kakao

&

**PUNCH**
DIGITAL MARKETING

# KAKAO MEDIA KIT

By Punch Digital Marketing

# kakao | Services

**1** **KakaoTalk PlusFriend**

**2** **Targeting**

**3** **Kakao Talk Display**
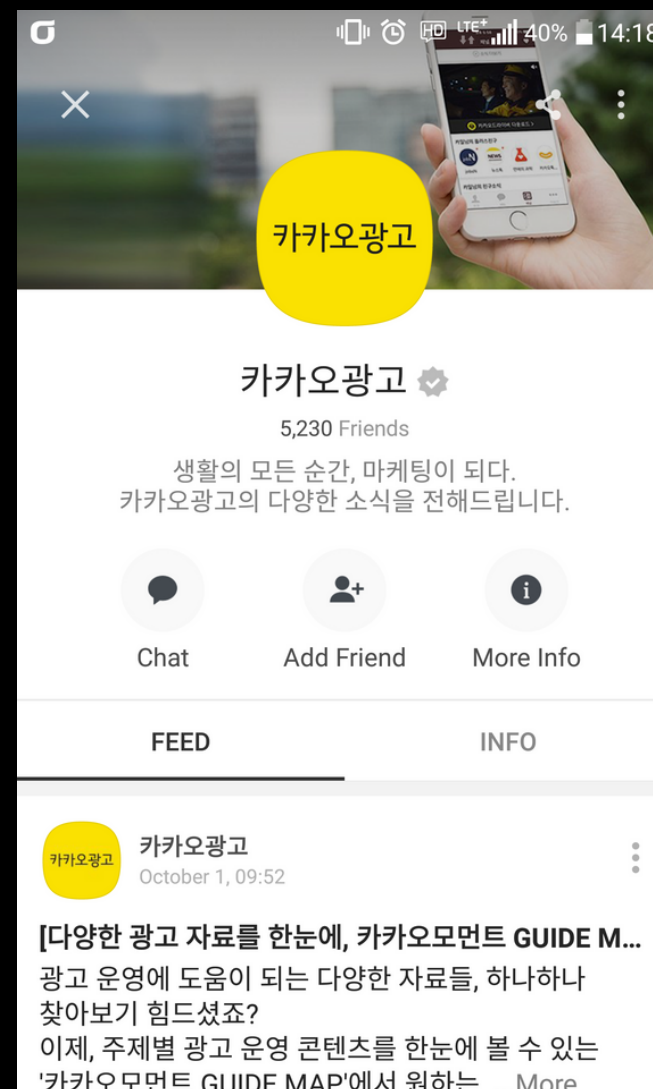
**4** **KakaoStory Display**
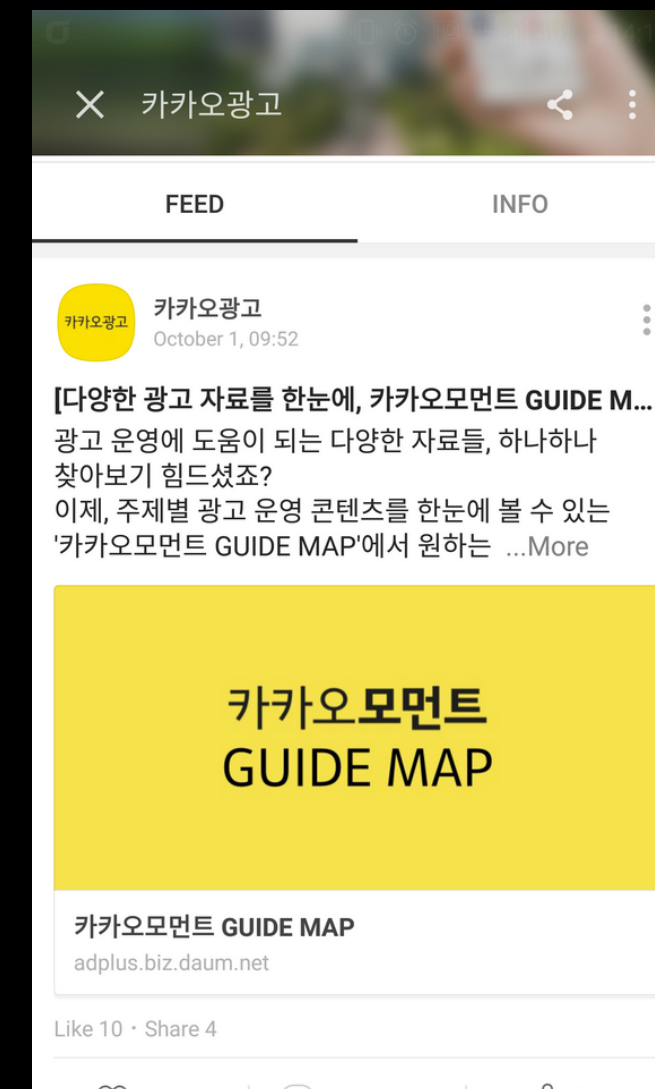
# KAKAOTALK PLUSFRIEND

## *What is it?*

Kakao PlusFriend is a business platform in KakaoTalk.

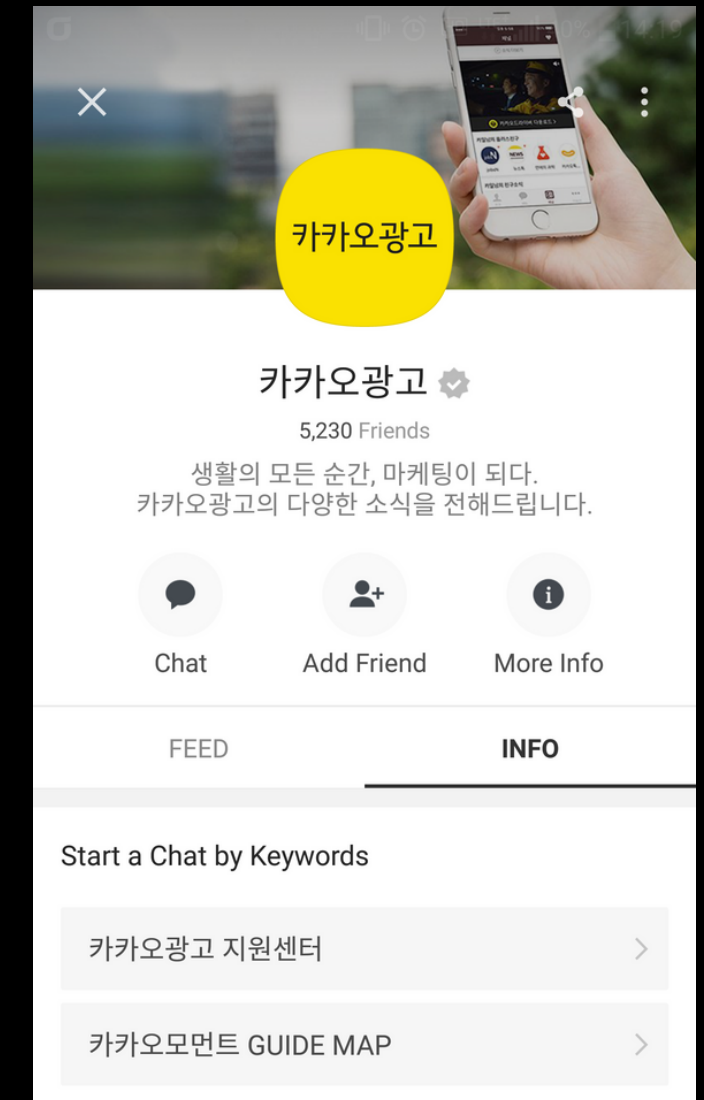You can use it for branding, communicating, target marketing and PR

*Plusfriend Profile*



*Plusfriend News Feed*



*Plusfriend Chatbot*

# KAKAOTALK
# PLUSFRIEND

## Benefits

1) You can create contents such as business information, brand news and promotions

2) Kakao offers an optimized action button (Call to Action)
- Payment button for commercial business
- Open chatting button for inquiry

3) Diverse ways to send your news to Friends
- Possible to publish a posting like picture, video or card view
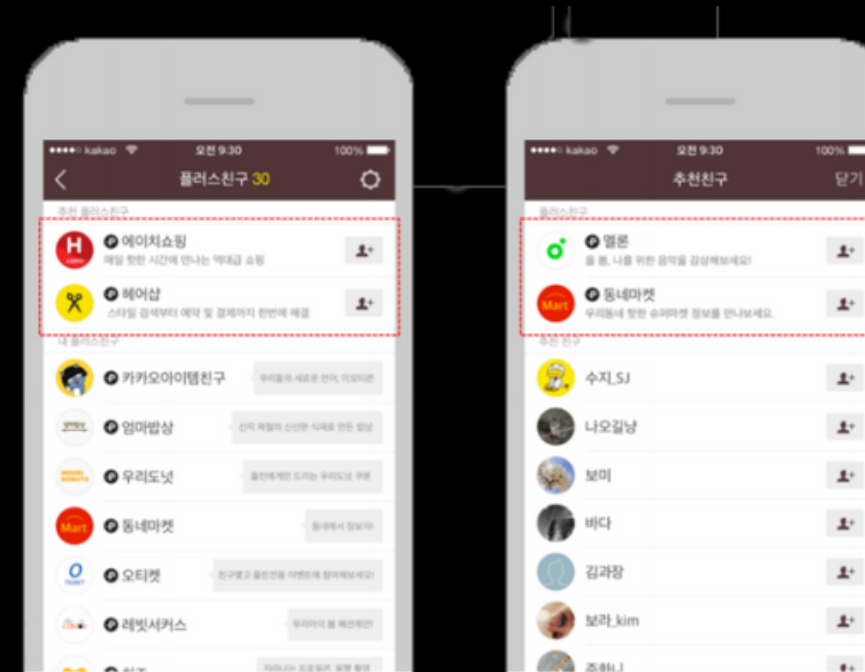- Possible to check your Friend's reaction and spread using 'like', comment, and sharing



*Image of  company profile list*



*Image of Kakao PlusFriend Messaging to followers*

# TARGETING

Customer file
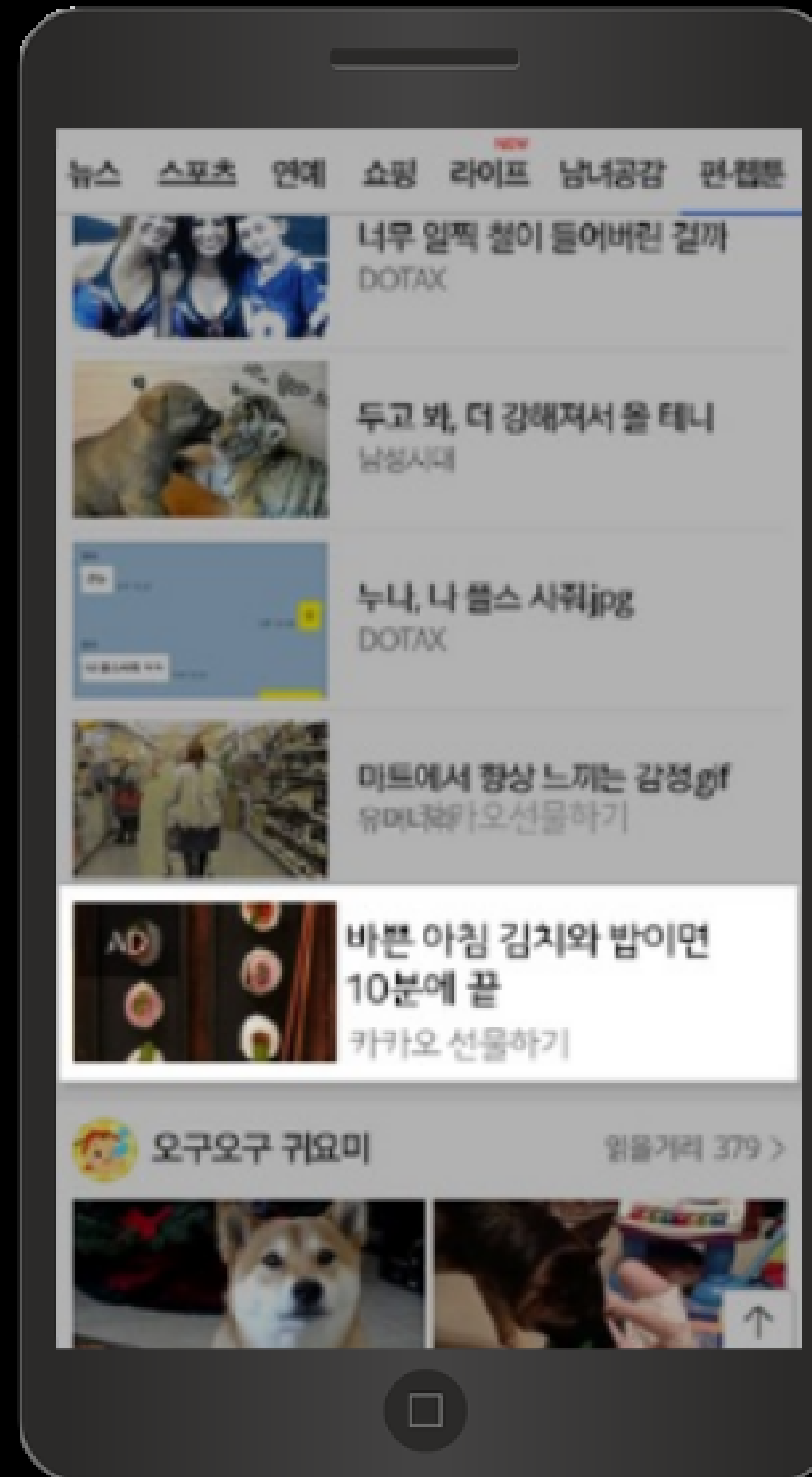
PlusFriend / Followers

Lookalike audience

Demographic

Persona

# KAKAOTALK DISPLAY

## Banner ads (CPM, CPC, CPA
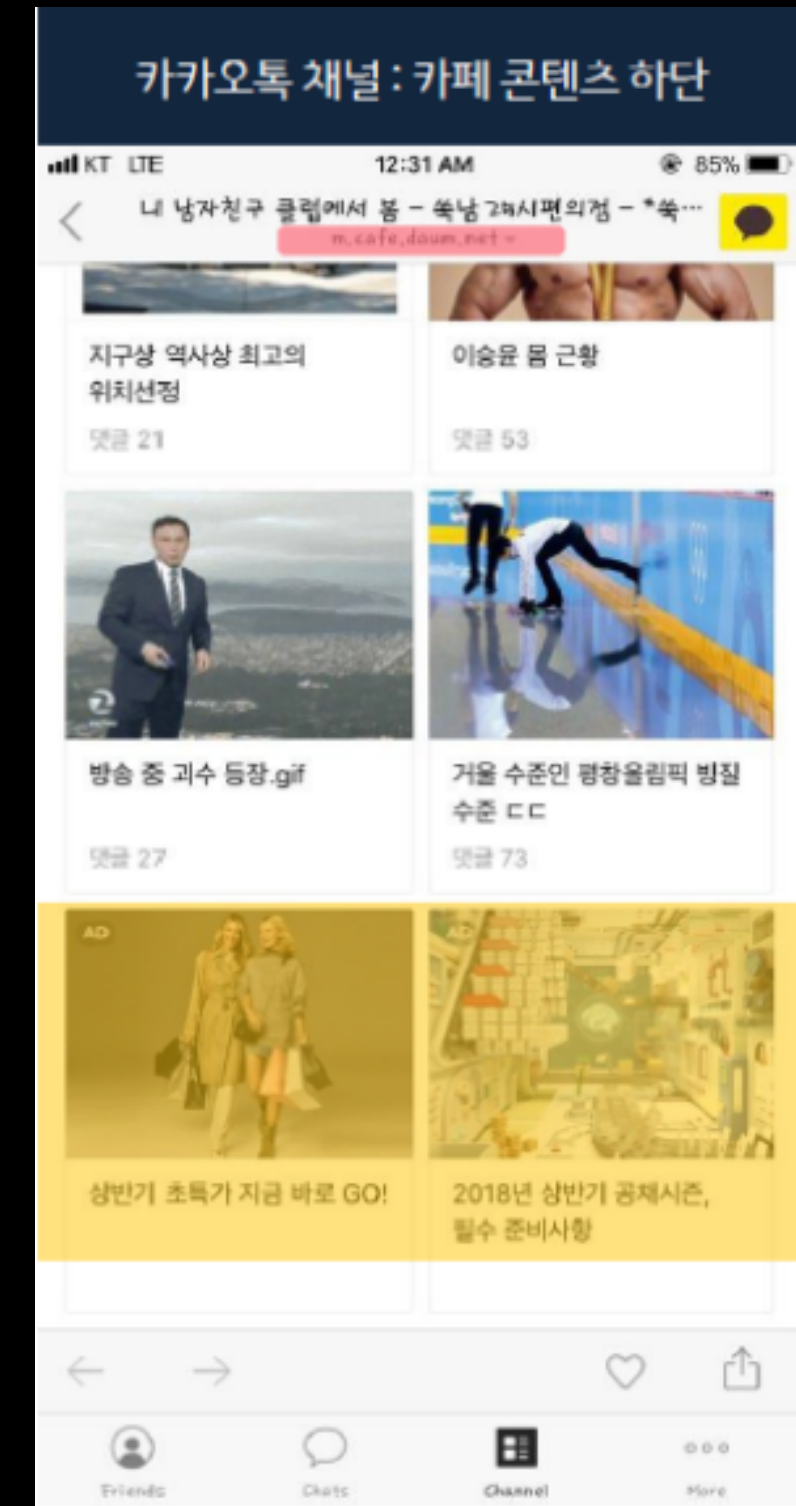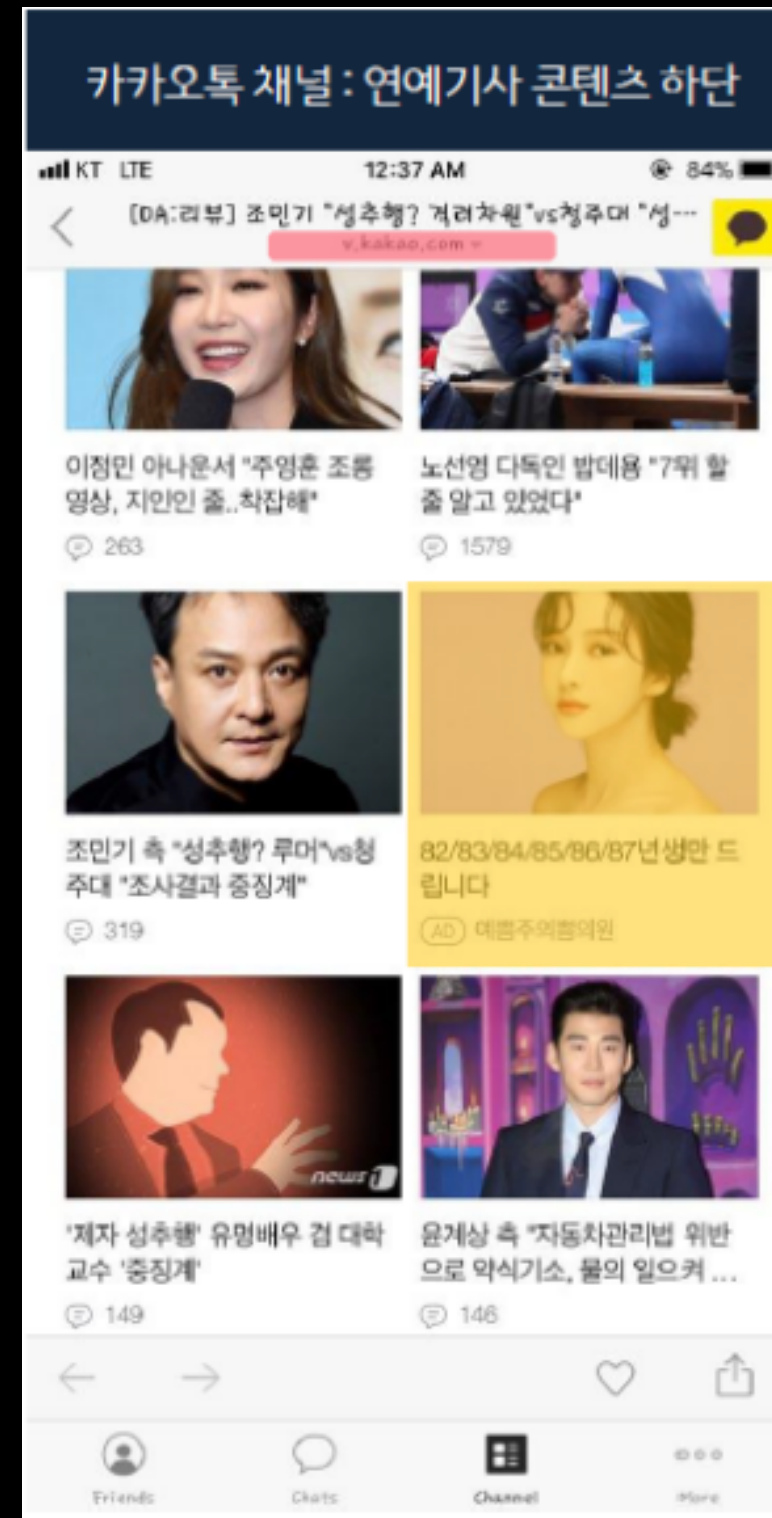
What kind of Ad types I can use?
- thumbnail feed
- message

# KAKAOTALK DISPLAY

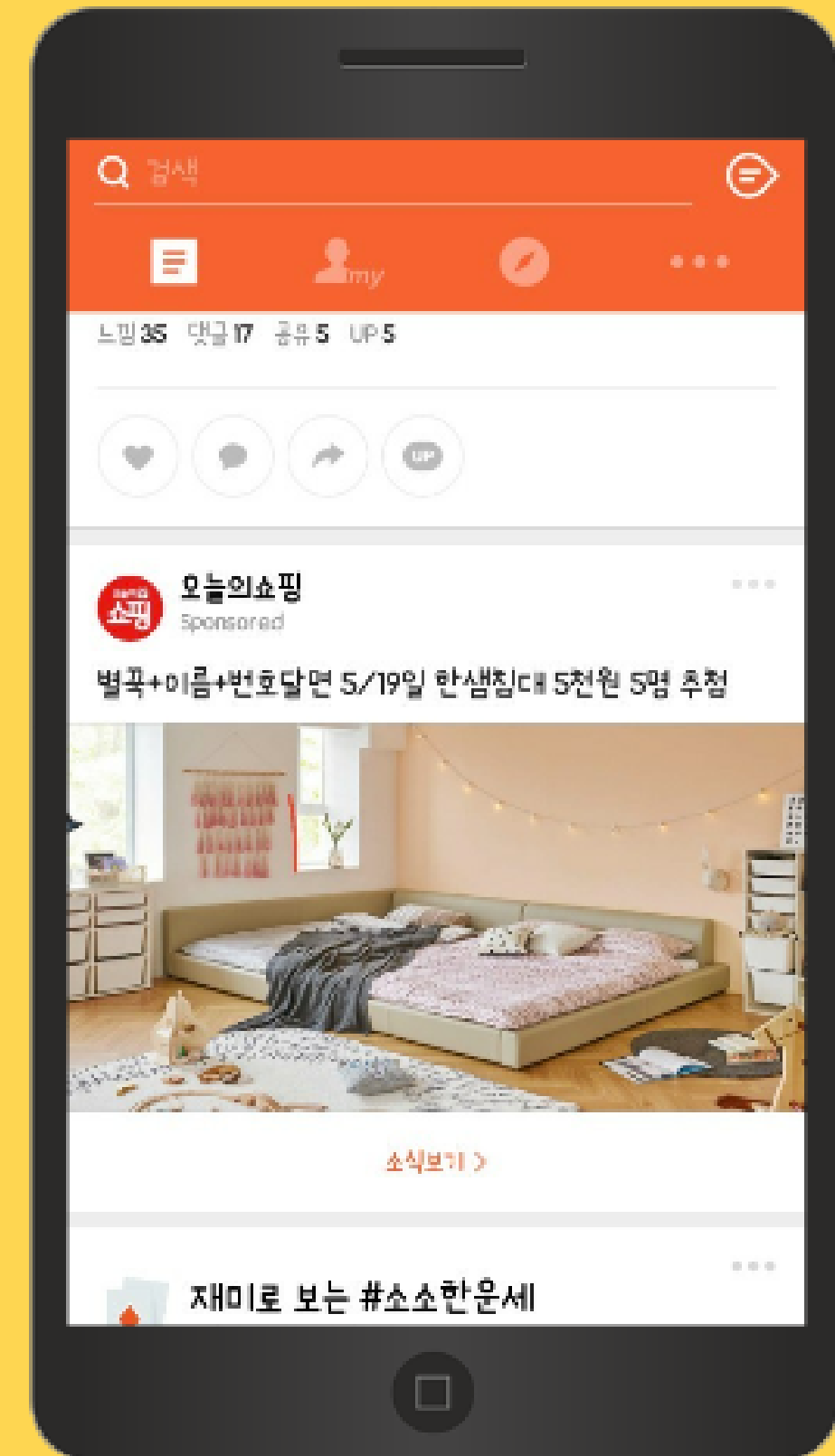## Banner ads (CPM, CPC, CPA
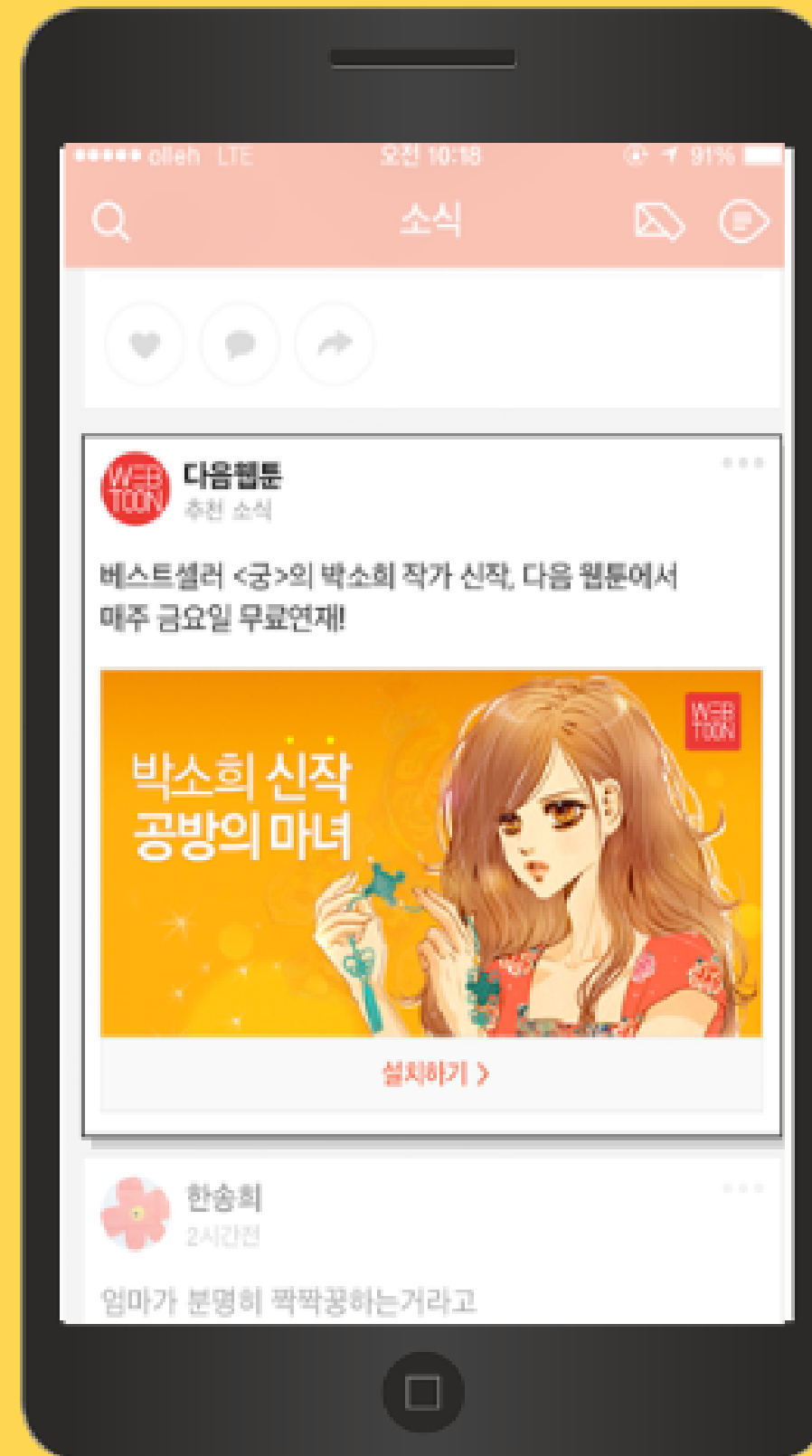
Example of banner ads

# KAKAOSTORY DISPLAY
## What is KakaoStory?

Similar to Instagram and Facebook.

 A user can communicate with their family and friends using contents like text, image, video, etc. For brands, there is the Kakao StoryChannel.

# KAKAOSTORY DISPLAY
## Banner ads  (CPM, CPC, CPA )

Example of KakaoStory ads

# Appendix

KakaoTalk Display  – Banner dimensions

| Type | Sub type | Size | File type | File size |
|---|---|---|---|---|
| Image feed | Profile image | 300x300 px | JPG, JPEG, PNG | 200kb |
| Image feed | Ad image | 1200x628 px | JPG, JPEG, PNG | 400kb |
| Thumbnail feed | Profile image | 300x300 px | JPG, JPEG, PNG | 200kb |
| Thumbnail feed | Ad image | 640x480 px | JPG, JPEG, PNG | 300kb |
| Front type | Profile image | 300x300 px | JPG, JPEG, PNG | 200kb |
| Front type | Ad image | 720x1000 px | JPG, JPEG, PNG | 400kb |

# Appendix

Kakao Network

| Network | Sub type | Size |
|---|---|---|
| Mobile Daum | Ad image | 320x100 |
| Desktop Daum | Ad image | 655x120 |
| Afreeca TV app | Ad image | 320x50 |
| Zum PC | Ad image | 300x150 |