

Creative Playbook

Travel // 2025

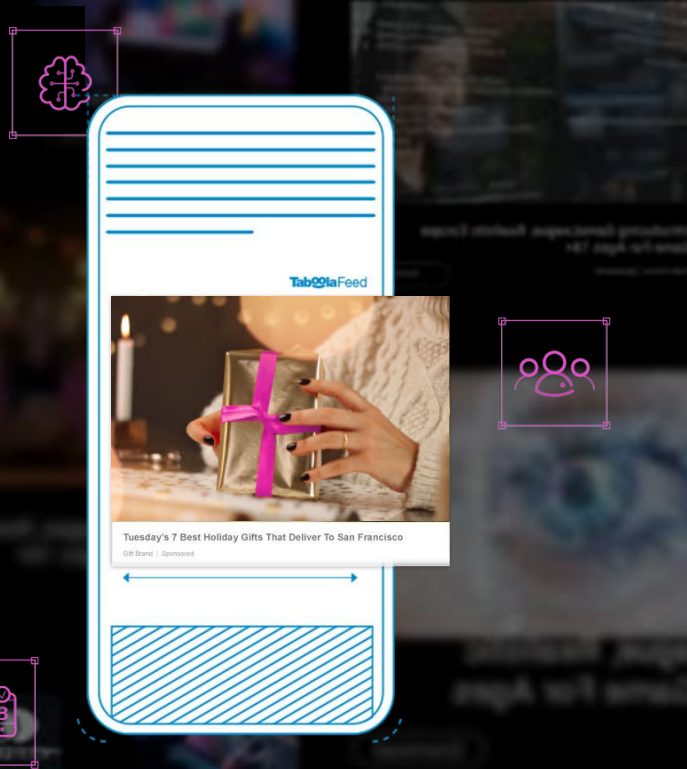


Who We Are

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



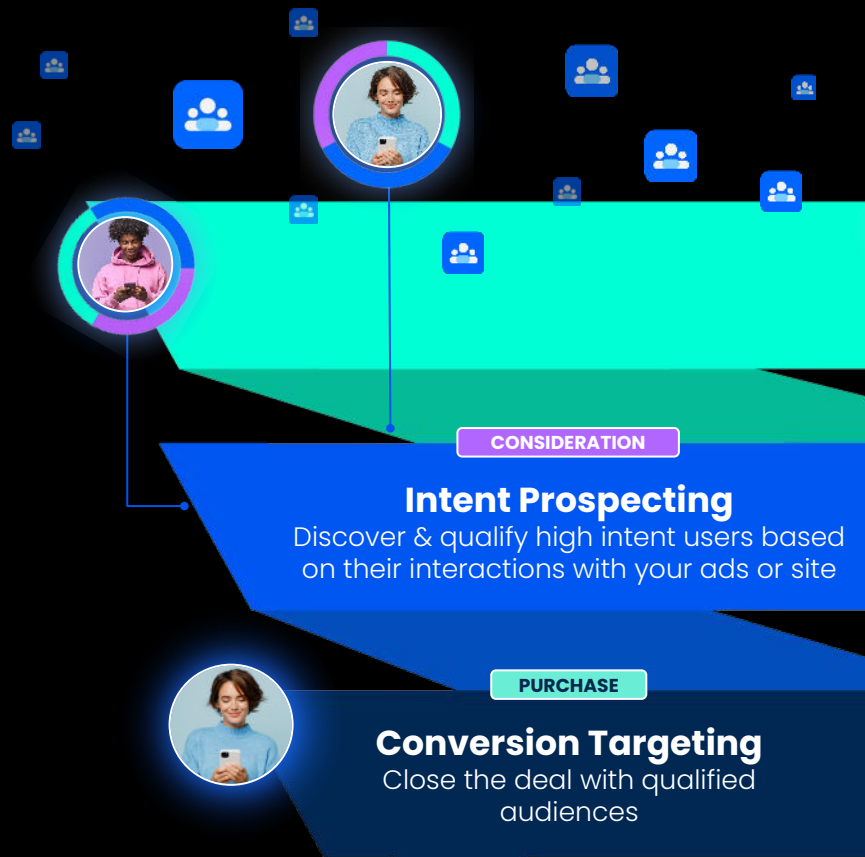
Unique Data & AI that drive results at Scale



Creative formats and placements beyond native, designed to deliver performance



Offering marketers control and transparency



Why **Travel** Fits Realize

+16%

**CVR increase for
motion ads**

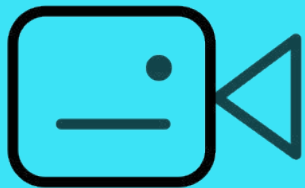
+66%

**CTR increase when
avoiding text in
visuals**

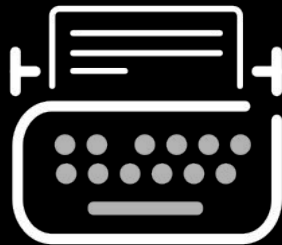
+74%

**CVR increase when
using close-ups**

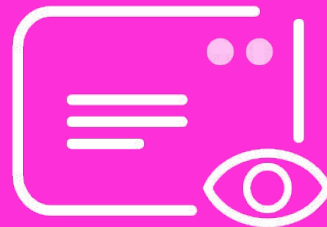
What's Trending for Travel



Visuals



Copy



**Landing
Page**

What's Trending for Visuals

VIP Cabin Luxury

Travelers shown inside premium seats or private jets imply exclusivity and luxury.



Cruise Ships as Dream Icons

Large ships — docked or at sea — signal aspirational escapes.

Joy in Motion

Action shots of people enjoying travel moments energize the scene.



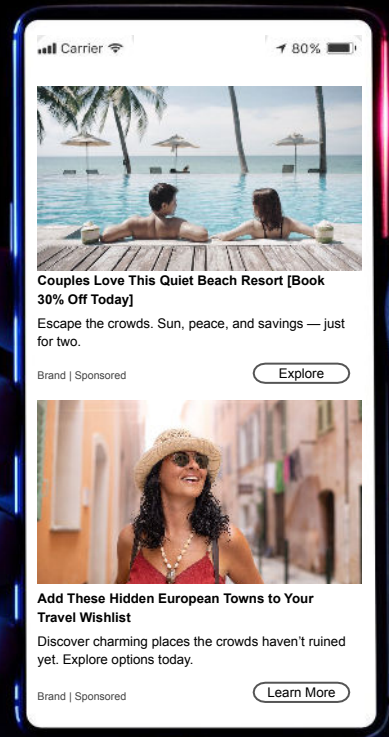
Recognizable Landmarks

Familiar sights or famous coastlines anchor campaigns visually.



People-First Storytelling

Real travelers shown enjoying the journey foster relatability and connection.



What's Trending for Copy

Aspirational Bucket-List Escapes

Frame travel as a once-in-a-lifetime adventure sparks long-term planning.

2026 World Cruise Sells Out Fast — See What's Still Available

This Simple Booking Tip Could Unlock First-Class Flights for Less

Curiosity-Powered Travel Hacks

Tease hidden deals or insider tips promising secret knowledge.

Dynamic Urgency & Availability

Time-sensitive language and scarcity-focused messages drive urgency.

June Flash Deal: All-Inclusive Beach Resorts From Just \$199

Families Are Raving About These 5-Star Resorts (And They're on Sale)

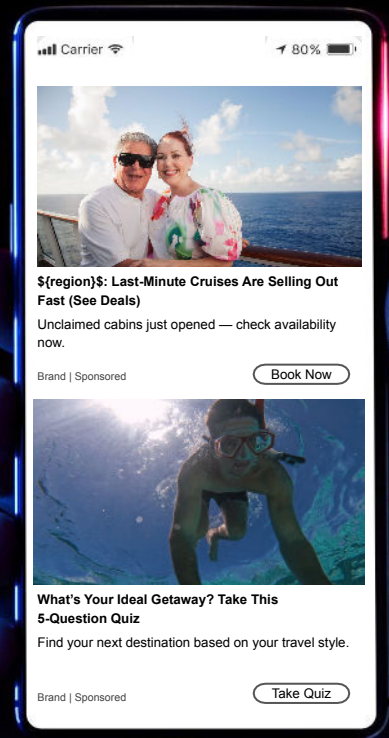
Value-Driven Social Proof

Reference specific, trusted user groups to add relatability and credibility.

Interactive Hooks

Interactive calls to action increase engagement through gamified discovery.

What's Your Vacation Personality? This Quick Test Will Tell You



What's Trending for Landing Page

Incentive-Led Discovery

Open with value-first messaging to drive interest and click-through.



Soft Quiz & Form Funnel

Boost conversions by turning data capture into a discovery journey.



Editorial Framing for Trust

Article-style LPs (e.g. top-10 lists, personal travel stories) build credibility.



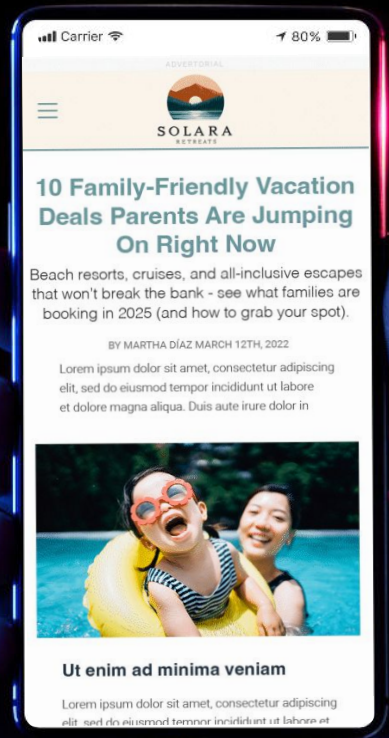
Visual Price Anchoring

Highlight discounts, slashed prices, and urgency-focused copy above the fold.



Destination Dreaming

Full-bleed imagery, soft gradients, and aspirational design make LPs immersive.



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.



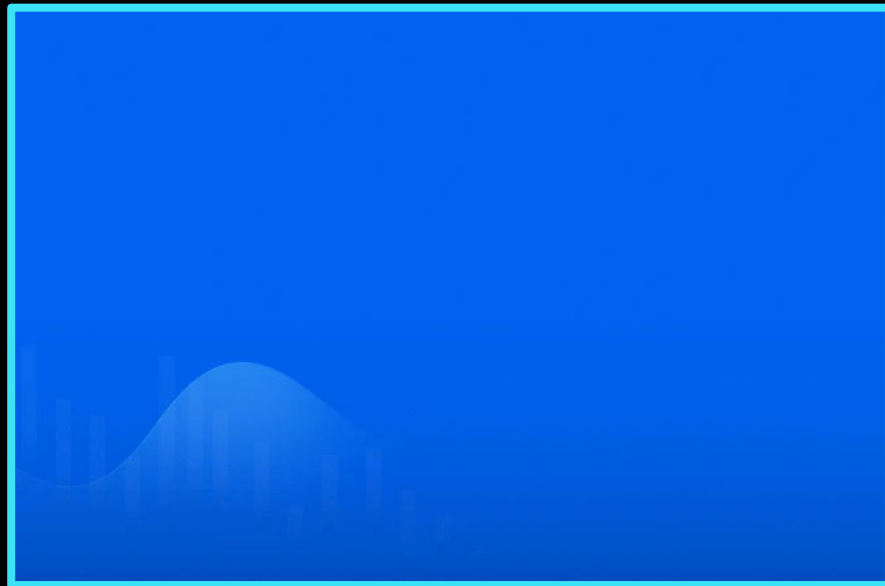


Creative Shop Support for You

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

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



Thank You