YSF MEDIA

COMPANY PROFILE

Content that moves people and grows brands.

YSF Media is a young creative and marketing team. Event coverage, photography, video, design, social media marketing and paid ads — everything your brand needs, under one roof.

ysfmedia.com · WhatsApp +60 16-290 8580 / +60 18-577 4522

ABOUT US

Built from zero by a Gen-Z team.

YSF Media was started from scratch by a group of young creatives who grew up online. We know what makes people stop scrolling — and we use that to help brands get seen, get remembered and get results.

From shooting your event to running your ads, we handle the full journey: ideas, production, design and marketing. One young team, with the energy and hunger of a start-up.

Young & on-trend

A Gen-Z team that lives on social media and knows what works there.

One-stop service

Shooting, design, marketing and ads — one team, one point of contact.

Built from zero

We grew our own brand from nothing — so we know how to grow yours.

WHAT WE DO

Services

01

Event Coverage

Photo and video coverage for launches, competitions, corporate events and celebrations.

02

Photography

Product, brand, portrait and lifestyle photography that makes your brand look its best.

03

Video Production

Brand films, interviews, class videos and short-form Reels and TikToks — from idea to final cut.

04

Social Media Marketing

Content planning and account management that keeps your brand active and growing.

05

Paid Ads

Facebook, Instagram and TikTok ads that put your brand in front of the right people.

06

Graphic Design

Social posts, posters, banners and brand visuals that look sharp and stay on-brand.

OUR PROUDEST WORK

YSF LONGSHI

Our own lion dance media brand, built from zero. We started YSF Longshi from scratch and grew it into what it is today — every video, photo, design, the online store and the marketing behind it are made by our team. It's proof of what we can do for your brand.

Branding · Video · Photography · Social Media · E-commerce · Paid Ads

@ysf.longshi
Instagram — main page ↗

@ysf.longshi.store
Instagram — online store ↗

@YSF.LONGSHI
YouTube channel ↗

ALSO BY OUR TEAM

GenZ Sharing

Our food content page — finding good eats and sharing them the Gen-Z way.

@genzsharing
Instagram — food content ↗

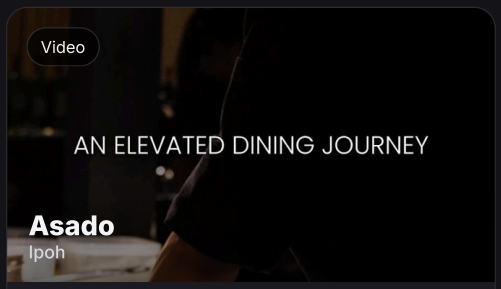
CLIENT WORKS

Selected projects

Tap any project to watch.

Watch all videos at ysfmedia.com

Food & Beverage



An Elevated Dining Journey

Cinematic promo videos showing the kitchen, the bar and the dining experience.



Café branding from day one

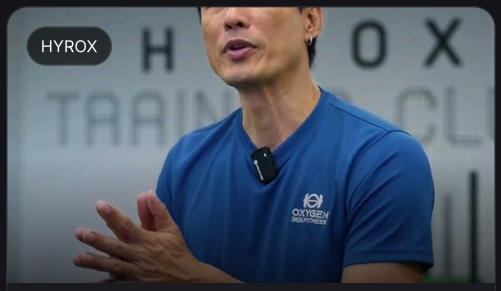
Logo, menus, packaging and launch posts, plus video series on the coffee, the team and the renovation.



Canned food brand — content to sales

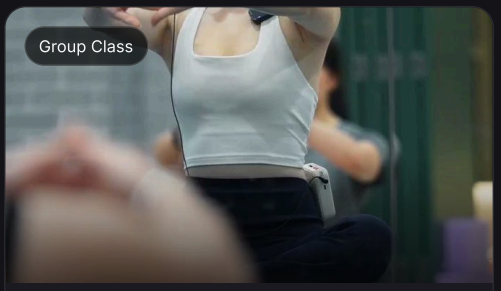
Real cooking videos, AI product scenes, influencer collabs, livestream clips, TikTok Shop listings, combo ads and event backdrops.

Fitness · Oxygen



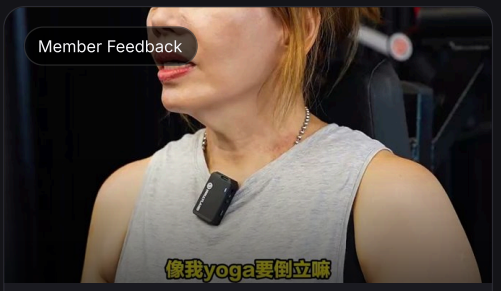
HYROX training

Members share their HYROX training journey.



Group class: Mat Pilates

What a Mat Pilates session looks and feels like.



Member feedback

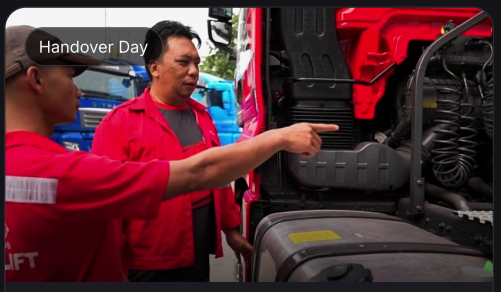
Real stories from senior members staying active.

Transportation · Roda Dimensi



SITRAK fleet handover

A cinematic handover film for a new fleet of SITRAK prime movers.



Handover day at the yard

The team walks the customer through the truck before it hits the road.



Green SITRAK fleet

Delivery of a custom green SITRAK fleet to a logistics customer.

HOW WE WORK

From idea to final cut

01
Brief
We learn your goals, audience and where the video will be posted.

02
Plan
Concept, script or interview questions, shot list and schedule.

03
Create
Our crew shoots, designs and builds your content.

04
Launch & grow
We deliver, post and run ads to get your content seen.

BRANDS WE'VE WORKED WITH

OXYGEN ASADO FRESH KITCHEN CHARMING KOPITIAM KITEA MASTER THAI MOOKATA MINER'S HOUSE SSJ SLOW BAR GU LONG TEO MEI RODA DIMENSI

BEHIND THE SCENES

See what we're up to every day.

Shoots, behind-the-scenes and team life on our Instagram.

Let's make something together.

Tell us about your brand and what you need — we'll reply with ideas and a quote.

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Events · Photography · Video · Design · Marketing · Ads