

The Aesthetic Seekers

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Open minded and explorative Gen Z or young Millennials, who use Pinterest to look for cool new Fashion and Beauty trends, as well as seek inspiration around travel and celebrations

Primary Interests

Fashion
Beauty / Grooming

Secondary Interests

Holidays & Travel
Celebrations
Relationships & Life

Gender Split

83%
female

16%
male

1%
other

Age

44%
18-24yrs

26%
25-34yrs

27%
35-54yrs

3%
+55yrs

The role of Pinterest

Aesthetic development

Pinterest is a place of inspiration and creativity, allowing these Pinners to develop their style by bringing a variety of new ideas into their ether.

Confidence building

Having access to so many different ideas can sometimes encourage these Pinners to try out new things that are beyond their comfort zone.

Positive productivity

Pinterest can serve as a more fulfilling and productive way for these Pinners to spend free time versus others social media platforms.

Key: value over index

They're action orientated

Their value to advertisers

Aesthetic Seekers are more likely to feel that Pinterest is an inspirational platform and a place for discovery in comparison to the competitive average. 8 out of 10 of them take a post-platform action after using Pinterest.

Inspiration

69%

feel that Pinterest is an **inspirational platform** compared to competitor average.

Discovery

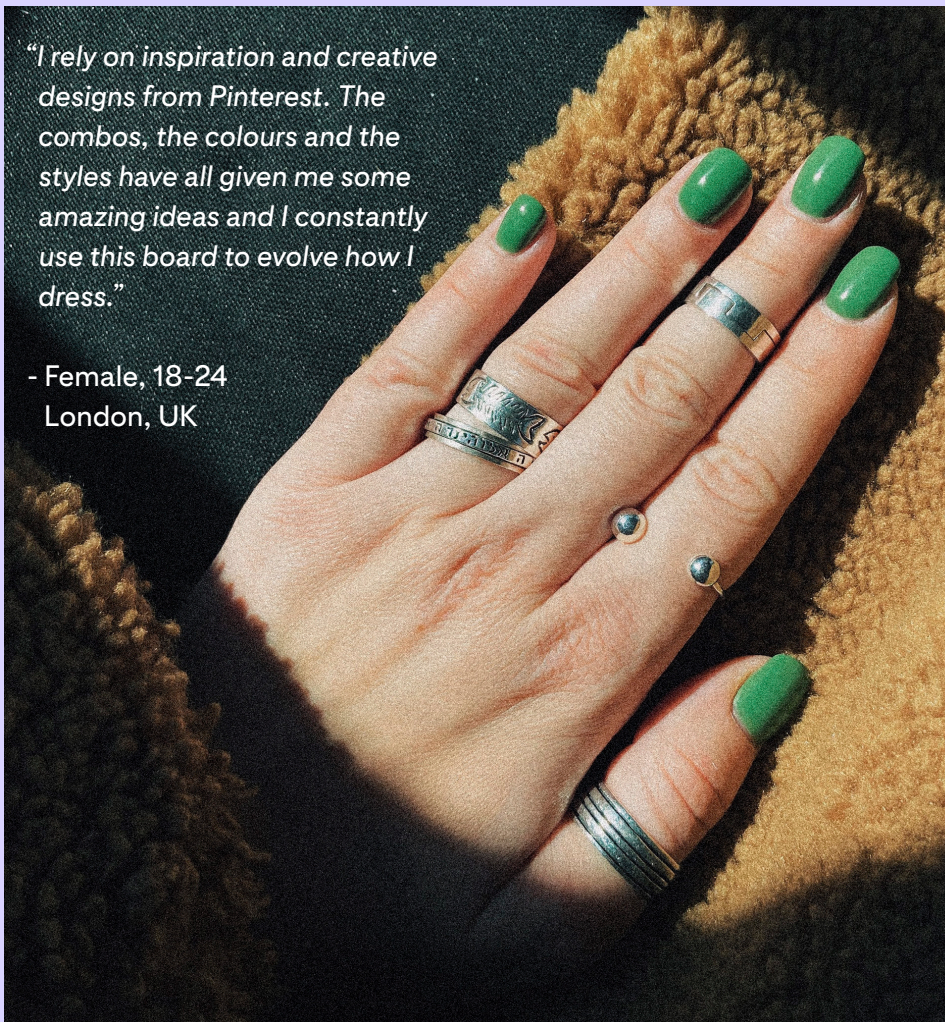
70%

feel that Pinterest is a **place for discovery** compared to competitor average.

Action

81%

take some form of **post-platform action** after using Pinterest compared to competitor average.



"I rely on inspiration and creative designs from Pinterest. The combos, the colours and the styles have all given me some amazing ideas and I constantly use this board to evolve how I dress."

- Female, 18-24
London, UK

Advice to brands

1. A **down to earth tone** and **relatable imagery** resonate, while more highly stylised ads feel more suited to other platforms.
2. **User-generated content** is a powerful way to engage them with real people telling real stories.
3. **Video format** is most eye-catching; amongst a feed of static images, videos can stop them and make them take notice.