

realize:

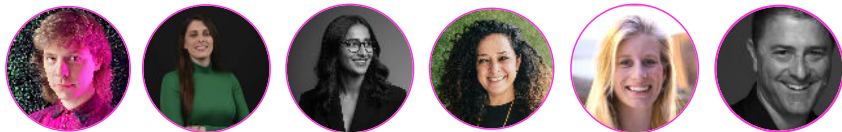
Creative Playbook: Travel

2026



Who We Are

Taboola Creative Shop is a global in-house agency and team of creative educators.



Powering strategic creative recommendations for advertisers around the world and back.

Distributing industry-specific insights, trends, and strategies to boost performance.

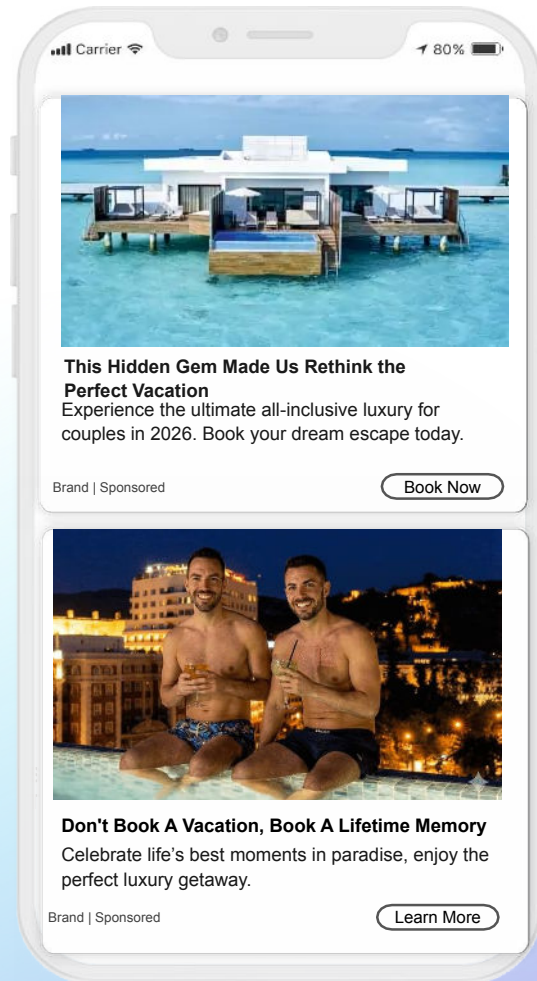
Enhancing creative assets for top advertisers.

realize:

What's Trending for Native Visuals?

- **WILD VIEWS**
 - Showing off the scale and premium nature of the resort.
- **UNIQUE VALUE PROPOSITION**
 - Highlighting exotic, high-end assets that create differentiation and spark curiosity.
- **RELATABLE PEOPLE**
 - Featuring ordinary, unpolished individuals to mirror the target demographic and build trust.
- **TAILORED VACATION VIBES**
 - Showing an experience for every traveler type. lively social scenes, family retreats, or romantic escapes.
- **SEAMLESS MOTION**
 - Subtle motion effects are less disruptive to the reader experience.

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What's Trending for Native Copy?

- **INSIDER KNOWLEDGE**

- Turning an ad into a "hot tip" triggers natural curiosity and FOMO, implying a secret consensus others know of.

- **OFFER DRIVEN COPY**

- Quantifiable benefits ("Up to 45%") and attractive costs ("from €549 ") convey tangible value and prompt action.

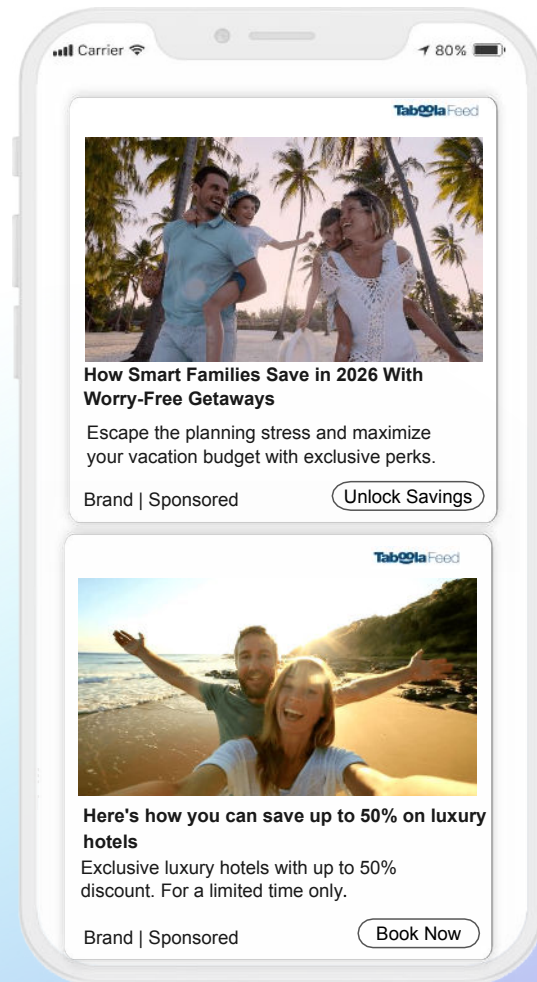
- **EMOTIONAL HOOKS**

- Framing the offer as a "Cure" for specific pain points ("Winter Blues") sells the emotional reward of the vacation, not just the hotel room.

- **DIRECT WISHLIST FULFILLMENT**

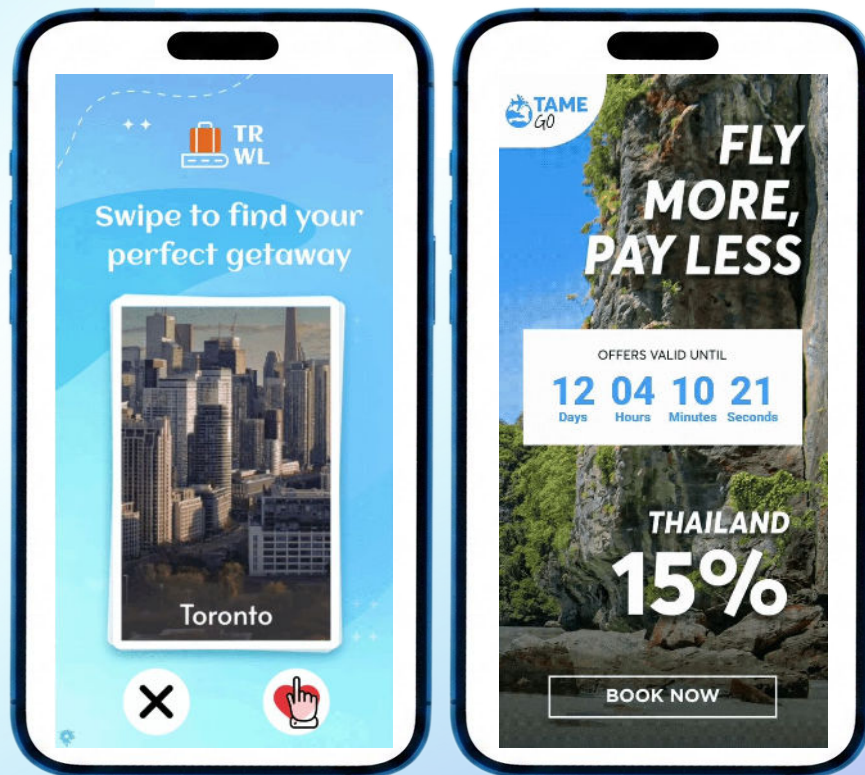
- Using high-demand keywords (like "Beachfront" or "All-Inclusive"), immediately validates the user's mental checklist.

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What's Trending for Display?

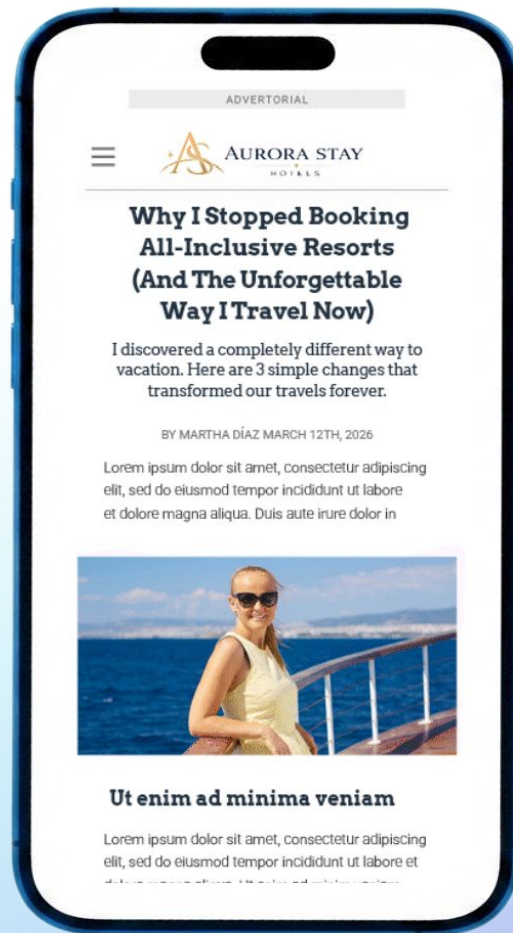
- **SIMPLE, READABLE DESIGN**
 - Image-first layouts show value instantly
 - Clean backdrops + bold type = scannable
- **BRANDED, TRUST-BUILDING VISUALS**
 - Unified colors, fonts, and brand logos
 - Real destination imagery builds confidence
- **INTERACTIVE FORMATS**
 - Subtle motion + swipe animation pulls focus
 - Motion works best when it highlights the CTA
- **CTA-LED + URGENCY**
 - Prominent buttons drive the next step
 - Time cues + incentives lift CTR



What's Trending for Landing Pages?

- **CREDIBLE EDITORIAL BYLINE**
 - A human byline, author avatar, and recent dateline can build trust and transparency
- **RELATABLE & EMOTIONAL STORYTELLING**
 - Real human experiences spark a desire to "be there too" driving users to book their own adventure.
- **VALUE-DRIVEN ADVERTORIALS**
 - Offering practical travel hacks, budget secrets, or expert tips builds trust before asking for a booking.
- **RATINGS & REVIEWS**
 - Displaying a comment section and customer feedback scores builds trust and validates prospective buyers.
- **THE LISTICLE FORMAT**
 - Easily digestible, scannable, and numbered content keeps users engaged ("The 10 Best Hidden Beaches in Europe You Must Visit")

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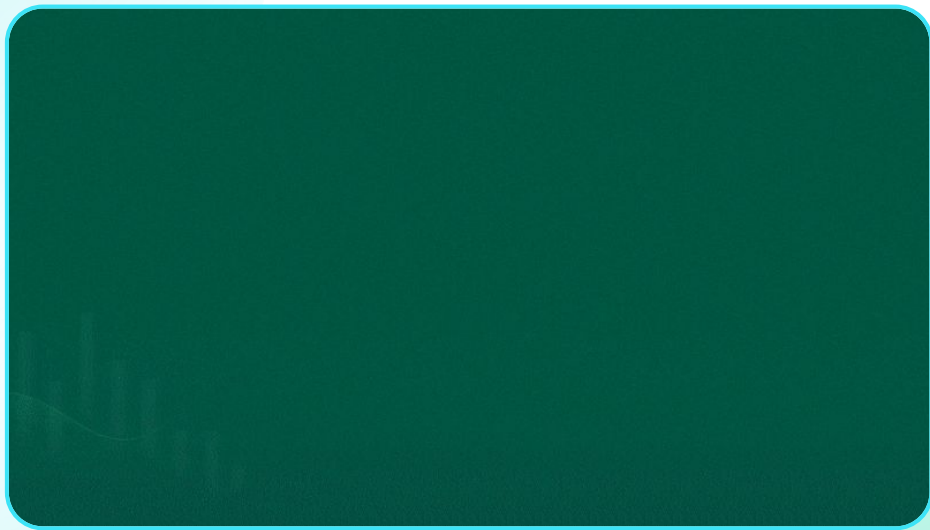


Trends

Discover what your audience is interested in

- See what's currently capturing attention online
- Based on real time data collected and analyzed by the Realize platform
- Image trends
- Headline Trends & analyzer
- Search Topic trends
- Visit realizetrends.taboola.com/

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Thank You.



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What's Trending for Landing Pages?

- **BITE-SIZED EDUCATION**
Trimming content to 250-400 words and punctuating with visuals decreases cognitive load and keeps users reading.
- **NARRATIVE PROBLEM SOLVING**
 - Leading with audience pain points (eg. loss of social connection) before introducing the product establishes clear relevance.
- **"REAL-WORLD" TESTS**
 - Integrating unpolished, UGC-style video or firsthand testimonials provides social proof and builds trust.
- **INTERACTIVE ELEMENTS**
 - Including interactive tools and forms (eg. eating habits quiz) drives higher quality lead generation.
- **RATINGS & REVIEWS**
 - Displaying a comment section, customer feedback scores and third party ratings (eg. Google, Trustpilot) builds trust and validates prospective buyers.

