

KLOEN

Where Artificial Intelligence Meets Inspired Execution

For Immediate Release

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KLOEN, a next-gen creative production agency, launches in Singapore

Using the latest AI tools to push the envelope of content creation.



TLDR? - check our showreel [here](#)

Singapore, 25 July, 2025 - Introducing KLOEN, a next-generation creative production agency built at the intersection of technology, storytelling, and strategic marketing. Founded and headquartered in Singapore, KLOEN is designed to empower brands, creative and PR agencies to create more—faster, smarter, and with greater impact—by harnessing the power of artificial intelligence.

At the core of KLOEN is a bold and timely vision: to democratize content creation, eliminating the need for extensive logistical planning, pre- and post-production, and sizable budgets once required for professional-level output.

KLOEN's approach integrates a growing ecosystem of AI-enhanced tools across the content pipeline, allowing the team to produce visuals, video assets, and editorial material—ranging from photorealistic to hyperrealistic, and even strikingly abstract—depending on the creative vision and campaign needs.

A Compelling Value Proposition

KLOEN aims to work hand-in-hand with creative and PR agencies, as well as marketing teams of brands—from global conglomerates to small businesses—to bring their creative vision to life with speed, precision, and polish. Acting as an agile production engine, we

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assist our partners to translate briefs into compelling storyboards, project proposals, media kits, event visuals, and social-first assets—delivering visually striking creative assets across every touchpoint.

For organisations that have yet to build in-house AI generative content capabilities, KLOEN provides immediate access to cutting-edge tools and production expertise. Whether executing a full-scale project rollout or supporting a fast-moving campaign, our AI-powered production capabilities enable teams to scale content efficiently, reduce reliance on traditional production workflows, and focus more on strategy and storytelling.

The Founders: A Vision for the Future of Content

The duo behind KLOEN—Kien Lee, the founder of SENATUS, Asia's leading luxury and lifestyle magazine with over 1.6 million fans on Facebook, and Munster Cheong, a photographer and filmmaker whose work spans both internationally renowned and local publications—bring together over three decades of combined experience in media publishing and content production.

"Media consumption has fundamentally changed. Brands must move faster, create smarter, and deliver stories that are not just seen, but remembered," said Kien Lee, Co-Founder of KLOEN. *"AI has disrupted and revolutionized the competition for attention—not only accelerating production, but also enhancing storytelling and enabling the creation of high-impact visuals at will. KLOEN was built to help brands not just survive, but thrive in this new landscape."*

From concept to campaign, KLOEN also reflects the evolution of the media production process. *"Where creators were once bound by time, budget, and logistics, AI now gives us creative freedom at a level we've never seen before,"* said Munster Cheong, Co-Founder and Creative Director. *"We can now go from proof-of-concept to polished execution with unprecedented speed and precision. The barriers are gone—what we can imagine, we can create."*

Already, the results are speaking for themselves. Partner entities using KLOEN-created content have collectively reached over 1 million views on social media, with overwhelmingly positive engagement across platforms—demonstrating both the performance and emotional resonance of AI-enhanced storytelling.

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