EmAI
ENTERTAINMENT

Company profile

Brand films and creative experiences
Client introduction

OCTOBER 2026 / DRAFT FOR COMPANY APPROVAL

About EMAI

Creative production for brands and audiences

Film / Advertising / Cultural experiences

EMAI is envisioned as an entertainment and creative-production company serving the Indonesian market through locally managed projects and international creative collaboration.

The proposed offer combines brand storytelling, film production and curated experiences, with AI-assisted methods where they suit the brief.

Proposed services

Brand films & advertising

Campaign concepts, scripts, storyboards and finished videos for agreed media channels.

AI-assisted production

Visual development and selected generated scenes, combined with human editing and quality review.

Art & brand experiences

Curated installations, exhibitions and launch experiences shaped around the audience.

Cultural events & collaboration

Screenings, film discussions and exchange programs with agreed creative partners.

A clear production process

01

Brief

Audience, message, budget and channels.

02

Develop

Concept, script and visual direction.

03

Approve

Storyboard, rights, scope and schedule.

04

Produce

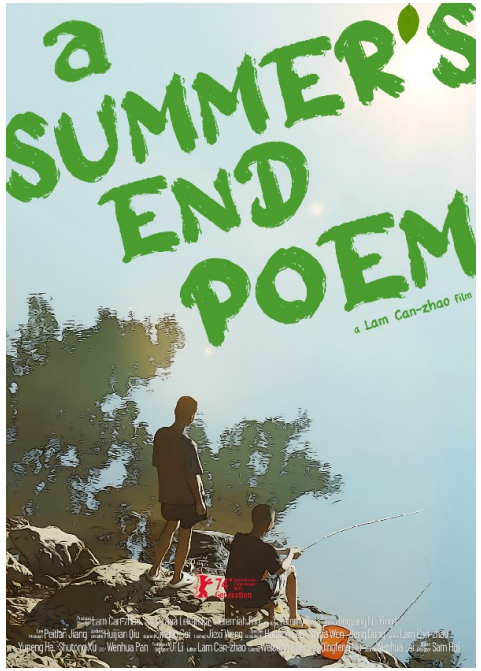
Filming or AI creation, then editorial finishing.

05

Deliver

Approved masters, adaptations and handover.

Selected film references

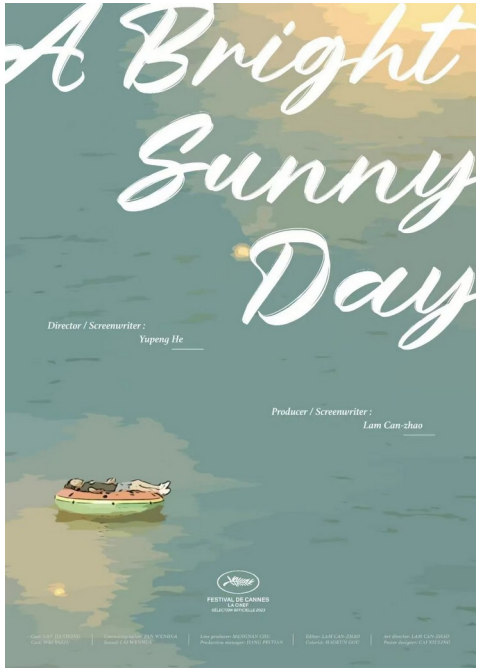


A Summer's End Poem

2024

Berlinale Generation Kplus
Special Prize of the
International Jury for
Best Short Film

Li Ying reports a producer role in her CV.



A Bright Sunny Day

2023

Festival de Cannes
La Cinef selection

Li Ying reports a production-direction role in her CV.

Li Ying / Qiyan portfolio references. These are not EMAI productions.

Creative experience behind the proposal



Exhibitions & installations

Li Ying's portfolio includes The Moon Is Beautiful Tonight, Images Disappear and Spring Light.

International cultural projects

The supplied reference letters describe work on the Locarno China Meeting and the GBA –Switzerland Economic Forum.

Selected work attributed to Li Ying and Qiyan in the supplied materials.

Ways to work with EMAI

Campaign project

An agreed creative concept and production package for a product launch or brand campaign.

Content series

A repeatable visual approach for a defined series of social or digital videos.

Creative experience

An exhibition, screening or brand event with a defined program and delivery scope.

Creative collaboration

A project-specific team and clear responsibilities for local and international contributors.

Your next creative project

A focused brief is the starting point

Audience and business objective
Core message and creative references
Deliverables and distribution channels
Budget, launch date and approval owner

Proposed next step: a brief discussion followed by a scoped creative proposal.

Profile status

Company details, contact information and partner appointments remain to be confirmed before external circulation.