

The Farmer's Dog's biggest posts are collabs; *Spot & Tango wins with its drawn jokes*

17% of The Farmer's Dog's own posts, posts marked as ads set apart, break out against their own normal, level with Spot & Tango's 17%, but 49% of The Farmer's Dog's plays came from collabs with athletes and creators that also reach their followers, and its three best posts are WeRateDogs collabs. Spot & Tango posts 14.7 times a week and The Farmer's Dog 8.6; Spot & Tango leads every Instagram format we can rank for its size, with drawn jokes and film-clip memes on its own account, not collabs. The posts that broke out share three things: one line every dog owner knows, a famous face with their own pet, and a dog at the center of the news.

THE SHORT VERSION

The short version: *The Farmer's Dog wins through partners, Spot & Tango on its own posts*

27 of 163

The Farmer's Dog's own posts, posts marked as ads set apart, that reached 3× their own normal

Spot & Tango: 47 of 278 (last 26 weeks)

49%

of The Farmer's Dog's plays in the last 26 weeks came from collabs, which also reach the partner's followers

Spot & Tango: 18%

44.1

likes per 10K followers on a typical Spot & Tango carousel: its drawn jokes and dog-love posts

The Farmer's Dog: 4.5 (last 26 weeks)

3 of 49

Farmer's Dog reels and TikTok videos, collabs left out, that broke out

Spot & Tango: 8 of 108 (last 26 weeks)

01 The Farmer's Dog's biggest wins are collabs

Its three best posts of the last 26 weeks are joke carousels made with WeRateDogs (218×, 91.3×, 43.1×). Leaving collabs out, Spot & Tango's reels lead for their size (the formats slide).

See Spot & Tango Instagram reel, 24 May 2026 (10.2×)

02 Spot & Tango's drawn jokes win the feed

Spot & Tango leads every Instagram format we can rank for its size over 26 weeks (the formats slide). Its best post, a drawn "But they'll slow you down." carousel, reached 145× its normal.

See Spot & Tango Instagram carousel, 1 Jul 2026 (145×)

03 TikTok is mostly ads on both sides

The Farmer's Dog marks 54 of its 63 TikToks as ads over 26 weeks and Spot & Tango 99 of 120. 5 of The Farmer's Dog's other 8 TikTok videos are the same videos as its Instagram collabs, which leaves 3: too few to set against Spot & Tango's 42.2 plays per 10K followers. Breakouts: 0 in 4 scored for The Farmer's Dog, 0 in 17 for Spot & Tango.

See Spot & Tango TikTok, 13 Oct 2026 (1.4×)

THE FIELD TODAY

Four dog food brands; *two post daily or more, two barely post*

The Farmer's Dog has the biggest following, so the table reads each account against its own size: plays per 10K followers (collabs left out, since they reach the partner's followers too), and how often one of its own posts, posts marked as ads set apart, beats its own normal by 3x.

BRAND	FOLLOWERS	POSTS A WEEK, ADS INCL.	LAST POST	A NORMAL POST TODAY	PLAYS PER 10K FOLLOWERS	POSTS AT 3× THEIR NORMAL
The Farmer's Dog YOU @thefarmersdog · @thefarmersdog	IG 480K TT 201K	IG 6.2 TT 2.4	IG 26 Oct 2026 TT 26 Oct 2026	IG 9.4K plays · 276 likes (stills) TT 1.1K plays	IG 184 TT 53.8	27 of 163 (17%)
Spot & Tango @spotandtango · @spotandtango	IG 219K TT 99K	IG 10.0 TT 4.6	IG 26 Oct 2026 TT 25 Oct 2026	IG 4.8K plays · 1.3K likes (stills) TT 472 plays	IG 283 TT 42.2	47 of 278 (17%)
Nom Nom @nomnom · no TikTok found	IG 57K	IG 1.9	IG 25 Oct 2026	IG 772 plays · 21 likes (stills)	IG 160	1 of 44 (2%)
Jinx @thinkjinx · @jinx	IG 107K TT 56K	IG 0.7 TT 0.2	IG 27 Oct 2026 TT 23 Sep 2026 · 33 days ago	IG 8K plays · 273 likes (stills) TT 1.5K plays	IG 336 TT 56.2	5 of 20 (25%)

Posts a week count every post, ads included. Nom Nom has no TikTok we could find; Jinx, which sells dog and cat food, posted 20 times, so read its numbers as early.

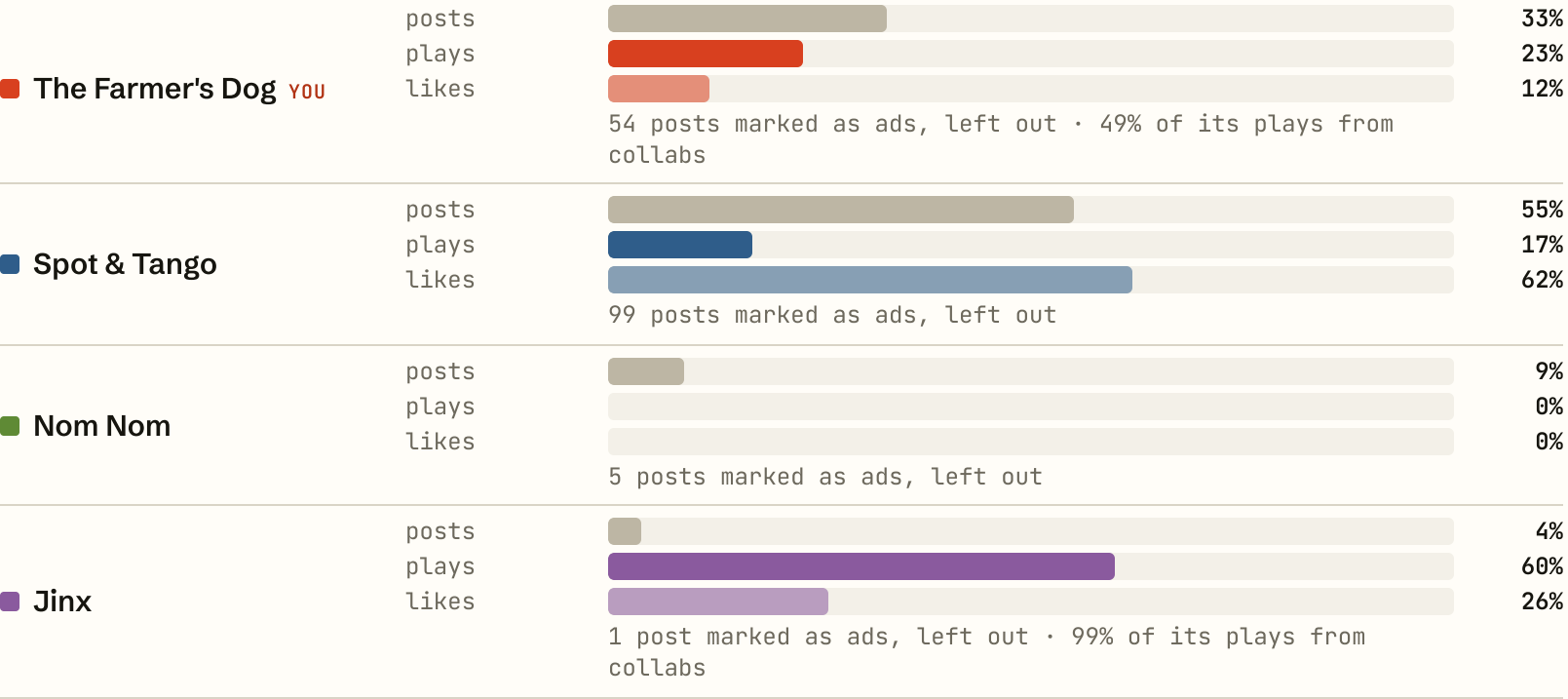
Public counts read October 27, 2026, the brands' own posts of the last 26 weeks. A normal post = the median of up to 30 earlier posts of the same kind on that account (at least 8). Plays per 10K followers = the median video's plays for every 10,000 followers, collabs left out (they reach the partner's 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.

The Farmer's Dog · Competitor scoreboard

SHARE OF ATTENTION

Jinx takes 60% of the plays with 4% of the posts; *99% of them come from celebrity collabs*

Share of attention is the one view where size and celebrities count: collabs reach the partner's followers too. Under each brand's bars: its posts marked as ads, left out, and the share of its plays from collabs.



Spot & Tango takes the likes

62% of the field's likes and 17% of the plays, from 55% of the posts: its comics and dog-love photos collect likes the others' posts don't.

See Spot & Tango Instagram photo, 28 Sep 2026 (67.9x)

The Farmer's Dog's plays lean on partners

23% of the plays from 33% of the posts, many of them from collabs, like NFL running back Cam Skattebo with his dogs (23.8x).

HOW OFTEN EACH POSTS

Spot & Tango posts 14.7 times a week, The Farmer's Dog 8.6; *Nom Nom and Jinx barely post*

Posts a week over the last 26 weeks, with each week's count, ads included: this is how often each brand shows up. Jinx posts 0.8 a week, Nom Nom 1.9.

BRAND	WHERE	POSTS A WEEK	POSTS EACH WEEK, OLDEST TO NEWEST (26 WEEKS)	NORMAL POST
The Farmer's Dog	Instagram @thefarmersdog	6.2		9.4K plays
	TikTok @thefarmersdog	2.4		1.1K plays
Spot & Tango	Instagram @spotandtango	10.0		4.8K plays
	TikTok @spotandtango	4.6		472 plays
Nom Nom	Instagram @nomnom	1.9		772 plays
	No TikTok found	-		
Jinx	Instagram @thinkjinx	0.7		8K plays
	TikTok @jinx	0.2		1.5K plays

WHO WINS WHICH FORMAT

Spot & Tango leads every Instagram format we can rank; *on TikTok, its rivals have too few own videos to rank*

Each format's typical post, per 10K followers of that account, so a big following doesn't decide it. Collabs are left out of these figures.

FORMAT	THE FARMER'S DOG	SPOT & TANGO	NOM NOM	JINX
Instagram reels plays per 10K followers	184 42% of posts	283 44% of posts	160 34% of posts	336 35% of posts · thin
Instagram carousels likes per 10K followers	4.5 36% of posts	44.1 33% of posts	4.0 39% of posts	11.3 35% of posts
Instagram photos likes per 10K followers	2.9 16% of posts	57.6 16% of posts	3.2 27% of posts	6.3 15% of posts · thin
TikTok videos plays per 10K followers	53.8 5% of posts · thin	42.2 7% of posts	—	56.2 15% of posts · thin
TikTok photo slideshows plays per 10K followers	50.4 1% of posts · thin	221 0% of posts · thin	—	—

Reels: Spot & Tango leads, The Farmer's Dog second

283 plays per 10K followers against 184. Jinx's own reels reach more but are too few to rank; its biggest reels are collabs, like the Ciara Miller set visit for its cat food.

See Spot & Tango Instagram reel, 24 May 2026 (10.2×); Jinx Instagram reel, 24 Sep 2026 (38.8×)

Photos and carousels: Spot & Tango by a mile

57.6 likes per 10K followers on photos against The Farmer's Dog's 2.9; carousels lean the same way (the short version). Its drawn jokes and dog-love carousels do the work.

See Spot & Tango Instagram photo, 28 Sep 2026 (67.9×); Spot & Tango Instagram carousel, 1 Jul 2026 (145×)

WHAT WINS FOR EACH BRAND

The four best posts: *two drawings, a star and his dog, a launch demo*

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

Instagram Carousel · Collab



218x

The Farmer's Dog

38K likes · normal 176 · 23 Jul 2026

A collab with WeRateDogs: a drawn "very scientific ranking" of what's on every dog person's camera roll; the cover (1 of 8 slides read) shows no product. It also reached WeRateDogs' followers.

Instagram Carousel



145x

Spot & Tango

86K likes · normal 596 · 1 Jul 2026

A drawing of a person and a dog in sunglasses: "But they'll slow you down." Maybe that's the point. The cover (1 of 7 slides read) shows no product.

Instagram Reel



3.3x

Nom Nom

2.3K plays · normal 705 · 17 Aug 2026

A launch: a bag of the new Scoopable Meal Clusters comes out of the freezer while a dog waits.

Instagram Reel · Collab



378x

Jinx

2.8M plays · normal 7.4K · 26 Aug 2026

A collab with Chris Evans, over footage of his dog Dodger: "They say if you love someone, let them go." It also reached his followers.

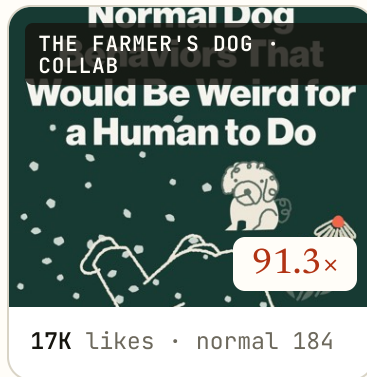
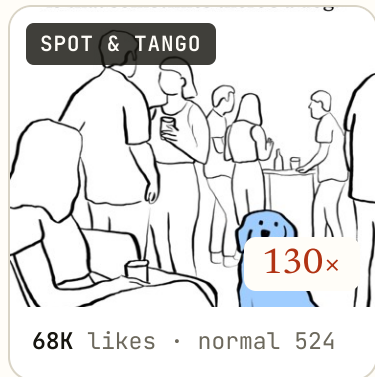
WHAT THE WINNERS HAVE IN COMMON

Posts that beat their own normal share *a drawn joke, a famous face with a pet, a dog with news*

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

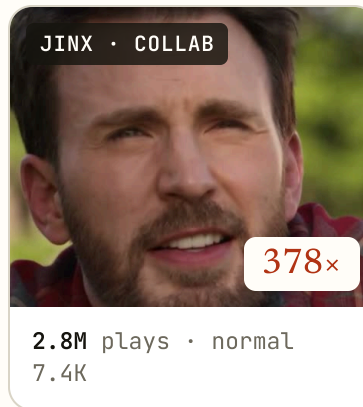
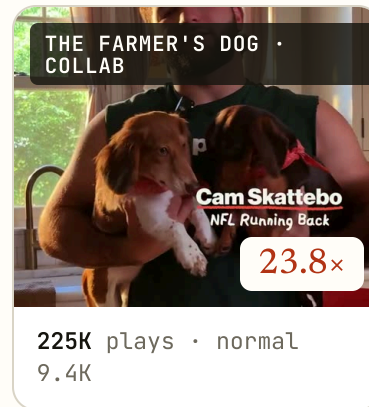
A drawn joke about life with a dog

Spot & Tango's drawing of a party with one happy dog, and The Farmer's Dog's "very scientific ranking of normal dog behaviors" (a collab with WeRateDogs): a drawing and one line any dog owner recognises.



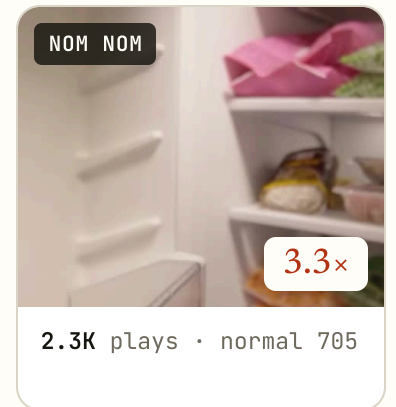
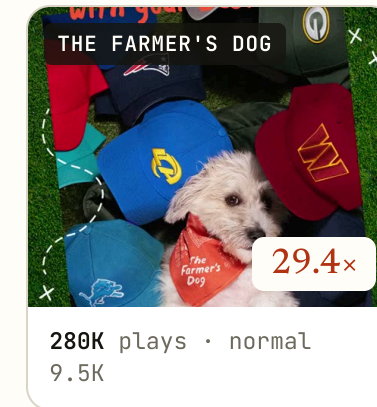
A famous face with their own pet

NFL running back Cam Skattebo introducing his dogs in a partnership announcement, Chris Evans with his dog Dodger: both collabs, so both also reached the star's followers. The star appears as a pet owner first.



A dog at the center of the news

The NFL official-pet-food announcement told through a puppy among team caps; Nom Nom's new meal clusters shown while a dog waits for them: the news, carried by the dog.



THREE POSTS TO STUDY

Three posts to study: *a film-clip meme, a tennis star's dog, a dog saying I love you*

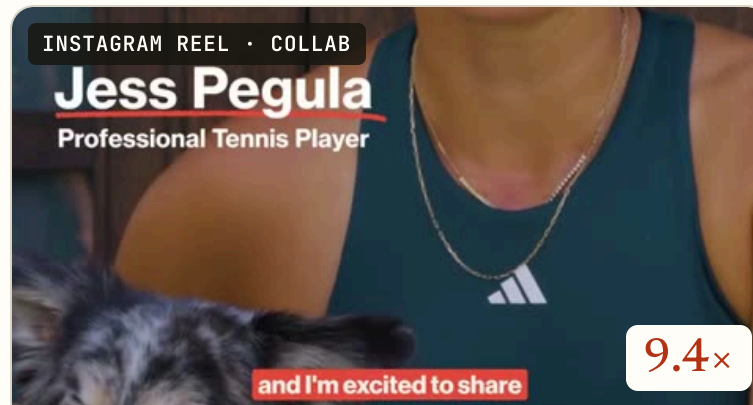
From three of the four brands, all new to these slides and all above their own normal. Each is one example.

**Spot & Tango**

39K plays · normal 4K · 17 May 2026

Spot & Tango: the reactive dog

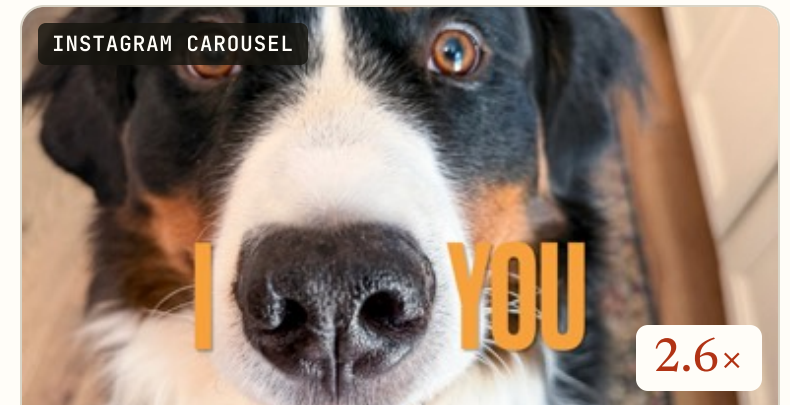
A film clip of a man holding a dog's snout under the meme line "Me with my reactive dog when an off-leash dog's owner...". A borrowed meme format that every reactive-dog owner recognises.

**The Farmer's Dog**

87K plays · normal 9.3K · 27 Aug 2026

The Farmer's Dog: Jessica Pegula

A collab announcing the partnership, so it also reached her followers. The tennis star sits holding her dog and introduces herself: the star as a dog owner, before any product.

**Nom Nom**

50 likes · normal 19 · 4 Sep 2026

Nom Nom: "I YOU"

Nom Nom's second-best post: a close-up of a dog looking up with two words across its nose. A plain idea: the cover (1 of 5 slides read) shows the dog and no product.

HOW WE MEASURED

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

The brands. The Farmer's Dog: @thefarmersdog on Instagram (480K followers), @thefarmersdog on TikTok (201K followers). Spot & Tango: @spotandtango on Instagram (219K followers), @spotandtango on TikTok (99K followers). Nom Nom: @nomnom on Instagram (57K followers); no TikTok account found (tried @nomnomnow, @nomnom). Jinx: @thinkjinx on Instagram (107K followers), @jinx on TikTok (56K 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): 514 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: The Farmer's Dog: 54 marked as ads or paid partnerships, 2 with plays far past the likes to match (bought plays), 18 owned by partner accounts. Spot & Tango: 99 marked as ads or paid partnerships, 3 with plays far past the likes to match (bought plays), 6 owned by partner accounts. Nom Nom: 5 marked as ads or paid partnerships. Jinx: 1 marked as ads or paid partnerships, 1 with plays far past the likes to match (bought plays), 10 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. 46 videos. Watched for fewer: Jinx 10.

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.