

Yangsweb Demonstrates AI Content That Viewers Cannot Distinguish

A Singapore digital marketing consultancy creates ad content indistinguishable from real photography, raising questions about talent, trust, and transparency.

SINGAPORE, SINGAPORE, March 26, 2026 /EINPresswire.com/ -- The woman in the advertisement is wearing a bright summer yellow dress. She is standing in a sunlit Forest. She looks directly at the camera with a natural expression. She was never hired, never paid, and does not exist.

She was created in under 20 minutes using AI generation tools, at a total cost of less than SGD 15. The five product photographs and one UGC-style video advertisement she appears in were produced by Yangsweb, a [digital marketing consultancy](#) based in Singapore. When shown alongside content featuring real models, viewers in blind comparisons could not consistently identify which images were AI-generated.

Traditional product photography with models in Singapore costs between SGD 3,000 and SGD 10,000 per session. A single UGC video from a content creator costs SGD 300 to SGD 1,500. The same output can now be produced by one person with a laptop in the time it takes to eat lunch.

This cost gap is accelerating adoption. Ecommerce brands running advertisements on Facebook, Instagram, TikTok, and YouTube are among the earliest adopters. Direct-to-consumer brands with limited budgets are using AI-generated visuals to test dozens of ad variations at a fraction of the cost of traditional production, then scaling only the winners.

The implications extend beyond marketing budgets. Professional models, photographers, videographers, and creative agencies in Singapore face a technology shift that can replicate their output at a fraction of the cost and turnaround time. The question is not whether AI-generated ad content will become widespread. It already is. The question is what happens to the professionals whose work it replaces and whether consumers should be told when the person in their feed is not real.

China addressed this directly. The Administrative Measures for the Labeling of AI-Generated Content, effective September 1, 2025, require visible labels and embedded metadata watermarks on all AI-generated content distributed on Chinese platforms, including WeChat, Douyin, and Xiaohongshu. The EU AI Act includes similar disclosure requirements. Singapore's Model AI Governance Framework for Generative AI, published by IMDA in May 2024,

recommends content provenance practices, but these remain voluntary with no enforcement mechanism.

Tyler Ang, an [SEO consultant](#) and founder of Yangsweb, has used both AI-generated and real human content for client campaigns and his own eCommerce brand. His [AI consulting](#) work with Singapore businesses focuses on practical applications rather than hype. He sees a middle ground.

"AI-generated content is a tool, not a replacement for everything. It works well for product photography, lifestyle shots, and ad creative testing. It fails when you need someone holding a physical product, showing real hand details, or demonstrating something that requires actual human interaction. The technology is powerful, but it has clear limits that most people selling it will not tell you about."

He adds: "I created an ad with an AI model that does not exist, wearing a product she has never touched, in a location she has never been to. The viewer cannot tell. That is either exciting or concerning depending on which side of the camera you are on."

The full AI ad creation process, including tools used, costs, and output samples, is published at yangsweb.com.

About Yangsweb

Yangsweb (yangsweb.com) is an agency-independent digital marketing consultancy based in Singapore specializing in diagnostic-first marketing strategy for service businesses.

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