

Tuesday 26 March
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/ Webinar: Future Trends Unveiled - Pinterest Predicts 2024 and Beyond

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/ Welcome

Ian Gibbs, Director of Insight and Planning, DMA

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/ Future Trends Unveiled - Pinterest Predicts 2024 and Beyond

Melissa Ryan, Agency Lead, Pinterest

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Hello



Melissa Ryan

She/Her

Pinterest's mission

**To bring everyone
the inspiration to
create a life they love**

Positivity is core to the Pinterest experience

#1

place that people say “has a positive impact in my life” across seven peer platforms¹

¹ Morning Consult and Pinterest, US Adults, July 2020. Exact percentages are as follows: Remember: 57%, Feel positive: 60%, Trust: 59%, Purchase: 56%;

Bill Ready: why social media turned toxic and how we can fix it

Some platforms drive up clicks by maximising outrage. Pinterest’s CEO wants to show that it pays to be nice

attracted me to Pinterest when I joined. One of the things that I really want to do here is to prove a different business model for social media, one built on positivity.

While that was an attribute of the platform previously, we’re really doubling down on that, because we want to give consumers a real choice in where they spend their time. Social media has been delivering engagement where content that triggers you — things that will get you to keep watching — rises to the top. We’re taking a very different approach, where we consciously choose to tune our AI for positivity, to show things that will help people feel better, feel more uplifted, take more real-world action in their life.

More positive place online

It pays to be positive

Showing up in a more positive environment drives impact in every stage of the purchase funnel.

#1
most trusted
digital platform¹

99%
of ad impressions
on Pinterest measured
as brand safe and
brand suitable²

¹ Source: Insider Intelligence, "US Digital Trust Benchmark" Sep 2022, Source: Morning Consult US Pays to Be Positive Refresh Study commissioned by Pinterest Global, US, December 2021

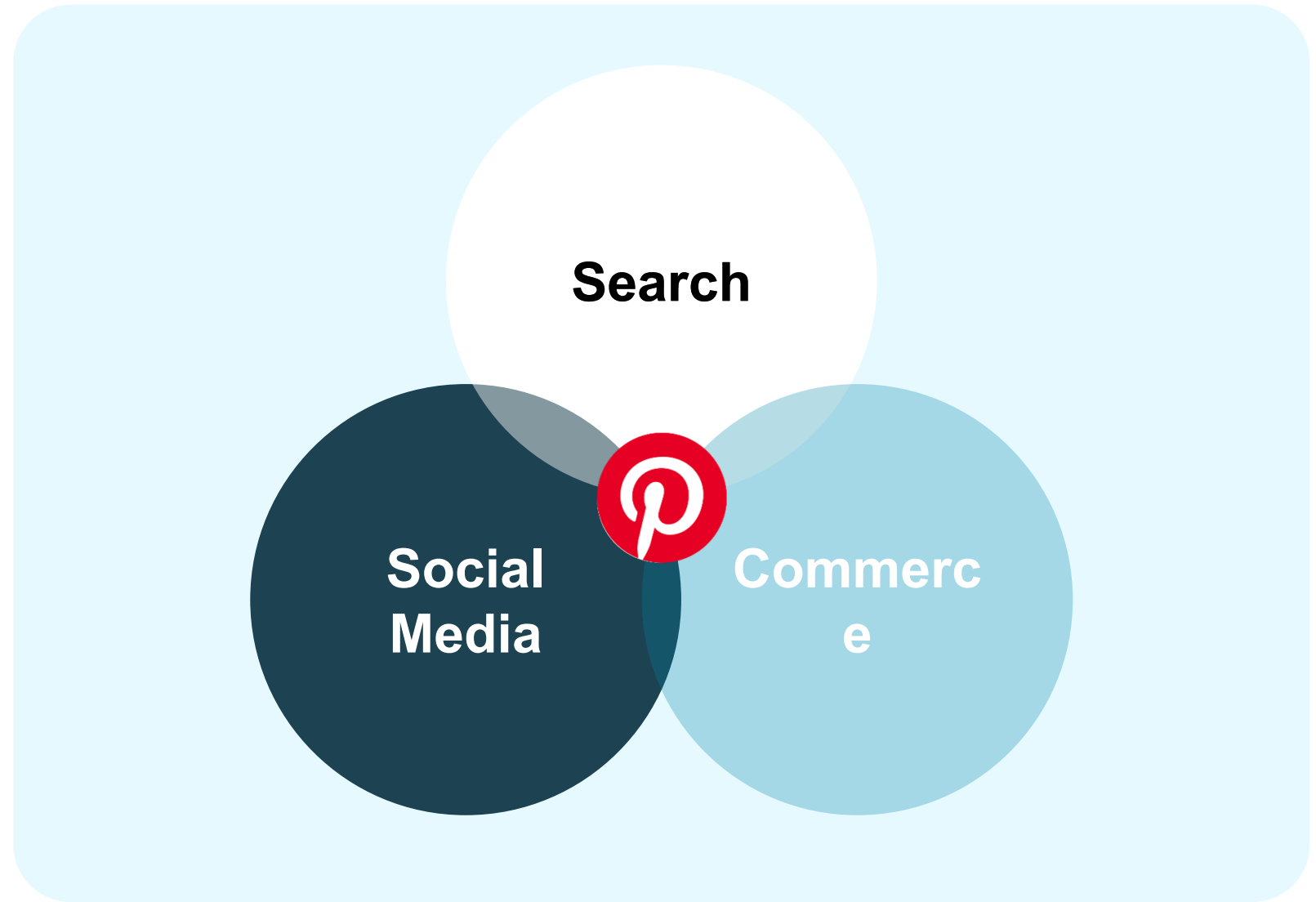
² IAS study across the US, UK, DE, CA, FR, July 2023 | Measured against floor and high risk content with scoring aligned to the GARM framework in a small scale study, n=10,000 pins



Our best selves

22 Pins • 2 sections

Pinterest is a visual discovery platform at the intersection of search, social and commerce



Pinners have a fundamentally different mindset

Tomorrow vs Today



Past

“That was a fun festival”

Present

“I am currently at a festival”



Future

“I am planning the best festival experience”

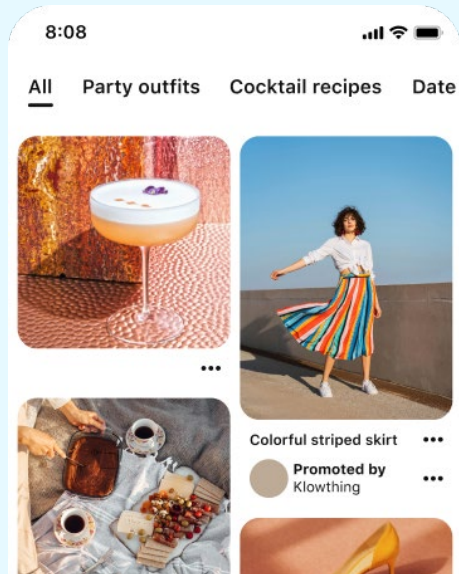


From inspiration to action

Pinterest is a full funnel platform

Discover

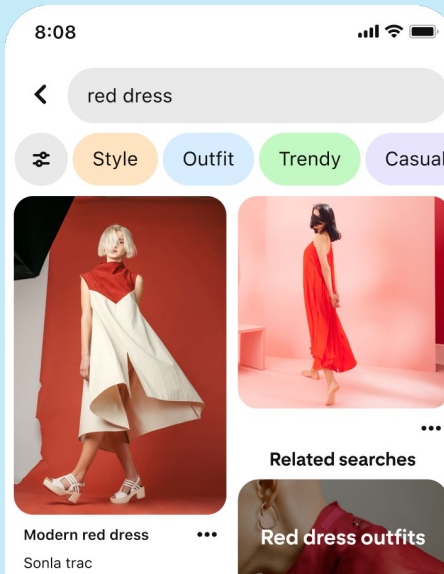
Get inspired by home feed



97% of top searches on Pinterest are unbranded¹

Decide

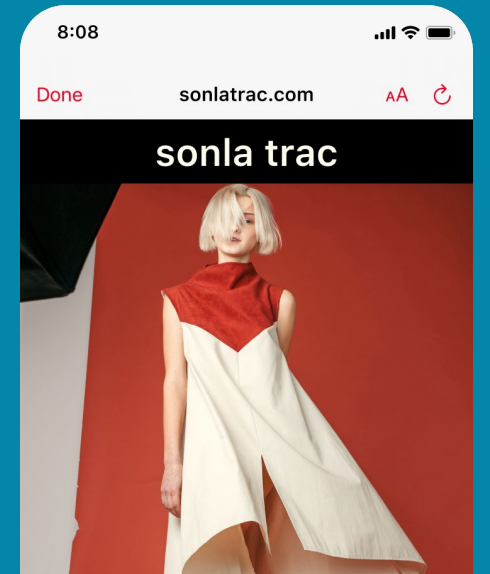
Search and save Pins for red dress and get inspired around the whole outfit



6B+ searches per month²

Do

Purchase the full outfit seamlessly across digital retailers



>50% increase in click throughs and saves of buyable items in Q2'23⁴



¹ Pinterest Internal Data Global English Searches, as of December 2022, Global ² Pinterest Internal Data as of June 2023 | Note: Monthly average over last twelve months ending June 2023, Global ³ Pinterest Internal Data as of June 2023 | Note: Weekly average over last twelve months, Global ⁴ Pinterest Internal Data as of June 2023 | Note: Comparing Q2'23 vs. Q2'22, Global

User journeys are non-linear, multi-session and Pinterest brings these journeys onto one platform



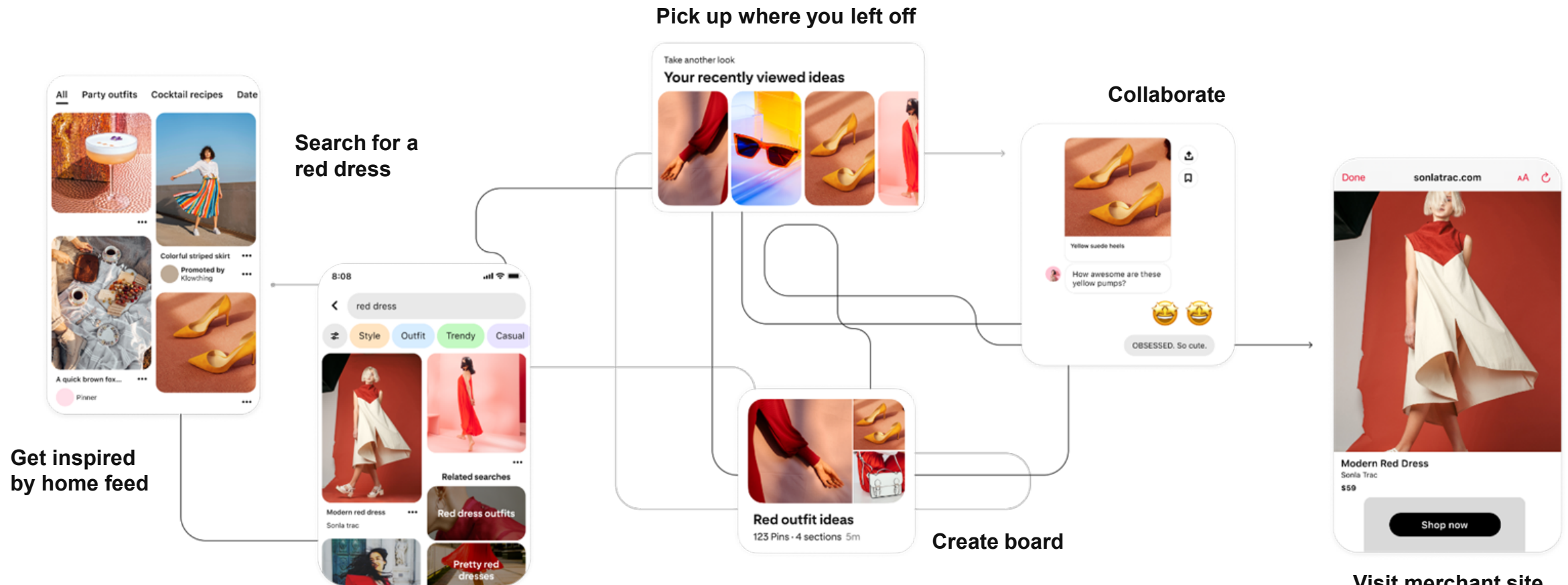
Discover on Pinterest



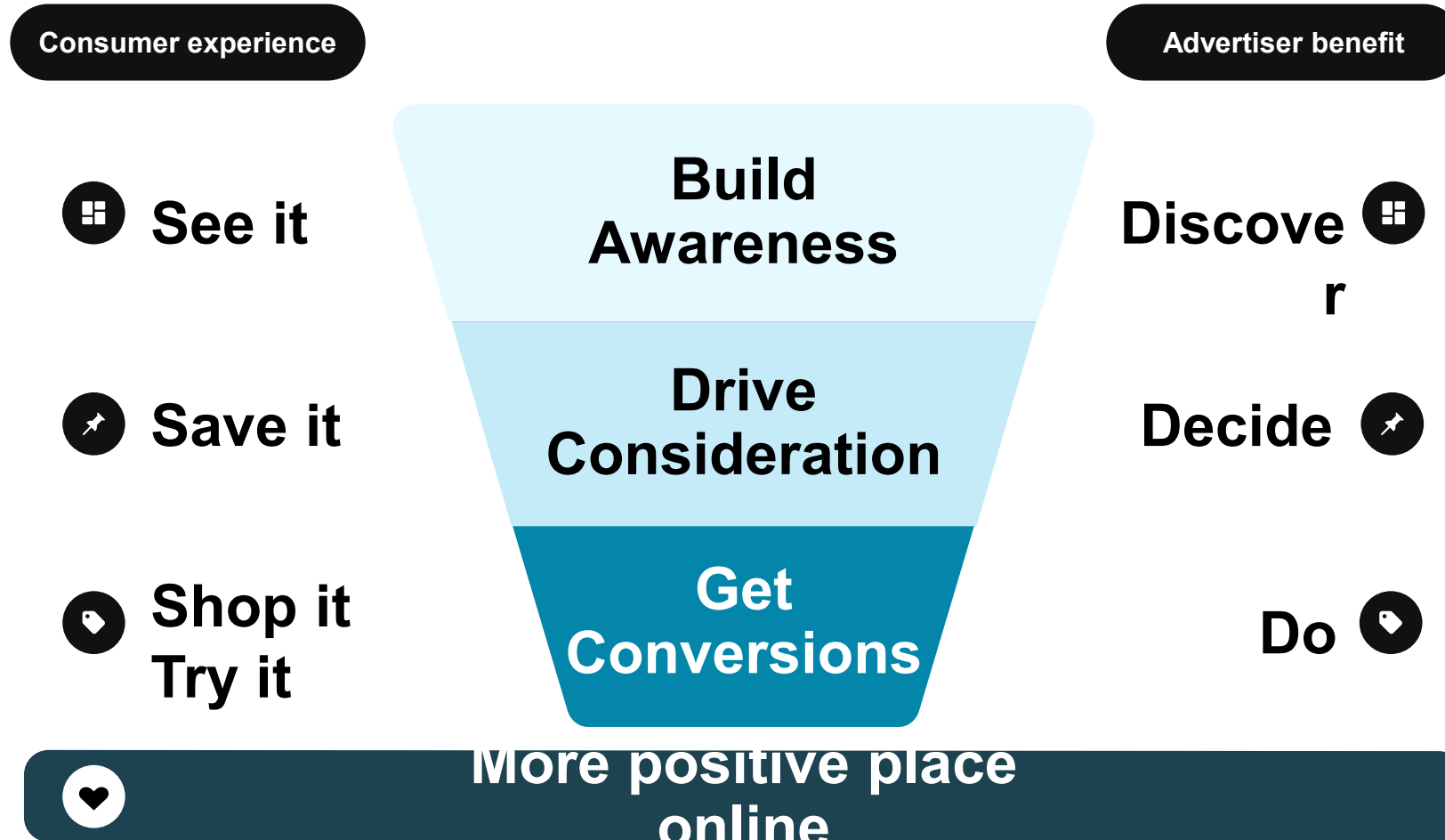
Decide on Pinterest



Do on Pinterest



Investing in the unique full funnel value on Pinterest



Our audience is now bigger and more primed to act than ever before

498M

Global monthly active users, up 11% YoY.¹

1.5B

saves per week.²

50%

increase in clicks on and saves of buyable items.³

We're harnessing this momentum to help you drive better performance on Pinterest



Ad relevance

Accelerating Pinners to purchase by matching your ads with their intent.



Shopping

Expanding shopping to be a fully-integrated part of the Pinterest experience.



Measurement

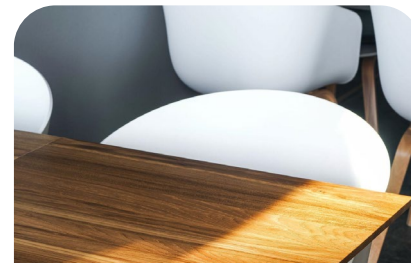
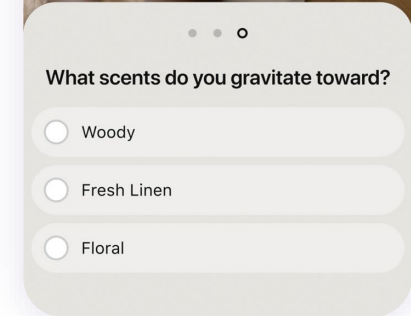
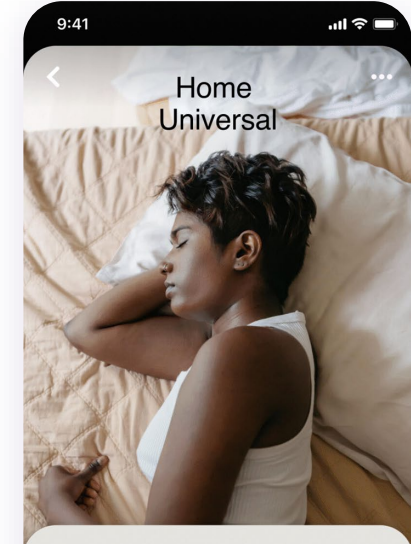
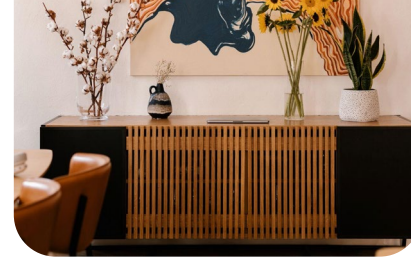
Maximising data visibility for ad partners while protecting Pinner privacy.

Ad relevance

**We're accelerating Pinners
through the funnel by matching
your ads with their intent.**

A personalised platform where your ads are content

On Pinterest, your ads are content—they're more relevant than ever thanks to improvements that understand your audience's intent signals and match your ads with what they need.



Shopping

We're expanding shopping to be a fully-integrated part of the Pinterest experience.

Increasing shoppability

Shop the look

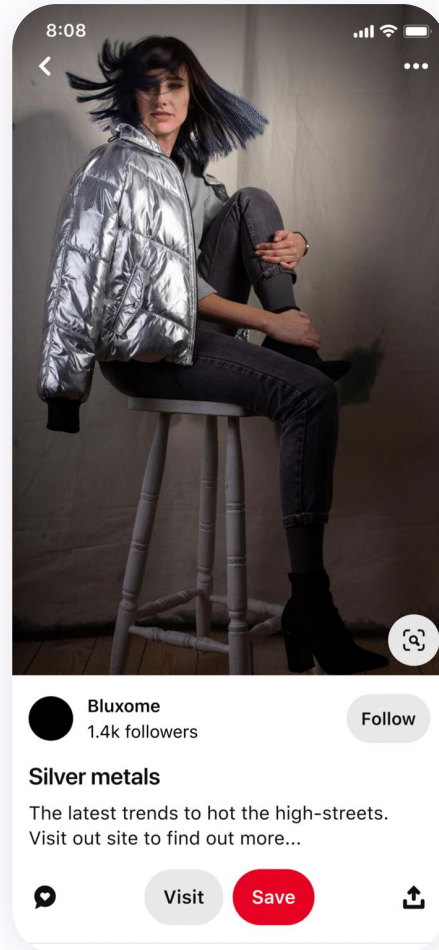
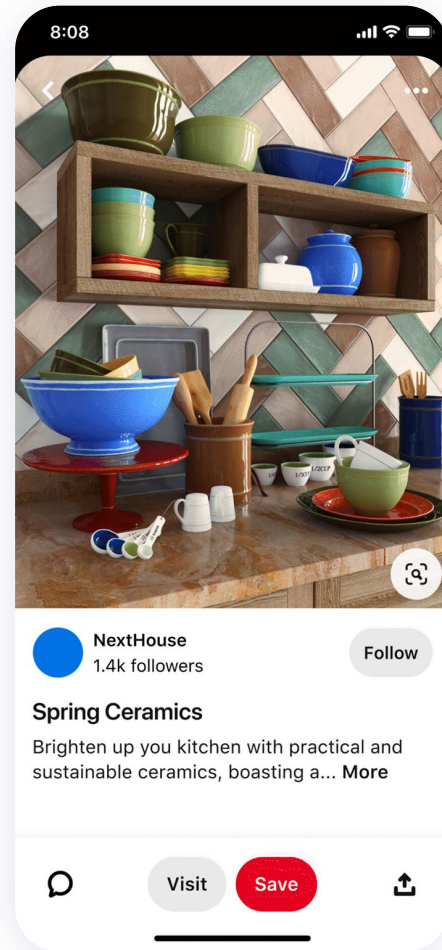
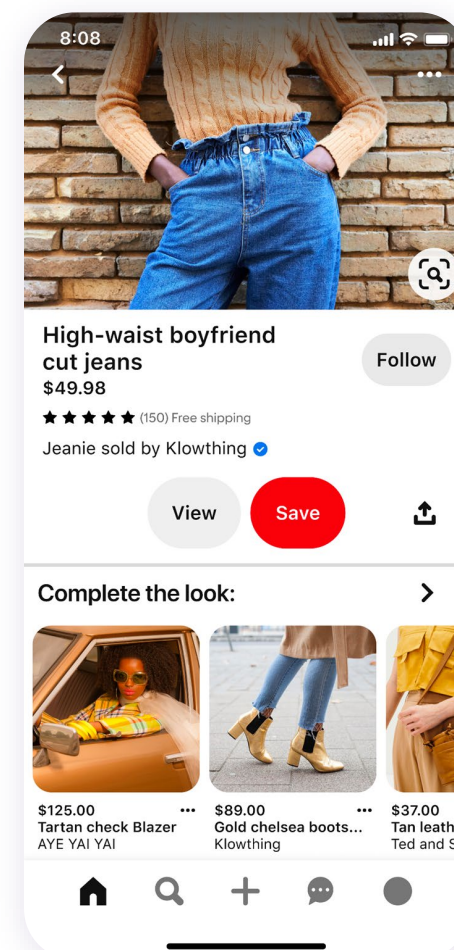


Image search



Product recommendations



Direct Links



Measurement

In a new era of signal loss, we're maximising visibility for ad partners while protecting Pinner privacy.

Maximise conversion visibility without browser dependencies

When using both the **Pinterest API for Conversions** and tags, compared to using tags only:

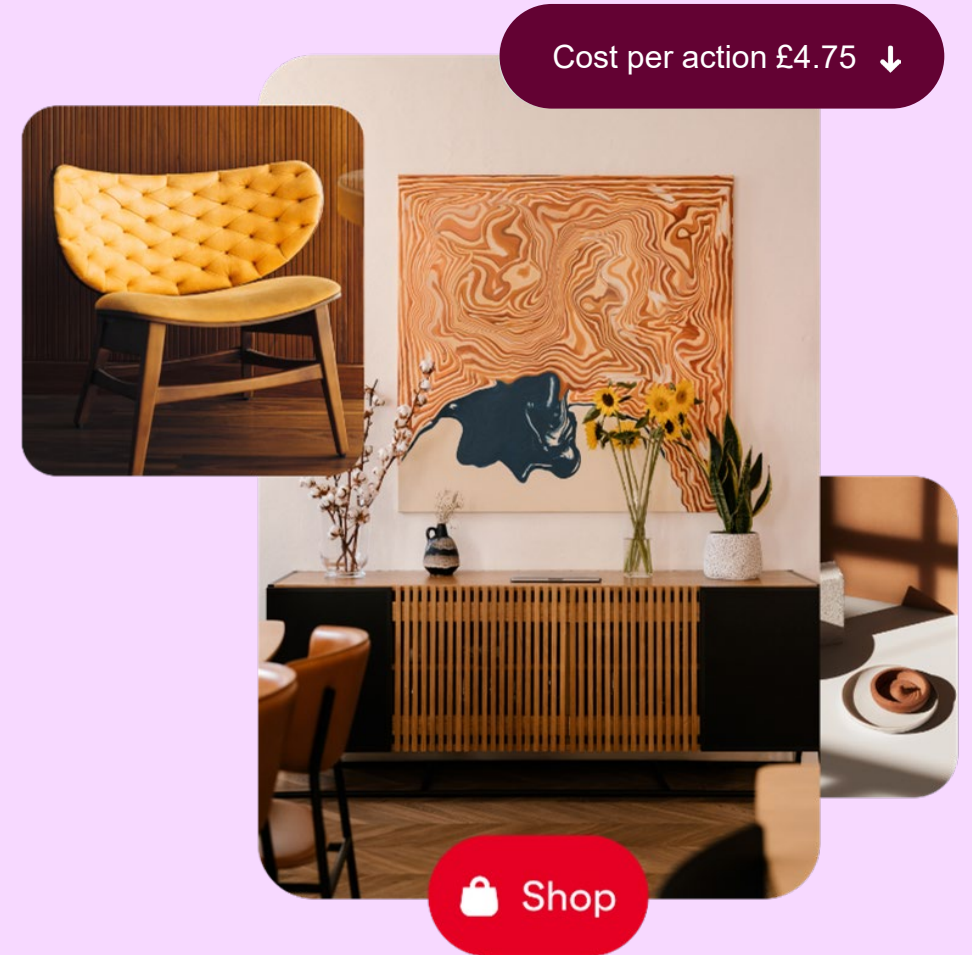
14%

CPA improvements

36%

increase in attributed conversion volume

Source: Pinterest Internal Data, Beta test of 24 advertisers, Global, 5/12-2022 - 9/30-2022.



 Pinterest

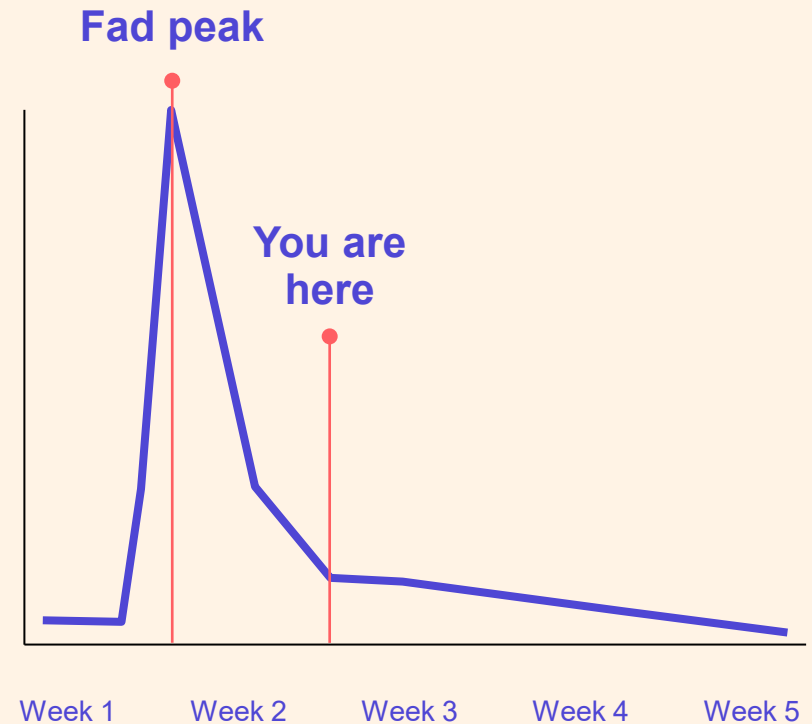


A window into the future—from the platform where people go to plan it.

**As a marketer,
you want to
know what's** next

Fast fads aren't going to get you there:

-  **Unpredictable**
-  **Short lifespan**
-  **Minimal impact**





A trend on Pinterest is:

- A thematic evolution
in consumer behavior**
- A change in the
cultural zeitgeist**
- A shift from the
norm to new**

It's not guesswork:

80%

**of the trends we called came true,
for the last 4 years in a row.**

It's predictive analytics:



Dive into big data

First, we set volume and growth thresholds to sift through the billions of searches that happen each month¹ on Pinterest from people who are planning their lives and taking action. Then we layer in our machine-learning backed predictive methodology.



Distill the trends

After the initial pull, our cross-functional teams of creatives, strategists and researchers come together to identify patterns in the data. We distill our searches into distinct trends, and then we work with our external vendor Gauge to ensure inclusivity and global representation.



Check for the climb

Accountability is at the heart of our process, which is why we consistently “grade ourselves” to make sure the trends we call continue to climb. And it pays off: 80% of the trends we called came true, for the last four years in a row.²

Here's what sets our trends apart:

1

**They start
earlier**

2

**They last
longer**

3

**They're more
actionable**

🔍 Explore trends by vertical

Food and drink

- [Tropic Like It's Hot](#)
- [Melty Mashups](#)

Home

- [Kitschens](#)
- [Western Gothic](#)
- [Cafécore](#)
- [Hot Metals](#)

Fashion

- [Eclectic Grandpa](#)
- [Bow Stacking](#)

Beauty

- [Head to Glow](#)
- [Make It Big](#)
- [Blue Beauty](#)

Celebrations

- [Groovy Nuptials](#)

Travel

- [Rest Stops](#)
- [Dirt Flirts](#)

Well-being

- [Big Talk](#)

Parenting

- [Inchstones](#)

Financial services

- [Cute Coins](#)

Hobbies and interests

- [Making a Racket](#)
- [Be Jelly](#)
- [Give a Scrap](#)
- [Knockout Workouts](#)
- [Aquatecture](#)

Entertainment

- [Jazz Revival](#)

A woman with dark hair, wearing a light pink, flowing dress with puffed sleeves, is floating in a vibrant blue underwater environment. She is surrounded by numerous colorful jellyfish in various sizes and colors, including pink, purple, blue, and orange. The scene is illuminated with soft, ethereal light, creating a dreamlike atmosphere. The text "Creating for trends on Pinterest" is overlaid in the center in a large, white, sans-serif font.

Creating for trends on Pinterest



**Pinterest
Predicts
2024**

**Pinterest Predicts trends weave
into *all* moments for *all* brands**





Trending search terms YoY

badminton racquet +80%

badminton bag +105%

badminton shoes +50%

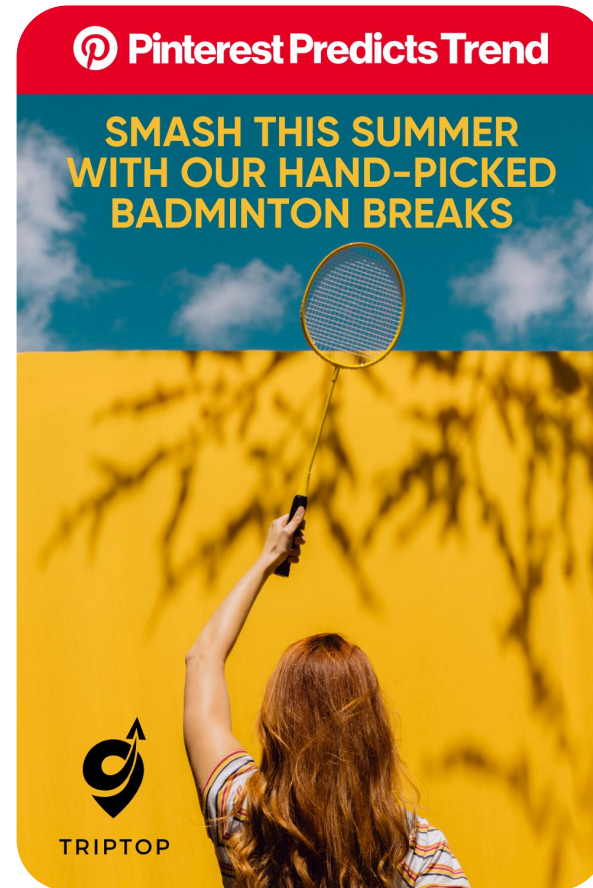
badminton outfit +80%

playing badminton aesthetic +45%

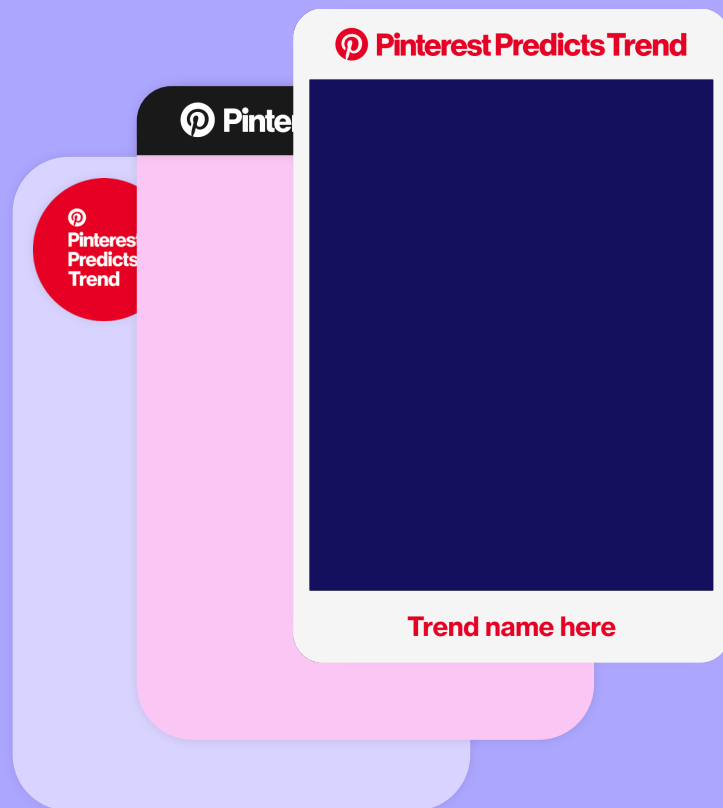
Source: Pinterest, English language search data, global, analysis period September 2021 to August 2023. Please note that [Pinterest's Advertising Guidelines](#) prohibit targeting of any audience based on race, ethnicity, religious beliefs or sexual orientation, among other things.



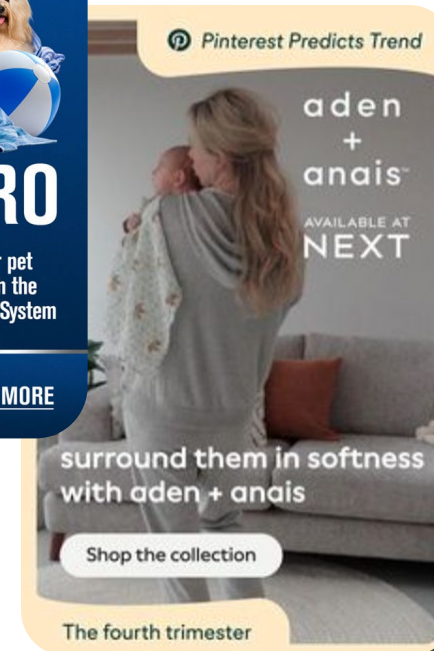
Custom creative



Co-branded campaigns which feature the Trend Badge boosts creative effectiveness



Pool pawties



Chance of showers

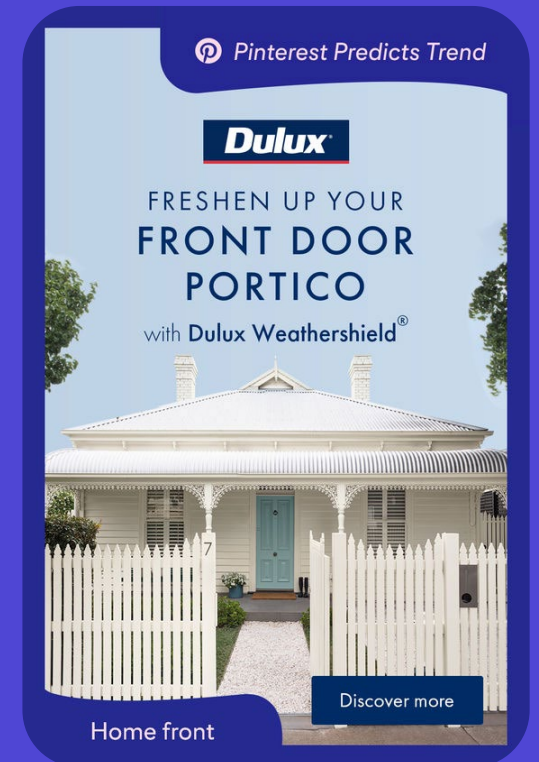
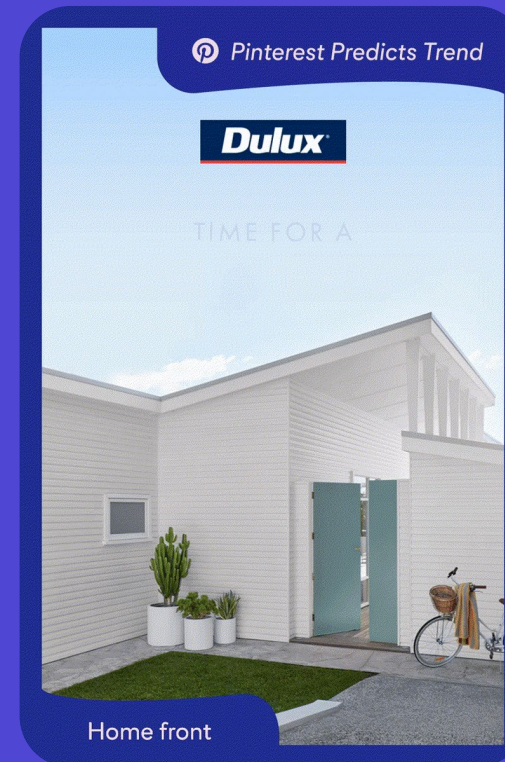
Pinterest Predicts 2023 Trend: Home front

Success story

Dulux owns the moment and the Pinterest Predicts Home Front trend

Ads featuring the badge experienced a notable 3.2pt boost in awareness, underscoring the badge's effectiveness in enhancing visibility and engagement.¹

front door portico +40%



front door transformation +85%

Three creative strategies to help you find your way into the trend



Direct

Directly align with a trend that seamlessly underscores the value prop of your category, product or brand



Adjacent

Tap into trends that are adjacent to your brand/product to reach new audiences



Unexpected

Creatively connecting to a non-endemic trend allows you to surprise and delight the audience as well as reaching net new



Pinterest Predicts 2024



Trending search terms YoY

overland gear +110%

off-road camping +90%

off-road wheels +70%

off-road car +40%

adventure car +80%



Direct Autos

 Pinterest Predicts Trend




YOUR ADVENTURE CAR IS WAITING

FINANCE OFFER
ZERO DEPOSIT
ZERO% FINANCE
BOOK A TEST DRIVE >



 Promoted by
Xander

Adjacent Fashion

 Pinterest Predicts Trend



SWIPE TO FIND YOUR 4x4 FITS >>

MOON & LUNA | CAMPING COLLECTION

 Promoted by
Moon & Luna

Unexpected Grocery

 Pinterest Predicts Trend



EXPLORE OUR NEW OFFROAD RANGE

EMBRACE THE GREAT OUTDOORS FUELLED BY OUR NEW TASTY RANGE OF LIGHTWEIGHT SNACKS, READY-TO-COOK MEALS AND S'MORE!

 Promoted by
Potters Foods

Boost your Pinterest Predicts creative by trying something new



Product Innovation

**Explore our exciting
new innovative ads
formats such as Quiz,
Showcase, Lead ad or
Pin Extensions**

Programming Calendar

**Tap into our content
calendar with a
difference where
moments, trends and
emotions align**

URL to IRL

**Immerse the trends
into your brands real
world to create PR-able
experiences**

Product Innovation



Tropic like it's hot

Showcase Interactive ad



Explore showcase



Promoted by
Sable Spirits

Carousel Tuner



Pinterest Global Programming Calendar

Beauty



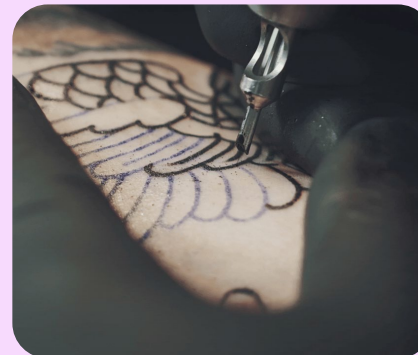
Make it big

Week 14
1 - 4 April '24

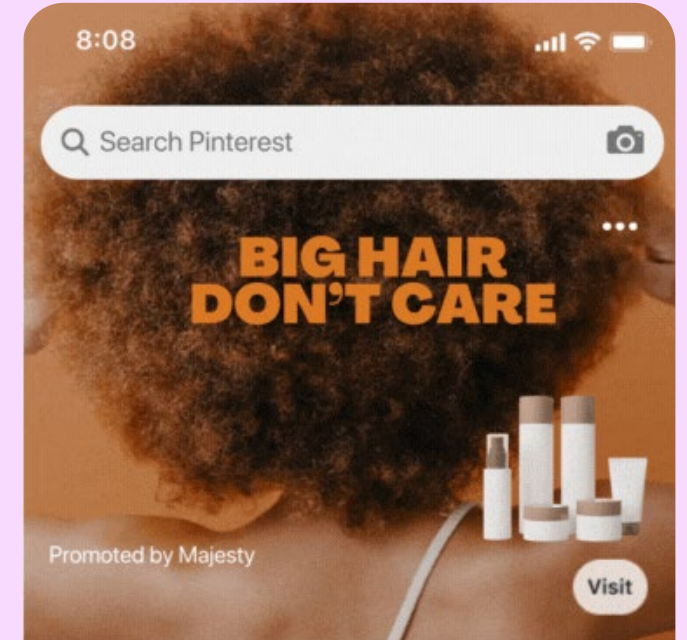


No Regrets

Beauty change? Life decision? Just go for it because YOLO.



Premiere Spotlight



Ideas for you
Trending topic



From URL to IRL

Argos unites data with design, opening an IRL and virtual pop-up hotel inspired by six Pinterest Predicts trends

39M

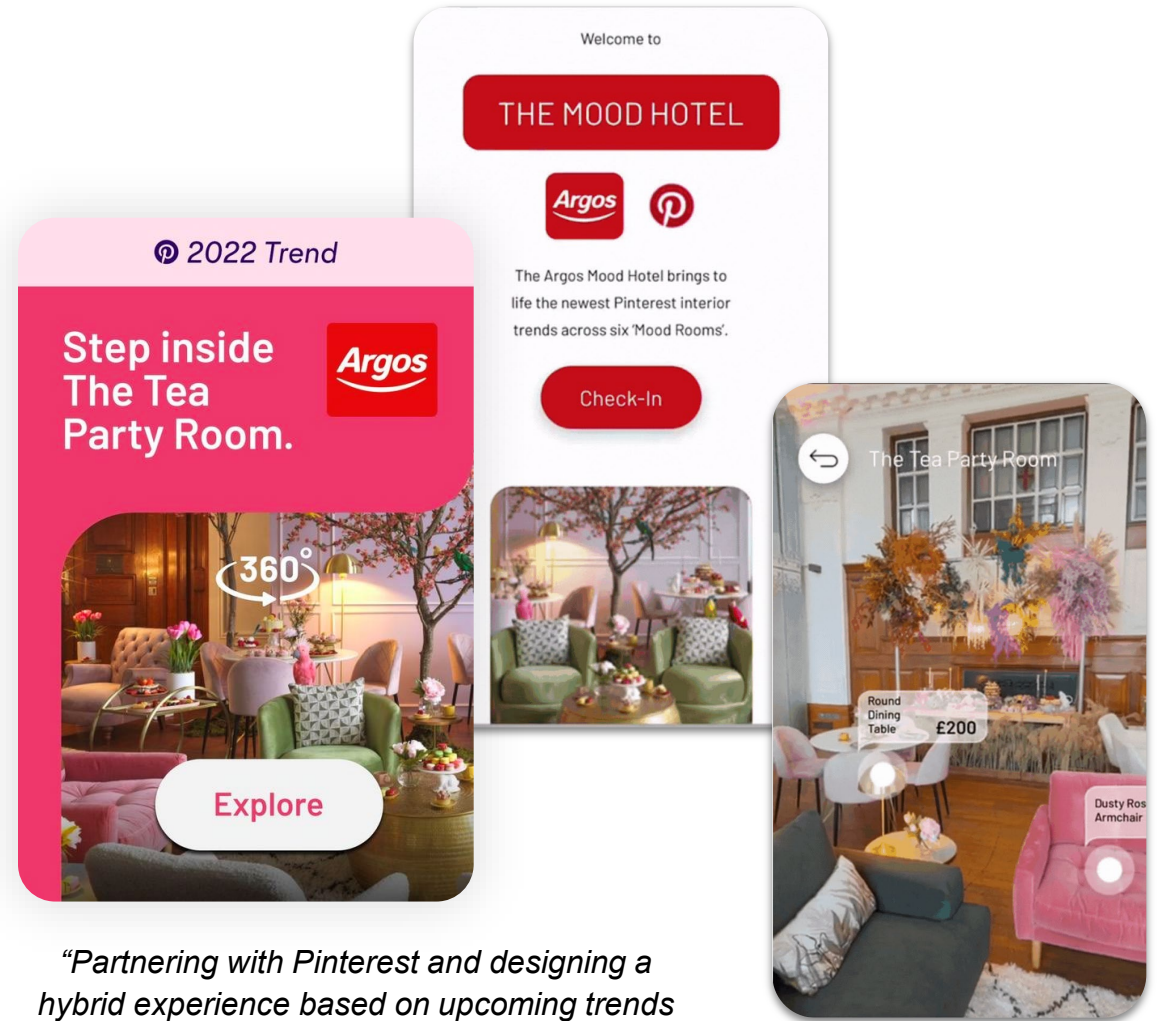
39 million impressions¹

4% lift

lift in engagement with Pin Extension above benchmark²

80+

pieces of media coverage¹



“Partnering with Pinterest and designing a hybrid experience based on upcoming trends allowed us to solidify ourselves as a serious player in the home decor category.”

Rob Quartermain
Head of Marketing & Brand Communications, Argos



 Pinterest



[See full report](#)



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/ The Transformational Impact of Emotion on Creativity

Ian Gibbs, Director of Insight and Planning, DMA

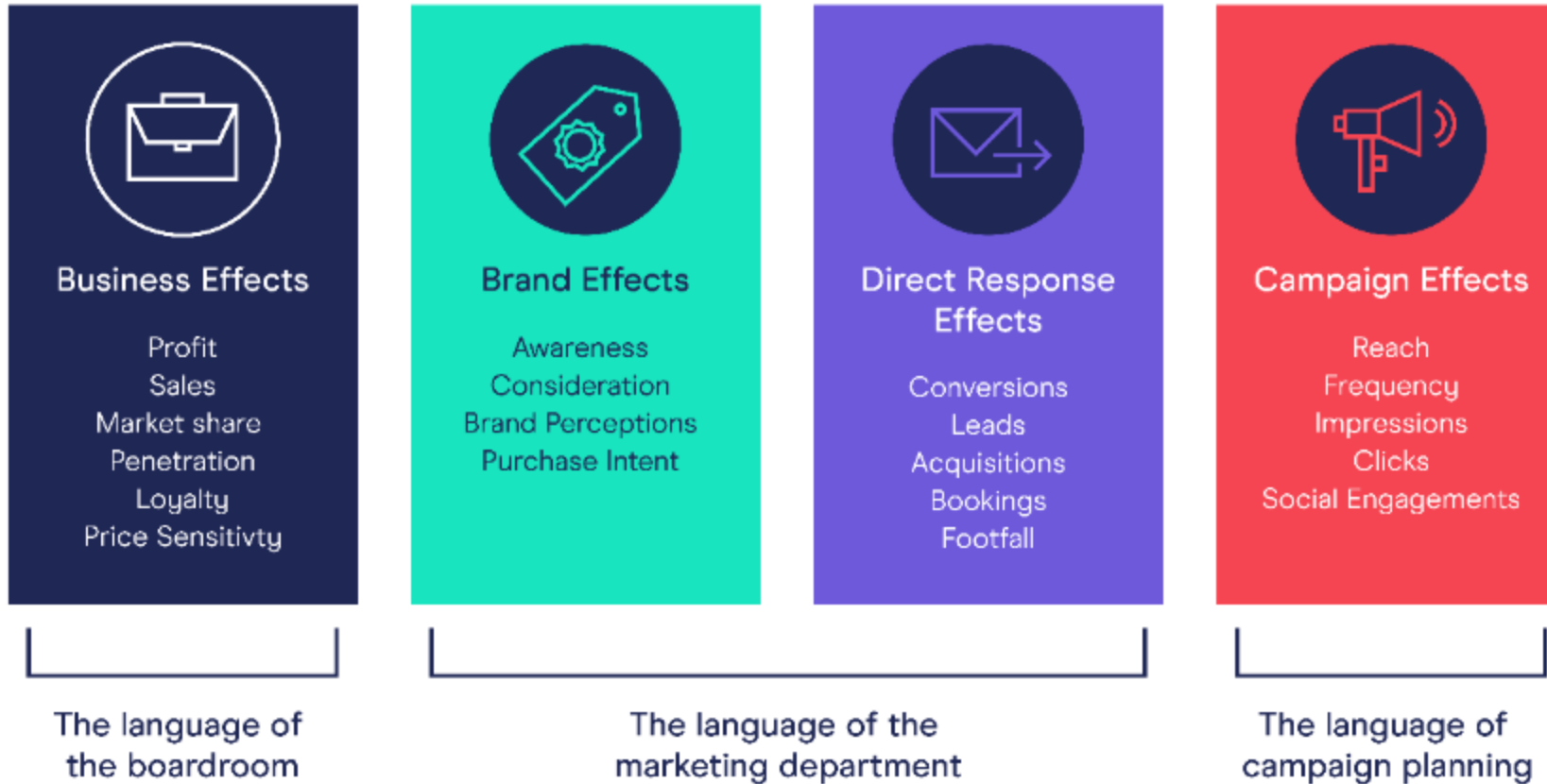
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/ Creativity works... but only if you get measurement right

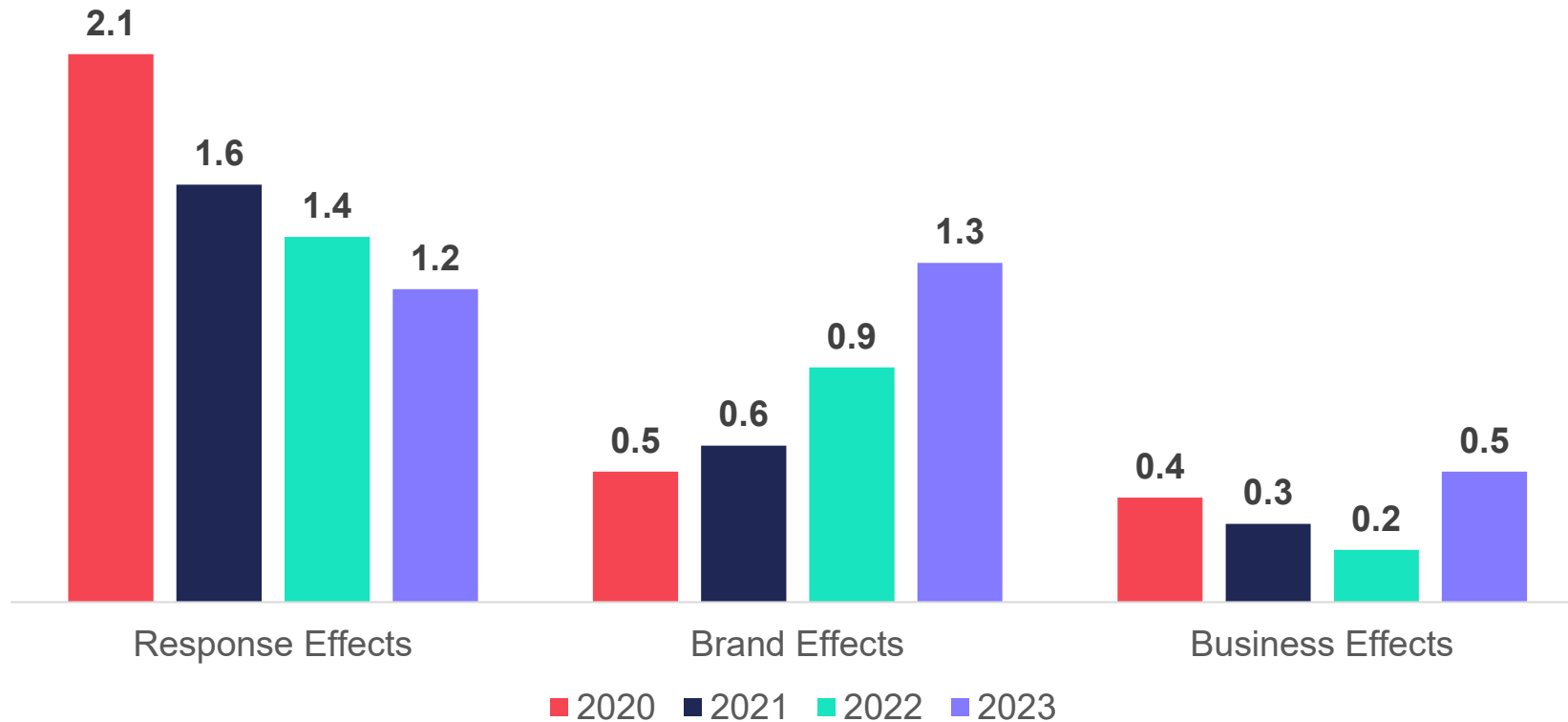


/ The DMA Effectiveness Databank



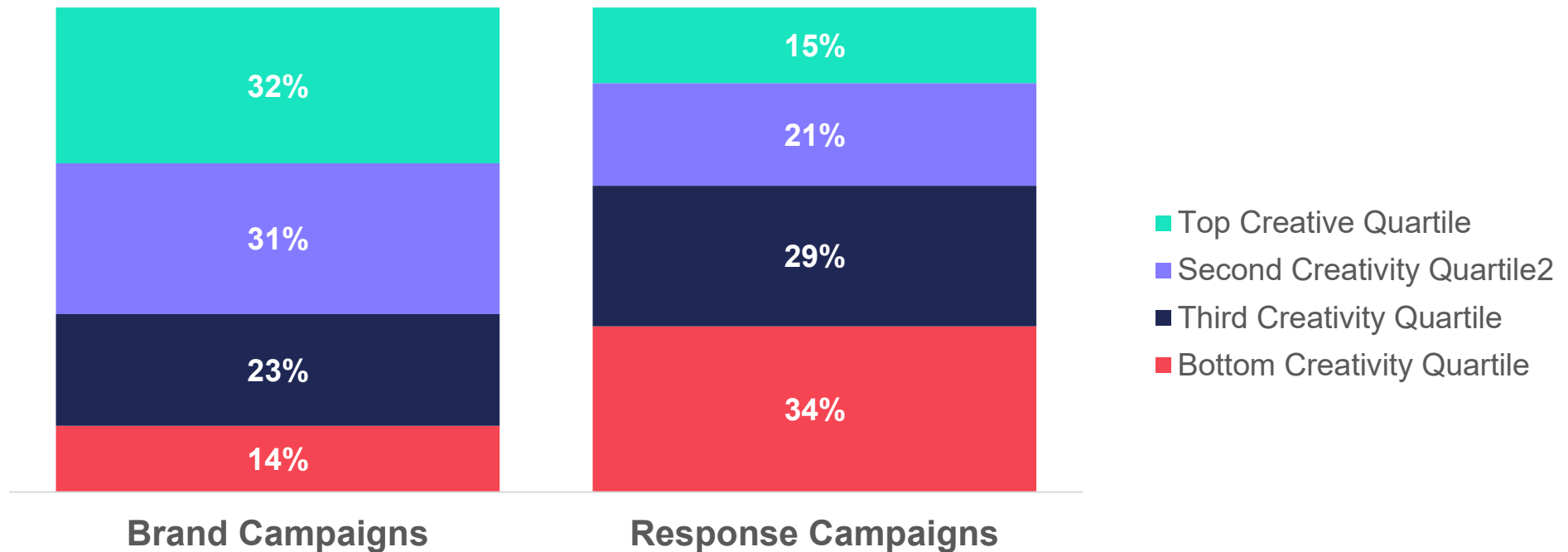
Brand Effectiveness is improving but the performance marketing effectiveness crisis is deepening

Number of Effects Per Campaign Over Time



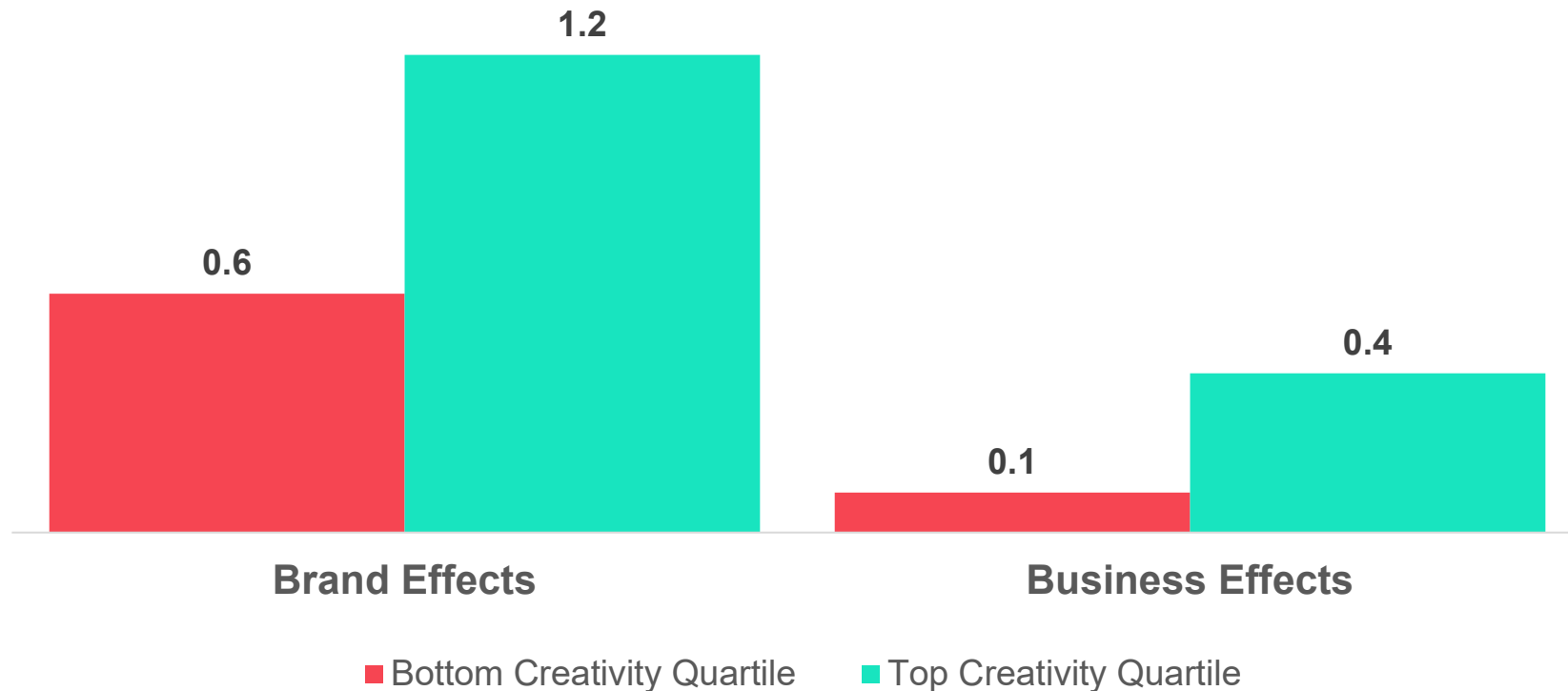
Brand campaigns are twice as likely to be highly creative

Creativity Score Profile by Campaign Type



There is a marketing effectiveness multiplier for highly creative campaigns

Effectiveness of campaigns by creativity score
(Average no. of effects, 2021 to 2023)





x4

**Business effectiveness multiplier for
highly creative campaigns**

/ A useful definition of creativity?

1.

Arresting: visually, audibly, or conceptually striking

2.

Effortless: easily appreciated and understood by the intended audience

3.

Meaningful: delivers a memorable experience

4.

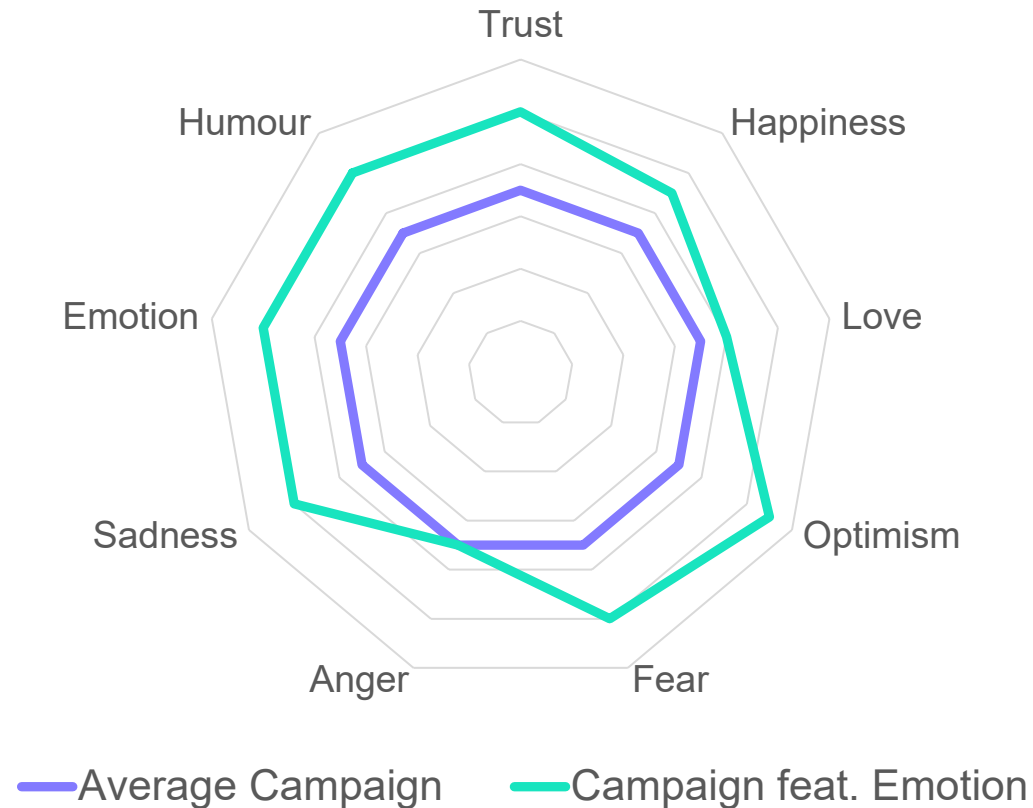
Transformative: evokes a new emotion or creates a new understanding

/ The transformational role of emotion in creativity



/ Emotion matters when you're building brands

Impact of Emotions on Brand Effects
(average no. of brand effects)



/ Trust: Silver in the brand building category

Mobile bills that
don't go up during
your contract.
That's nuts.



This is Supermarket Mobile



Tesco Mobile will not increase monthly subscription prices for pay monthly services during minimum contract period. For full details see www.tescomobile.com/fixed-prices

/ **Fear: Gold in the charity category**

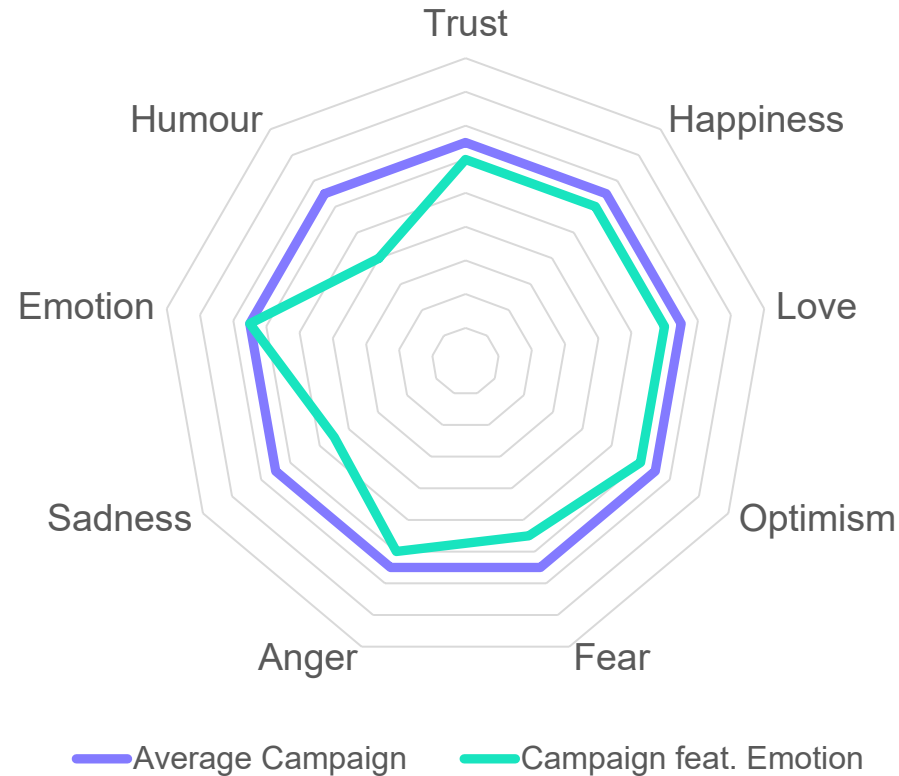


/ Love: Gold the in FMCG category



Why are we seeing less of an impact of emotion on response campaigns?

Impact of Emotions on Response Effects
(average no, of response effects)



/ Is it simply down to thinking fast and slow?

System One

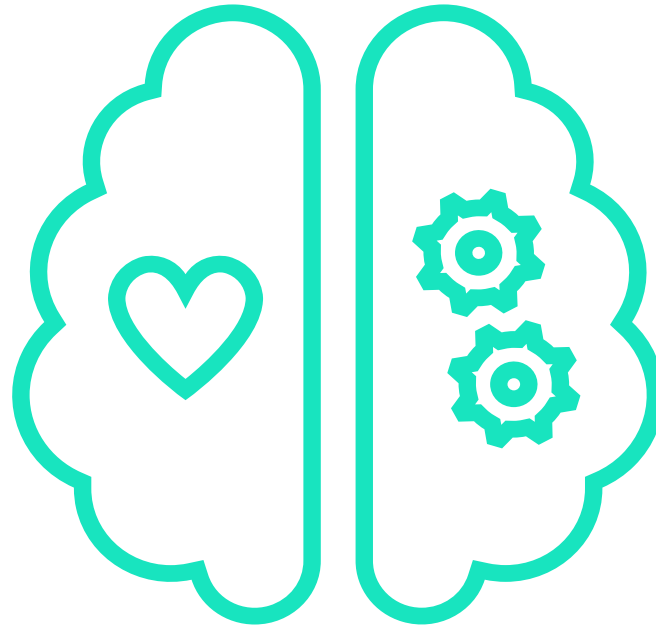
Fast

Intuitive

Impulsive

Emotional

Brand Advertising?



System Two

Slow

Deliberate

Logical

Rational

Response Advertising?

Exceptions that prove the rule – Humour: Gold in the Customer Acquisition category

13%

Of campaigns that record above average response effects are in the top creativity quartile

COSTA CLUB

Refer a Charles_

or Charlotte
or Charlene
or Carl
or Carlos
or Caroline

Open up in the name of the King 🏰

Charles_
Refer anyone named thus and you'll both be rewarded!

We'd like you to join our royal quest this coronation weekend, <Name>.

Charlotte
Refer anyone named thus and you'll both be rewarded!

We'd like to crown your coronation weekend with free cake, <Name>.

Refer a friend
Pancy some free bears?
Invite your friends to the app.

Brief
As a British brand and staple on the UK high street for last 50 years, Costa wanted to join in with the Coronation in a way that included members in the celebrations.

Idea
Turn our most under utilised core loyalty benefit – Refer a friend – into a national Charles hunt, asking our whole loyalty base to refer Charleses (and those with Charles-based names like Charlotte, Carol and Carlos) to our loyalty scheme.

593% Uplift in successful referrals in 24 hours

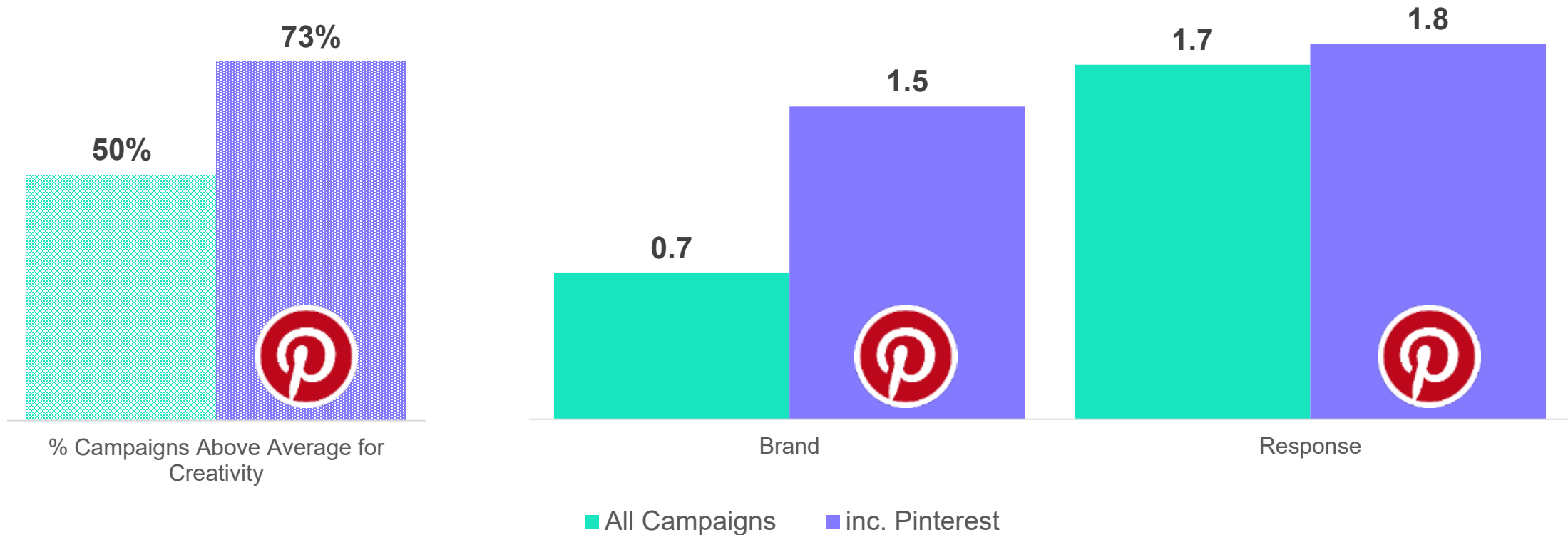
1,233% Increase in Refer a friend page traffic

3x New members acquired daily across all channels

And a whole nation of happy Charleses

Pinterest campaigns over-index for creativity and generate over double the number of brand effects

Effectiveness of campaigns the include Pinterest
(n=20 campaigns)



**/ Creativity matters: there is a x4
Business effectiveness multiplier for highly
creative campaigns.**

**Emotion plays a big role in driving creativity,
but while it is being used to full effect in the
world of brand building, is it being under-
utilised in driving response?**

**Campaigns that include Pinterest over-index
for creativity and drive over double the
number of brand effects on average.**

/ Q&A

Ian Gibbs, Director of Insight and Planning, DMA

Melissa Ryan, Agency Lead, Pinterest

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/ Closing Comments

Ian Gibbs, Director of Insight and Planning, DMA

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/ Feedback Link

