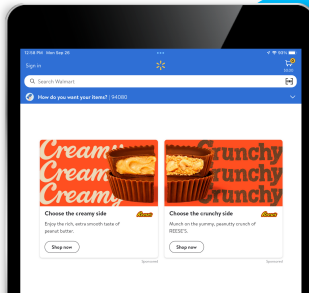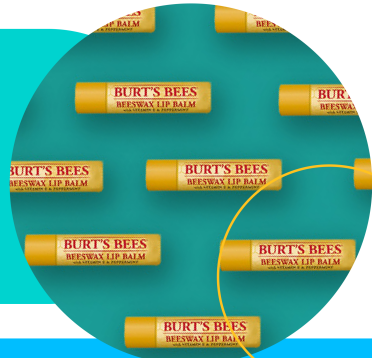# Five ways to make your products stand out

First impressions matter. It only takes a few seconds to take customers from scroll to shop. Here are five visual trends that hero the product and grab attention quickly.

Mesmerizing Repetition

Intentionally repeating product imagery builds a visually appealing and eye-catching pattern.
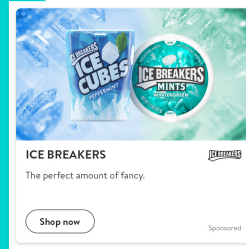
Expressive Typography

Creative type treatments quickly grab the customer's attention and reinforce the key product benefit.

Radiant Gradients

Gradient backgrounds add interest and depth to product shots. Be mindful of what colors compliment your brand and products.

Captivating Collages

Compliment bold product imagery with an extra layer of storytelling, helping customers easily understand use cases, while maintaining the product as the hero.

Connected Content

Unexpected visual bridges across multiple tiles gives your brand more prominence and helps your ad stand out to customers on scroll.

Lightbox Creative