



77 DIAMONDS
A Touch of Brilliance.

From Zero to Viral:

How **Young With Solutions** Transformed **77 Diamonds**' TikTok Presence



VIDEO VIEWS

11.4M

↑ 606.6%



NEW FOLLOWERS

5.1K

↑ 601.5%



REACHED AUDIENCE

11M

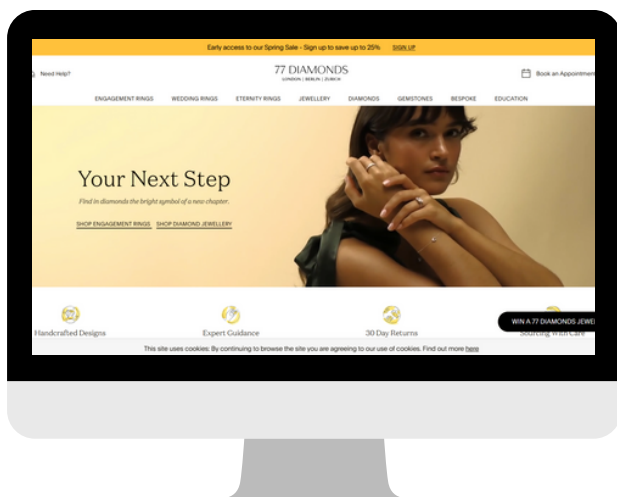
↑ 964.8%

AT A GLANCE



In the highly competitive luxury jewelry market, **77 Diamonds** stood apart with their four-generation heritage and world's largest selection of certificated diamonds. Despite their e-commerce success, the brand struggled to establish an authentic presence on emerging social platforms where competitors were gaining ground. Recognizing the untapped potential of TikTok to reach new audiences while maintaining their premium positioning, 77 Diamonds partnered with **Young With Solutions** to navigate this challenging digital terrain.

COMPANY: 77 DIAMONDS



77 Diamonds is a leading diamond e-tailor offering the world's largest selection of certificated diamonds. Named after 1477, the year when engagement rings became a Western tradition, they represent a new generation of jewelers specializing in bespoke engagement rings and fine diamond jewelry. Their passion and expertise span over 20 years, built on a four-generation heritage of diamond craftsmanship.



CHALLENGE:



Luxury Diamonds in a Fast-Paced Digital World

Brand Misrepresentation Fear

Concern that TikTok's informal nature would dilute their luxury image



77 Diamonds faced a complex challenge in the ever-evolving social media landscape: how to expand their reach while maintaining their prestigious reputation in a space dominated by fleeting trends. As a luxury brand, they needed a strategy that would preserve their premium positioning while effectively engaging new audiences.

A major concern was TikTok's informal nature. The brand feared that the platform's casual, trend-driven environment could dilute its luxury image. They also questioned whether their high-value products would resonate with TikTok's user base and worried about losing control of their carefully curated brand reputation.



Audience Mismatch

Skepticism that TikTok users weren't their target demographic

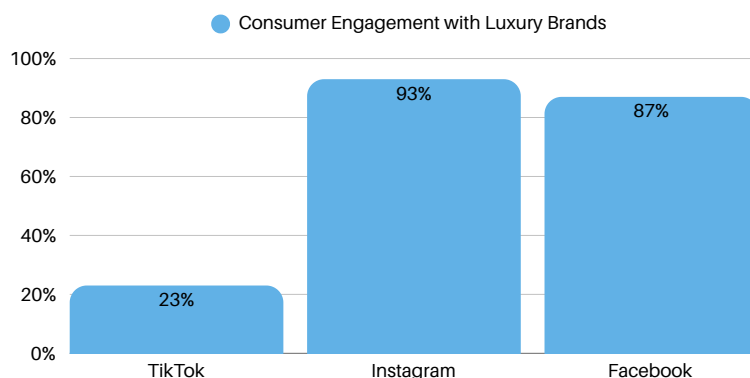
Brand Image Control

Worry about losing careful curation of their prestigious reputation



Product Perception

Belief that premium diamond pieces were too high-end for TikTok's platform



<https://www.digimind.com/en/news/93-of-consumer-engagement-with-luxury-brands-happens-on-instagram?>

At the time, branded content posted on brand pages revealed that Instagram was the dominant platform for luxury engagement, accounting for 93% of total interactions earned. With TikTok's rapid rise, 77 Diamonds hesitated—uncertain whether the platform could support a premium brand like theirs.

While TikTok presented an opportunity, success required substantial investment, trend adaptation, and high-quality content creation. Without a well-executed strategy, navigating TikTok's fast-moving landscape risked being overwhelming and off-brand.

OUR DIAMOND-CUT STRATEGY

Young With Solutions crafted a bespoke strategy to elevate **77 Diamonds**' TikTok presence:

TALENT CURATION

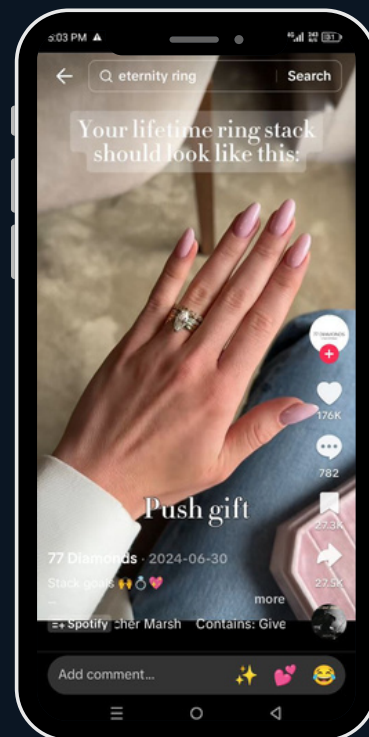


Selected content creators with refined aesthetics, particularly focusing on **elegant hands** and **manicured nails** that would showcase jewelry to perfection. Our team conducted extensive casting to find talent that authentically represented the 77 Diamonds customer.

PREMIUM CONTENT CREATION



Established strict **non-negotiable quality standards** for all content, including professional lighting techniques that captured diamond brilliance and clarity. Every video maintained the brand's luxury positioning while adapting to TikTok's format.



FORMAT TESTING & OPTIMIZATION

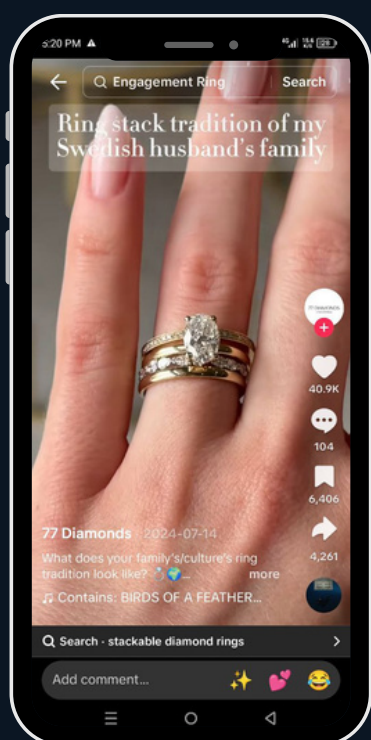


Tested multiple content approaches and discovered that **close-up hand/jewelry shots performed 300% better** than other formats. Identified optimal 15-second narrative arcs that maintained viewer attention while highlighting product details.

EMOTIONAL STORYTELLING



Developed content focusing on the **emotional significance** behind diamond purchases—proposal planning, anniversary celebrations, and heirloom stories—rather than simply showcasing products.



THE RESULT:

WHEN DIAMONDS GO VIRAL

We've consistently had all kinds of interactions in all of our videos, appealing to the viewer's feelings, interest, curiosity for rings. The best were inquiries about where to buy, desire to see more stacks and pieces

ENGAGEMENT METRICS:

LIKES

493,239

+486.3K (>999.99%) ↑

SHARES

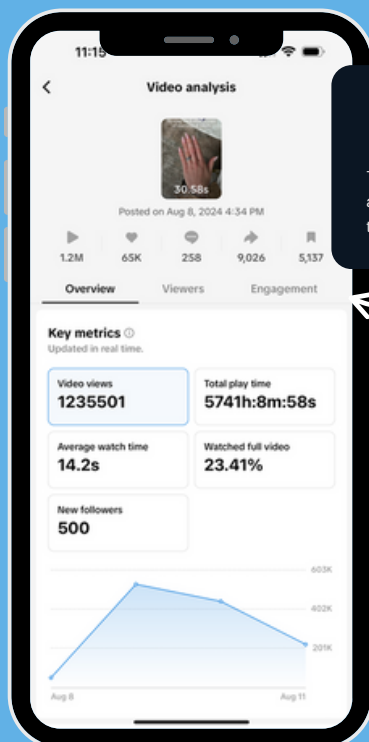
59,521

+58.6K (>999.99%) ↑

COMMENTS

7,426

+7.3K (>999.99%) ↑

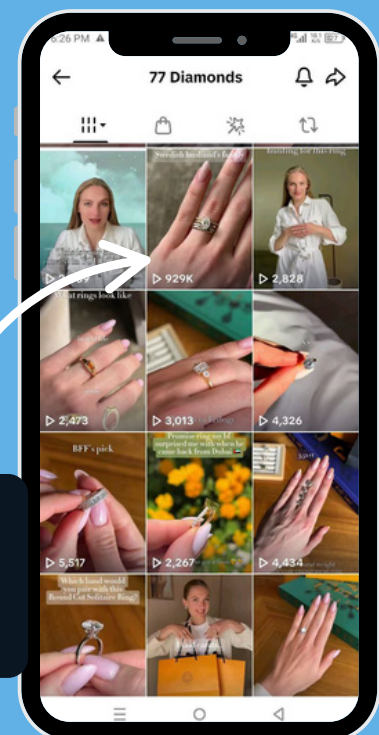


Triggering Thousands of Advocates

The engagement wasn't just passive views; users actively connected with the content, with thousands sharing it with their own followers.

From TikTok Jail to Viral Sensation

After experiencing limited reach on TikTok, our first content launch catapulted them to viral success, engaging thousands



FOLLOWERS:

NET GROWTH

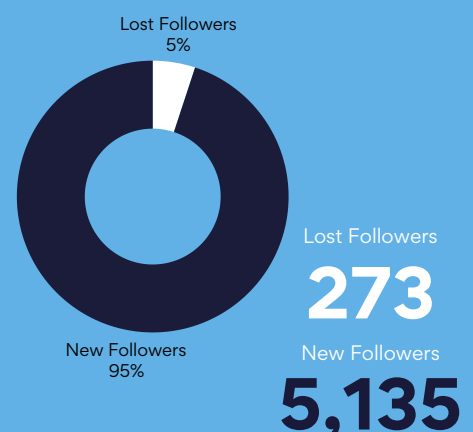
4,862

+4.2K (>675.4%) ↑

NEW FOLLOWERS

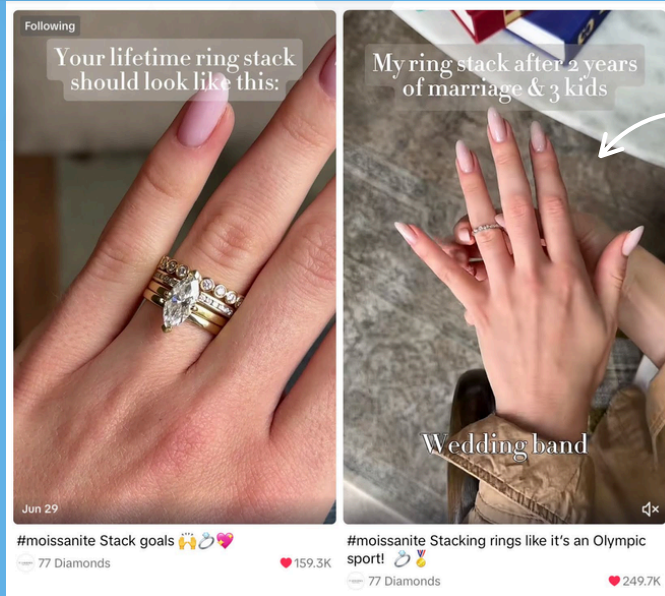
5,135

+4.4K (>601.5%) ↑



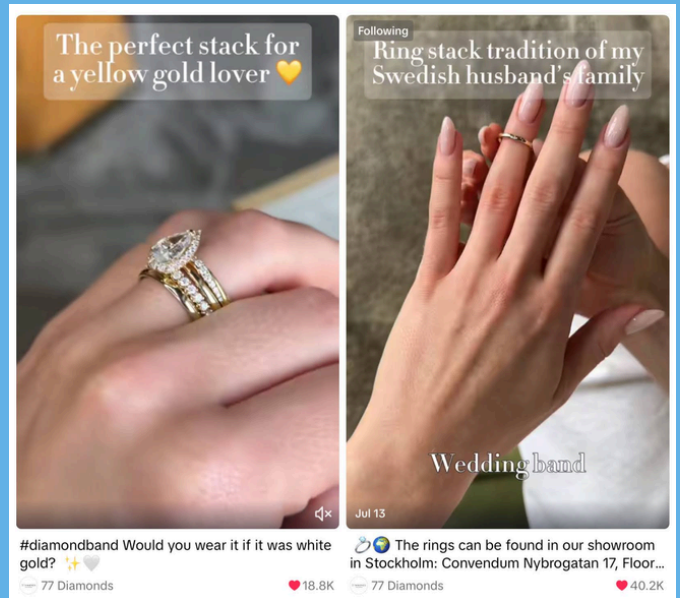
THE RESULT:

THE WINNING FORMULA



A Viral Game Changer

We discovered that stacking rings was our most successful type of video, giving us viral hits every time we tried it. These ring stack videos were a game changer for our account, making us grow our audience by **600%**!



Video

Last 7 days Last 28 days Last 60 days May 17 - Oct 16

113 posts

May 17 - Oct 16 (+36 posts vs. Dec 17 - May 16)

Details

Sort by Most viewed

VIRAL MOMENTS

	Stacking rings like it's an Olympic sport! 🏅💎 #ringstack #engagementring #moissanite #olympics #couplegoals #weddingtiktok	Create ad		
4.2M Video views	249.9K Likes	668 Comments	24.9K Shares	Aug 8, 2024
	Stack goals 🌟💍💎 #weddingring #jewelrytiktok #moissanite #promiserrings #jewelrylover #promiserrings #weddingbouquet #uniquejewelry	Create ad		
4M Video views	159.4K Likes	724 Comments	25.9K Shares	Jun 29, 2024
	What does your family's/culture's ring tradition look like? 🌍💎 The rings can be found in our showroom in Stockholm: Convendum Nybrogatan 17, Floor 1 114 41 Stockholm #ringstack #svagengementring #moissanite #weddingtiktok #engagementring #pushgift #typ #swedentiktok #swedishgirl #stockholmstyle	Create ad		
888.9K Video views	40.2K Likes	100 Comments	4.1K Shares	Jul 13, 2024
	How would you stack them? 🌟💍💎 #ringstack #weddingring #engagement #temityband #diamonds #couplegoals #weddingtiktok	Create ad		
808.1K Video views	13.3K Likes	45 Comments	1.3K Shares	Aug 3, 2024
	Would you wear it if it was white gold? 💎💍 #yellowgold #golding #engagement #proposalsgoals #ringstack #diamondband	Create ad		
506K Video views	18.8K Likes	27 Comments	1.8K Shares	Aug 24, 2024
	Stack rings like it's an Olympic sport! Check us out	Create ad		
132.3K Video views	921 Likes	9 Comments	114 Shares	Sep 20, 2024
	Dreams really do come true! 🌟💍💎 #ringstack #diamonds #eternityring #uniquejewelry #weddingtiktok	Create ad		
122.4K Video views	2.1K Likes	2 Comments	201 Shares	Sep 13, 2024
	How would you stack them? You'll get a better look if you click the button :)	Create ad		
118.2K Video views	356 Likes	3 Comments	38 Shares	Sep 20, 2024

IMPACT

Exponential Growth Trajectory

1

The account shifted from sporadic performance to consistent traction, demonstrating the beginning of an exponential growth curve in both views and engagement rates.

Brand Recognition Boost

2

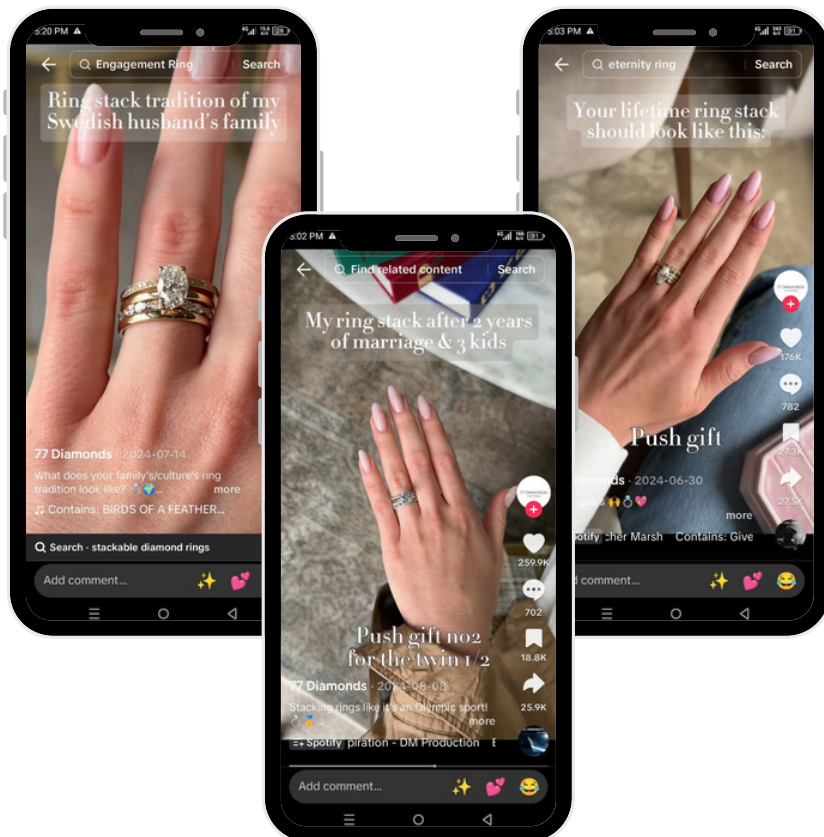
The viral success introduced 77 Diamonds to audiences who may never have encountered the brand through traditional marketing channels.



77 DIAMONDS:

Lessons in Luxury Marketing and TikTok Breakthrough

77 Diamonds has successfully bridged the gap between traditional luxury jewelry and modern digital engagement, proving that timeless elegance can thrive on contemporary platforms. The explosive growth from virtually no visibility to over 1.2 million views demonstrates the untapped potential of luxury brands on TikTok when guided by strategic expertise and premium content standards.



A GAME-CHANGING COLLABORATION

Young With Solutions didn't merely improve **77 Diamonds'** social media presence—we orchestrated a fundamental shift in their digital strategy that opened an entirely new channel for customer acquisition and brand storytelling. By translating the emotional significance of fine jewelry into format-optimized content, we've established **77 Diamonds** as a pioneer among luxury brands embracing next-generation platforms.

This case stands as compelling evidence that even the most prestigious brands can maintain their exclusivity while achieving unprecedented reach through strategic digital innovation.