



# Inspiration Nation

United Kingdom

sparkler | Part of  
PA Consulting



# Talking to these segments

## **Tone**

*The way in which ideas are addressed or illustrated*

## **Brand Purpose**

*What the brands stands for/key messages to highlight*

## **Creative Approach**

*Guiding principles for creating advertising*

## **Format**

*The way in which the idea is executed*

# The Digital Doers

## Tone

*The way in which ideas are addressed or illustrated*

**Clear and informative** as they use Pinterest as part of their research and planning process

**But not boring!**  
**A casual, light-hearted tone** can connect with their sense of humour and personality

## Brand Purpose

*What the brands stands for/key messages to highlight*

Brands that make life better through **good design and quality credentials**

Communicating **responsible business practices** may also resonate due to their interest in social justice

## Creative Approach

*Guiding principles for creating advertising*

**Product as hero:** selling aspects of product composition and/or tangible brand benefits - appeals to their desire to get under the skin of things

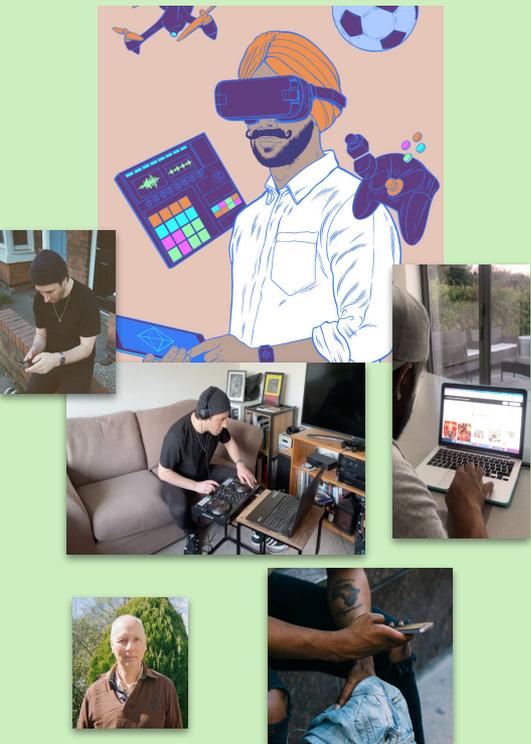
## Format

*The way in which the idea is executed*

**Personalised and well targeted** to the interests they've honed

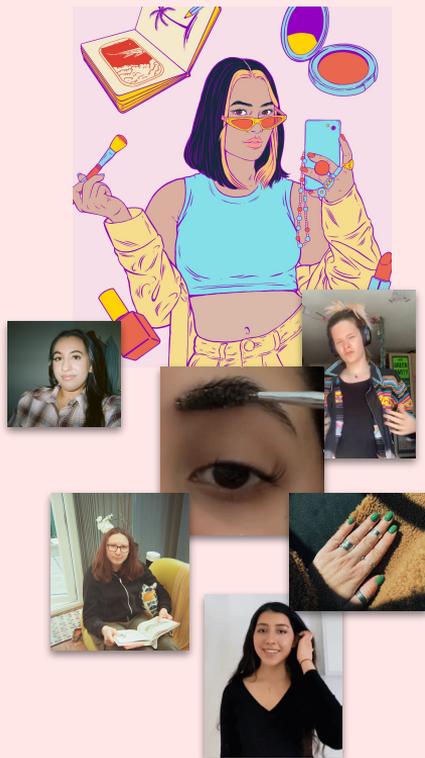
**Instructional / how-to videos** are useful and can help them visualise how they'll tackle tasks

**The ability to click through for more detailed information** appeals to aid their informed decision making





# The Aesthetic seekers



## Tone

*The way in which ideas are addressed or illustrated*

**Down to earth, relatable, casual:** glossy ads feel suited to other platforms whereas real life fits with Pinterest and its relatable nature

**Lighthearted:** ads that prompt a smile are memorable for this fun loving segment

## Brand Purpose

*What the brands stands for/key messages to highlight*

**Messages of empowerment,** particularly towards women, speak to the aspirations of this segment

**Accessible:** ads should be created for real people with a diverse range of needs

**Supporting conscious consumers:** sustainability and inclusivity are key and align with the pressing issues in their world

## Creative Approach

*Guiding principles for creating advertising*

**User generated content:** real people telling real stories is engaging to this segment

**Show the products in action:** the ability to picture themselves using the product/brand makes it much more tempting

## Format

*The way in which the idea is executed*

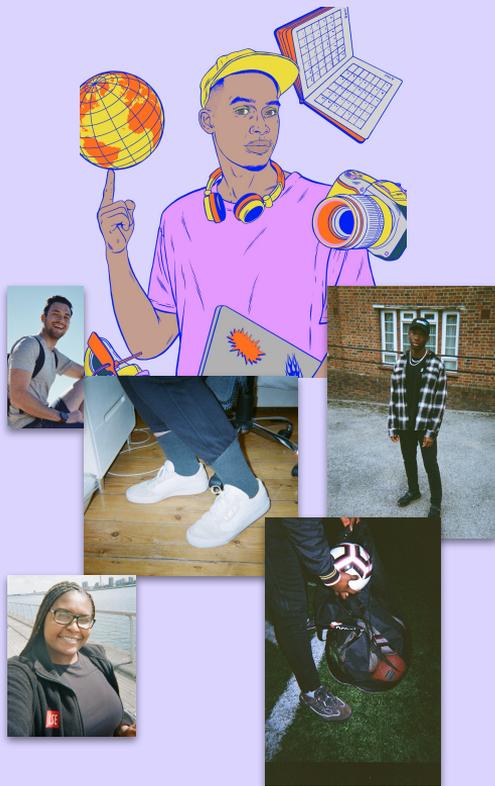
**Video format:** captures attention among a sea of static images

**Behind the scenes content:** to show the human side of a brand

**Highly personalised:** related to recent searches

**Subtle and inconspicuous:** shouldn't be overt or disruptive on the home feed

# The Conscious Go-getters



## Tone

*The way in which ideas are addressed or illustrated*

**Tongue in cheek,**  
relaxed i.e. Just Eat

**Honest, relatable**  
so that they can form  
their own opinion with  
no pressure

**Inclusive**  
they want to feel part  
of a community rather  
than consumers

## Brand Purpose

*What the brands stands  
for/key messages to highlight*

**Highlight social issues**  
e.g. equality, mental  
health - this segment  
appreciates brands that  
help to normalise these  
in society

**Diverse**  
this segment  
appreciates brands who  
cater for all (not just in  
theory)

**Fun, free spirited:**  
Whilst addressing  
social issues is  
important, brands that  
are positive and see the  
fun side to life also  
appeal

## Creative Approach

*Guiding principles for creating  
advertising*

**Bright and colourful**  
for stand out and  
excitement

**Agile**  
moves with the times  
and feels relevant to the  
hot topics of the  
day/week

**Showcase the  
product:** this speaks to  
their directness and  
practicality

## Format

*The way in which the  
idea is executed*

**Video**  
highly engaging  
particularly in short  
form

**Memes**  
for more light hearted  
content that gets  
people talking

**Personalised**  
needs to speak to the  
individual so that they  
don't feel like one of the  
crowd



# The Design Mavens



## Tone

*The way in which ideas are addressed or illustrated*

**Genuine, unpretentious and believable**

Speaking in a **casual or down to earth tone of voice** can make the brand feel relatable

## Brand Purpose

*What the brands stands for/key messages to highlight*

Aligned to their values: **self-aware, socially conscious and sustainable**

Brands celebrating **difference** and drawing attention to different **causes** cut through to this socially minded segment

## Creative Approach

*Guiding principles for creating advertising*

Push creative boundaries with **ads that don't feel like ads** in the conventional sense

Brands doing something **new and different to the norm** appeals to their creative and innovative side

**Design-led visuals** where the focus is on aesthetics including bright colours can pique their interest

## Format

*The way in which the idea is executed*

**Contextual fit** is important, advertising should really feel like it fits with their interests

Emphasis on **striking static or moving imagery** to capture their attention



# The Authentic Explorers



## Tone

*The way in which ideas are addressed or illustrated*

**Playful, fun and quirky**  
they don't take themselves too seriously and neither should brands!

**Warm and friendly**  
brands that exude positivity and love are right up their street

## Brand Purpose

*What the brands stands for/key messages to highlight*

**Kind to the planet and all within it**  
caring people who want to protect the planet to support all the wonderful creatures it's home to

**Community-minded**  
prefer the smaller, local brands or brands that give back

## Creative Approach

*Guiding principles for creating advertising*

**Cute animals or babies**  
that they just want to cuddle in adverts

**Earthy, natural aesthetics**  
make them feel connected to nature and good for the planet

**Quirky content**  
like animals floating around a balloon makes them smile and boosts their mood

## Format

*The way in which the idea is executed*

**Grab attention and appeal to playful nature:**  
memes, gifs and video content catch attention and maintain engagement



# The Inspired Makers



**Tone**

*The way in which ideas are addressed or illustrated*

**Create an emotional connection:** appeal to their caring nature, desire to be inclusive

**Brand Purpose**

*What the brands stands for/key messages to highlight*

**Inclusivity:** want to see inclusive advertising that confronts taboos and breaks stereotypes

**Creative Approach**

*Guiding principles for creating advertising*

**Beautiful imagery:** really appeals to this creative segment who appreciate aesthetics

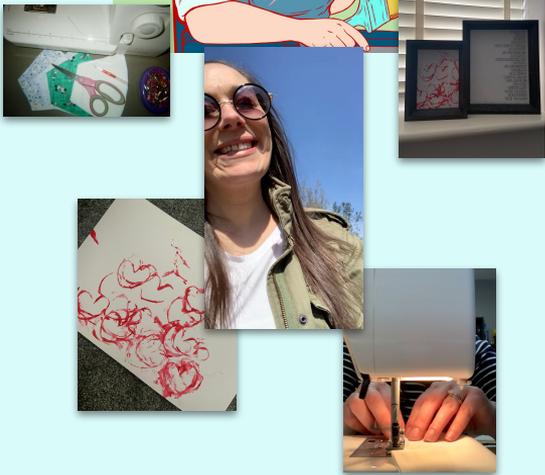
**Format**

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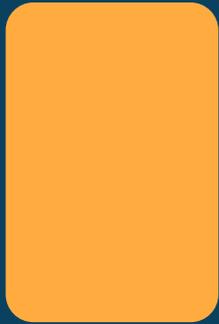
**Smart personalised adverts:** that contribute to their ideas as opposed to interrupting them, are welcomed!

**Show results:** they want to see end results, as they are action orientated and are ultimately going to implement their pins

**Catalogue styling:** they want to see how items fit together within a bigger scene. A full room interior or an outfit as it helps them get a better feel for the brand



## Ad formats overview



Standard Pin



Video



Carousel



Collections



Idea Pin

Ads take Pinner from inspiration to action with a seamless experience. Ads are designated with a “**promoted by**” label in-feed and drive to a destination on or off Pinterest—with objectives from awareness to conversion.



[pinterest.com/InspirationNation](https://www.pinterest.com/InspirationNation)