

realize:

Creative Playbook: Health

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.

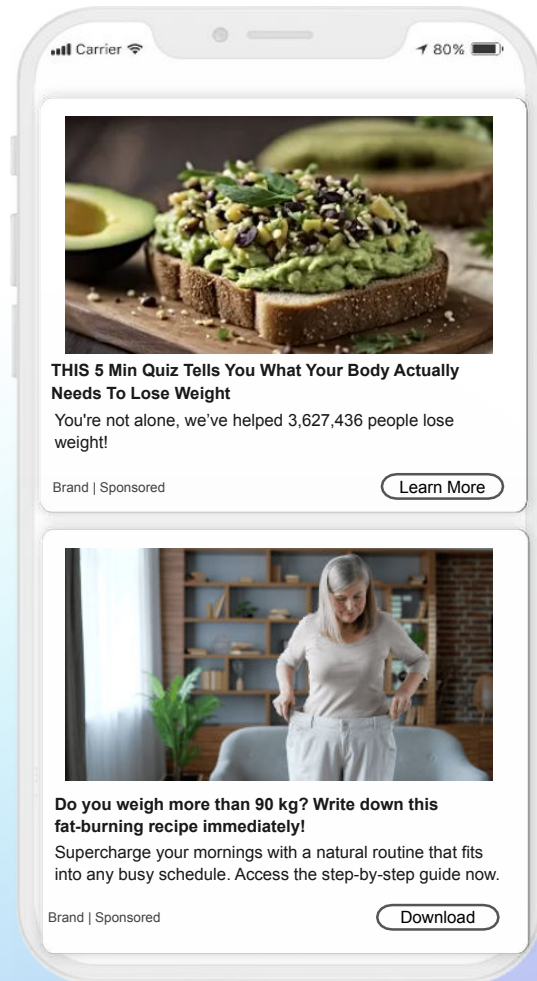
Enhancing creative assets for top advertisers.

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What's Trending for Native Visuals?

- **APPETIZING ANCHORS**
 - Featuring mouth-watering food to reframe health routines as an enjoyable reward.
- **IN-CONTEXT INTEGRATION**
 - Blending the product into everyday moments to signal authenticity and effortless ease of use.
- **RELATABLE PEOPLE**
 - Featuring ordinary, unpolished individuals to mirror the target demographic and build trust.
- **WHOLESUME CONNECTIONS**
 - Featuring authentic family moments or to tap into the ultimate emotional reward of health.
- **SEAMLESS MOTION**
 - Subtle motion effects are less disruptive to the reader experience.

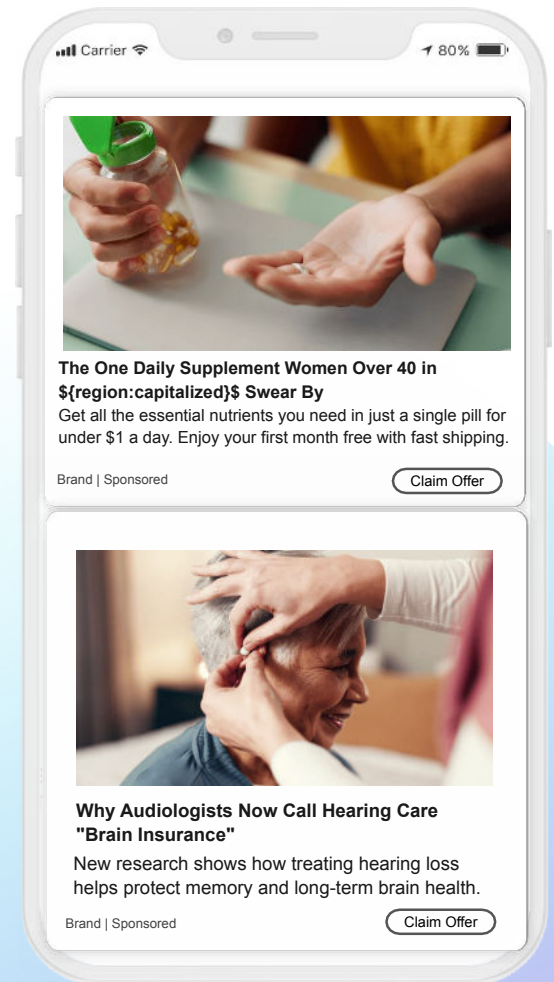
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What's Trending for Native Copy?

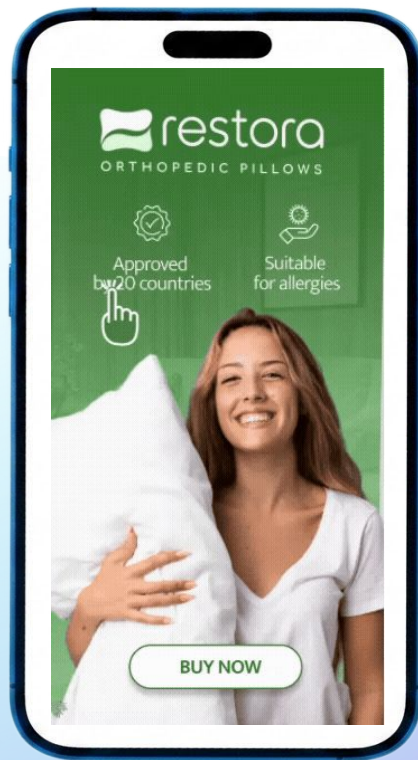
- **DAILY MICRODOSING ROUTINES**
 - Simplifying health down to micro-actions like "1 teaspoon" or "2 drops".
- **UNLOCKED ACCESS**
 - Announcing sudden regulatory changes
 - "Now legal" "\${region:capitalized}\$ Legalizes "
- **CLINICAL VALIDATION**
 - Leveraging authority figures to boost credibility
 - "Psychologists Shocked" "Top Cardiologist admit"
- **MEDICAL LOOPHOLES**
 - Accelerated timelines eliminate traditional clinical friction
 - "24 Hour Dental Implants: Too Good To Be True?"

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What's Trending for Display?

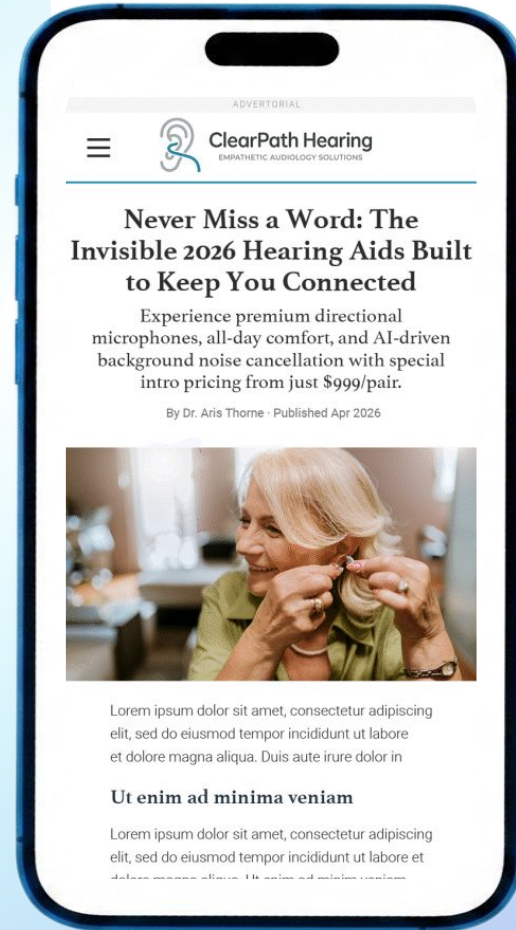
- **SIMPLE, READABLE DESIGN**
 - Image-first layouts show value instantly
 - Clean backdrops + bold type = scannable
- **BRANDED, TRUST-BUILDING VISUALS**
 - Unified colors, fonts, and brand logos
 - Relatable lifestyle imagery builds confidence
- **INTERACTIVE FORMATS**
 - Subtle motion + swipe animation pulls focus
 - Motion works best when it highlights the CTA
- **CTA-LED + URGENCY**
 - Prominent buttons drive the next step
 - Time cues + incentives lift CTR



What's Trending for Landing Pages?

- **CREDIBLE EDITORIAL BYLINE**
 - A human byline, author avatar, and recent dateline can build trust and transparency
- **INTERACTIVE ELEMENTS**
 - Including interactive tools and forms (eg. eating habits quiz) drives higher quality lead generation.
- **FIRST-PERSON ADVERTORIALS**
 - Formatting the page as a personal story covering struggles and the ultimate product discovery.
- **TRUST SIGNAL STACKING**
 - Star ratings + brand logos add credibility
 - Transparent technology/ingredients lowers skepticism
- **STRATEGIC PRICE ANCHORING**
 - Leading with cost incentives (like discounts, or grant subsidies) to smash budget anxiety.

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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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