

96° NINETY SIX CASE STUDY



Steeped in Strategy:

How **Young With Solutions** Brewed  **2.5M+** Views and  **4K+** Organic Followers for **96 Degrees** Without a Drop of Paid Media

COMPANY: 96 DEGREES

96 Degrees is a premium tea brand rooted in craftsmanship, sourcing the world's finest blends to deliver the perfect cup—every time.

But while their product was steeped in quality, their TikTok presence was just warming up. Without a strong social spark, a launch this premium risked going unnoticed. They needed a bold strategy to cut through the noise and connect with a new generation of tea lovers.

That's when **96 Degrees** partnered with **Young With Solutions** to brew viral growth, spark cultural conversation, and turn tea into scroll-stopping content.



CHALLENGES



**Low
Visibility**



**Zero Social
Presence**



**Story vs. Sales
Struggle**



**Cross-Cultural
Appeal**

THE STEEP & SCALE STRATEGY



Young With Solutions brewed a bold, culture-driven strategy for **96 Degrees**—centered on a repeatable TikTok series that turned tea rituals, reactions, and real humor into viral momentum and organic growth.

LEARNING INTO CULTURAL HUMOR

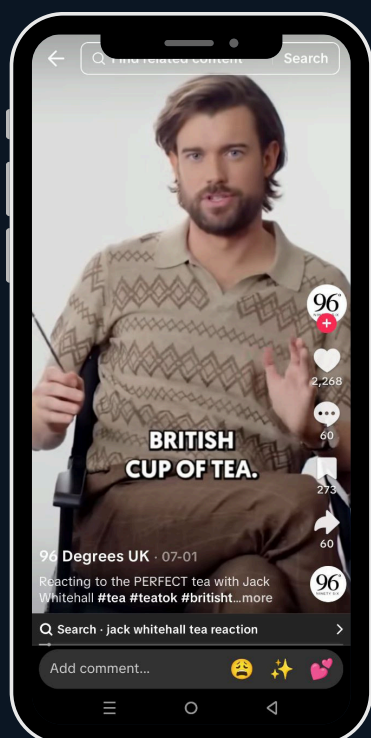
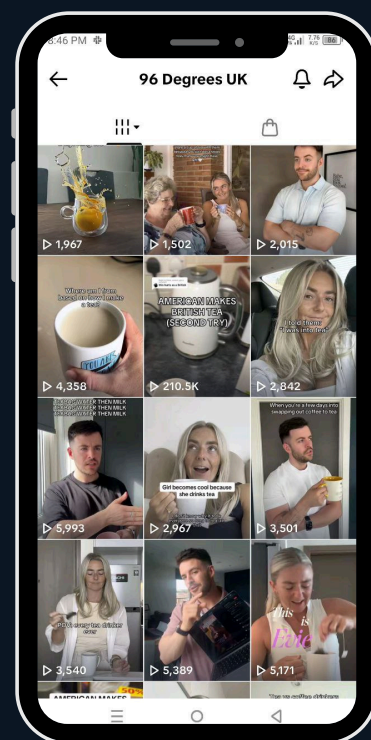


We tapped into the **ongoing online tension** between how Brits and Americans make tea—a familiar trope reimagined through our brand's lens. It sparked debate, laughter, and curiosity.

BUILT-IN PRODUCT PLACEMENT



The videos naturally featured 96 Degrees' own teas, from showing off the **strength scale** to close-ups of the tea bags—no sales pitch necessary.



EMOTION-FIRST, PRODUCT-SECOND



Instead of pushing features, **we triggered feelings**. Outrage. Pride. Nostalgia. Cringe. Curiosity. And laughter. That emotional hook pulled people in—and kept them watching.

MADE TO REPEAT



Unlike trends, this was a content series we could **repeat endlessly**, with fresh reactions every time and growing audience anticipation.

THE RESULT:

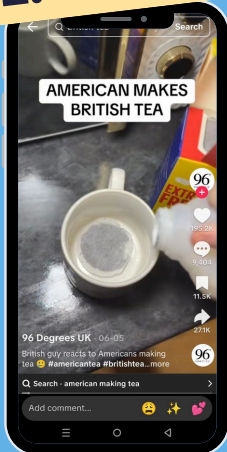
BREWED FOR IMPACT



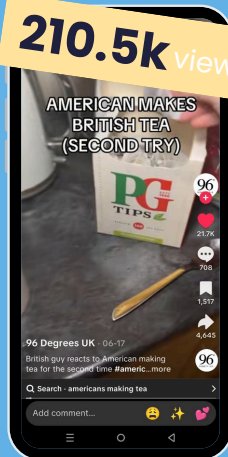
Multiple Wins

Not just one-off success.

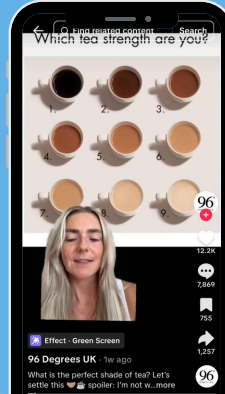
2.5M views



210.5k views



433.4k views



134.4k views



No Ads. Just a proper good cup of organic content.

GROWN ORGANICALLY, ONE SIP AT A TIME



4,935

Followers on TikTok



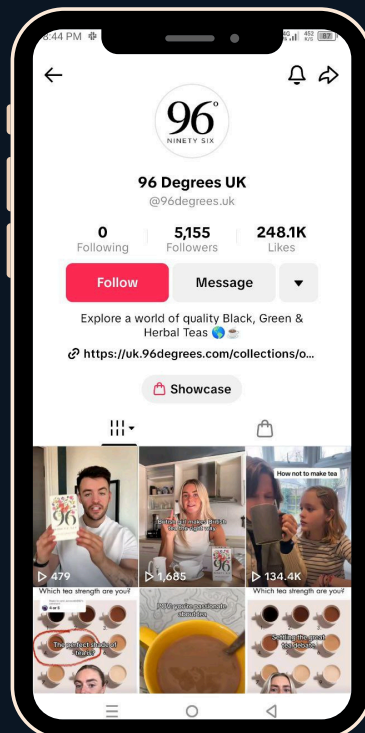
33K+

Shares



18K+

Comments



3.2M+

Post Views



18K+

Profile Views



248K+

Likes

96 DEGREES



Growth That Sticks, Followers That Stay

Crushed every major organic metric—***without spending a single pound on ads.***

The account is now a full-on content engine, primed for consistent growth, viral hits, and real revenue.

Metric	Typical Biz Acct	96 Degrees UK
Average Views/Video	500 - 2,000	5,000 - 2.5 Million
Engagement Rate	2 - 4%	5 - 25%
Follower Growth (16 weeks)	500 - 1,000	+4,800
Virality Rate	Low	Viral Series (2.5M Views)
Average Watch Time	1.7s - 2.5s	3.0s - 5.5s
Content Strategy	Generic & Inconsistent	Viral tea reaction series

The comment section brewed chaos—in the best way.

From laughs to outrage, people couldn't stop liking, sharing, and sounding off. We clearly struck a chord with thousands of passionate tea lovers.



BREWED FOR GROWTH—NOT BACKED BY ADS



96 Degrees' partnership with **Young With Solutions** didn't just drive views—it brewed a whole new wave of cultural relevance.

From zero to 100K+ views per video, 96 Degrees turned a quiet product launch into a global tea conversation. With no paid media and no shortcuts, they built emotional resonance, brand recognition, and a high-performing content engine—one cup (and one viral video) at a time.

This isn't just tea content. It's how a modern brand brews relevance.