

realize:

Creative Playbook:

[Automotive]

2026

TOTAL PERFORMANCE
WITH REALIZE



Who We Are

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



- ❑ Powering **creative recommendations** for advertisers around the world.
- ❑ Distributing **industry-specific insights, trends** and **competitive strategies**.
- ❑ Enhancing **creative assets** to boost **performance at scale**.

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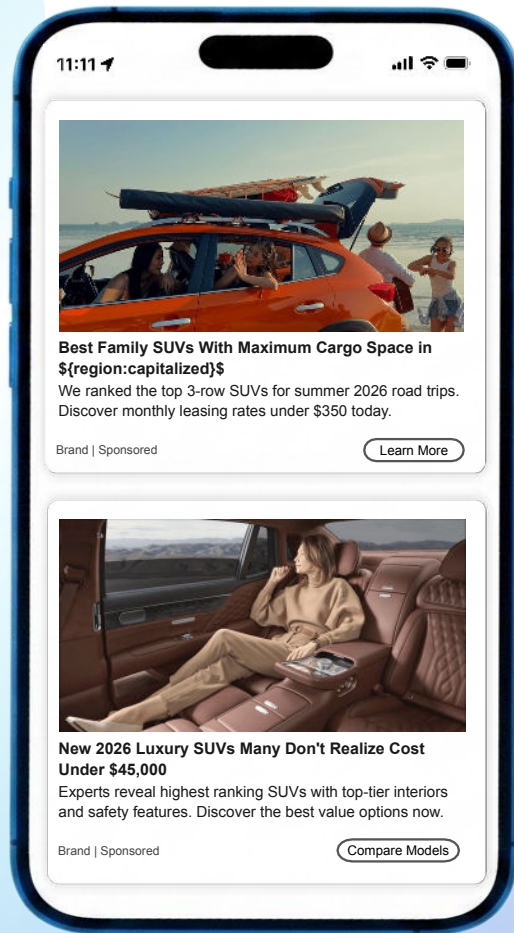
In 2026, overly produced studio shots are read as "ad noise" • Performance is now driven by **contextual hyper-realism.**

2026 Automotive Playbook: Show, Don't Sell

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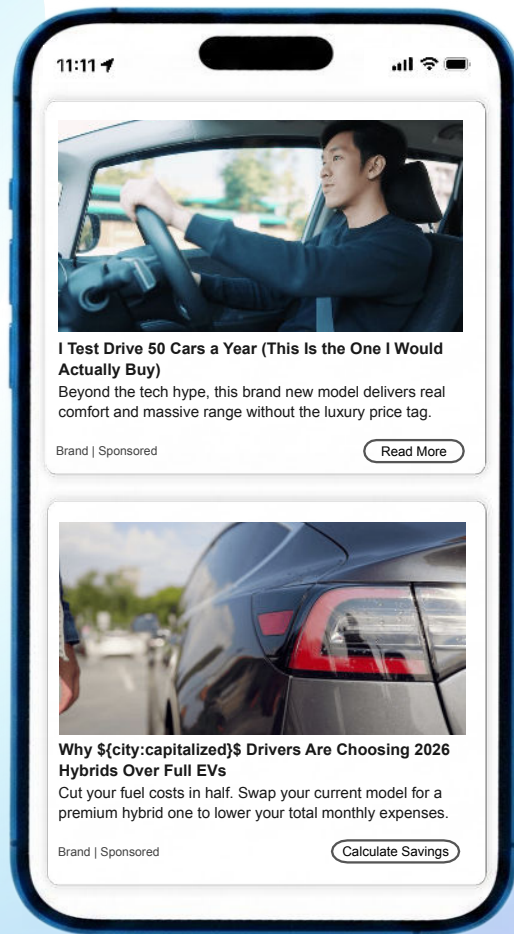
What's Trending for Native Visuals?

- **RELATABLE LIFESTYLE CONTEXT**
 - Placing cars in real, everyday settings over isolated studios builds an immediate sense of connection.
- **TACTILE HUMAN INTERACTION**
 - Showcasing lived experiences (eg. person steering, hands charging EV) helps users visualize ownership benefits and utility.
- **STRATEGIC FEATURE FOCUS**
 - Highlighting premium interior/exterior details hook high-intent audiences seeking lifestyle upgrades.
- **BRIGHT, NATURAL LIGHTING**
 - Prioritizing high-contrast natural light > dark and moody shots establishes a clean, modern, trustworthy aesthetic.
- **SINGLE-FRAME MOTION**
 - Utilizing seamless motion with a clear focus — captures attention without the distraction of multi-shot cutdowns.



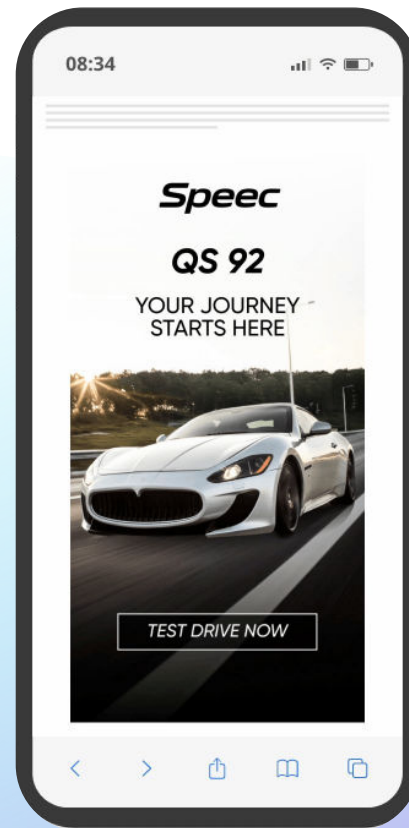
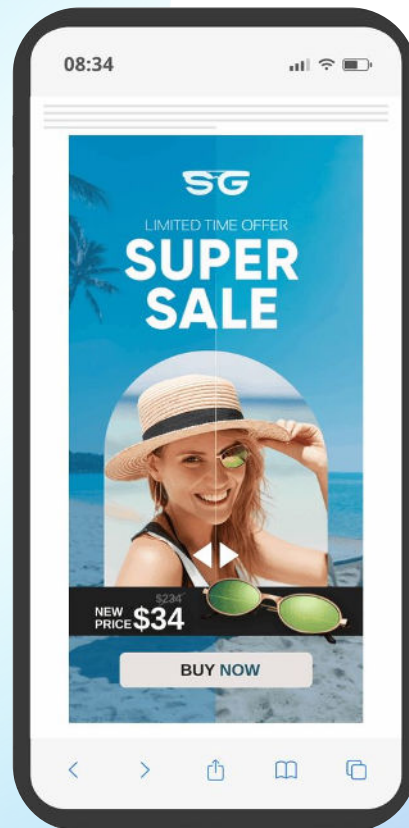
What's Trending for Native Copy?

- **EDITORIAL DISCOVERY**
Framing headlines as "noteworthy findings" rather than sales pitches bypasses ad blindness and builds trust.
- **"INSIDER" NARRATIVE**
 - Leveraging first-person expert narratives creates a sense of "earned trust" and personal recommendation.
- **BRACKETED CTAs**
 - Placing CTAs inside brackets within headlines primes users for the landing page and increases lead quality.
- **HARD NUMBER UTILITY**
 - Incorporating specific numbers and time frames highlight concrete benefits and amp up urgency.
- **HYPER-PERSONALIZATION**
 - Using dynamic keyword insertion (eg. city, dayofweek) and audience callouts (eg. drivers, young families) makes the creative feel targeted and relevant.



What's Trending for Display?

- **CONCISE MESSAGING**
 - Short, benefit-led headlines in a natural tone communicate product value in < one second.
- **DESIGN HIERARCHY**
 - Bold text, clean backgrounds, and proper visual hierarchy ensure that the core message lands clearly.
- **CLEAR CTA BUTTONS**
 - Prominent CTA buttons (eg. "Book Test Drive" or "Get Quote") guide users to action and boost conversions.
- **URGENCY & INCENTIVES**
 - Time-sensitive motivators like "Ends Soon" or "Limited-Time APR" trigger FOMO and lift CTR.
- **MOTION / ANIMATION**
 - Interactive rich media formats and subtle motion loops capture attention and drive engagement.



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. rising fuel costs or range anxiety) before introducing the product establishes clear relevance.
- **"REAL-WORLD" TESTS**
 - Integrating unpolished, UGC-style video or firsthand testimonials provides social proof and builds trust.
- **PROS & CONS / COMPARISONS**
 - Presenting balanced information reduces research time and lessens decision fatigue for prospective buyers.
- **INTERACTIVE ELEMENTS**
 - Including interactive tools and forms (eg. calculate total cost of ownership) drives higher quality lead generation.





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/



Thank You.

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