

Case Study: Helping a Newly Launched Sweets Brand Scale Fast

How Target Avenue Helped Golosinas Suecas Generate Sales, Scale Visibility & Build Market Position

Overview

Target Avenue partnered with Golosinas Suecas shortly after launch to help establish the brand in a competitive sweets market. Through paid advertising, 1:1 business consulting, and growth-focused digital strategy, the business achieved over 600% ROAS, increased visibility by more than 1000%, and rapidly built strong foundations for long-term market growth.

The campaign centred around producing highly engaging short-form content designed to:

- Increase brand visibility
- Drive organic engagement
- Improve content consistency
- Build a recognizable visual identity
- Position the brand within the rapidly growing “viral sweets” niche

Using platform-native TikTok strategies, the account generated strong engagement through satisfying candy content, mix creation videos, and sensory-driven short-form media.

About Target Avenue

[Target Avenue](#) is a London-based digital marketing agency specializing in:

- Social media marketing
- TikTok advertising
- Lead generation
- Content strategy
- Paid advertising
- Brand exposure campaigns

The agency operates globally and focuses on helping brands increase visibility through modern digital marketing strategies.



The Challenge

Before implementing a refined content strategy, the business faced several challenges common among emerging eCommerce brands:

- Limited organic discoverability
- Inconsistent social media branding
- Difficulty standing out in a crowded sweets market
- Low repeat engagement from viewers
- Lack of scalable content formats

Although the products themselves were highly visual and engaging, the brand needed a stronger TikTok strategy to convert viewers into followers and potential customers.

The Strategy

1. TikTok-First Organic Content Strategy

Target Avenue developed a content system specifically optimized for TikTok discovery and retention.

The strategy focused on:

- Short-form vertical videos
- High-retention editing
- Fast-paced visual hooks
- Trending audio integration
- Loopable satisfying content
- Close-up texture and candy visuals

Each piece of content was designed to maximize watch time within the first few seconds, a critical factor for TikTok performance.

2. Building a Recognizable Brand Identity

Consistency became a major priority across the account.

The content strategy introduced:

- Repeating “mix creation” formats
- Consistent candy presentation
- Bright, visually stimulating colour palettes
- Branded captions and overlays



- Packaging-focused content

This helped the account establish a recognizable aesthetic while improving repeat viewership and profile memorability.

3. Leveraging Sensory & ASMR-Style Content

The sweets niche performs particularly well on TikTok due to its strong sensory appeal.

Target Avenue leaned heavily into:

- Texture reveals
- Sour candy reactions
- Colour combinations
- Packaging sounds
- Candy pouring visuals
- Satisfying mix assembly

These elements increased replayability and encouraged audience interaction through comments, shares, and saves.

Results

Over the campaign period, Golosinas Suecas achieved:

600%+ Return on Ad Spend (ROAS): Paid campaigns generated strong profitability and immediate customer acquisition.

- 1000%+ Increase in Brand Visibility: Content and advertising rapidly increased reach and audience awareness.
- 320% Increase in Sales Performance: Optimised campaign structure, targeted paid advertising, and strategic market positioning accelerated revenue growth and helped establish strong early traction for the newly launched business.
- 1:1 Growth Consulting Support: Direct business strategy guidance helped position the brand effectively in a competitive market.
 - 10K+ views
 - 20K+ views
 - 35K+ views

Several videos significantly outperformed baseline engagement through optimized hooks and highly visual candy-focused storytelling.



Increased Brand Visibility

The TikTok strategy helped position the business as:

- A visually recognizable sweets brand
- A creator-led candy page rather than a traditional retailer
- A niche authority within the viral Scandinavian sweets category

The consistent format also created a repeatable framework for future content scaling.

Why The Campaign Worked

Platform-Native Content

Rather than producing traditional advertisements, the strategy focused on content that felt native to TikTok:

- Organic editing styles
- Fast consumption formats
- Entertainment-first storytelling
- Trend adaptation
- Authentic presentation

This reduced “ad fatigue” and improved audience retention.

Repeatable Viral Framework

Instead of constantly reinventing content concepts, Target Avenue refined a scalable format that consistently performed:

- Candy mix creation
- Texture close-ups
- Sour candy showcases
- Packaging visuals
- Colour-themed assortments

This allowed the brand to publish consistently while maintaining engagement quality.



Visual-First Marketing

The campaign succeeded because the product category naturally aligned with TikTok's strongest engagement drivers:

- Bright colours
- Motion-heavy visuals
- Sensory satisfaction
- Short attention-span entertainment
- Shareable content formats

Target Avenue structured the strategy around amplifying these strengths.

Conclusion

The collaboration between [Target Avenue](#) and [Golosinas Suecas TikTok](#) demonstrates how modern eCommerce brands can leverage organic short-form content to rapidly increase visibility and engagement without relying entirely on paid advertising.

By combining:

- TikTok-native storytelling,
- strong visual branding,
- scalable content systems,
- and audience-focused creative strategy,

the brand successfully established itself within the viral sweets niche and created a foundation for continued organic growth.

For brands looking to scale through content marketing and social media strategy, [Target Avenue](#) specializes in building digital campaigns designed for modern consumer attention.

