

From trend research to a concrete creative format

Published Reel: September 5, 2025. Metric snapshot: September 16, 2026.

A useful trend report gives a creative team more than a list of popular videos. It explains the audio cue, scenario and performance choices that make a format worth adapting.

158M

published Reel views

September 16, 2026 snapshot

5.7M

published Reel likes

September 16, 2026 snapshot

The Cop Chase research

Vizzy delivered a Cop Chase trend analysis to the MrBeast team. It broke down the recognizable Bad Boys audio cue, adaptable chase scenarios, and the balance between authentic effort and entertaining performance. These details turn an observed trend into a usable creative direction.

The published example

The Instagram Reel identified as DOOfpxDDcVN was published on September 5, 2025. Dated captures from September 16, 2026 show 158 million views and 5.7 million likes. The public post and the original trend report are linked below so readers can inspect the creative format and the recorded result.

The technology behind the research

Amy AI Agent within the Vizzy platform supports trend discovery, audio and visual analysis, and creative-fit evaluation. George Gui designed the agent workflow that connects research to actionable creative recommendations.

Sources and method

[Published Instagram Reel](#)

[Original trend report including Cop Chase](#)

[Dated views capture](#)

[Dated likes capture](#)

Views and likes are the cumulative platform counters recorded in the September 16, 2026 captures. Cop Chase is the trend report's label. The Reel URL identifies the specific published video.