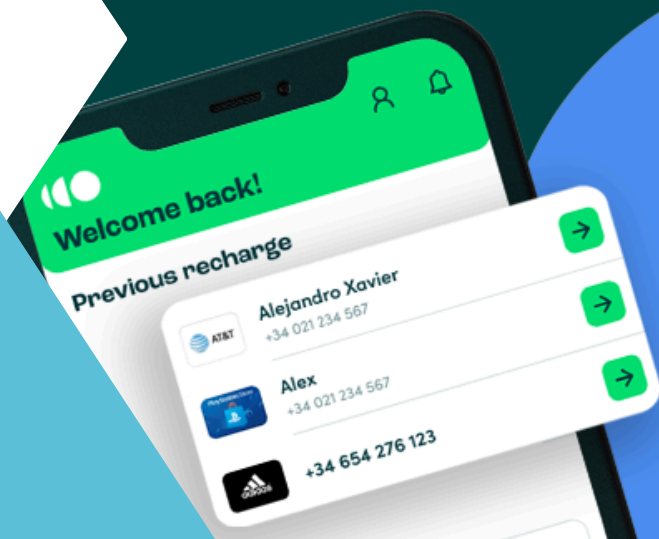




recharge.com

CASE STUDY



Recharge Reloaded:

How **Young With Solutions** Powered **Recharge** to



1.4M+
POST VIEWS



33k+
TIKTOK
FOLLOWERS



18.2%
ENGAGEMENT
RATE

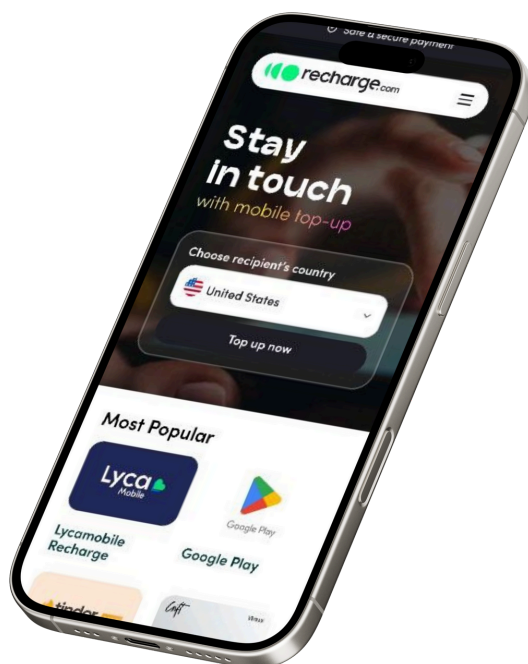
in Just 2 Months

COMPANY: RECHARGE

Recharge.com makes digital gift cards, mobile top-ups, and payment cards instantly accessible from over 750 brands.

But breaking into TikTok from scratch meant zero followers, no content, and the challenge of earning credibility with a gamer-first audience.

That's why **Recharge** teamed up with **Young With Solutions** to build a channel that didn't just advertise — it became part of gaming culture.



CHALLENGES



**Zero
Presence**



**Cultural
Relevance**



**Engagement
Deficit**



**Brand
Credibility**

THE CONTENT RELOAD



To break through, **Young With Solutions** built Recharge's TikTok presence from scratch, leaning into content that felt native to gamer culture:

BUILT FROM SCRATCH

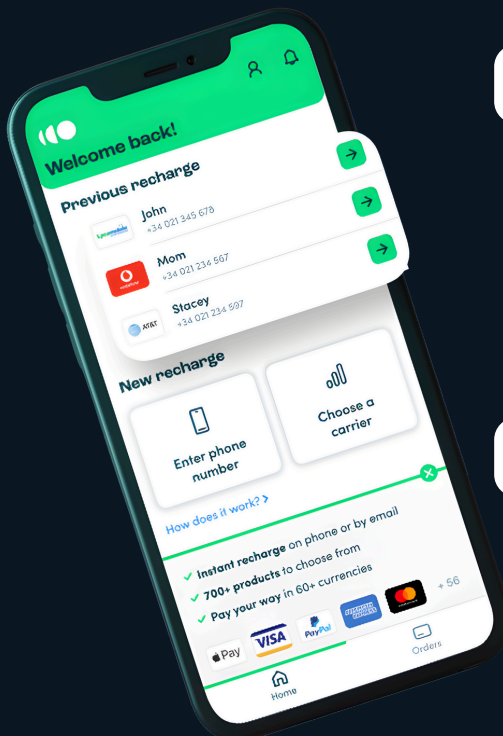
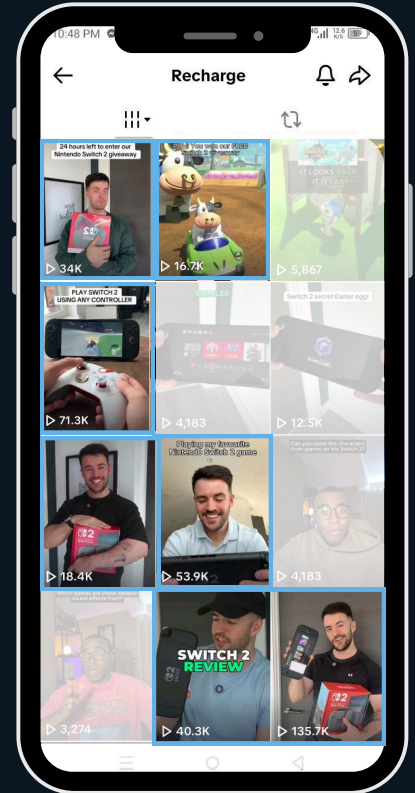


We launched Recharge's TikTok with **zero followers and no content**, shaping its identity from the ground up into a channel gamers actually want to follow.

GAMING-CENTRIC CONTENT



Through testing, we discovered **"Free Games" and "Game News"** as the two highest-performing categories. These became the pillars of Recharge's TikTok strategy.



VIRAL GIVEAWAYS



The **Nintendo Switch Giveaway** became a viral centerpiece, driving over 500k views on a single video and exploding brand engagement.

NATIVE STORYTELLING



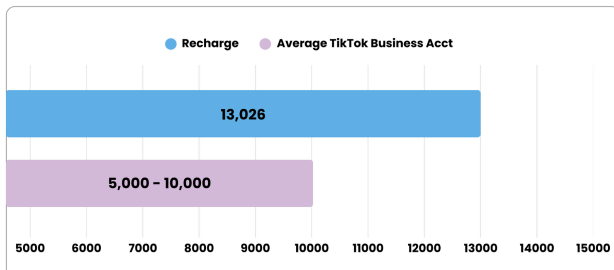
Every video felt like part of gamer culture — **entertaining first, brand second** — so audiences engaged without feeling they were being sold to.

GAME-CHANGING RESULTS



Here's how we **outperformed** every industry benchmark (Paid Media):

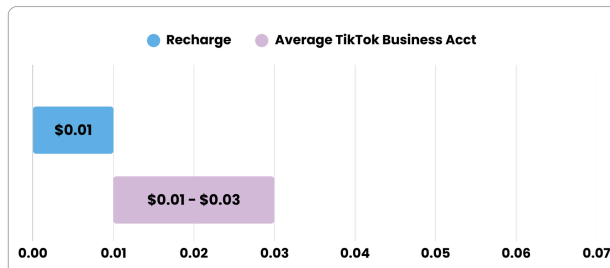
AVERAGE VIEWS/VIDEO



Well above average:

From zero to 13K—this blew industry benchmarks away.

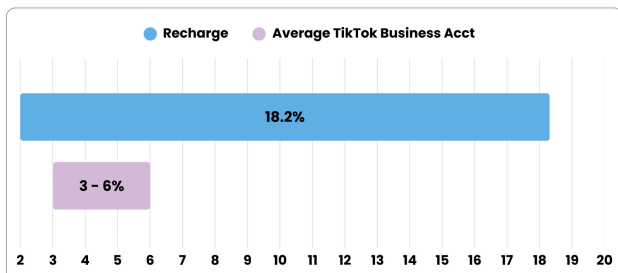
COST PER VIEW



Very Efficient:

Just \$0.01 per view—delivering impact at a fraction of the cost.

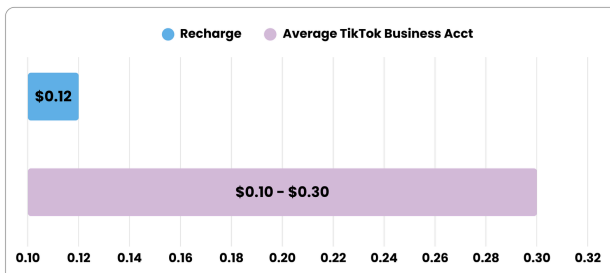
ENGAGEMENT RATE



Outstanding:

Higher engagement, stronger community, deeper impact.

COST PER ENGAGEMENT



Strong Value:

Lower spend, deeper brand connection.

THE GIVE-AWAY STRATEGY



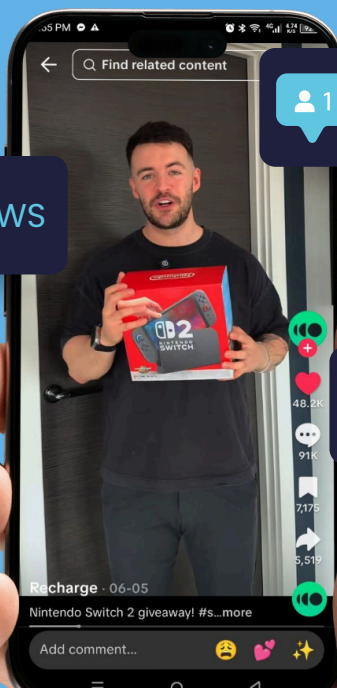
One TikTok, half a million views, and 3K followers — **zero ad spend**.

500k+ VIEWS

3k+ FOLLOWERS



SCAN



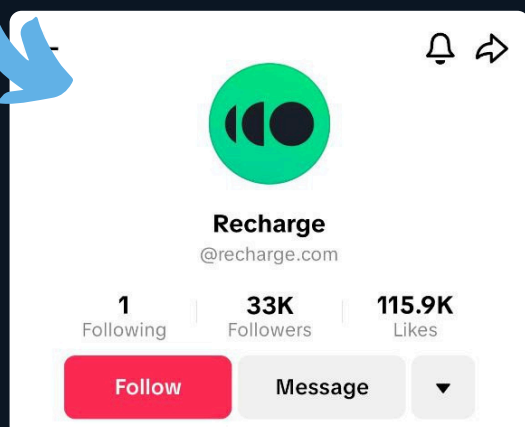
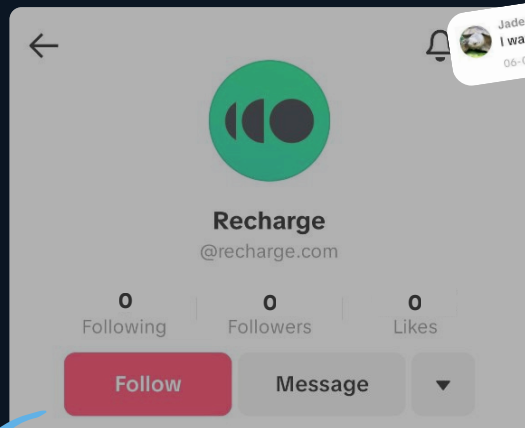
\$0.00 AD SPEND

THE RECHARGE EFFECT



Community in the Comments

Viewers didn't just watch — they talked back. **124K+ comments** made Recharge a two-way conversation in gamer culture.



GAME WON, GAME ON



Recharge's partnership with **Young With Solutions** shows what happens when a brand commits to native, community-driven content. From a clean slate to a thriving channel with viral hits, 33K+ followers, and an engagement rate that crushed benchmarks, Recharge didn't just reach its goals — it rewrote them.

For Recharge, virality wasn't chance — it was the outcome of a strategy built to win with gamers again and again.

With the right content formula, brands don't just grow on TikTok — they become part of the culture.