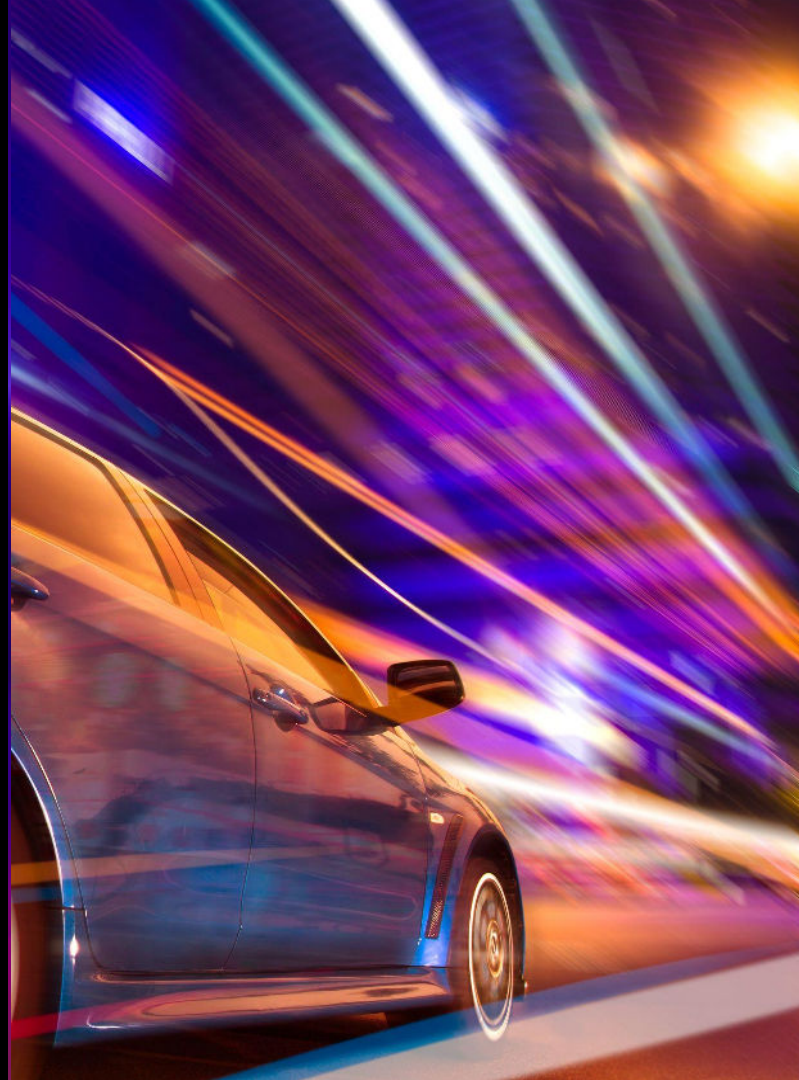


# Creative Playbook

Automotive // 2025

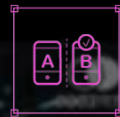
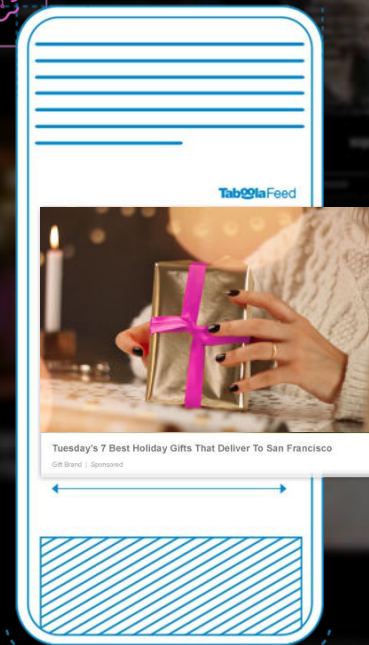


# Who We Are

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



- Powering recommendations for advertisers around the world and back.
- Distributing industry-specific insights, trends, and strategies to boost performance.
- Enhancing and creating assets for top advertisers.



# Realize: Driving Outcomes Beyond Search and Social



Taboola's specialist performance advertising platform



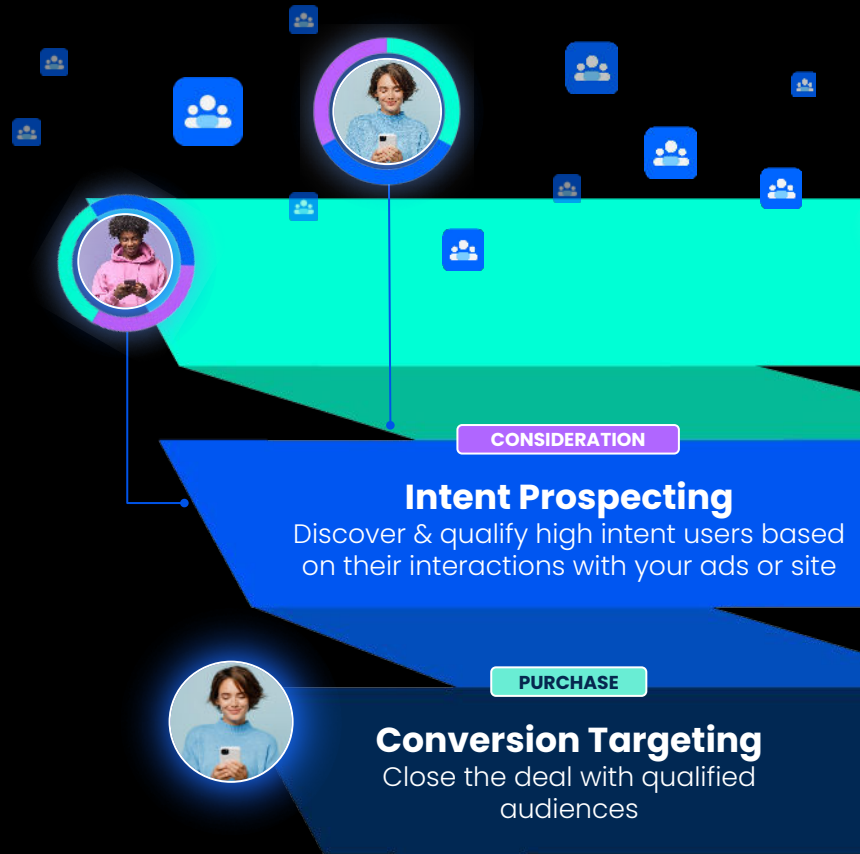
Unique Data & AI that drive results at Scale



Creative formats and placements beyond native, designed to deliver performance



Offering marketers control and transparency



# Why **Automotive** Fits Realize

**160M**

**Actions taken  
post click**

Leads, test drive sign ups,  
and purchases

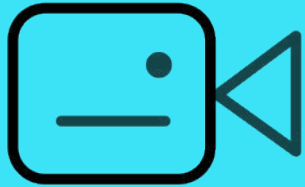
**+4%**

**CVR increase when  
including a person in  
visuals**

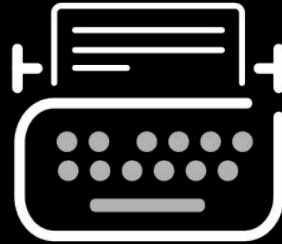
**+11%**

**CVR increase when  
avoiding text in visuals**

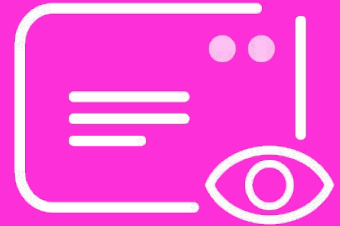
# What's Trending for Automotive



**Visuals**



**Copy**



**Landing  
Page**

# What's Trending for Visuals

## Include People

Human elements create an emotional connection, making ads feel more relatable and engaging.



## Leverage Strong Colors

Bold and vibrant colors make visuals stand out in crowded feeds.



## Keep it Natural

Authenticity matters—candid shots, real-life settings, and natural lighting make car visuals more appealing



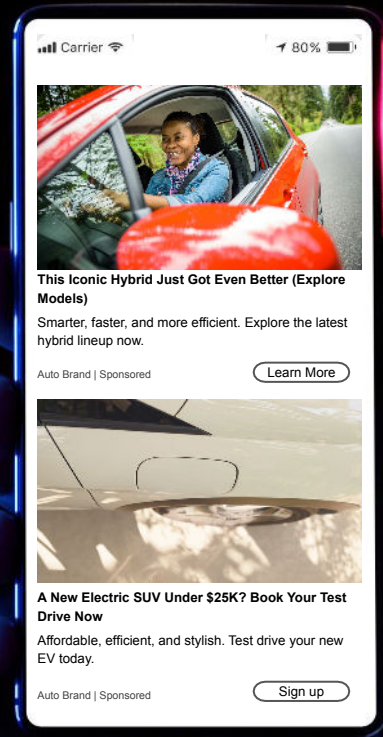
## Luxury interiors

Close-up shots of premium materials, sleek dashboards, and advanced features.



## Cars on the Road

Dynamic driving shots capture movement and energy, helping potential buyers picture themselves behind the wheel.



# What's Trending for Copy

## Attractive Offers

Showing direct incentives can effectively capture attention.

**This New EV Can Go 500 Miles on a Single Charge (Book Test Drive)**

## Luxury & Performance

Headlines emphasizing premium features and driving experience

**50 Years of Brand Power: Discover the Newest Model**

## Curiosity & Urgency

Use elements of surprise and exclusivity

**Drive a New SUV for Less – Exclusive Offers Ending Soon**

## Electric & Hybrid

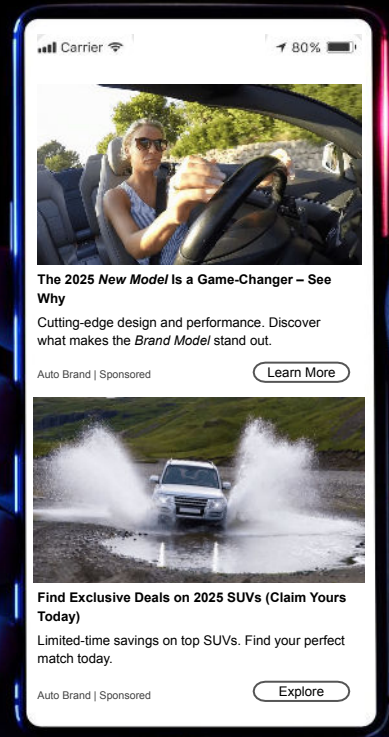
Interest in electric and hybrid vehicles continues to grow.

**The 2025 Model Redefines Luxury – Take a Look Inside**

## Nostalgia & Brand Legacy Matter

Leverage your brand history within your copy

**This New SUV Costs Less Than You Think (See Prices)**



# What's Trending for Landing Page

## Personalized Offers

Custom deals, leasing options, and regional pricing increase conversion rates.



## Immersive Visuals

Large, high-quality hero images and videos help create a premium brand feel.



## Interactive CTAs

Gamified or quiz-based CTAs like "Find Your Perfect Model" boost engagement.



## Storytelling & Lifestyle Integration

Connecting the car with a lifestyle (e.g., travel, adventure, urban living) resonates.



## Simplified Form-Fills

Minimal input fields and quick application options reduce friction in lead generation.





# Best Practices: Display Ads

## KEEP IT SIMPLE

Use clean designs with a single, clear message. Follow the design hierarchy of Image > Text > Logo.

## STAY ON BRAND

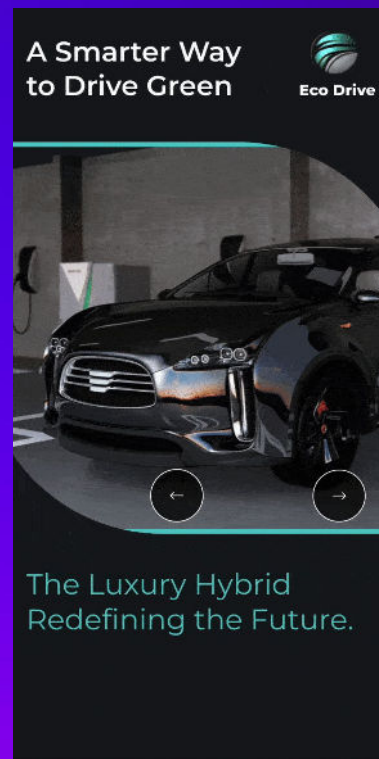
Ensure all visual components — colors, fonts, imagery — align with your brand identity. Always use high-resolution images.

## ENCOURAGE INTERACTION

Use subtle motion or rich media designs to invite users to engage with the ad with a click, hover, or swipe.

## ALWAYS A/B TEST

Continually test different ad elements — images, headlines, CTAs — to optimize performance and avoid creative fatigue.





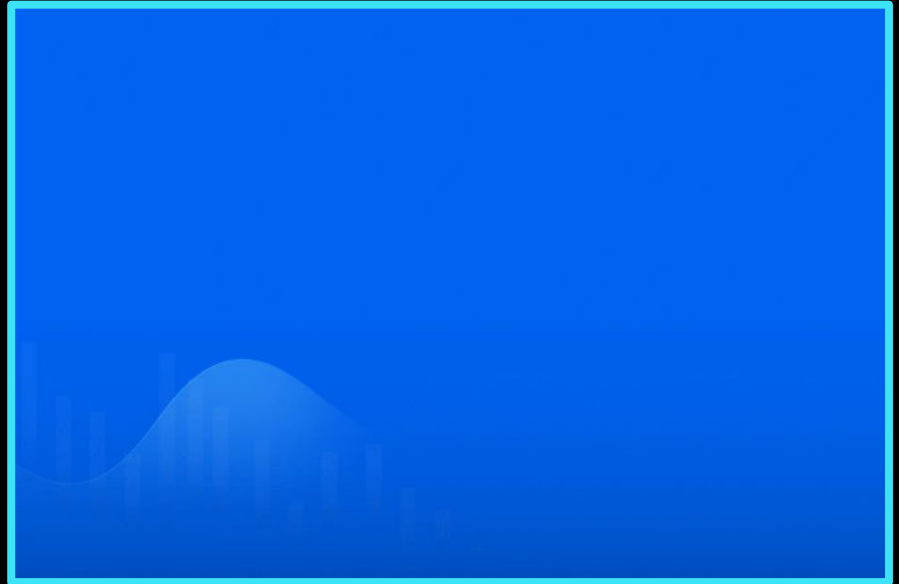
## Creative Shop Support for You

- Creative Best Practices
- Landing Page Best Practices
- Vertical Playbooks

# Taboola Trends

## Discover what your audience is interested in

- See what's currently capturing attention online
- Based on real time data collected and analyzed by Taboola
- Image trends
- Headline Trends & analyzer
- Search Topic trends
- Visit [trends.taboola.com](https://trends.taboola.com)



**Thank You**