

The sketch that ate the account

We downloaded and transcribed all sixty-nine creator videos on XYXX's feed. One of them — a hundred-and-eleven-second Hinglish comedy sketch with **no price, no discount code and no call to action** — earned 87% of nine months of engagement. Everything XYXX's paid estate does, this video does the opposite of.

69 videos transcribed 59 creators sized 9 months 33 #PaidPartnership eng = likes + 3×comments

THE FINDING

One video, and then a long tail

The distribution is not skewed. It is a single point and some noise.

Across sixty-nine videos the corpus earned **1,758,487 engagements**. A single reel — “*If Baniyans Were Bras*”, co-authored with @virsaini — accounts for **1,538,771 of them**. That is 87.5% of everything, **fifty-five times** the second-best post, and roughly fifteen hundred times the median post's 1,025.

It runs a hundred and eleven seconds, more than twice the corpus median of forty. It is performed in Hinglish. It mentions no price, offers no code, and ends without a call to action. It is not even flagged as a paid partnership.

XYXX's paid estate, meanwhile, is 63% price promotion with “Shop now” on every creative we sampled. **The brand's single most successful piece of communication in nine months is a systematic negation of its advertising.**

Why the sketch worked

Mechanically, beat by beat. The premise inverts a gendered experience rather than describing a product.

“If Baniyans Were Bras” @virsaini · 177,132 followers · 5 Jun 2026 · 111s

Every indignity women endure buying and wearing a bra, transplanted onto Indian men and their vests.

ENGAGEMENTS	LIKES	COMMENTS	VS NEXT BEST	CAPTION
1,538,771	1,491,824	15,649	55×	5 words

- 1

PREMISE, ESTABLISHED WITHOUT EXPOSITION

A father shouts up at a balcony where a vest hangs on the line like laundry nobody should see. “*Bittu! Kitni baar tujhe samjhaya!*” The world’s rule is legible in one line: men’s vests carry the shame bras carry.
- 2

ESCALATING MICRO-SKETCHES

Fitting-room sizing shame — “*38 ayega aapko, fit bhi toh aana chahiye.*” Then moral policing — “*Tereko chahiye na, dusre ladki log tereko dekhe!*” Then the gaze reversed, in English, as the punchline lands: “*My eyes are up here.*”
- 3

PRODUCT AS PUNCHLINE, NOT INTERRUPTION

The XYXX vest arrives inside the joke rather than stopping it: “*Bhaiya vaise aaya hai invisible. Dikhau kya?*” The invisible vest is funny *because* the premise made visibility shameful. The product solves the world’s problem, not the viewer’s.
- 4

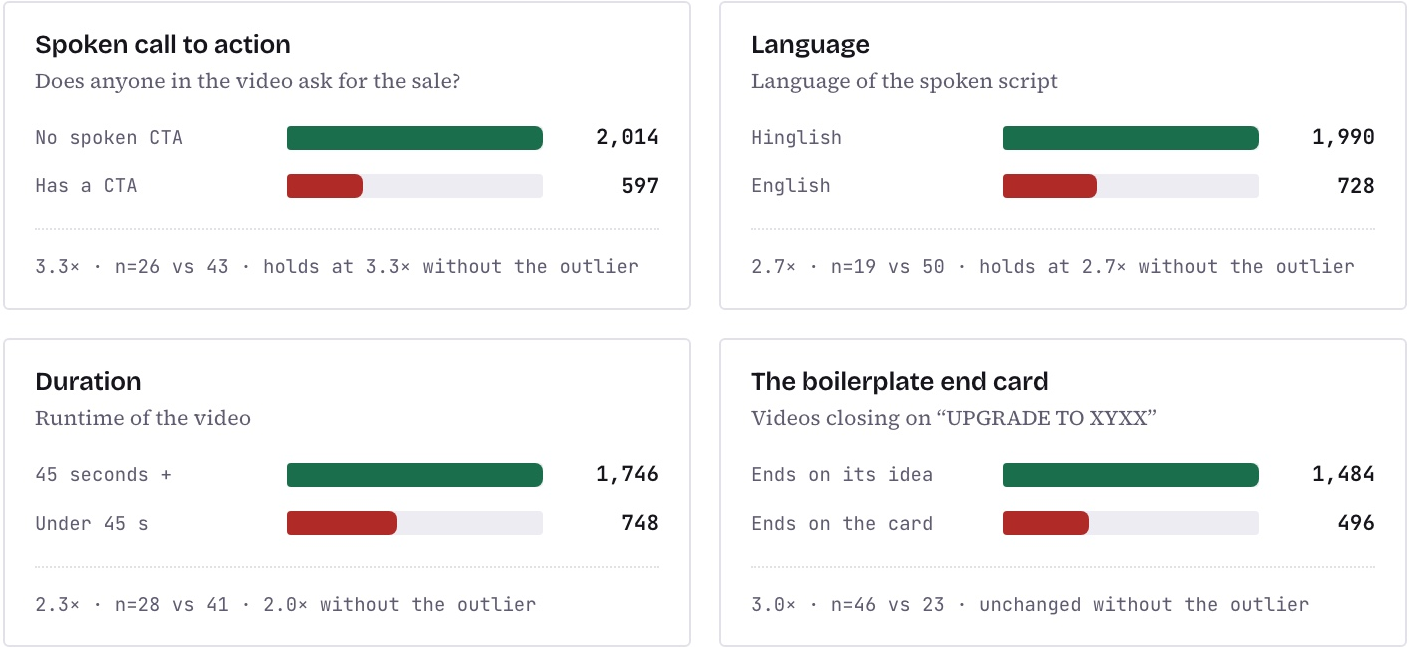
NO EXIT RAMP

No end card, no URL, no code, no “link in bio”. The caption is four words and a question mark: “*Would you live in this world?*” — an invitation to argue in the comments, which 15,649 people accepted.

The mechanism is **cross-gender tagging**. The sketch gives women a way to show men an experience, and men a way to find the experience absurd. Neither audience is being sold to, so neither resists. A discount cannot generate that motion at any budget.

Four splits, all pointing the same way

Median engagement by treatment. Every one of these survives removing the viral outlier, which is stated beside each pair.



Twenty-three of sixty-nine videos — a third of the estate — close on the same card: “**UPGRADE TO XYXX · www.xyxxcrew.com**”. Twenty different creators, one ending. It is the most consistently applied element of the brand's creator programme and it is associated with the lowest engagement in it.

The house template, and what it costs

Roughly three-quarters of the spoken videos follow one shape. It is a competent direct-response script, and it is the shape the outlier refuses.

- 1

0-5S · WARDROBE FAILURE

A grievance the viewer recognises. “Men, if you're serious about looking sharp, you need to get rid of these lines.” — @whattanerddddd. Or “a banyan humbling me wasn't on my 2026 bingo list, let me explain” — @7ayyyyyy, 23,294 engagements, the third-best post in the corpus.
- 2

5-20S · TECHNICAL DECONSTRUCTION

Fabric specification recited as proof: GSM weights, “bonded stitching”, “SPI is solid”, Supima, MicroModal, “High IQ dyes”. This is where the brand's own vocabulary is most visible in creators' mouths.
- 3

20-35S · WEARABILITY MONTAGE

The garment placed across a day. “Grocery run ho, movie night, or a casual outing.”
- 4

35S-END · THE CLOSE THAT COSTS

Either a comment gate — “Comment VEST and I'll drop you the link” — or the standard card. This is the beat that separates a 1,484 median from a 496 one.

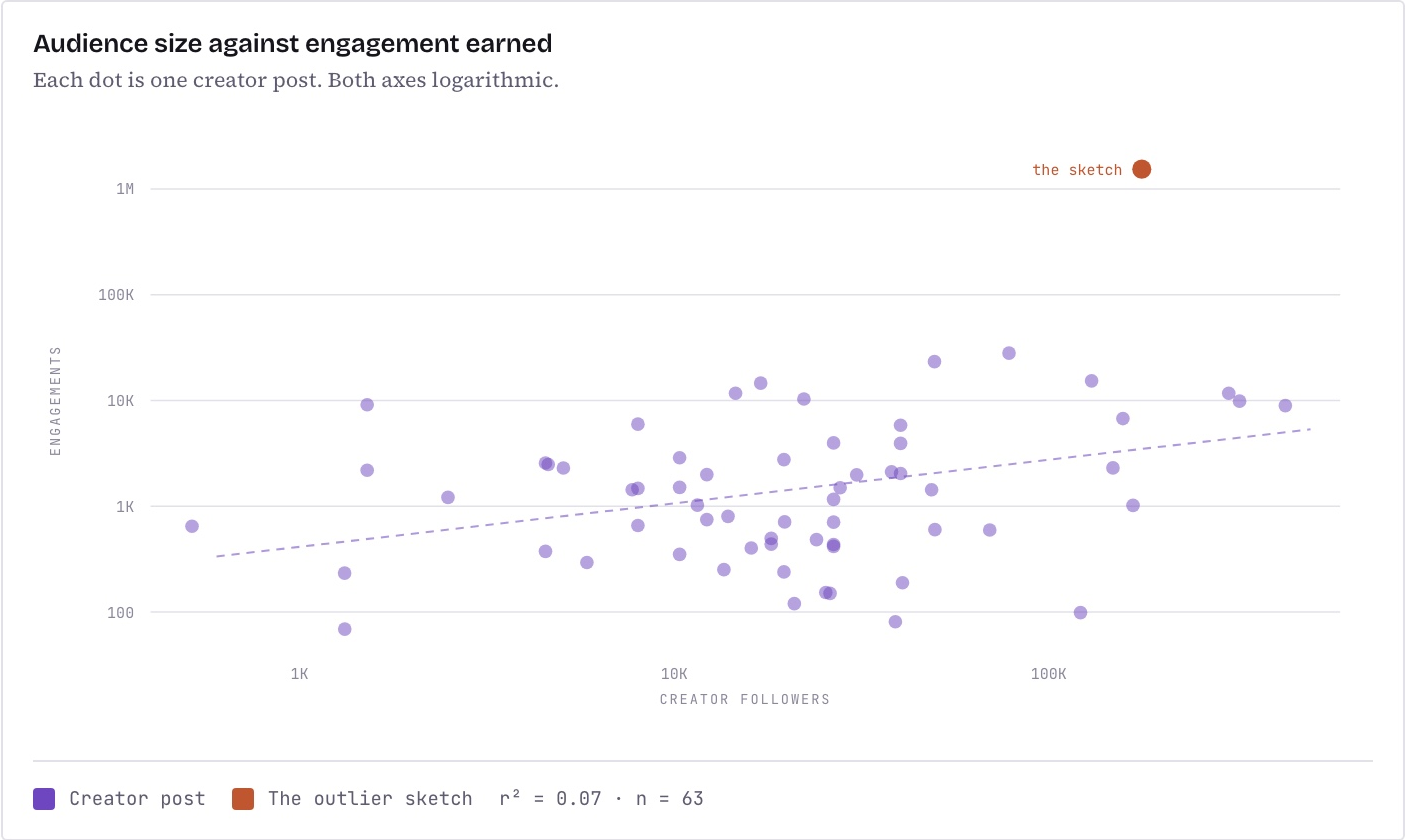
Where the template succeeds and where it fails

The specification vocabulary is not the problem in itself; it is the problem when it arrives unattached to a felt experience. The corpus separates cleanly on this point. Technical claims framed through a physical grievance perform: “a 100% cotton vest gives you a bacon neck in like seven washes” earned 5,840. The same register delivered as description does not: a mercerised-polo explainer — “that's not glitter, that's the silk-like sheen mercerised polos are known for” — earned 99, from a creator with 121,603 followers.

OPENING DEVICE	VERBATIM	CREATOR	ENG.
Wardrobe shame	“a banyan humbling me wasn't on my 2026 bingo list”	@7ayyyyyy	23,294
Sketch, in medias res	“Bhai you won't believe what happened... It's my ex”	@untriggeredpodcast	11,697
Category misdirection	“Wait, these aren't trousers, they are actually pyjamas”	@heth.khan	3,930
Weather / news authority	“The IMD has officially confirmed this is going to be one of India's hottest summers”	@whattanerddddd	3,930
Inverted price regret	“I paid 1500 for a polo and I deeply regret it”	@hridayygupta	2,764
Specification, unattached	“that's not glitter, that's the silk-like sheen”	@vishalissar	99

Follower count explains seven per cent of the outcome

Fifty-nine creators, sixty-three posts with a known audience size, plotted on log scales. The trend line is nearly flat.



A creator with **1,515 followers** earned 9,122 engagements. A creator with **121,603** earned 99. Audience size is the variable XYXX's programme appears to select on, and it is close to the least informative one available.

What the roster is actually made of

Fifty-nine creators, median audience 19,628. Nineteen are under ten thousand followers; eleven are over a hundred thousand. Two accounts in the set have twelve and twenty-nine followers respectively – production accounts rather than audiences, which means part of this programme is buying *footage*, not distribution. That is a legitimate strategy, but it is a different line item, and its output should not be judged on engagement at all.

Nine of their ten best assets are not running as ads

XYXX does whitelist creator content — twenty-six of the hundred sampled paid creatives are creator-authored. It selects the wrong ones.

Cross-matching ad copy against organic captions, **four of the sixty-nine collabs are also running as paid creatives**. Three of those four are comment-gate posts — “*Comment VEST and I'll drop you the link*” — and three of the four carry a spoken call to action. Only one of the corpus's top ten organic performers made it into the ad account.

ALSO RUNNING AS A PAID CREATIVE	CREATOR	FORMAT	ORGANIC RANK	ENG.
“@xyxxcrew playing the game right!”	@super.paras	Reaction	8 / 69	10,342
“Comment VEST and I'll drop you the link”	@warrenwaynedupratt	Comment gate	15 / 69	3,978
“Comment BOXERS for link”	@warrenwaynedupratt	Comment gate	34 / 69	1,161
“COMMENT for a LINK”	@warrenwaynedupratt	Comment gate	40 / 69	708

The selection criterion is visibly **the presence of a link mechanic**, not performance. The 1.5-million-engagement sketch is not in the ad account. Neither are the second, third, fourth, fifth, sixth, seventh, ninth or tenth best organic assets the brand already owns and has already paid for.

HYPOTHESES

Why the programme is built this way

Three readings consistent with the evidence, offered as hypotheses rather than conclusions.

1. The brief is written for measurement, not for reach

A comment gate produces a countable DM. An end card produces a countable URL. A sketch produces an argument in a comment section that no dashboard will attribute to revenue. If the creator brief is authored by whoever owns the attribution report, every incentive points at the format that measures well and travels badly — which is precisely the format this corpus is full of.

2. The specification vocabulary is a procurement artefact

GSM counts, stitches per inch and dye technology are the language of a product team, and they appear near-verbatim across unrelated creators. That consistency implies a supplied script or a mandatory talking-points list. It buys factual accuracy and it costs the creator's own voice — which, on the evidence of the Hinglish split, is the more valuable asset.

3. Nobody owns the gap between the feed and the ad account

The organic programme is producing concept-led work; the paid programme is buying price promotion. Both are running well. The four assets that cross between them were selected for a link mechanic. This is the signature of

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TRANSFERABLE

What another brand should take from this

01 Audit the last beat of every creator video you have paid for

The closing five seconds are the cheapest thing to change and, in this corpus, the single most expensive thing to get wrong: a 3.0× gap between videos that end on their own idea and videos that end on a house card. Nobody briefs the ending; everybody inherits it.

02 Your best organic asset is a paid asset you already own

XYXX has a 1.5-million-engagement video and 2,287 ad creatives, and the two sets barely intersect. Before commissioning the next creative batch, check what the last one earned and whether it is running. Whitelisting a proven asset is the cheapest media buy available.

03 Language is a targeting decision disguised as a style decision

Hinglish outperformed English 2.7× here, on the same brand, in the same window, for the same products. Fifty of sixty-nine videos were shot in English. That is not a creative preference; it is an unexamined default about who the customer is.

04 Specification only works welded to a grievance

“Bacon neck in seven washes” and “the silk-like sheen mercerised polos are known for” are the same category of claim. One earned 5,840 and the other 99. The fabric fact is not the asset; the discomfort it resolves is.

05 Judge footage buys and audience buys on different scoreboards

A roster containing accounts with twelve followers is not a failed influencer programme — it is a production line filed in the wrong column. Separate the two before computing any engagement average, or the average will describe nothing.

06 An outlier is a brief, not a fluke

The gender-inversion premise will not survive being run twice. The things underneath it will: length, Hinglish, product as punchline, no exit ramp. Those are four instructions, and none of them costs more than what XYXX is already spending.

Method and limits. All sixty-nine videos on XYXX's Instagram feed between 28 November 2025 and 31 August 2026 were downloaded at their lowest-bitrate rendition and transcribed with Gemini; hooks, on-screen text, spoken CTA, offer and language were extracted per video and every figure here is computed from that extraction. Sixty-three videos have an identifiable creator with a public follower count. **Instagram does not publish view counts, so engagement is a proxy: likes + 3×comments.** These are co-authored collab posts appearing on both the brand's feed and the creator's, so

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XYXX creative audit · Part 2 of 2 · Galvor · September 2026

Part 1, *The Price of One Idea*, maps the 2,287 creatives XYXX is running against DaMENSCH and Bummer.