

**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.



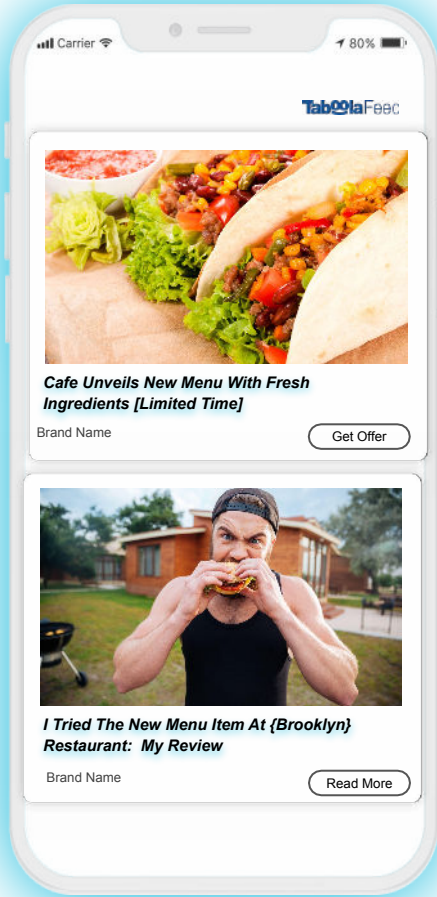
## END CARD

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



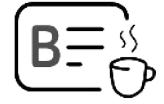
# Creative How-To: Copy

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.



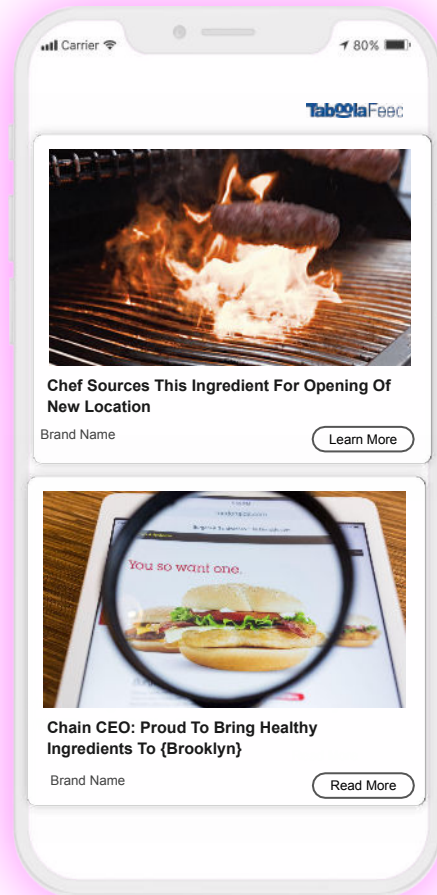
## SEASONALITY

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



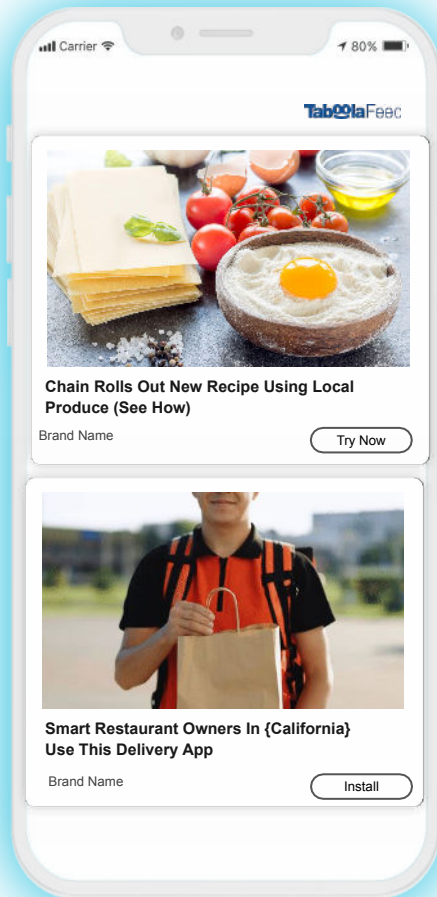
## FACE IT

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**