CASE STUDY 01

HAIR / BEAUTY / SALON

Short-form performance that continued beyond one viral Reel.

REPEAT PARTNERSHIP
Two engagements in 2026

600K+	454K	3	Repeat
TRACKED VIEWS	ORGANIC REEL	CONTENT BATCHES	CLIENT



THE CHALLENGE

The owners wanted entertaining, brand-aligned content without having to become content experts.

THE STRATEGY

Plan, direct and film personality-led Reels built for organic discovery - while making every shoot simple for the team.

THE REPEATABLE PROOF

Batch 1: 510,106 tracked views / 11 videos
Batch 2: 58,302 views / 8 videos
7,288 average views per video, months later.

CLIENT WORDS

"He made it so easy! … 1000/10 worth it!"

GEORGIA R. / OWNER

SOCIAL MEDIA STRATEGIST + CONTENT CREATOR / CREATIVE DIRECTION

malikawada.com

REPEAT CLIENT