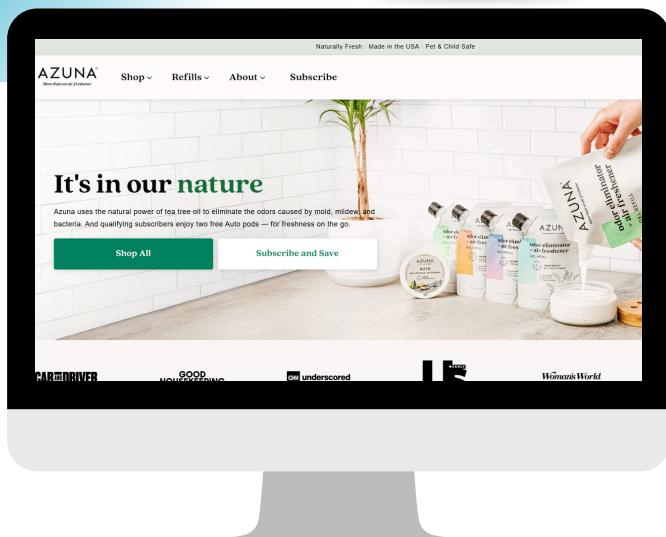


AZUNA® CASE STUDY



Fresh Start, Naturally:

How **Young With Solutions** Helped **Azuna Fresh** Build Organic TikTok Momentum
and Reach **267K+ TOTAL VIEWS** — Without Spending a Dime on Ads



COMPANY: AZUNA FRESH

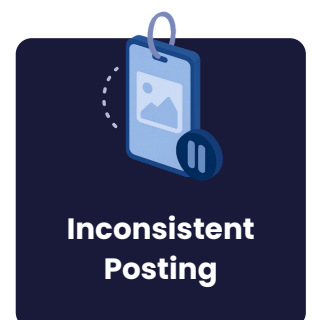
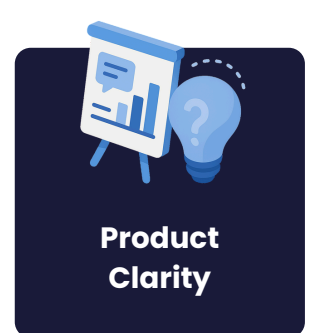
Azuna Fresh creates natural, non-toxic air purifiers powered by tea tree oil — eliminating odors caused by mold, mildew, and bacteria.

Without a clear TikTok presence, the brand needed help introducing its mission to a new, fast-scrolling audience.

That's when **Azuna** partnered with **Young With Solutions** to craft a creator-led strategy rooted in education, authenticity, and consistency — no paid ads, just real traction.

CHALLENGES

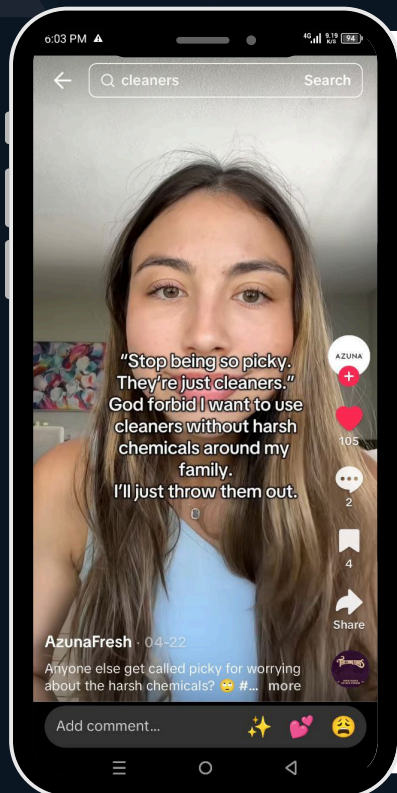
Before teaming up with Young With Solutions, Azuna Fresh had a powerful product — but no traction on TikTok. They needed to educate a new audience on natural air purification, without sounding like a sales pitch. With no clear posting strategy or creative direction, the brand struggled to stand out or stay consistent in a crowded feed.



THE CLEAN-LIVING CONTENT STRATEGY



Young With Solutions engineered a full-funnel TikTok strategy grounded in education, lifestyle storytelling, and platform-native creativity — all aligned with Azuna's mission for natural, non-toxic air care:



TREND-DRIVEN, ORGANIC CONTENT



We created videos **using trending audio** and culturally relevant formats to meet users where they already were — without forcing the product.

EDUCATION MEETS ENTERTAINMENT



We explained non-toxic living **in simple, playful ways** that felt right at home on TikTok.

HIGH-IMPACT PINNED VIDEOS



We **pinned the best-performing educational videos** to the top of Azuna's profile — instantly telling new visitors what the brand is about.

CAROUSEL FORMAT STORYTELLING



Using **multi-scene videos**, we gave users more context, more story, and more reason to care — all native to TikTok's scrolling behavior.

SEAMLESS PRODUCT INTEGRATION

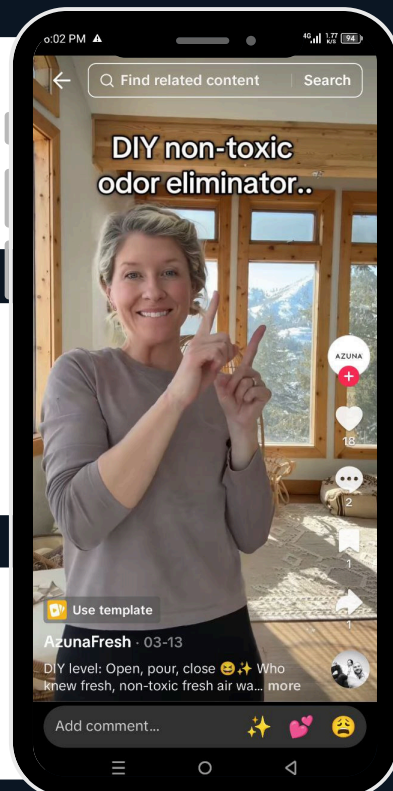


No awkward ads — just real people using Azuna products naturally in everyday settings.

DAILY CONTENT CADENCE



Two videos per day, five days a week — consistently. Plus, **constant performance analysis** to double down on what worked.



THE RESULT:

CLEARING THE AIR ON ORGANIC REACH

Azuna Fresh partnered with **Young With Solutions** to turn a niche wellness product into a natural fit for TikTok. With zero ad spend and a strategy rooted in content clarity and consistency, we sparked over **267K+ ORGANIC VIEWS** and helped Azuna become a trusted voice in the clean living space.

\$0.00 AD SPEND

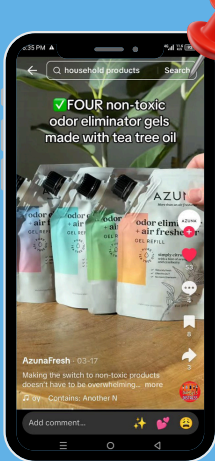
Just real growth from real interest.

Multiple Wins

3 of 5 videos hit 30K+ — not just one-off success.

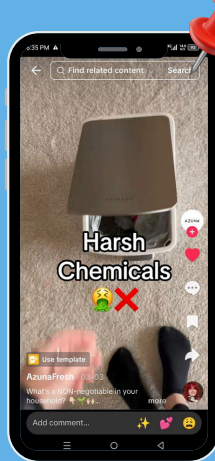
131K views

a warm, educational intro to non-toxic home products.



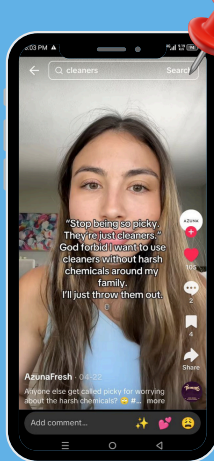
55.2K views

a lifestyle-focused video featuring clean swaps.



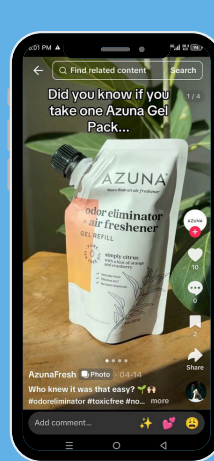
32.2K views

a trending TikTok video as an inspiration for our post.



26.9K views

Odor Eliminator carousel post



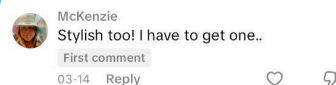
21.5K views

DIY non-toxic odor eliminator



Meaningful Engagement

Real comments, saves, and shares from a naturally interested audience.



STRATEGIC TAKEAWAY



Steady Follower Growth: Built entirely through authentic, unpaid content.



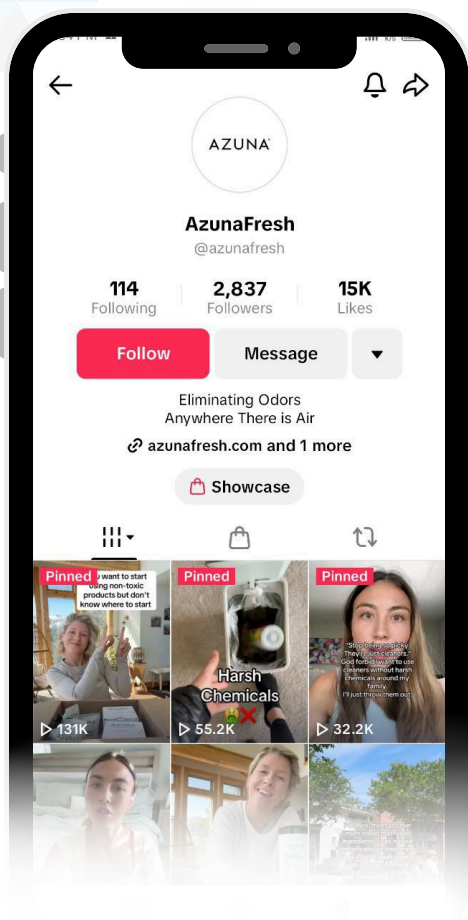
High Engagement: Real saves, likes, and curiosity.



Brand Authority: Azuna became the voice for conscious air care.

AZUNA FRESH


Fresh Growth, No Ads Needed



We didn't just get views — we created evergreen entry points that now define how new users discover Azuna.

 **267K+** **ORGANIC VIEWS**

 **\$0.00** **AD SPEND**

 Most brand TikToks average <10K organic views. Azuna broke 131K without spend.

IMPACT

BUILT TRUST, NOT JUST TRAFFIC

Positioned Azuna as a credible voice in non-toxic living by prioritizing value-first content that earned attention — not demanded it.

EDUCATION THAT STUCK

Turned a complex product into bite-sized, scroll-friendly content. Shifted viewers from “what is this?” to “I need this.”

A BREATHABLE PARTNERSHIP

Azuna Fresh's partnership with *Young With Solutions* proves that even niche wellness brands can thrive in the creator economy — without relying on ads.

By blending education with entertainment and consistency with creativity, Azuna didn't just show up on TikTok — they built a scroll-stopping identity that sparked curiosity, trust, and long-term brand authority.

They didn't just join the conversation — they became the go-to voice for clean, conscious living.