

REPORT

The CPG Social Video Playbook

3 Insights Driving Growth Right Now

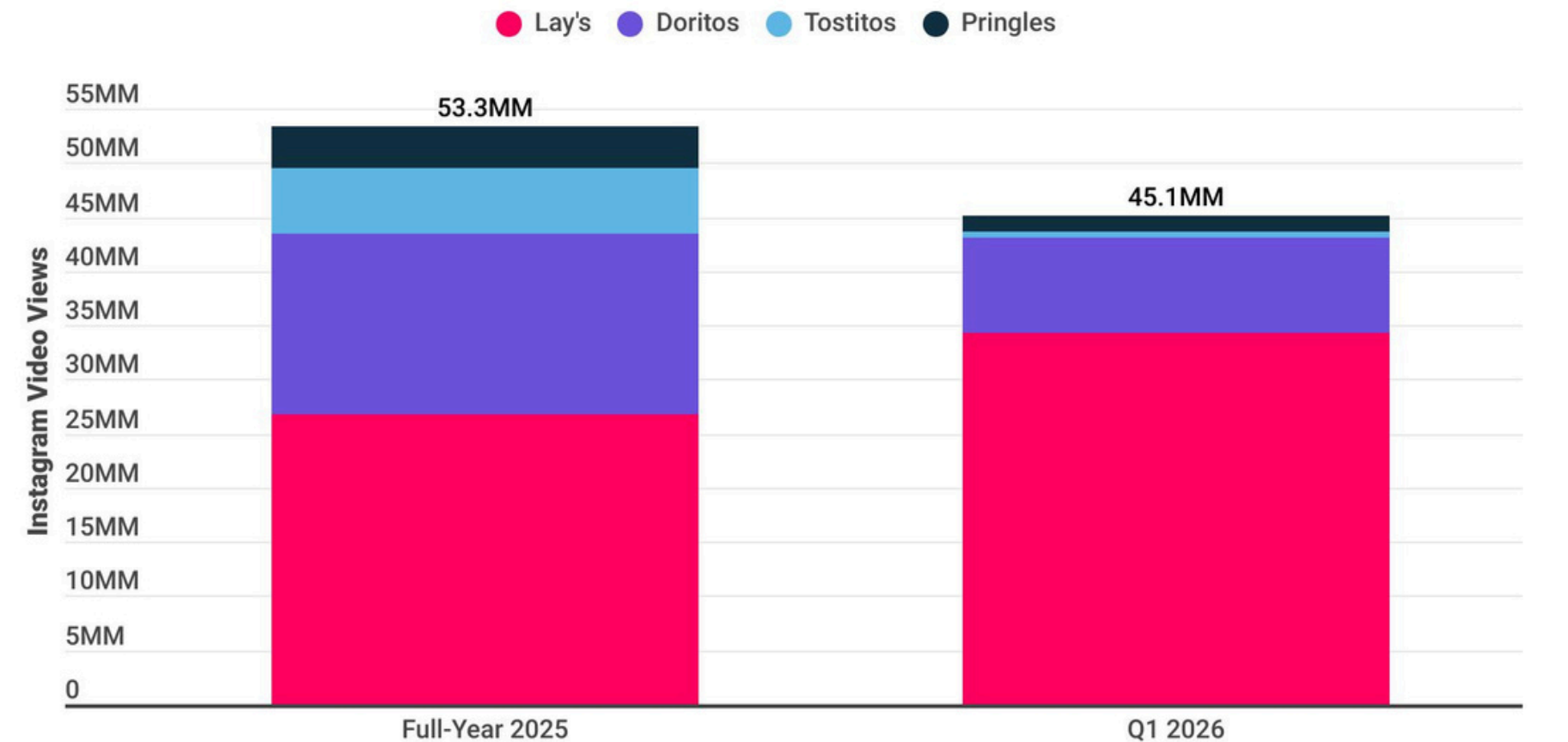
What you can learn from the fastest-moving consumer goods brands about increasing reach on Instagram, leveraging strategic creator partnerships on TikTok, and investing in regional talent to create global scale



Chip Brands Stack Up Instagram Views

- Chip brands' Instagram video views surged in Q1 2026, amassing 85% of last year's total in just one quarter.
- Lay's leads the way, as it did last year, but all four major brands — Lay's, Doritos, Tostitos, and Pringles — were putting greater emphasis on Instagram videos in Q1.
- Top-performing videos benefitted from tie-ins to major events like the Super Bowl and the FIFA World Cup, as well as encouraging interaction through competitions like the "Lay's Challenge" and contests to win merchandise related to these sporting events.

Chip-Stagram Explodes in Q1



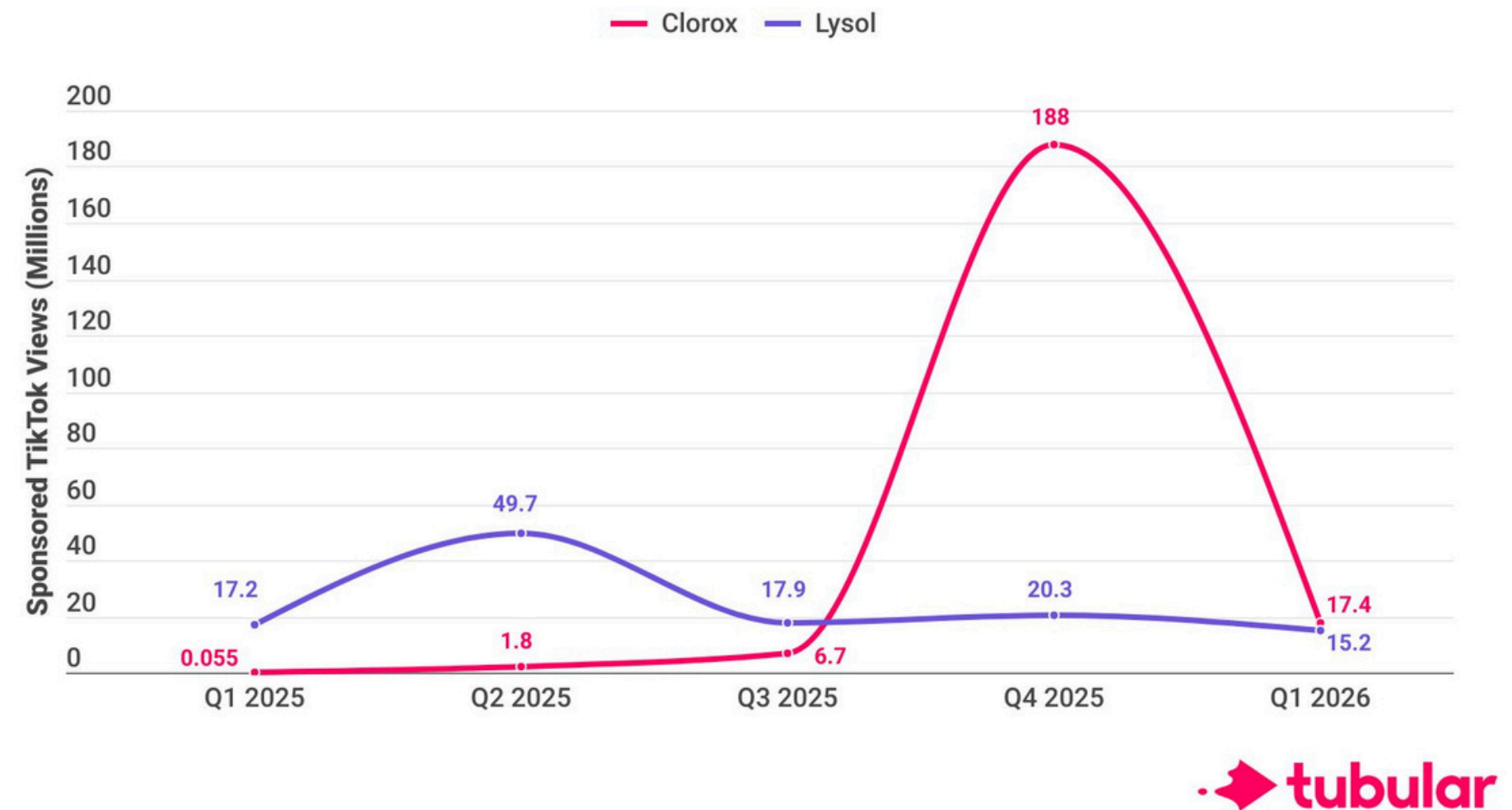
Takeaway

Instagram video is no longer optional — chip brands amassed 85% of their full-year 2025 views in Q1 alone, signaling a category-wide platform pivot.

Clorox and Lysol Clean Up with Creators

- Clorox's and Lysol's sponsored TikTok approaches were once far apart, but Clorox has spent the last two quarters playing catch-up by partnering with strategic creators.
- Both brands saw millions of views generated with sponsored videos in Q1 2026, as they tried to help consumers get ahead of "sick season."
- Clorox's adjustment to its creator strategy — especially its engagement with Camen Youngblood (61 million sponsored views) shows impressive market responsiveness — and the power of TikTok for content partnerships across all industries, including CPG.

Clorox's and Lysol's Sparkling Creator Approaches



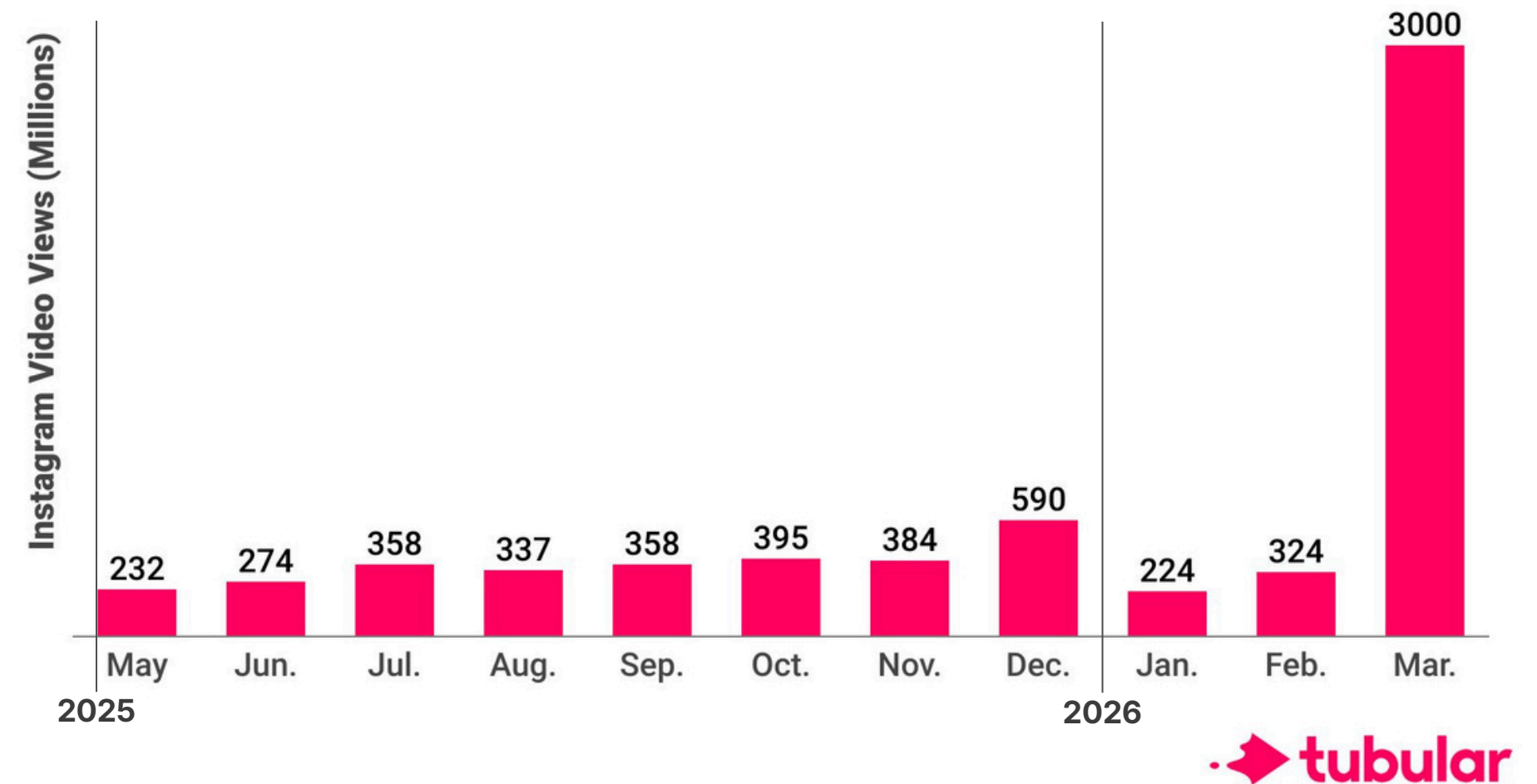
Takeaway

Partnering with the right creators at the right time can close competitor gaps faster than brands expect — Clorox went from minimal creator presence to 188M sponsored views in a single quarter by investing in relatable creators with broad reach they could tap into.

Pepsi's Presence Makes Music on Instagram

- In March 2026, Pepsi showed that despite generating nearly 100 million views across all of its global Instagram accounts, there's always room for more growth.
- Pepsi jumped from 96 million Instagram video views in February 2026 to nearly 2.6 billion in March – its highest ever.
- What fueled the impressive increase? Pepsi India tapped Ahaan Panday and Aneet Padda for a music- and youth-focused campaign narrative that resulted in billions of views and significant engagement as the stars made Pepsi a key part of their personal story.

PepsiCo's Global Instagram Views Bubble Up



Takeaway

Regional talent combined with compelling personal narratives can generate global scale — Pepsi India drove a 27x month-over-month spike in views, the brand's highest Instagram month ever.

How CPG brands can replicate social video success

In just one quarter, major chip brands have recouped almost as much reach from Instagram as they did in all of 2025, Clorox's creator strategy demonstrated the power of TikTok as a solution for content partnerships across all industries, and Pepsi proved that regional creative can resound globally.

As you evaluate your social video strategy for the rest of the year, experiment with the tactics we've outlined to set yourself apart from the competition.



For even more insights tailored to your business, there's Tubular Labs, the leading global social video intelligence and measurement platform that helps media companies, brands, and agencies analyze audience behavior, spot trends, and measure ROI to optimize content and ad strategies.

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