Tower 28 wins on *launch teases and pop-culture riffs*; reels rarely break out

> 29 of Tower 28's 260 own posts since May reached 3× their normal. Launch and collab posts lift (1.28×, 11 breakouts), and the biggest hits ride a moment people already know: spotting itself in South Park, and a PR box for Love Island's Zach. Reels hold their normal but only 1 of 33 broke out, and TikTok's normal has slid since August. Make every launch a week of teases, and spend two of the week's TikToks on moments the day they happen.

Tower 28 Beauty
@tower28beauty on Instagram · @tower28beauty on TikTok

260 posts scored
Instagram 29 May 2026 to 24 Oct 2026
TikTok 10 Jun 2026 to 25 Oct 2026

26 videos watched
571 comments read

October 27, 2026
public counts only

THE SHORT VERSION

Tower 28 breaks out when it *teases a launch or rides a moment*

29 of 260

own posts reached 3× their normal

Instagram May 2026 – Oct 2026, TikTok Jun 2026 – Oct 2026

1.28×

a typical launch or collab post against its normal; 11 of 47 broke out

the account's typical post: 0.92×

29.4×

spotting its own display in South Park: 120.8K plays

TikTok, marked as an ad; normal 4.1K

1 of 33

Instagram reels broke out; a typical reel sits at 0.99×

Instagram, May 2026 – Oct 2026

01 **Launches and collabs are the reliable win.**

47 launch and collab posts run 1.28× their normal and 11 broke out: the foundation tease carousel (11.3×), the costumed POV tease (9.8×), the JELL-O lip set reel (7.2×).

02 **Jokes land when they ride a moment.**

Behind-the-scenes and humor posts run 1.22× with 8 breakouts; the biggest are about something people already know, South Park and a Love Island islander. Over the last 90 days its 14 posts ran 0.93×: a joke needs a moment behind it.

03 **Reels and TikTok reach set the ceiling.**

Reels hold their normal, but 1 of 33 broke out, and the biggest JELL-O reel reach went to Sephora's post. TikTok's normal has slid since August (slide 8).

Public counts only: plays, likes and comments, not reach, saves or watch time. TikTok marks 143 of the 150 TikToks we read as ads, so TikTok plays here may include paid reach.

THE ACCOUNT TODAY

Tower 28 posts about once a day on each platform; *a normal reel reaches 27.3K plays*

596K Instagram followers get 6.6 posts a week: a normal reel reaches 27.3K plays, a photo or carousel 974 likes. 427K TikTok followers get 7 videos a week, nearly all marked by TikTok as ads, so their plays may include paid reach.

ACCOUNT	FOLLOWERS	POSTS A WEEK	LAST POST	A NORMAL POST TODAY	MEDIAN COMMENTS	POSTS PER WEEK, LAST 26 WEEKS
Instagram @tower28beauty	596K	6.6	24 Oct 2026	**27K** plays · reels **974** likes · photos and carousels	53	
TikTok @tower28beauty	427K	7.0	25 Oct 2026	**4K** plays · videos	34	

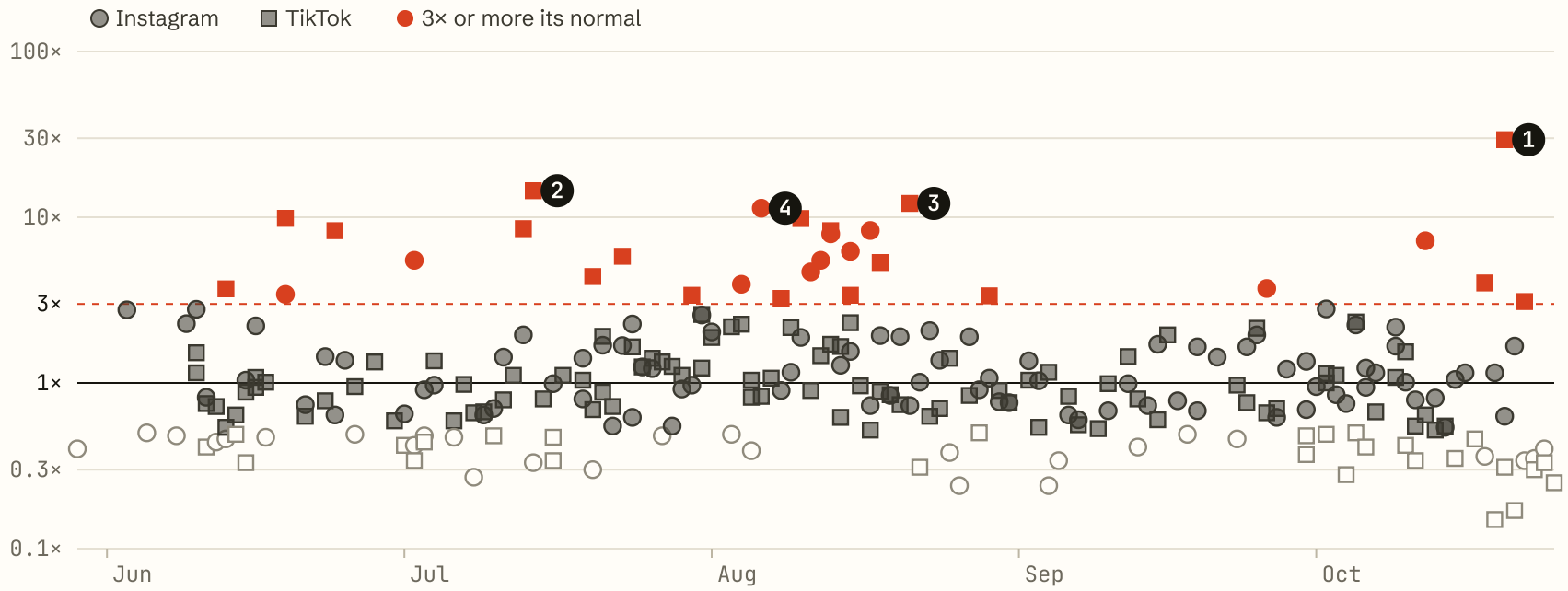
Left out of the normal: 9 Instagram posts owned by partners with Tower 28 as collaborator (the JELL-O reveal reel was Sephora's post, 623.3K plays), and 7 TikToks with far more plays than likes, like the Aperol spritz (1M plays, 1,064 likes).

Public counts read October 27, 2026. "A normal post" = the median of up to 30 earlier posts of the same kind on that account (at least 8). Plays and likes are the platforms' own public counts; reach and saves are only in the owner's dashboard.

EVERY POST AGAINST ITS OWN NORMAL

One post in nine breaks out; *the best stretch was the foundation launch*

Each dot is one of Tower 28's own posts against the 30 before it of the same kind. The red dots bunch in August, around the Swipe Serum Foundation tease and launch: 14 of the 29 breakouts.



260 POSTS SCORED

3× OR MORE	29	11%
1.5–3×	40	15%
AROUND NORMAL	136	52%
HALF OR LESS	55	21%

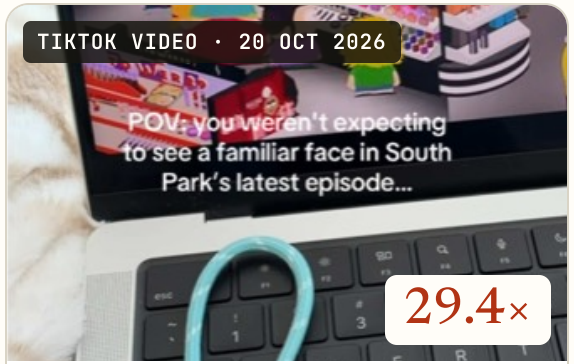
Numbered dots are the four posts on the next slide.

Each dot is one post: its plays (likes for Instagram photos and carousels) divided by the median of up to 30 posts before it of the same kind on the same account (at least 8). Log scale. Posts from the last 7 days are still gathering views.

THE POSTS THAT BROKE OUT

Tower 28's breakouts *ride a moment or tease what's coming*

Four of the 29 posts that reached 3× their normal, all posted by Tower 28. The three TikToks are marked by TikTok as ads, so their plays may include paid reach.



121K plays · normal 4.1K · 20 Oct 2026

The crossover we never saw coming 😭 💜 #tower28beauty #southpark

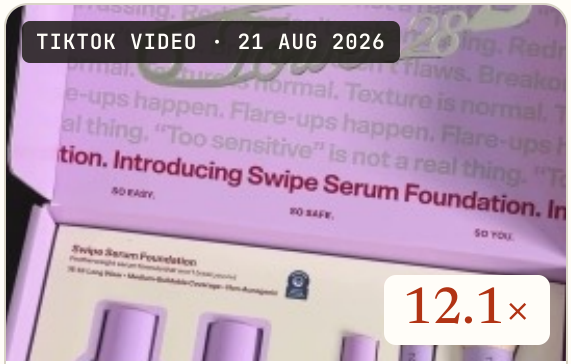
Spots its own display in a South Park episode and films the laptop beside the real bottle; the POV line on screen opens it.



84K plays · normal 5.8K · 14 Jul 2026

hand crafted pr box EXCLUSIVELY for Zach! Tag him below #loveisland...

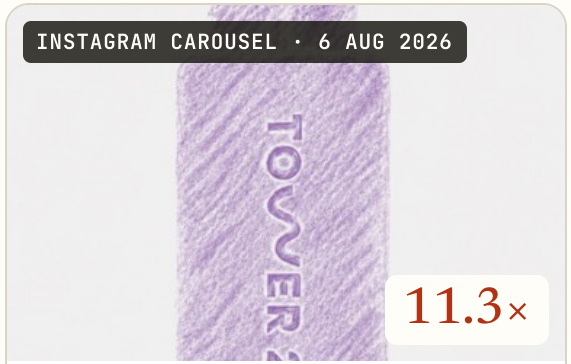
Packs a PR box for Love Island's Zach on camera, hands only, with cut-outs of his favorite people. The caption asks people to tag him.



119K plays · normal 9.8K · 21 Aug 2026

dare I say... one of our fav PR packages ? #tower28 #tower28beauty...

Opens the foundation PR box by hand, “our foundation PR box>>” on screen first, the first cut 11 seconds in. 3,542 comments.



8.2K likes · normal 724 · 6 Aug 2026

Our biggest launch EVER is almost here! One that plays nice with your (sensitive)...

The cover: a pencil sketch of a spray bottle. The caption: “Our biggest launch EVER is almost here!” 641 comments.

Multiple = this post's plays (likes for Instagram photos and carousels) ÷ the median of up to 30 posts before it of the same kind (at least 8). Click a card in the HTML version to open the post.

HOW THE WINNERS ARE MADE

The best videos *open on a trend*; their length varies

We watched the 5 best videos on each platform against their own normal, 6 around normal and the 5 flattest on each platform.

WE WATCHED	DID BEST 10 VIDEOS	AROUND NORMAL 6 VIDEOS	DID WORST 10 VIDEOS
Length	12 s	15 s	16 s
Cuts per minute	9.8	17	8.4
First cut lands	2.0 s	2.6 s	2.6 s
Words on screen in the first 2 s	70%	67%	50%
Someone speaks in the first 5 s	20%	33%	40%
Product in the first 3 s	70%	67%	50%
Most common opening	trend or sound	reveal or before-after	news or announcement
Most common format	text-on-screen meme	montage set to music	montage set to music
Who carries it	unknown or hands only	unknown or hands only	unknown or hands only

Open on a trend.

The best most often open on a trend or a sound (4 of 10); the normal ones on a reveal and the worst on an announcement (4 of 10). Announcements also open 3 of the best, so news alone does not lift a video.

Who is on screen can't be told from half of them.

5 of the 10 best show only hands or a person we could not identify. Of the other 5, founder Amy Liu fronts 2, and 3 show no person: the South Park screen, the factory line and a food-texture teaser.

Length varies.

The best ran a median 12 seconds, the normal ones 15 and the worst 16, but 4 of the 10 best ran past the normal median and 6 under it. Across 100 videos under 15 seconds the typical one runs 0.96×, about normal.

Measured from the video files: length, cuts (scene changes, ffmpeg), first cut. Read from each video by an AI model: who and what is on screen, words spoken and written in the opening. About ten videos a group: read it as direction, not proof.

WHAT EARNS, BY KIND OF POST

Launches and humor lift; *SOS posts* still lag

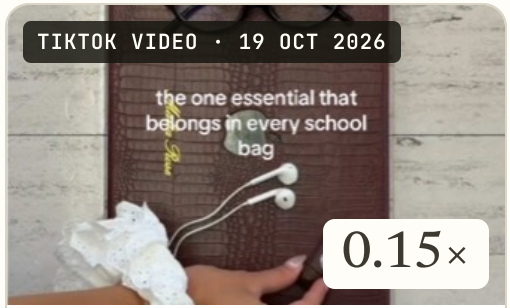
Each kind of Tower 28's own posts against its typical post since May (0.92×). SOS posts ran 0.55× over the window; the 8 from the last 90 days run 0.80×, too few to call. Instagram photos ran 0.54×; the 5 from the last 90 days run 1.15×, also too few to call.

KIND OF POST	POSTS	TYPICAL POST VS NORMAL (1×)	MEDIAN	3× OR MORE	READ
All posts	260		0.92×	29	THE YARDSTICK
Product Launch and Collabs	47		1.28×	11	DO MORE
Behind the Scenes and Humor	35		1.22×	8	DO MORE
Pop-Ups and In-Person Events	49		1.01×	3	ABOUT NORMAL
Makeup Tutorials and Swatches	53		0.82×	3	ABOUT NORMAL
Brand and Founder Stories	31		0.70×	3	ABOUT NORMAL
Retail and Sales Deals	11		0.72×	0	ABOUT NORMAL
SOS Sweat and Science	34		0.55×	1	DRAGS
Instagram reel	33		0.99×	1	ABOUT NORMAL
Instagram carousel	82		0.97×	9	ABOUT NORMAL
Instagram photo	10		0.54×	1	DRAGS
TikTok video	131		0.89×	17	ABOUT NORMAL

Median = the middle post's multiple of its own normal; each kind is read against the first row. Long shot = a typical post does no better, but it holds more than its share of the 3× posts. Under 10 posts = thin. Kinds of post read from captions and videos by an AI model.

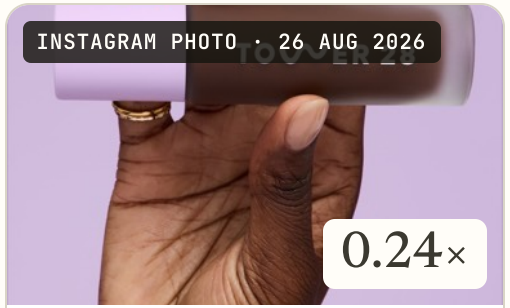
WHAT'S HOLDING THE ACCOUNT BACK

Reels that rarely break out and *a sliding TikTok normal* hold the account back



753 plays · normal 5.2K · 19 Oct 2026

School-bag essentials in 4 seconds; on screen, “the one essential that belongs in every school bag”.



309 likes · normal 1.3K · 26 Aug 2026

A hand holding the foundation bottle on purple, “Your skin’s newest obsession”, the week after the foundation went on sale.



305 likes · normal 1.3K · 4 Sep 2026

The cover is words on purple: “Swipe to see what our community has to say about Swipe Serum Foundation”.

01 **Reels hold, but rarely break out.**

33 reels run 0.99× and 1 broke out. The 4 reels partners posted with Tower 28 reached a median 75.9K plays, against 24.9K for its own.

02 **TikTok reach is sliding.**

At the same 7 TikToks a week, the normal fell from 8.9K plays in August to 4K now. With nearly every TikTok marked as an ad, ad spend may move it too.

03 **Two stills after the launch fell flat.**

The foundation tease carousel reached 11.3× before launch. After it, a bottle-in-hand photo (26 Aug) and a reviews carousel (4 Sep) each reached 0.24×.

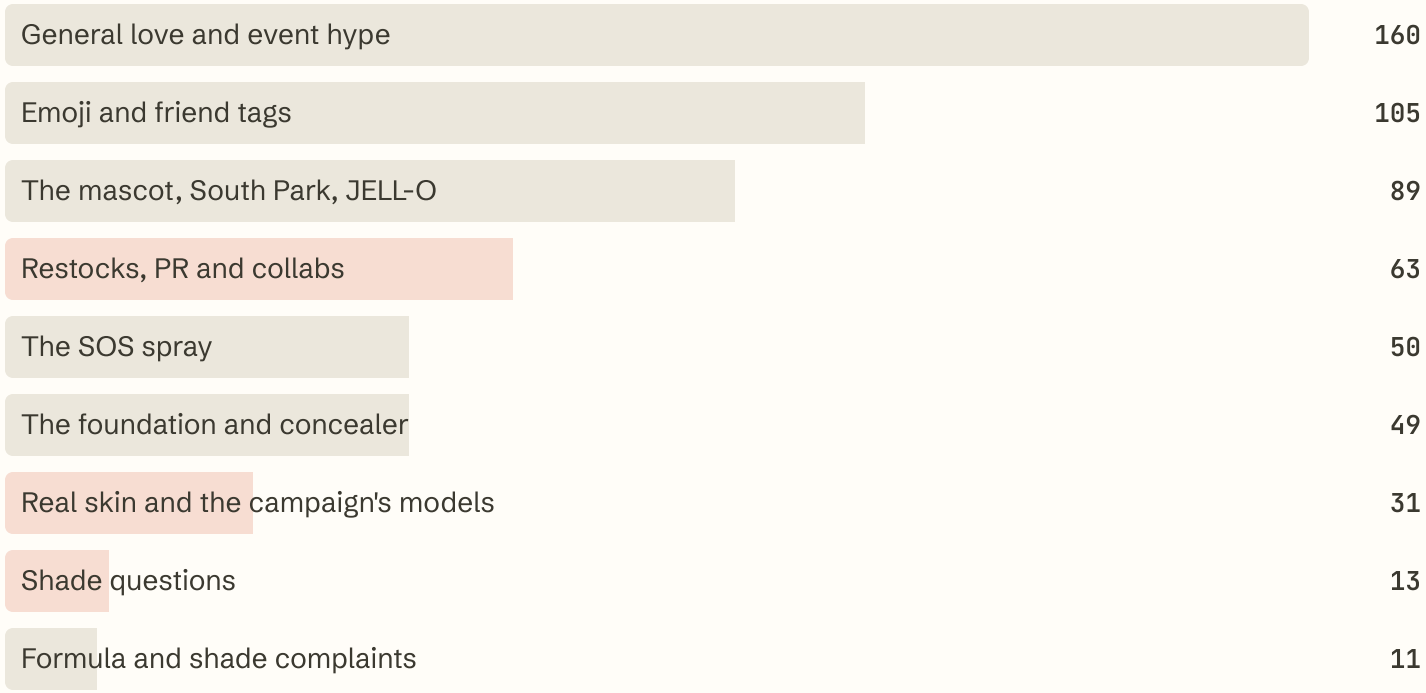
Flat = half its normal or less; only posts 7 days or older can count as flat. TikToks here are marked as ads by TikTok; their plays may include paid reach.

WHAT THE AUDIENCE SAYS

The audience loves the launches and *asks to be sent PR*

571 comments on 32 posts. 49 are about the foundation and concealer, 50 are about the SOS spray, 31 about real skin or the campaign's models; 63 are about restocks, PR or collabs; 13 are shade questions.

571 COMMENTS, GROUPED BY WHAT THEY SAY



IN THEIR WORDS

TikTok · @taylormadisonh · on TikTok video, 10 Sep 2026 (0.99×)

my dream is to get PR from tower28!!

TikTok · @kyreign03 · on TikTok video, 20 Oct 2026 (29.4×)

They way they were so spot on with some of these brands and products 😂😂😂

Instagram · @mlikoticx4o · on Instagram photo, 8 Jul 2026 (0.27×)

This has helped my acne so much 👏

Comments as written. Instagram gives up to 15 recent comments a post; TikTok's come from the best and the normal posts. We can't see Tower 28's replies.

THREE POSTS TO MAKE FIRST

Three posts to make first, *built from the ones that already broke out*

A FAST FORMAT

Spotted

THE FIRST TWO SECONDS

A show, a cameo or a celebrity moment that features Tower 28, on a screen, with the real product beside it and a POV line on screen.

“They were so spot on, and we were in it.”

1. Keep it as short as South Park (6.6 s) and Zach's box (10.7 s).
2. Post it the day it happens.
3. Answer the funniest reply in a second video.

Built from TikTok video, 20 Oct 2026 (29.4×); TikTok video, 14 Jul 2026 (14.4×)
Their words “They way they were so spot on with some of these brands and products 😂😂😂”
Their words “Zach would approve😂”

A SERIES

A PR box for one of you

THE FIRST TWO SECONDS

Hands open an empty box; on screen, the fan it's for, picked from the comments.

“My dream is to get PR from Tower 28. Today it's yours.”

1. Pack it on camera, hands only, with what that fan asked for.
2. Put the line on screen first, the way the foundation box did.
3. Ask who's next; pick from the replies.

Built from TikTok video, 14 Jul 2026 (14.4×); TikTok video, 21 Aug 2026 (12.1×)
Their words “my dream is to get PR from tower28!!”
Their words “If I were an influencer, I would love to be on your PR list. Your products are part of my everyday routine. 🤪🤍”

A LAUNCH PLAN

The tease week

THE FIRST TWO SECONDS

A sketch, a costume or a closed box, and one line that says something is coming.

“I have been waiting. Day one starts now.”

1. Day 1 the sketch, day 3 the costume POV, day 5 the PR box.
2. Launch day: match shades from the comments, on camera.
3. The week after: answer the shade questions, not another bottle shot.

Built from Instagram carousel, 6 Aug 2026 (11.3×); TikTok video, 10 Aug 2026 (9.8×)
Their words “I HAVE BEEN WAITING!!!!!!!!?”
Their words “My sensitive skin is creaming for !!! I think my shade will be 110 or 12N”

Each idea repeats what this account's own outsized posts did and uses words its audience wrote in the comments. Each post's multiple is beside it; every post is in the full list in the HTML version.

THE NEXT FOUR WEEKS

Four weeks: *ride moments*, run a PR-box series and a tease week, keep posting daily

WEEK 1

Riff on moments

- Two Spotted riffs, each within a day of a moment people are talking about.
- Make them two of the week's usual 7 TikToks.

Riffs: South Park 29.4×, Zach's PR box 14.4× (slide 5).

WEEK 2

Start the fan PR-box series

- One box on camera for a fan from the comments.
- Ask who's next; pick from the replies.

63 comments are about restocks, PR or collabs; the two PR boxes reached 12.1× and 14.4×.

WEEK 3

Run a tease week

- Sketch, costume POV, PR box, then launch day for the next drop.
- Answer shade questions in a video the week after.

Launch and collab posts run 1.28×; 11 of 47 broke out.

WEEK 4

Keep what cleared 2×

- Repeat the best of weeks 1–3.
- Keep 7 TikToks and 6.6 Instagram posts a week; swap formats, not volume.

On slide 6, the best videos most often open on a trend; TikTok's normal is sliding (slide 8).

The number to read on day 28: the share of new posts that reach 3× their normal: 11% since May. Above 15% over the four weeks means the plan worked. TikTok plays also move with ad spend.

What would change this plan: if the riffs land at half their normal or less three times running, the moments were wrong, not the format: go back to launches and PR boxes.

The plan keeps the current posting rhythm (6.6 posts a week on Instagram, 7.0 posts a week on TikTok) and changes what goes in it.

HOW WE MEASURED

What we read, how we judged it, and what we cannot see

The accounts. @tower28beauty on Instagram (596K followers). @tower28beauty on TikTok (427K followers). We found Instagram from the brand's handle; TikTok from the brand's handle.

The posts. The newest 300 posts across the accounts, read October 27, 2026; 260 are scored: 125 on Instagram, posted 29 May 2026 to 24 Oct 2026, and 135 on TikTok, posted 10 Jun 2026 to 25 Oct 2026. Instagram's newest 150 posts reach back only to 16 May 2026 and TikTok's newest 150 posts reach back only to 3 Jun 2026, and a post needs 8 earlier ones of its kind to have a normal, so their windows start later than a year ago. Older posts serve only to set the normal.

Against its own normal. Each post is compared with the median of up to 30 posts before it of the same kind on the same account (a post needs at least 8 before it to be scored) (Instagram reels by plays; Instagram photos and carousels by likes, since they have no plays; TikTok by plays). It is not compared with other brands. 3× or more = outsized; half or less = fell flat. Posts younger than 7 days are never counted as flat.

Paid posts. TikTok: 143 of the 150 posts we read TikTok marks as ads. With nearly every post marked, the mark can't tell one post from another, so they are judged together; their plays may include paid reach. 7 more posts reached far past their normal without the likes to match (a fifth of the account's usual likes per play or less): bought plays, judged the same way. Instagram: 9 posts in Tower 28 Beauty's grid belong to other accounts (@pvolve, @sephorauk, @byrdie…) with Tower 28 Beauty added as a collaborator. Their reach includes the partner's followers, so they sit in a group of their own, outside the normal and the findings.

The videos we watched. 26 videos, taken in turn from each platform: the best against their own normal, a few normal ones, and the flattest. Length, cuts and the first cut are measured from the files; the opening, what is said and shown, and who is on screen were read by an AI model from each video and spot-checked.

The comments. 571 public comments on 32 posts: the top posts, the flat ones and a random slice of the rest, so the read is not only what winners attract.

What we cannot see. Reach, impressions, saves on Instagram, watch time, follows from a post and who your followers are live only in the account owner's dashboard. Plays are not people. Paid boosts we can see only where the platform marks them.

The evidence. The HTML version of this report lists every scored post with its number, its normal and a link.