



# It pays to be positive

Amidst  
a global pandemic and economic challenges for all,  
positive context matters – to your customers and to your  
brand's bottom line.





# Negative online spaces are draining your brand spend.

If social media has taught us one thing, it's that unfiltered content drives negativity.<sup>1</sup> Without intentional moderation, platforms built on connecting people have – in the end – only polarised them.<sup>2</sup>

Here's the thing, anger and divisiveness may encourage people to scroll (and troll!<sup>3</sup>), but they don't get people to buy.<sup>4</sup>

Negative environments make people less likely to remember, less likely to trust and less likely to purchase from brands.<sup>5+6</sup>

Our latest research suggests that showing up in a more positive environment online drives impact at every stage of the purchase funnel. On Pinterest, you can reach more than 400 million people all over the world in a more positive environment.<sup>7</sup> Whether you're building brand awareness or driving conversions, it pays to be positive. Literally.

Source: 1. The sky is falling: Evidence of a negativity bias in the social transmission of information (Bebbington, MacLeod, Ellison, & Fay, 2017); 2. Exposure to opposing views on social media can increase political polarization (Bail, Argyle, Brown, Bumpus, Chen, Fallin Hunzaker, Lee, Mann, Merhout, & Volfovsky, 2018); 3. Partisan provocation: The role of partisan news use and emotional responses in political information sharing on social media (Hasell & Weeks, 2016); 4. Store environment and consumer purchase behavior: Mediating role of consumer emotions (Sherman, Mathur, & Smith, 1997); 5. Do violent video games impair the effectiveness of in-game advertisements? The impact of gaming environment on brand recall, brand attitude, and purchase intention (Yoo & Peña, 2011); 6. Marketing a health Brand on Facebook: Effects of reaction icons and user comments on brand attitude, trust, purchase intention, and eWOM intention (Lee, Phua, & Wu, 2020); 7. Pinterest, Global analysis, May 2020

# Positivity drives impact at every stage of the purchase funnel.

Our research shows that positive online environments have a halo effect on the brands that show up there – from awareness and sentiment to trust and purchase.

More than

# 3 in 10

UK Pinners agree that they're more likely to:<sup>1</sup>



'You're more willing to engage in terms of something positive. And obviously, if it is tied into a product, then you, again, you're more likely to watch it and remember afterwards.'<sup>2</sup>

– Male, 20s

# People are tired of fighting.

In the wake of an intense first half, we surveyed consumers to find out what they want from the Internet right now. And we heard loud and clear that they're craving a different kind of online experience.



56% of UK adults surveyed agree that some parts of the Internet feel dark and scary these days, particularly where people are fighting or arguing over their beliefs – and they're scared that it's going to intensify.<sup>1</sup>

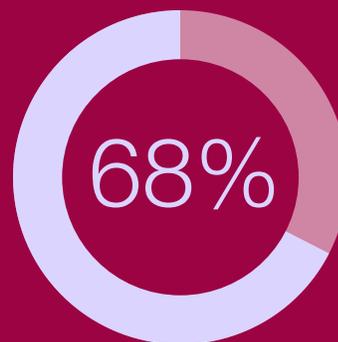


'I don't have time for any negative energy and that's the truth because it drains you totally.'<sup>2</sup>

– Female Pinner, 20s

# And they're holding brands accountable.

People want a more inspired Internet. They're seeking out positivity online more than ever before – and they're holding brands to the same standards.



68% of UK consumers surveyed in the last six months agree: 'Brands and companies that I see placing their profits before people during this crisis will lose my trust forever.'<sup>3</sup>

# Consider your ad's adjacent environment.

Gone are the days when consumers will turn a blind eye to negative neighbouring content. Our research shows that in a post-COVID world, **the context in which brands appear matters.**

## 7 in 10

UK adults agree that it's a brand's responsibility to advertise in safe, positive places and avoid negative content.<sup>1</sup>

'You are definitely less likely to purchase from the brand if it's in a negative and unsafe environment... because it makes me feel unsafe as well. And it makes me feel like it's not worth my time, and it's not very smart.'<sup>2</sup>

– Female, 20s



## Around half of more than 2,000 participants surveyed said:<sup>1</sup>



### Implied endorsement

If a brand or ad appears alongside harmful content, they assume that the brand endorsed it or are aware that they're adjacent to it.



### Negative perception

If a brand shows up alongside negative content, it negatively impacts their perception of the brand.



### Less trustworthy

If a brand appears next to misinformation (e.g. health or election content), it appears less trustworthy.

# Where are your ads showing up?

# Find positivity on Pinterest. Your audience already did.

Pinterest has always been a more positive place online. Since the pandemic began, that's only become more true. Searches and interest in 'positivity' on Pinterest have jumped nearly 65% since this time last year, reaching their highest levels in the platform's history.<sup>1</sup>

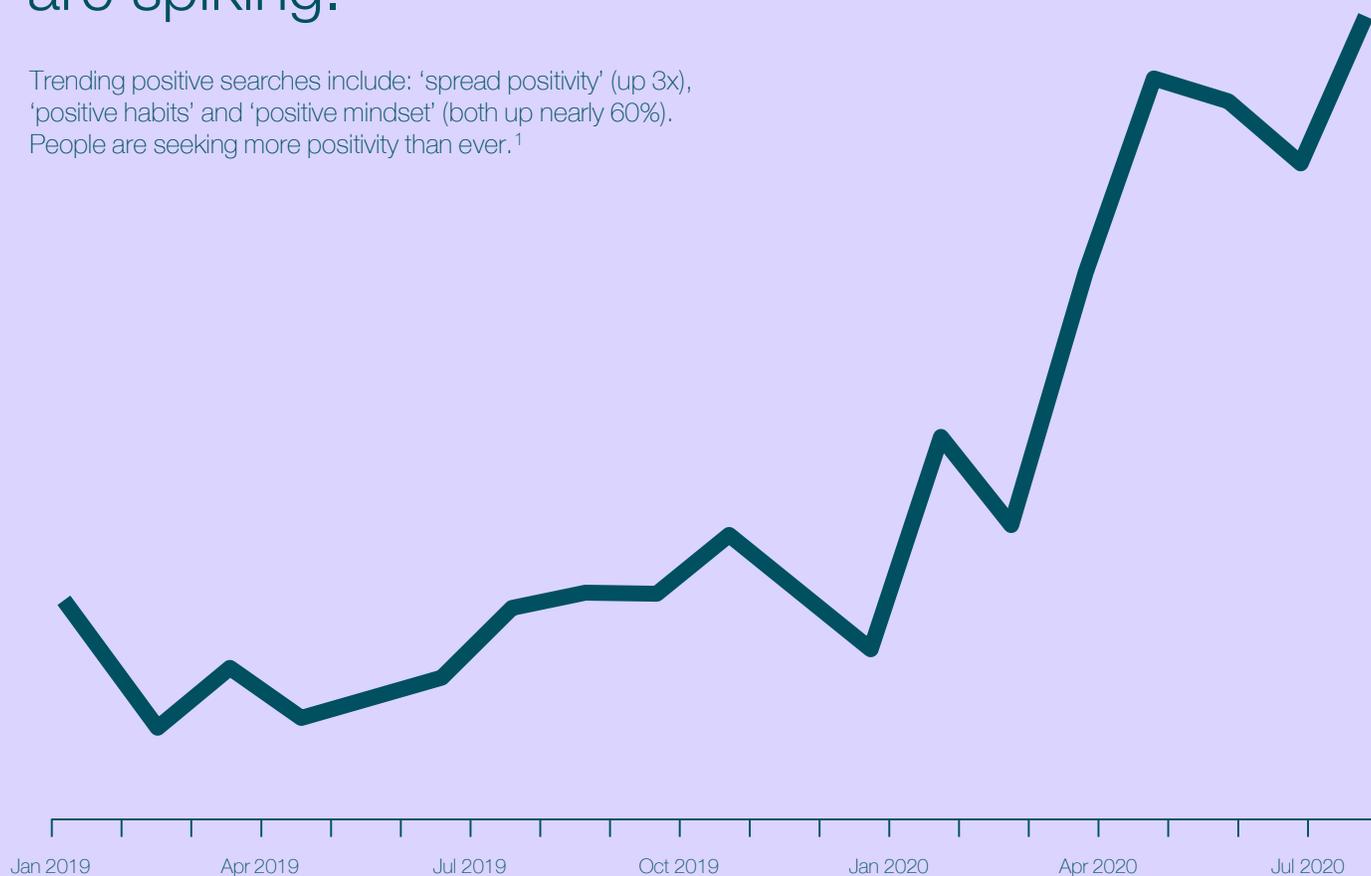
Nearly

## 5 in 10

weekly Pinners in the UK say that Pinterest is an online oasis.<sup>2</sup>

## Searches for positivity are spiking.

Trending positive searches include: 'spread positivity' (up 3x), 'positive habits' and 'positive mindset' (both up nearly 60%). People are seeking more positivity than ever.<sup>1</sup>



# Positivity starts with policy.

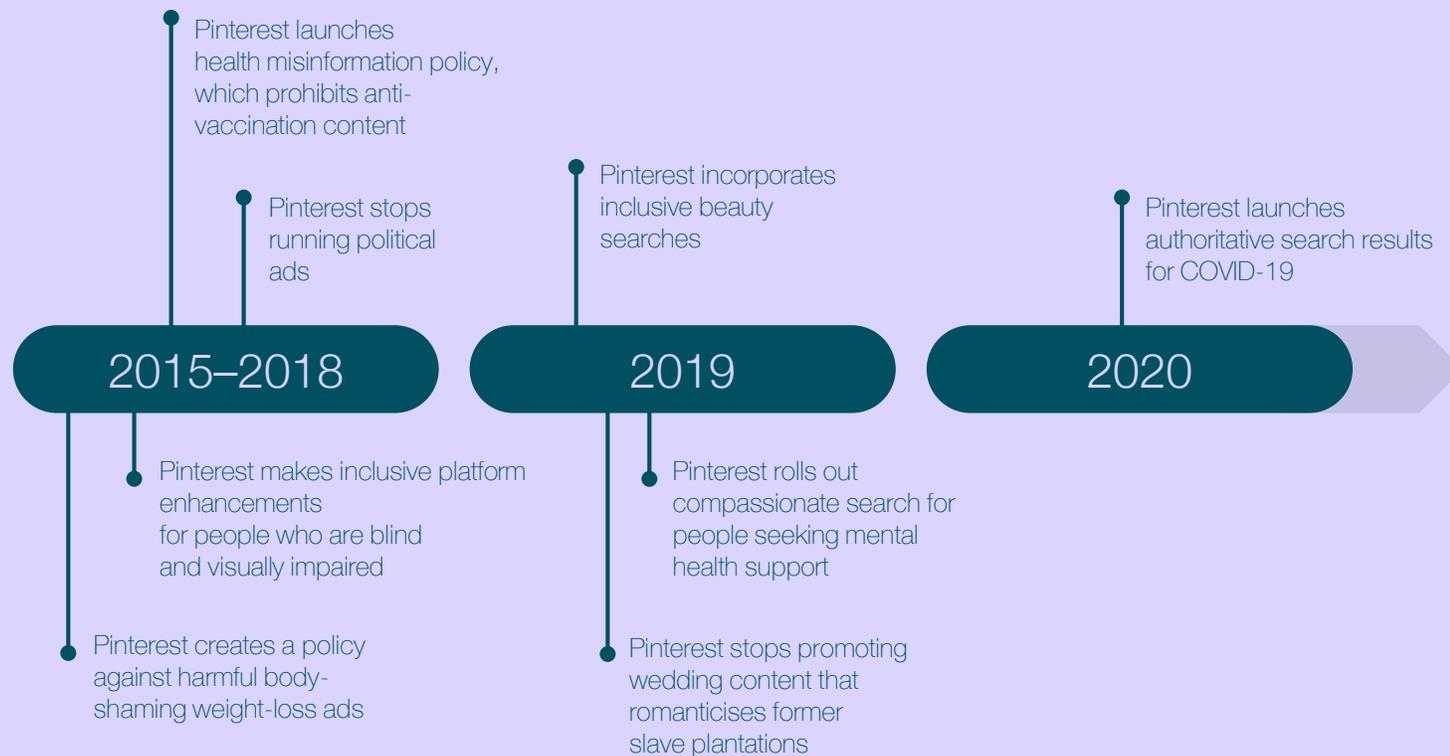
You can't have a positive platform without proactive content policies. We've always had a zero tolerance policy when it comes to harmful content and go the extra mile to ensure that it has no home on our platform.

We have industry-leading positions on content safety, and we invest heavily in measures like machine learning technology to maintain it. If there's a search term that we've determined presents a risk, we'll prevent your ads from appearing alongside it.

A timely example of this is the the launch of WHO- and NHS-only search results in response to Covid-19 searches.

## A history of our proactive policy decisions.

Here's a look back at some of our policy decisions\*:



# Success story: The Laughing Cow

## Creative logo placement

Subtle branding drives home overarching positivity message



**THE LIGHT SNACK  
THAT KEEPS YOU  
LAUGHING**

## Playful copy

Headline introduces new brand purpose with a light and fun-loving tone

## Prominent product focus

A strong product focus is made playful with partially unwrapped packaging



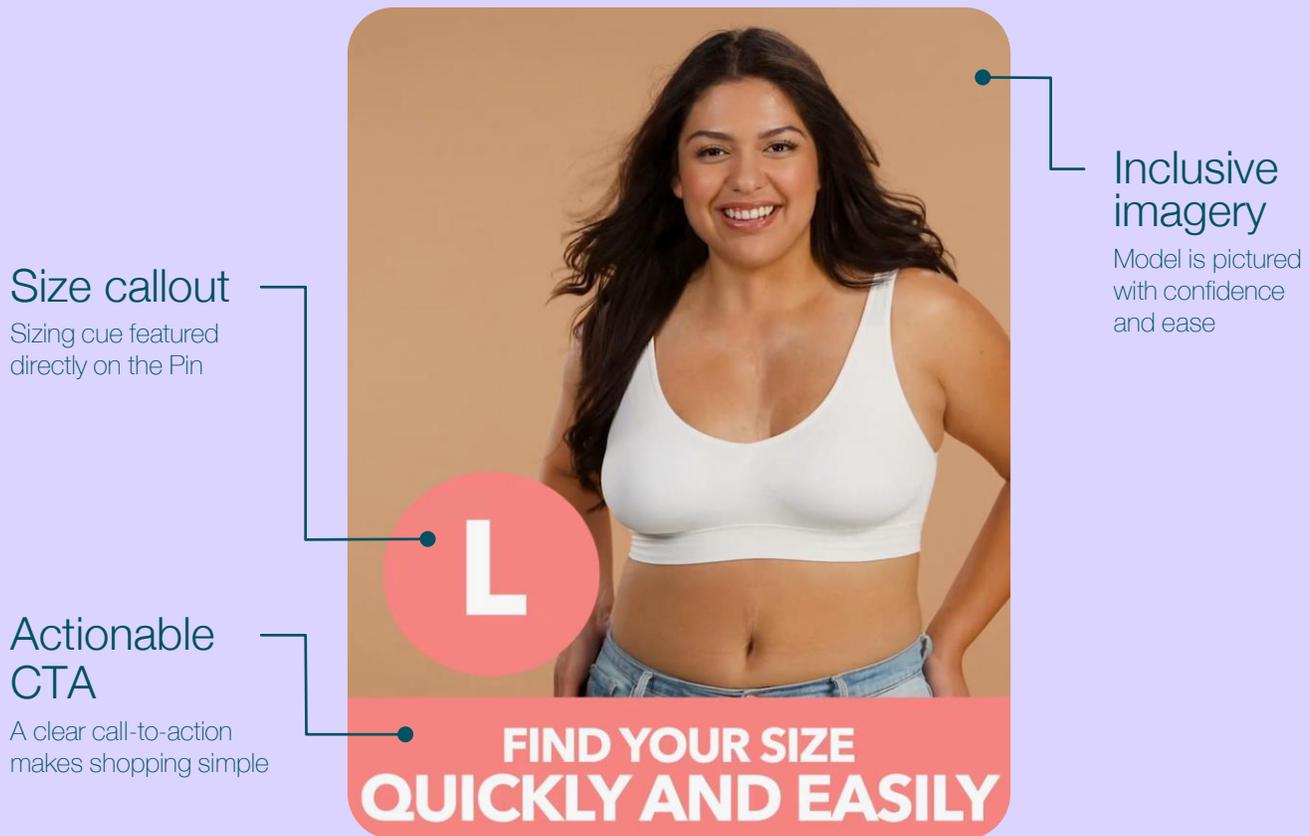
# Drive brand love with feel-good content.

To launch a new brand purpose, new packaging and a reformulated recipe, The Laughing Cow from Bel Brands USA took to Pinterest with a video campaign highlighting the light-hearted nature of the better-for-you snack. The Video Pin completion rate was 47% more efficient than the food industry benchmark,<sup>1</sup> proving the power of standard video ads that align to positive content.

## Act on the example

There's no 20% rule here – get creative with bold typeface, playful branding and product imagery to bring your brand's ethos to life while infusing positivity throughout.

# Success story: Shapermint



## Boost your bottom line with body positive ads.

While some brands see our ad policies as a constraint, Shapermint saw them as an opportunity to unlock even more positive creative, and as a result, more effective advertising.

Pinterest doesn't allow body-shaming content or weight-loss ads, which is why the shapewear and intimates marketplace – an active advocate for women's body positivity – viewed our platform as the perfect place to take its message to the next level. Together with Shapermint, we worked to create ads featuring women of all body types and straightforward sizing cues.

The impact? The campaign yielded 200M impressions per quarter, and as a result, Shapermint increased their investment 4x from Q1 to Q2. Furthermore, approximately 90% of all Shapermint digital ads – used across all channels – follow the Pinterest standards and reinforce Shapermint's position on body positivity.<sup>1</sup>

### Act on the example

Imbue ads with positivity by depicting models in a positive light – both literally and figuratively. Shapermint chose models with positive expressions and added a bright, warm filter to the creative.

# Success story: Buick

## Feel-good headline

Copy not only mirrors imagery, but plays to the consumer desire for positivity

## Strategic description copy

Text in description field helps people to visualise this vehicle in their own lives



## Intentional lighting

A saturated tone creates a feeling of vibrancy and emphasises car interiors

# Buick infuses evergreen content with subtle positivity.

Buick learned that searches for 'road trip USA' were up 79% year over year.<sup>1</sup> To take advantage of this trend, the brand created a road-trip-inspired Pin but gave it a positive spin, infusing a feel-good headline and strategic description copy. As a result, the Pin garnered engagement rates above the Auto category benchmark.<sup>2</sup>

### Act on the example

Positive framing doesn't need to be over the top to be effective. Adding optimistic language or a cheery filter can amp up standard content and effectively drive home a message of positivity.



# More positive. More efficient. More purchases.

In a post-COVID world, the majority of adults agree that it's a brand's responsibility to advertise in safe, positive places.<sup>1</sup>

This isn't only a moralistic argument anymore. Our research proves that when ads show up in a more positive environment online, they can drive impact at every stage of the purchase funnel.

Whether you're building brand awareness, consumer trust or driving conversions, **it pays to be positive.**



92% of US Pinterest advertisers surveyed ranked Pinterest first on overall reputation amongst 8 leading platforms – nearly 20 points above the nearest competitor.<sup>2</sup>

From a platform responsibility point of view, they are the absolute leader in being a proactive responsible platform, both in terms of protecting users of the platform and the public at large and the interest of advertisers. And they absolutely don't get enough credit for that.

– Joshua Lowcock  
May 2020 in **Forbes**

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One that drives impact at every stage of  
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It pays to be positive.  
On Pinterest.

