



The logo for Young With Solutions, featuring the word 'YOUNG' in a stylized, bold, dark blue font. The 'Y' is composed of two shapes, and the 'O' is a circle. The 'G' has a unique cutout. Below the main text, the words 'WITH SOLUTIONS' are written in a smaller, sans-serif font.

YOUNG

WITH SOLUTIONS

The Olaplex logo, consisting of the word 'OLAPLEX' in a clean, black, sans-serif font, centered within a white rounded rectangle. The background features several light-colored, 3D geometric shapes resembling crystals or facets.

OLAPLEX

Empowering **Olaplex** with TikTok Marketing



300k

Followers on TikTok



40%

Drop on CPA on Ads

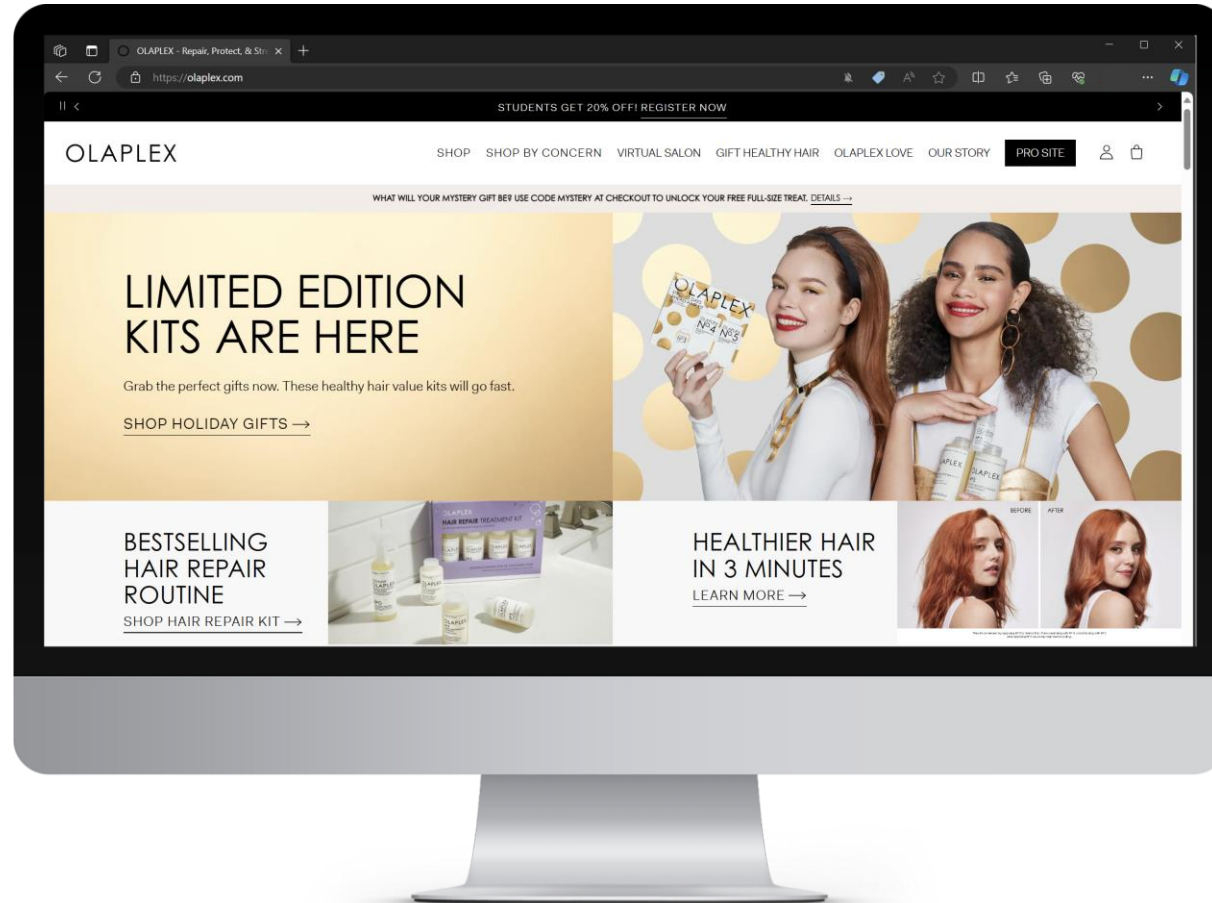
How **Young With Solutions** leveraged TikTok to drive **Olaplex**'s success to new heights.

In the dynamic realm of digital marketing, TikTok has emerged as a transformative platform with global reach, reshaping brand-consumer interactions. In this context,

Young With Solutions, a cutting-edge digital marketing agency, initiated a groundbreaking campaign to elevate **Olaplex**, a hair care leader. This case study explores the partnership and how TikTok was leveraged to propel **Olaplex** to new heights.



The Company: OLAPLEX



Olaplex, a venerable brand specializing in hair care, has earned a distinguished reputation for its cutting-edge products designed to mend and fortify hair. With a strong presence in the market, **Olaplex** embarked on a mission to explore novel avenues for refining its digital marketing strategies, seeking to penetrate the dynamic, TikTok-savvy audience that has become an influential driving force in the world of online engagement.

The Challenge:

Olaplex's Multi-Faceted Challenges

Olaplex faced several formidable challenges in the ever-competitive world of digital marketing. In essence, the challenge was to create a flexible, cost-effective, and diverse marketing strategy that could effectively target a varied user base while reducing dependency on specific creators and bolstering the brand's presence in the dynamic world of social media. This comprehensive challenge required innovative solutions to harness the full potential of TikTok as a marketing platform.



Social Media Presence



Affordable Content Creation



Diverse User Base

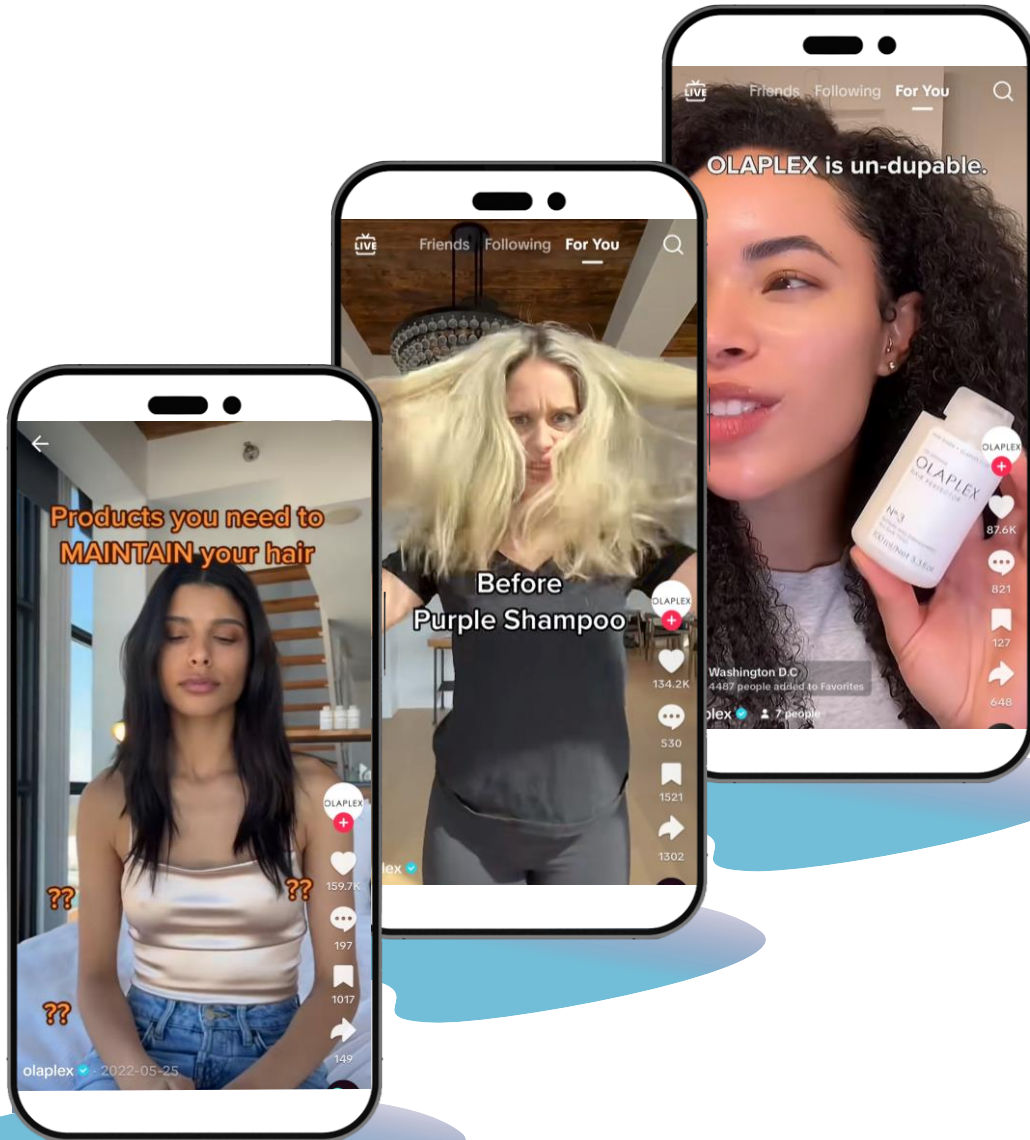
The Breakthrough: The First 16 Weeks

Young With Solutions partnered with hundreds of UGC creators to exchange free samples for content. This approach resulted in cost-effective content generation, showcasing different faces on the account to demonstrate various product use cases. It effectively reduced business dependency on a single creator and helped **Olaplex** gain verification on TikTok. Going viral on TikTok significantly boosted local retail sales. Olaplex's TikTok following grew to



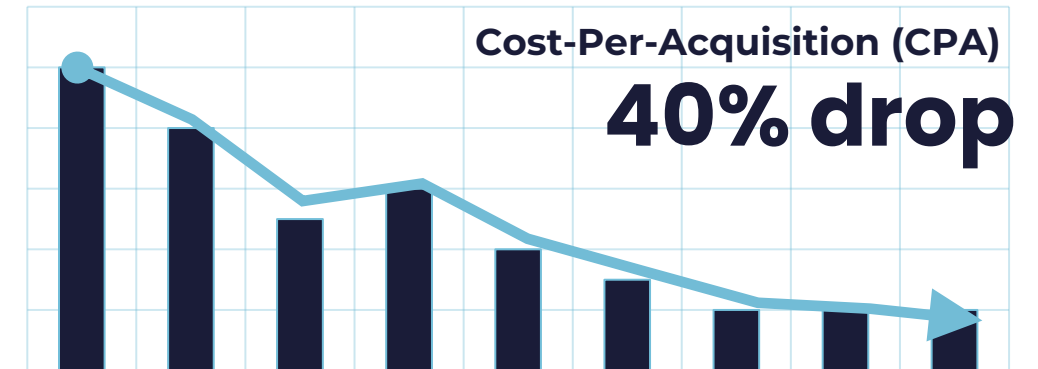
120,000

TikTok
Followers

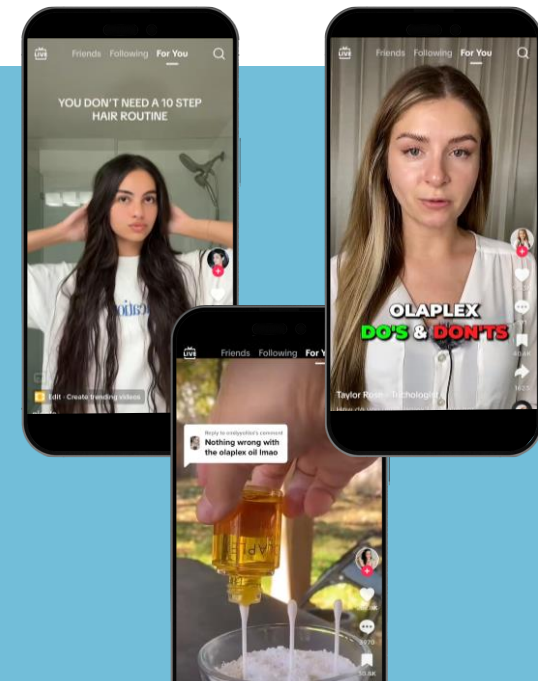
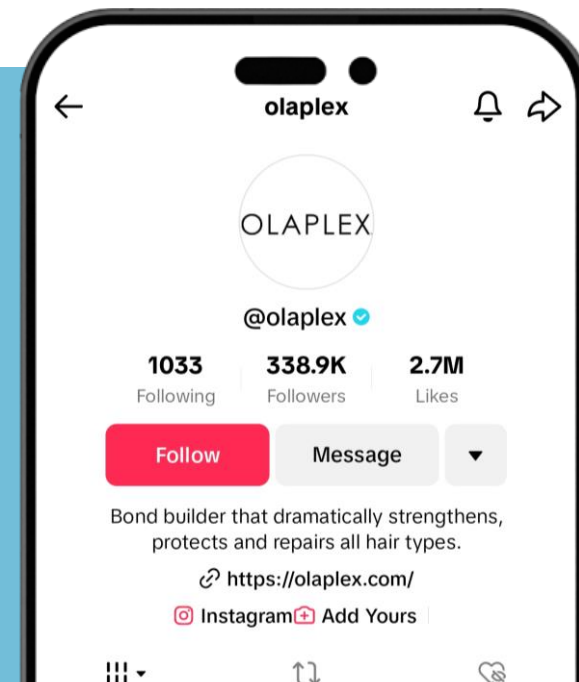


The Breakthrough: After 16 Weeks

Young With Solutions continued their success by **reducing the Cost Per Acquisition (CPA) on ads by 40%** through the strategic use of TikTok videos for advertising. The content was also repurposed for **Olaplex's** Instagram account, further extending its reach. The brand's **TikTok following grew to an impressive 300k** by launching a massive influencer campaign and encouraging user-generated content.




300k
Followers & Growing



Transformative Partnership

Young With Solutions' collaboration with **Olaplex** on TikTok was a resounding success. The strategic use of UGC creators, viral videos, and the subsequent repurposing of content led to a substantial increase in **Olaplex's** online presence and local retail sales. By effectively leveraging TikTok, the brand not only expanded its reach but also significantly reduced marketing costs. This case study underscores the potential of TikTok as a powerful marketing tool when harnessed creatively and strategically, with the right partners like **Young With Solutions**.

