Creative Brief:

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Project Title: Kakao Website

1. Project Overview
   The goal of my website is to be generally informational about the Kakao corporation in general and show what kind of services it provide.
2. Resources
   https://namu.wiki/w/%EC%B9%B4%EC%B9%B4%EC%98%A4(%EA%B8%B0%EC%97%85) there also images provided in Google
3. Audience
   My audience will mainly be foreigners who are not familiar with this company. This may be helpful for anyone planning to visit or even live in Korea because Kakao provides services that people in Korea use everyday in almost every aspect of their lives.
4. Message
   I want to not only share the subsidiaries and the services it provide but also want to share a brielf background of this company in general.
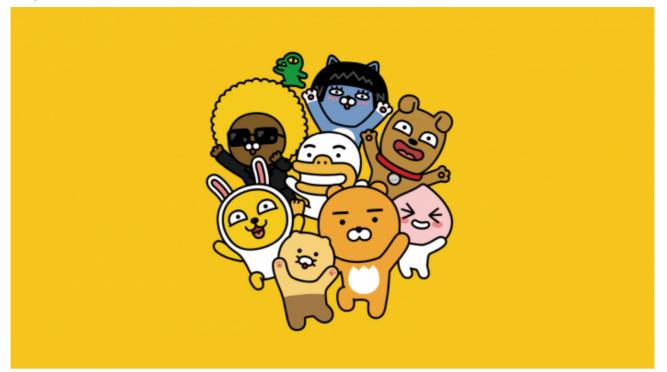5. Tone
   I want to keep this website very casual because the overall image of this company is very casual as well.
6. Visual Style
   I will make it simple, mainly use black and yellow (representative colors of this corporation) and want to leave a friendly impression on the viewers.