



# Earlier than ever

Christmas 2020

People are searching for and saving Christmas ideas earlier than they ever have on Pinterest. *Months earlier.*

Find out why – and why it matters for your brand.



# There may never be another festive season quite like this one

Historically, people on Pinterest start making Christmas plans in September. *This year, they started searching and saving for the festive season... in April.*

Why the shift? In the face of COVID-19 and stay-at-home orders, people are looking forward to looking forward. 2020 has been a hard year, and consumers are craving the comfort of the festive season. They want this season to feel more festive than ever before, and they're asking for brands to help them get there.

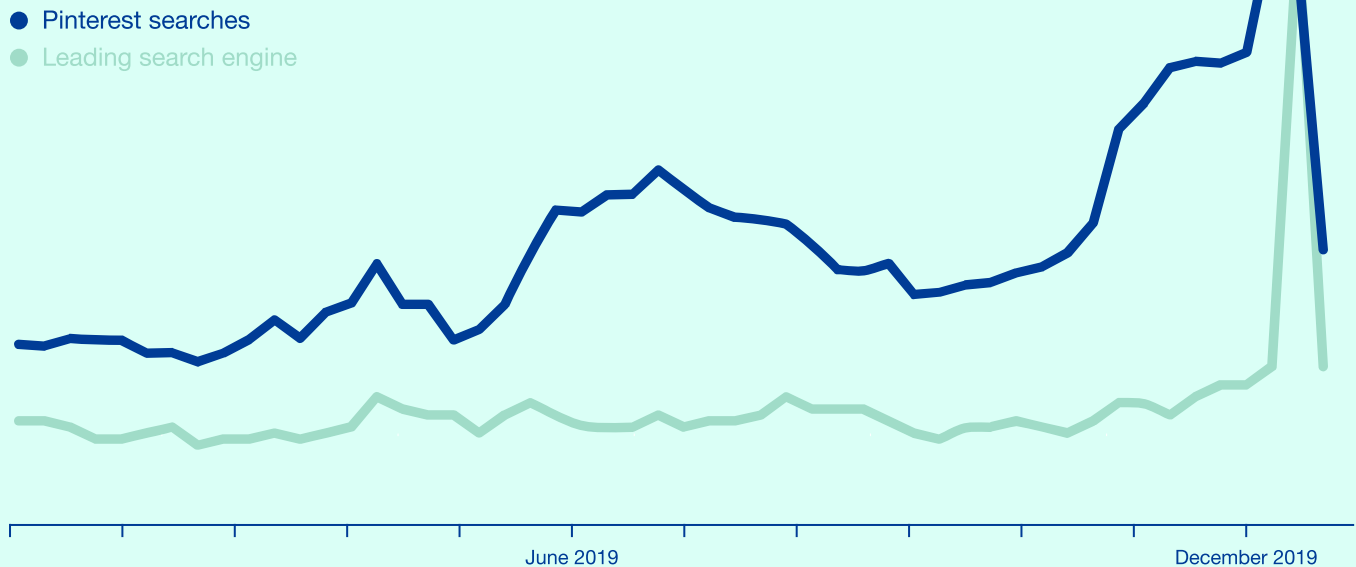
Consider this a field guide for how to show up on time for the earliest festive season ever. Reach your audience first – before the competition – and be their first choice when it's time to shop.



# Early is on time

People have always started their Christmas planning and shopping earlier on Pinterest than other search engines. This year, those searches are starting earlier than ever.

## Indexing Christmas search trends across platforms:



In the graph above, you can see searches related to Christmas jump as early as June and July on Pinterest in 2019.<sup>2</sup> By comparison, Christmas searches on a leading search engine don't take off until December.<sup>2</sup> People have always come to Pinterest earlier than other platforms to plan their festivities.

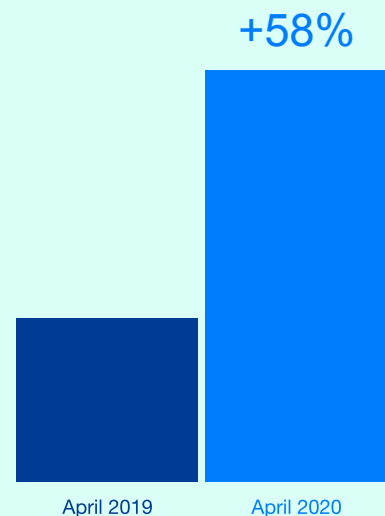
But this year? They're earlier than ever. As you can see in the search volume table on the right, **Christmas searches on Pinterest in April 2020 jumped 58% higher than April 2019**<sup>1</sup>

That included a 156% increase in searches for "Christmas aesthetic" – around 8 months before December. Other Christmas-related searches such as "diy christmas gifts" and "christmas crafts" jumped more than 45% and 32% respectively. This year – for planners and the brands that want to reach them – early is on time.

When you reach people *first* where they make their plans, they'll reach for you first when they make their purchases. 83% of weekly Pinners have made a purchase based on content they saw from a brand on Pinterest.<sup>3</sup> From plan to purchase, Christmas shoppers are using Pinterest as a full-funnel solution. Are you?

## Pinterest search volume

Including "christmas aesthetic", "diy christmas gifts", "christmas crafts", "christmas cards handmade"<sup>1</sup>



1 Pinterest internal data, AUS, YoY April 2019–2020

2 Compiled with Pinterest and publicly available third-party data, January 2019–2020, Worldwide

3 GfK, US, Pinterest path to purchase study among weekly Pinners who use Pinterest in the category, November 2018



# Consumers are asking brands for help – starting now

Based on our latest research, people are looking to kick the festive season up a notch this year and ring in some joy. And they're *explicitly* asking brands for help with preparing early for the most meaningful Christmas ever.

## Here's how Pinners are planning to add meaning this season – in their own words:

“I really want it to be super Christmas-y and kind of over the top this year to get the feeling of Christmas without family. It's very important for me for the kids to feel like they're not missing out. I'll be going above and beyond with tons of decorations and a tree and activities. It's very important.”

Female Pinner, 30's<sup>2</sup>

“I just want to make sure I can get the ingredients to make food I like so that Christmas will feel 'normal'. So that I can send that food to my other daughter as well. I try to bring us together with things that are familiar and traditional for us.”

Female Pinner, 50's<sup>2</sup>

“I think it's those little moments – even when the world seems so strange and foreign – that you can still create a place of intimacy, of safety and enjoyment. Like video calling back home to see how my family's done up the place. Or a virtual opening of the presents.”

Male Pinner, 30's<sup>2</sup>

# 50%

**Globally, nearly half of Pinners say they want brands to help them take the festive season to the “next level”.**<sup>1</sup>

Where can brands fit in authentically? Well, Pinners are already searching for Christmas decor and ordering groceries to guarantee that they can make their favourite dishes. They want brands' help, even in the most personal moments:

**4 in 10 Pinners say that they want brands to help them bond with loved ones and create special moments with family this year.**<sup>1</sup>

## Act on the insight

Families may be split up around the globe and connecting virtually this season. For many, it will be their first time hosting for the festivities, creating a new audience for brands. Consider how you can speak to the newbies – everyone from the beginner turkey chef to the rookie decorator who needs some Christmas help.

Remember that budget is foremost in the thoughts of early Christmas planners. 40% of the people we surveyed said they'll be “celebrating on a budget” this year. Meet them where they are with “early bird” discounts well ahead of shopping events such as Black Friday.

<sup>1</sup> Pinterest Internal Data, Anket In-App Survey, Countries surveyed: US, CA, DE, FR, AU, UK

<sup>2</sup> Usertesting.com, Global, Consumer Predictions for Holiday 2020 among self-reported monthly Pinners who are also holiday planners/executors, May 2020

# Be present where they pick their presents

Shopping will be largely online this year, and consumers have higher [funnel] expectations for e-commerce. Here are three takeaways from our Christmas research in 2020:

1. They'll miss going to stores, shopping centres and Christmas markets to window-shop for inspiration.

"In previous years, I would often go into the city and into shops for inspiration. We can't do that at the moment at all... inspiration-wise, you're stuck with whatever you can find online."

Female Pinner, 50<sup>1</sup>

#### Act on the insight

Recreate the window shopping or in-store experience by showing up where people go to browse. Invest in beautiful product imagery and video that makes online shoppers feel less stuck and more inspired.



2. They're concerned concerned with logistics such as shipping speeds, delivery dates and customer support.

"I'll be starting to look online much earlier than normal, simply because delivery delays are quite likely at the moment. You don't know exactly when you're going to see the products."

Male Pinner, 35<sup>1</sup>

#### Act on the insight

Consumers are crystal clear on what they want from brands this season. Be equally clear on what you can offer them. Will you have free shipping or guaranteed delivery? 30-day trials? Make it known. Now. Ease some of their worry early.



3. They're more likely likely to treat themselves this year. They're shopping for a me-gift.

1 in 4 Australian Pinner are purchasing Christmas gifts for themselves.<sup>2</sup>

#### Act on the insight

Gifting for others is a key focus, but don't make it the only focus. Play to the purchases that Pinner might make for themselves. Help them understand the unique value of self care, beauty and health right now.



<sup>1</sup> Usertesting.com, Global, Consumer Predictions for Holiday 2020 among self-reported monthly Pinner who are also holiday planners/executors, May 2020;

<sup>2</sup> YouGov, Pinterest Christmas Omnibus, Commissioned by Pinterest, Australia 2019



# Meet the mindset: Know your audience, grow your audience

Not every early planner is the same. Here, you'll find a few of the most active audience mindsets that we're seeing pop in our 2020 data along with unique content for their individualised need states. Use these mindsets to inspire your creativity and check out the sample Pins from our marketing team, which follow best practices for reaching and engaging Pinners.

- 1 For the early bird
- 2 For the traditionalist
- 3 For the self-gifter
- 4 For the rookie host
- 5 For the delivery-first shopper
- 6 For the next-level party planner

# Have a helpful Christmas

Your brand can be the catalyst to help Pinners navigate the shifting Christmas climate while still making their celebrations feel special.

We drilled down into various categories on Pinterest to see what holiday terms are already trending – and Christmas really did come early. Use these top searches and thought-starters to inform your creativity, your keywords or your media plan this season.

## Grocery

Pinners expressed concern that grocery stores might be out of stock of their favourite goodies this season. Offer up timelines that address how early to purchase needed items along with delivery information and discount codes, if available.

## Restaurants

People are already planning ways to make their Christmas parties special, including what to serve. Inspire those who need an extra helping hand with easy festive party food ideas they can order for delivery or catering.

## Auto

Summer is one of the most popular times of the year to go on a road trip, especially now that we are not traveling abroad. This could be a road trip in a new car. Show Pinners how your car is the perfect fit for their lifestyle so it's first in mind when they start Pinning their wishlist.

## Travel

In a time when travel may be limited, Pinners are still dreaming of exploring holiday spots. There is likely to be more interest than ever in local holiday destinations. Create content to inspire customers wherever they are, and bring the magic of national destinations to life.

## Financial Services

As Pinners look for ways to celebrate the Christmas holidays with decorations and festive attire, remember that staying on budget is front of mind. Meet them where they are with discounts well ahead of shopping events such as Black Friday, or highlight credit card offers and reward points.

## Retail

Shoppers are stressed that they won't be able to window-shop for their loved ones this year. They want that same spark of inspiration, but to quote a Pinner, they're "stuck with whatever they can find online". Help them recreate the browsing experience in places where they already go for unbranded discovery... such as Pinterest.

## Home

People use their front doors to express creativity and festive cheer. They're also thinking about how their front door can represent their values to visitors, from social issues to religious beliefs. Help them think outside the box with door decor that reflects who they are.

## Fashion

With many working from home this year, casual attire has become the norm. But our data tells us that people are looking forward to getting dressed up this festive season. Help their wardrobes sparkle by sharing outfits in fun fabrics and festive styles. And don't forget the bold earrings – even virtual Christmas party looks need a statement accessory.

## Telecommunications

Pinners are already searching for Christmas photoshoot inspiration. Promote camera equipment or new phones with high-quality resolution to help Pinners capture the perfect family portrait.

## Entertainment

Pinners are enjoying a little Christmas in July as searches for Christmas films are already spiking. Capture this interest by launching early trailers for blockbuster summer releases on Pinterest and highlighting Christmas classics to stream as we inch closer to the festive season.

## Beauty

Inspire Pinners' festive make-up with shades that are anything but subtle – pops of gold, silver and deep blues. And don't forget to speak to the self-gifter who's looking for a personal stocking stuffer.





# Start with this list. Check it twice.

Things are starting to go “back to normal” but people also expect brands to reflect their “new normal”. Remember these four things when planning your content:

- This season is special.  
It’s been a tough year. People all over the world shared that Christmas this year will mean more to them than in years past.
- If you’re not already thinking about Christmas, you’re late.  
Seasonal searches are already on the rise. Be the brand they discover first this season and you’ll be their first choice when it’s time to shop.
- Inspired e-commerce is essential.  
Connect with consumers earlier in the online shopping journey with vivid product imagery to replicate the in-store experience.
- Make your message loud and clear.  
Logistics such as shipping windows and non-contact gifting solutions are more front of mind than usual. Proactively message how your brand is addressing these concerns.





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has always started  
on Pinterest. But this year,  
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Be the brand they discover first this  
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Help your audience get festive – first.

On Pinterest.