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. 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.
61% say they find ideas that help them be their best selves^2

200m people have saved 100b pins^3

73% of Pinners say content from brands is useful^4

1 in 2 Pinners make a purchase after seeing a Promoted Pin^4

**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. 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. 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.
How can your brand help Pinners keep their New Year’s resolutions?
New Year

63m
ideas saved each year

18m
Pinners each year

Popular search terms

- 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 year

800k
Pinners each year

Popular search terms

- celebrity style
- dresses
- theme party
- party food

Red carpet reimagined
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

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

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

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

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 Pinners with thoughts on how they can gift their S.O. and themselves, all in one.
**March**

**College basketball**

- **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.

**Popular search terms**

- March Madness
- food
- bulletin board
- party

**St. Patrick’s Day**

- **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.

**Popular search terms**

- crafts for kids
- outfit
- desserts
- decor

**Spring break**

- **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.

**Popular search terms**

- destinations
- pictures
- beach outfits
- packing list
How can your brand help Pinners spring into action?
April

### Festivals

- **33m ideas saved each year**
- **9m Pinners each year**

**Popular search terms**
- 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 year**
- **17m Pinners each year**

**Popular search terms**
- 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.

### Passover

- **375k ideas saved each year**
- **200k Pinners each year**

**Popular search terms**
- 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 bubbe**
Paper finger puppets, edible matzah houses or paper plate Seders—show Pinners how to make the most of the holiday with your products.
Cinco de Mayo

8m ideas saved each year
4m Pinners each year

- **Taco bar double-take**: From a build-your-own michelada bar to an upscale twist on tacos, show Pinners 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 Pinners how your brand can add some color to the day.

**Popular search terms**
- decorations
- food
- wedding ideas
- party ideas

Mother’s Day

12m ideas saved each year
6m Pinners each year

- **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.

**Popular search terms**
- crafts for kids
- brunch
- DIY gifts
- grandma

Memorial Day

12m ideas saved each year
6m Pinners each year

- **The heart of the holiday**: Provide Pinners 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 Pinners kick off BBQ season with everything they need to grill to perfection—recipes, hacks, gadgets and more.

**Popular search terms**
- food
- tribute
- activities
- bbq
**Pride**

**Popular search terms**
- outfit
- makeup
- tattoo
- parade

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

**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?

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**Graduation**

**Popular search terms**
- party ideas
- high school
- gifts
- cap decoration

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

**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.

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**Father’s Day**

**Popular search terms**
- breakfast ideas
- cake
- gifts from kids
- 1st father’s day

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

**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?
Fourth of July

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!

Summer

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.

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Popular search terms

Fourth of July:
- party ideas
- food
- outfit
- nails

Summer:
- bucket list
- dresses
- wedding
- recipes
August

Back to school

- **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.

Popular search terms
- outfits
- hair styles
- organization
- lunch ideas

Back to college

- **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.

Popular search terms
- dorm decor
- organization
- outfits
- college tips
September

Labor Day
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.

Popular search terms
- party ideas
- food
- outfits
- decorations

Fashion Week
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.

Popular search terms
- street style
- New York
- Paris
- bridal

1m ideas saved each year
750k Pinners each year
14m ideas saved each year
3m Pinners each year
How can your brand make this the most wonderful time of the year?
Halloween

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.

October

Popular search terms
- costumes
- decorations
- food
- makeup

7219m ideas saved each year
21m Pinners each year
November

Thanksgiving

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.

Popular search terms
- recipes
- desserts
- decorations
- crafts

Black Friday

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.

Popular search terms
- deals
- tips
- shopping

Diwali

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.

Popular search terms
- decorations
- DIY
- crafts for kids

Black Friday

132m ideas saved each year
75k Pinners each year

10m ideas saved each year
5m Pinners each year

150k ideas saved each year
75k Pinners each year

10m ideas saved each year
5m Pinners each year

10m ideas saved each year
5m Pinners each year

10m ideas saved each year
5m Pinners each year
December Holiday season

566m ideas saved each year
33m Pinners each year

Popular search terms
- 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 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.