YSP DIGITAL MARKETING AGENCY

Capabilities Statement

Company Overview

ysp Digital Marketing Agency is a multi-disciplinary branding, marketing, communications, and advertising agency that fuses elements of traditional, digital, community collaborative, outreach relations and engagement, sponsorship, experiential, targeted media buying, video production (pre and post-production) and inclusive marketing to create brand-specific campaigns that go above and beyond our partners' visions.

Differentiator

- A culturally diverse team with expertise in hyper-targeted outreach and general market engagement.
- Proven track record of connecting with niche markets and underserved communities.
- Comprehensive services from ideation to execution.
- Customizable marketing strategies tailored to client goals.

Target Clients

- Municipalities
- Counties
- Public Agencies
- Prime Contractors
- Event Organizers
- Corporate Sponsors

Vision Statement

Our vision is to create a more inclusive marketing landscape where every brand's story resonates genuinely with diverse communities and niche audiences, inspiring meaningful connections and driving positive, lasting impact across every market we serve.

Business Structure

Sole Proprietor
DUNS - 117586080
UEI - DRJ2G22KZLE8
CAGE Code - 90EE6

Year Established 2019

Certifications

WOSB	WBE
SBA EDWOSB SBA WOSB	Los Angles County City of Los Angeles
SBE	**DBE**
Metro Los Angeles County DGS	Metro Los Angeles County
CBE	**MBE**
Los Angeles County	Los Angeles County City of Los Angeles

Codes

NAICS #541430 | Graphic Design Services
NAICS #541810 | Advertising Agencies
NAICS #541830 | Media Buying Agencies
NAICS #512110 | Video Production
NAICS #541820 | Public Relations Agencies
NAICS #541613 | Marketing and Marketing Management Consulting
NAICS #541618 | Other Management Consulting Services
NAICS #541850 | Indoor and Outdoor Display Advertising
NAICS #561920 | Meeting and Event Planning Services

"OUR MISSION AS A PURPOSE-DRIVEN AGENCY IS ROOTED IN CULTURAL UNDERSTANDING AND COMMUNITY ENGAGEMENT. WE STRIVE TO AMPLIFY VOICES, FOSTER CONNECTIONS, AND EMPOWER BRANDS TO CREATE LASTING AND MEANINGFUL IMPACT."

Contact Us

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Past Performance

Case Studies

Good Humor Ice Cream

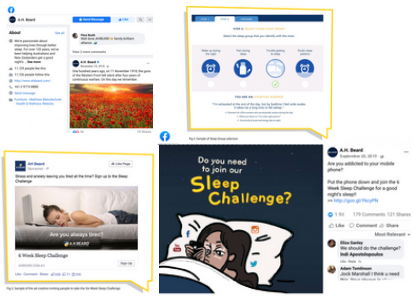
Good Humor Ice Cream, a well-loved classic, experienced declining sales as competition intensified and consumer preferences evolved. Despite strong nostalgic value, the brand had lost relevance in the retail ice cream and frozen novelty market. A digital audit revealed gaps in social media engagement, leading to a strategic focus on revitalizing the brand's presence on Facebook and Twitter to reconnect with loyal customers and reach new audiences.

A.H. Beard

A.H. Beard, Australia's second-largest mattress manufacturer, faced low master brand awareness despite recognition of its sub-brands. Limited consumer trust, retailer-controlled pricing, and a long buying cycle (8–10 years) further challenged brand influence at the point of sale.

To regain control of the customer journey, A.H. Beard needed to connect directly with consumers. We identified Facebook as a key platform to build awareness, educate consumers during the consideration phase, and strengthen brand preference before they entered the retail environment.

The marketing strategy focused on creating a more informed buyer, reducing reliance on retail staff, and building an engaged online following to drive demand for A.H. Beard in-store.



Art Life Insurance Agency

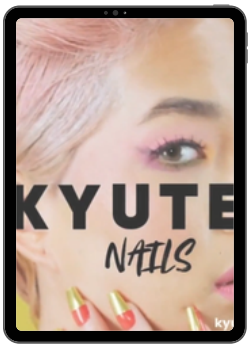
ART Life partnered with YSP Digital Marketing Agency to launch a six-month multicultural campaign aimed at increasing life insurance policy purchases among African American consumers. The goal was to shift mindset away from final-expense policies and toward comprehensive term and permanent coverage.

Through targeted strategies including billboards, mobile ads, influencer marketing, street teams, community events, and financial literacy initiatives, the campaign addressed key barriers: misconceptions about insurance purpose, affordability concerns, and lack of guidance.

The campaign successfully educated the audience on long-term policy benefits, increased engagement, and challenged limiting beliefs—ultimately driving demand for more robust coverage options

Kyutee Cosmetics

Kyutee Nails, a new customizable beauty brand, aimed to strategically target African American women aged 18–34 and increase visibility in the highly competitive beauty market. The challenge was to build authentic audience connections and elevate brand recognition despite strong industry competition.

We tailored bold photography for Kyutee Nails' website and catalog and produced a vibrant 15-second video spot set to custom music to drive social media engagement.

The campaign significantly increased brand awareness, boosted engagement across key platforms, enhanced Kyutee Nails' digital presence, and positioned the brand as a unique, vegan, and environmentally friendly option in the beauty space.