





CASE STUDY



Dosed with Strategy:

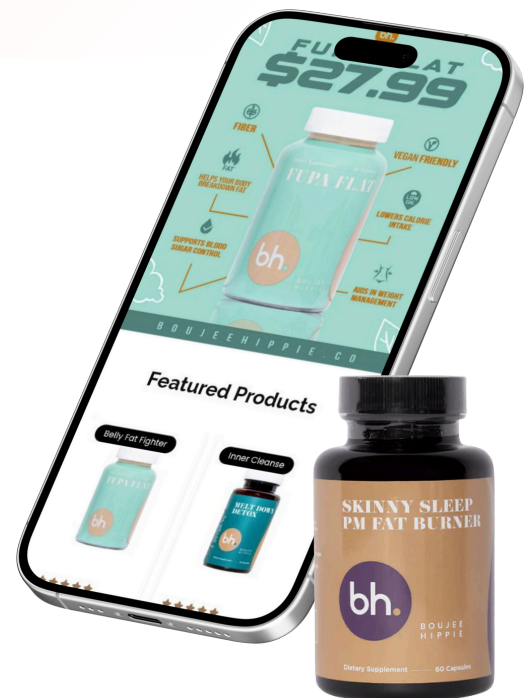
How **Young With Solutions** Powered **Boujee Hippy** spark  **3.2%** engagement and  **3K+** new followers through supplement-led creator content

COMPANY: BOUJEE HIPPIE

Boujee Hippy is a bold wellness brand for women who walk in high heels and higher standards—offering shapewear, supplements, and spiritual care for the healing era.

But while the brand radiated confidence, its TikTok growth needed a stronger daily dose.

That's when **Boujee Hippy** partnered with **Young With Solutions** to spark scroll-stopping content, fuel authentic creator routines, and turn wellness into high-performing video strategy.



CHALLENGES



Slow Growth



Low Engagement



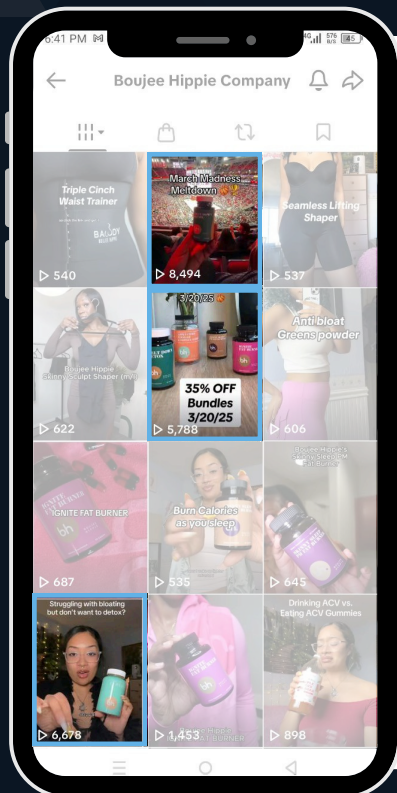
Inconsistent Output



Weak Hooks

THE DOSE & DELIVER STRATEGY

Young With Solutions launched a high-frequency, creator-led TikTok campaign rooted in native storytelling, low-production authenticity, and tight feedback loops. Over 16 weeks, we tested and scaled the following:



SHAPEWEAR TRY-ON SERIES



Hook-driven, 15–30 second clips featuring real creators (Sedusa & Davianna) showing instant transformations—quick, scroll-stopping, and curiosity-inducing

ROUTINE INTEGRATION



Supplements and feminine care products embedded into authentic daily routines, framed as “day in the life” or “gut health check” content

TREND-HACKED FORMATS



Weekly use of trending TikTok sounds and formats to make content feel native and non-ad-like

MARCH MADNESS FLASH SALES



Timely, seasonal content paired with TikTok Shop links to capture shopping intent when interest peaked

THE BOUJEE PAYOFF



3,000

Net new followers



3.2%

Average engagement rate



160

Original videos posted



Creators Outperformed Polished Ads:

Authentic videos drove more reach and saves than branded content.



TikTok Shop Fully Activated:

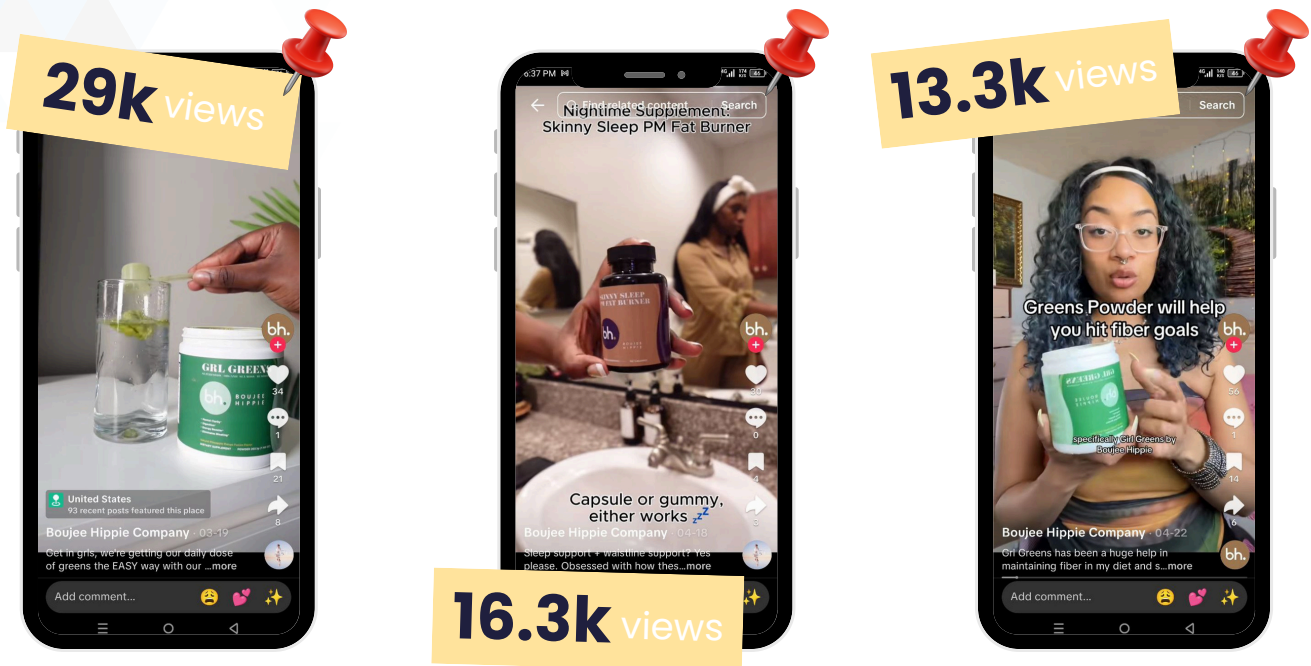
Shopping was seamlessly built into the content experience.



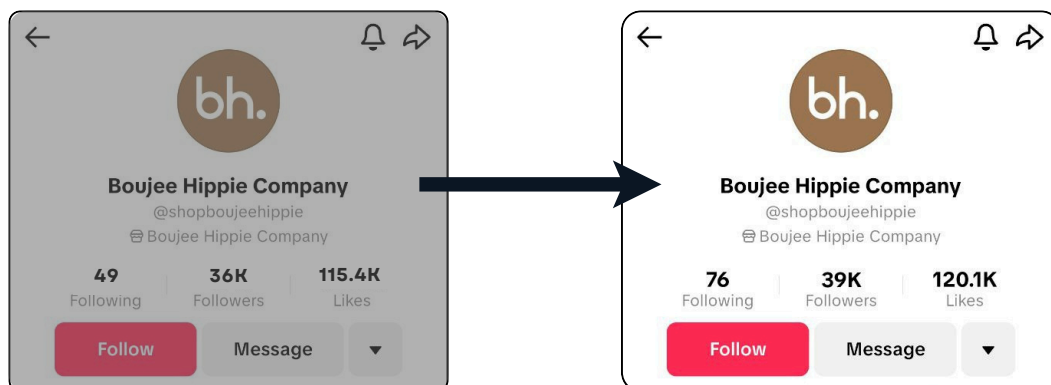
BOUJEE HIPPIE

Where Wellness Meets Wins

Unfiltered, native-feeling videos **consistently outperformed** polished ones—proving that relatability drives action more than production value.



By posting over 10 videos per week, **Boujee Hippy stayed top-of-mind on TikTok** and turned casual scrollers into loyal followers and repeat viewers.



THE BOUJEE BREAKDOWN

Boujee Hippy's partnership with **Young With Solutions** didn't just boost stats—it sparked a shift. From slow growth to standout content, their creator-first strategy brought relevance, rhythm, and results.

They didn't chase trends—they moved with intention.
Real routines. Real creators. Real resonance.

**When wellness meets scroll culture with purpose,
Boujee doesn't just grow—it glows.**