



2025 marketing moments guide



March

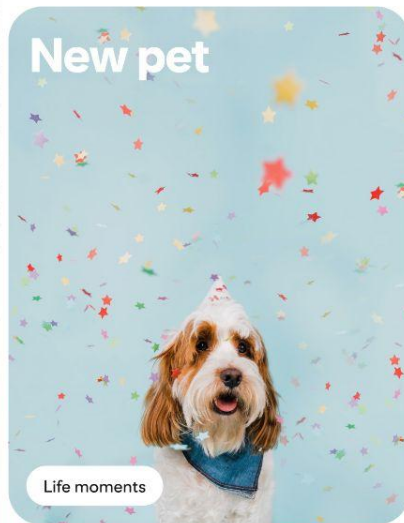


April



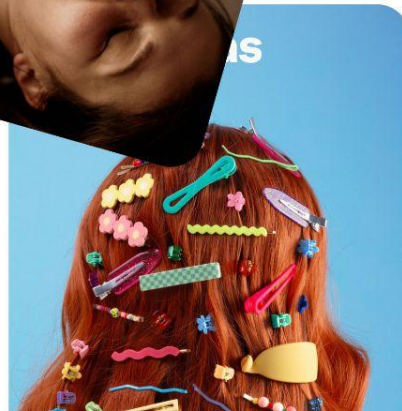
Mother's Day

May



New pet

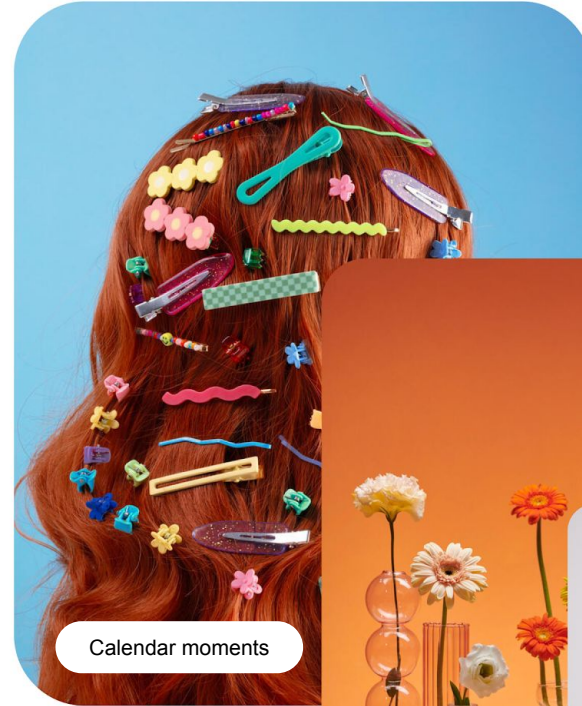
Life moments



New Year's
Eve

Moments are made on Pinterest

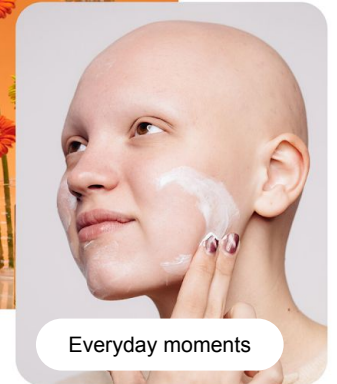
From festive occasions to personal milestones, people on Pinterest are always planning for something special. Use this guide to plan in line with a mix of moments, so that your strategy resonates with the right people at the right time.



Calendar moments

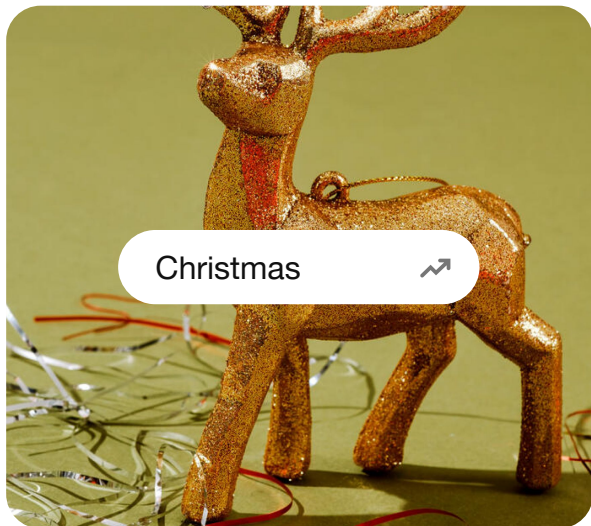


Life moments



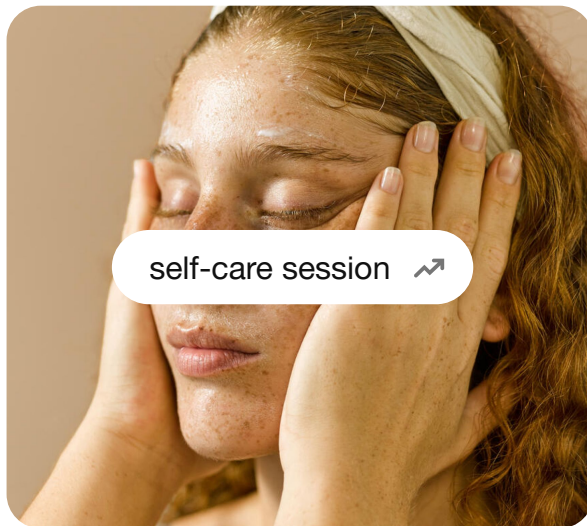
Everyday moments

Types of moments



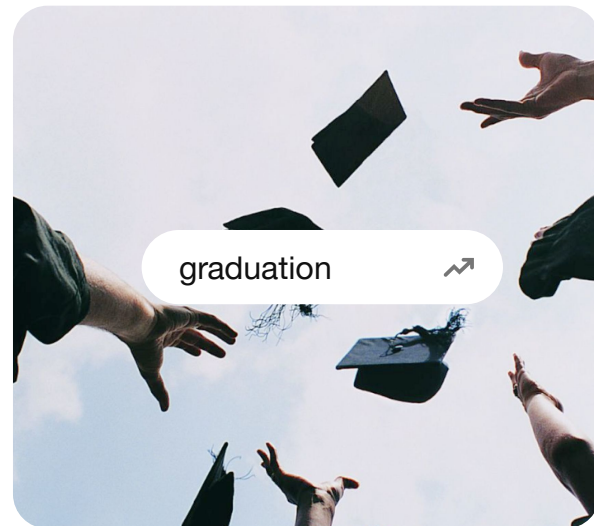
Calendar moments

These moments happen at a fixed time and include events such as festive occasions, cultural celebrations and religious festivals.



Everyday moments

People are looking to elevate the everyday, whether that's treating themselves to something nice or spending time with their loved ones. Some of these moments happen all year long, while others are more seasonal.



Life moments

These are personal milestones such as birthdays, anniversaries and weddings. They happen at different times for different people, all year long.

Please note that Pinterest's [Advertising Guidelines](#) prohibit the targeting of any audience based on race, ethnicity, religious beliefs and sexual orientation, among other things.



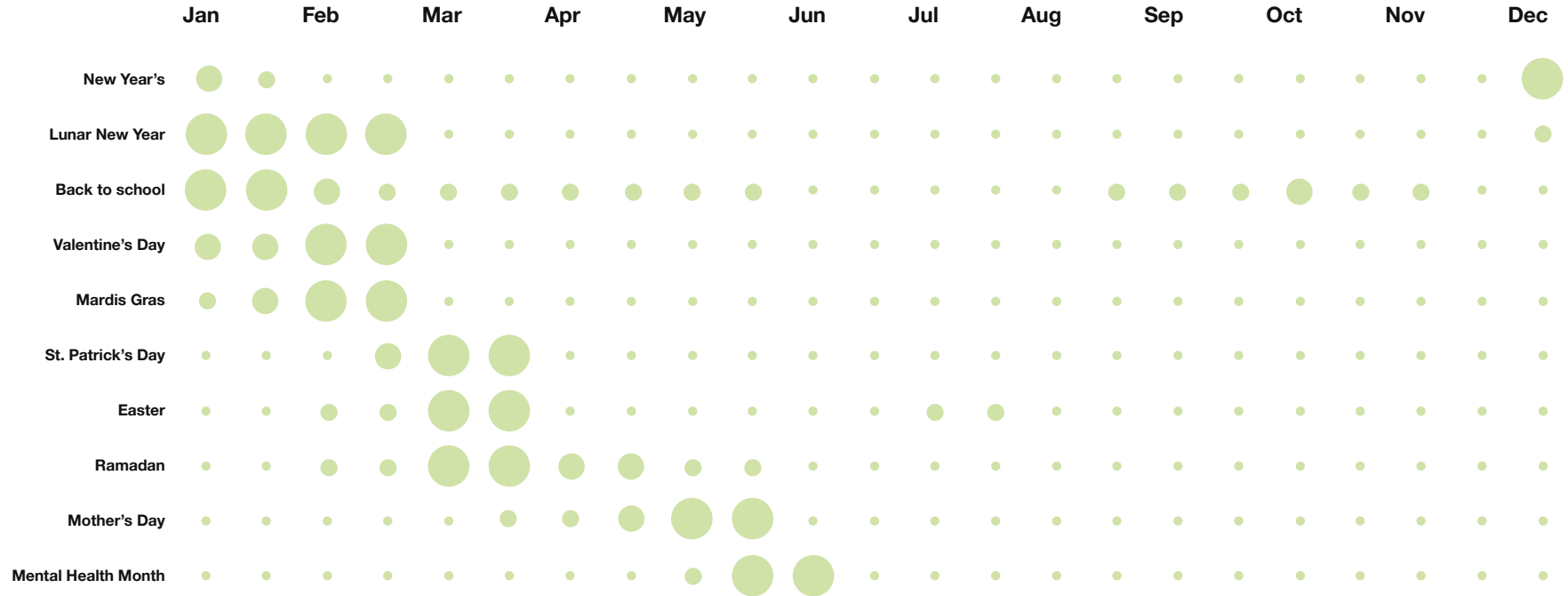
Calendar moments

Explore the top calendar moments on Pinterest, organised by month.



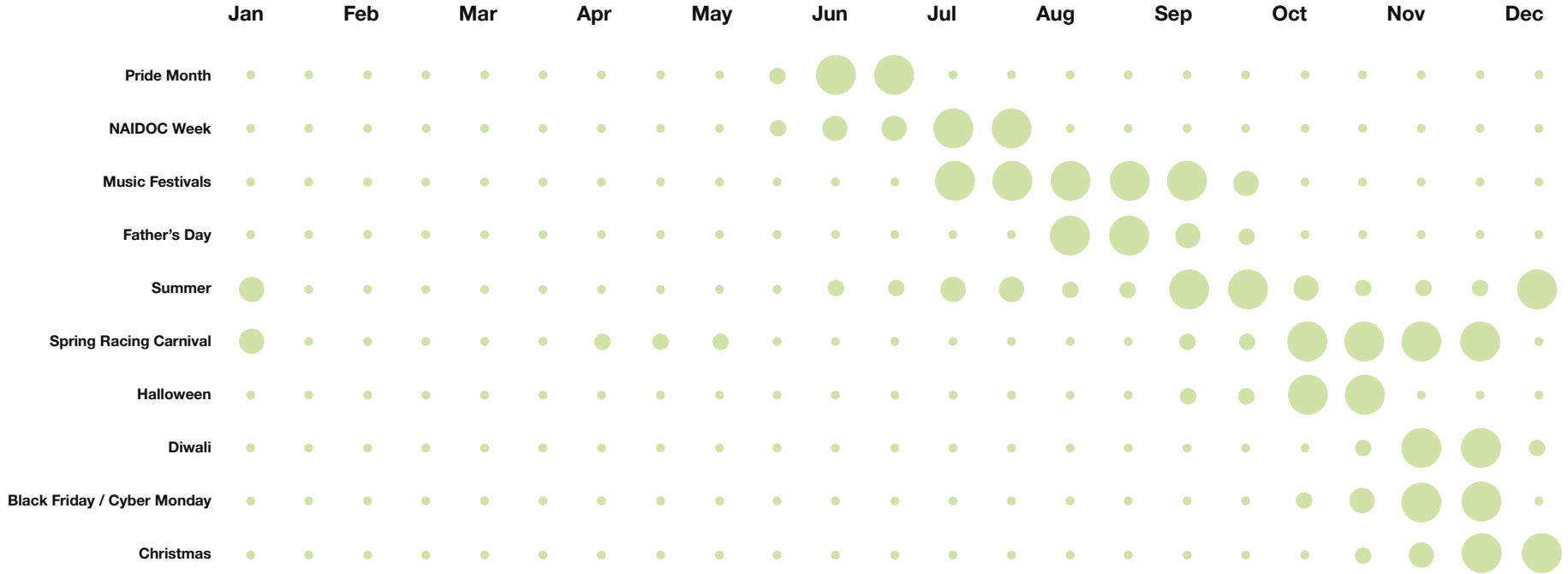
📅 Key moments

Bubbles represent approximate opportunity size, by month



📅 Key moments (cont.)

Bubbles represent approximate opportunity size, by month

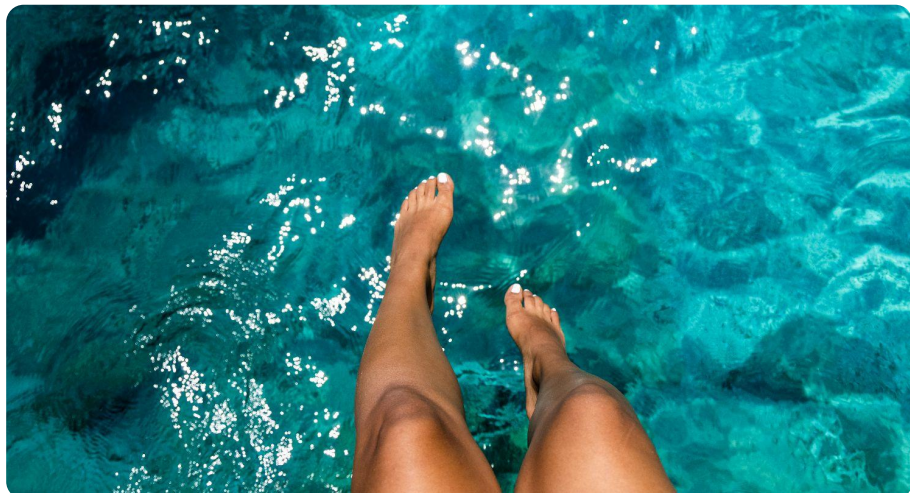




Everyday moments

Help people to make daily life more special with fun, seasonal twists. We're sharing some thought-starters to help you inspire your audience to try something new.





January

summer getaway

sunset sessions

Lunar New Year

vision board party

tennis aesthetic

beach hangout

healthy eating

me time

Examples are for inspirational purposes only. Results not guaranteed.



February

Galentine's spa night

gifts for kids

self-care

romantic dinners

first day of school hairstyles

summer work outfits



March

strong women quotes

autumn capsule wardrobe

pre-winter prep

edible arrangements



April

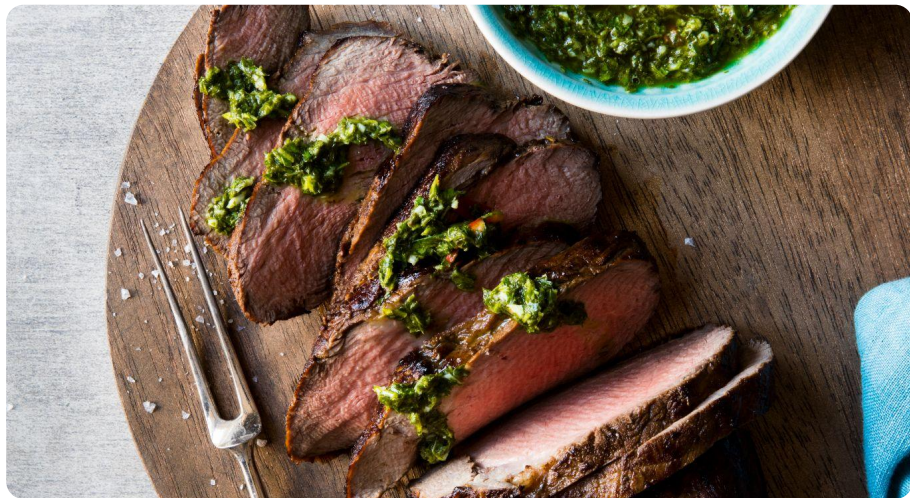
Winter escapes

Mother's day gift ideas

Easter décor

garden planning

fire pit ideas



May

hearty stews

cozy reading nook ideas

winter vegetable gardens

fashion week aesthetic

Examples are for inspirational purposes only. Results not guaranteed.



June

winter hair

Gemini aesthetic

stargazing

winter wardrobe

warm weather getaways



July

snowy mountains

Tasmania wilderness

winter playlists

vegan hot dog

Cancer tattoo

solo trip

casual winter outfits

Examples are for inspirational purposes only. Results not guaranteed.



August

winter skin-care

20 minute workouts

cozy kitchen

cold weather comforts



September

father's day card

seasonal blooms

transeasonal outfit ideas

Libra vibes



October

charspookerie board

trick or treat

halloween activities for toddlers

spooky nail design



November

spring salads

chilled soups

spring outfits

spring wedding

spring decor

Examples are for inspirational purposes only. Results not guaranteed.



December

mindfulness

summer dinner recipes

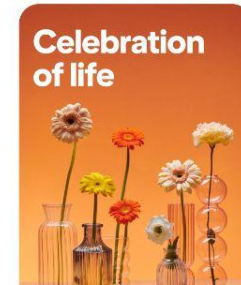
festival makeup

gingerbread house



Life moments

Life moments vary widely by audience and location, so there's no one-size-fits-all approach. Here are some sample moments to consider.



Engagement

A big moment before the big day. Showcase unique ring cuts and styles, inspire a surprise photoshoot or provide gift guides for the soon-to-be-wed.

Popular search terms

engagement rings

engagement party ideas

engagement nails

engagement dress



Wedding

Inspire Pinners as they prep for their special wedding look with an ultimate head-to-toe checklist. From different dress and suit styles, hairstyles and ring sets, to a variety of accessory ideas.

Popular search terms

wedding dresses

bridesmaid dresses

wedding makeup

wedding hairstyles



New baby

New parents have a lot to navigate, from announcements and preparations to feeding schedules and the best new products for their baby. Help them to centralise it all with quick tips, product guides and fun ideas.

Popular search terms

baby shower ideas

pregnancy outfits

baby nursery

baby shower food

Pinterest internal data, AU, July 2023 - June 2024

Please note that Pinterest's Advertising Guidelines prohibit targeting of any audience based on sensitive health or medical conditions, including medical conditions, symptoms or treatments related to fertility or pregnancy. For more information, please see our [Advertising Guidelines](#).



Moving homes

Lead the way from empty space to favourite place with ideas about everything from entertainment to furniture basics. Showcase products, paint colours, styled rooms and more to inspire future purchases.

Popular search terms

new home checklist

first home

new home aesthetic

new home ideas



Retirement

From volunteering to exercise, help retired Pinners, and the people who care about them most, to explore new activities, crafts, exercises and interests.

Popular search terms

retirement house plans

retirement living

retirement fund

retirement savings plan



Birthday

Show Pinners what a Pinterest-inspired birthday looks like with the celebration they deserve - from unique cupcakes to glistening gifts that fit their personality and style.

Popular search terms

birthday cake

birthday outfit

birthday party ideas

birthday gift

