Death Wish rarely breaks out; *Chamberlain's founder on camera wins the field*

> Against its own normal, Chamberlain Coffee breaks out on 26% of its posts and Black Rifle on 15%; Death Wish on 3%. Death Wish posts 5.9 times a week, Super Coffee 8.5. For its size, Chamberlain's typical reel reaches 2,340 plays per 10K followers and Death Wish's 213. The posts that beat their own normal share three things: a person talking from the first second, a famous face brought in as a collab, and words on screen in the viewer's own voice.

Death Wish Coffee against 3 rivals
Chamberlain Coffee, Black Rifle Coffee Company, Super Coffee

586 posts read
541 compared against their own normal, 27 Apr 2026 to 27 Oct 2026

48 videos watched
12 a brand

October 27, 2026
public counts only

THE SHORT VERSION

A steady rhythm that rarely breaks out: *Death Wish's posts get the fewest plays for its size*

4 of 138

Death Wish posts that reached 3× their own normal

Chamberlain Coffee: 26 of 101 (last 26 weeks)

5.9

Death Wish posts a week, ads included

Super Coffee: 8.5 · Chamberlain: 4.5 · Black Rifle: 4.3 (last 26 weeks)

53%

of Death Wish's plays came from collabs, which also reach the partner's followers

Black Rifle: 75% (last 26 weeks)

1 of 66

Death Wish TikToks that reached 3× their own normal

Chamberlain Coffee: 12 of 29 (last 26 weeks)

01 **Chamberlain's founder fronts its biggest posts**

Emma Chamberlain talks to the camera in its biggest posts: a construction update from its new café's building site reached 29.9× its normal on TikTok.

See Chamberlain Coffee TikTok, 5 May 2026 (29.9×)

02 **Black Rifle's reach leans on collabs**

Black Rifle, the biggest account by far, gets most of its plays from collabs that also reach the partner's followers. Its Travis Pastrana truck-jump TikTok, a collab (the same video on Instagram lists Pastrana and Ram Trucks among its co-authors), reached 24.9× its normal.

See Black Rifle Coffee Company TikTok, 6 Aug 2026 (24.9×)

03 **Death Wish's best post was a guest**

Its biggest post of the 26 weeks was a collab with Zakk Wylde working a day in the Death Wish office: 422K plays, 56.2× its normal, and it also reached his followers.

Public counts only (plays, likes, comments). Set apart from every number: posts marked as ads or paid partnerships, partners' posts that list a brand as collaborator, and posts with far more plays than likes. TikTok doesn't say who co-authored a post, so a TikTok counts as a collab when the same video on Instagram is one.

THE FIELD TODAY

Four coffee brands; *a normal Chamberlain reel today gets 211K plays, a normal Death Wish reel 7.3K*

Black Rifle has the biggest following by far, so the table reads each account against its own size: plays per 10K followers, and how often a post beats its own normal by 3×.

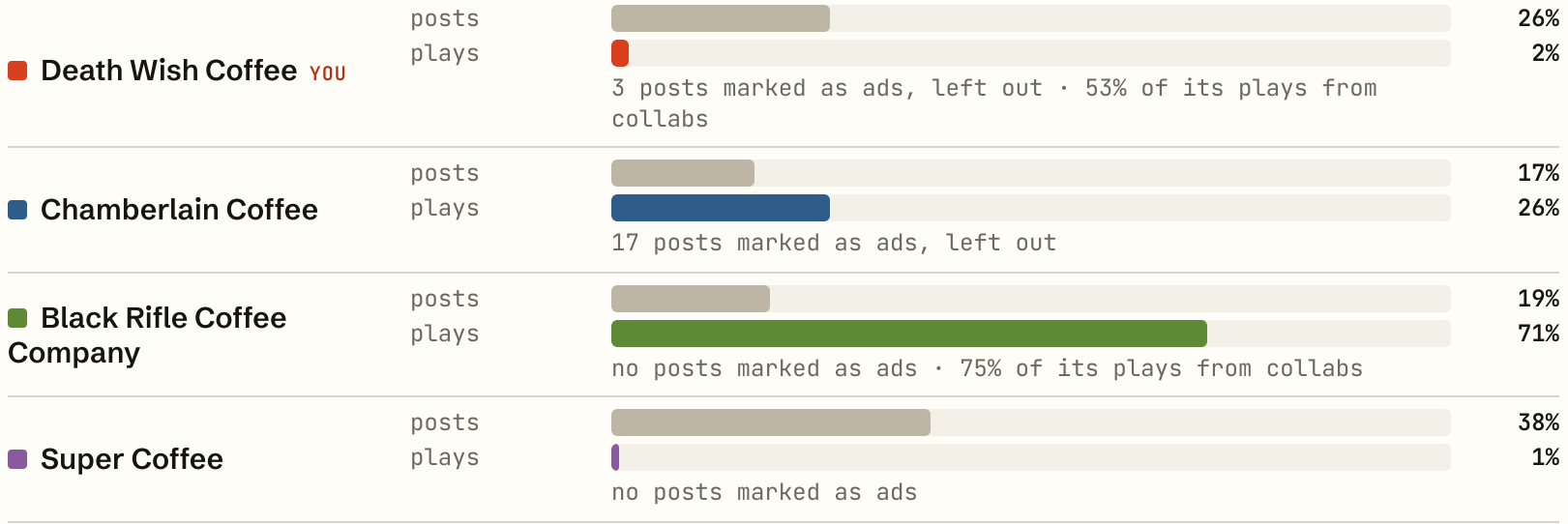
BRAND	FOLLOWERS	POSTS A WEEK, ADS INCL.	LAST POST	A NORMAL POST TODAY	PLAYS PER 10K FOLLOWERS	POSTS AT 3× THEIR NORMAL
Death Wish Coffee YOU @deathwishcoffee · @deathwishcoffee	IG 344K TT 372K	IG 3.3 TT 2.6	IG 26 Oct 2026 TT 26 Oct 2026	IG 7.3K plays · 165 likes (stills) TT 419 plays	IG 213 TT 16.6	4 of 138 (3%)
Chamberlain Coffee @chamberlaincoffee · @chamberlaincoffee	IG 542K TT 460K	IG 3.2 TT 1.3	IG 22 Oct 2026 TT 19 Oct 2026	IG 211K plays · 1.8K likes (stills) TT 35K plays	IG 2,340 TT 763	26 of 101 (26%)
Black Rifle Coffee Company @blackriflecoffee · @blackriflecoffee	IG 2M TT 606K	IG 3.0 TT 1.3	IG 26 Oct 2026 TT 24 Oct 2026	IG 166K plays · 18K likes (stills) TT 8.8K plays	IG 834 TT 142	16 of 109 (15%)
Super Coffee @drinksupercoffee · @drinksupercoffee	IG 109K TT 58K	IG 4.4 TT 4.1	IG 26 Oct 2026 TT 26 Oct 2026	IG 3K plays · 72 likes (stills) TT 255 plays	IG 283 TT 47.2	6 of 193 (3%)

Public counts read October 27, 2026, the brands' own posts of the last 26 weeks. A normal post = the median of up to 30 earlier posts of the same kind on that account (at least 8). Plays per 10K followers = the median video's plays for every 10,000 followers, collabs left out (they reach the partner's followers too; TikTok doesn't say who co-authored a post, so a TikTok counts unless the same video on Instagram is a collab), so size doesn't decide it. Posts marked as ads are left out of every column but posts a week.

SHARE OF ATTENTION

Black Rifle takes 71% of the plays with 19% of the posts; *Death Wish posts 26% of them for 2%*

Share of attention is the one view where size and collabs count: Black Rifle has 2M Instagram followers to Death Wish's 344K, and most of Black Rifle's plays came from collabs that also reach the partner's followers.



Super Coffee: many posts, few plays

38% of the field's posts and 1% of the plays, from 109K Instagram followers, the fewest of the four.

See Super Coffee Instagram reel, 15 Jul 2026 (2.6×)

Chamberlain: a bigger share of plays than of posts

17% of the posts and 26% of the plays, with 542K Instagram followers, and 10% of its plays from collabs.

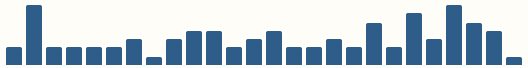
See Chamberlain Coffee Instagram photo, 10 May 2026 (11.6×)

Of all the plays (Instagram reels and TikToks) the 4 brands' own unpaid posts got in the last 26 weeks, the share each brand got, beside its share of the posts. Likes are left out: many posts from Super Coffee came without a like count in our pull, so a share of likes would mislead. This is the one raw-size view in the deck: bigger accounts get more.

HOW OFTEN EACH POSTS

Death Wish keeps a steady rhythm on both platforms; *posting more doesn't decide breakouts*

Posts a week over the last 26 weeks, with each week's count. Super Coffee posts the most of the four and breaks out about as rarely as Death Wish.

BRAND	WHERE	POSTS A WEEK	POSTS EACH WEEK, OLDEST TO NEWEST (26 WEEKS)	NORMAL POST
Death Wish Coffee	Instagram @deathwishcoffee	3.3		7.3K plays
	TikTok @deathwishcoffee	2.6		419 plays
Chamberlain Coffee	Instagram @chamberlaincoffee	3.2		211K plays
	TikTok @chamberlaincoffee	1.3		35K plays
Black Rifle Coffee Company	Instagram @blackriflecoffee	3.0		166K plays
	TikTok @blackriflecoffee	1.3		8.8K plays
Super Coffee	Instagram @drinksupercoffee	4.4		3K plays
	TikTok @drinksupercoffee	4.1		255 plays

Own posts in the last 26 weeks, ads included (partners' posts that list the brand as a collaborator are left out). Normal post = the median of up to 30 earlier posts of the same kind on that account, now.

WHO WINS WHICH FORMAT

Chamberlain wins reels, photos and TikTok videos for its size; *Death Wish is last on reels and TikTok videos*

Each format's typical post, per 10K followers of that account, so a big following doesn't decide it.

FORMAT	DEATH WISH COFFEE	CHAMBERLAIN COFFEE	BLACK RIFLE COFFEE COMPANY	SUPER COFFEE
Instagram reels plays per 10K followers	213 32% of posts	2,340 28% of posts	834 51% of posts	283 32% of posts
Instagram carousels likes per 10K followers	4.5 7% of posts	34.0 39% of posts	51.5 18% of posts	6.8 9% of posts · 12 likes n/a
Instagram photos likes per 10K followers	4.4 17% of posts · 4 likes n/a	37.0 5% of posts	–	6.0 10% of posts · 16 likes n/a
TikTok videos plays per 10K followers	16.6 39% of posts	763 27% of posts	142 31% of posts	47.2 32% of posts
TikTok photo slideshows plays per 10K followers	14.7 5% of posts	2,189 2% of posts · thin	–	80.3 17% of posts

Reels: Chamberlain leads, Death Wish is last

2,340 plays per 10K followers for Chamberlain, 834 for Black Rifle, 283 for Super Coffee, 213 for Death Wish.

See Chamberlain Coffee Instagram reel, 5 May 2026 (8.8×); Black Rifle Coffee Company Instagram reel, 13 Jun 2026 (4.9×); Super Coffee Instagram reel, 19 Jul 2026 (2.7×)

TikTok videos: Death Wish is furthest from the leader

Its typical TikTok video reaches 16.6 plays per 10K followers; Chamberlain's 763 and Black Rifle's 142. Among slideshows, Super Coffee leads at 80.3.

See Chamberlain Coffee TikTok, 23 Sep 2026 (3.8×); Black Rifle Coffee Company TikTok, 13 Jun 2026 (12.4×); Super Coffee TikTok slideshow, 22 Jul 2026 (12.4×)

Each cell: the median post's plays or likes per 10K followers of that account, then its share of the brand's posts. Green = the leader among brands with 5+ posts in that format; under 5 counted posts reads as thin. Own posts not marked as ads, last 26 weeks; known collabs and posts without a like count are left out of the reach figure.

WHAT WINS FOR EACH BRAND

The four best posts: *a rock star, a founder, a stunt teaser, a meme*

Each brand's best post we could check in 26 weeks: one we watched, with public likes.



Death Wish Coffee

422K plays · normal 7.5K · 10 Sep 2026

A collab with Zakk Wylde, tied to a signed-bundle drop: he dances into the office holding a vacuum like a guitar, "Hey gang, what's going on?"



Chamberlain Coffee

712K plays · normal 24K · 5 May 2026

A construction update from the café's building site, days before it opened: Emma Chamberlain talks straight to camera, "Let me give you a little construction update."



Black Rifle Coffee Company

1.6M plays · normal 13K · 5 Aug 2026

A collab (the same teaser on Instagram lists nwitteguns as co-author): a man asks "Did you know coffee isn't a bean?" to camera while a truck towing a camper jumps behind him.



Super Coffee

11K plays · normal 394 · 2 Jul 2026

Its first image, a meme collage: "Idk why I keep crashing at 2pm" over the daily habits that cause an afternoon slump.

Each brand's best post we could check in 26 weeks: own, not marked as ads, one we watched, with public likes (so the bought-plays check could run). Multiple = its plays (likes for Instagram photos and carousels) ÷ the median of up to 30 posts before it of the same kind on that account. Open the post from the HTML version.

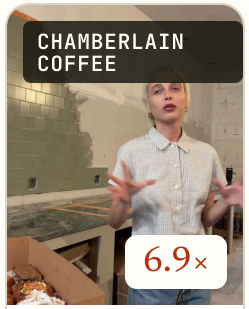
WHAT THE WINNERS HAVE IN COMMON

Posts that beat their own normal share *a person talking, a famous face, the viewer's own voice*

Read from the videos we watched across all four brands. Each item shows examples, not proof.

A person talking from the first second

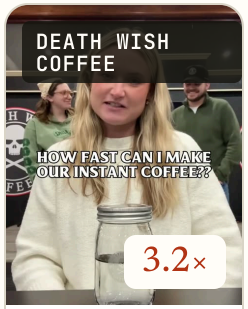
Emma Chamberlain walking the viewer through the pastries of her new café before it opened, a student showing his study setup (a collab with dailycoppen), a Death Wish staffer starting an instant-coffee speed test: each opens on someone talking to the camera.



434K plays · normal 63K



12K plays · normal 3K



2.4K plays · normal 748

A famous face, brought in as a collab

Zakk Wylde working a day in the Death Wish office (a collab, tied to a signed-bundle drop) and Travis Pastrana jumping a truck for Black Rifle (a collab: the same video on Instagram lists Pastrana and Ram Trucks among its co-authors): a name the audience already follows, doing something worth watching.



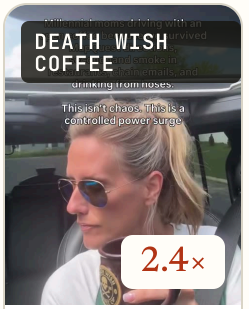
422K plays · normal 7.5K



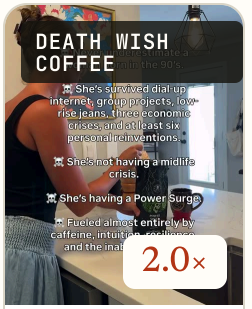
394K plays · normal 16K

Words on screen in the viewer's own voice

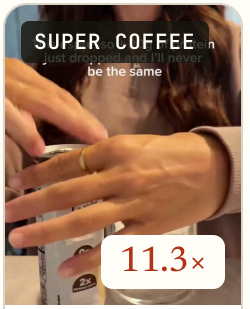
Death Wish's "Millennial moms driving with an open coffee" and "Never underestimate a woman born in the 90's", and Super Coffee's "I'll never be the same" over a can poured on ice: the words on screen are what the viewer would say.



21K plays · normal 8.8K



21K plays · normal 10K



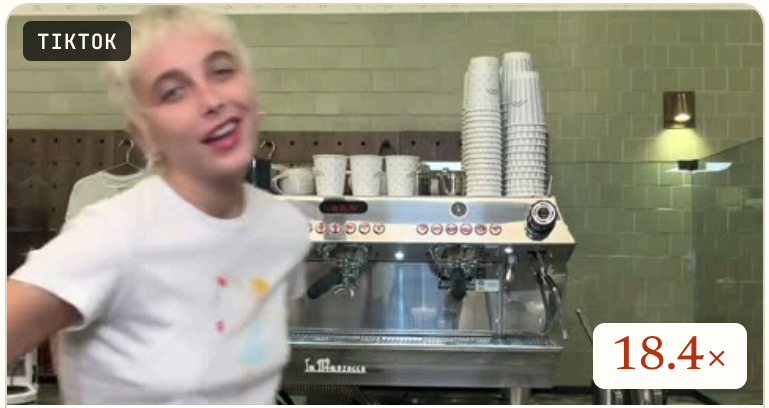
34K plays · normal 3K

Every post shown beat its own account's normal (multiple = its plays (likes for Instagram photos and carousels) ÷ the median of up to 30 earlier posts of the same kind on that account). What they share is read from the posts themselves, not from counts.

THREE POSTS TO STUDY

Three posts to study: *a founder's latte, a Shark Tank brag, a coffee joke*

From three of the four brands, all new to these slides and all above their own normal. Each is one example.



Chamberlain Coffee

546K plays · normal 30K · 8 Aug 2026

Chamberlain: the tiramisu latte

The founder leans into frame and asks "Hey, remember me?" before making a drink behind the counter: the person comes first, the product second.



Super Coffee

312 likes · normal 72 · 6 Aug 2026

Super Coffee: the Shark Tank founders

Its cover, the image we read: the three founders on the Shark Tank set, with the line "kinda chic to not get a shark tank deal but still sell $250 million bottles anyway". A founder story told as a brag.



Death Wish Coffee

910 likes · normal 283 · 25 Jun 2026

Death Wish: "I need this coffee to kick in"

One of Death Wish's own posts that beat its normal: a man drinking straight from the pot under "I DON'T NEED MOTIVATION. I NEED THIS COFFEE TO KICK IN." One example of a joke the account can own.

Open each post from the HTML version. Multiple = the post's plays (likes for Instagram photos and carousels) ÷ the median of up to 30 earlier posts of the same kind on that account (at least 8).

HOW WE MEASURED

What we read, how we compared brands of different sizes, and what we cannot see

The brands. Death Wish Coffee: @deathwishcoffee on Instagram (344K followers), @deathwishcoffee on TikTok (372K followers). Chamberlain Coffee: @chamberlaincoffee on Instagram (542K followers), @chamberlaincoffee on TikTok (460K followers). Black Rifle Coffee Company: @blackriflecoffee on Instagram (2M followers), @blackriflecoffee on TikTok (606K followers). Super Coffee: @drinksupercoffee on Instagram (109K followers), @drinksupercoffee on TikTok (58K followers).

The posts. Each account's posts back to at least 30 weeks ago (up to 600 a platform), read October 27, 2026. Every number in the deck comes from each brand's own posts of the last 26 weeks (27 Apr 2026 to 27 Oct 2026): 586 posts.

Fair across sizes. A post "broke out" when it reached 3× its own account's normal: the median of up to 30 earlier posts of the same kind on that account (a post needs 8 before it). So a small brand and a big one are judged on the same footing. Formats are compared by the median post's plays or likes per 10,000 followers. Only share of attention (slide 4) uses raw totals, and says so.

Paid and partner posts. Set apart from every number and finding, because their reach is bought or belongs to someone else: Death Wish Coffee: 3 marked as ads or paid partnerships, 1 with plays far past the likes to match (bought plays), 9 owned by partner accounts. Chamberlain Coffee: 17 marked as ads or paid partnerships. Black Rifle Coffee Company: 41 owned by partner accounts. Super Coffee: 4 owned by partner accounts.

The videos we watched. The same draw from every brand: its 5 best videos against its own normal, 4 near normal and 3 of its flattest. Length and cuts are measured from the files; the opening, who is on screen and what is said were read by an AI model from each video, and the slides describe the posts from those reads. 48 videos.

What we cannot see. Reach, saves on Instagram, watch time, follows and ad spend live in each brand's own dashboards. Plays are not people. Paid boosts show only where the platform marks them.