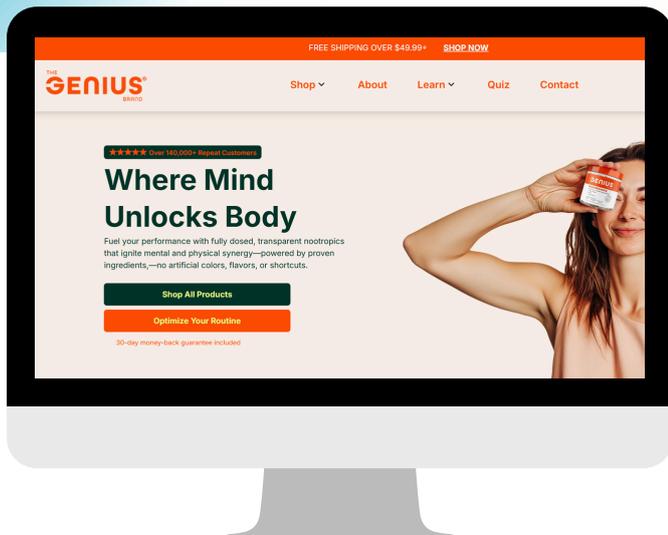




THE **GENIUS** BRAND CASE STUDY

From Shadowbanned to Spotlight:

How **Young With Solutions** Took **The Genius Brand** to  **1.9M+** Views
and  **1000+** New Followers on TikTok



COMPANY: THE GENIUS BRAND

The Genius Brand creates clean, fully dosed nootropics that boost both mind and body—no fillers, no fluff.

But strong products alone weren't enough. TikTok growth had stalled, content wasn't connecting, and momentum was fading fast.

That's when **The Genius Brand** partnered with **Young With Solutions** to reignite visibility through a bold, creator-led TikTok strategy built for modern attention spans.

CHALLENGES

Before working with Young With Solutions, The Genius Brand had powerful products — but struggled to turn that into TikTok traction. Their videos weren't landing, growth had stalled, and previous efforts to go viral kept falling flat. They needed a spark to break through the noise and reignite momentum.



Niche Product Awareness



Flat Follower Growth



Content Fatigue



Low Visibility

THE BRAIN-TO-BRAND STRATEGY



Young With Solutions rewired the playbook. Instead of chasing trends or over-polishing every frame, we built a bold, creator-led content engine that felt real, scroll-stopping, and unmistakably TikTok-native.



SMART HOOK, SMARTER SCROLL



We used **rapid-fire intros** rooted in neuroscience (think: cognitive triggers + curiosity gaps) to hook attention within the first 1.5 seconds—essential for a nootropics brand where education meets entertainment.

BENEFIT- FIRST FRAMING



Instead of listing ingredients, we reworked product messaging around instantly **relatable benefits** like focus, energy, and mental clarity—turning complex science into everyday wins TikTok users could feel.

RELATABLE WELLNESS POVS



Used emotionally driven, **day-in-the-life angles** to show how Genius fits into real routines and mental health moments.

FROM SHADOWBANNED TO SCROLL-STOPPING



 **1,000+**

Followers on TikTok

 **1.9M+**

Views on a single video

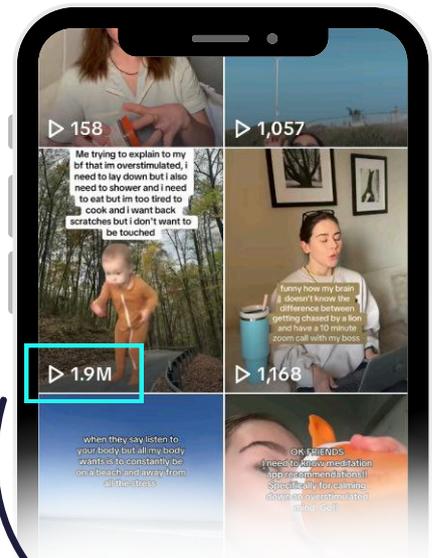
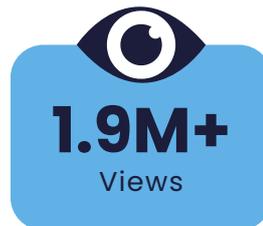
 **100K+**

In one organic breakout



THE GENIUS BRAND

Growth That Sticks, Followers That Stay



WATCH THE TIKTOK THAT TOOK GENIUS VIRAL

IMPACT

FROM FLAT TO FIRE

The Genius Brand went from plateaued organic growth to viral status, proving their product could thrive in culture—not just in the bottle.

ENGAGEMENT THAT ACTUALLY CONVERTS

Beyond vanity views, the viral post sparked real traction—bringing in high-intent followers and future customers primed for brand loyalty and revenue growth.

FROM QUIET FEED TO CREATOR-FUELED FAME

The Genius Brand's partnership with *Young With Solutions* didn't just drive numbers—it reignited presence. From a quiet feed to a viral breakout, their creator-led shift sparked scroll-stopping relevance and fresh follower momentum.

They didn't pivot with a trend—they built with purpose. Real content. Real creators. Real connection.

When product truth meets TikTok mastery, genius happens.