Supergoop! rarely beats its own normal; *Sun Bum wins for its size*

> Against their own normals, Sun Bum breaks out on 11% of its posts, Black Girl Sunscreen on 10% and Bondi Sands on 9%; Supergoop on 3%, and both of its breakouts are collabs. Supergoop posts 10.7 times a week counting ads, Sun Bum 4.8, but most of Supergoop's TikToks carry the ad mark. Sun Bum leads every format we can rank for its size. To try first: two things that show up in posts beating their own normal at two brands each, the team on camera and a prize shown on screen.

Supergoop! against 3 rivals
Sun Bum, Black Girl Sunscreen, Bondi Sands

582 posts read
350 compared against their own normal, 28 Apr 2026 to 27 Oct 2026

48 videos watched
12 a brand

October 27, 2026
public counts only

THE SHORT VERSION

Supergoop's own posts rarely beat their normal; *Sun Bum's do*

2 of 78

Supergoop posts that reached 3× their own normal; both are collabs

Sun Bum: 10 of 95 · Black Girl Sunscreen: 9 of 91 · Bondi Sands: 8 of 86 (last 26 weeks)

111 of 128

Supergoop TikToks marked as ads, left out of every breakout and share number

Bondi Sands: 183 of 191 · Black Girl Sunscreen: 46 of 86 (last 26 weeks)

19%

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

Sun Bum: 7% (last 26 weeks)

0 of 14

Supergoop TikToks, ads left out, that reached 3× their own normal

Sun Bum: 8 of 49 (last 26 weeks)

01

Sun Bum wins on reach for its size

Over 26 weeks it leads every format we can rank for its size (the formats slide), from 420K Instagram followers. Its mascot throwing the first pitch at a Twins game is its biggest post.

See Sun Bum TikTok, 20 May 2026 (23.4×)

02

Supergoop's two breakouts are collabs

The Target-run skit, a collab with Target (7.6×), and two PGA Tour golfers trying the sunscreen, a collab with them (3.1×). Both also reached their partners' followers, and Supergoop hides the like count on both, so the bought-plays check can't run on them.

See Supergoop! Instagram reel, 28 Jun 2026 (7.6×); Supergoop! Instagram reel, 14 May 2026 (3.1×)

03

Bondi Sands' bronzer reels can't be checked

Its GLO bronzer reels got its biggest numbers, the best at 29.7× its normal. Bondi Sands hides the like counts on them, so the bought-plays check can't run, and they stay off the post cards in this deck.

See Bondi Sands Instagram reel, 11 Sep 2026 (29.7×)

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 only when the same video on Instagram is one.

THE FIELD TODAY

Four sun care brands; *a normal Sun Bum reel today gets 21K plays, a normal Supergoop reel 7K*

Bondi Sands has the biggest following, so the table reads each account against its own size. Posts a week include ads; every other number leaves them out.

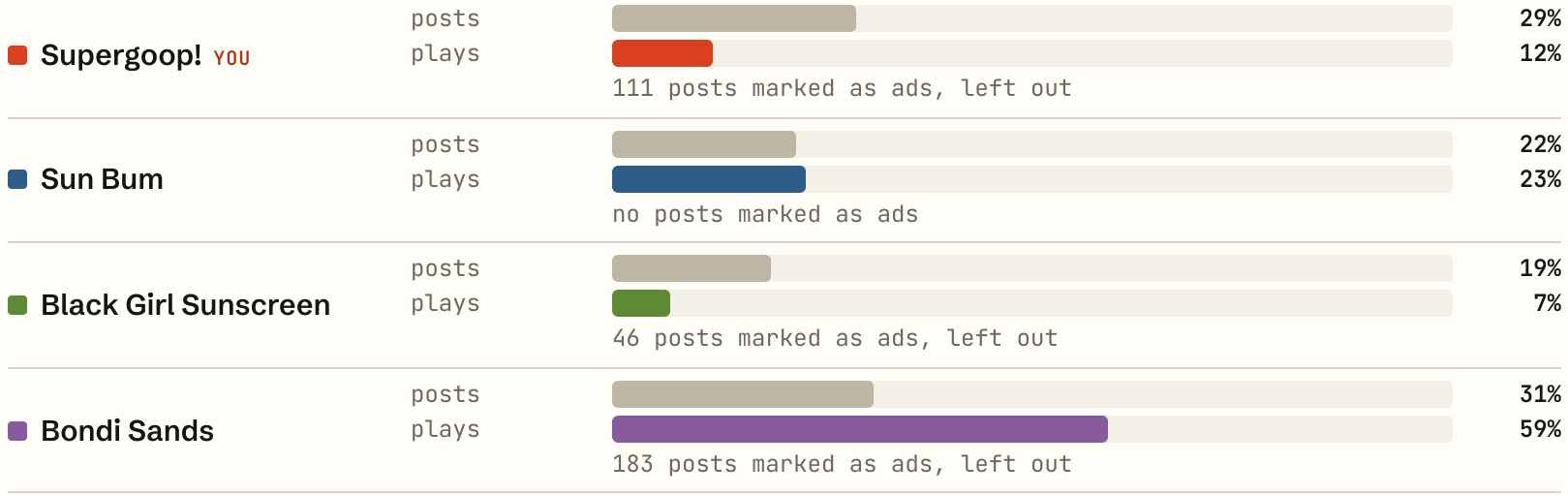
BRAND	FOLLOWERS	POSTS A WEEK, ADS INCL.	LAST POST	A NORMAL POST TODAY	PLAYS PER 10K FOLLOWERS	POSTS AT 3× THEIR NORMAL
Supergoop! YOU @supergoop · @supergoop	IG 790K TT 202K	IG 5.8 TT 4.9	IG 23 Oct 2026 TT 23 Oct 2026	IG 7K plays · 146 likes (stills) TT 1.3K plays	IG 100 TT 39.1	2 of 78 (3%)
Sun Bum @sunbum · @sunbum	IG 420K TT 181K	IG 3.0 TT 1.9	IG 26 Oct 2026 TT 23 Oct 2026	IG 21K plays · 1K likes (stills) TT 3.2K plays	IG 440 TT 317	10 of 95 (11%)
Black Girl Sunscreen @blackgirlsunscreen · @blackgirlsunscreen	IG 205K TT 36K	IG 2.6 TT 3.3	IG 26 Oct 2026 TT 27 Oct 2026	IG 2.5K plays TT 856 plays	IG 168 TT 274	9 of 91 (10%)
Bondi Sands @bondisands · @bondisands	IG 1.1M TT 702K	IG 6.6 TT 7.3	IG 27 Oct 2026 TT 27 Oct 2026	IG 19K plays TT 2.5K plays	IG 182 TT 5.6	8 of 86 (9%)

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

Bondi Sands takes 59% of the plays with 31% of the posts; *Supergoop posts 29% of them for 12%*

Share of attention is the one view where size counts: Bondi Sands has 1.1M Instagram followers to Supergoop's 790K. Posts marked as ads are left out for every brand.



Sun Bum: a bigger share of plays than of posts

22% of the posts and 23% of the plays, with fewer followers than Supergoop or Bondi Sands.

See Sun Bum Instagram reel, 21 Jun 2026 (4.8×)

Black Girl Sunscreen: steady posting, a small share of plays

19% of the posts and 7% of the plays, from 205K Instagram and 36K TikTok followers.

See Black Girl Sunscreen Instagram reel, 4 May 2026 (4.0×)

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 Supergoop!, Sun Bum, Black Girl Sunscreen and Bondi Sands 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

Bondi Sands posts 14.0 times a week, ads included; *Sun Bum posts less and breaks out on 11%*

Posts a week over the last 26 weeks, with each week's count, ads included: this is how often each brand shows up.

BRAND	WHERE	POSTS A WEEK	POSTS EACH WEEK, OLDEST TO NEWEST (26 WEEKS)	NORMAL POST
Supergoop!	Instagram @supergoop	5.8		7K plays
	TikTok @supergoop	4.9		1.3K plays
Sun Bum	Instagram @sunbum	3.0		21K plays
	TikTok @sunbum	1.9		3.2K plays
Black Girl Sunscreen	Instagram @blackgirlsunscreen	2.6		2.5K plays
	TikTok @blackgirlsunscreen	3.3		856 plays
Bondi Sands	Instagram @bondisands	6.6		19K plays
	TikTok @bondisands	7.3		2.5K 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

Sun Bum leads every format we can rank, *from reels to TikTok slideshows*

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

FORMAT	SUPERGOOP!	SUN BUM	BLACK GIRL SUNSCREEN	BONDI SANDS
Instagram reels plays per 10K followers	100 35% of posts	440 19% of posts	168 47% of posts	182 46% of posts
Instagram carousels likes per 10K followers	1.6 45% of posts · 65 likes n/a	24.5 30% of posts · 22 likes n/a	5.4 7% of posts · 5 likes n/a · thin	1.7 27% of posts · 48 likes n/a · thin
Instagram photos likes per 10K followers	1.8 10% of posts · 14 likes n/a · thin	18.3 12% of posts · 9 likes n/a	7.1 8% of posts · 7 likes n/a · thin	hidden 22% of posts · 40 likes n/a · thin
TikTok videos plays per 10K followers	39.1 7% of posts	317 30% of posts	274 35% of posts	5.6 2% of posts · thin
TikTok photo slideshows plays per 10K followers	76.0 3% of posts	348 9% of posts	162 2% of posts · thin	38.2 3% of posts

Reels: Sun Bum leads, Supergoop is last

440 plays per 10K followers for Sun Bum, 182 for Bondi Sands, 168 for Black Girl Sunscreen and 100 for Supergoop.

See Sun Bum Instagram reel, 21 Jun 2026 (4.8×); Black Girl Sunscreen Instagram reel, 10 Sep 2026 (23.1×); Bondi Sands Instagram reel, 11 Sep 2026 (29.7×)

TikTok: Sun Bum leads, Black Girl Sunscreen close behind

Ads left out: 317 plays per 10K followers for Sun Bum's TikTok videos, 274 for Black Girl Sunscreen's, 39.1 for Supergoop's. Bondi Sands posts too few to rank.

See Sun Bum TikTok, 21 Jul 2026 (10.0×); Black Girl Sunscreen TikTok, 1 May 2026 (2.7×); Bondi Sands TikTok, 26 Oct 2026 (0.39×)

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 best post we could check for each: *a PR-box giveaway, a first pitch, an office trend, a tan*

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



Supergoop!

28K plays · normal 9.7K · 1 Aug 2026

Its two bigger posts were skipped: Supergoop hides their like counts. This one gives away its newest PR box, the Feel Good PLAY, Feel Good Summer mailer (a PR-box giveaway also ran in late May): a hands-only unboxing on the grass, entered by following, liking and tagging two friends.



Sun Bum

158K plays · normal 6.8K · 20 May 2026

Sun Bum's mascot Sonny walks out at Target Field to throw the first pitch, under "When Sonny gets to throw the first pitch".



Black Girl Sunscreen

84K plays · normal 3.6K · 10 Sep 2026

The team plays "This or That" in the office, jumping sides for hybrid or remote: a trend, done by the staff.



Bondi Sands

997 plays · normal 2.5K · 26 Oct 2026

Its bigger posts were skipped: Bondi Sands hides like counts on its reels, and the ones with public likes fell outside the videos we watched. This one went up the day before our pull and is still gathering views: a young woman shows off her tan on a sidewalk, on screen: "brb, just showing off my glow".

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

Some posts that beat their own normal share *the team on camera or a prize you can see*

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

The brand's own people on camera

Black Girl Sunscreen's staff jumping sides in an office This or That; Sun Bum's team pulling fans' graduation cards out of a bin, "Pick a card, any card." The people behind the brand, playing with the audience.



84K plays · normal 3.6K



76K plays · normal 7.6K

A giveaway that shows the prize

Supergoop unboxes the PR box it is giving away, item by item; at Sun Bum's shop counter, two people plan a National Beach Day giveaway of towels and sunscreen, "Hey, uh, quick question." The prize is on screen before the entry rules.



28K plays · normal 9.7K



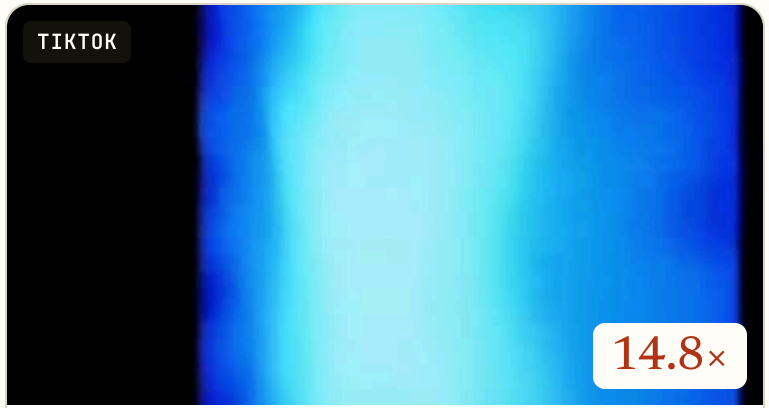
47K plays · normal 21K

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 perfume's return, a creator in Mumbai, a sunscreen for a holiday*

From two rivals, all well above their own normal. Each is one example.



Sun Bum

106K plays · normal 7.2K · 22 Jun 2026

Sun Bum: the perfume is back

Listen to the first seconds: an announcer's voice over a black screen, "It's time for the moment you've been waiting for." Sun Bum told a returning product as an event, then cut to the bottle.

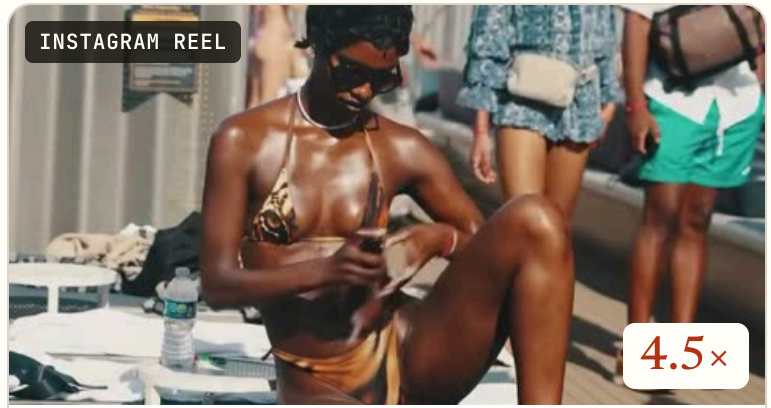


Black Girl Sunscreen

44K plays · normal 3K · 4 Oct 2026

Black Girl Sunscreen: a creator in Mumbai

A collab with @style_by_bhavna, so it also reached her followers. She walks a Mumbai street in a suit and puts on the Sun Ready Stick between poses: the product worn as part of an outfit, not a demo.



Black Girl Sunscreen

16K plays · normal 3.7K · 6 May 2026

Black Girl Sunscreen: SPF for Cinco de Mayo

Timed to the day: a woman in a gold bikini on a cruise-ship deck, Latin music, the sunscreen beside her. The caption ties the holiday to putting on SPF; the video only has to look like the day.

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. Supergoop!: @supergoop on Instagram (790K followers), @supergoop on TikTok (202K followers). Sun Bum: @sunbum on Instagram (420K followers), @sunbum on TikTok (181K followers). Black Girl Sunscreen: @blackgirlsunscreen on Instagram (205K followers), @blackgirlsunscreen on TikTok (36K followers). Bondi Sands: @bondisands on Instagram (1.1M followers), @bondisands on TikTok (702K 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 (28 Apr 2026 to 27 Oct 2026): 582 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: Supergoop!: 111 marked as ads or paid partnerships, 4 with plays far past the likes to match (bought plays), 7 owned by partner accounts. Sun Bum: 7 owned by partner accounts. Black Girl Sunscreen: 46 marked as ads or paid partnerships, 36 owned by partner accounts. Bondi Sands: 183 marked as ads or paid partnerships, 20 with plays far past the likes to match (bought plays), 2 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.