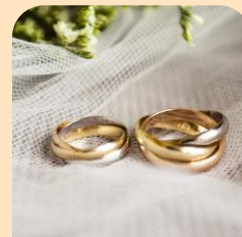




Pinterest Moments Planner

A comprehensive guide for brands to reach
Pinner planning meaningful moments



US 2021

Life is the sum total of meaningful moments. And people are looking for inspiration as they plan for life's moments on Pinterest.

416m

Global monthly active users
on Pinterest

39%

Global monthly active user
growth on Pinterest

Moments are made on Pinterest

On Pinterest, people discover ideas for meaningful moments. They are planning for holidays, personal events and a whole lot more. Make sure your brand is there when it's most relevant—when the moment is being made on Pinterest.

Reach the decision makers

People tend to start searching and saving ideas earlier on Pinterest than on other platforms. Hundreds of millions of people come to dream, plan and make purchase decisions for meaningful moments around the world. Inspiration, planning and buying all happens here.

Brands inspire meaningful moments

Brands have a unique opportunity to show up earlier in the planning journey to influence purchase decisions for a moment. Put your products or services in front of people early. That's when purchase decisions that shape the moment are being made.

This planner inspires brands

This planner gives you creative thought starters and insights into top searches for all moments. Learn the difference between seasonal and life moments and how they range from traditional to unique. Then find out when engagement spikes and how to seize the moment.

Planning on Pinterest starts early

Inspiration



Begins party planning



Browses
party outfits



Decides on style
and color



**Makes outfit
purchase**

Pinner's plan for seasonal and life moments that range from traditional to unique.

Seasonal moments

These are holidays and cultural occasions that happen on a particular day or time of year. They can reflect national, regional or religious interests.

Examples: Valentine's Day, Easter, Halloween, Thanksgiving, Christmas, New Year's

Life moments

Life moments are personal events or celebrations that happen throughout the year. These evergreen moments are always-on opportunities for brands.

Examples: Wedding, Birthday, Anniversary, Reunion, Vacation, New Pet

Traditional moments

Traditional moments are meaningful milestones and may happen once a year or once in your life.

Examples: New Baby, New Home, Retirement
As well as Halloween, Thanksgiving and Christmas

Unique moments

We've identified hundreds of unique moments on Pinterest. These are occasions that happen in everyday life and during every season, sometimes as a smaller celebration leading up to a traditional moment.

Examples: Date night, Sunday brunch, Holiday tree trimming, Summer pool party

Three ways to activate



Spark

Your brand can spark a moment and spur people to take action. For example, a Financial Services brand can help someone afford their dream home or an Entertainment brand can inspire someone to host a viewing party.



Enable

Your brand can directly enable a moment. Show up early when people are actively looking for related ideas that are integral to the moment. For example, searches for Halloween costume makeup.



Associate

Some moments have attributes that align with your brand. These could be related to family, the season or attitude. For instance, a four-wheel drive vehicle might want to associate with an adventure race.

Sample Moments Annual Strategy

Always-on Life Moments

Create an always-on core for your moments strategy with life moments such as a New Home, New Baby, Birthdays, etc.

Unique Seasonal Moments

Connect flighting to everyday cultural moments' receptivity and triggers—Galentine's Day, Friendsgiving, Spring Cleaning, etc.

Traditional Seasonal Moments

Drive intent through targeted inspiration during key, large holiday moments such as New Year's, Easter, Halloween.



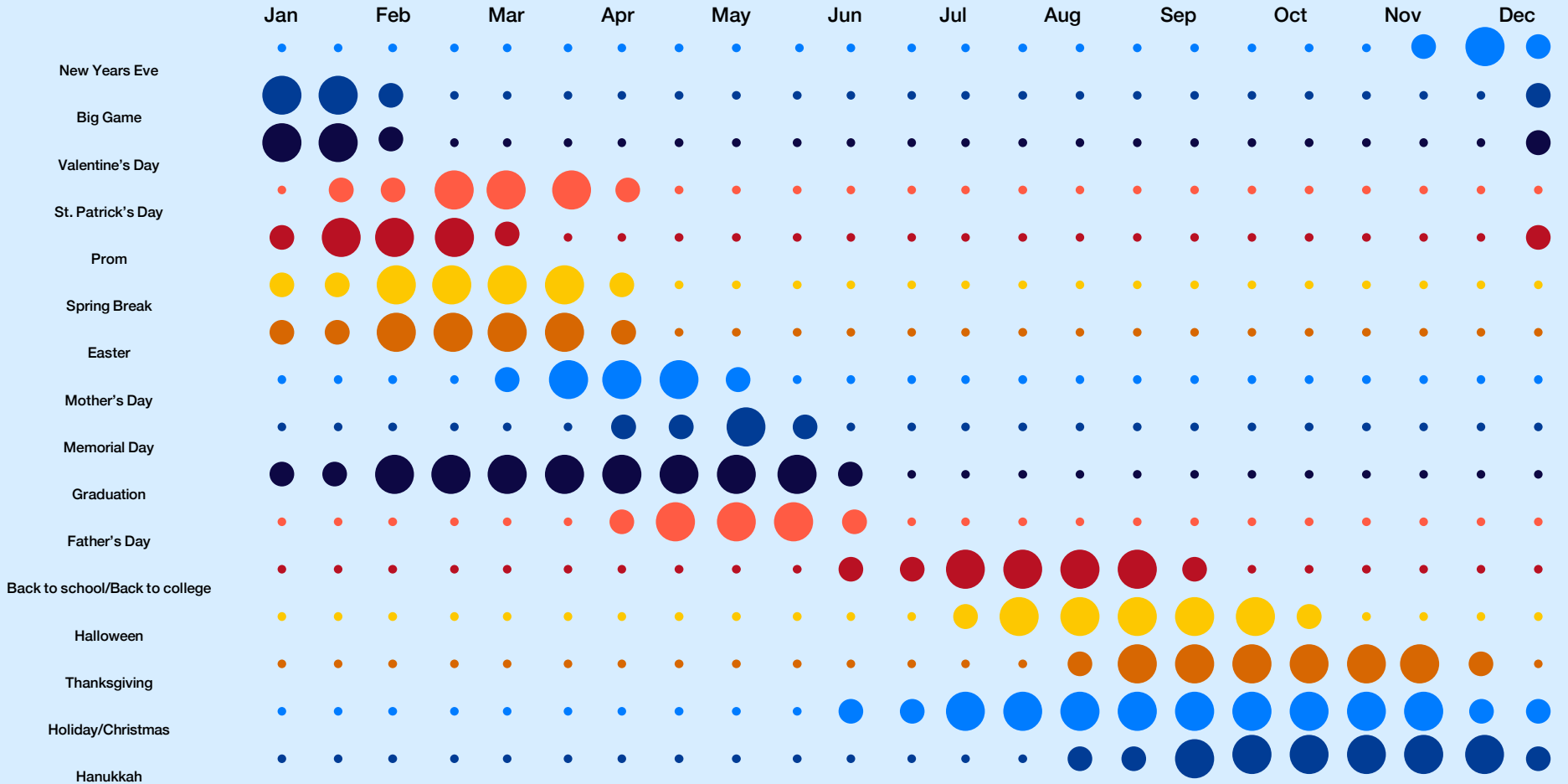
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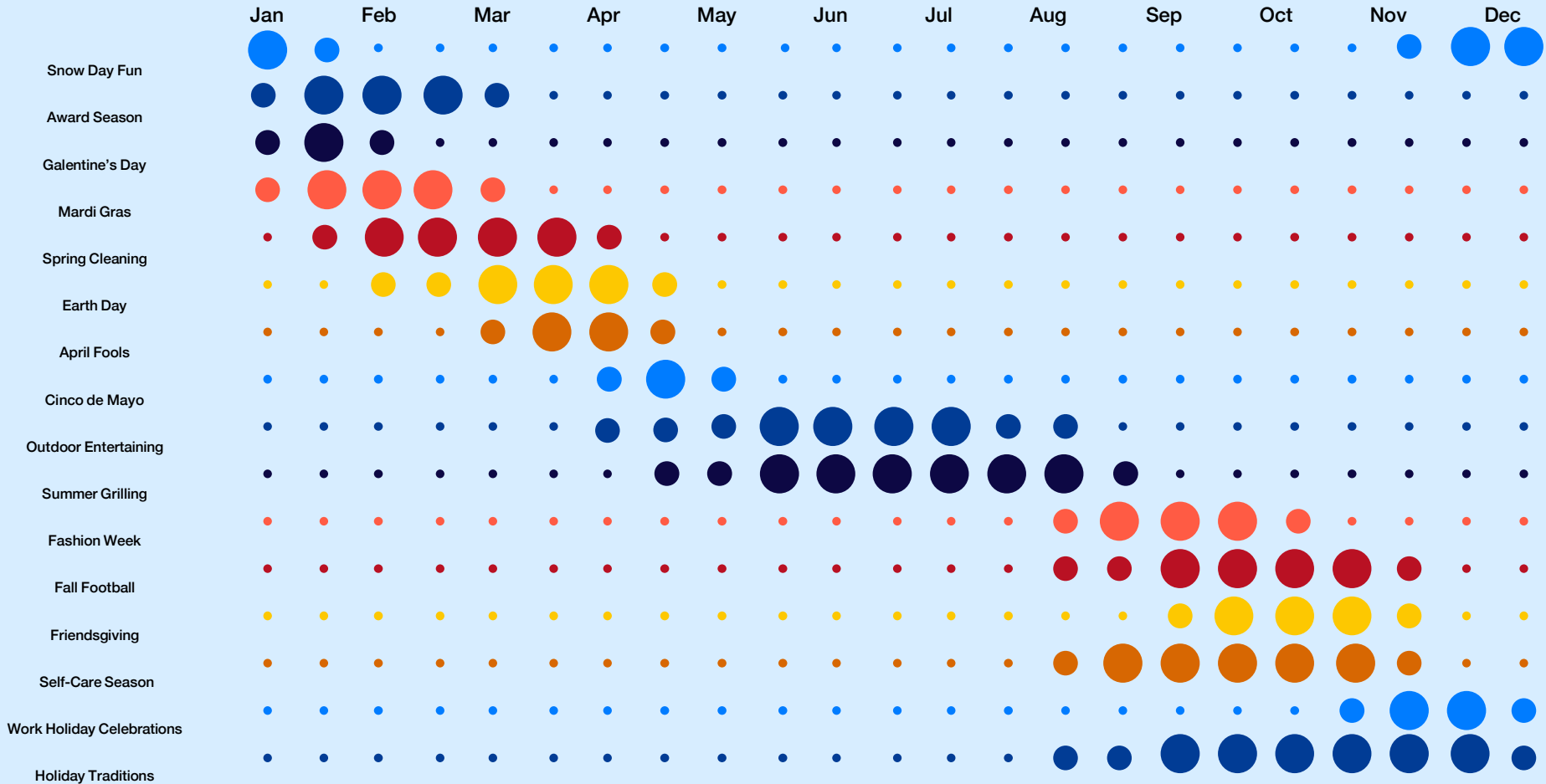
2021 traditional seasonal moments

People are always saving seasonal ideas on Pinterest, but we see engagement spike at specific points throughout the year, as reflected by the bubbles below. Use this chart to plan for peak advertising opportunities.



2021 unique seasonal moments

These unique, powerful moments allow your brand to connect with Pinners in a hyper-relevant way. Use this opportunity to expand on traditional audiences and lean into adjacent categories.



A black and white photograph of a park path in winter. The path is covered in snow and lined with rows of wooden benches. Bare trees with intricate branch structures frame the path, and several black lampposts are visible along the sides. The overall atmosphere is quiet and serene.

Winter



New Year's Eve

Top Search Terms

New Year's Eve outfits

New Year's Eve nails

New Year's resolutions

New Year's Eve food

103
Million
Ideas saved

16
Million
Related searches

Nov —
Dec
Peak advertising
opportunity

Embrace a fresh start

Ready to turn the page for a brand new year? So are Pinners. Encourage them to start the year feeling their best and savoring the little things that bring them joy—from cheese boards and champagne to gold heels and close friends.

Resolution-ready

Pinners are focused more on their emotional well being and helping others. As they seek holistic improvement, provide them with practical ways to support their resolutions at home and beyond. Whether it's reinvigorating self-care plans or organization inspiration, help them make it happen.

Big Game

Top Search Terms

Football party food

Game day outfits

Game day drinks

Football party decor

Homegating for the win

If you want to be on the game day menu, make sure you are on their mind before kickoff! Get your brand in front of Pinners when they're looking for food and drink ideas, festive decor or ways to upgrade their home theater.

Score big with specialty sips

Heat up the competition at home. Inspire Pinners to craft a speciality drink. Give them bar cart ideas to prepare for the game. Then mocktail and cocktail recipes that are themed for each team.

49
Million
Ideas saved

9
Million
Related searches

Dec —
Feb
Peak advertising
opportunity





Valentine's Day

Top Search Terms

Valentine's nails

Valentine's dessert ideas

Valentine's day crafts for kids

Valentine's gifts

125
Million
Ideas saved

56
Million
Related searches

Dec —
Feb
Peak advertising
opportunity

New ways to celebrate love

Help Pinners get creative when it comes to expressing their love. From sending sweet packages in the mail to gifting a new subscription. Or planning a special picnic and recreating their favorite dessert. Inspire them with ideas to set the mood.

Virtual Valentine's

Share the love around the world with friends and family. Give Pinners the tools to host virtual crafting or baking parties. Think about Valentine's Day gatherings as a way to show off a cute new outfit and hold a Rom-Com viewing party.

St. Patrick's Day

Top Search Terms

St. Patrick's Day food

St. Patrick's Day party ideas

St. Patrick's Day crafts for kids

St. Patrick's Day nails

Find your rainbow

Help Pinners get crafty with the kiddos. From leprechaun traps to shamrock snacks, give them reasons to let their creativity run wild.

Traditional treats

Pinners are always looking for recipes to cook up a traditional meal. Think of ways to offer them new twists on their favorites, like corned beef and cabbage. Or introduce them to other Irish-inspired drinks and treats to try something new.

23
Million

Ideas saved

7
Million

Related searches

Jan —
Mar

Peak advertising
opportunity



Unique winter moments

These unique, powerful moments allow your brand to connect with Pinners in a hyper-relevant way. Use this opportunity to expand on traditional audiences and lean into adjacent categories.

Snow season

Après Ski
Snow Day Fun
Winter Weather Prep
Winter Escape

Party season

Awards Season
Mardi Gras
Galentine's Day

New resolution

Post-Holiday Cleanse
Healthy Eating
Your Fittest Self
Your 2021 Life Vision
Home Organization

Sports fandom

Fandom Fever
Home-gating for Hoops

Other

Fashion Week

A soft pink background featuring several white cherry blossoms and scattered petals. The flowers are in various stages of bloom, with some fully open and others as single petals. The word "Spring" is written in a red, serif font in the center of the image.

Spring



Spring Break

Top Search Terms

Vacation outfits

Spring break bucket list

Spring crafts

Spring nails

2.3
Billion
Ideas saved

298
Million
Related searches

Jan—
Apr
Peak advertising
opportunity

Friends road trip

High school and college students gather their friends for one last hoorah before they finish out the school year. Be there to give them inspiration on where to travel, how to budget or ways to help them get there.

Spring fashion

With spring in full bloom, sunny looks are trending. Help Pinners find the best warm weather outfits, accessories and travel shoes to look and feel their best.

Easter

Top Search Terms

Easter basket ideas

Easter decorating ideas

Easter dinner menu ideas

Easter brunch

Brunch to basket

From brunch to basket treats, Pinners are looking to decorate, feast and gift with ease. Provide Pinners with quick hit ideas to plan a sweet and special Easter.

Spring cleaning

Out with the old and in with the new. Spring is a time when Pinners are ready to clean house and redecorate. Make it easy for them to find the cleaning products and home decor to make it happen.

229
Million

Ideas saved

37
Million

Related searches

Jan —
Apr

Peak advertising
opportunity





Prom

Top Search Terms

- Prom dresses
- Prom proposal ideas
- Prom makeup
- Prom photos

313
Million
Ideas saved

68
Million
Related searches

Peace, love and prom
Students turn to Pinterest to prep for Prom—one of the most memorable high school moments. Help inspire them with dress ideas, suit rentals and everything they need to complete their look.

Beauty boost
Be there when students are searching for the perfect Prom look. Beauty brands can serve up makeup tutorials and must-have hair essentials for this fun night.

Dec —
Mar
Peak advertising opportunity

Mother's Day

Top Search Terms

Mother's day gifts

Mother's day brunch

Mother's day crafts for kids

Mother's day cards

Give Mom the day off

Moms get to relish in this special day to celebrate them. Give Pinners recipe ideas to make Mom breakfast or thoughtful gift guides to encompass all personality types.

The gift of entertainment

From music, TV or even fitness subscriptions, the gift of streaming might be the best gift yet. Help Pinners think outside the box to tap into the unique interests of every mom in their life.

76
Million

Ideas saved

26
Million

Related searches

Mar—
May

Peak advertising
opportunity





Memorial Day

Top Search Terms

Memorial Day food

Memorial Day decor

Memorial Day drinks

Memorial Day outfit

10
Million
Ideas saved

3
Million
Related searches

Apr —
May
Peak advertising
opportunity

Fire up the grill

Provide Pinners with inspirational content that gets to the true meaning of the day—remembering those who've served our country.

Summer kickoff

For many people, Memorial Day marks the unofficial start of summer. Make sure your brand is there with ways they can spend their long weekend with a fun road trip, or spruce up the backyard with new furniture and games for the kids.

Unique spring moments

These unique, powerful moments allow your brand to connect with Pinners in a hyper-relevant way. Use this opportunity to expand on traditional audiences and lean into adjacent categories.

Style corner

Spring Style
Summer Style

Fresh start

Spring Cleaning
Gardening
Fitness Reboot
Backyard Refresh

Culture moments

Cinco de Mayo
April Fools
National Beer Day
Earth Day
Rainy Days

Fun + games

Movie Nights
Outdoor Adventures



Summer

Graduation

Top Search Terms

Graduation party ideas

Graduation gift ideas

Graduation cap design

Graduation dress ideas

Survival kit

Give Pinners ideas to support the graduates in their lives. Offer up gifting ideas such as a grad survival kit, with any theme from skincare to home goods. These thoughtful packages will set them up for success.

Drive into the future

As more Pinners forgo in-person parties, what if you help Pinners think of bigger ways to celebrate their grads? Like collecting contributions to a downpayment on a new car, or tech gifts to boost their future plans.

240
Million

Ideas saved

49
Million

Related searches

Jan —
Jun

Peak advertising
opportunity





Father's Day

Top Search Terms

Father's Day gifts

Father's Day grilling ideas

Father's Day activities

Father's Day cards

38
Million
Ideas saved

22
Million
Related searches

Apr —
Jun
Peak advertising
opportunity

It's time to celebrate Dad

When it comes to gifts for dads, Pinners are looking for help. The latest tech gadgets and entertainment equipment are usually at the top of their lists. Serve up ways for them to surprise Dad with a special gift he wouldn't buy for himself.

Treat Dad like a king

Cheers to the king of the BBQ. Pinners search for grilling ideas to celebrate Dad with some outdoor family fun. Help them be prepared with everything they need from the food and drinks, to the grilling tools.

4th of July

Top Search Terms

4th of July desserts

4th of July decorations

4th of July nails

4th of July outfits

Summer style

Pinners are looking for the latest summer trends. Inspire them to soak up the sun with free-spirited outfits, skincare tips and outdoor adventures to keep them cool.

Patriotic picks

From nail art to festive decorations, Pinners are searching for patriotic ideas that will see them through the long weekend. Serve them up ways to celebrate with your products front and center.

26
Million
Ideas saved

12
Million
Related searches

May —
Jul
Peak advertising
opportunity





Summer

Top Search Terms

Summer hairstyles

Summer drinks

Summer outfits

Summer salad

2
Billion

Ideas saved

220
Million

Related searches

Feb —
Aug

Peak advertising
opportunity

Hot summer nights

Get people pumped for patio season by showing them how to make the most of it. From outdoor furniture to summer cocktails, you can inspire people to uplevel their at-home environments themselves.

Vacation or staycation

To a lot of people, summer means travel, whether that's close or far from home. Help Pinners dream up their next place to retreat. Also, show them everything they need—from beauty, outfits to tech travel must-haves.

Unique summer moments

These unique, powerful moments allow your brand to connect with Pinners in a hyper-relevant way. Use this opportunity to expand on traditional audiences and lean into adjacent categories.

Celebrate

- Summer Break
- Summer Solstice
- Labor Day
- Pool Time
- National Ice Cream Month
- Al Fresco Dinner Party
- National S'mores Day

Home for the summer

- Backyard Picnics
- BBQ/Grilling Season
- Bonfire Season
- Summer Eats
- Mindful Meditation
- Outdoor Movie Night

Summer vacation

- Road Trips
- Beach Day
- Camping
- Stargazing
- Summer Camp
- Summer Fridays
- Festivals
- Summer Style



Fall

Back to School + Back to College

Top Search Terms

Dorm room ideas

High school hacks

School organization

Easy hairstyles

Back to school

Show parents how to take their lunches to the next level. Help them plan meal menus in advance and serve up recipe ideas. Cater to convenience and show Pinners how your products make life a little easier, tastier or healthier.

College survival kit

Give students a survival guide to set them up for a successful school year. Feature college desk and tech essentials, storage solutions, reliable car recommendations and money-saving apps — the options are endless.

577
Million
Ideas saved

83
Million
Related searches

Jun —
Sept
Peak advertising
opportunity





Halloween

Top Search Terms

halloween decorations

couple halloween costumes

pumpkin carving ideas

halloween treats

583
Million
Ideas saved

283
Million
Related searches

Time to get spooky

Pinners are ready to go all out from home decor tricks to special treats. Create a special brew of inspiration and practical tips for them to bring the spooky home.

Dress it up

The best part of Halloween just might be the costumes. People are turning to Pinterest for easy, trending or extra-complex and dynamic costumes. Help them own this Halloween with ways your brand can contribute to their creativity.

Jul —
Oct

Peak advertising
opportunity

Thanksgiving

Top Search Terms

Thanksgiving cocktails

Thanksgiving decorations

Thanksgiving crafts

Thanksgiving sides

Hack the holiday

Show Pinners how to make Thanksgiving simple and special. From meal prep shortcuts to last-minute cleaning tricks, your brand can help Pinners streamline their feast.

Giving thanks

Thanksgiving is a special time that combines everything Pinners are most thankful for—delicious meals, quality family time, making home as cozy as possible and building a cute Fall wardrobe. Help them make the most of all their seasonal favorites.

519
Million

Ideas saved

72
Million

Related searches

Aug —
Nov

Peak advertising
opportunity





Black Friday + Cyber Monday

Top Search Terms

- Black Friday shopping
- Black Friday tips
- Cyber Monday sales
- Cyber Monday shopping

9.7
Million
Ideas saved

910
Thousand
Related searches

Holiday gifting

Black Friday, Cyber Monday and Giving Tuesday offer the perfect opportunity for Pinners to stack up for holiday gifting and giving. Highlight deals that Pinners can act on to show they care with acts of kindness and thoughtful gifting.

From meal to deal

Savvy shoppers are ready to take advantage of online deals starting earlier each year. Help Pinners looking for tech deals with ideas on how to upgrade their home and gadgets to make their lives easier.

Oct —
Nov
Peak advertising
opportunity

Unique fall moments

These unique, powerful moments allow your brand to connect with Pinners in a hyper-relevant way. Use this opportunity to expand on traditional audiences and lean into adjacent categories.

Spice things up

Fall Getaway
Fall Road Trip
Apple Picking
Pumpkin Carving

Autumn aspirations

Fall Style
Homegating
Homecoming
Spirit Week
Fashion Week
Fall Foliage
Back to Life

Giving thanks

Friendsgiving
Thanksgiving Eats
Thanksgiving Leftovers
Harvest Day Celebration
Día de Los Muertos



Holiday moments

Holiday + Christmas

Top Search Terms

Christmas decor ideas

Christmas movies

Christmas cookies

Christmas wreaths

Cozy up Christmas

Full of nostalgia and childhood wonder, the Holiday Season is a time to reflect and reconnect. Inspire Pinners to spark their creativity and enjoy special time with those they love most.

Winter wonderland

Thrilled by outdoor activities, Pinners are ready to take to the slopes this season. Prep them with travel ideas, gear, wardrobe and car must-haves. Then give them reason to cozy up on the couch with a new movie and traditional treat.

1
Billion

Ideas saved

342
Million

Related searches

Jun —
Dec

Peak advertising
opportunity





Hanukkah

Top Search Terms

Hanukkah decorations

Hanukkah food

Hanukkah tablescape

Hanukkah crafts for kids

218
Million
Ideas saved

708
Thousand
Related searches

Aug —
Dec
Peak advertising
opportunity

Festival of Lights

From lights to latkes, Pinners are looking to celebrate the magic of Hanukkah. Serve up recipe and decor ideas, along with creative crafts for the little ones. Don't forget gift ideas for all eight nights!

Glow up looks

Pinners are looking to get the magical glow that the holiday season gives. Show them festive glow up ideas and skincare routines to hydrate skin during the dry winter months.

Unique holiday moments

These unique, powerful moments allow your brand to connect with Pinners in a hyper-relevant way. Use this opportunity to expand on traditional audiences and lean into adjacent categories.

Holidaze

Holiday Traditions
Family Movie Night
Movie Date Night
Cookie Making Competition
Tree Decorating

'Tis the season

Self-Care Season
Engagement Season
Ugly Christmas Sweater
Holiday Celebrations
Co-Worker Celebrations
Holiday Looks



Life moments

Engagement

Top Search Terms

Engagement photos

Engagement gifts

Engagement rings

Proposal ideas

175
Million

Ideas saved

49
Million

Related searches

All
year

Peak advertising
opportunity

Rock the ring

All year round, people are getting ready to pop the question to their significant other. Jewelers can inspire with ring style quizzes. And insurance brands, can use this always-on moment to make sure their new bling is covered.

Capture the moment

Photos are a big focus when it comes to Engagement planning —and Pinners want to look their best. Inspire them with outfit inspiration, beauty tutorials, or engagement shoot ideas for every couple.





Wedding

Top Search Terms

Wedding makeup

Bridal shower ideas

Wedding dress

Wedding gifts

3
Billion
Ideas saved

821
Million
Related searches

All
year
Peak advertising
opportunity

Countdown checklist

Help Pinners prepare for their special day with the ultimate prep list. For the bridal party, it may be a list of ways to help the couple. For the couple, it could be everything they need to complete their wedding look.

Wedding gift wins

Cue up the perfect gift with your brand front and center. Feature your product feed with gifts for the couple, as well as bridal party and parent gift ideas. You can even act as a resource to provide registry and gifting etiquette.

New pet

Top Search Terms

Dog treats

Dog training

Dog bed

Cat tree

Happy woof-day!

Furry friends deserve a little birthday celebration too—and Pinners love going all out for their dogs. Pet brands can help serve up the best dog treats and gifting ideas for the special pup.

Whole kitten caboodle

Cats love their space, so why not give them a playground of their own? That's what Pinners think and why cat trees are a top search term. Indoors or outdoors, brands can inspire Pinners to build their cat a place to play that's all their own.

224
Million

Ideas saved

60
Million

Related searches

All
year
Peak advertising
opportunity





New baby

Top Search Terms

Baby shower ideas

Diaper cake

New baby announcement

Maternity photography

1
Billion
Ideas saved

348
Million
Related searches

All
year
Peak advertising
opportunity

Baby bucket list

Help parents go big for baby's first year with a bucket list of activities and photo ops. Show how your brand can help make those moments extra meaningful, whether it's the ideal car to keep baby safe or all of the products for a well-packed diaper bag.

Registry reality

Creating a baby registry can be an overwhelming task for soon-to-be parents. Streamline the process with curated product lists and recommendations that fit the needs, budgets and styles of different parent personas.

New home

Top Search Terms

Gift baskets

Housewarming ideas

New home checklist

Realtor gifts

Make a house a home

An empty space can be daunting. Let your brand lead the way with ideas from entertainment to furniture basics. And give them easy ways to transform their new house into a new home.

Check it off the list

Guide Pinners with new home checklists. From setting up their cable, WiFi, home insurance and anything else they might not think of. Help them create their to-do list, then check it all off.

141
Million

Ideas saved

11
Million

Related searches

All
year

Peak advertising
opportunity





Birthdays

Top Search Terms

Cake recipes

Birthday gift ideas

Birthday outfit

Birthday cards

1
Billion
Ideas saved

302
Million
Related searches

All
year
Peak advertising
opportunity

Make a big wish

Ready to make any moment memorable, Pinners go all out for birthdays. Encourage them to treat their loved ones with the celebration they deserve. From decadent cake ideas to glistening home goods, show them what a Pinterest-inspired birthday looks like.

Sip, sip hooray

All year round Pinners are planning for birthdays. Show them how to whip up a special cocktail or mocktail for the special person of the hour.

Retirement

Top Search Terms

Retirement parties

Retirement gifts

Retirement cake

Activities for retirees

10
Million

Ideas saved

2
Million

Related searches

All
year

Peak advertising
opportunity

See the world

Your brand can help retirees live their best life. For travel brands, it can be bucket list trip ideas and activities. For financial service brands, it could be the ultimate rewards credit card.

Rest and relax

Retirement deserves some well-deserved downtime. People are heading to Pinterest to search for ways to relax and get back to their passions. Cooking, home organizing, gardening—whatever it is, your brand can offer up ideas to get them in touch with their passions.



What does inspiring
content look like?

Five Dimensions of Inspiration



Visually appealing

Design with compelling imagery, playful graphics and subtle branding.



Original

Inspire a new, unique or different take on something familiar.



Positive

Help Pinners dream about who they want to be and what they want to create.



Relevant

Build for context by leveraging everyday interests and moments that matter, while also considering a diverse audience.



Actionable

The best Pins inspire people to try new ideas and give them the confidence to bring that inspiration to life—either right now or later on.

The Pinterest moment equation

What are you
selling?

Brand
Product
Service
Campaign

+

Pinterest trend
or moment

Moments
Seasonal
Life
Traditional
Unique
Trends

=

Pinterest
idea!

Standard
Video
Carousel
Collections

Anatomy of a moment Pin



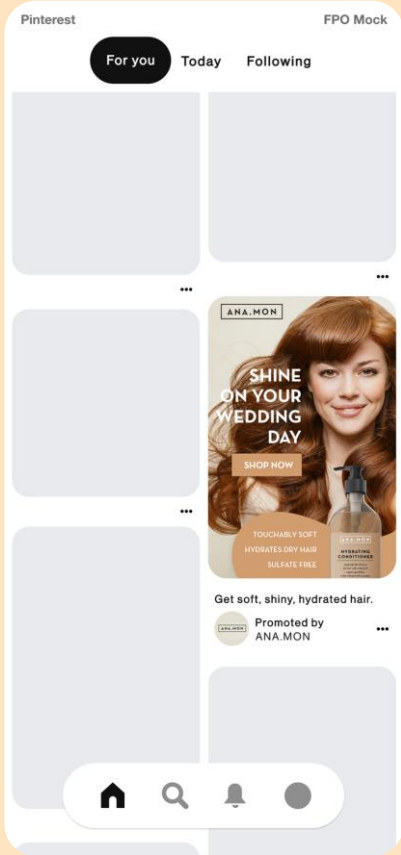


Open  and tap  for ideas

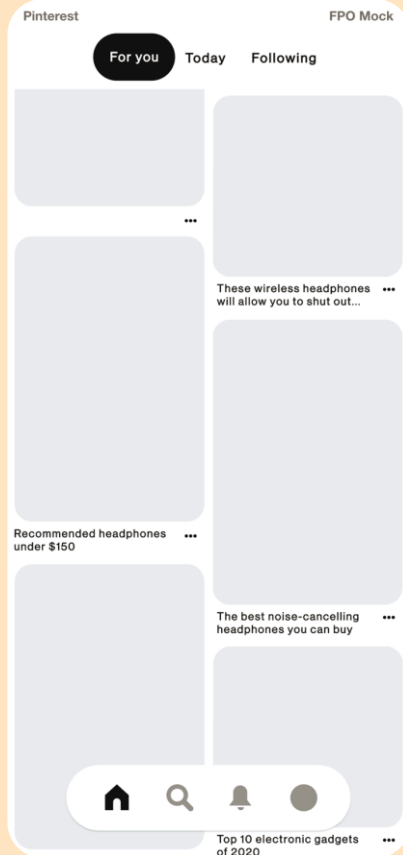
See inspiring
Pins that align
to moments

Ad formats to
own the moment

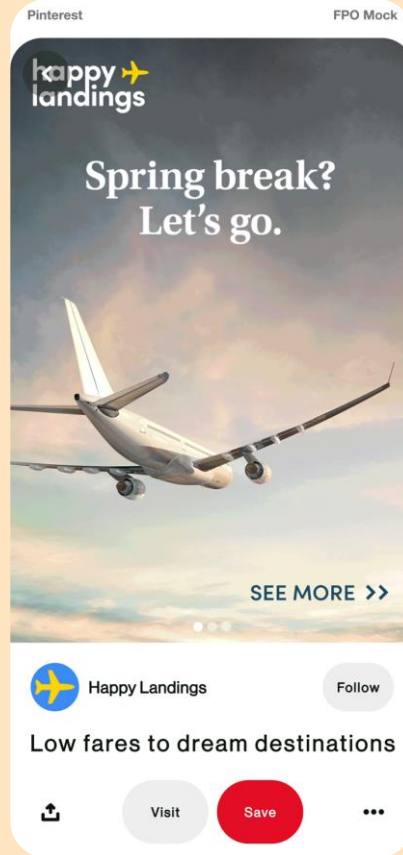
Standard



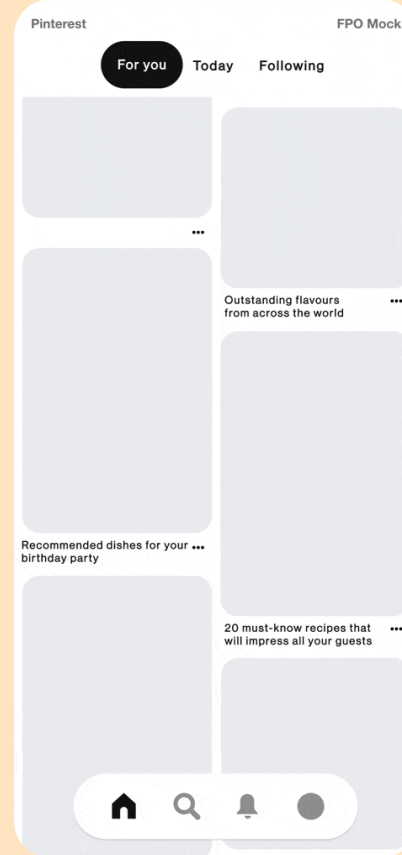
Video



Carousel



Collections



Ready to build a moments
strategy on Pinterest?

Seize the moment

Once you've identified the right strategy to activate (spark, enable or associate) use the checklist to the right as a guide to launch your moments campaign. Then do your research. Use the search bar on Pinterest to search for the moment. The content that surfaces is a good indication of what Pinners are looking for, and what you can align to.

Launch

Be early.

In general, plan to launch a moment campaign anywhere from 4-6 weeks earlier than you would on other platforms because of the planning nature of our audience.

Create

Inspire action.

Build your creative following Pinterest Moment's best practices. Ensure your imagery is pulling in themes of the moment and that text overlay helps drive additional context.

Target

Reach the right Pinner.

Scale with actalikes and interest targeting--and make sure you reach Pinners while they are actively browsing and searching with keywords.

Use audiences to retarget customers and drive performance.

Optimize

Measure as you go.

Monitor performance, measure ROAS changes and adjust bids accordingly. Consider opting into Automatic Bidding to automatically adjust to seasonal trends.

Moments shared there.
Are made here.

Now let's go inspire, together!

We hope this planner helps you plan your campaigns throughout the year. Questions?
Please reach out to your Pinterest team.

