The Conscious Go-Getters

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Motivated go-getters who drive new trends, use Pinterest to fuel purchase ideas and connect to business plans - passionate about Sport, Fitness & Entertainment + wider Lifestyle topics
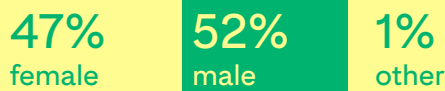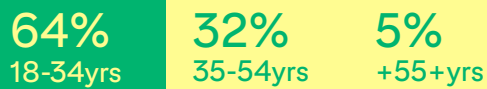
Primary Interests

Sport
Entertainment

Secondary Interests

Food & Drink
Holidays & Travel
Fashion

Gender Split

47% female | 52% male | 1% other

Age

64% 18-34yrs | 32% 35-54yrs | 5% +55+yrs

The role of Pinterest

Destination for inspiration
From the latest food trends to untrodden travel destinations, the Conscious Go-Getters nourish their creativity and drive on the platform.

Brand building
Some Conscious Go-Getters use the platform to help inspire their business creativity e.g. photoshoot locations, brand identity and increasing their brand's social media presence.

Cooler image bank
The imagery on Pinterest feels unique, fresh and edgy in contrast to other platforms ; this suits Conscious Go-Getters' style and personalities.

Key: value over index

Ads drive impact and engagement

Their value to advertisers
This Conscious Go-Getters are likely to be in a purchase mindset when on Pinterest and are more likely to engage with brands on Pinterest.

"I definitely look to Pinterest if I want to research a new trend more. I would say I go to Pinterest looking for something specific that I am already aware of but then end up finding other new things from the suggestions."

**- Female, 25-34
Midlands, UK**

Inspiration

42%

more likely to be inspired by **advertising they see online** compared to the Pinterest average.

Discovery

44%

more likely to be in a **purchase mindset when using Pinterest** compared to the Pinterest average.

Action

89%

take some form of **post-platform action after using Pinterest.**

Advice to brands

1. Brands that speak to them in a **straight-forward and upfront tone** means they can form their own opinion, no pressure.

2. **Responsive advertising,** moving with the times and topics of the day, taps into their need for the latest trends and newest news.

3. Brands **highlighting social issues** (e.g. mental health) and brands which cater to all (not just in theory) cuts through to this conscious group.

Source: Sparkler and Pinterest Segmentation Analysis, United Kingdom, February (Quantitative Analysis) and March 2021 (Qualitative Community)

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