

Creative Insights 2026 Football Summer



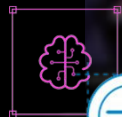
* These materials are based on Taboola's best practice and do not guarantee the results or success of the campaign.

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.



Native Ads Visual Insights

1. FOOTBALL MOMENTS

Use football action shots and high-energy game visuals to grab attention.

2. TEAM COLORS

Incorporate national team colors or World Cup palettes into key elements.

3. INCLUSIVITY & FANDOM

Showcase diverse fans, communities, and shared global excitement.

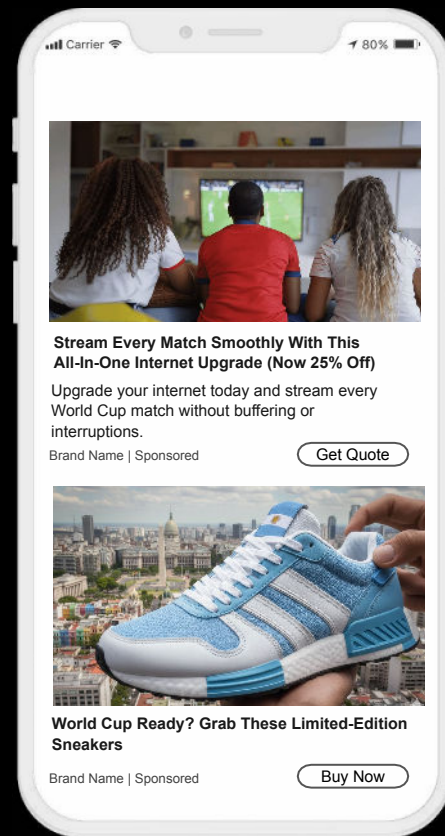
4. ICONIC LOCATIONS

Blend famous stadiums or host-city landmarks creatively into your imagery.

5. FAN EXPERIENCE

Highlight cheering crowds, celebrations, and watch-party vibes to spark emotion.

Pro tip: Utilize GenAI AdMaker within Realize, already built in with best practices.



Native Ads Copy Insights

1. SEASONAL MENTION

Reference the World Cup season, qualifiers, or match-day hype.

2. CELEBRATE VICTORY

Tap into themes of winning, passion, teamwork, and overcoming odds.

3. PERSONALIZATION

Use local team shout-outs, regional rivalries, or dynamic text.

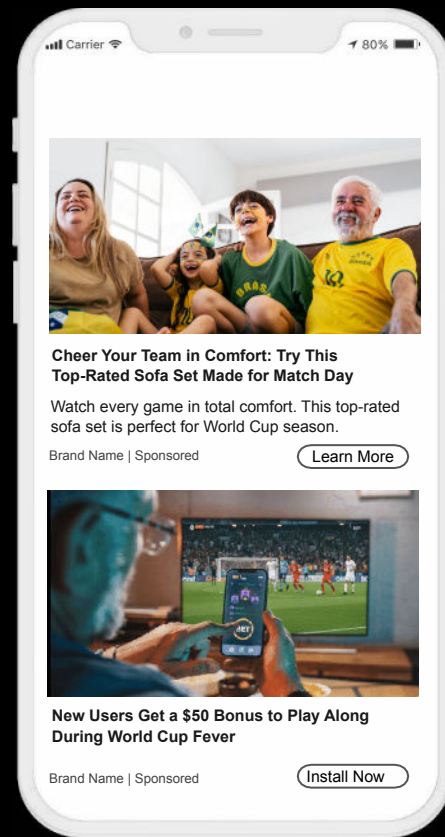
4. OFFERS & PROMOS

Call out game-time discounts, limited deals, or special bundles.

5. MATCH-DAY UTILITY

Position your product as something that improves the fan experience – before, during, or after the match.

Pro tip: Add descriptions to elaborate on your product or service and engage users for a performance.



Leverage Display and Rich Experiences

1. CAPTURE HIGH FAN ENERGY

Football audiences are most engaged during match days — Display formats amplify that momentum.

2. STAND OUT IN A CROWDED SEASON

Rich visuals help your brand break through the high-volume competition around World Cup content.

3. BOOST ENGAGEMENT WITH IMMERSIVE MOMENTS

Interactive and visual-rich formats mirror the excitement of the tournament, driving stronger attention.

4. LOCALIZE FOR TEAM PRIDE

Adapt Display assets using team colors, rivalries, or host-city themes for deeper relevance.

5. DRIVE MID-FUNNEL IMPACT

Use premium formats to reinforce consideration as fans browse news and match updates.



FIFA network INSIGHTS

NEVER MISS A WORLD CUP MOMENT

Every Match. Every Goal. No Lag.

-25% 175 23 18 27
days hours mins secs

Get Game-Ready Internet

Canada Mexico United States



FIFA SPORTS SHOES

MATCH DAY READY?
Built for World Cup Moments

LIMITED-EDITION WORLD CUP SNEAKERS

Gear Up Now

Next Steps



1. Audit

Audit previous campaigns
and reference insights



2. Plan

Plan changes to align with following
best practices and your KPIs



3. Create

Create new assets
and content.



Thank You