



young

WITH SOLUTIONS



Transforming **Gymshark**'s Brand Presence: A TikTok Success Story



5.2M

Followers on TikTok



£1 Billion

Company Valuation



90.2M

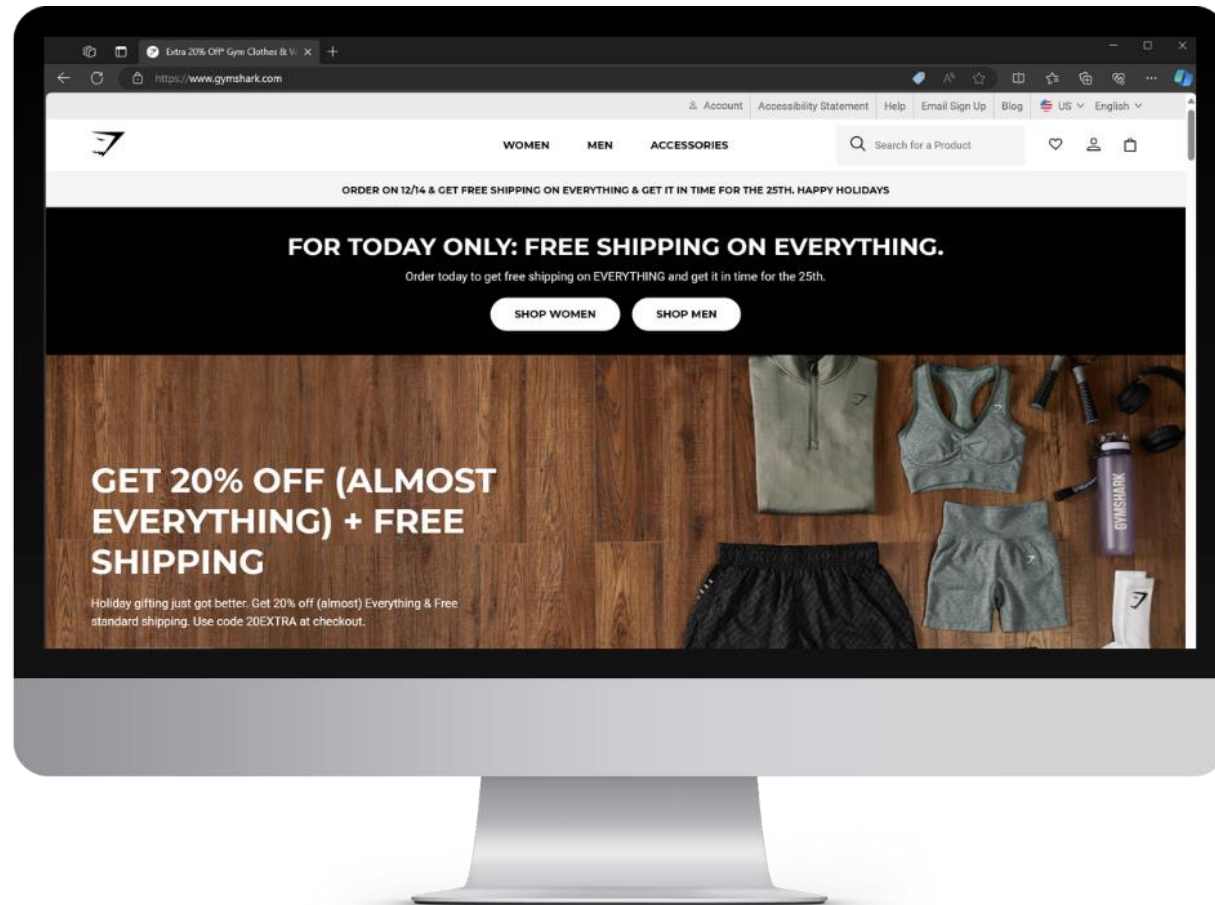
Likes on TikTok since 2019

How **Young With Solutions** Propelled **Gymshark** to TikTok Dominance

In an era dominated by giants like Nike and Adidas, **Gymshark**, a rising star in the fitness apparel industry, faced the daunting challenge of standing out in a fiercely competitive market. Seeking to elevate its brand awareness and engagement among younger generations, **Gymshark** turned to **Young With Solutions** for a breakthrough strategy.



The Company: GYMSHARK



Gymshark, founded in 2012, rapidly gained popularity for its innovative fitness apparel. Despite carving a niche for itself, the company struggled to compete with industry giants and needed a fresh approach to capture the attention of the elusive Gen Z audience. The collaboration with **Young With Solutions**, catapulted **Gymshark** to TikTok dominance, reinforcing its market presence.

The Challenge:

The Battle for Fitness: Gymshark vs. Industry Giants

Gymshark's challenges were multifaceted. The company needed to distinguish itself from behemoths like Nike and Adidas, increase brand awareness, and engage younger demographics effectively. The competitive market demanded a strategy that not only showcased **Gymshark**'s products but also resonated with the lifestyle and preferences of the target audience.



Marketing Campaigns



Partnerships and Collaborations



Brand Positioning

The Breakthrough

Young With Solutions devised a comprehensive strategy to elevate **Gymshark's** presence on TikTok:

Micro-Influencer Collaboration & Content Strategy



Partnered with hundreds of micro-influencers in the fitness and lifestyle space who had a strong Gen Z following. Posted 40 times per month on TikTok, prioritizing content that focused on building connections rather than direct selling. Emphasizing workout tips, lifestyle features, and inspiration videos, steering away from overtly promotional material.

Weekly Challenges (#gymshark66)



Introduced a series of weekly challenges, each with a dedicated hashtag, accumulating a total of **200 million views**. Offered attractive prizes for the challenges, with six winners receiving an exclusive outfit every month and 60 other participants winning gift cards.

Challenges included:

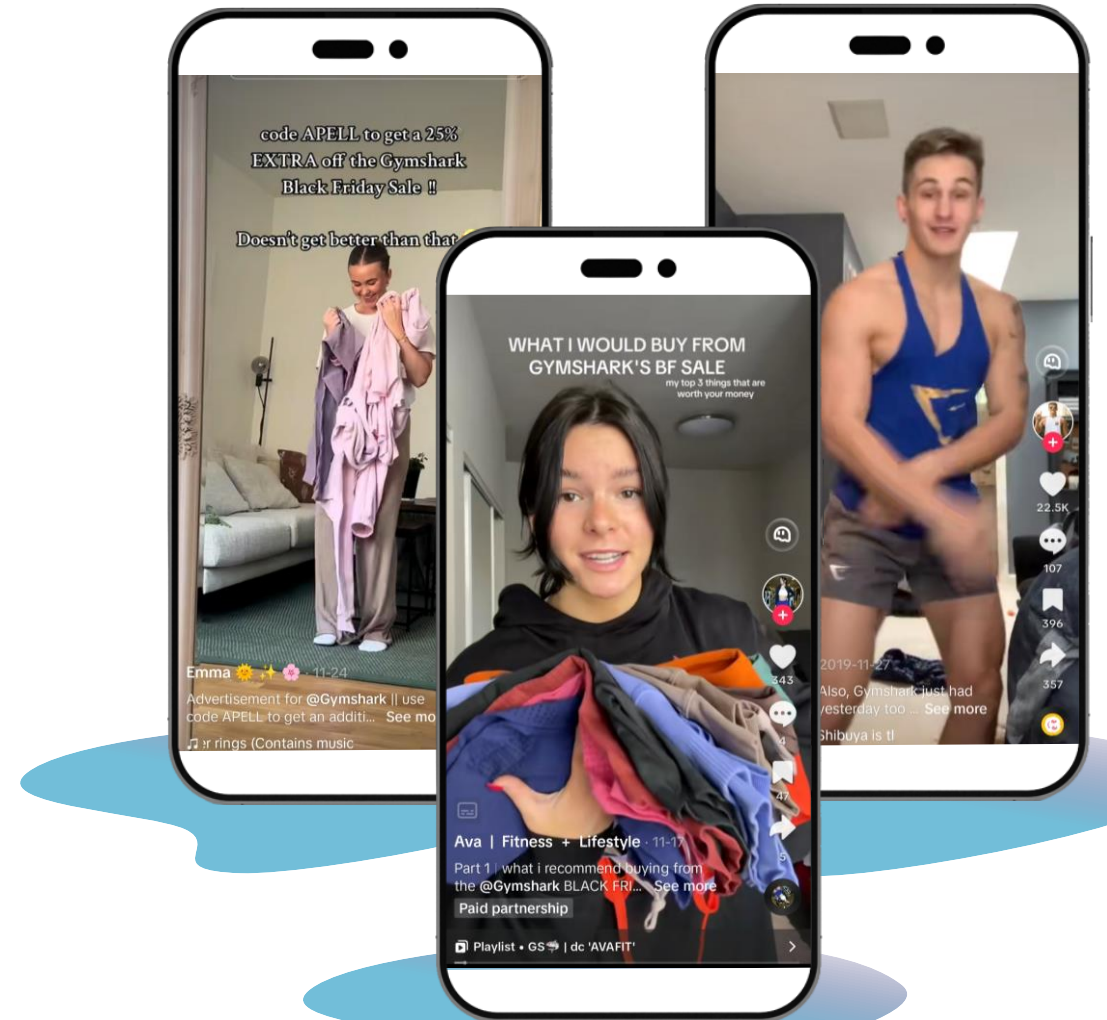
[#ActiveEveryday66](#), [#PowerHour66](#), [#EducateYourself66](#), [#HealthySwaps66](#),
[#SomethingNew66](#), [#ForTheWorld66](#), [#5kADay66](#), [#Mindfulness66](#), [#SupportLocal66](#).

The Breakthrough

Black Friday Campaign (#gymsharkblackout)

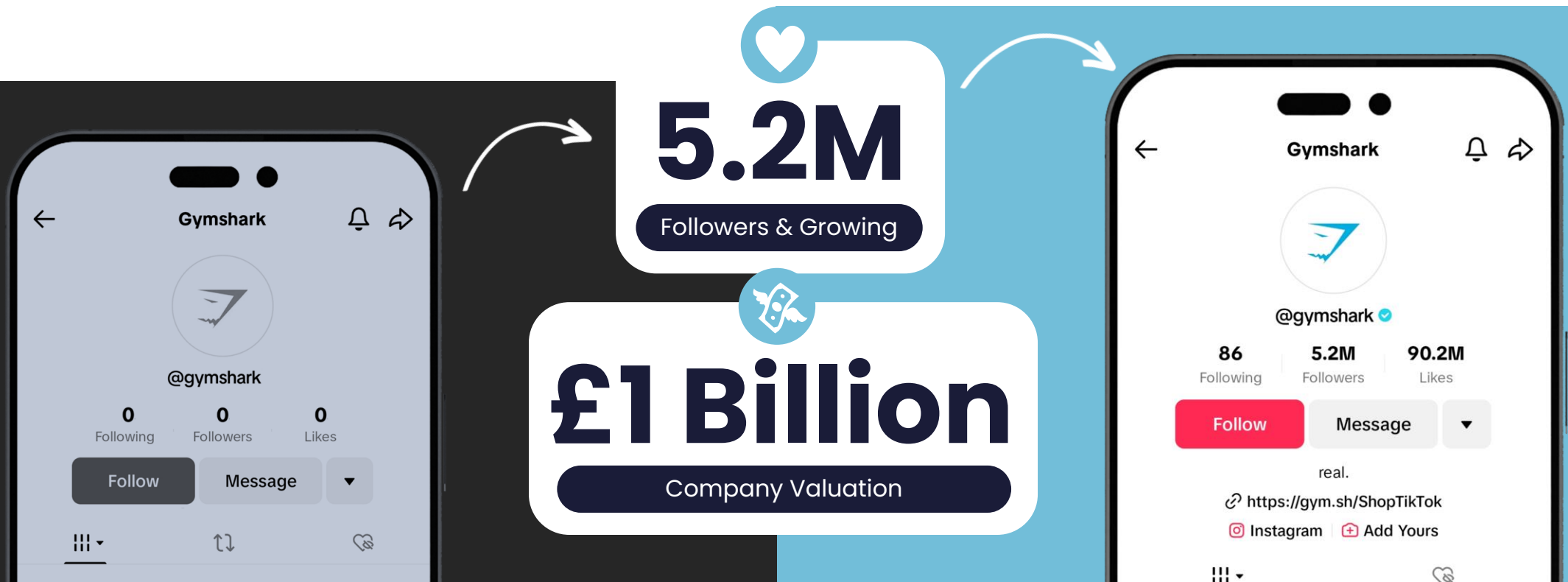


Executed an innovative Black Friday campaign, intentionally creating the appearance of a website glitch. Influencers were enlisted to amplify the confusion with the hashtag **#gymsharkblackout**, tying it into a **"glitch for early discounts" concept**.



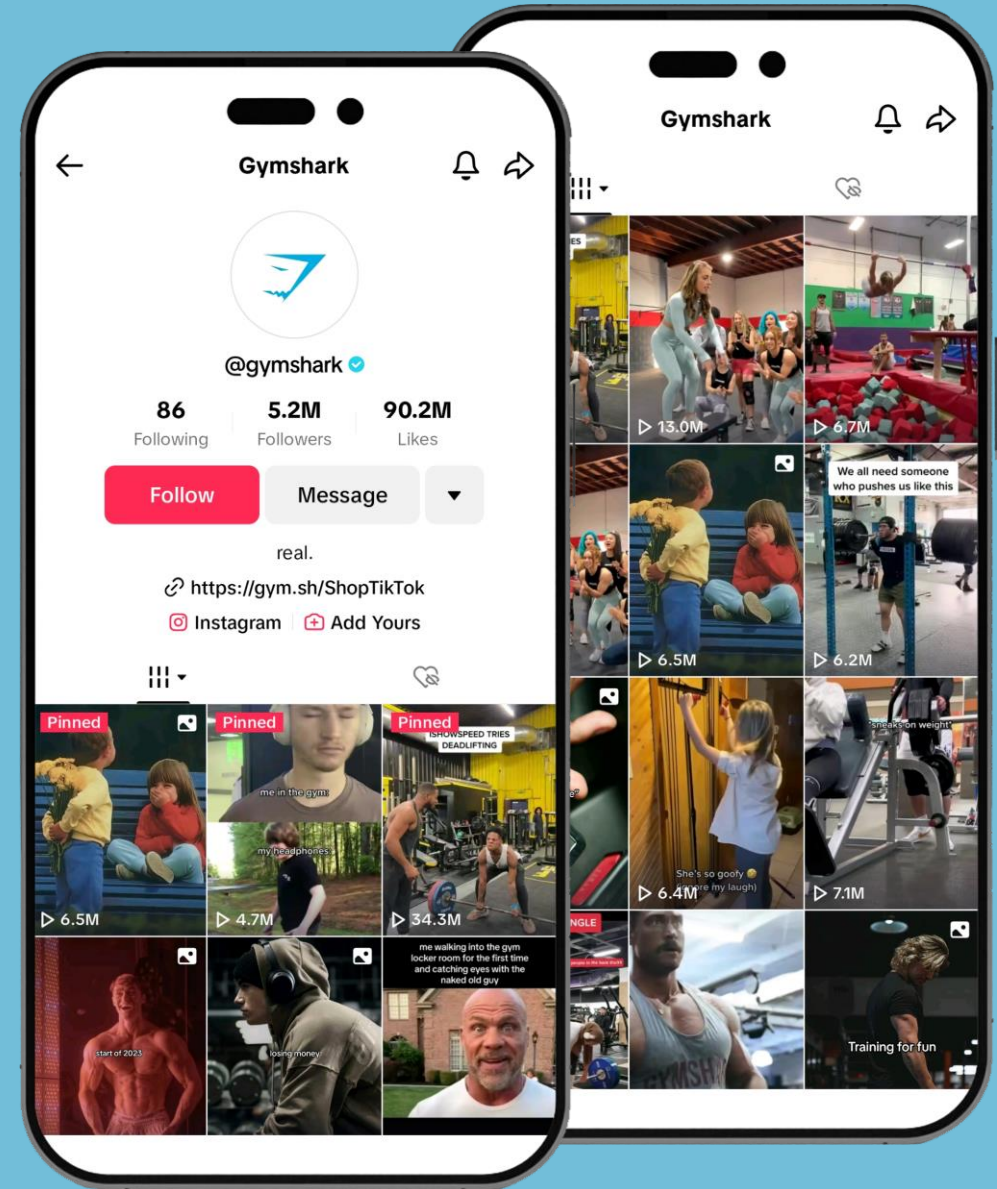
The Breakthrough: The Result

The results were nothing short of spectacular. **Gymshark** achieved dominance in key TikTok hashtags, boasting **44 billion monthly views** for *#fitness* and **21 billion** for *#workout*. The platform became a significant driver of **Gymshark's** success, amassing **5.2 million followers** and **90.2 million likes** since 2019.



Gymshark: Lessons in Brand Reinvention and TikTok Triumph

Gymshark is now as synonymous with Gen Z as Nike, marking a remarkable shift in brand perception. The recent valuation of **£1 billion** underscores the success of the TikTok-centric strategy, solidifying **Gymshark's** market dominance and establishing it as a force to be reckoned with in the competitive world of fitness apparel.



Transformative Partnership

In essence, **Young With Solutions** not only helped **Gymshark** navigate the challenges of the market but facilitated a transformation that redefined **Gymshark's** brand identity and secured its place as a leader in the industry. The case of **Gymshark** stands as a testament to the power of strategic innovation and leveraging emerging platforms to connect with a younger, dynamic audience.

