

# Breakthrough Video on Pinterest

A toolkit of animation techniques to craft video that  
grabs attention in feed and inspires in unexpected ways.

**The Pinterest feed is competitive by design** to maximize inspiration, with 4-5 Pins crossing your feed at a time.



So how do you **stand out** in feed?

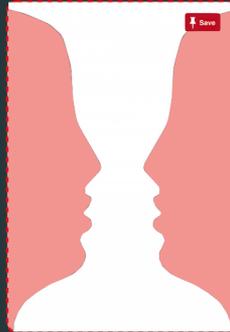
Using visual techniques from the toolbox of  
**perspective, white space, color,  
movement, motion & depth.**

It starts by surprising them with  
original and visually arresting ideas.

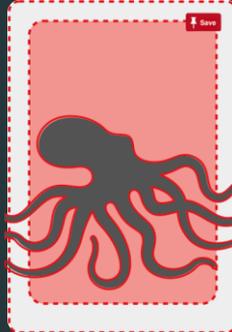
# Breakthrough Video Techniques



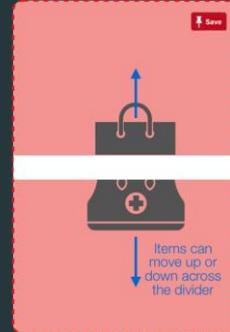
The Layered Surface



Negative Space



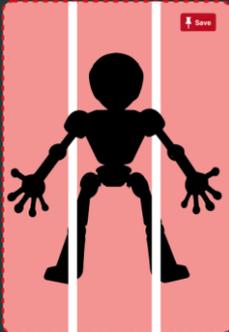
The Border Break



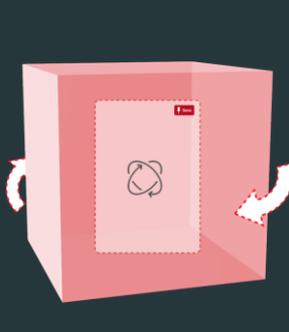
The Product Hand-off



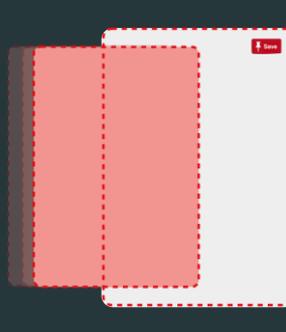
The Screen Play



3D Illusion



The XL Rotation



The Arrival



The Room



The Portal

## Technique

# The Layered Surface

The Pinterest home feed looks and feels like a flat surface.

But by introducing a second layer, you'll create the feeling of depth - drawing viewers in and transforming the creative into something that's coming alive before their eyes.

This can be achieved by sliding an element from the screen's perimeter, or by creating depth perception with shadows.

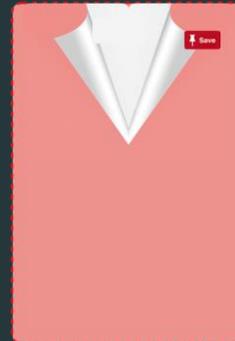
Think of the Pin as a surface of a table



Have your product or subject appear from out of the Pin



Use a peel back effect to reveal your product or act as a transition



## Examples

# The Layered Surface



Roll Up



Fold Up



Louvers

[More examples](#)

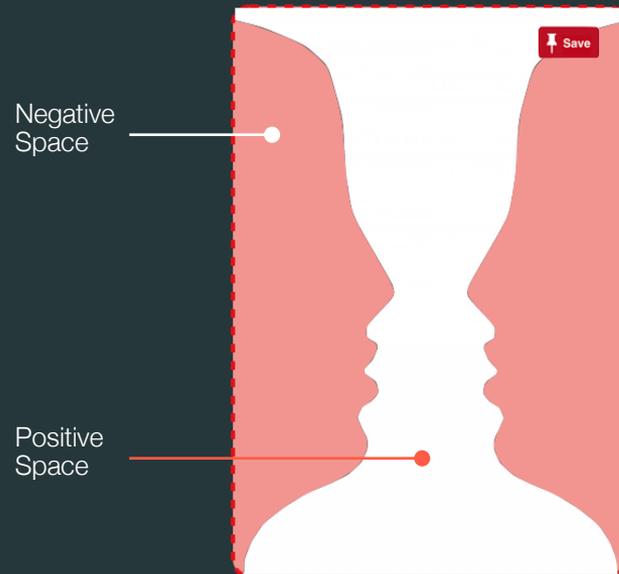
## Technique

# Negative Space

Unlike many other content feeds, Pinterest resembles a grid—meaning there's far more “white” or “negative” space surrounding creative.

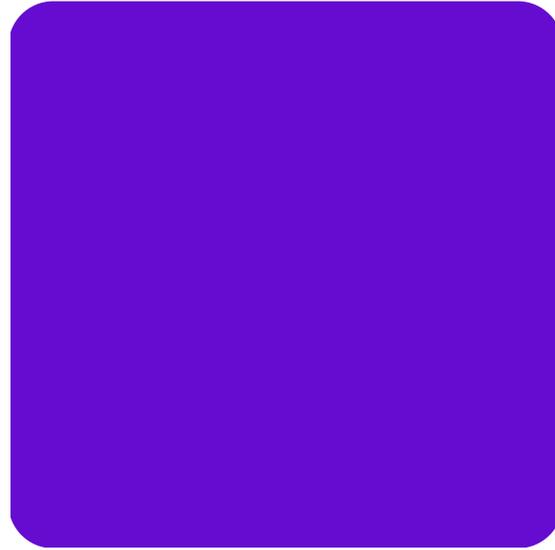
You can use this negative space to your advantage by blurring the lines between a Pin and its boundaries, causing the creative itself to feel more dynamic.

Positive space is the area that is the subject (the white vase below). Negative space is the area around the subject (the faces). Match the background color of the Pin as part of your composition to create the effect.



Examples

# Negative Space



[More examples](#)

## Technique

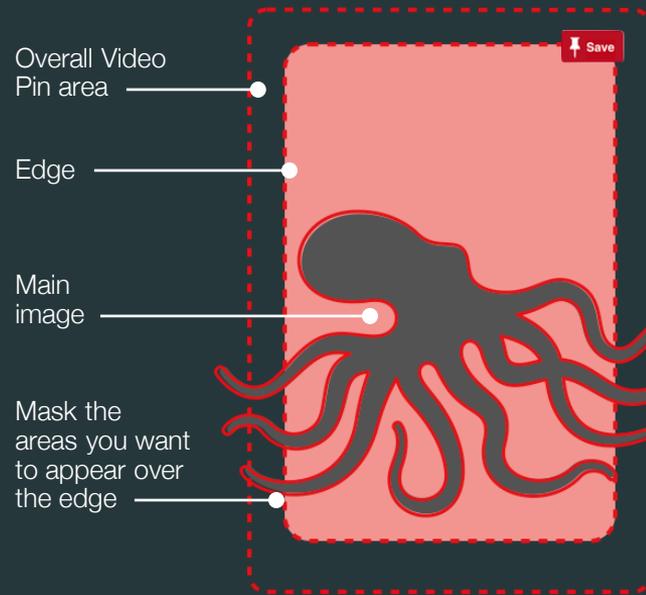
# The Border Break

To literally stand out you need to create perspective.

This can be easily accomplished by slightly shrinking your creative to allow for some marginal white space—and in turn, allow elements to bleed across those edges to create the feeling of perspective.

Or in some cases, this technique can be used to create space for your creative to move, shake and rattle within the feed.

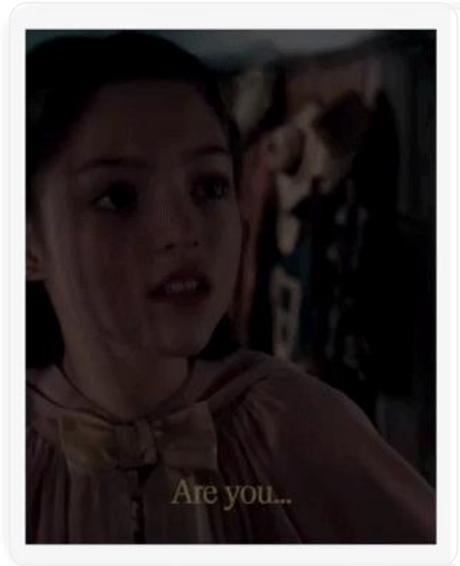
Add a thin white border around the edges of the Pin. Create an element that moves over the top of the border to make it seem like the object is coming over the edge.



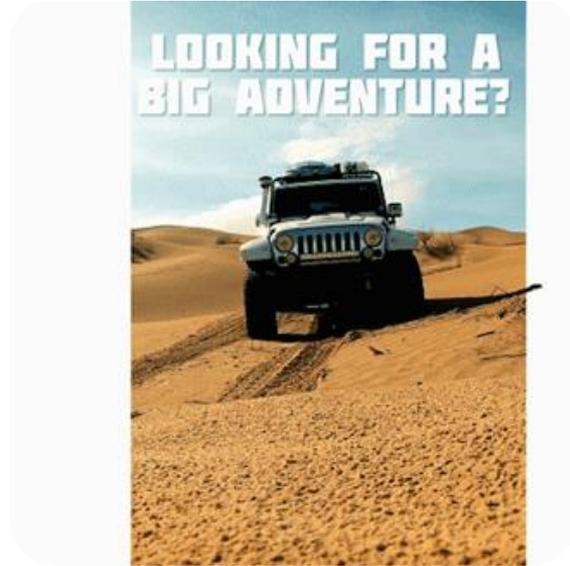
**\*Note:** Need to add a thin border around the outer edge of the actual Pin

## Examples

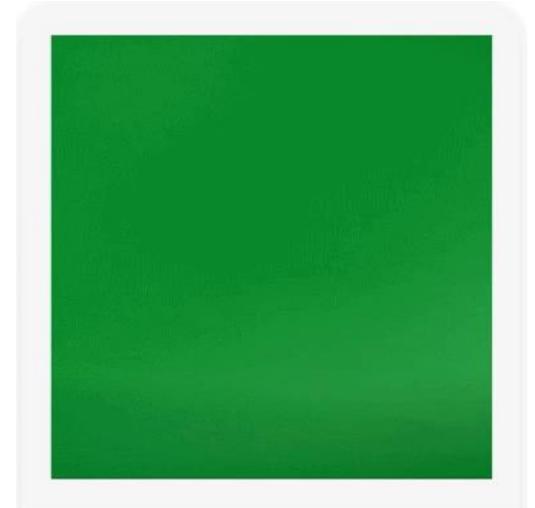
# The Border Break



Reduce the initial crop and then have the product break through



Use dramatic perspectives to  
Enhance product features



Reduce the initial crop and elements  
appear from the sides

[More examples](#)

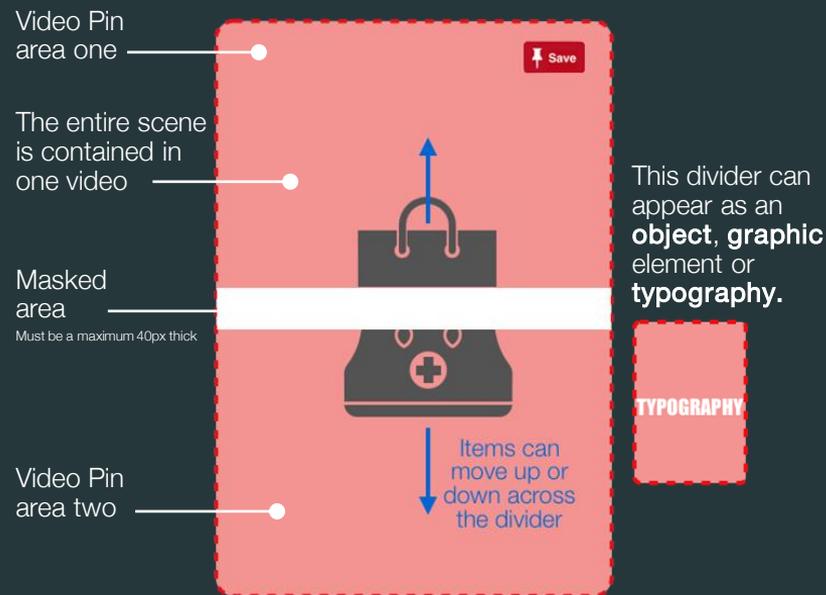
## Technique

# The Product Handoff

With so many stacked elements, the visual composition of Pinterest contains a lot of separate elements. So passing a single item between two separate elements naturally causes the creative to stand out from the rest of the feed.

## How it works

Add a divider mask between two sections of the Pin. Pass product(s) between the two sections using the mask as a divider.



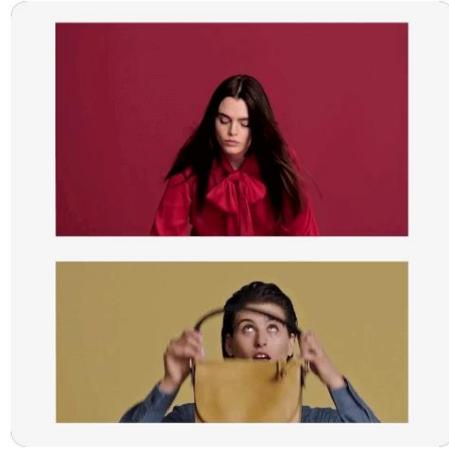
**\*Note:** The space between the top and bottom visual cannot imitate the look of two Pins one above the other. The white space between the two visuals must be more than 40px in height

## Examples

# The Product Handoff



Play with where the divider is placed and consider different angles



Play with storytelling techniques that capitalize on the two areas



Use the split screen to reinforce the product tagline

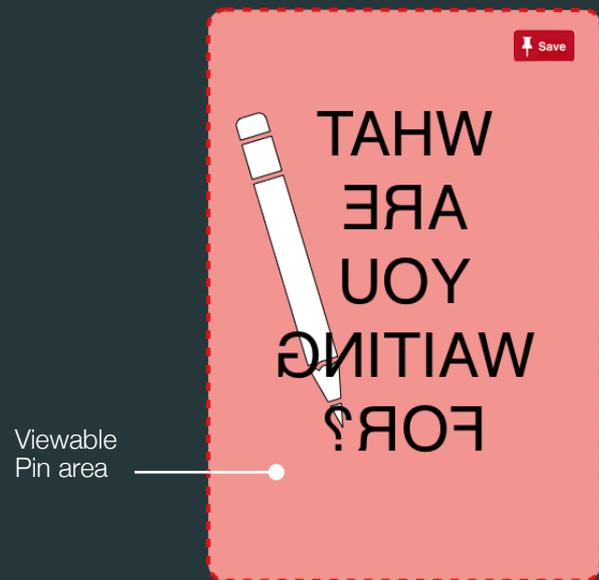
[More examples](#)

## Technique

# The Screen Play

Every Pin has four walls, right? Actually, there's a fifth wall: the surface of the screen itself. By calling attention to the "wall" separating the user from the creative, you'll not only attract eyeballs in your direction, but come as close to actually jumping off the screen and into Pinner's lives.

Mimic the perspective of an object encountering the screen's surface.



Viewable  
Pin area

Use the full Pin canvas to deliver  
the reveal.

## Examples

# The Screen Play



Have the subject 'walk' up to the back of the phone screen and interact it with it



Use a shatter effect to make it appear like the ad broke the phone screen



Make it look like the screen caught on fire

[More examples](#)

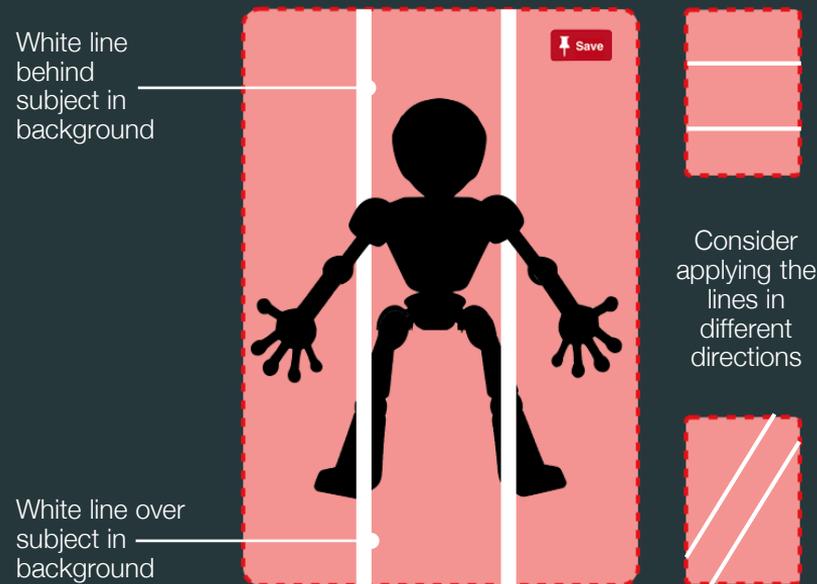
## Technique

# 3D Illusion

Use depth of field and graphic elements to create an optical illusion. Adding two white lines can define the plane where the screen is, creating a mental division between background, midplane and foreground. Combined with the camera's depth of field blur, it tricks our brain into thinking that things are popping out of the screen.

**\*Note:** Individual 'slices' cannot imitate the look of a Pin. white spaces must be 8px or more and not align with Pins

Add two thin white borders evenly spaced across the Pin dividing it into thirds. Mask an element that appears over a portion of the white lines to achieve the 3D depth illusion.



## Examples

# The 3D Illusion



[More examples](#)

## Technique

# The XL Rotation

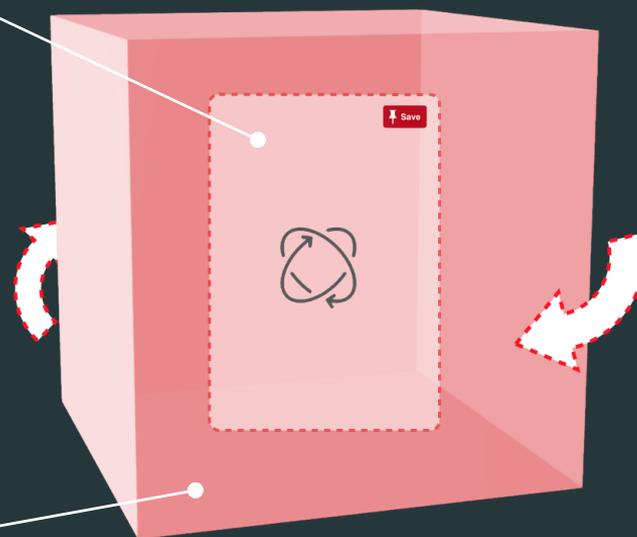
Pins are, by nature, two dimensional.

But it's entirely possible to create your own third dimension for a Pin by adding some rotational motion to the creative, especially if it bleeds beyond the boundaries of the Pin and has some shadows to create perspective.

This is especially powerful for highlighting a single object, like a new product.

Rotate an image that extends beyond the dimensions of the Pin to pique curiosity and exploration amongst Pinners.

Viewable  
Pin area



3D composition  
of subject is  
wider than  
viewable area

## Examples

# The XL Rotation



Show off a range of items



Rotate a changing series of items vertically

[More examples](#)

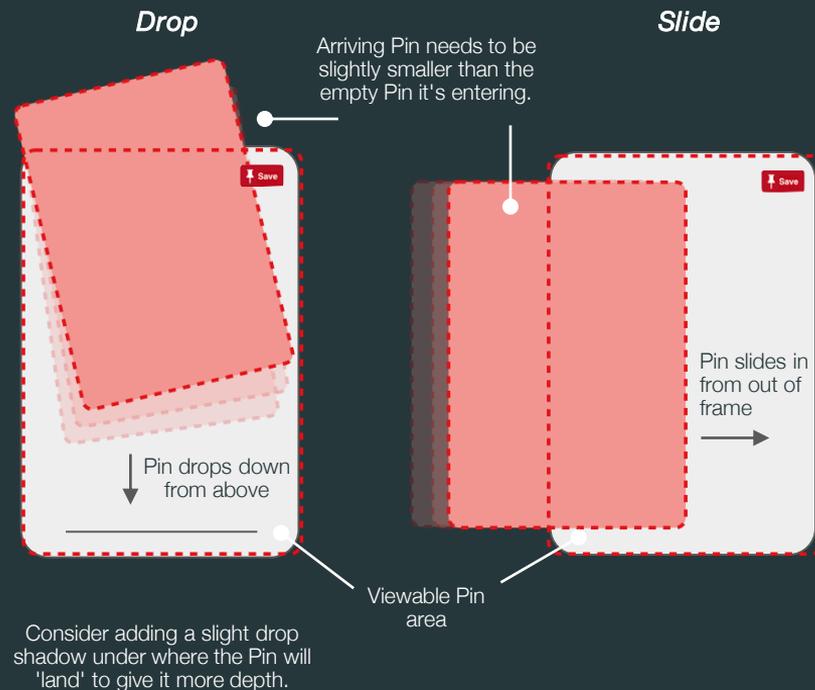
## Technique

# The New Product Arrival

By starting your video with an empty canvas, you can breakthrough the crowded feed by literally creating your own space.

From there, you can quickly drop, pull or throw elements into frame, with life-like physics, to provoke an immediate reaction by the user holding it in their hands.

Create suspense and intrigue by dropping in your product or creative in an interesting way.



## Examples

# The New Product Arrival



[More examples](#)

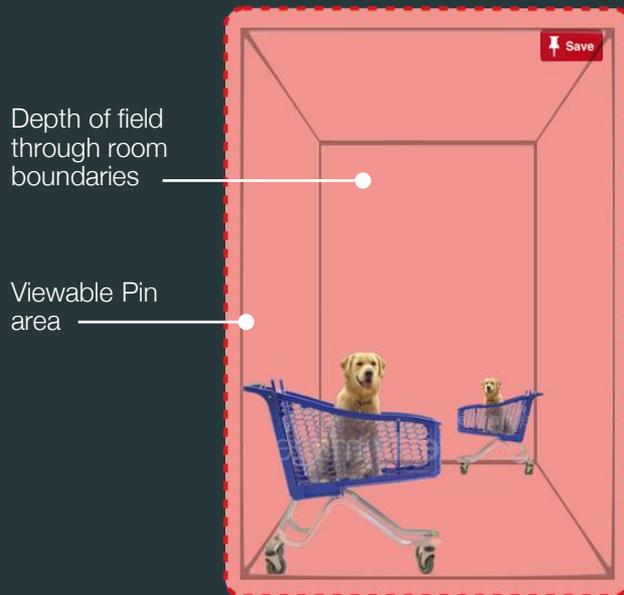
## Technique

# The Room

Rooms and interiors are some of the most common things viewers see on Pinterest—so why not create the appearance of a room that's built directly into a Pin?

This creates the feeling of a stage to tell a story, creating gravity around your creative to draw viewers in.

Treat the interior of the Pin as a dimensional space or stage. Position subjects larger in the front and smaller in the back to create depth. Subjects can enter and exit from any side to expand the story.



## Examples

# The Room



Consider how characters or objects can move through the space



Conceive the Pin as a tiny stage to tell a dynamic story

[More examples](#)

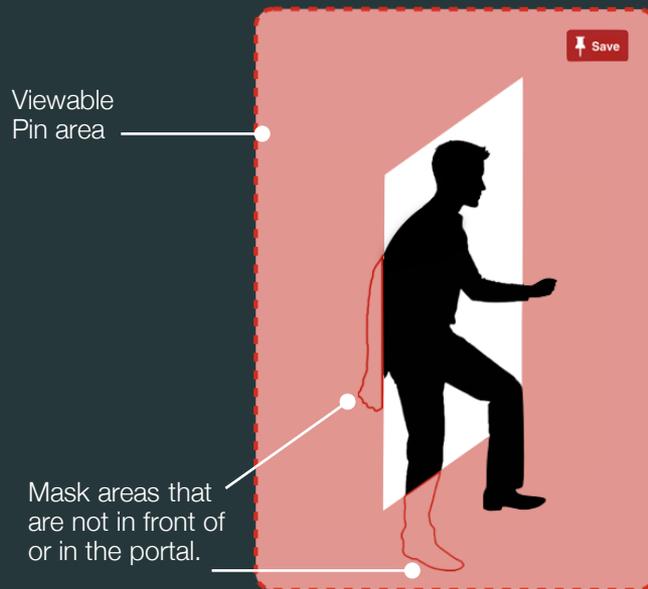
## Technique

# The Portal

What happens when we create additional dimensions for our creative in real time? Imagine a Pin receding slightly, pivoting, and then a person walking out of that Pin into a new setting.

By combining a few different perspective techniques, you'll create a dreamy, captivating illusion.

Use the shape of the 'portal' window to move products or subjects in and out of the Pin canvas.



## Examples

# The Portal



Cut a 'portal' and have an element walk into the Pin



Push an element up from out of the 'floor'

SEVEN  
COCKTAILS

Use perspective to have elements 'arrive'

[More examples](#)

**How to make one**

## Considerations

# How to create these video Pins

Each of the Pin techniques shown in this deck are made from a single video asset. The difference is how the video is prepared in the video editing software (not by Pinterest). The Designer/Editor can mask elements in the video to create the treatments outlined.

In some instances where the canvas of the video is intended to visually blend into the background two versions of the final asset will need to be created to account for 'normal' and 'dark' modes.



'Normal' mode  
(white background)



'Dark' mode  
(black background)

## Considerations

# What's not allowed

Please don't mimic Pinterest User Interface elements in any way. We never deceive Pinners or trick them. This means, don't mimic or clone the user interface in any way that could confuse Pinners.



Don't mimic or move  
user interface borders



Don't mimic interface  
elements. i.e. move elements  
over fake interface elements

## Considerations

# Production Partners

Vetted creative production partners with inexpensive, Pinterest-preferred rates. [Link](#)



QuickFrame



shutterstock custom





Creative Strategy