



# *Your guide to Auto on Pinterest*

Creative Guide 2021

A woman with dark hair is leaning out of the open window of a dark-colored car. She is looking off to the side with a thoughtful expression. The background is a desert landscape with a large rock formation under a clear sky.

## Top search terms

Luxury cars

Family SUVs

Electric vehicles

# *Making Pins is an art and science*

459m

Global monthly active users<sup>1</sup>

In this creative guide, you will see how to combine the art of inspiration and inclusion, with the science of data and insights to create great Pins.

8m

Auto Pinners<sup>1</sup>

Our Creative Strategy and Measurement teams joined forces to discover the art and science behind what makes Pins successful.

1.3x

More likely to buy a new vehicle in the first 90 days of launch<sup>2</sup>

We conducted a brand lift measurement survey to field an experiment built just for Pinterest. All our recommendations are based on research findings to help you activate on the platform and scale performance.

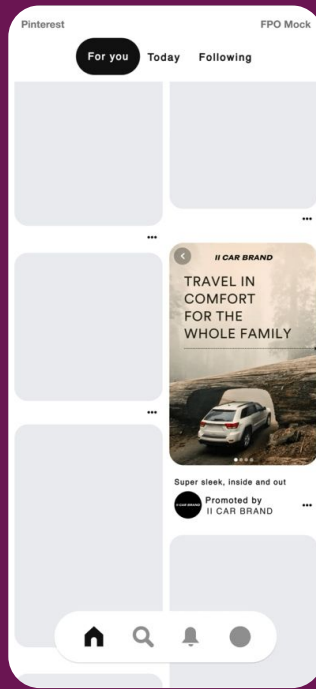
<sup>1</sup> Pinterest, Global analysis, Jan 2021

<sup>2</sup> Oracle Data Cloud, US, Pinterest Platform Analysis, May 2017



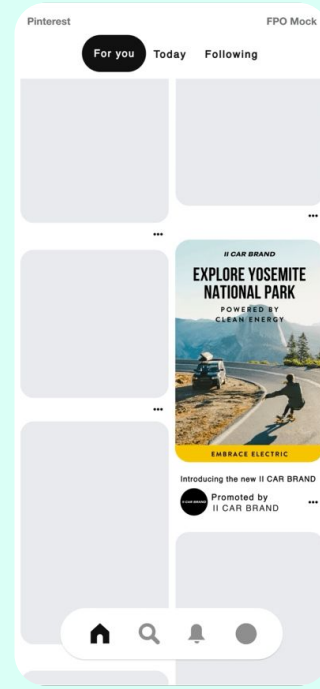
### Use Video for higher funnel

Create awareness with 6-15 second videos in Max Width or Standard Video.



### Try Carousel for mid-funnel

Present multiple car features to tell your brand story across 2-5 cards.



### Pick Standard for lower funnel

Include an actionable CTA on your Pin to effectively influence lower funnel objectives.

# Tap into the 5 dimensions of inspiration

Lean into the Pinner mindset by ensuring your Pins include at least 2 of these dimensions.



## Visually appealing

*"I come to escape the mundane and find beautiful places to travel to next. I plan all my getaways on Pinterest."*



## Original

*"I come to explore innovative things to do on camping trips. I always discover new brands and unique ideas."*



## Positive

*"I come to imagine what the future holds. And how I can get there. Pinterest is my safe place to dream."*



## Relevant

*"I come to plan around life moments throughout the year. From trunk or treat tips to family summer trips."*



## Actionable

*"I come confident that I will find what I'm looking for; to take that next step in life and make that next big purchase."*



# *Big moments inspire big purchases*

Pinner's are planning for moments that act as purchase catalysts for your brand.

Thinks about starting  
a family



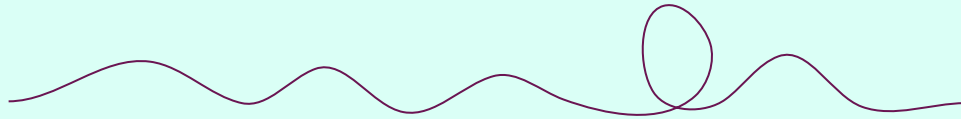
Researches the best  
car seats

Looks at bigger,  
safer cars



Makes vehicle  
purchase

*Inspiration*



# *Design with data*

Use this Auto creative checklist based on our research findings to inform your Pinterest content creation.

**Align with seasonal, life or everyday moments**

This can lead to 10x higher aided awareness.<sup>2</sup>

**Use a combo of exterior/ interior images**

This has shown a 12% increase in awareness.<sup>1</sup>

**Or use exterior car imagery alone**

This has shown a 15% increase in awareness.<sup>1</sup>

II CAR BRAND

**MORE ROOM  
FOR THE MERRY**

DISCOVER THE NEW X205

**Add a human presence**

This can lead to a 13% increase in awareness.<sup>1</sup>

**Include general brand messaging**

This has shown a 14% higher purchase intent.<sup>1</sup>

<sup>1</sup> Pinterest Kantar ContextLab Auto Creative Experiment, US, May 2020

<sup>2</sup> Pinterest Kantar Brand Lift, Global, 2017

### Add text overlay and an actionable CTA

A clear headline and call to action promotes engagement and provides context to your Pin. Keep all text within 30% of the image.<sup>1</sup>

### Include a clear Pin title

Try to keep length under 40 characters for title and 50 for description.<sup>1</sup>



### Always add your logo

Focus on your branding. Include brand fonts, colors and design elements.

### Pick a 2:3 vertical image

Highlight your car in people's feeds (e.g. 1000 x 1500 pixels).







*Before you  
drive away*

### **Ensure diverse content**

If you feature a human presence in your imagery, keep representation top of mind to show diverse people, locations and family units.

### **Think globally**

Advertising in multiple markets? Make sure your creative is translated and localized for each market.

### **Own a trend**

Tap into Pinterest Predicts trends like “Getaway car” with exclusive co-branding creative opportunities.

### **Get inspired by our boards**

See best-in-class Auto Pins that align to our creative best practices [here](#).

### **Test and learn**

Work to discover what works best for your brand. There can be exceptions to every rule.

***Need help creating your Pins? Ask your Pinterest team to see how we can support you!***

# Creative checklist

Use this Auto creative checklist based on our research findings to inform your Pinterest content creation.

## Start by getting noticed

Implement these creative must-haves for your Pins to perform.

- ☐ Pick a vertical image
- ☐ Make your brand the focal point
- ☐ Use striking imagery, and always add your logo
- ☐ Include clear titles and descriptions
- ☐ Ensure diverse content

## Drive creative performance

Make your Pins create extra impact and success with these recommendations.

- ☐ Add text overlay with general brand messaging
- ☐ Align your Pin to a life or seasonal moment
- ☐ Avoid Auto jargon in copy
- ☐ Add actionable CTA's



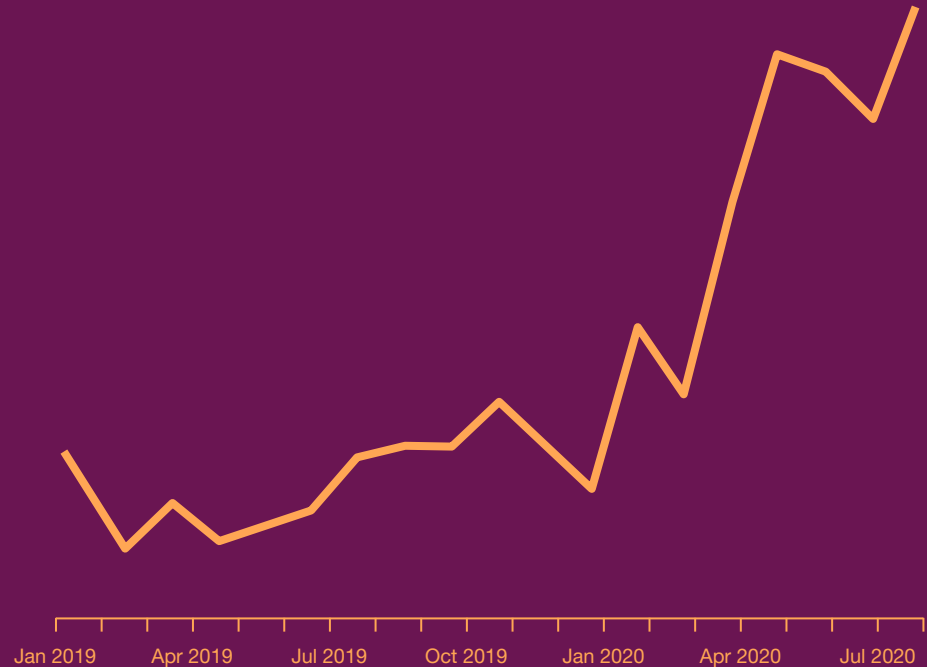
# *Appendix a la carte*

## *People are seeking positivity more than ever*

Navigating your brand corporate responsibility initiatives are more important now than ever before.

Through Pinterest research, we know that consumers feel that when they use a product or service of a socially responsible company, they are doing their part.

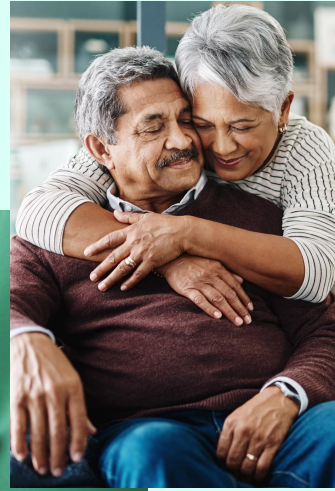
**Positivity drives impact at every stage of the purchase funnel. Trending positive searches include: “spread positivity” (up 3x), “positive habits” and “positive mindset” (both up nearly 60%).**





## *Ensure diverse content*

- Gender
- Race
- Skin tone
- Family structure
- Sexual orientation + identity
- Ability
- Age
- Body type
- Religion
- Geography



## Think globally

Advertising in multiple markets? Make sure your messaging is translated and imagery is localized for each market.



II CAR BRAND

**ENOUGH ROOM  
FOR ALL OF YOUR  
FAVORITES**

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FIND A DEALER



II CAR BRAND

**ENOUGH ROOM  
FOR ALL OF YOUR  
FAVOURITES**

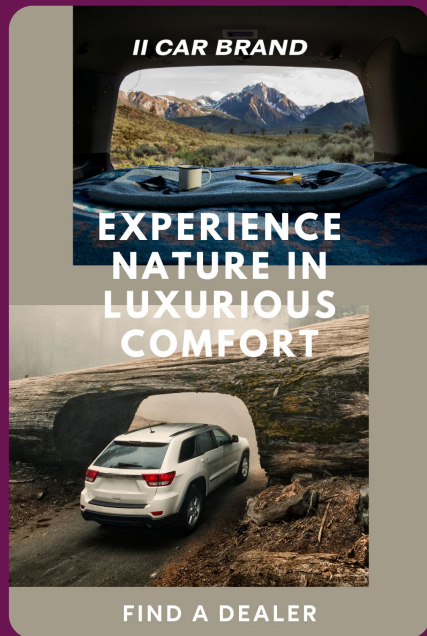
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BROWSE VEHICLES



## *Test and learn*

Now is the fun part. Work to discover what works best for your brand. Try A/B testing with an exterior or interior image.



## *Own a Pinterest Predicts trend*

As Pinnerers gear up to plan and book their next adventure, they'll look to trusted brands for help.

We can see search terms on the rise as Pinnerers plan their dream trips and outdoor getaways. And cars will offer more than an escape route—they'll become the escape space.

**Speed up ahead of Pinnerers for when they're ready to take their next adventure by purchasing a Pinterest Predicts package.**

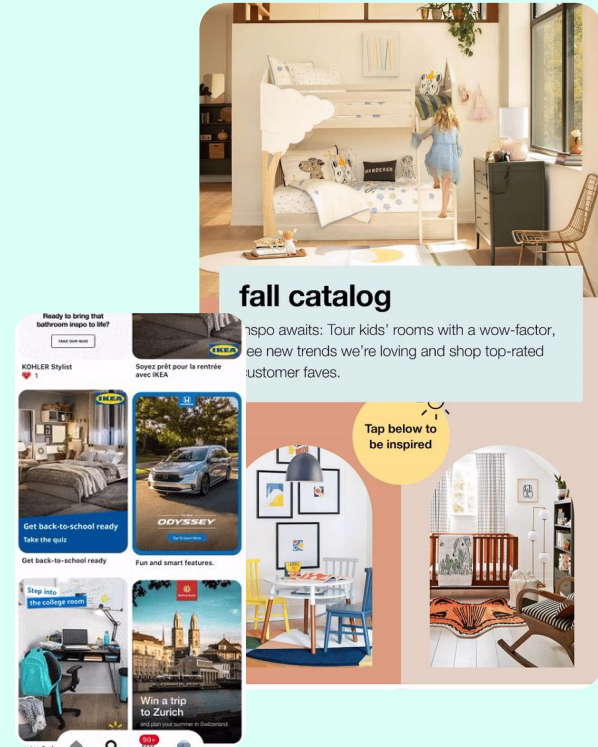


## Get immersive with Pin extensions

Pin Extensions are immersive experiences that let Pinners interact with your brand's content and drive deeper engagement.




From a Lookbook, to a 360° experience, to a Shoppable Landing Page, to Interactive Video – there's no shortage of options for every advertiser to leverage this innovative, custom format.

They usually leverage existing assets, are quick to execute (2-5 weeks for most units) and built to be brand-specific by our whitelisted 3rd party partners. More examples [here](#).







1. Open  app
2. Go to the  bar
3. Scan with the  icon

# See inspiring Auto Pins