



The Design Mavens



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Creative Millennials who are focussed and plan ahead, they use Pinterest to explore Art & Design, Architecture as well as Animals. A passion for aesthetics spills into Science & Nature, as well as DIY & Crafts

Primary Interests

Art & Design
Animals
Architecture

Secondary Interests

DIY & Crafts
Science & Nature

Gender Split

53%
female

46%
male

1%
other

Age

27%
18-24yrs

31%
25-34yrs

34%
35-54yrs

8%
+55yrs

The role of Pinterest

Fuel their creativity

They're a segment of doers, motivated to seek out fresh, new ideas on Pinterest that they recreate for themselves.

Visual research tool

Pinterest allows them to quickly collate and save their visual stimuli and moodboards into one place.

Safe expression

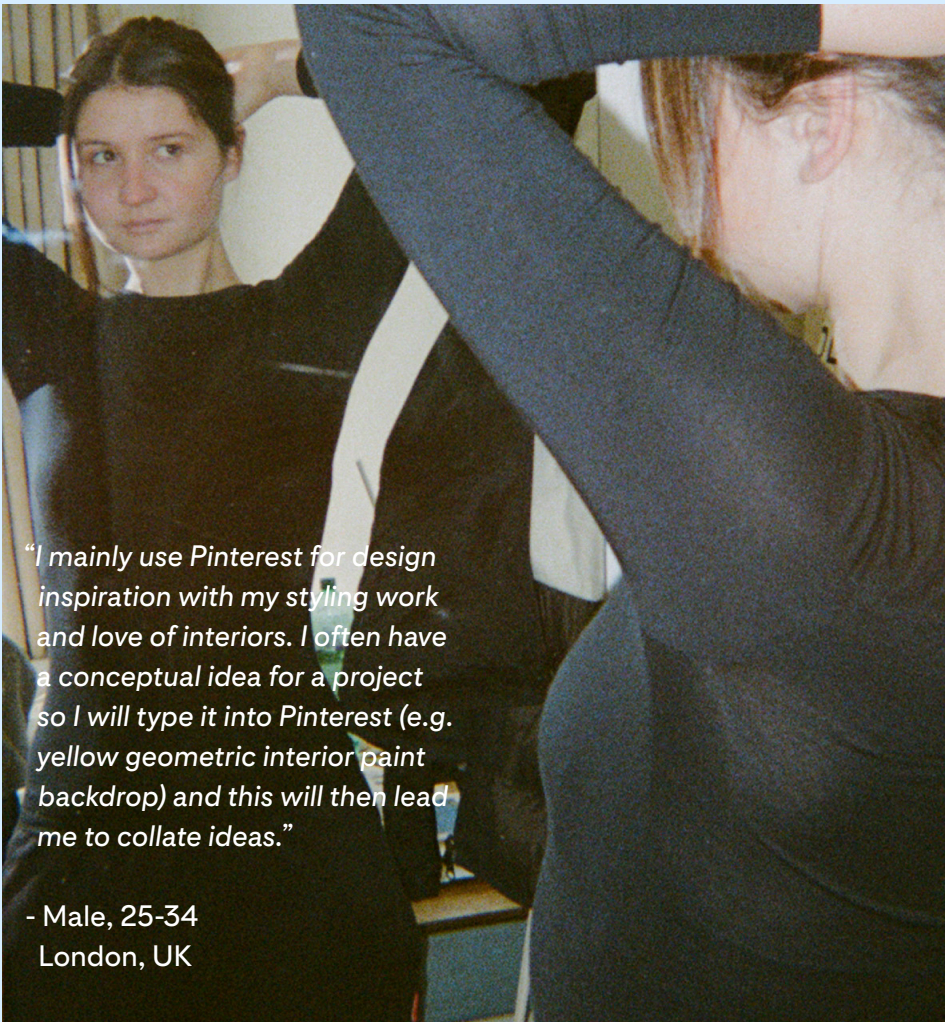
Compared to other platforms, Pinterest is seen to promote a positive/ non-toxic environment.

Key: value over index

Using Pinterest inspires action

Their value to advertisers

This segment is more likely to be in a purchase mindset when on Pinterest, with 84% taking some form of post-platform action after using Pinterest.



"I mainly use Pinterest for design inspiration with my styling work and love of interiors. I often have a conceptual idea for a project so I will type it into Pinterest (e.g. yellow geometric interior paint backdrop) and this will then lead me to collate ideas."

- Male, 25-34
London, UK

Inspiration

32%

more likely to use Pinterest with a broad idea but **search for inspiration** compared to competitor average.

Discovery

26%

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

Action

84%

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

Advice to brands

1. Brands and advertisers can speak to The Design Mavens with **'ads that don't feel like ads'** in the conventional sense.
2. Brands doing **something new and different to the norm** with their advertising really appeals to their creative and innovative side.
3. **Design-led visuals** where the focus is on aesthetics including bright colours can pique their interest and draw them in.