



Possibilities 2018 planner

What is this?

People come to Pinterest to plan for all of life's moments, from major holidays to sporting events to seasonal celebrations. This planner will help you understand what moments matter to Pinners and how your brand can be a part of their journey as they discover, save and do.

Who's on Pinterest?

Among our growing audience of 200 million monthly users, you'll find millennials, men and moms.¹ The way they celebrate every moment may be different, but they're all here to discover possibilities and get inspired to try new things.

Why Pinterest?

Unlike other platforms, Pinterest isn't about killing time. It's about finding something to do or buy. 72% of Pinners said they use the platform to find new ideas for their everyday life or hobbies—nearly double what people said about Google.²

61% say they find ideas that help them be their best selves²

200m people
have saved
100b pins³

73% of Pinners say content from brands is useful⁴

1 in 2 Pinners make a purchase after seeing a Promoted Pin⁴

Why to plan early

Pinners are big-time planners. They tend to start searching twice as early as people on other platforms, because Pinterest helps them decide where to shop and what to buy.⁵ They use Pinterest to find easy ideas and new twists on the traditional, for both everyday celebrations and major milestones. By reaching Pinners at an early stage of their planning process, you're able to place your products or services in front of them at a time when they're more open to possibilities.

Encourage them to take action

Everything people do on Pinterest leads them closer to action. They're not just searching or browsing for different things—they're buying them too. In fact, 61% say they've discovered new brands or products from Promoted Pins.⁶ Since people use Pinterest at all stages of the consumer journey, your brand can play a role all the way from inspiration to purchase.

How to use this planner

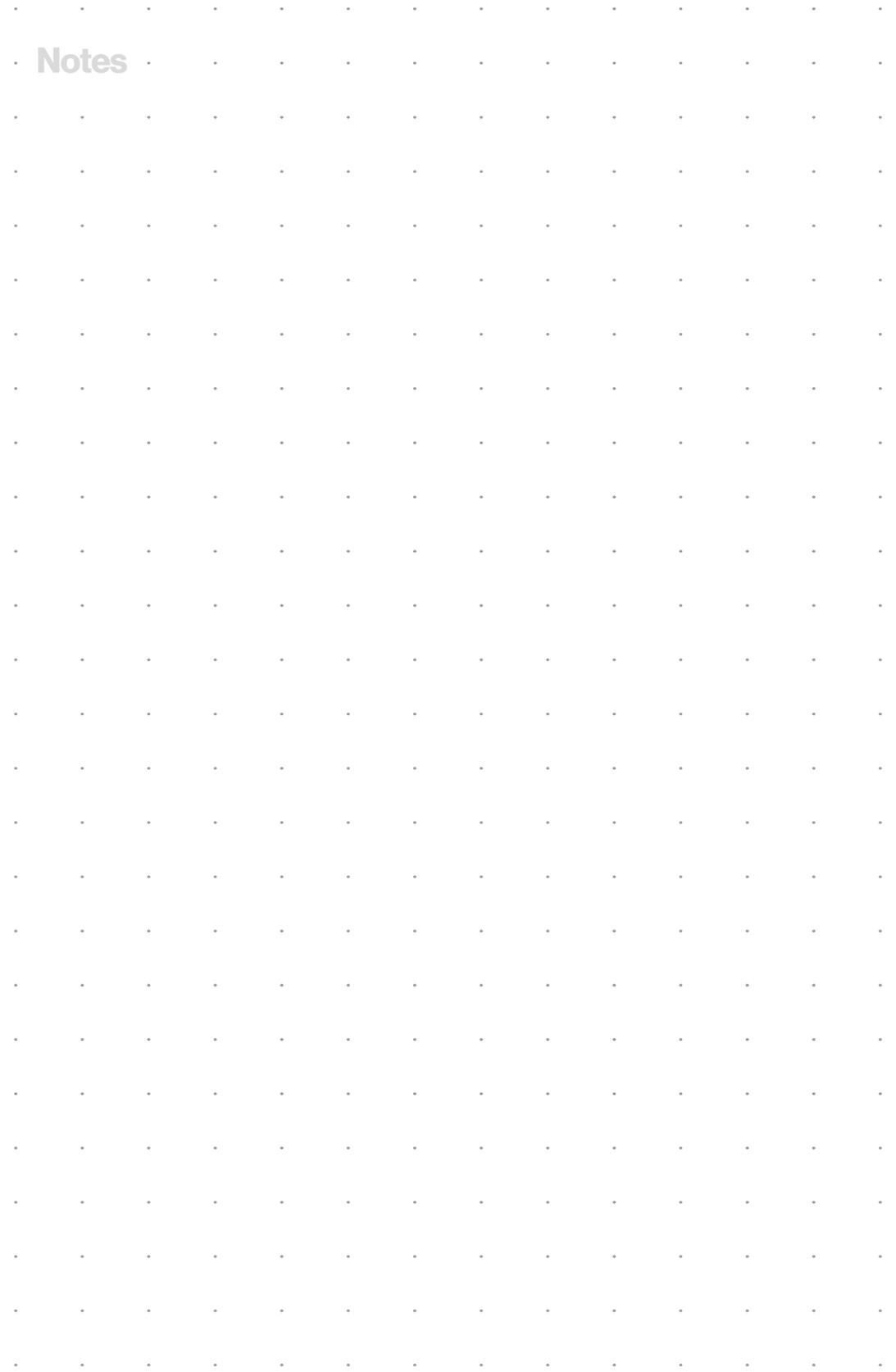
Use the thought starters in this planner to think about which moments work best for your brand and who you want to reach. For each moment, try adding your content at least 2 months in advance—earlier if possible—so you can ensure you're reaching Pinners just as they're beginning to plan. On the following page you'll see just how early Pinners start saving content as they search for new ideas to try. As you browse, think about how you can use the thought starters to make your products and services relevant to Pinners at the right time. Your ideas could be just the possibility they've been waiting for.

Interest spikes early on Pinterest

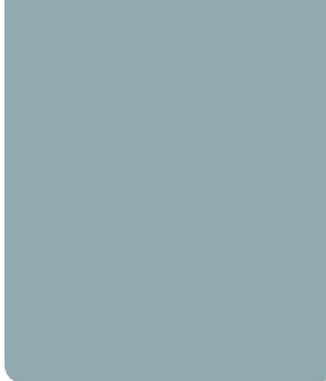
Use the calendar below to see when Pinners start saving Pins for each moment.⁷



How can
your brand
help Pinners
keep their
New Year's
resolutions?



January



New Year

63m ideas saved each year⁷ **18m** Pinners each year⁷

Popular search terms⁷

outfit ideas

food

resolutions

party ideas

NYE best-of bash

Your brand can help Pinners ring in the new year with party ideas based on top Pinterest trends, from dairy-free desserts to embellished shoes.

New year, new you

Help revelers get over the resolution hump with advice and products that inspire them to keep financial, health and even non-traditional resolutions.

Awards season

2m ideas saved each year⁷ **800k** Pinners each year⁷

Popular search terms⁷

celebrity style

dresses

theme party

party food

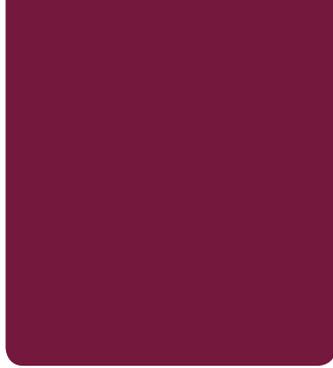
Red carpet reimaged

Only a lucky few get to walk the red carpet, but everyone can be inspired by the iconic looks. Give a nod to awards seasons past with beauty and fashion ideas Pinners can recreate.

Viewing party planner

Transform trending entertainment into the ultimate viewing party with dishes, drinks and decor inspired by movies, TV shows and entertainers that are sure to win big this year.

February



The Big Game

5m
ideas saved
each year⁷

3m
Pinner^s each
year⁷

Party-planning Hail Marys
Give Pinner^s everything they need to party-plan in a pinch with hacks for a festive football party.

Popular search terms⁷

Super Bowl

party food

appetizers

party ideas

Show your pride

Turn team colors into party-planning inspiration with a spotlight on food and decor for all football teams, even if they didn't make the cut.

Valentine's Day

114m
ideas saved
each year⁷

20m
Pinner^s each
year⁷

Cupid gets creative
Refresh February's favorite holiday with classroom-ready ideas that will get Cupid's seal of approval.

Popular search terms⁷

ideas for kids

DIY

gifts for him

decor

One for me, one for you

Switch it up this V-Day and do something for the one who's always been there—you! Provide Pinner^s with thoughts on how they can gift their S.O. and themselves, all in one.

March



College basketball

100k ideas saved each year⁷ **100k** Pinners each year⁷

Popular search terms⁷

March Madness

food

bulletin board

party

Viewing party recipe rally

Help Pinners fuel their way through a month-long basketball binge with a recipe lineup that will take them from round one straight through to the championship.

Snacking showdown

Create a recipe for every team and place them head-to-head, bracket style, on a Pinterest board.

St. Patrick's Day

20m ideas saved each year⁷ **7m** Pinners each year⁷

Popular search terms⁷

crafts for kids

outfit

desserts

decor

Go for the gold

Help Pinners delight coworkers and kids alike with ways to incorporate your product into the luckiest leprechaun trap ever.

Shades of green

Make it a pinch-free day for Pinners. Provide strategic ways to work green into every wardrobe, from tasteful office-ready looks to laugh-out-loud ensembles.

Spring break

2m ideas saved each year⁷ **1m** Pinners each year⁷

Popular search terms⁷

destinations

pictures

beach outfits

packing list

The art of packing

From staycations to road trips to tropical getaways, prepare your audience for every type of trip with a customizable packing list.

Summer sneak peek

Introduce Pinners to the latest in food, fashion and beauty with the opportunity to give summer trends a spring break trial run.

**How can
your brand
help Pinners
spring into
action?**

April



Passover

375k ideas saved each year⁷ **200k** Pinners each year⁷

Popular search terms⁷

recipes

crafts

desserts

Matzah-tov!

From matzah nachos to veggie kugels, help Pinners spice up their Seder with some fresh twists on traditional Passover classics.

Craft like bubble

Paper finger puppets, edible matzah houses or paper plate Seders—show Pinners how to make the most of the holiday with your products.

Festivals

33m ideas saved each year⁷ **9m** Pinners each year⁷

Popular search terms⁷

Coachella

hair

outfits

makeup

Alternative festival finder

From Renaissance to Art & Wine to cultural festivals of all kind, identify the best events of the season and help Pinners gear up with itineraries, outfit inspo, snack ideas and more.

What's in your bag?

From satisfying snacks to beauty hacks, inspire Pinners to fill their bags with the best from your brand.

Easter

95m ideas saved each year⁷ **17m** Pinners each year⁷

Popular search terms⁷

egg hunt ideas

crafts

decorations

dinner

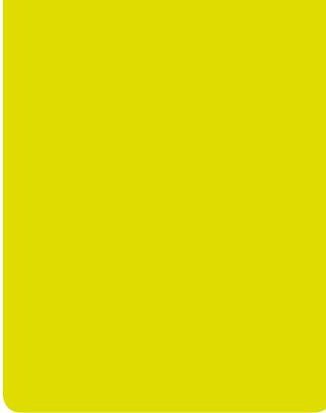
Easter basket bundle

Why limit Easter baskets to candy and plastic eggs? Help Pinners build unconventional baskets for all ages, interests and dietary restrictions.

Pass on the pastel

Throw pastels to the wayside and embrace the greater color spectrum with monochrome tablescapes and jewel-toned eggs.

May



Cinco de Mayo

8m
ideas saved
each year⁷

4m
Pinner^s each
year⁷

Popular search terms⁷

decorations

food

wedding ideas

party ideas

Taco bar double-take

From a build-your-own michelada bar to an upscale twist on tacos, show Pinner^s how to incorporate your brand into a festive food bar.

Color up your Cinco

Spice up the fiesta with bright ideas for food, decor and style to show Pinner^s how your brand can add some color to the day.

Mother's Day

12m
ideas saved
each year⁷

6m
Pinner^s each
year⁷

Popular search terms⁷

crafts for kids

brunch

DIY gifts

grandma

Grandma gift guide

Go beyond the *Best Grandma Ever* mug with a gift guide full of thoughtful ideas that will inspire grandkids to celebrate their family's leading lady.

Appropriate appreciation

Break down experiences and gift ideas by age, from toddler to adult, so everyone can shower mom with the celebration she deserves.

Memorial Day

12m
ideas saved
each year⁷

6m
Pinner^s each
year⁷

Popular search terms⁷

food

tribute

activities

bbq

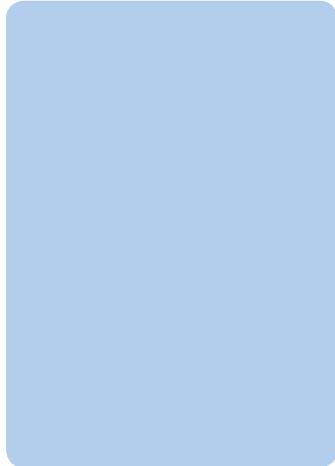
The heart of the holiday

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

The p's and q's of BBQs

Help Pinner^s kick off BBQ season with everything they need to grill to perfection—recipes, hacks, gadgets and more.

June



Pride

100k ideas saved each year⁷ **50k** Pinners each year⁷

Popular search terms⁷

outfit

makeup

tattoo

parade

Eat the rainbow

Just like love, food comes in every color of the rainbow. Prep Pinners for the perfect Pride party with how-to's for technicolor food—whether it's indulgent tie-dye cupcakes or guilt-free veggie flatbread pizzas.

Wear it loud, wear it proud

If there's ever a time to wear your pride on your sleeve, this is it! Set Pinners up with a colorful ensemble to celebrate in—from outfit ideas to makeup tutorials. Rainbow glitter highlighter, anyone?

Graduation

49m ideas saved each year⁷ **13m** Pinners each year⁷

Popular search terms⁷

party ideas

high school

gifts

cap decoration

Gift guides by grade

From pre-school to grad school, break down your gift guide by grade to ensure there's something for every grad on the list.

Party syllabus

Make grad party planning a breeze with a syllabus that covers food, decor and other honor roll-worthy party ideas from A to Z.

Father's Day

26m ideas saved each year⁷ **10m** Pinners each year⁷

Popular search terms⁷

breakfast ideas

cake

gifts from kids

1st father's day

Tie alternatives

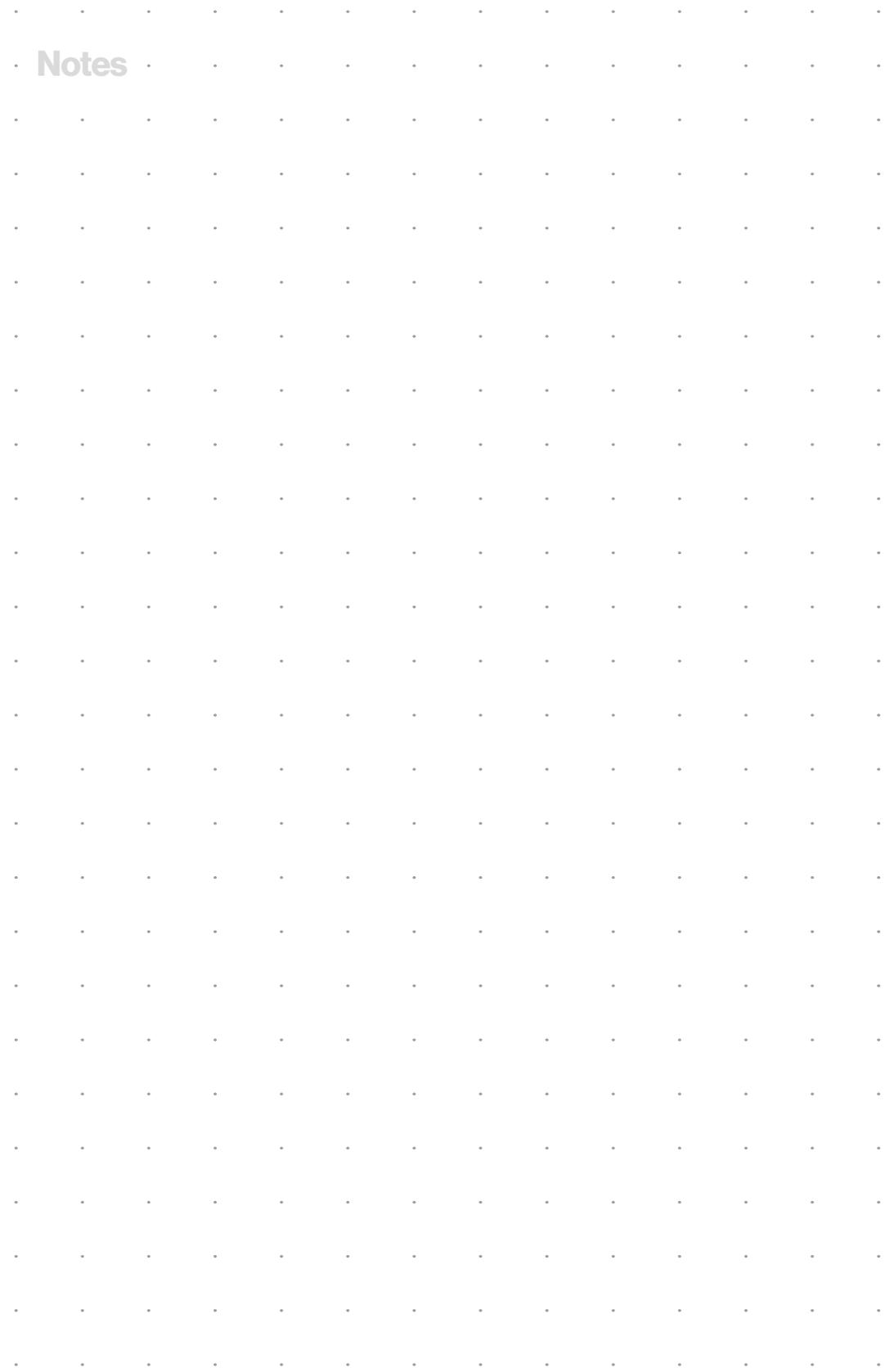
Dad has enough ties. This Father's Day, skip the clichés and inspire Pinners with gifting do's and don'ts.

Dad's day out

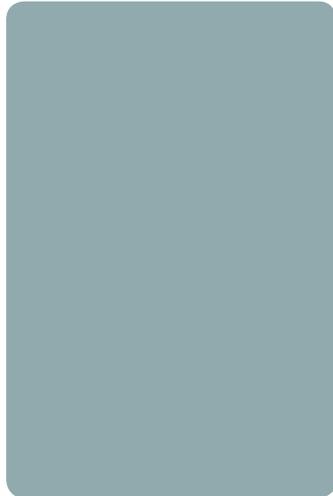
What does he really want? Time spent together. Build out itineraries that will help kids of all ages plan their most thoughtful Dad's Day yet.

How can
your brand
make this a
summer to
remember?

Notes



July



Summer

593m ideas saved each year⁷ **37m** Pinners each year⁷

Popular search terms⁷

bucket list

dresses

wedding

recipes

Summertime bucket list

As days get longer and weather gets warmer, provide suggestions for a summertime bucket list—places to go, foods to eat and trends to try.

Wedding season survival guide

As Pinners prepare to hit the wedding circuit, reach them with a survival guide full of travel hacks, beauty tricks and outfit inspo that will streamline their itinerary.

Fourth of July

32m ideas saved each year⁷ **10m** Pinners each year⁷

Popular search terms⁷

party ideas

food

outfit

nails

Patriotic party planning

Add some patriotic punch to Independence Day with creative ideas on entertaining. Whether it's red, white and blue dipped pretzels or stars and stripes wreaths, be the sparkler that lights the way!

Fashion forward fourth

This summer, ditch the star-spangled bikini and Uncle Sam tee. Instead show street style-inspired looks with subtle pops of festive flair. Let the well dressed-tivities begin!

August



Back to school

43m ideas saved each year⁷ **11m** Pinners each year⁷

Popular search terms⁷

outfits

hair styles

organization

lunch ideas

Capsule wardrobes for kids

Simplify kids' style (and their closet) by piecing together a cute capsule wardrobe with a few staple items and a little creative rotation.

Lunchbox hero

Who says lunch has to be boring? Help turn parents into lunchbox heroes with healthy snack ideas and inventive noon-time meals.

Back to college

94m ideas saved each year⁷ **17m** Pinners each year⁷

Popular search terms⁷

dorm decor

organization

outfits

college tips

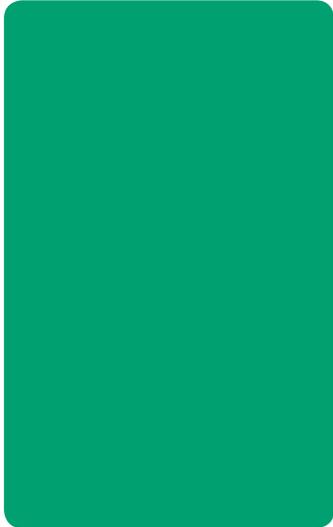
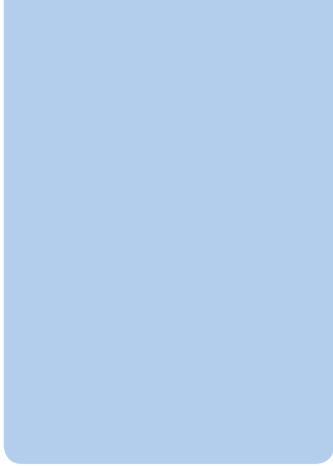
Adulting 101

Help college kids graduate into the real world with practical, need-to-know adulting tips and tricks—everything from how to get that first credit card to dorm decoration.

Ramen replacements

Eating healthy doesn't need to be intimidating. Show students how to eat well on a budget with a crash course on campus-style clean eating.

September



Labor Day

1m **750k**

ideas saved
each year⁷

Pinners each
year⁷

Popular search terms⁷

party ideas

food

outfits

decorations

The last days of summer

Send off the summer with some end-of-season entertaining ideas—from easy BBQ recipes to how-to's on patriotic pinwheels.

Three-day getaway

Help travelers make the most of their trip with destination ideas, itineraries, packing guides and more.

Fashion Week

14m **3m**

ideas saved
each year⁷

Pinners each
year⁷

Popular search terms⁷

street style

New York

Paris

bridal

Runway the easy way

Fashion Week means plenty of bold runway looks, but not all of them feel easy to translate into the everyday. Provide sartorial suggestions for how Pinners can recreate those looks in real life.

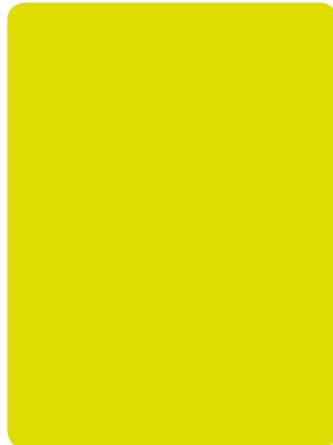
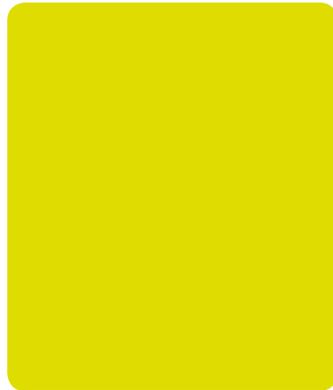
Try the trend

Berets, oversized jackets, wide-leg pants, sheer socks—what better time to experiment with some of Pinterest's hottest trends. Help fashionistas walk the walk with some practical outfit inspiration.

How can
your brand
make this
the most
wonderful
time of the
year?



October



Halloween

219m ideas saved
each year⁷

21m Pinners each
year⁷

Popular search terms⁷

costumes

decorations

food

makeup

Costumes to DIY for

This Halloween, it's all about getting witch-crafty with some seriously spooky homemade costumes. Show Pinners how to turn their everyday items into a killer getup.

Movie fright-night

Give your ghoulfriends something to really sink their teeth into this year with the ultimate movie night. Make their bash a smash with everything from entertainment ideas to wicked-good snacks.

Haunt your house

Help party-planners put a spell on their guests with hair-raising home decoration hacks. Make it easy by including plenty of last-minute ideas they can Frankenstein together the night before.

November



Diwali

150k ideas saved each year⁷ **75k** Pinners each year⁷

Popular search terms⁷

decorations

DIY

crafts for kids

Light up the party

Inspire Pinners to get crafty—DIY lanterns, paper diyas and floral rangolis are just a few ways they can add a festive touch to their home.

How to eat like a bhalla

Show Pinners how to prepare a true festival of de-lights with quick and easy ideas on how to bring all those delicious traditional recipes to life.

Thanksgiving

132m ideas saved each year⁷ **20m** Pinners each year⁷

Popular search terms⁷

recipes

desserts

decorations

crafts

Ditch the turkey

This year, turkey's on the back burner. Break from tradition with out-of-the-box recipes that accommodate special diets and represent cultures around the world.

The eat-inerary

Give revelers something to be thankful for—a holiday prep cheat sheet. Hack the holiday with recipes, tips and a game plan that covers everything from drinks to dessert.

Black Friday

10m ideas saved each year⁷ **5m** Pinners each year⁷

Popular search terms⁷

deals

tips

shopping

Black Friday night lights

Get in the holiday spirit with festive how-to's and seasonal DIY projects that will inspire Pinners to spend the long weekend decorating.

Curated gift guides

Break down your brand's seasonal deals into gift guides for all the music lovers, fashionistas and aspiring chefs on Pinners' lists.

December



Holiday season

566m ideas saved
each year⁷

33m Pinners each
year⁷

Popular search terms⁷

gift ideas

desserts

decorations

crafts

Countdown calendar

Show Pinners they're on your nice list by turning the Christmas countdown into something more rewarding. Keep them coming back for seconds with your very own 12 days of deals.

Season's eatings

Oh, what fun it is to eat! Inspire the ultimate seasonal spread with fresh spins on all the traditional favorites. From vegan eggnog to marshmallow dreidels, your brand can provide revelers with all the recipes they need to make this the most wonderful time of the year.

Yas queen sleigh

'Tis the season of office holiday parties and festive family get-togethers. Make sure party-goers wrap up the year looking and feeling their best with the season's must-have fashion, hair and beauty looks.



Pinterest 100 for 2018

Pinterest has a unique advantage when it comes to trends. We see trends bubble up based on what 200 million Pinners are searching and saving around the world. They aren't just passing fads to "like" or look at. They're ideas people are trying in real life and planning to do in the future.

There are over 100 billion ideas on Pinterest. Every December, our insights team looks back at search-and-save patterns for January through November. They identify the top trends based on what's gaining interest year over year (50% or higher), critical mass (more than 250,000 saves) and a strong upward trend during the final 3-6 months of the year (not including seasonal spikes). The final result is the Pinterest 100, an in-depth list of the top 100 ideas to try in 2018.

To instantly access the full list, open the camera in your Pinterest app and point your phone at the Pincode above. Discover which emerging ideas work best for your brand and see if you can match them up to the moments featured in this planner.

¹ Pinterest analysis, 2017

² db5 and Colloquial Insights, U.S. Pinner study, Oct 2017

³ Pinterest analysis, 2017

⁴ db5 and Colloquial Insights, U.S. Pinner study, Oct 2017

⁵ Pinterest internal data, 2016

⁶ Pinterest category usage study, 2017

⁷ Pinterest internal data, U.S. only, 2016-2017

structured earrings

popcorn bar

snack stadium

galentine's day

basketball nails

green out

bullet journal

matzah nachos

desert vacay

dairy-free Easter basket

Mexican mocktails

DIY gi

black bean burgers

rainbow eye makeup

diploma cookies

garage workshop renovation

acai bow

watermelon feta skewers

bento box lunchbox

dorm room hacks

patriotic nail art

fall berets

caramel apple station

cardamom cake

turkey leftover soup

gift guides

pineapple christmas tre

et looks

gochujang wings

logo shirt

one-day getaway

geometric mani

champagne cupcakes

Kilkenny

all-in-one makeup kit

festival hair

tie-dyed Easter eggs

michelada bar

kosher kugels

summer berry lasagne

rainbow pancakes

confetti balloons

DIY beer caddy

kombucha cocktails

Christmas in July party ideas

DIY homework station

ramen hacks

rock climbing vacation

kimonos

coffin photo booth

rose coconut laddoo

Moroccan-style stuffing

Giving Tuesday

zoodle latkes

watercooler cocktails

tuxedo strawberries

self-care staycation

DIY card crafts

basketball pretzel bi

leprechaun hair

Mediterranean island hopping

gluten-free bagels

festival survival kit

brunch bellin

Pinterest

