

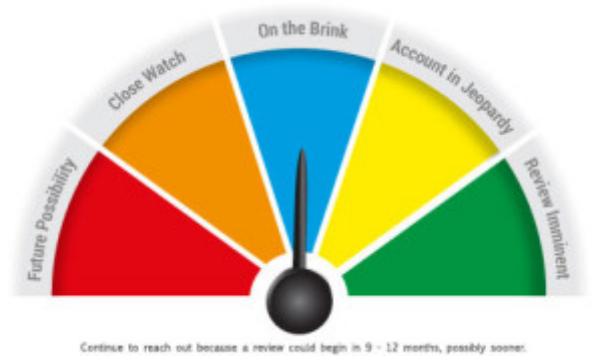
# Campaign Imminent: #289 Pinterest names first US media agency (Score 69)

May 26, 2017 by Betsi Nelson

Pinterest, #289 in the Vulnerable Account Index (VAI), recently tapped Giant Spoon as its first US media AOR. The decision to enter to paid media space comes as Pinterest moves away from the "social media" label. Instead, execs call it "an app people use to design their lives." The company is ultimately looking to move from compilation tool to "one that involves less liking and more doing." According to Giant Spoon co-founder Marc Simons, Pinterest will not have a huge marketing budget out of the gate, however, so competition for dollars will be ,tight sellers.

Look for a campaign to break this summer. The AOR hire comes about six months after Brian Monahan joined Pinterest as head of vertical strategy, where he manages the company's marketing programs to increase awareness.

Agency readers - a media hire could indicate that Pinterest will be on the lookout for a creative and/or digital partner in the coming year, so keep the company on your radar. Keep in mind, as well, that Cat Lee was promoted to head of culture last month; she was replaced as head of partner marketing by Ashley Mead.



Live Chat



Feedback



## Additional Information

**Digital Breakdown:** So far in 2017, Pinterest has spent \$62,000 on digital display ads (3.5 million impressions), Pathmatics reports. The majority of these ads have been mobile video (98%) and have been placed site direct (98%).

Top ad destinations include: vogue.com, about.com, wikihow.com, definition.org and triviatoday.com. This is more than double what was spent during the same period 2016 0 \$29,000 (6.1 million impressions).

For full 2016, \$219,000 was spent on digital display ads (52.1 million impressions). Most of last year's dollars were spent from May to September.

### Pinterest

808 Brannan St.  
San Francisco, CA 94103  
(650) 561-5407

### Brian Monahan

Head, Vertical Strategy  
(650) 561-5407  
brianmonahan@pinterest.com