

realize:

Creative Playbook: Gaming

2026

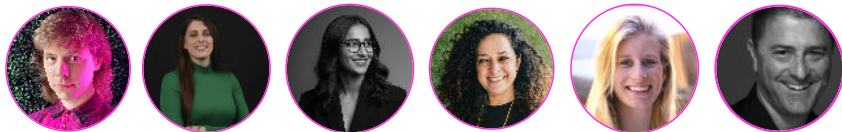
TOTAL PERFORMANCE

WITH REALIZE



Who We Are

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



Powering strategic creative recommendations for advertisers around the world and back.

Distributing industry-specific insights, trends, and strategies to boost performance.

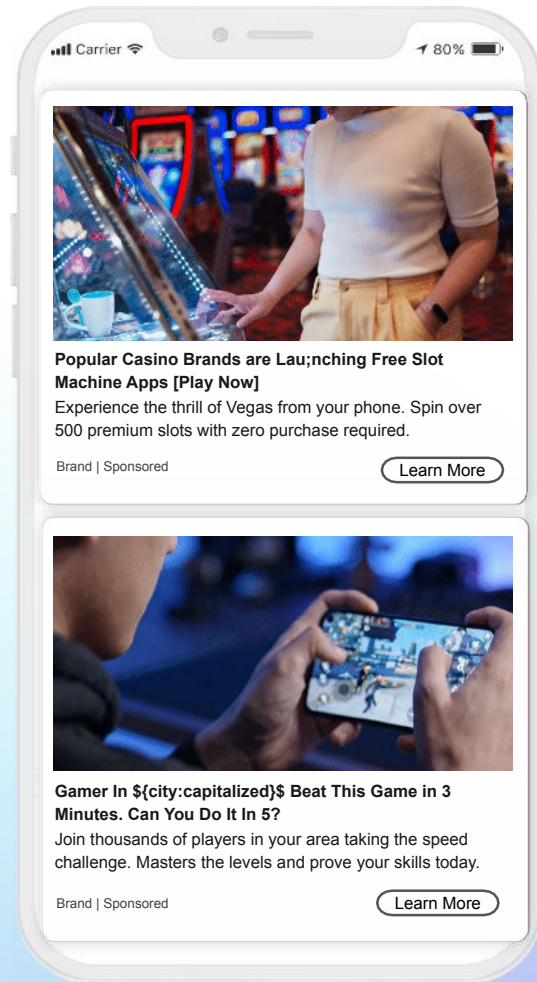
Enhancing creative assets for top advertisers.

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What's Trending for Native Visuals?

- **SHOWCASE DEVICE**
 - Include images of hands physically holding a phone or a device to bring a game to life
- **EXPRESSIVE PLAYERS**
 - Feature zoomed-in, medium-crop photos of players showing strong emotional reactions, like shock or excitement
- **CINEMATIC WORLD**
 - Use high-quality, movie-style visuals and sweeping landscapes to give players a sense of escapism
- **CHARACTER INCLUSION**
 - Feature recognizable characters and brand logos to instantly grab attention

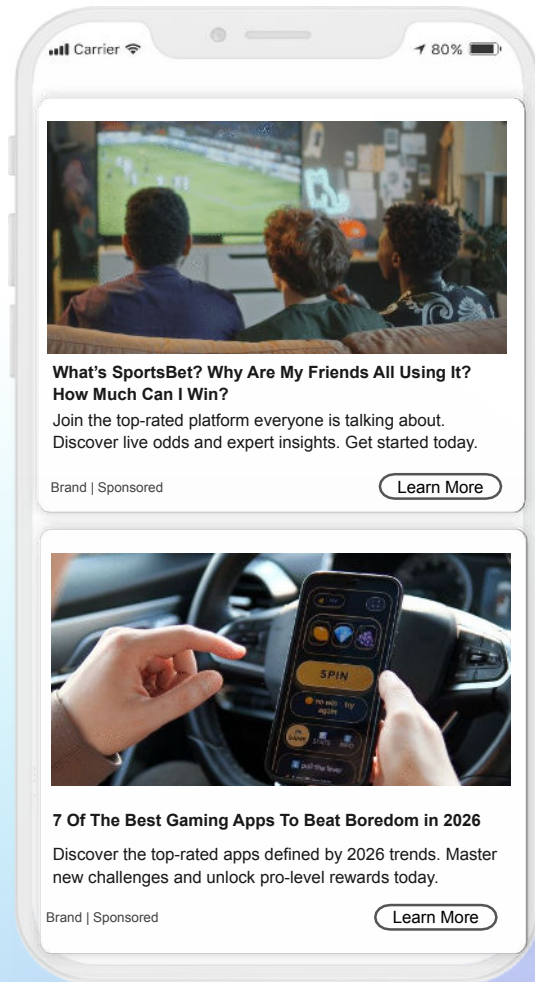
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What's Trending for Native Copy?

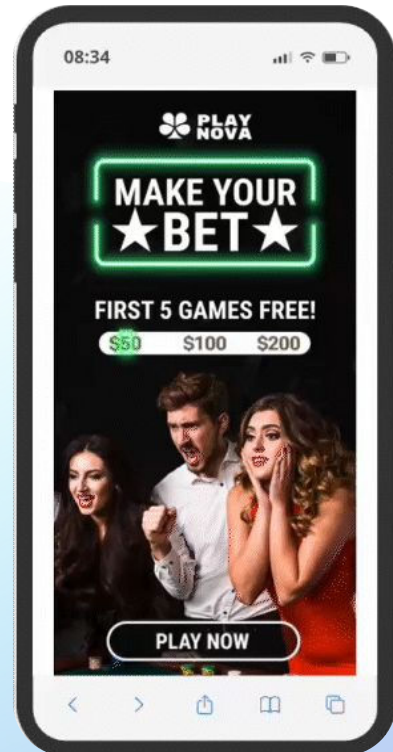
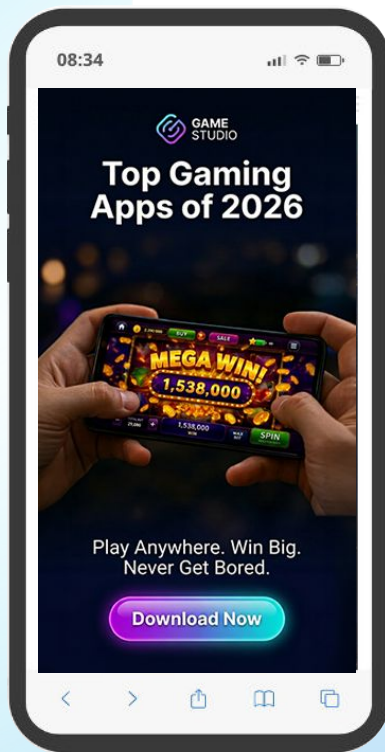
- **SPECIFIC, QUANTIFIED**
 - Grab attention by using concrete amounts, odds, or win percentages to set clear expectations
- **TIMELY CHALLENGES**
 - Tell users exactly what to expect, like challenging them to beat a level in under 5 minutes.
- **REWARDS**
 - Attract users motivated by financial incentives rather than traditional gameplay mechanics.
- **DKI**
 - Use Dynamic Keyword Insertion to create immediate personal relevance.
- **AUDIENCE**
 - Call out your audience, whether it's teens, gamers, people over 50 etc.

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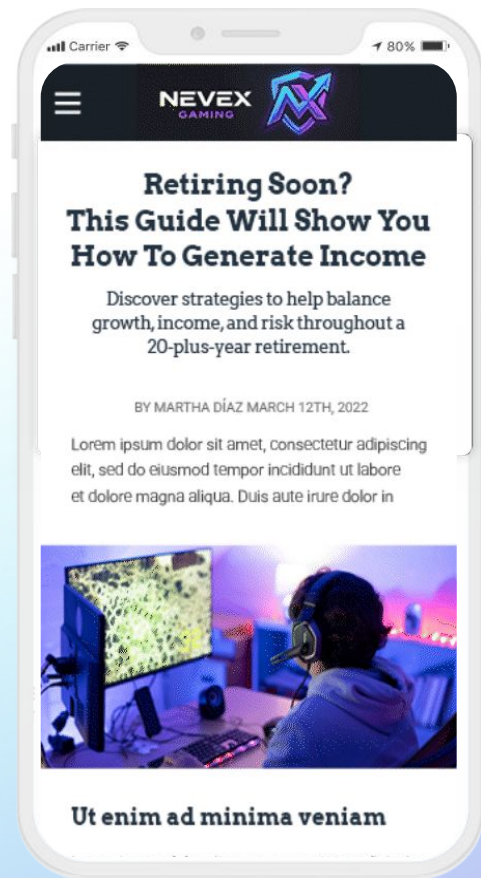
What's Trending for Display?

- **READABLE DESIGN**
 - Short, actionable headlines that users can scan easily
- **BRANDED, TRUST-BUILDING VISUALS**
 - Unified colors, fonts, and game logos
 - Authentic gaming footage with relatable UGC
- **GAME IN MOTION**
 - Subtle motion of the game + a swipe animation can pull in focus without sound
 - Motion works best when it highlights the CTA
- **ACTIONABLE + URGENCY**
 - Prominent buttons that drive the next step, like "Play Now" or "Download Free"
 - In-game incentives + time cues lifts CTR



What's Trending for Landing Pages?

- **CREDIBLE EDITORIAL BYLINE**
 - A reviewer byline, player avatars, and recent datelines can build trust and transparency
- **GAMING COMPARISON**
 - Side-by-side game comparisons or rankings
 - Repeated "Download Now" CTAs keep users moving toward the app store
- **GAMING REVIEWS**
 - App Store ratings + active player counts add credibility
 - Transparent testimonials lowers skepticism
- **GAMIFIED EXITS**
 - Embed a character selection tool, a quick quiz, or a mini playable demo that seamlessly redirects the user straight to the App Store.





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/

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Thank You.

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