

**Quick-Service
Restaurants,
Food & Beverage,
& Delivery Apps
Creative How-Tos**



Creative How-To: Video

For **Taboola Sponsored Video (Video Ads)**
Follow Taboola's "[Video Best Practices](#)."



BRAND IT

Open with an iconic logo for brand awareness, maintain in top left corner.



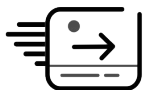
ABBREVIATE IT

Keep it short, sweet, & delicious to capture attention & maximize viewability.



SPELL IT OUT

Use descriptive subtitles or bold graphic text overlays for sound-off viewing.



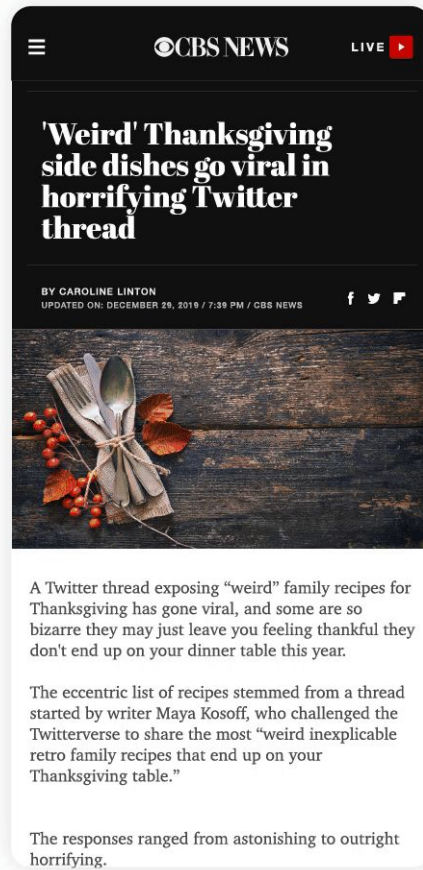
ADD CTA, ADD VALUE

Add a CTA button graphic, play throughout. Include a tasty title & description.



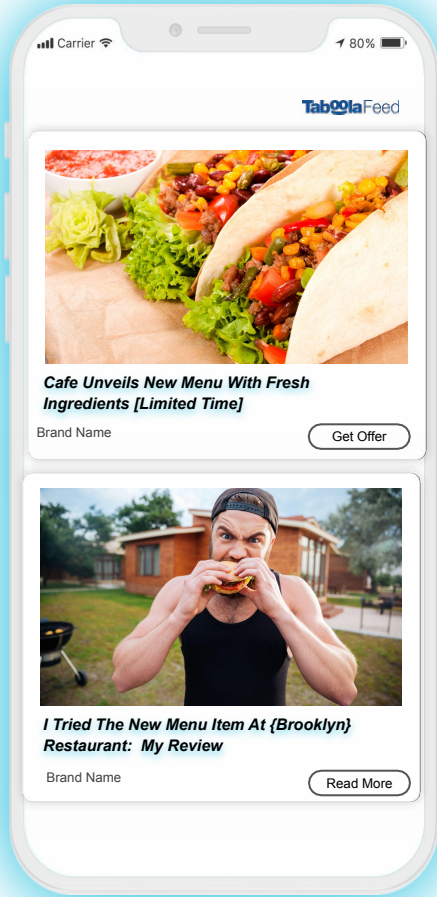
END CARD

Conclude your video with a branded end card, encouraging a next step or trip to your restaurant.



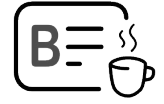
Creative How-To: Copy

For **Taboola Sponsored Content (Titles & Descriptions)**
Follow Taboola's "[Title Best Practices](#)."



BRANDED NEWS

Include your brand name within newsworthy headlines to intrigue customers.



WHAT'S NEW

Make announcements about new menu items, opening locations, or innovation.



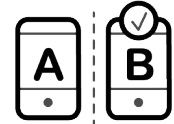
BENEFITS

Communicate health facts, ingredients, whether product is locally-sourced.



QUOTES & REVIEWS

Build upon word-of-mouth with customer reviews, testimonials, or quotes from leadership.



PERSONALIZATION

Add a personal touch through audience callouts, local references, or Dynamic Keyword Insertion.

Creative How-To: Visuals

For **Taboola Sponsored Content (Images & Motion)**
Follow **Taboola's "Image & Motion Best Practices."**



ZOOM IN

Feature mouth-watering closeups of food, or other single-subject visuals.



NO TEXT

Eliminate text from images, moving primary messaging or disclaimers to titles and descriptions.



BRAND SMARTLY

Include familiar branding or iconography on packaging, storefronts, etc.



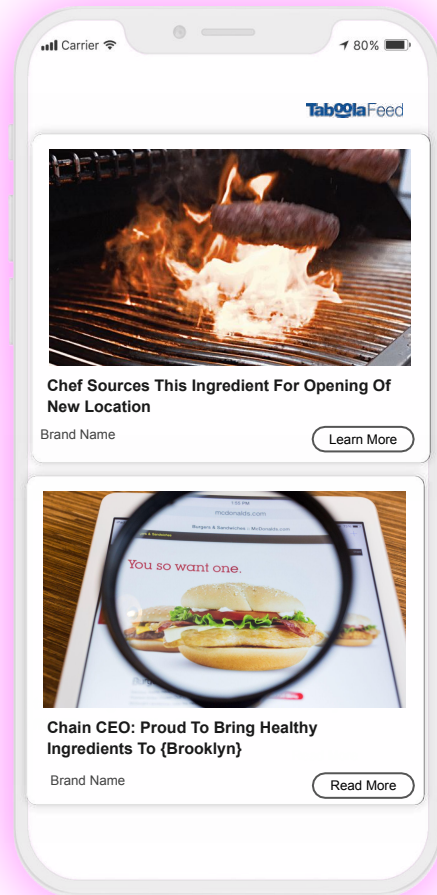
SEASONALITY

Visualize seasonal relevance with backgrounds, props, specials, and unique menu items.



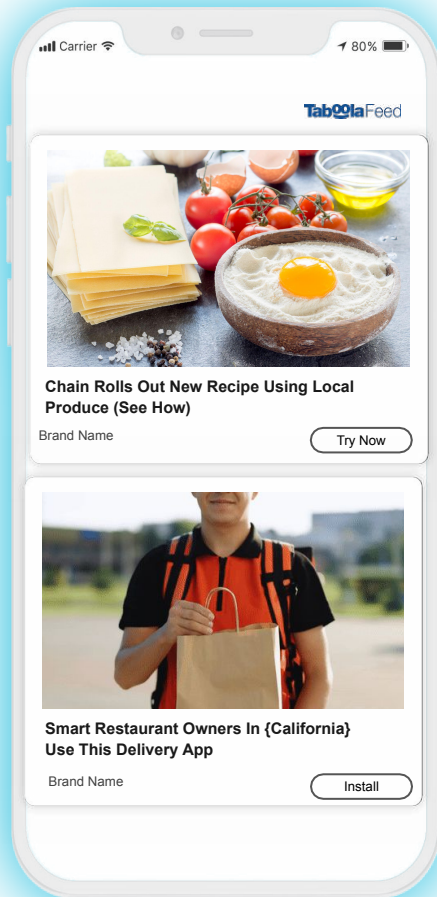
FACE IT

Build a human connection featuring people: celebrity ambassadors, customers, employees, chefs.



Creative How-To: Landing Pages

For **Taboola Sponsored Content (Content & Landing Pages)**
Follow Taboola's "[Landing Page Best Practices](#)."



SURVEY & ENGAGE

Keep customers engaged with immersive virtual gamification, surveys, videos, etc.



PRODUCT INTROS

Put your best new product(s) forward with an informational landing page that features it.



ADVERTORIAL

Rephrase content into an abbreviated blog or article concluding with a focused CTA.



TAKE IT HOME

Depending on your primary KPI, push to the homepage of your website for more brand awareness.



(3RD) PARTY TIME

Drive additional traffic to press/media articles written by top Taboola publishers to build trust.

THANK YOU