BytePlus | PRESSLOGIC

PressLogic's Leap into Scalable AIGC Storytelling

How a Hong Kong ad-tech pioneer turned seasonal viral bursts into a sustainable, data-driven business model with BytePlus.

A Challenger Born from Data and Social Media

Founded in Hong Kong in 2016, **PressLogic** was built on a simple but ambitious vision — to make marketing data-driven, measurable, and creatively intelligent. From the very beginning, the company focused on replacing intuition with insight, developing **MediaLens**, its proprietary analytics engine that tracks more than **38,000 social-media profiles** across Facebook, Instagram, Xiaohongshu, and other major platforms. Refreshing **over 2,300 posts every 15 minutes**, MediaLens enables editors and advertisers alike to identify which content resonates most deeply with their audiences in real time.

This foundation gave rise to one of Asia's most sophisticated ad-tech ecosystems, spanning **seven markets** — Hong Kong, Shenzhen, Taiwan, Singapore, Malaysia, South Korea, and India — with a combined following of **over 20 million** across its lifestyle media brands and influencer networks. PressLogic's model blended data science with creative storytelling, helping brands produce content that connects instead of interrupts — an approach that has shaped its philosophy ever since.

Today, **senior business leader Fung**, who oversees PressLogic's growth and regional strategy, describes the company's guiding ethos as "making marketing great again" — turning creativity into a science that still feels human. That mindset has continued to drive PressLogic's expansion into new areas including **performance marketing, chat-commerce tools**, and **AIGC-powered advertising formats**, transforming it into a next-generation player at the intersection of media, technology, and insight.

When Viral Ambitions Hit a Wall

By 2023, the brands PressLogic served were eager to experiment with **AR try-ons, product-ambassador avatars, and "upload-your-selfie" promotions**. A single campaign could suddenly attract **tens of thousands of people generating their own personalized clips within hours of launch**.

Fung recalls how each burst of traffic strained their infrastructure: a spike in rendering demand would send costs soaring and expose the limits of their on-premise GPU clusters. The team also worried about quality control — a global beauty brand could not afford a glitch that distorted a model's face or mis-rendered a product. Scaling creative output without compromising cost or quality had become their biggest hurdle.
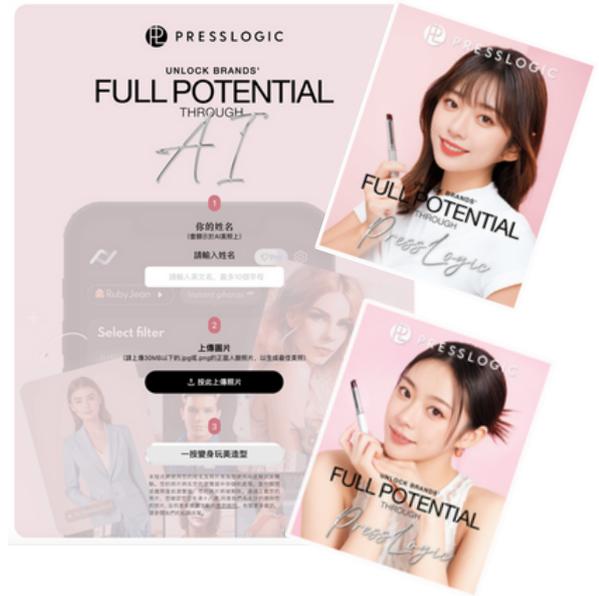
Partnering with BytePlus to Unlock Seedance Pro

To break that bottleneck, PressLogic deployed **BytePlus Seedance Pro** for **stable, brand-safe personalized video generation** and migrated production workloads to **BytePlus Cloud**. Shifting away from on-premise GPUs eliminated depreciation and maintenance costs and allowed the team to scale resources on demand.

The change was immediate: rendering queues shrank, peak-period utilization climbed by **more than 40 percent**, and overall **total cost of ownership fell by roughly 50 percent** — all without sacrificing the polish that premium brands expect.

OmniAdAI

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BytePlus Cloud Seedance 1.0 Pro

Challenge
- Output Efficiency
- Scalability in Video Generation

Solution
- BytePlus Cloud circumvents on-premises hidden costs.
- On-demand scaling for video generation's fluctuating needs, boosting resource utilization by >40%.

Result
50% lower TCO and eliminates infrastructure upkeep and depreciation

Campaigns that Brought the Technology to Life

Sulwhasoo: From Heritage to Playful Personalization

When luxury skincare label Sulwhasoo wanted to spotlight the benefits of its ginseng-based serum, PressLogic's analysts used MediaLens to understand the type of storytelling that resonated most with likely buyers. The insight led to a light-hearted **"Ginseng Mascot"** theme: users could upload a selfie and instantly receive a short Seedance-generated video in which a lively ginseng character introduced the product benefits. The campaign blended heritage storytelling with a sense of fun, proving that highly personalized AIGC videos could still feel premium and on-brand.

Nippon Paint: Turning a Social Quiz into OOH Engagement

For **Nippon Paint's "Ideal Home" campaign**, PressLogic built a mobile mini-site quiz that invited users to answer a series of playful lifestyle questions. Each participant's responses were combined with their uploaded photo to instantly generate a **Seedance-powered video** visualizing their dream room in the recommended color palette. The experience extended beyond social feeds — QR codes placed on billboards in Mong Kok, East Rail in-train screens, bus-stop shelters, and bus wraps directed passers-by straight to the mobile quiz, turning every outdoor surface into an entry point for engagement.

The campaign showcased how **creative storytelling, powered by generative AI content**, could seamlessly bridge online and offline engagement, driving strong interaction through personalised video experiences and visual storytelling.

The Business Impact

Running production on BytePlus infrastructure has changed the economics of personald advertising for PressLogic:

Consistent creative quality at scale, eliminating rendering artefacts that could undermine brand trust.

Thousands of first-party contacts captured for brands through QR-code-driven interactive campaigns.

Faster campaign launches, enabling real-time user-generated videos during peak promotional periods.

50% **reduction in total cost of ownership**, allowing savings to be reinvested in creative innovation and offered back to advertisers as more competitive pricing.

40% **higher resource utilization** during bursts of rendering demand, which meant smoother delivery and less latency.

The shift also changed PressLogic's mindset. Previously, the team hesitated to propose highly personalized activations, fearing unpredictable infrastructure costs during viral spikes. With elastic scaling in place, they can now champion those ideas, confident that they can deliver at speed and within budget.

Rethinking the Future of Ad Creativity

The partnership has freed PressLogic to explore **AI-assisted ad-creative agents** that can generate copy and spin out multiple variations for A/B testing, shortening campaign cycles even further. Fung notes that this new approach "lets the economics of infrastructure support creativity, instead of constraining it".

By combining **PressLogic's audience intelligence and editorial craft** with **BytePlus' elastic cloud backbone and Seedance Video Generation**, the two companies are setting a new benchmark for **scalable, data-driven brand storytelling** across the ad-tech industry.

If you would like to learn more about our products and solutions, please reach out to us at www.byteplus.com/en/contact.