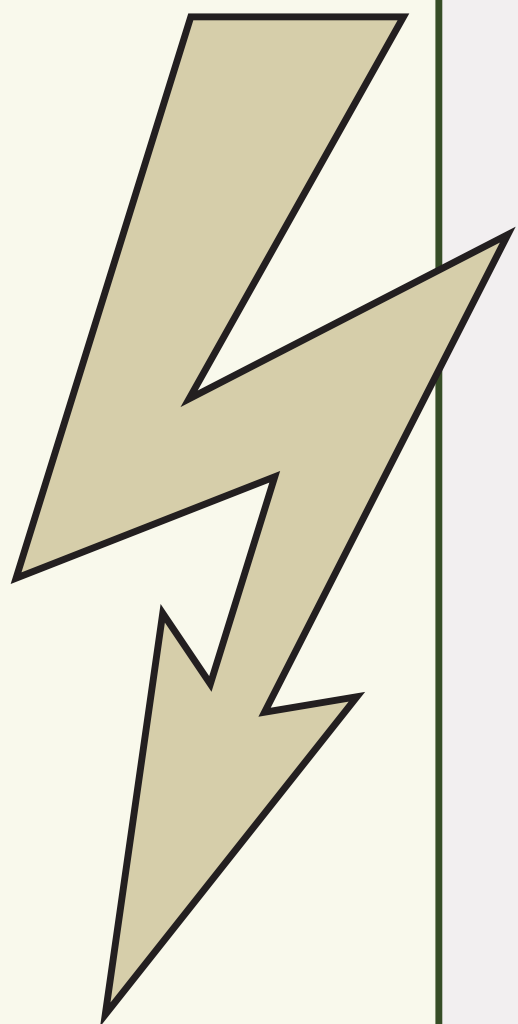
(formerly Twitter)



More Paywalls, Less Noise

Since Elon Musk's takeover, X has evolved into a semi-premium platform. The latest move? Boosting visibility for verified paid users while pushing others down the algorithm. They're also introducing "Articles"—long-form, blog-style posts that stay evergreen and are indexable by search engines.

Key takeaway: If you're not paying, you're not playing.

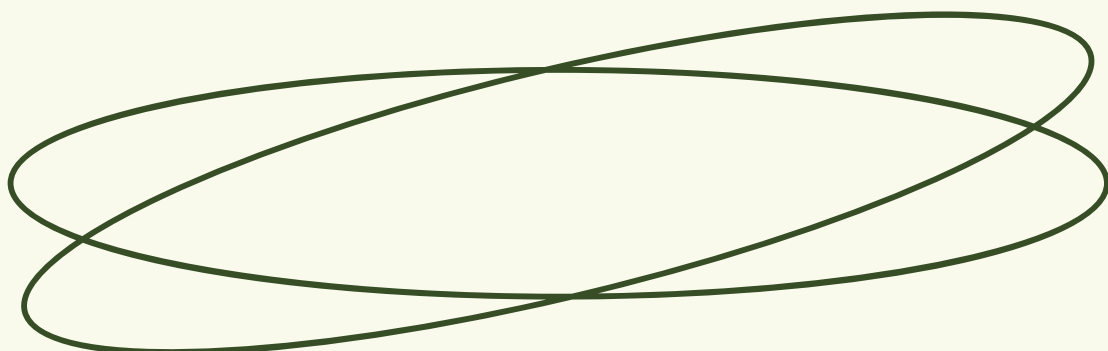
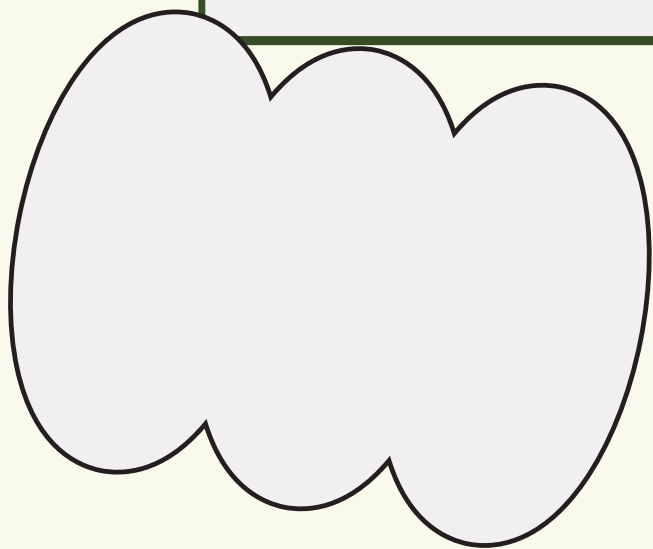


TikTok

Shopping Meets Scrolling

TikTok has officially become a marketplace. The 2025 updates now allow brands to tag products in every video, and users can make purchases without leaving the app. Influencers are turning into mini storefronts, and viral videos are doubling as sales pitches. Also, TikTok's AI editor now suggests trending audio and even cuts clips automatically.

Key takeaway: TikTok is now the hybrid of entertainment and e-commerce.



in LinkedIn

Casual Content Wins

Once known for corporate jargon and stiff updates, LinkedIn is now surprisingly... casual. The 2025 trend? Personal storytelling. Whether it's about failure, growth, or lessons from a side hustle, people are engaging more with real, vulnerable content. They've also introduced "LinkedIn Daily"—a TikTok-style vertical video feed for quick insights and updates.

Key takeaway: Show your human side—even in a suit.

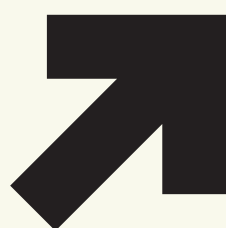
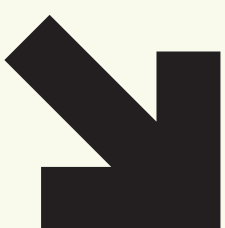
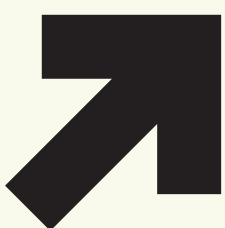


Snapchat

Not Just for Teens Anymore

Snapchat has expanded its AI filters and lenses to brands. Small businesses can now design AR storefronts where users can "try on" glasses, makeup, or even furniture in real-time. Plus, the platform's My AI chatbot is getting smarter, helping users discover local events and places.

Key takeaway: Snapchat is stepping into virtual retail.



WHY UGLY ADS SOMETIMES WIN

LESSONS IN VISUAL DISRUPTION



Not all great-performing ads are beautiful — in fact, some are downright ugly. Clashing colors, awkward fonts, low-res images... and yet, they convert.

Why? Because they stand out. In a scroll-heavy world filled with polished, templated visuals, disruptive design grabs attention. These "ugly" ads break the pattern, pause the thumb, and spark curiosity — especially when paired with strong copy and a clear call to action.

The takeaway? Don't always default to pretty. Sometimes, a bold break from design norms is exactly what your campaign needs to cut through the noise.

UGC in 2025:

The Ad People Actually Trust

In 2025, the most powerful marketing tool isn't a celebrity or a high-budget ad—it's a happy customer with a phone.

User-Generated Content (UGC) is ruling digital marketing. Whether it's a reel, selfie, or product review, people trust real users more than polished campaigns.

Brands are now:

Using UGC as Instagram/-
TikTok ads

Featuring real videos on
product pages

Partnering with micro crea-
tors for content at scale

+ + + + +

Why?

Because it's authentic, affordable, and relatable. UGC performs better in ads, boosts e-commerce sales, and builds trust faster than traditional influencers ever could.

In a world full of noise, real stories stand out. UGC isn't just a trend—it's how marketing speaks in 2025.





Congratulations Awardees

Asianet News, in collaboration with Momentum Media organized the second season of **Qatar Business Excellence Awards on April 30 2025**, acknowledging successful enterprises that triumphed over challenges. Winners received the awards from **H.E Mr. Vipul** Ambassador of India to the State of Qatar, **Shri. Adoor Prakash** Member of Parliament (Attingal) Lok Sabha & Ex Minister Govt. of Kerala and **Dr.P. Mohamed Ali** Founder, MFAR Holdings Private Limited.



BUSINESS EXCELLENCE AWARDEES -2025

SEASHORE

Pharma
Care

انترتيك
NTERTEC
GROUP W.L.L.

Aster
We'll Treat You Well



QISH
مركز قطر للسمع والنطق
QATAR INSTITUTE FOR
SPEECH AND HEARING

SPECIAL JURY AWARDS

MOHAMMED THENANKALIL
Young Emerging CEO -Paris United Group

NOUFAL ABDUL RAHAMAN
Impactful Business Content Creator in Qatar



Made In Qatar-Sustainability Award-Seashore Group
Mr Salem Saeed Al Mohannadi, Chairman - Seashore Group



SME Excellence Award - Pharmicare Group
Mr Noufal Kattayat, Co founder and Managing Director - Pharmicare Group



Trading Excellence Awards-Intertec Group W.L.L
Mr Asraf NK, Senior COO - Intertec Group W.L.L



Healthcare Excellence Award-Aster DM Healthcare Qatar
Aster DM Healthcare Team



Education Excellence Award-QISH
Mr Niyas Kavungal, Founder & CEO - QISH Group of Institutions



Young Emerging CEO - Paris United Group
Mr Mohammed Thenankalil, CEO - Paris United Group



Impactful Business Content Creator in Qatar
Mr Noufal Abdul Rahaman



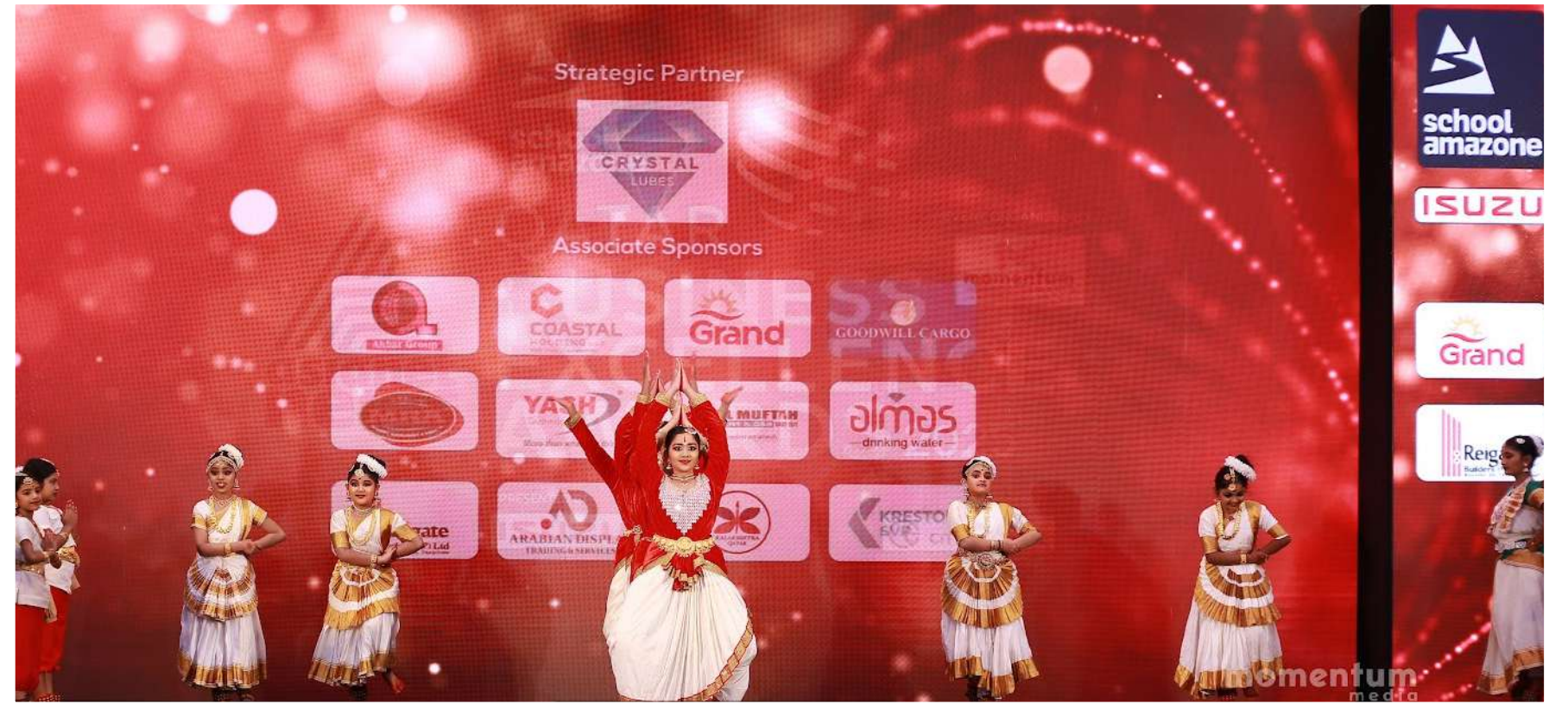
Mr. OK Sanafir Speaking at the Launch of School Amazone



Celebrating Excellence

We are proud to celebrate the second year of our partner-ship with Asianet News through the Asianet News Business Excellence Awards in Qatar. This year, we recognized seven outstanding Malayali entrepreneurs for their hard work, innovation, and social commitment. These awards not only honor success but also inspire future entrepreneurs.

Congratulations to all winners, sponsors, and jury members who made this event possible.



Lighting the Way for Future Leaders

We were proud to host an unforgettable evening at Holiday Inn Doha as the second season of the Asianet News Qatar Business Excellence Awards celebrated innovation and impact across Qatar's vibrant business community. Organized by Momentum Media and presented by School Amazone, powered

by City Exchange, and supported by ISUZU, the event welcomed over 300 distinguished guests—from entrepreneurs and business leaders to policymakers—coming together to honor excellence and inspire the next generation of changemakers.