



boba tribe

CASE STUDY



30-Day Bubble Tea Breakthrough:

How **Young With Solutions** Fueled **Boba Tribe** to Hit



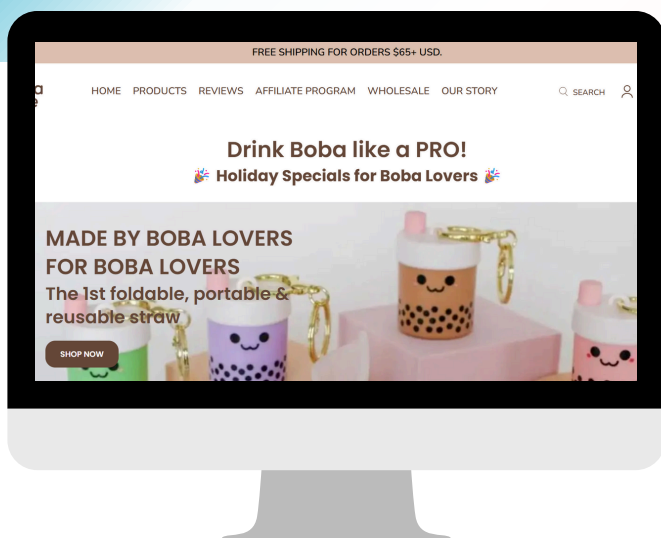
441k+
VIDEO VIEWS



300+
TIKTOK
FOLLOWERS



18K+
ENGAGEMENTS



COMPANY: BOBA TRIBE

Boba Tribe creates playful lifestyle accessories that let bubble tea lovers showcase their passion everywhere—from boba straw keyrings to AirPods cases that look like actual milk tea cups.

But clever products weren't sparking the community buzz they aimed for. Their mission to spread boba joy needed a stronger digital voice.

That's when **Boba Tribe** joined forces with **Young With Solutions** to elevate their brand through content that captures the fun, community-driven spirit of bubble tea culture.

CHALLENGES

Before working with Young With Solutions, Boba Tribe had a standout concept and quality products—but struggled to turn that into real engagement. Their content wasn't catching on, views stayed low, and community growth kept falling flat. They couldn't break through the noise of a saturated bubble tea market. They needed a fresh approach—and serious momentum.



**Limited Brand
Recognition**



**Stagnant Social
Growth**



**Trend
Disconnect**



**Low
Visibility**

THE SIP-TO-SCROLL STRATEGY



Young With Solutions reimagined Boba Tribe's TikTok presence by transforming product moments into viral storytelling. We tapped into what makes Boba satisfying to watch and turned that into native, TikTok-first content that felt more like fan culture than marketing.

The result? A fresh identity that stood out—and took off—fast.

THE MAGIC REVEAL HOOK

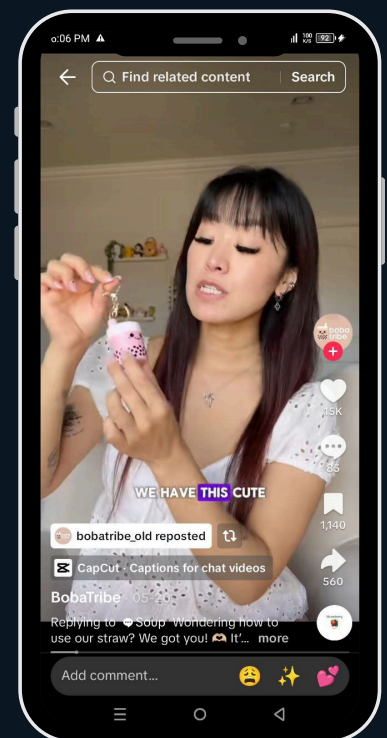


We discovered that showing the satisfying **“reveal” of the reusable straw**—unfolding, assembling, and using it—consistently stopped the scroll and drove views. This became the core visual trigger that fueled virality.

SCROLL, DON'T SELL



Instead of traditional product pushing, we leaned into **native, entertaining content** that felt made for TikTok—not ads. This shifted brand perception and built trust fast.



LAUNCH LIKE A CREATOR



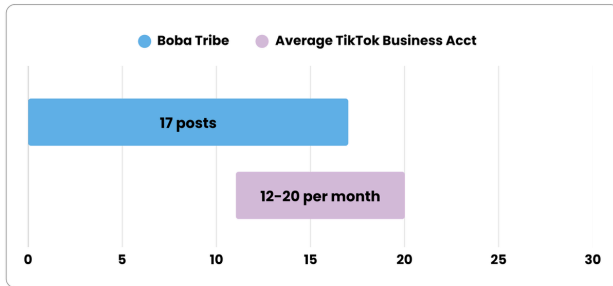
We treated Boba Tribe's fresh U.S. account **like a content creator's, not a brand**—posting consistently, testing formats, and focusing on storytelling first. The result? A viral-ready presence from day one.

THE BOBA BOOM



Here's how we outperformed every industry benchmark in just 30 days.

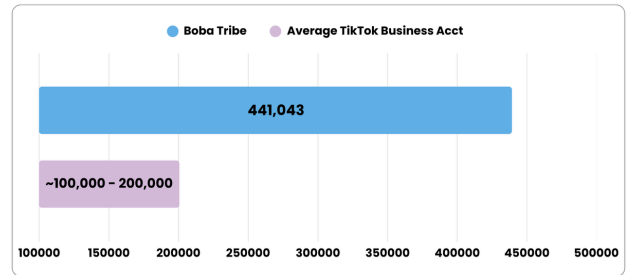
TOTAL VIDEOS



On Track:

Aligned with top-performing brand behavior — posting volume that fuels visibility.

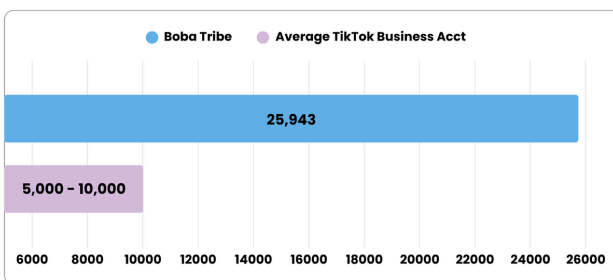
TOTAL VIEWS



2-5x Higher:

Outperformed typical TikTok brands by a massive margin.

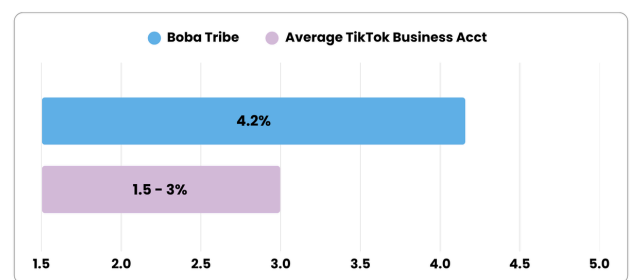
AVERAGE VIEWS/VIDEO



Well above average:

From zero to 441K—this blew industry benchmarks away.

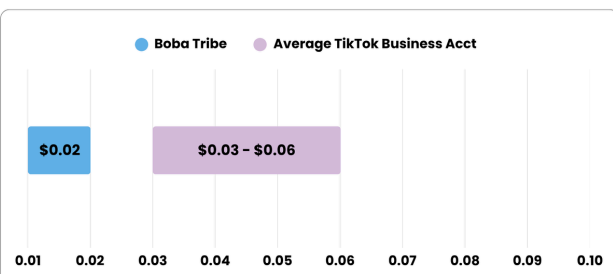
ENGAGEMENT RATE



Above average:

Higher engagement, stronger community, deeper impact.

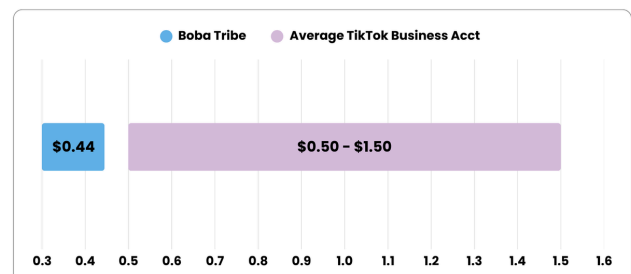
COST PER VIEW



Very Efficient:

Just \$0.02 per view—delivering impact at a fraction of the cost.

COST PER ENGAGEMENT



Strong Value:

Lower spend, deeper brand connection.

***Data reflects performance from Month 1 of Boba Tribe's TikTok relaunch campaign, powered by Young With Solutions.*

BOBA TRIBE

Bubbling Over with Results



441K+



\$0.02



4.2%

Overall Views

Cost Per View

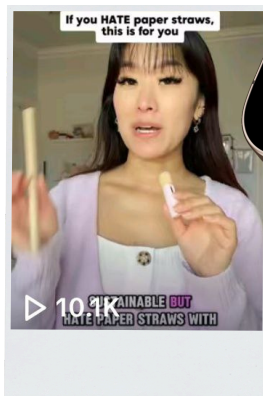
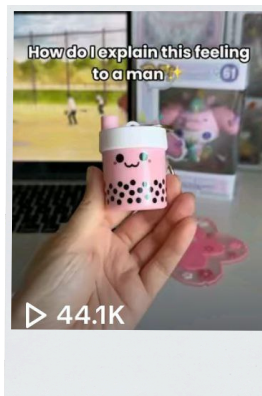
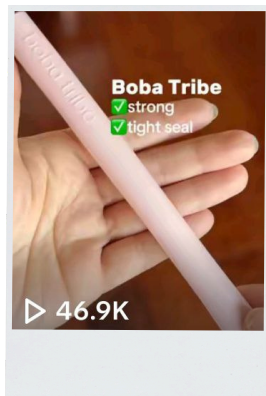
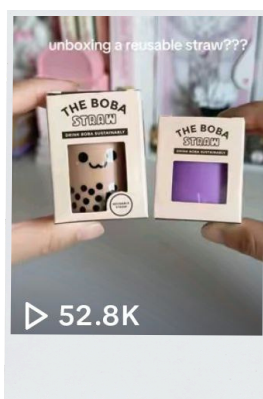
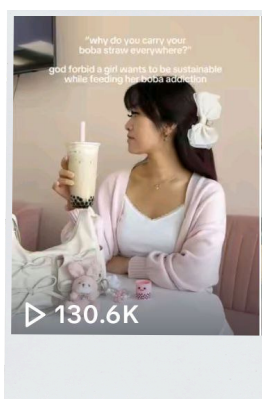
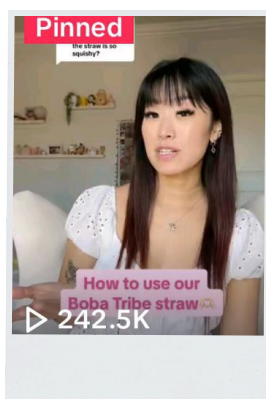
Engagement Rate

No follower base, no borrowed audience—just bold content and a clear strategy.

In **1 MONTH**, Boba Tribe sparked a viral wave with nearly half a million views and breakout engagement.

VIRAL MOMENTS

Multiple viral videos — not just one-off success.



STIRRING UP THE ALGORITHM

Boba Tribe's partnership with *Young With Solutions* turned a cold start into a viral wave—attracting over 185,000 new viewers and thousands of engagements. By leaning into creativity, community, and authenticity, they didn't just gain traction—they built momentum.

This case study proves that viral isn't luck—it's strategy.

A fresh account. A fresh strategy. A fresh wave of Boba love.