Kakao Ad Display Creatives Guide

DDN Ad | Kakao Story Ad

For Overseas Advertisers, Ver. 1.0.0 l 2016.05

kakao

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Creative Review Guideline (General)

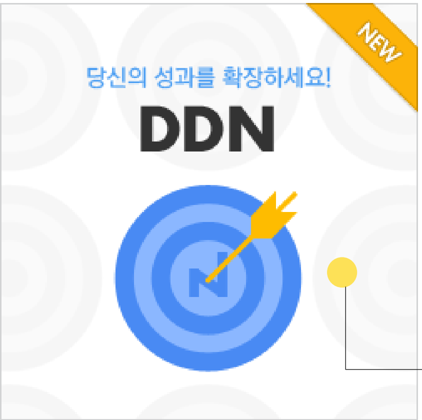
Kakao reviews creatives with the following criteria.

- Compliance with legal requirements and major recommendations
- Compliance with regulations on protecting minors
- Compliance with standards on profanity/obscenity
- Compliance with standards on violence, repulsion and fear
- Ads that violate rights are prohibited
- False, misleading and exaggerated ads are prohibited
- Ads that go against social norms are prohibited
- Contents that unjustifiably deceive users are prohibited
- Mark weight and measure units required by law

DDN Ads

Basic Creative Guidelines for DDN Ads

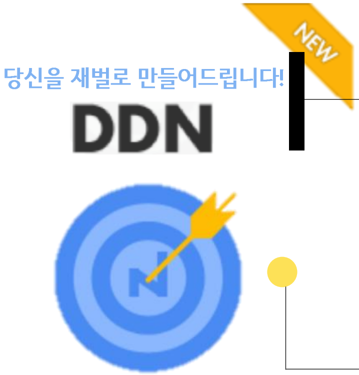
OK



DDN ads can be created in JPG, PNG, GIF and SWF files.
However, mobile banners can only be created in PNG and JPG formats.

A single file can be as large as 150K and the flash can be as long as 30 seconds.

NO



Superlative expressions that is not based on provable fact, objective proof or officially approved data, cannot be used in ads.

Actions cannot be applied when the mouse is placed over the ad and phrases that read “place mouse here” cannot be inserted in the ad.

Refrain from using excessive fluorescent or transparent colors as the background.

For detailed guidelines on image-type creatives, go to
https://adplus.biz.daum.net/material/manage/57?bquery=%EC%86%8C%EC%9E%AC&bcategory=2

DDN Ads Creatives Specs

Creatives must comply with the following DDN creative specifications.

- File format: JPG, GIF, PNG, SWF
- File size: 150K or less
- Animation length: 30 seconds or less
- Description: 30 letters or less
- Creatives size: 13 sizes
- No. of registerable creatives: 50 per group

DDN Ads Deliverables

Supports still images, animated gifs and flash creatives in 13 sizes for PC and mobile web

(* Mobile banner creatives are limited to still images.)

Registered Image Size (px)	Displayed Image Size (px)	Shape	File Format	Size	Exposed Devices
250×250	250×250	Basic square	PNG, JPG, GIF, SWF	150K	PC , Mobile
300×250	300×250	Basic rectangle	PNG, JPG, GIF, SWF	150K	PC , Mobile
200×200	200×200	Small square	PNG, JPG, GIF, SWF	150K	PC , Mobile
728×90	728×90	Basic leader board	PNG, JPG, GIF, SWF	150K	PC
970×90	970×90	Large leader board	PNG, JPG, GIF, SWF	150K	PC
120×600	120×600	Basic vertical skyscraper	PNG, JPG, GIF, SWF	150K	PC
160×600	160×600	Large vertical skyscraper	PNG, JPG, GIF, SWF	150K	PC
468×60	468×60	Small leader board	PNG, JPG, GIF, SWF	150K	PC
336×280	336×280	Small rectangle 1	PNG, JPG, GIF, SWF	150K	PC , Mobile
170×128	170128	Small rectangle 2	PNG, JPG, GIF, SWF	150K	PC , Mobile
640×100	320×50	Mobile banner 1	PNG, JPG	150K	Mobile
640×200	320×100	Mobile banner 2	PNG, JPG	150K	Mobile
430×105	430×105	Early leader board	PNG, JPG, SWF	150K	PC

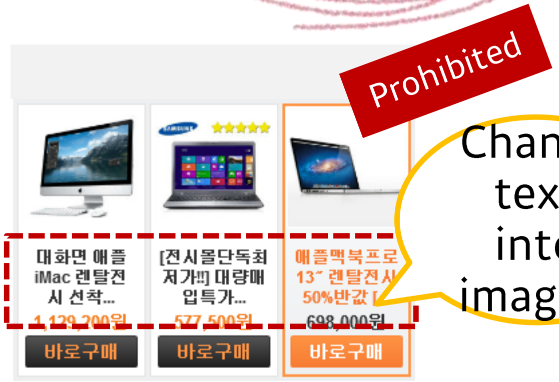
- Mobile banner creatives will be resized to 320X50, 320X100 when displayed.
- The same single color must be applied to 20 pxs on the left and right of the registered mobile banner creatives. Borders cannot be applied.

DDN Ads Creatives Specs _ Flash

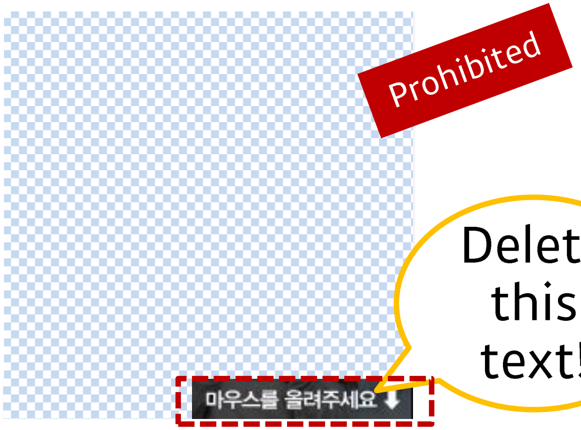
Use the following additional guidelines when creating flash creatives.

- Change text into images
- Do not apply sound features
- Create with ActionScript 2.0
- Do not use _root script
- Do not use script that requires requests from external servers
- Do not apply a mouse over action

(Do not insert text such as ‘place mouse here’)


Prohibited
대화면 애플 iMac 렌탈전시 선착...
1,129,200원
바로구매
[전시몰단독최저가!!] 대량매입특가...
577,500원
바로구매
애플맥북프로 13" 렌탈전시 50%반값 [
698,000원
바로구매

Change text into images!


Prohibited
마우스를 올려주세요 ⬇

Delete this text!

DDN Ads Guideline (Unacceptable Products & Services)

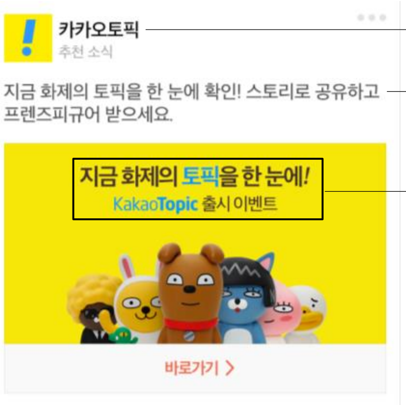
DDN ads prohibit the promotion of products or services in the following categories.

- Religion
- Political campaigning, hate content
- P2P/File download sites
- Chatting or dating sites
- Adult or sexual products and services
- Tobacco Products
- Game item trading
- Gambling, lottery, sports betting, casinos
- Private financing (loans), pawnshops
- Urology, Obstetrics and Gynecology Clinics
- Health food that provides direct overseas shipping
- Alcohol

Kakao Story Ad

Basic Creatives Guidelines for Kakao Story Ads

TEXT

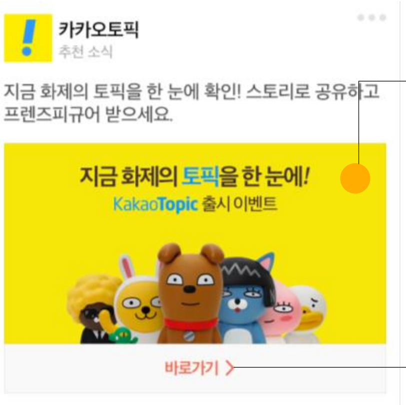


카카오토픽
추천 소식

지금 화제의 토픽을 한 눈에 확인! 스토리로 공유하고 프렌즈피규어 받으세요.

- The profile name must be 15 letters or less (incl. spaces). The profile name must be either the advertiser name or brand name.
  The promotional phrase must be 45 letters or less, including spaces.
- Text area, excluding the logo, must be no larger than 20% of the entire image.

Image/ Landing Page



카카오토픽
추천 소식

지금 화제의 토픽을 한 눈에 확인! 스토리로 공유하고 프렌즈피규어 받으세요.

- The image size must be 600 x 315px, and must be created in PNG file.
- The ad must lead to a mobile friendly webpage that is relevant with the ad.
  The URL must only be made up of Alphabetical letters and special characters(no Korean letters).

For more details on the Kakao Story Ad Creatives Guideline, go to
https://adplus.biz.daum.net/material/manage/456?bquery=%EC%86%8C%EC%9E%AC&bcategory=2

Major Policies for Ad Objectives

Ad objectives are **objectives that can be achieved through ads**,

Kakao Story Ads supports **4 advertising objectives**.

Approval is required **only once** for the same ad objective.

Up to 100 ad objectives can be registered for each account.

Ad Objective

Website : Mobile-optimized website.

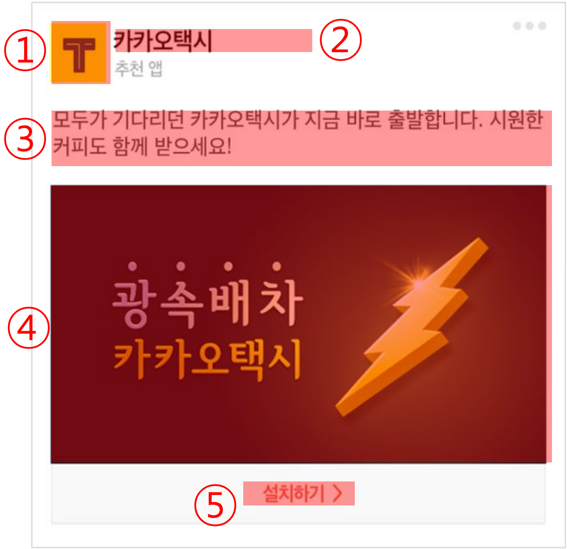
App Install : Linked to Google Play and iTunes Market.

Plus Friend : Only for brands that are currently has Plus Friend Ad product.

Story Channel : A single account can be linked to up to 5 Story Channels
- Review will be conducted on Story Channel name, message, profile photo, background photo and uploaded contents

Example of Ads and Reviewed Elements

Banner Ad

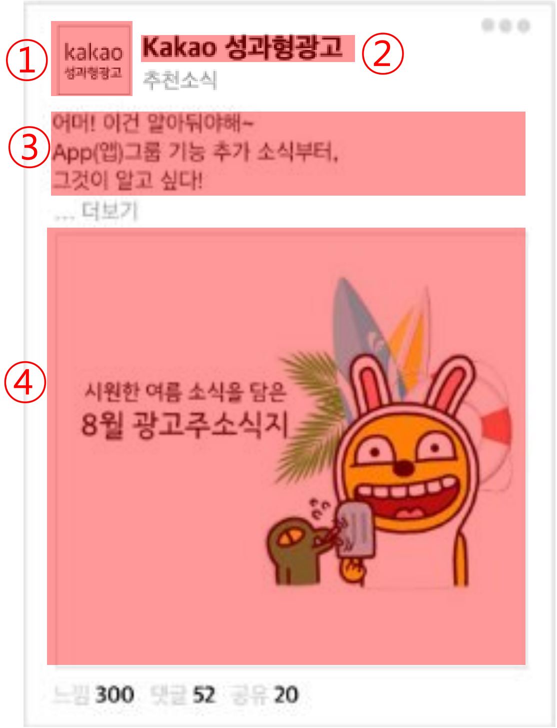

①
②
③
④
⑤
광속배차
카카오택시
설치하기 >

카카오택시

추천 앱

모두가 기다리던 카카오택시가 지금 바로 출발합니다. 시원한 커피도 함께 받으세요!

In-Feed Ad


①
②
③
④
kakao
성과형광고
시원한 여름 소식을 담은
8월 광고주소식지

Kakao 성과형광고

추천소식

어머! 이건 알아둬야해~
App(앱)그룹 기능 추가 소식부터,
그것이 알고 싶다!

... 더보기

느낌 300 댓글 52 공유 20

① Profile image

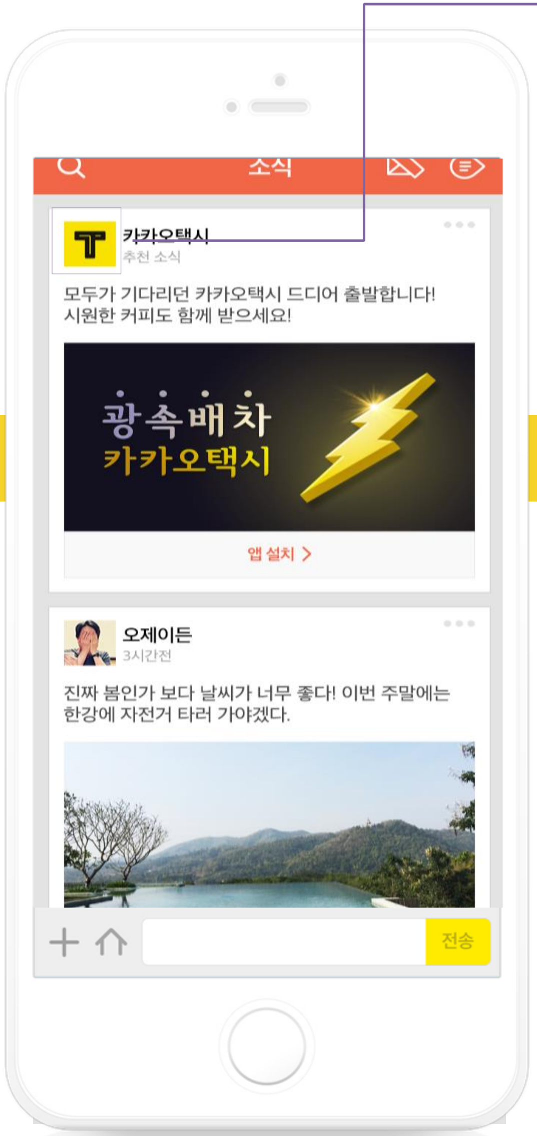
② Profile name
(Advertiser / Brand name)

③ Advertising phrase

④ Image creatives/
Video creatives

⑤ Landing page

Banner Creatives Guideline


소식

카카오택시
추천 소식

모두가 기다리던 카카오택시 드디어 출발합니다!
시원한 커피도 함께 받으세요!

광속배차
카카오택시
앱 설치 >

오제이든
3시간전

진짜 봄인가 보다 날씨가 너무 좋다! 이번 주말에는
한강에 자전거 타러 가야겠다.

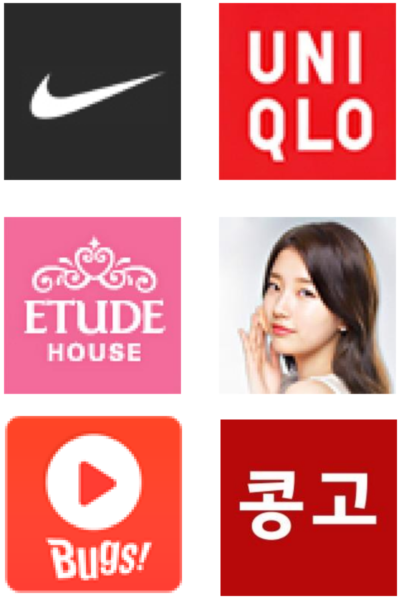
전송

Profile Image

The profile image should be made up of the advertiser's logo, brand identity and app icon.
Since the profile image is small, make the profile image as simple as possible with identifiable objects and logos only.

- Image size: 70x70(px)
- File format: PNG
- File size: 50KB

Good Example


UNI
QLO
ETUDE
HOUSE
Bugs!
콩고

Bad Example

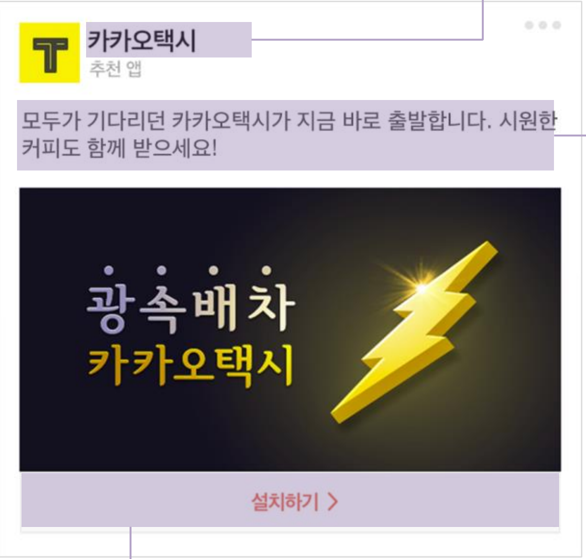
A combination of text and images interferes with readability

감기도 안걸리고
몸도 튼튼해 지는
건강식품
원기건강원

Text-oriented profiles makes contents unrecognizable

Do not use images that are unidentifiable

Banner Creatives Guideline



카카오택시
추천 앱

모두가 기다리던 카카오택시가 지금 바로 출발합니다. 시원한 커피도 함께 받으세요!

Profile Name (Advertiser/Brand Name)

Advertiser and/or brand name can be included in the text which must be no longer than 15 letters long (incl. spaces). Additional text, such as promotional phrases or event details, cannot be included in the profile name.

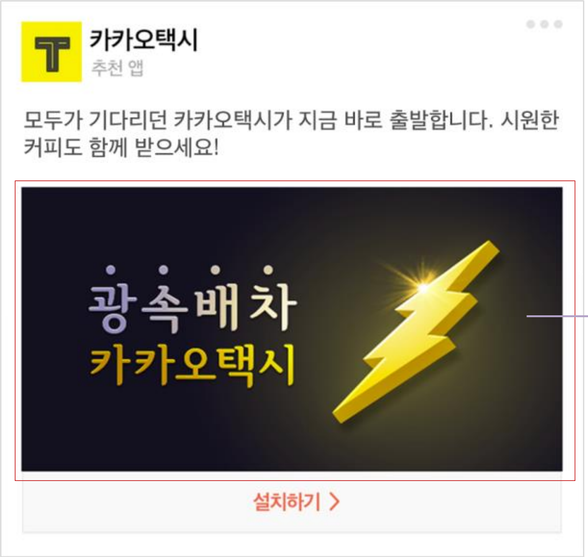
Promotional Phrase

The text can be as long as 45 letters, including spaces.
The phrase must include facts that can be confirmed from within the website or landing page.
Refrain from inserting telephone numbers, URLs or email accounts.
Words, such as “best”, “exclusive”, or “official”, can only be used if it can be proven in the website or with objective evidence.

Landing (Linked) Page

The landing page must be a **mobile friendly webpage**, which is directly related to the ad and operated by the advertiser.

Banner Creatives Guideline



카카오택시
추천 앱

모두가 기다리던 카카오택시가 지금 바로 출발합니다. 시원한 커피도 함께 받으세요!

Image Creative

Image that represents the advertiser's service, product or event.
The image must be related to the landing page content.

- Image size: 600x315(px)
- File format: PNG
- File size: 400KB
- Image will be resized or cropped to accommodate resolutions required for Android or iOS.

In-image **Text** Guidelines

: The text must be legible on a mobile device

-Recommended font size:32~56px

: Text must be within 20% of the total image

- Excl. logo, legal statement/ copyright mark
- Excl. text in the photo of the actual image

In-image **Image** Guidelines

: Use images comply with the copy right or other rights of third parties

: Use high-quality images

- Do not use images that are threatening, degrading in design, or create fatigue to the viewer
- Do not use poorly composed images
- Do not use mosaic or distorted images etc…

: Images of parts of the body must take up less than 50% of the entire image

- Both the upper and lower part of the body must be shown
- Specific body parts cannot be emphasized

In-image **Price** Guidelines

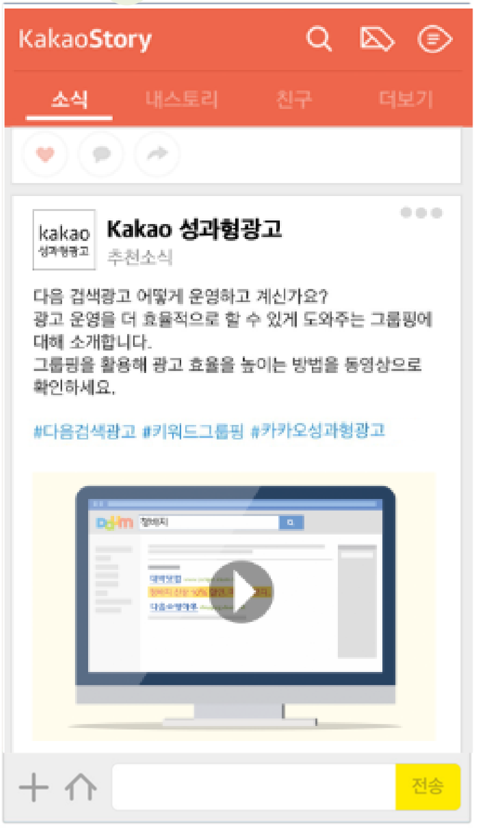
: Provide accurate price information!

- Specify the product the price and discount rate applies to
- Include the product in the image
- Make sure that the landing page provides information on the product and price
- Do not mislead users into thinking that the discounted price is the actual price

In-Feed Creatives Guideline

In-feed creatives can be made in the following combination.

Text + Video

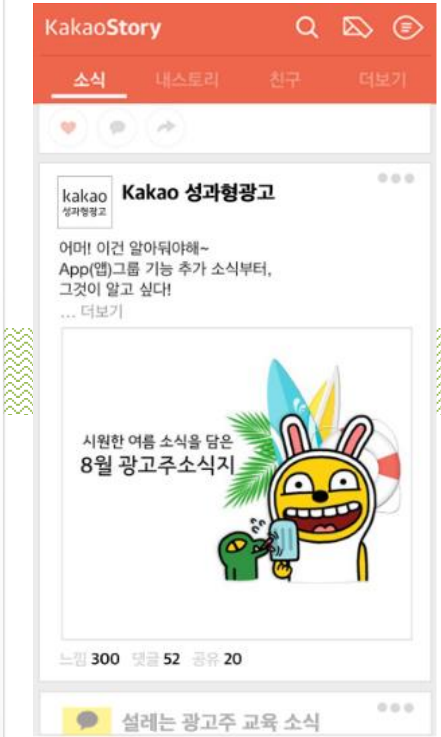

KakaoStory
소식
내스토리
친구
더보기
전송

Kakao 성과형광고
추천소식

다음 검색광고 어떻게 운영하고 계신가요?
광고 운영을 더 효율적으로 할 수 있게 도와주는 그룹핑에 대해 소개합니다.
그룹핑을 활용해 광고 효율을 높이는 방법을 동영상으로 확인하세요.

#다음검색광고 #키워드그룹핑 #카카오성과형광고

Text + Image


KakaoStory
소식
내스토리
친구
더보기
시원한 여름 소식을 담은
8월 광고주소식지

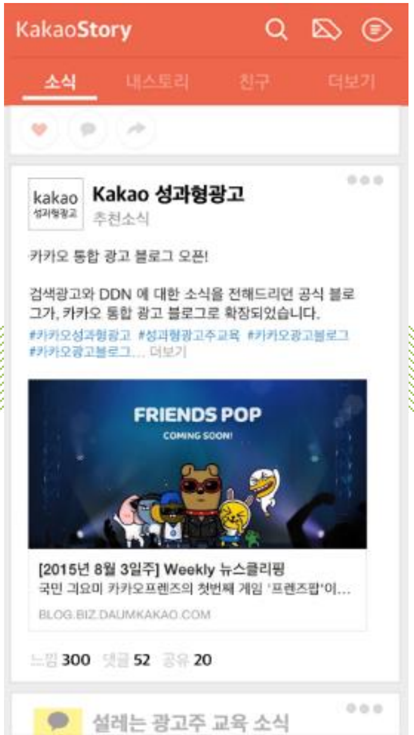
Kakao 성과형광고

어머! 이건 알아둬야해~
App(앱)그룹 기능 추가 소식부터,
그것이 알고 싶다!
... 더보기

느낌 300 댓글 52 공유 20

설레는 광고주 교육 소식

Text + Link


KakaoStory
소식
내스토리
친구
더보기
FRIENDS POP
COMING SOON!

Kakao 성과형광고
추천소식

카카오 통합 광고 블로그 오픈!

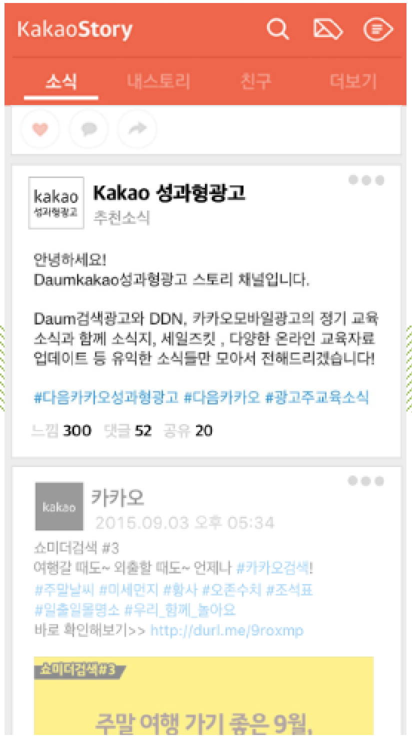
검색광고와 DDN 에 대한 소식을 전해드리던 공식 블로그가, 카카오 통합 광고 블로그로 확장되었습니다.
#카카오성과형광고 #성과형광고주교육 #카카오광고블로그 #카카오광고블로그... 더보기

[2015년 8월 3일주] Weekly 뉴스클리핑
국민 귀요미 카카오프렌즈의 첫번째 게임 '프렌즈팝'이...
BLOG.BIZ.DAUMKAKAO.COM

느낌 300 댓글 52 공유 20

설레는 광고주 교육 소식

Text


KakaoStory
소식
내스토리
친구
더보기
쇼미더검색#3
주말 여행 가기 좋은 9월,

Kakao 성과형광고
추천소식

안녕하세요!
Daumkakao성과형광고 스토리 채널입니다.

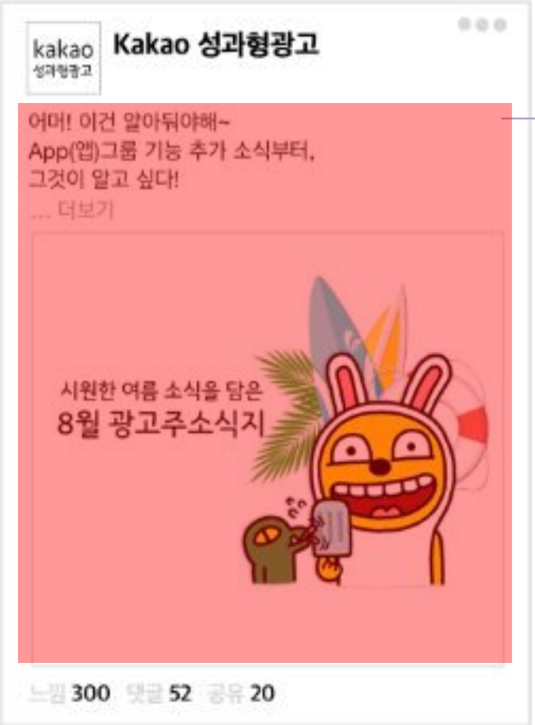
Daum검색광고와 DDN, 카카오모바일광고의 정기 교육 소식과 함께 소식지, 세일즈킷 , 다양한 온라인 교육자료 업데이트 등 유익한 소식들만 모아서 전해드리겠습니다!

#다음카카오성과형광고 #다음카카오 #광고주교육소식

느낌 300 댓글 52 공유 20

카카오
2015.09.03 오후 05:34
쇼미더검색 #3
여행갈 때도~ 외출할 때도~ 언제나 #카카오검색!
#주말날씨 #미세먼지 #황사 #오존수치 #조석표
#일출일몰명소 #우리_함께_놀아요
바로 확인해보기>> http://durl.me/9roxmp

In-Feed Creatives Guideline



Kakao 성과형광고

어머! 이건 알아둬야해~
App(앱)그룹 기능 추가 소식부터,
그것이 알고 싶다!
... 더보기

느낌 300 댓글 52 공유 20

> In-Feed Creatives

Use numerous multimedia elements (text, image, video, link) to create the ad.

- Commercial activities other than those related to the sales of the specific product or service is strictly prohibited.
- Direct and group purchase is prohibited.
- In-feed ads that include contents related to money transaction, or contents that suggest money transactions, cannot be placed.
- Ads that includes, or is linked to parts of the whole of a third -party's creation cannot be advertised.
- Any activities that earn a profit through reward services that uses ads is prohibited.
- Ads that attempt to collect users' personal information in comments cannot be advertised.
- Businesses that cannot advertise on apps cannot place in-feed apps as well.

Kakao Story Ads Guideline (Unacceptable Products & Services)

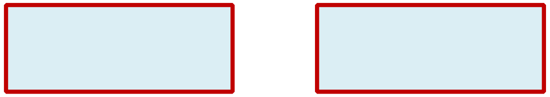
Kakao story Ads prohibit the promotion of products or services in the following categories.

- Alcohol, tobacco products
- Adult or sexual products and services
- Gambling, lottery, sports betting, casinos
- Religion
- Public domain software/service
- Illegal/inappropriate contents (Game tools, replication programs)
- Non-permitted fund raising activity
- Products that cannot be sold or distributed on the internet
- Astrology, fortune tellers, psychics
- Chatting, social dating or matchmaking services
- Private loans
- Counterfeit products
- Healthcare/medical centers/
- hospitals (Excl. ophthalmic clinics)
- Consulting, including entrepreneurship consulting
- International marriage agency
- Unregistered funeral services

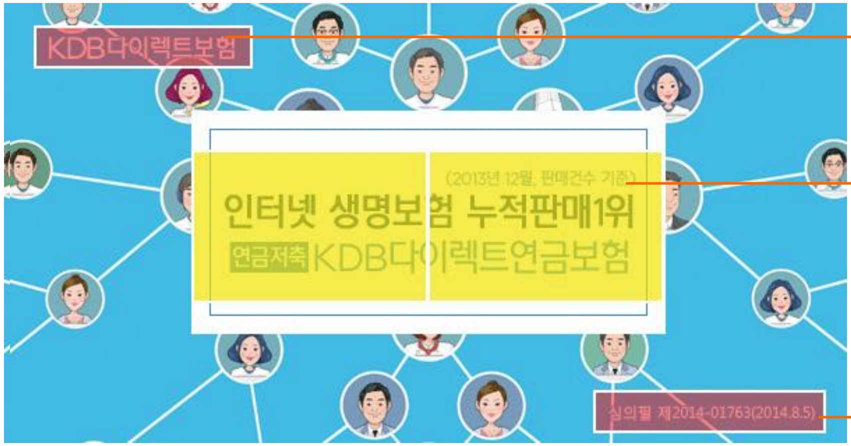
Reject Reasons for Kakao Story Ads

☑ **Text must take up less than 20% of the entire image**

- Not including logos, legal statement/copyright marks
- Not including text in photos of the actual product



Use two 100*170 guide boxes to measure text area


KDB다이렉트보험
(2013년 12월, 판매건수 기준)
인터넷 생명보험 누적판매1위
연금저축 KDB다이렉트연금보험
심의필 제2014-01763(2014.8.5)

Logo

In-image text

Legal statement

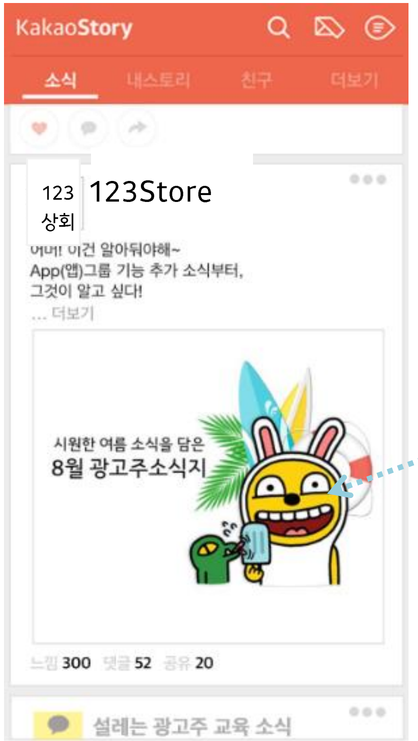
❖ Measured boxes are provided at? Go to the Kakao Ad website and download the boxes by pressing . http://ads.kakao.com/policy/guide

광고제작가이드 다운로드

— Reject Reasons for Kakao Story Ads

☑ Only use your trademark, contents and service

Violation of a 3rd party's rights: Violation of trademark rights, copyrights, portrait rights, name rights and services



123 상회 123Store

어머! 이건 알아둬야해~
App(앱)그룹 기능 추가 소식부터,
그것이 알고 싶다!
... 더보기

느낌 300 댓글 52 공유 20

설레는 광고주 교육 소식

Do not use other company's creations inside the image (Do not use Kakao characters)

Books that remind me of autumn.
Hemingway- The Old Man and the Sea,
Hesse – Damian, Maupassant – The Necklace…

Books for Autumn

Do not use a 3rd party's name rights or copyright in the feed

Having parenting troubles? Our company's Mr. Hong's lecture on #Raising Kids has been broadcast on TV. Here's a link for those who've missed it.

[Mr. Hong's interview on parenting]
http://tv.kakao.com//12345600

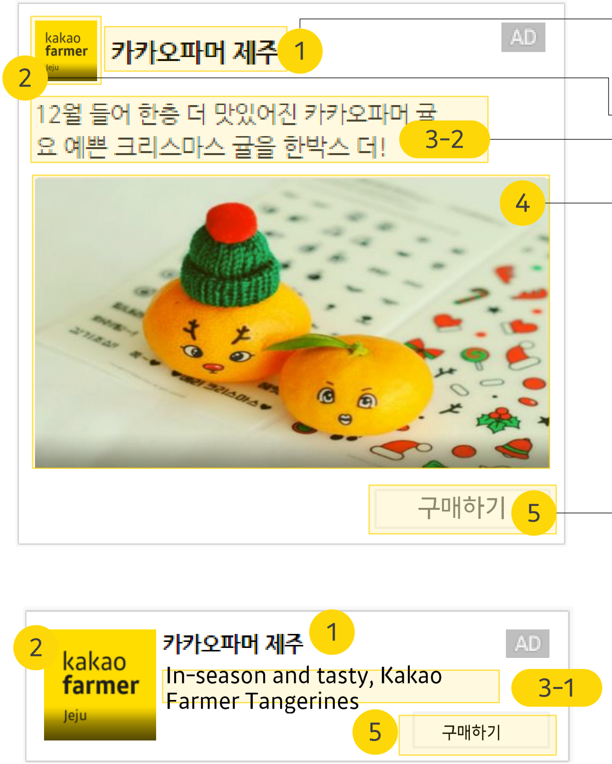
Do not use TV program VODs even if the program is about you or your company.

Kakao Native Ad

Basic Creatives Guideline for Kakao Native Ad

Kakao Native Ad's various creative elements are combined to create the advertisement UI like natural content.
Certain elements of the ad may not appear (including but not limited to, the image or the description) based on the ad serving page UI.

Example



카카오파머 제주 1

AD

2

12월 들어 한층 더 맛있어진 카카오파머 귤요 예쁜 크리스마스 귤을 한박스 더! 3-2

4

구매하기 5

2

카카오파머 제주 1

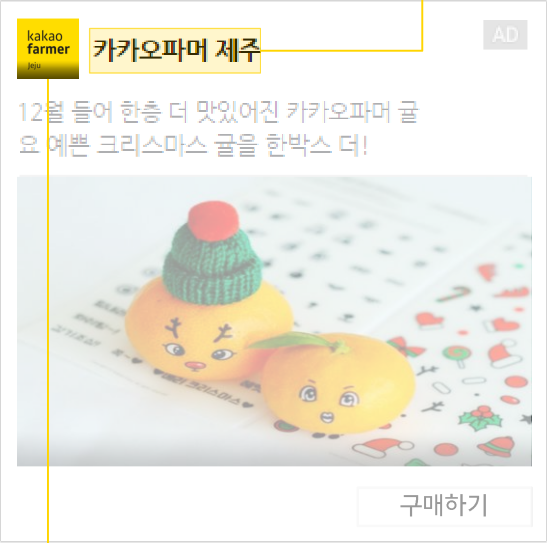
AD

In-season and tasty, Kakao Farmer Tangerines 3-1

5 구매하기

1	Profile name	· 15 letters maximum
2	Profile image	· Image size: 300x300(px) · File format : PNG/JPG · File size: 400KB
3	Promotional phrase	3-1 Ad title: 20 letters max 3-2 Ad phrase : 60 letters max The ad title or PR phrase will be shown, depending on the ad space. -> 삭제.
4	Ad creatives image	· Image size: 1200x628(px) · File format: PNG/JPG · File size: 1200KB The ad image will be cropped depending on the page UI serving native ads.
5	Action button	· Select from 13 action buttons, including Shortcut, Buy and Install

Native ads Creatives Guideline



카카오파머 제주

AD

12월 들어 한층 더 맛있어진 카카오파머 귤요 예쁜 크리스마스 귤을 한박스 더!

구매하기

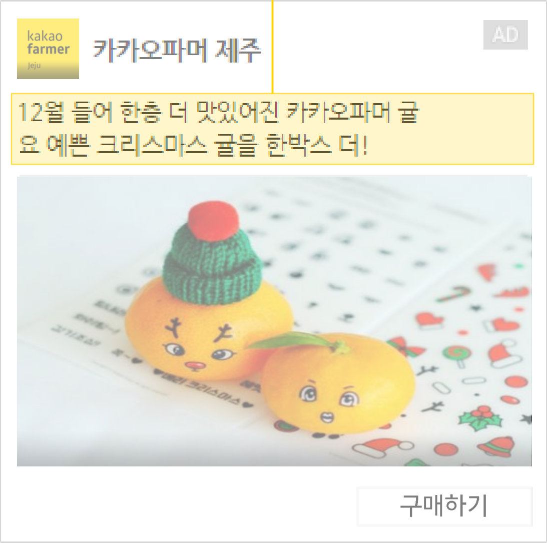
Profile names

- The profile file can be no longer than 15 letters, including spaces.
- The profile name must be consisted of the advertiser or brand name, and must not include expressions.
- Organization or group names can be used as the profile name.
- “Corporation” or “Incorporated”, which is included in the advertiser’s name, may be abbreviated or deleted.
- The name of stores or companies that includes superlative expressions, punctuation marks or characters must be verified with the store/company’s business registration certificate.
- Punctuation marks or characters cannot be included in the profile name.

Profile images

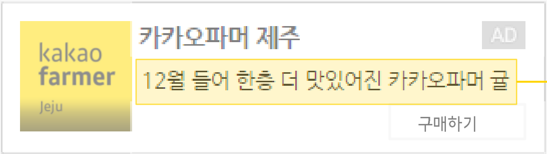
- Profile images must be PNG or JPG files that are 300x300 px.
- The maximum size of a single file is 400KB.
- The profile image must be consisted of the advertiser’s logo, brand identity and app icon.
- The profile image must be as simple as possible, and made up of identifiable object and logos.

Native ads Creatives Guideline



카카오파머 제주

12월 들어 한층 더 맛있어진 카카오파머 귤요 예쁜 크리스마스 귤을 한박스 더!



카카오파머 제주

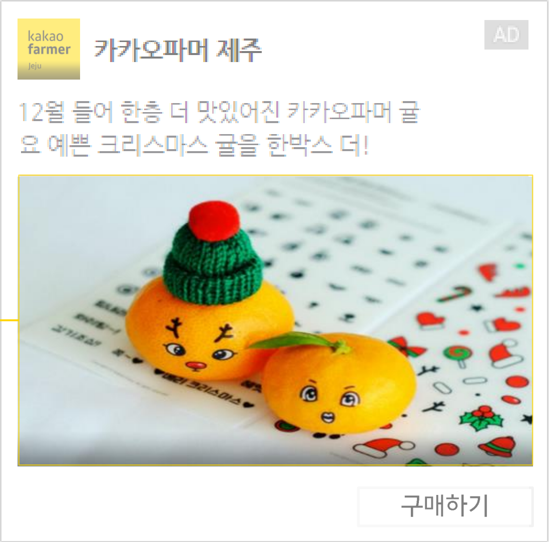
12월 들어 한층 더 맛있어진 카카오파머 귤

Promotional phrases

- Ad titles and ad phrases are considered as promotional phrases.
  1. The ad title can be as long as 20 letters, including spaces.
  2. The ad phrase can be as long as 60 letters, including spaces.
- Promotional phrases must contain facts that can be confirmed or recognized in an objective way through websites or the ad landing page. The advertisement will not be placed if the contents in the promotional phrase cannot be confirmed in the website or landing page or turns out to be false information.
- Promotional phrases cannot contain any reference to, or encouragement towards, actions that violate the law, goes against customs or social order.
- Promotional phrases cannot contain information that violates a 3rd party's rights, including trademarks, copyrights, portrait rights and name rights.
- Slangs, vulgarisms and profane language, which are used to degrade others, cannot be used in the ad.
- Phrases that make comparisons with another company, or the other company's specific products or services, cannot be used.
- The text must be in Korean or English.
- Telephone numbers, stock item code, URL, email account and/or ID cannot be included in the phrase.
- Information about events on sharing and liking the company's Story Channel cannot be including in promotional phrase. Suggestive sentences, such as 'tell your friends', cannot be used.

Native ads Creatives Guideline

> Ad Creatives Images



카카오파머 제주

12월 들어 한층 더 맛있어진 카카오파머 귤요 예쁜 크리스마스 귤을 한박스 더!

- Ad creatives can be 1200X628 px, PNG or JPG files.
- A single file can be up to 1200KB.

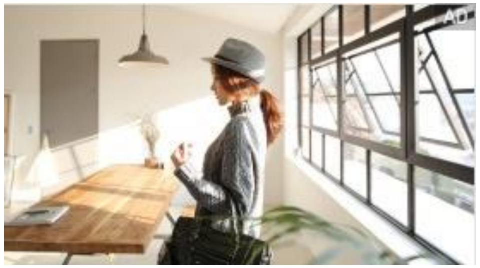
- Text cannot be inserted in the image (Excl. logos, legal statement).
- Before and after images cannot be used in advertisements.
- Place the main object in the center, since the ad will be resized or cropped to fit the ad space.
- Only images that do not violate copyrights or portrait rights can be used as the product image.
- Any image of a part of the body cannot take up more than 50% of the entire ad image.
- Direct exposure of an alcoholic brand, or elements that reminds people of alcohol, such as a whiskey bottle, is not allowed.
- Formats that resemble an actual news cannot be applied to ads.
- Images that does not have the correct proportion, or images that are a combination of multiple images or banners, cannot be used since it degrades resolution and legibility.
- Images that have been dimmed or blurred, mosaic images, or a distorted image or a person cannot be used in ads.
- Ads that contains information on events that encourages users to share or like the advertiser's Story Channel cannot be placed.

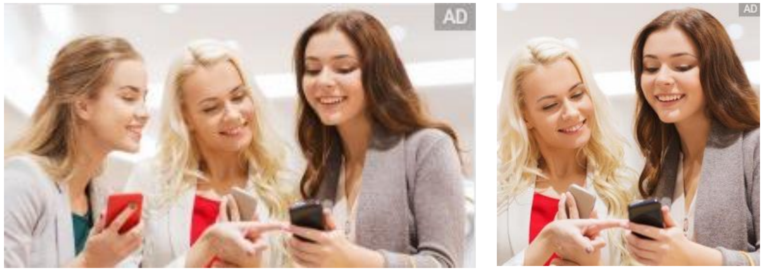
Creatives Guideline_ Reference

Since Kakao Native Ads are optimized to the space it is exposed in, the ad image will be resized or cropped.
Therefore, the product or object must be placed in the center.

Actual Image

Examples of displayed Images

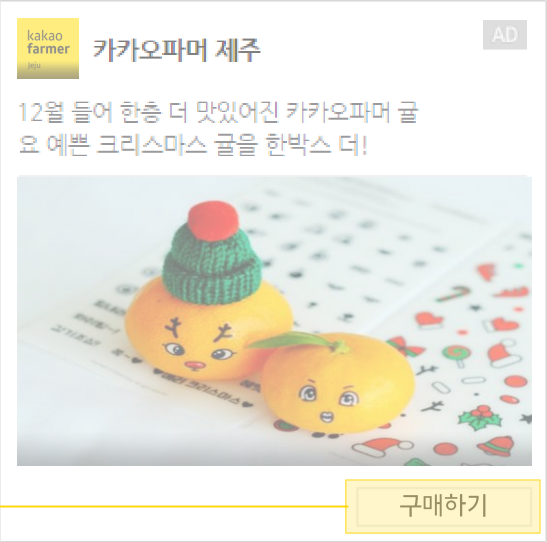




Native ads Creatives Guideline

> Landing Pages

- The ad must be redirected to a page that sells the advertising product or contains a list of the product. The landing page must not display products that are irrelevant with the product.
- The ad must be redirected to a mobile-friendly webpage.
- Webpages operated by news outlets, which contains news or other reports that may make it hard for users to tell the difference from an advertisement and actual news report, cannot be used as the landing page.
- Webpages that contain contents that resembles reports by the press or TV stations and can mislead users, cannot be used as the landing page.
- Any attempts to encourage users to change their computer environment, such as changing their start page or installing toolbars, can lead to the suspension of the ad.
- Any landing page that makes users unable to discontinue their use of the internet can lead to the suspension of the ad.
- Any landing page that redirects users to a different page after the landing page is closed, or reopens after a certain period of time, can lead to the suspension of the ad.
- Ads that have incomplete landing pages, landing pages that are being updated, or which lead to websites that are partially inactive, cannot be placed.
- The landing page must comply with registration criteria defined by Kakao Ad's Clix ad objective registration criteria.



카카오파머 제주

12월 들어 한층 더 맛있어진 카카오파머 귤 요 예쁜 크리스마스 귤을 한박스 더!

*** Guideline to linking URLs to Kakao Native Ads**

- Ads can be linked to the advertiser's corporate website, shopping mall, blog and SNS.
- The user must be able to return to the previous app after pressing the "back" button once from the landing page.
- 'Hangul (Korean letters)' cannot be used in the linked URL. Only Alphabetical letters and special characters are allowed.
- Ads cannot be placed if it opens more than four pop-up or pop-under PR windows.
- Ads that immediately asks users to login or sign up, without showing the ad contents, cannot be placed.

Kakao Native Ad Guideline (Unacceptable Products & Services)

Native ads prohibit the promotion of products or services in the following categories.

- Luxury good sellers
- Political campaigning
- Adult or sexual products and services
- Health food/medical products/weight loss centers
- Chatting, social dating or matchmaking services
- Alcohol, tobacco products
- Games prohibited to minors, game item trading, gambling games such as poker
- Religion
- Public domain/P2P/File download sites
- Gambling, lottery, sports betting, casinos
- Hospitals, medical clinics
- Private loans
- Used-car

* Other business must comply with 'Kakao Ad Clix Review Policy'.

- Kakao Ad Product Guide Website http://ad.kakaocorp.com/

- Daum Search Ad·DDN Training Center > Ad Plus http://adplus.biz.daum.net/

- Kakao Ad Management System Guidebook https://clix.biz.daum.net/login/login.jsp#

- Story Channel Operation Policy https://ch.kakao.com/terms/rule

- Story Channel Official Blog http://kakao-storychannel.tistory.com/

Search Ad

Search Ad Basic Creative Guideline

Keyword and creatives: Must be relevant with the website, and must use words and phrases the majority of users can understand

OK

- No longer than 60 letters, including title and spaces
- Must include the company/store name

Kakao Ad Plus adplus.biz.daum.net

Provides information on search ads, DDN, Kakao Story Ads, ad purchase process and search trends, and also operates a training information center.

- Space after the punctuation mark

NO

- Documentary evidence will be required for some superlatives

Kakao Ad Plus adplus.biz.daum.net

Search ads,DDN,Kakao Story Ads♥, Korea's No. 1 training information center, provides trend reports

- Special characters cannot be used (~, - are exceptions)

Keyword and creatives registration guide:
https://adplus.biz.daum.net/material/manage/4?bquery=%EC%86%8C%EC%9E%AC&bcategory=2

Thank You

kakao