Creative Process Guideline
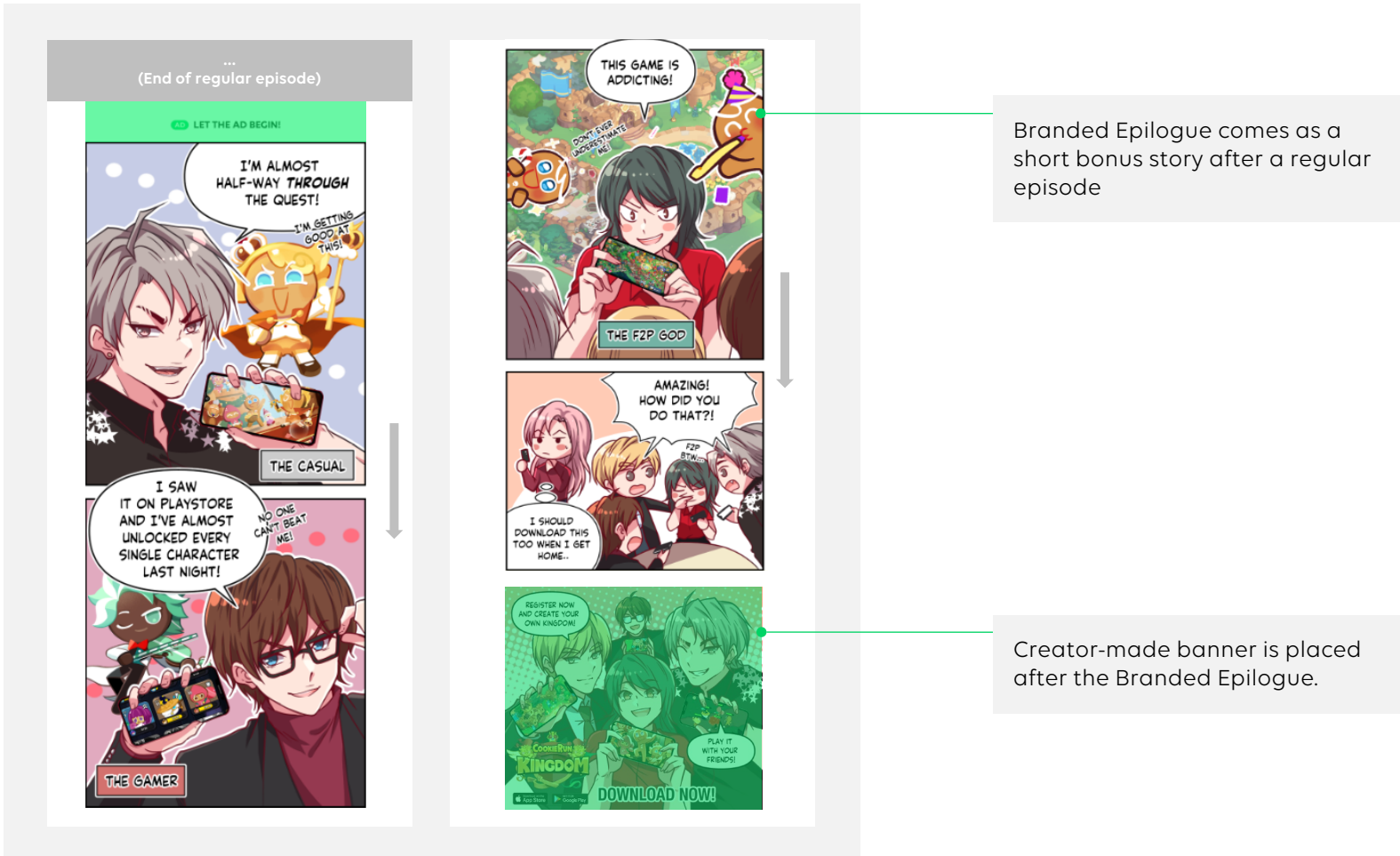
- Branded Epilogue (BEP)
- Branded WEBTOON (BWT)
- Display Ads (DA)
- Blocked categories
- Performance report

WEB TOON

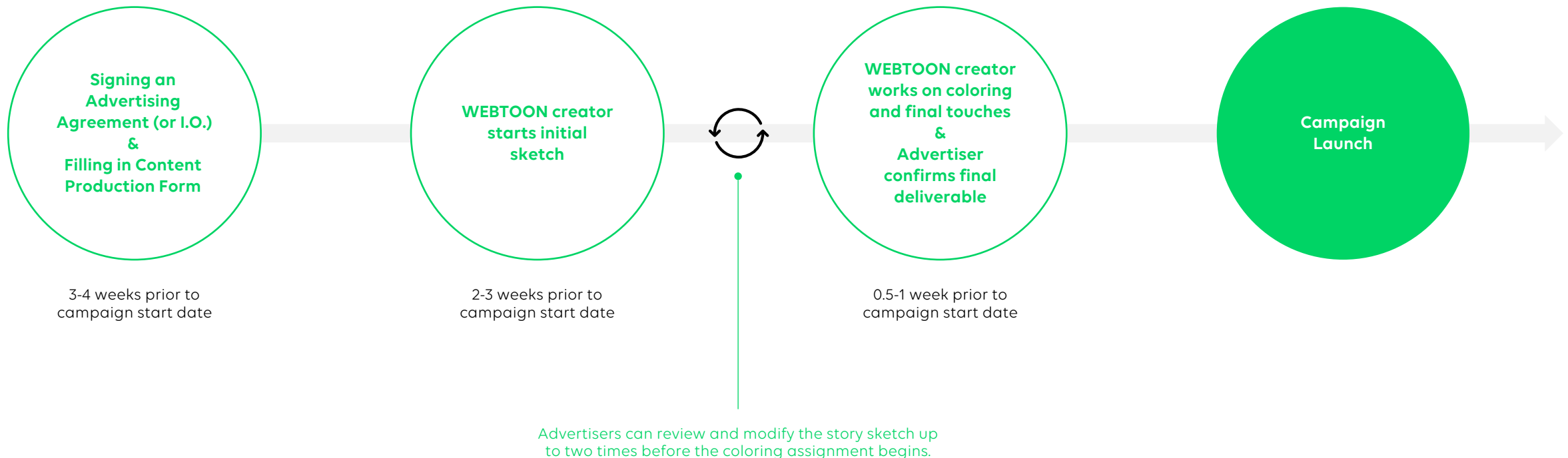# Branded Epilogue (BEP)

WEBTOON

Branded Epilogue (BEP)

- A short bonus content (5,000 pixel in height) **that is placed after a regular episode.**
- High user-engagement with characters and plots that are already familiar to readers..
- **The Creator-Made Banner is placed at the end of the bonus content**, maximizing CTR and CVR.

Branded Epilogue comes as a short bonus story after a regular episode

Creator-made banner is placed after the Branded Epilogue.

Branded Epilogue: Production Timeline

- Please consult with WEBTOON Ads at least **three (3) weeks** prior to the campaign start date.
- Specify key marketing elements in the **Content Production Form** so that our creators can illustrate your request. (Click here to download)
- Advertisers can review and modify the story sketch up to two (2) occasions before the coloring work begins.

Signing an Advertising Agreement (or I.O.) & Filling in Content Production Form

WEBTOON creator starts initial sketch

WEBTOON creator works on coloring and final touches & Advertiser confirms final deliverable

Campaign Launch

3-4 weeks prior to campaign start date

2-3 weeks prior to campaign start date

0.5-1 week prior to campaign start date

Advertisers can review and modify the story sketch up to two times before the coloring assignment begins.

Branded Epilogue: Content Production Form

Content Production Form

	Date:	12.Jan.20

Required	Product and/or service to be promoted Category: Cosmetics Brand Name: A Cosmetics Product Name: B Hydration Crème (Link to the Product Specifications)
Required	Desired campaign start date Mid-March
Required	Target Region / Country United States & Canada
Required	Preferred WEBTOON series you wish to work with Preferred Titles: True Beauty, The Adventures of God, I LOVE YOO, Age Matters
Required	Please specify marketing elements and goals 1) Emphasis on its long-lasting hydration 2) Connection with its TV commercial that will be aired during the expected campaign date 3) Young Female audience targeted
Optional	Will there be any specific color, font and/or other elements required to be used for BEP? The logo should always appear in Mariner - rgba(44, 130, 201, 1)

Click here to download the form.

Please fill in as much information as possible so that your marketing intent is properly and fully understood by our creators.

Depending on creators' schedules, it may be difficult to produce the content on your desired campaign date. In this case, you will need to postpone the production schedule to later days or weeks.
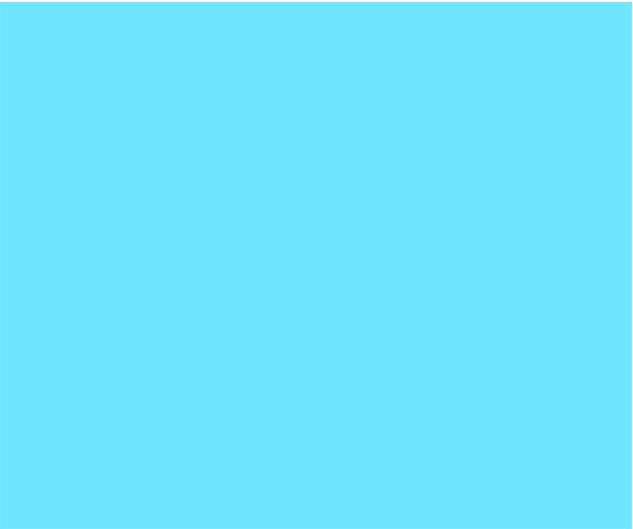
Please consult with our advertising reps before settling on campaign dates and/or a creator to work with.

5

Branded Epilogue: Content Production Form (cont.)

Creator-made Banner

Desktop : 500 px
Mobile : 300 px

Desktop: 600 px
Mobile : 360 px

Please write a marketing script, if any:
The secret for your shiny skin

Please include official logo, images, color (RGB) or special requests if any:
(Scene) Female protagonist applying the product before bedtime as described on the left; logo and product image are to be sent via email.

* The final deliverables will be reviewed and confirmed before they go live.

** You may request the story sketch to be modified up to two (2) occasions.
     Please note that no modification will not be allowed after the coloring assignment begins.

Branded Epilogue: Content Production Form (cont.)

Max. 5,000 pixels in height
for both Mobile and Desktop

700 pixels in width
for both Mobile and Desktop

APPENDIX

You may sketch the story on your own if you have a clear intent on a desired plot and scenes of the story.

In this case, please write and/or illustrate a plot as detailed as possible, so that our creator(s) can illustrate your request.

Example:
- Key Messages
- Must-include scenes and/or actions
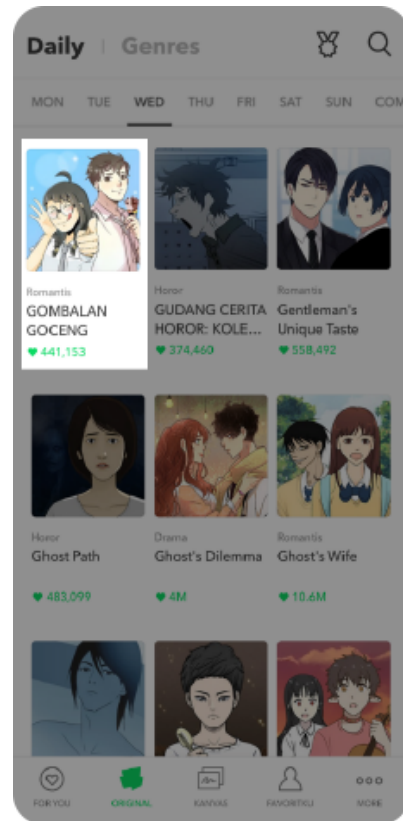- Other comments

Branded Webtoon (BWT)

Branded Webtoon (BWT)

- A full series consisting of **seven (7) episodes** dedicated to promoting advertisers' brand, product and/or service.
- High user-engagement with characters and plots that are already **familiar to readers**, ensuring long-lasting brand awareness.
- The package is offered with **exclusive marketing activities** such as app push notification, social media postings and in-app promotions.
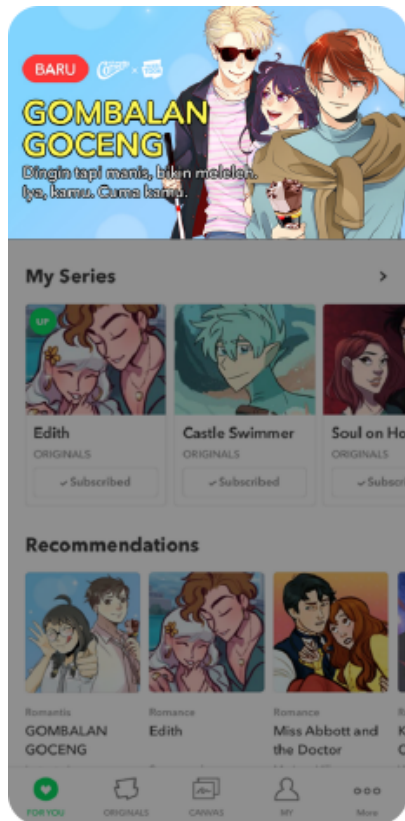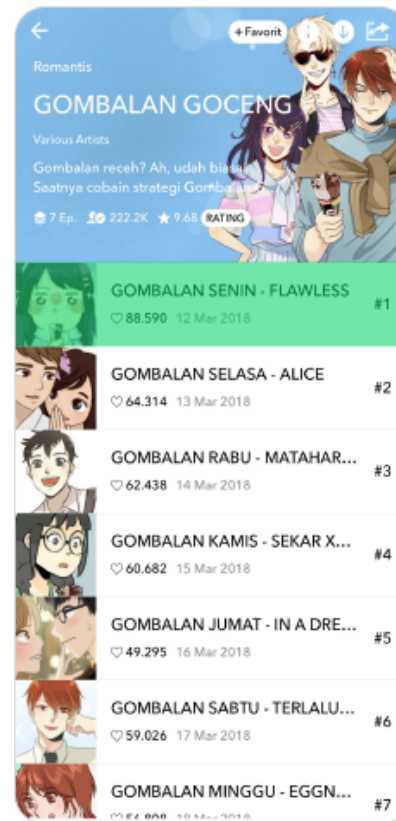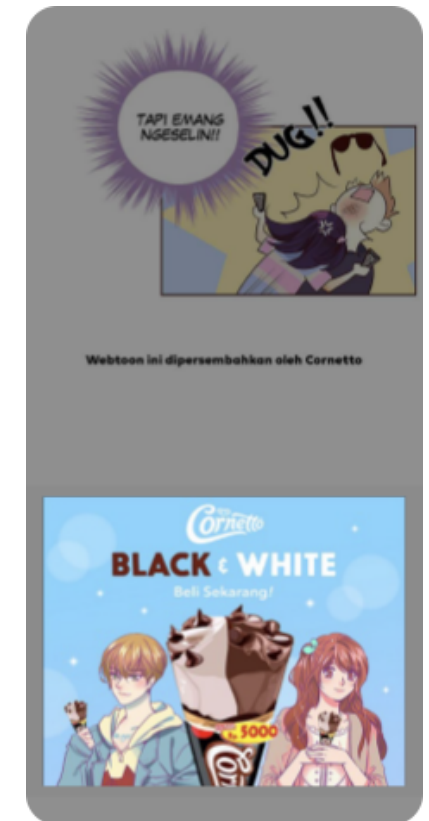
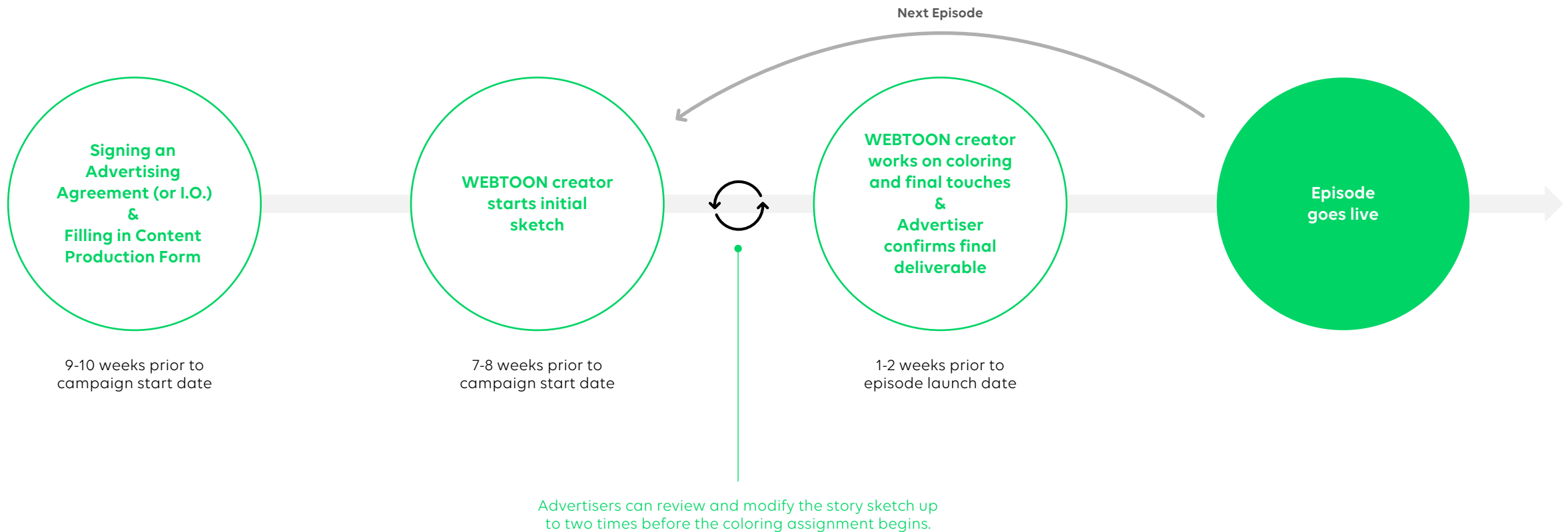| Main page	Title Page	Episode list	Branded episodes	Creator-made banner

Branded Webtoon: Production Timeline

- Please consult with WEBTOON Ads at least **seven to eight (7-8) weeks** prior to the campaign start date.
- Specify key marketing elements in the **Content Production Form** so that our creators can illustrate your requests. (Click here to download)
- Advertisers can review and modify the story sketch up to two (2) occasions before the coloring work begins.
- Contact your WEBTOON account manager or webtoonads@webtoons.com for further guidelines.

Next Episode

Signing an Advertising Agreement (or I.O.) & Filling in Content Production Form

WEBTOON creator starts initial sketch

WEBTOON creator works on coloring and final touches & Advertiser confirms final deliverable

Episode goes live

9-10 weeks prior to campaign start date

7-8 weeks prior to campaign start date

1-2 weeks prior to episode launch date

Advertisers can review and modify the story sketch up to two times before the coloring assignment begins.

Branded Webtoon: Content Production Form

Content Production Form

		Date:	12.Jan.20

Required	Product and/or service to be advertised Category: Foods Brand Name: SS Company Product Name: XX Cookie
Required	Desired campaign start date End of April
Required	Target Region / Country United States
Required	Preferred WEBTOON series you wish to work with Mixture of seven (7) different authors within the budget of 50K USD, Preferably creators of - Gourmet Hound, The Adventures of God, Witch Creek Road and Edith
Required	Preferred launch cycle (i.e. featuring each episode on a daily or weekly basis) On every Friday from 17th April; or, On a daily basis, preferably from 17th April (Friday)
Required	Please elaborate marketing elements and goals 1) XX's brand new flavor with its health benefits 1) Company mascot that comes along with the new Cookie
Optional	Please elaborate specific theme of the Branded Webtoon, if any: A heartwarming series that brands XX cookies, where they act as a catalyst for family union, friendship and companionship. An anthology of seven episodes that feature XX Cookies in its story-telling.
Optional	Will there be any specific color, font and/or other elements required to be used for Branded WEBTOON? The specific package design to be provided

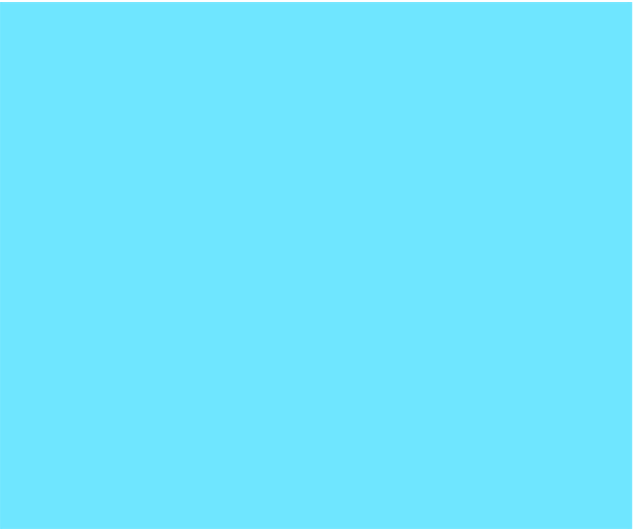Advertisers may choose to work with a single or multiple creators.

Based on the Content Production Form, our creators and editors will accommodate your marketing needs as much as they can.

Click here to download the form.

Branded Webtoon: Content Production Form (cont.)

Creator-made Banner

Desktop : 500 px
Mobile : 300 px

Desktop: 600 px
Mobile : 360 px

Please write a marketing script, if any:
The secret for your shiny skin

Please include official logo, images, color
(RGB) or special requests if any:
(Scene) Female protagonist applying
the product before bedtime as described
on the left; logo and product image are to be
sent via email.

* The final deliverables will be reviewed and confirmed before they go live.

** You may request the story sketch to be modified up to two (2) occasions.
    Please note that no modification will not be allowed after the coloring assignment begins.
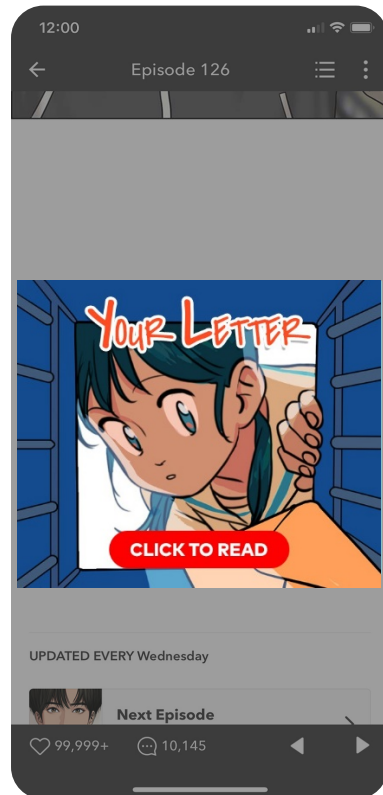
Display Ads (DA)

Display Ads (DA): Mobile

- A banner image or video made and delivered by advertisers.
- The asset can be placed on one or more of the following placements: **Main-mid, In-Viewer, User Profile, Rewarded Video.**
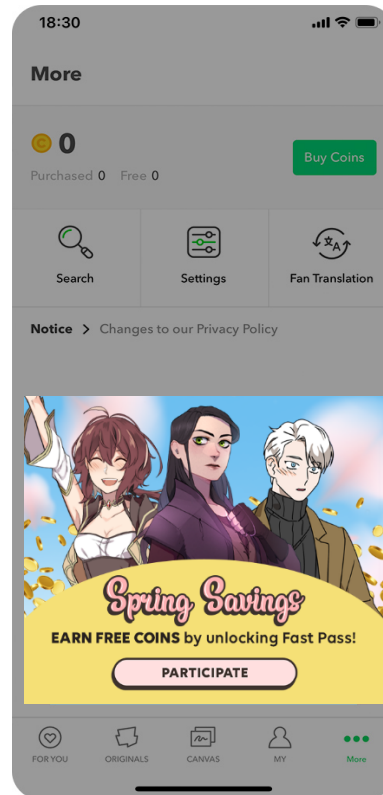- Advertisers have a complete control over the content of the banner.
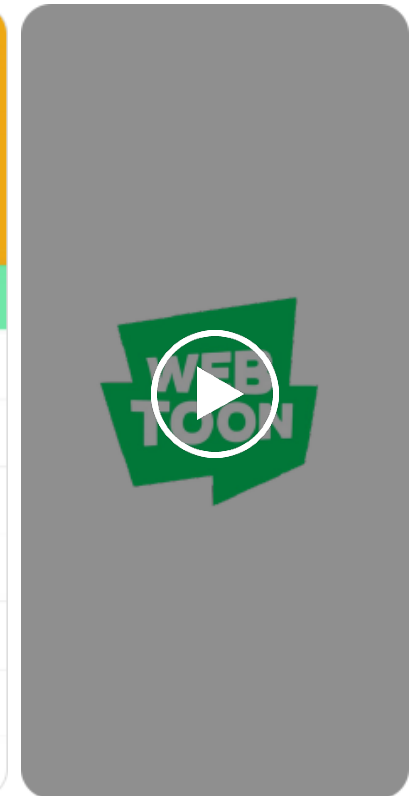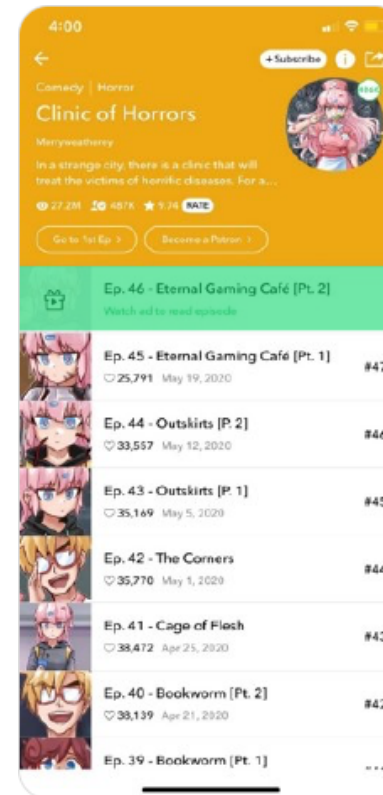
Main-mid
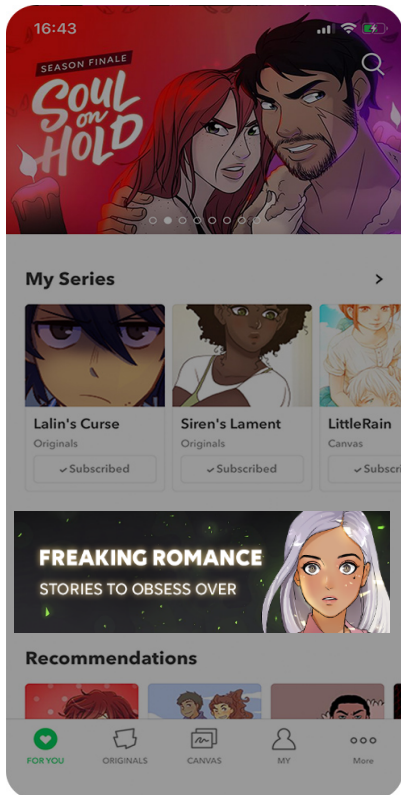
In-Viewer
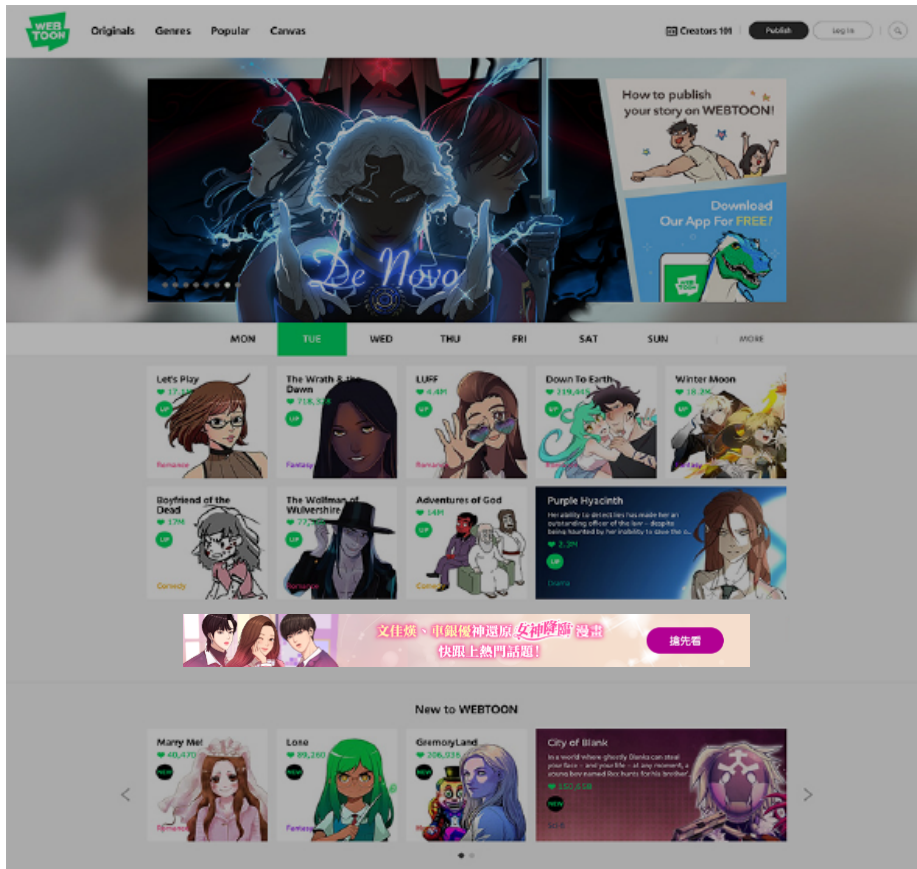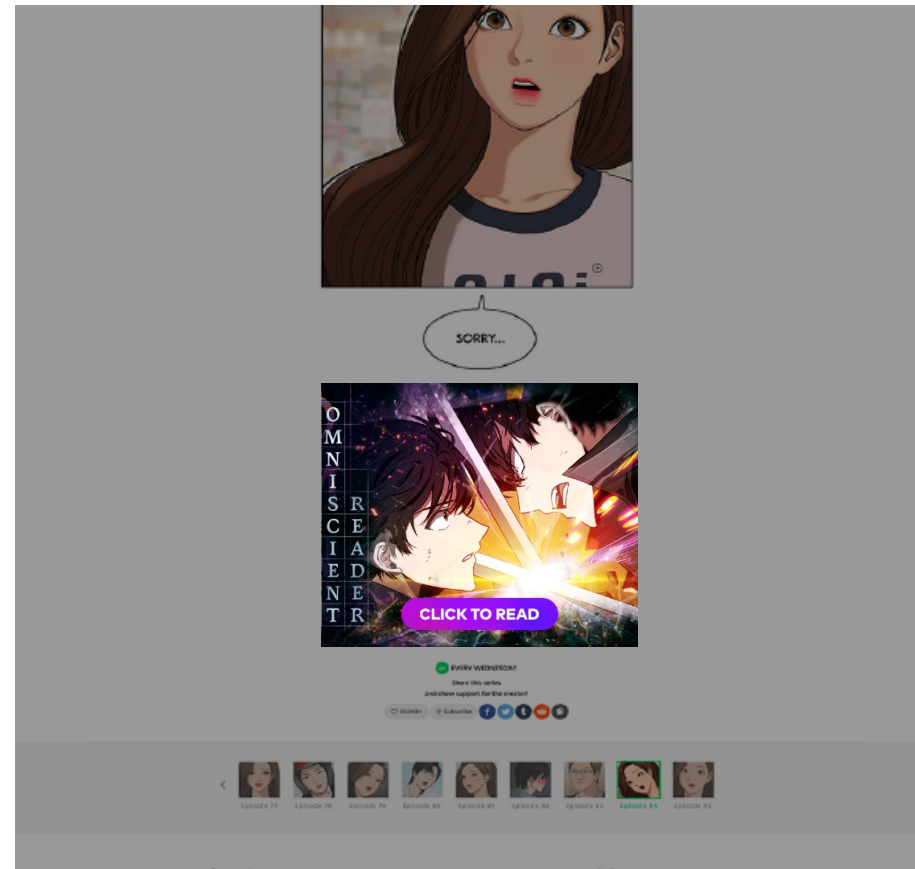

User Profile

Rewarded Video

Display Ads (DA): Desktop

- A banner image or video made and delivered by advertisers.
- The asset can be placed on one or more of the following placements: **Leaderboard, In-Viewer**
- Advertisers have a complete control over the content of the banner.

Leaderboard

In-Viewer

Display Ads: Specifications

Mobile (App & Web)

Placement	File type	File size limit	Length & Height
Main-mid	JPG, PNG, GIF	150KB	640 x 200
In-Viewer	Image JPG, PNG, GIF Video MP4, AVI	Image 150KB Video 300MB*	Mobile App 360 x 300 Mobile Web 600 x 500
User Profile (App only)	JPG, PNG, GIF	150KB	600 x 500
Rewarded Video (App only)	MP4, AVI	300MB	768 x 1024

Desktop

* Pixels

Placement	File type	File size limit	Length & Height
Leaderboard	JPG, PNG, GIF	150KB	970 x 90
In-Viewer	Image JPG, PNG, GIF Video MP4, AVI	Image 150KB Video 300MB*	600 x 500

* Our ad server will adjust video quality automatically if the file size is too large.

Display Ads: Production Timeline

- Please consult with WEBTOON Ads at least **one (1) week** prior to the campaign start date to process an advertising agreement.
- Produce and deliver the banner **three (3) days** prior to the campaign start date.
- **Refrain from using explicit, abusive and sexual content and languages.** They will not be accepted for publication and will be asked for revision.

Signing an Advertising Agreement (or I.O.)

Advertiser creates and delivers the banner to WEBTOON

Content Review by WEBTOON

Campaign Launch

1-2 weeks prior to campaign start date

3 days prior to campaign start date

Explicit contents may be rejected
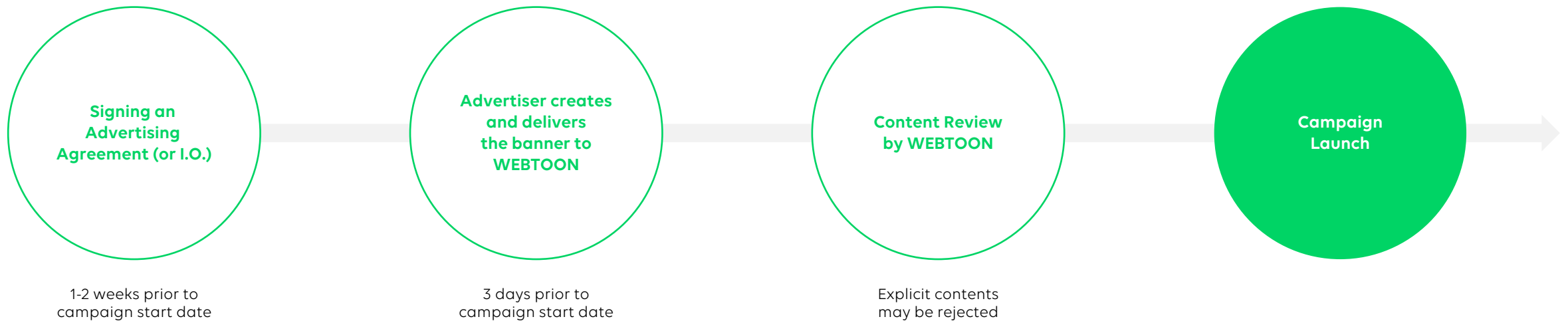
Display Ads: Recommended layout (Image)

In-Viewer

Main-mid & Leaderboard
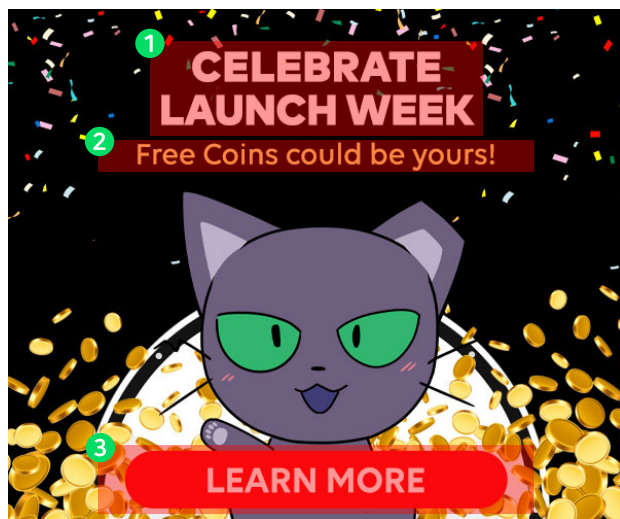
1 Headline copy or Brand logo

2 Sub-head

3 Call-to-Action Button

1 Headline copy or Brand logo

2 Sub-head

3 (Optional) Call-to-Action Button

Display Ads: Video Specifications

- Our ad server adjusts the video quality automatically if the file size is too large.
- Files that do not fit in the ratio will be automatically adjusted to 4:3 ratio.
- Expandable and Interstitial videos are prohibited.

Ad type	Outstream	Rewarded Video
File type	MP4, 3GPP, MOV or AVI	MP4, 3GPP, MOV or AVI
File size	Max. 300 MB	Max. 300 MB
Video length	There is no limit; however, 5 to 30 seconds are recommended.	The recommended length is up to 30 seconds. Videos that are up to 30 seconds are non-skippable. The length can exceed 30 sec, but users will be able to skip the video after 30 sec.
Size ratio	4:3 (recommended), 16:9	768 (width) x 1024 (height) pixels

Blocked categories

WEBTOON

Blocked categories

- WEBTOON is IAB-compliant. The following IAB categories are prohibited and blocked on WEBTOON.
- Refrain from using explicit, abusive and sexual content and languages. They will not be accepted for publication and will be asked for revision.
- WEBTOON reserves the right to review and approve the suitability of the creatives submitted.

IAB7-31	Men's Health		IAB23	Religion & Spirituality		IAB25-1	Unmoderated UGC
IAB7-39	Sexuality		IAB23-1	Alternative Religions		IAB25-2	Extreme Graphic/Explicit Violence
IAB7-44	Weight Loss		IAB23-2	Atheism/Agnosticism		IAB25-3	Pornography
IAB7-45	Women's Health		IAB23-3	Buddhism		IAB25-4	Profane Content
IAB9-7	Card Games		IAB23-4	Catholicism		IAB25-5	Hate Content
IAB9-8	Chess		IAB23-5	Christianity		IAB25-6	Under Construction
IAB9-9	Cigars		IAB23-6	Hinduism		IAB25-7	Incentivized
IAB9-11	Comic Books		IAB23-7	Islam		IAB26	Illegal Content
IAB9-20	Magic & Illusion		IAB23-8	Judaism		IAB26-1	Illegal Content
IAB11-4	Politics		IAB23-9	Latter-Day Saints		IAB26-2	Warez
IAB14-1	Dating		IAB23-10	Pagan/Wiccan		IAB26-3	Spyware/Malware
IAB14-2	Divorce Support		IAB24	Uncategorized		IAB26-4	Copyright Infringement
IAB14-3	Gay Life		IAB25	Non-Standard Content			

Performance Report

Performance Report

- For every campaign, a performance report is provided to the advertiser. The data will be extracted from internal ad server*.
- The report typically shows **Impression, Clicks and CTR/VTR** using various metrics such as Product, Device Platform (Android, iOS, Desktop, etc) and Creative.
- The report is delivered via email as per Advertiser's preferred delivery schedule.

Campaign Brief

Advertiser	Emina ID
Date	12/14 - 12/31

Summary

Date	Total		
	Imps.	Clicks	CTR
2020.12.14	655,142	2,150	0.33%
2020.12.15	502,704	1,155	0.23%
2020.12.16	434,955	966	0.22%
Total	1,592,801	4,271	0.27%

Performance by Product

Ad Product	Branded Epilogue			Advertiser banner		
Line Item	Eggnoid			Mobile (Android, iOS)		
Date	Imps.	Clicks	CTR	Imps.	Clicks	CTR
2020.12.14	317,356	5,000	1.58%	337,786	673	0.20%
2020.12.15	117,967	5,000	4.24%	384,737	760	0.20%
2020.12.16	82,767	2,500	3.02%	352,188	682	0.19%
Total	518,090	2,156	0.42%	1,074,711	2,115	0.20%

Performance by Creative
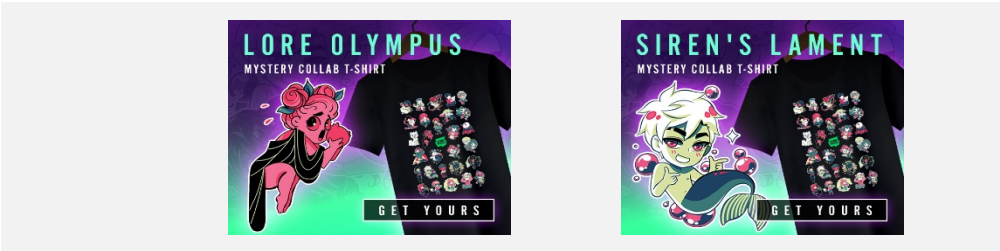
Creative	T-shirt: WEBTOON promotion					
Line Item	Creative A			Creative B		
Date	Imps.	Clicks	CTR	Imps.	Clicks	CTR
2020.12.14	173,520	2,000	1.15%	123,399	2,000	1.62%
2020.12.15	61,513	1,000	1.63%	47,196	1,000	2.12%
2020.12.16	43,026	1,000	2.32%	32,970	1,000	3.03%
Total	401,462	8,000	1.99%	302,559	8,000	2.64%

* WEBTOON will integrate a new ad server and dashboard in 2021, where advertisers will be able to monitor and extract the performance report in real time. Stay tuned!