DYSON AND ITS RIVALS

Influencer Marketing Competitor Analysis

Home and Personal Care Electronics

3 Oct – 1 Nov 2026 (30 days) · Instagram posts, reels and stories · Turkish Instagram accounts tracked by Starlecta: about 12,000 at the start of the period; the tracked base grew past 53,000 between 24 Oct and 1 Nov

Dyson · Philips · Roborock · Braun · Kärcher · Dreame · Bissell · Shark · Arnica · Fakir

CONTENT	INFLUENCERS	BRAND	PERIOD
2,500	1,149	10	30
posts mentioning a brand	distinct accounts	home and personal care electronics	days

Prepared by: **Starlecta**

CONTENTS

01 · SUMMARY
Executive summary 2
Comparison table 3

02 · METHOD
Scope and method 4

03 · COMPARATIVE VIEW
Visibility share, format, segment 5
Weekly volume, 180 days 6
Creator pool, disclosure, timing 7
Influencer overlap 8

04 · CREATIVE AND COMMUNICATION
Creative comparison 9
Creative comparison (continued) 10

05 · BRAND PROFILES
Dyson 11
Philips 14
Roborock 17
Braun 20
Kärcher 23
Dreame 26
Bissell 29
Shark 32
Arnica 35
Fakir 36

06 · INSIGHTS AND OPPORTUNITIES
Additional insights 37
Opportunities 38

APPENDIX
Panel view: share and performance 39
Panel view: quality and audience 40
Data dictionary and method notes 41

Based on influencer posts naming the brand; not proof of a paid collaboration. © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Executive summary

Key findings on the influencer activity of ten brands over the last 30 days.

CONTENT
2,500
30 days · 2,513 assignments across brands

INFLUENCERS
1,149
243 accounts in 2+ brands

STORY SHARE
76%
within 2,513 brand assignments

LARGEST VOLUME
Dyson
1,062 items · 642 influencers

KEY FINDINGS

- In 30 days Dyson is the panel's largest with 1,062 unique items and 642 influencers; 66.8% of items are stories, 31.6% reels, 1.6% posts, and 175 come from discount accounts.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) covers 36.0% of 353 non-story rows; median reels views 29,476 (first recorded count, n=333); the peak is @gizematilaa's Airsmooth test noted “reklam yok” (“no ad”), with 2,565,560 current views.
- Philips is second with 842 unique items and 438 influencers; 86.2% of items are stories, 663 of its 726 stories match by link only, and 270 items come from discount accounts.
- Roborock (173 unique items) and Dreame (80) run their campaigns through reels; median reels views 66,569 (n=55) and 71,483 (n=27) against Dyson's 29,476 (n=333), all three first recorded counts.
- At Dreame, ad disclosure (#reklam/#işbirliği/#tanıtım) covers 73.3% of 30 non-story rows, the panel's highest; at Roborock 41.1% of 56 rows, at Dyson 36.0% of 353 rows.
- At Braun, Kärcher, Bissell and Shark, 93.7%, 85.6%, 89.6% and 82.4% of unique items are stories; posts and reels number only 7, 14, 8 and 9.
- Arnica (14 unique items, 8 influencers) and Fakir (6 unique items, all stories) are very small samples; 5 of Arnica's 6 reels come from @aileguncesi, on a dough-kneading machine.
- Of the 1,016 influencers outside news and deals accounts, 175 are in 2+ brands; Dyson's most shared influencers are with Philips (92), then Roborock (29) and Braun (19).

TAKEAWAYS FROM THE COMPARISON

- Dyson's volume lead over Philips grows once discount accounts are removed: 1,062 versus 842 unique items, 887 versus 571 excluding news and discount accounts.
- Dyson's first recorded median reels views are 29,476 (n=333) against Roborock's 66,569 (n=55); Roborock ran #YorulmayaGerekYok (no need to get tired) in 9 reels with food, comedy and family faces, first recorded median 244,337.
- Dyson and Dreame competed on the same days in hair styling: #DysonİleİyiBak (look good with Dyson), 8 reels (22–31 Oct), against Dreame's #SeninRitminSeninStilin (your rhythm, your style), 10 reels (20–30 Oct); first recorded median 126,766 versus 89,696.
- Against Dyson's 353 posts and reels in 30 days, Shark has 9 and Braun 7; Shark's only hair reel is Glam, and 104 of Braun's 111 unique items are linked stories.
- At Dyson one account posted at most 13 items; single accounts stand out at the small brands: @kizlarin.sirlari 11 stories at Kärcher, @coffee__home__ 7 stories at Bissell, @aileguncesi 5 reels at Arnica.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Comparison table

Volume, format, creator pool, disclosure and performance; brands are ordered by 30-day volume.

BRAND	CONTENT 30 D	INFLUENCERS	FORMAT MIX STORIES · REELS · POSTS	MACRO+MEGA CONTENT SHARE	REPEAT CREATOR SHARE	AD DISCLOSURE	COLLAB POSTS	MEDIAN REEL VIEWS	MEDIAN POST ER PER FOLLOWER	MEDIAN REEL ER PER VIEW
Dyson	**1,062**	642	67% · 32% · 2%	48.7%	57.0%	36.0%	0.8%	29.5K n=333	0.07% n=6	0.86% n=256
Philips	**842**	438	86% · 13% · 1%	50.9%	64.7%	30.2%	0.0%	27.7K n=106	0.07% n=7	0.74% n=81
Roborock	**173**	122	68% · 32% · 1%	49.7%	48.6%	41.1%	2.3%	66.6K n=55	0.66% n=1	0.79% n=43
Braun	**111**	83	94% · 5% · 1%	53.2%	38.7%	0.0%	0.0%	5,514 n=6	0.03% n=1	0.49% n=3
Kärcher	**97**	61	86% · 12% · 2%	62.9%	51.5%	42.9%	1.0%	4,146 n=12	0.09% n=2	1.15% n=8
Dreame	**80**	64	62% · 34% · 4%	48.7%	33.8%	73.3%	5.0%	71.5K n=27	0.16% n=3	1.32% n=24
Bissell	**77**	54	90% · 10% · 0%	40.3%	44.2%	62.5%	1.3%	11.7K n=8	— n=0	1.08% n=4
Shark	**51**	48	82% · 14% · 4%	43.1%	11.8%	66.7%	0.0%	41.1K n=7	0.26% n=2	1.12% n=3
Arnica small sample	**14**	8	50% · 43% · 7%	42.9%	64.3%	42.9%	7.1%	30.8K n=6	1.16% n=1	0.73% n=6
Fakir small sample	**6**	6	100% · 0% · 0%	33.3%	0.0%	—	0.0%	— n=0	— n=0	— n=0

Stories Reels Posts

Period 3 Oct – 1 Nov 2026. The report takes Dyson as the focus brand; the other brands are read relative to Dyson. Medians in the table and the weekly series were computed from first recorded counts; the most-viewed lists and collages are ranked by current views read from Instagram on 2 Nov 2026. Format split, macro+mega share, repeat creator share, ad disclosure and co-publishing are on a unique-item basis (in this report the number of account-content rows equals the number of unique items). Macro 100K–1M, mega 1M+ followers. Repeat creator share: the share of content produced by accounts that posted the brand 2+ times in the period. Ad disclosure: the share of posts and reels carrying a #reklam / #işbirliği / #tanıtım label, including the “Ücretsiz #reklam” (free #reklam) label on gifted products and excluding items noted “reklam değil/yok” (not an ad / no ad) or “kendim aldım” (I bought it myself) (stories are not part of this rate). Co-publishing: content published with Instagram's co-author feature. Views apply to reels only; reels with likes but views recorded as 0 are left out of the views median. ER = (likes + comments) rate, two separate medians: per follower for posts, per view for reels; the two have different denominators and are not comparable with each other. n = items in the median; items with hidden like counts are excluded.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Scope and method

Data source, brand matching, media analysis and limits.

DATA SOURCE

- Turkish Instagram accounts tracked by Starlecta: about 12,000 at the start of the period; the tracked base grew past 53,000 between 24 Oct and 1 Nov; posts, reels and stories.
- Period: 3 Oct – 1 Nov 2026 (30 days). For the weekly trend, a 180-day series (from the week of 4 May 2026).
- In total 2,500 items, 1,149 distinct accounts; the 12 items mentioning more than one brand were counted separately under each brand.
- Follower, category and audience (gender, age, city) data come from Starlecta profile data.
- Even if a brand's tag, mention and link appear several times in the same content, the content was counted once for that brand.
- Brands' own accounts' posts were not counted. Removed: 2 Dyson items whose tag does not exactly match the brand name (e.g. #dysonçantası, “Dyson bag”), 1 item where brands appear only in a discount-forecast list, and 2 tag matches where the brand's product is not in the visual.

BRAND MATCHING

Brand and sub-brand account tags (@), hashtags and brand names in the caption text. Dyson's product-line and campaign hashtags (e.g. #dysonairwrap, #dysonv15, #dysonileiyibak) were credited to Dyson; for rivals, brand names, brand account tags and brand links were used. Frequently matched accounts:

Dyson	@dysonturkiye, @dyson, @dysonairwrap, @dysonairsmooth, @dysonairstrait
Philips	@philipsturkiye, @philips
Roborock	@roborocktr, @roborock
Braun	@braun
Kärcher	@karcherturkiye, @karcher
Dreame	@dreame_turkiye, @dreame, @dreameturkiye
Bissell	@bissellturkiye, @bissell
Shark	@sharkninja, @sharkhome
Arnica	@arnicaevaletleri
Fakir	

MEDIA ANALYSIS

- 2,236 unique creatives were analysed visually: images directly, videos by opening frame and a 4-frame summary.
- Of the 531 reels analysed, 531 were assessed from the video itself, the rest from the cover. The audio of 543 videos with speech was transcribed; communication language comes from these and the captions.
- Each creative was classified by content type, tone, product placement, setting, creator on camera, call to action and occasion; under 1% unclassified.
- Repeated identical images (perceptual similarity) count as one creative.
- Views were read from Instagram on 2 Nov 2026; for the 24 reels that could not be read, the first recorded count was used. Medians and rates use first recorded counts.

LIMITS AND READING NOTES

- The universe is not all of Instagram; absolute volumes are lower bounds. The number of tracked accounts grew within the 180 days, so weekly trends show direction only.
- For stories, visibility is measured by content count; ad disclosure and performance are calculated from posts and reels. Ad disclosure covers the 'Ücretsiz #reklam' (free #reklam) tag on gifted products; content with a 'reklam değil/yok' (not an ad) or 'kendim aldım' (I bought it myself) note is not part of the rate.
- Fakir (6) and Arnica (14 items) are small samples; rates show direction only.
- Sector news and deal/discount accounts were flagged separately; overlap and creative selections were prepared without these accounts.
- A brand name appearing is not proof of a paid collaboration.

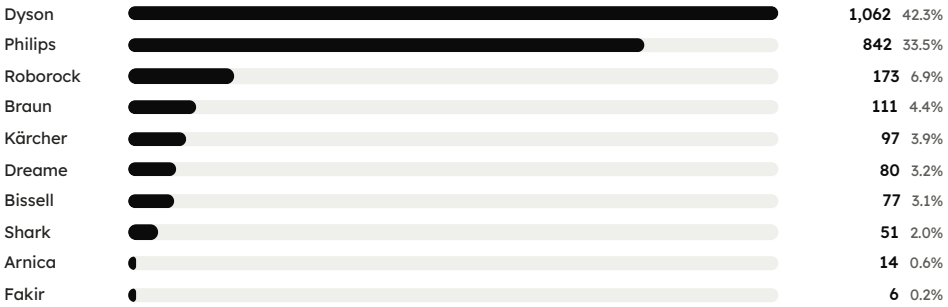
Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Visibility share, format and follower segment

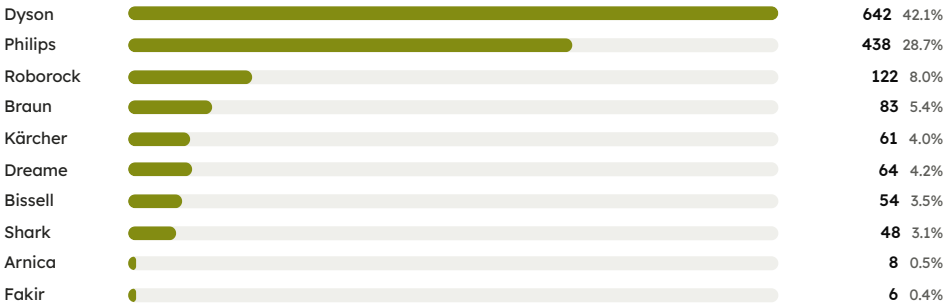
How visible is each brand, in which format and with accounts of what size?

VISIBILITY SHARE

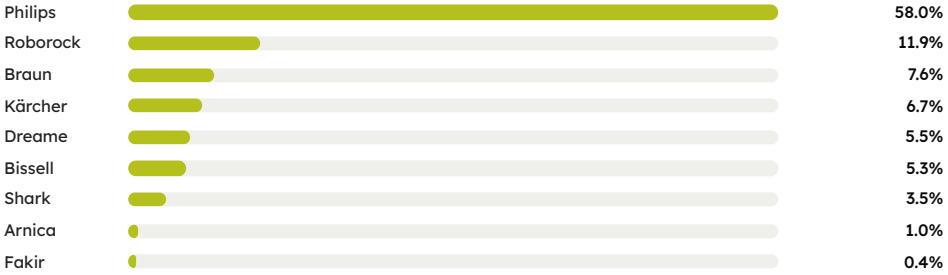
NUMBER AND SHARE OF ITEMS · N = 2,513 BRAND ASSIGNMENTS



NUMBER AND SHARE OF INFLUENCERS · N = 1,526 BRAND–ACCOUNT PAIRS

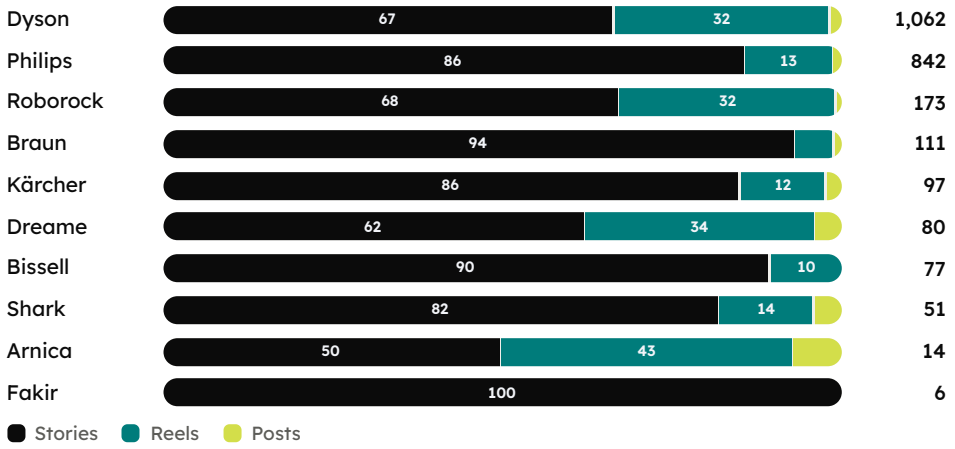


SHARE OF ITEMS EXCLUDING DYSON · N = 1,451

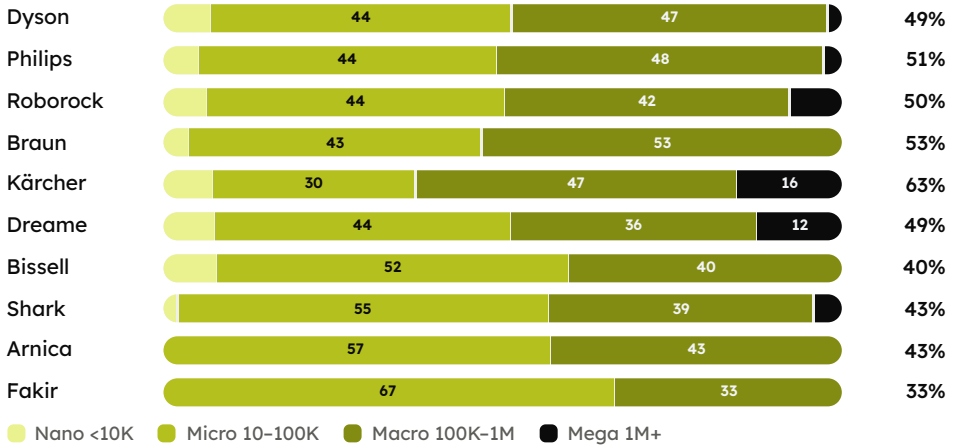


FORMAT AND FOLLOWER SEGMENT

FORMAT MIX, CONTENT SHARE · CONTENT COUNT AT RIGHT



FOLLOWER SEGMENT, CONTENT SHARE · MACRO+MEGA SHARE AT RIGHT



Period 3 Oct – 1 Nov 2026; items mentioning more than one brand were counted under each brand. Follower segment by the account's current follower count.

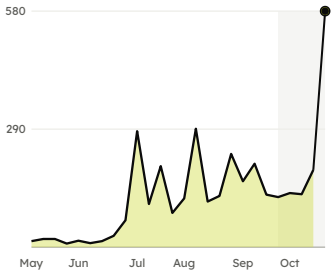
Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Weekly volume, 180 days

Campaign waves: which brand peaked when?

Dyson

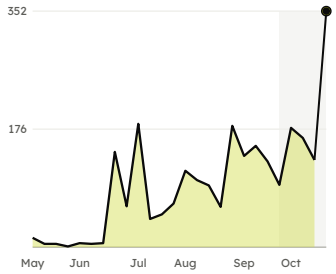
1,062 items / 30 d · 3,403 / 180 d



Peak: week of 26 Oct, 580 items

Philips

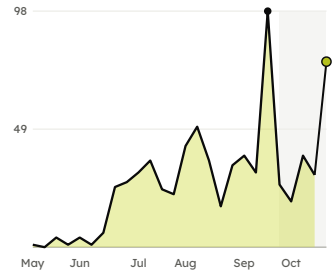
842 items / 30 d · 2,463 / 180 d



Peak: week of 26 Oct, 352 items

Roborock

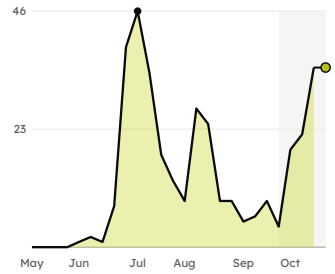
173 items / 30 d · 718 / 180 d



Peak: week of 21 Sep, 98 items

Braun

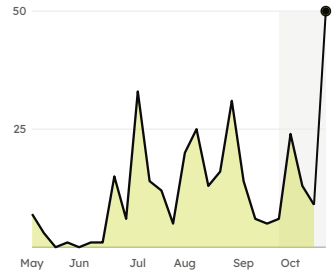
111 items / 30 d · 375 / 180 d



Peak: week of 6 Jul, 46 items

Kärcher

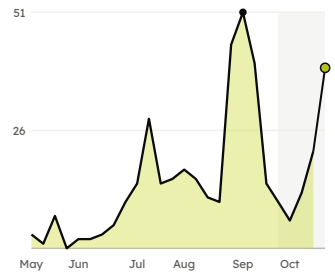
97 items / 30 d · 330 / 180 d



Peak: week of 26 Oct, 50 items

Dreame

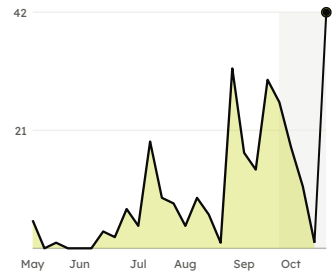
80 items / 30 d · 394 / 180 d



Peak: week of 7 Sep, 51 items

Bissell

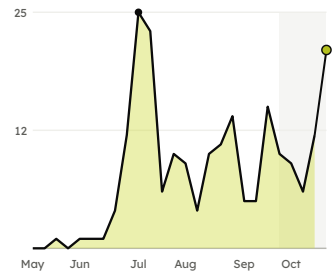
77 items / 30 d · 269 / 180 d



Peak: week of 26 Oct, 42 items

Shark

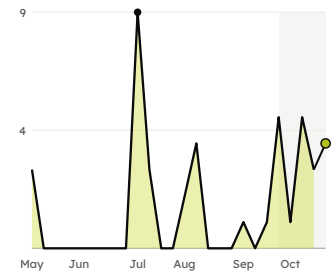
51 items / 30 d · 215 / 180 d



Peak: week of 6 Jul, 25 items

Arnica

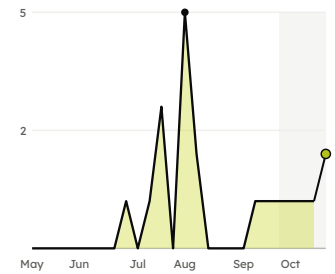
14 items / 30 d · 41 / 180 d



Peak: week of 6 Jul, 9 items

Fakir

6 items / 30 d · 20 / 180 d



Peak: week of 3 Aug, 5 items

30-day analysis period

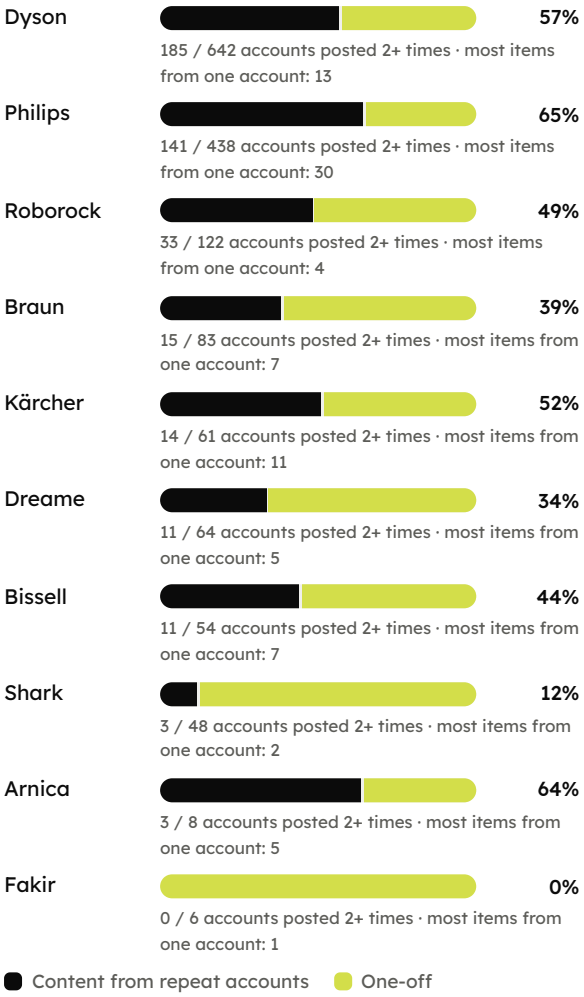
Weekly item count (weeks starting Monday), 4 May – 1 Nov 2026, n = 8,228 brand assignments. Each panel's vertical scale is its own; for levels across brands see the previous page. The series shows 180-day weekly volume using the same matching. The tracked account base grew on 24–26 Oct: the posts and reels of the new accounts were back-filled to the end of July, while their stories exist only from the day they were added. Week-to-week comparison should be made on posts and reels; story counts reflect that week's account base and matching. The last point is the report week. Because the number of tracked accounts increased during the period, trends show direction only; early weeks may look low.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Creator pool, disclosure and timing

Same accounts, or a wide pool? How is disclosure made, and when is content posted?

REPEAT AND ONE-OFF CREATORS



DISCLOSURE AND BRAND LINK

BRAND	AD DISCLOSURE	COLLAB POSTS	BRAND TAG	PAID PARTNERSHIP	N
Dyson	36%	1%	8%	0%	353
Philips	30%	0%	3%	0%	116
Roborock	41%	2%	10%	1%	56
Braun	0%	0%	0%	0%	7
Kärcher	43%	1%	4%	0%	14
Dreame	73%	5%	18%	1%	30
Bissell	62%	1%	3%	0%	8
Shark	67%	0%	2%	0%	9
Arnica	43%	7%	21%	0%	7
Fakir	—	0%	0%	0%	0

Ad disclosure: #reklam/#işbirliği/#tanıtım (including gifted “Ücretsiz #reklam”; excluding “reklam değil/yok”), among posts+reels (n = items). Co-publishing, brand tag and Instagram paid-partnership label across all items.

POSTING DAY

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hour
Dyson	20	15	14	7	10	13	21	22:00
Philips	14	18	11	11	11	7	27	21:00
Roborock	9	16	13	6	15	9	31	17:00
Braun	8	20	25	4	15	10	17	22:00
Kärcher	20	10	9	9	21	7	24	16:00
Dreame	10	21	16	12	14	12	14	18:00
Bissell	10	16	8	12	1	12	42	12:00
Shark	24	18	16	16	0	12	16	18:00
Arnica	0	14	50	0	14	14	7	16:00
Fakir	17	17	17	17	0	17	17	10:00

In-cell percentage: distribution of items across days of the week (Turkey time). A dark cell is the brand's busiest days; the last column is the busiest hour. n = the brand's 30-day item count (Dyson 1,062 … Fakir 6).

Period 3 Oct – 1 Nov 2026. Fakir and Arnica are small samples (6–14 items).

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Who with whom: influencer overlap

Do rival brands work with the same influencers?

SHARED INFLUENCER COUNT

	Dyson	Philips	Roborock	Braun	Kärcher	Dreame	Bissell	Shark	Arnica	Fakir
Dyson	567	92	29	19	12	12	10	6	1	4
Philips	92	349	23	19	10	9	10	11	1	2
Roborock	29	23	92	4	4	8	4	1	0	1
Braun	19	19	4	56	4	1	5	5	1	1
Kärcher	12	10	4	4	39	2	6	3	0	2
Dreame	12	9	8	1	2	55	3	3	0	0
Bissell	10	10	4	5	6	3	46	3	0	2
Shark	6	11	1	5	3	3	3	40	0	1
Arnica	1	1	0	1	0	0	0	0	4	0
Fakir	4	2	1	1	2	0	2	1	0	6

Diagonal: the brand's number of influencers. Cell: number of accounts that posted both brands in the period. News and deals accounts excluded; n = 1,016 accounts, 175 accounts in 2+ brands.

SHARED ACCOUNTS BETWEEN DIRECT RIVALS

Dyson – Philips 92 in common

@tam_kararinda, @trendy.shoppings, @tuncokburcu, @guleninblogu, @sunumtakintisi

Dyson – Roborock 29 in common

@mertbayantemur, @seraygurell, @mystilmy, @ceyizz_zimbirtilari, @ilkimkutval

Dyson – Braun 19 in common

@damyskitchen, @mystilmy, @balooun, @banacokyakisir, @shopbysev

Dyson – Dreame 12 in common

@mystilmy, @busracitaak, @ilkimkutval, @ilaydabakirci_, @salihyolusever

Dyson – Shark 6 in common

@balooun, @bebek_mutfagii, @bayantulaa, @uygunalisveriskeyfi, @gizleblog

REGULAR CREATORS POSTING SEVERAL BRANDS · CONTENT COUNT

@mystilmy 501K followers

Philips 16 · Dyson 11 · Braun 2 · Bissell 2 · Roborock 1 · Kärcher 1 · Dreame 1

@balooun 468K followers

Philips 11 · Dyson 8 · Kärcher 4 · Braun 2 · Bissell 1 · Shark 1 · Fakir 1

@tasarrufluannebaba 233K followers

Dyson 3 · Philips 3 · Roborock 1 · Kärcher 1 · Fakir 1

@ilkimkutval 446K followers

Dyson 7 · Philips 3 · Roborock 1 · Dreame 1

@ilaydabakirci_ 330K followers

Dyson 1 · Kärcher 1 · Dreame 1 · Bissell 1

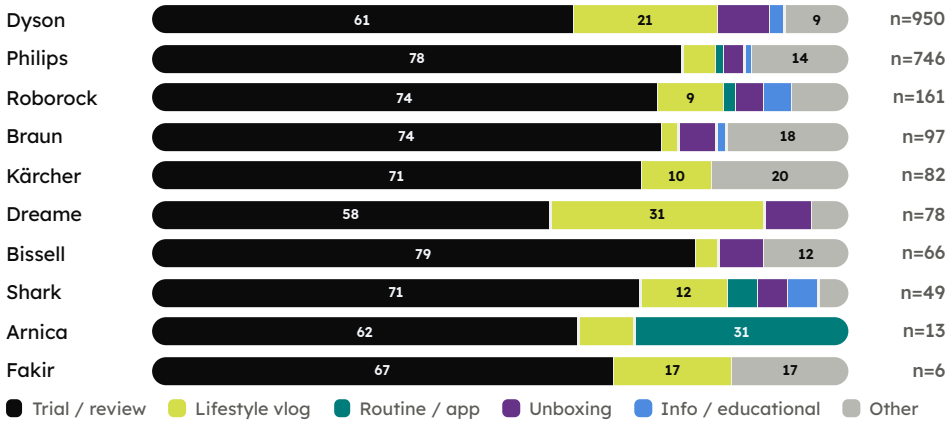
News and deal accounts were excluded because they inflate the raw overlap.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

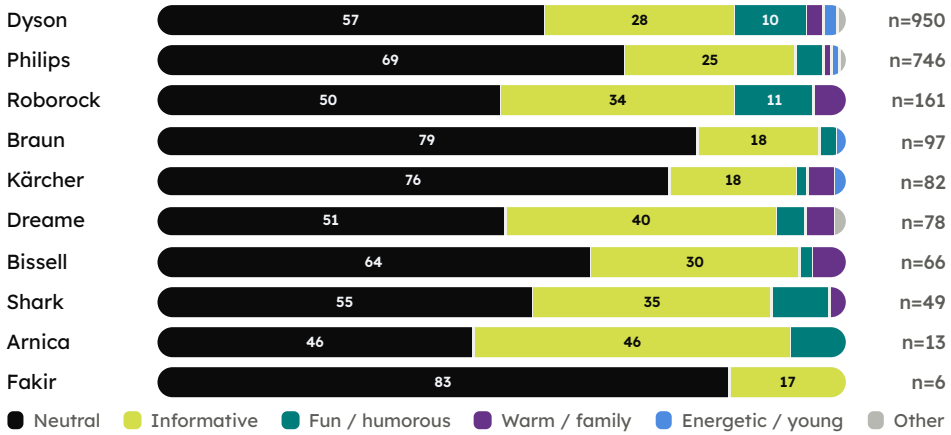
Creative and communication comparison

How brands build their content: type, tone, product placement, setting and call to action.

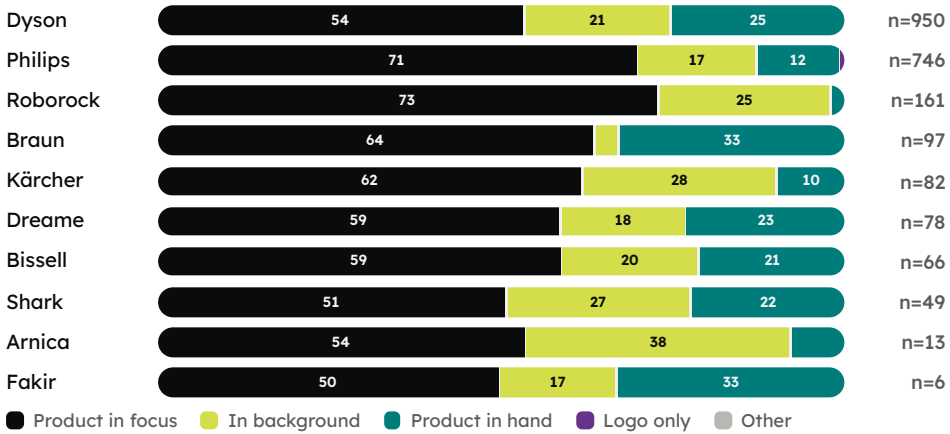
CONTENT TYPE



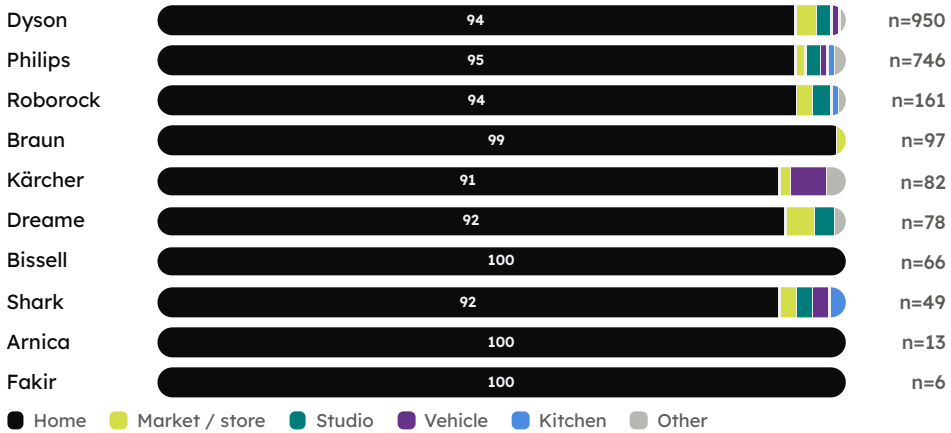
TONE



PRODUCT PLACEMENT



SETTING



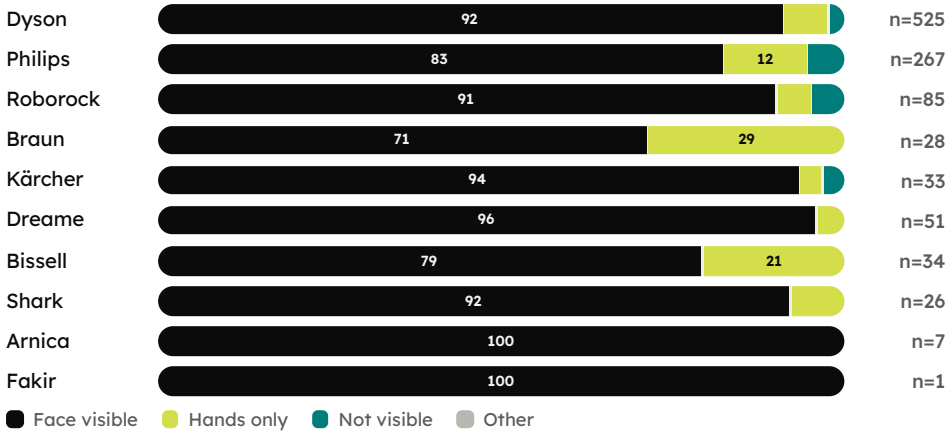
Automatic visual and speech classification by creative; repeated identical visuals were counted as one creative. n = creatives analysed. Fakir and Arnica are small samples.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

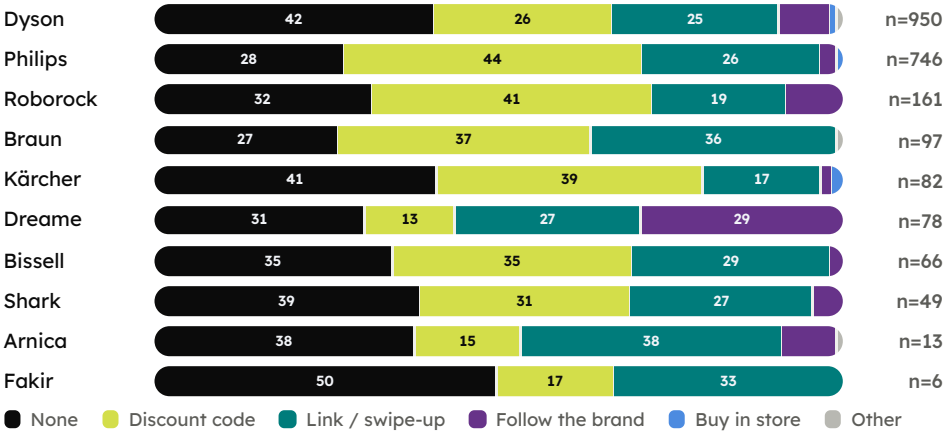
Creative and communication comparison (continued)

How brands build their content: type, tone, product placement, setting and call to action.

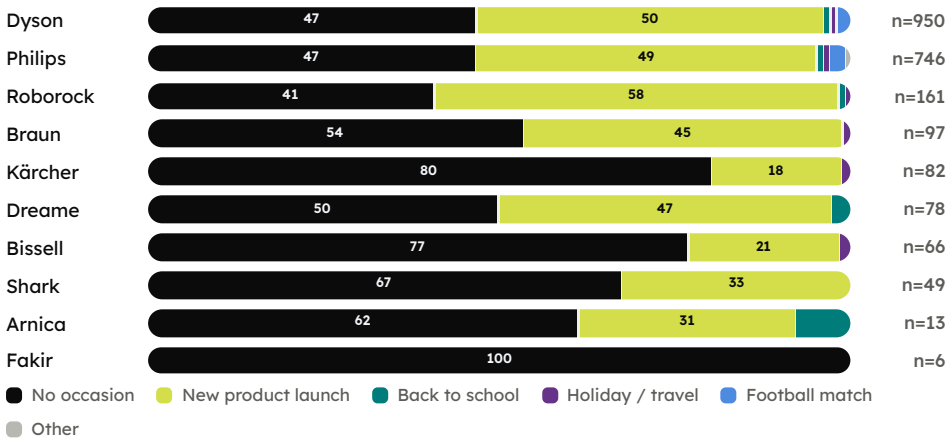
IS THE CREATOR ON CAMERA? (VIDEOS)



CALL TO ACTION



PERIOD / OCCASION



Automatic visual and speech classification by creative; repeated identical visuals were counted as one creative. n = creatives analysed. Fakir and Arnica are small samples.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Dyson

Numbers, creative selection and summary

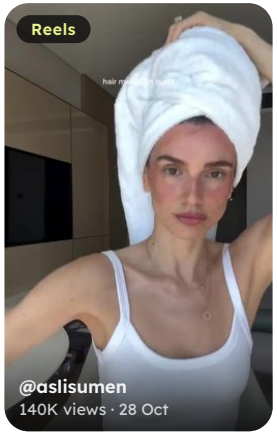
ITEMS · 30 D	INFLUENCERS	FORMAT	MEDIAN REELS VIEWS	ER · POST	ER · REELS	AD DISCLOSURE
1,062	642	67% · 32% · 2% stories · reels · posts	29.5K n = 333 reels	0.07% median, per follower · n = 6	0.86% median, per view · n = 256	36% posts+reels, n = 353 items · co-publishing 1%









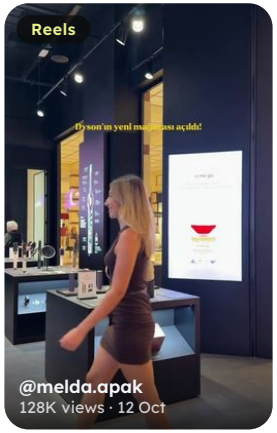












SUMMARY

Dyson tells hair and home as two stories on a wide organic trial base; paid content peaks at the end of October (#DysonİleİyiBak, #işbirliği reels).

- In 30 days Dyson leads the panel: 1,062 unique items, 642 influencers (Philips 842/438, Roborock 173/122, Dreame 80/64); 887 without news and discount accounts.
- Two product stories: hair (Airwrap, Airsmooth, Airstrait: #dysonairwrap 44, #dysonairsmooth 28, #dysonairstrait 21) and home (V16/V12, HushJet).
- Paid wave at the end of October: #DysonİleİyiBak / #DysonRutinim 8 reels, 7 influencers, 22–31 Oct; V16/V12 and HushJet #işbirliği reels over 5–30 Oct.
- Ad disclosure (#reklam/#işbirliği/#tanıtım): Dyson 36.0% (127 / 353 non-story rows), Philips 30.2%, Roborock 41.1%, Dreame 73.3%; 91 Dyson rows carry an organic note.
- Organic: Airstrait tips, cleaning guides, service stories, dupes / cheaper alternatives, head-to-head tests (@itsbernakoc Dyson-BaByliss, @laraezgisonmez0 Dyson-Arzum).

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@gamzeyahuu		156K	13
@indirimtakippremium deals	Shopping & deals	11.3K	13
@ceyizlerinizburaya deals	Shopping & deals	116K	12
@mystilmy	Fashion & style	501K	11
@firsatdolutr deals	Shopping & deals	9,462	9

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Dyson · campaigns and collaborations

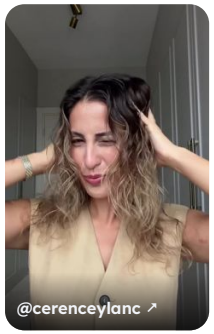
Campaigns standing out in the period, with sample content (clicking the image opens it on Instagram)

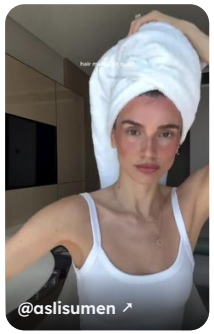
CAMPAIGN

#DysonİleİyiBak / #DysonRutinim (hair)

22–31 Oct 2026

In 8 reels, 7 influencers presented Airstrait and Airwrap's Plum Copper colour, Corrale CoolShine, Airsmooth and Co-anda2x with #reklam and a note such as “@dysonturkiye ile işbirliği” (collaboration with @dysonturkiye) or “tarafından sağlandı” (provided by); these names appear with no other brand in the panel. Dreame published AirStyle Pro HI reels on the same days with @belinaysandkc and @lalfizu.





@cerenceylanc A pain-point hook (“Evde fön çekmeyi beceremeyen biri olarak”, as someone who can't blow-dry at home) and Airsmooth from wet to dry; 289,934 current views (Instagram, 2 Nov), the campaign's second highest.

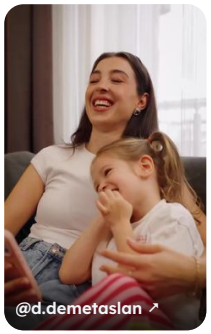
@aslisumen Fashion language (“hair makes an outfit”) and Plum/Copper Airwrap; the campaign's highest ER at 3.20% per view, 869,172 followers.

CAMPAIGN

V16 Piston Animal and V12 Detect Slim Submarine (home)

9–30 Oct 2026

Mom, home and pet accounts (@tekeligozde, @bgmoner, @eylulkaymakx, @hazalsence, @d.demetaslan) showed sweeping and wet cleaning with baby, cat-hair and spilled-coffee scenes, noted #reklam or #işbirliği. @lenamarinozdemir's #işbirliği family sketch is on this line too.





@d.demetaslan A home wrecked by a child and a grandmother visit; wet-dry cleaning with the V16 Piston Animal Submarine; 135,046 current views (Instagram, 2 Nov).

@hazalsence A sketch of “making peace” with a neglected floor: the V12 Submarine picks up a coffee stain and cat hair; #DysonileİçimRahat (at ease with Dyson), ER 1.92% per view.

CAMPAIGN

HushJet: #DysonİleİyiNefes and the football studio

5–23 Oct 2026

@adayilmaz, @adasaridikmen, @sezgin.elif, @selenkonus and @aybukebaygull presented the HushJet through its formaldehyde filter, quiet and the cat household, noted #reklam and #işbirliği. @nowsporturkiye introduced the device as the studio's “new guest”; 8 of the account's reels tag @dysonturkiye, two co-published with @ersinduzen; Philips posted 11 reels on the same account.





@sezgin.elif #DysonİleİyiNefes (breathe well with Dyson): a childhood memory and a cat household, formaldehyde filter and quiet operation; 81,199 current views (Instagram, 2 Nov).

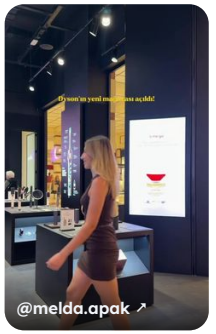
@nowsporturkiye The reel that opens the series: the commentator introduces Dyson's compact air purifier as the studio's “new guest”.

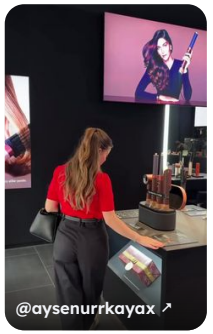
CAMPAIGN

Store openings: Adana M1 and Florentia Village

10–26 Oct 2026

@cansucanlilar and @melda.apak toured the demo store in Adana, @lalihlerimed, @aysenurrkayax and @ozgedndrrr the Florentia Village store, noted #reklam or #işbirliği; opening gifts stood out. @arcrozaa and @homeewithin shared box personalisation noted “reklam değil” (not an ad).





@melda.apak Opening tour and gift list (a fan with the air purifier, Pencilwash with the V16 and V10); 127,775 current views (Instagram, 2 Nov).

@aysenurrkayax Florentia Village tour: a toothbrush with a camera, and a Pencil Wash gift for whoever buys a V16 Piston Animal; 114,527 current views (Instagram, 2 Nov).

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Dyson · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Macro+mega accounts are 48.7% of 1,062 account-content rows (Philips 50.9%, Roborock 49.7%, Dreame 48.7%); median followers Dyson 71,752, Philips 81,607, Roborock 78,221, Dreame 102,534.
- 185 influencers (28.8%) posted more than one item and carried 57.0% of rows; Philips 64.7%, Roborock 48.6%, Dreame 33.8%; at most 13 per person (Philips 30).
- The largest categories of the 642 influencers are beauty (14.2%) and home-living (13.1%); at Philips and Roborock discount accounts lead (20.1% and 23.0%), at Dreame beauty (17.2%).
- 76.5% of the 567 influencers outside news and deals accounts post Dyson only (Philips 65.3%, Roborock 52.2%, Dreame 61.8%); shared names are 92 with Philips, 29 with Roborock, 12 with Dreame.
- Co-publishing is 9 rows (0.8%; Philips 0.0%, Roborock 2.3%, Dreame 5.0%), four with @ersinduzen; @vogueturkiye and @oggustocom publish the "Chefs' Kitchens with Dyson" interviews.

PLATFORM AND FORMAT

- Of 1,062 unique items, 66.8% are stories, 31.6% reels, 1.6% posts; story share Philips 86.2%, Roborock 67.6%, Dreame 62.5%.
- Among the 333 reels with recorded views, the first recorded median is 29,476, ER per view 0.8565% (256); Philips 27,656 / 0.7449%, Roborock 66,569 / 0.7946%, Dreame 71,483 / 1.3185%.
- On a posts and reels basis: week of 5 Oct 56, 12 Oct 71, 19 Oct 114, 26 Oct 97; excluding discount accounts 54, 71, 89, 85.
- 20.8% of posts are on Sunday, 19.8% on Monday, peak hour 22 (15.5%); Sunday share Philips 27.3%, Roborock 30.6%, Dreame peaks on Tuesday (21.2%).

CREATIVE APPROACH

- Product review/trial is 61.3% of 950 analysed items, daily-life vlog 20.7%; review share Philips 77.6%, Roborock 73.9%, Dreame 57.7%.
- The product is mostly in use: in-hand display 25.4%, product-focused frame 53.7% (950 items); in-hand display Philips 11.8%, Roborock 1.9%, Dreame 23.1%.
- A face appears in 91.6% of 525 videos and 54.9% have speech; face/speech Philips 82.8%/43.1%, Roborock 90.6%/51.8%, Dreame 96.1%/62.7%.
- Humorous tone 10.3% (Philips 3.8%, Roborock 11.2%, Dreame 3.9%); in organic, "Kızların PS5'i" (the girls' PS5) unboxings, "kocam aldı" (my husband bought it) sketches and Airstrait comb/boost tips spread.

CONTENT SCRIPTS

- Paid hair reel: question or pain-point hook → product and feature (PivotFlex, Cool Shine, boost mode) → before-after hair → #reklam and partner tag.
- The home reel opens with a family or pet scene (baby, cat hair, spilled coffee) → wet-dry head swap → clean floor → #işbirliği note.
- Organic trial: "kendim aldım" (I bought it myself) note → introducing hair type → half-head test or Dyson–dupe comparison → question in the comments (@gizematilaa, @busrarii, @damla.daily).
- Stories (709) carry visibility: price card, link sticker, campaign summary; multi-brand accounts like @mystilmy and @balooun also share prices in stories for rivals.

COMMUNICATION LANGUAGE

Warm and instructive: paid content ties the product to an everyday pain point or story, organic content speaks with "kendim aldım" (I bought it myself) openness, tips and humour.

> **"Dünyadaki en nadir taş nedir?" (What is the rarest stone in the world?)**

> **"Evde fön çekmeyi beceremeyen biri olarak saçımı bu halden bu hale nasıl getiriyorum?" (As someone who can't blow-dry at home, how do I get my hair from this to that?)**

> **"Bebekli bir evde temizlik hiç bitmiyor!" (Cleaning never ends in a house with a baby!)**

> **"Biz Dyson'ı yanlış kullanıyormuşuz." (We've been using Dyson wrong.)**

- Paid reels use the pattern "#reklam … @dysonturkiye ile işbirliği" (collaboration with @dysonturkiye) or "tarafından sağlandı" (provided by) and the tags #DysonİleİyiBak, #DysonRutinim. The Instagram paid-partnership label appears in only 2 rows.
- 91 rows carry an organic note such as "reklam yok" (no ad) or "kendim aldım" (I bought it myself) (Philips 26, Roborock 15, Dreame 3); a common pattern is "kendim aldım ama marka göründüğü için #reklam" (I bought it myself but #reklam because the brand is visible).
- In visual analysis, 41.6% of 950 items have no call to action, 26.3% a discount code, 24.5% a link; discount code Philips 43.7%, Roborock 41.0%, Dreame 12.8%.

DATA NOTE

- 709 stories carry no caption or engagement, only visibility; the 483 stories in the week of 26 Oct reflect the base that expanded on 24–26 Oct, not a campaign spike.
- 175 items come from discount accounts (Philips 270, Roborock 46, Dreame 13); of the 114 posts and reels in the week of 19 Oct, 25 are these, mostly relaying the "0 TL PencilVac" offer.
- Median views and ER are first recorded counts, the sample reels show current views (Instagram, 2 Nov); the post ER rests on only 6 posts.

STANDOUT CREATIVES



@heytuvba ↗
Opens with a story, not the product: the question "Dünyadaki en nadir taş nedir?" (What is the rarest stone in the world?) ties the Plum Copper colour to a mineral known from a single specimen; #reklam, 398,898 current views (Instagram, 2 Nov).



@gizematilaa ↗
An Airsmooth test on curly hair noted "#reklam yok kendim aldım" (no ad, I bought it myself); 2,565,560 current views (Instagram, 2 Nov) with 12,981 followers, the period's most-viewed Dyson reel.



@lenamarinozdemir ↗
An #işbirliği family sketch: play with her daughters, spills and the line "Havayı temizliyor hem de sessizce" (It cleans the air, and quietly too); with 7 supporting stories, ER 2.17% per view.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · ITEMS

@dysonturkiye 242 · @dyson 31 · @dysonbeauty 10 · @dyson_dach 8 · @dyson_arabia 5

TOP HASHTAGS · ITEMS

#dyson 159 · #dysonairwrap 43 · #dysonairsmooth 24 · #dysonairstrait 21 · #dysonhair 19 · #temizlik 17

News and deals accounts excluded.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Philips

Numbers, creative selection and summary

ITEMS · 30 D	INFLUENCERS	FORMAT	MEDIAN REELS VIEWS	ER · POST	ER · REELS	AD DISCLOSURE
842	438	86% · 13% · 1% stories · reels · posts	27.7K n = 106 reels	0.07% median, per follower · n = 7	0.74% median, per view · n = 81	30% posts+reels, n = 116 items · co-publishing 0%





















SUMMARY

Philips builds volume on coded, linked stories; influencer output centres on LatteGo guides, football-led men's grooming and appliance reviews.

- 842 unique items, 438 influencers; 86.2% are stories, 663 of the 842 items link-only stories.
- 270 items are from discount accounts (@firsatatikla 30, @indirimtakippremium 13); without them and the single news item, 571 remain.
- The other 92 reels and 6 posts span coffee, men's grooming, cleaning, ironing, IPL, kitchen appliances, monitors and TVs.
- Ad disclosure (#reklam/#işbirliği/#tanıtım): 30.2% of 116 non-story rows (35); Dyson 36.0% of 353; 26 rows carry an organic note.
- Football links the brands: Philips' 11-reel grooming segment on @nowsporturkiye, Dyson's 8 studio reels on the same account.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@firsatatikla deals	Shopping & deals	219K	30
@bunubianlat	Food & drink	54.7K	17
@mystilmy	Fashion & style	501K	16
@indirimtakippremium deals	Shopping & deals	11.3K	13
@balooun	Street fashion & luxury	468K	11

Philips · campaigns and collaborations

Campaigns standing out in the period, with sample content (clicking the image opens it on Instagram)

CAMPAIGN

#PhilipsErkekBakımSeti · #ÇıtayıYükseltenOyuncu (football)

4 Oct – 1 Nov 2026

In @nowsporturkiye's 11 reels, commentators call the player one who “raises the bar with the Philips men's grooming set”; @hastalik_bufutbol's three reels headed “ Reklam” (Ad) feature the OneBlade and the grooming set.





@nowsporturkiye The segment announcement is inside the commentary: praise of the player is combined with the product name; current views (Instagram, 2 Nov) 154,449.

@hastalik_bufutbol The football story opens with #PhilipsOneBlade #StilinleŞekillendir and an “ Reklam” (Ad) heading; current views (Instagram, 2 Nov) 621,269.

CAMPAIGN

LatteGo care and recipe guides (#philipslattego / #lattego)

4–28 Oct 2026

@bunubianlat runs an 11-reel care and recipe series (descaling oil, limescale, grind setting, Aquaclean filter); the texts carry both #reklam and a “reklam yoktur” (this is not an ad) note.





@bunubianlat The series' most viewed, current views (Instagram, 2 Nov) 324,730: a care step showing four months of built-up oil, noted “*reklam yoktur” (*not an ad).

@selmaimert A regular cleaning routine from the user's view, no ad label; current views (Instagram, 2 Nov) 412,209.

CAMPAIGN

Home appliances: Philips OneUp and PureProtect (#HavadaPhilipsTemizliğiVar)

12–18 Oct 2026

@ilkaycabisiler presents the OneUp in the series 'Parasını kesinlikle hak eden ürünler' (products that absolutely deserve their price) with #reklam/#İşbirliği and a product-shipment note; the air purifier is covered by @zuleyhaokutann in a reel and @mervenurakyuz in a story.





@ilkaycabisiler A review noted 'Ürün @philipsevurunleriturkiye tarafından sağlandı.' (Product provided by @philipsevurunleriturkiye.); current views (Instagram, 2 Nov) 151,923.

@zuleyhaokutann An air purifier with a baby and cat household story; tagged #HavadaPhilipsTemizliğiVar and #reklam.

CAMPAIGN

Retail visibility: BİM weekly offers (IPL Lumea, boiler iron)

17–31 Oct 2026

BİM products are shared mostly by discount accounts, including the period's most-viewed Philips reel; influencers describe the boiler iron in price and deal language.





@edaozblog A feature list and the comment prompt 'Sizce fiyatı nasıl?' (What do you think of the price?); current views (Instagram, 2 Nov) 119,211.

@harikaevfikirleri An opening of 'Ütü yapmak artık eziyet değil, keyif!' (Ironing is no longer a chore, it's a pleasure!); tagged #BimAktüel and #reklam.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Philips · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Of 438 influencers, 49.5% are micro and 42.2% macro; 50.9% of rows come from macro and mega accounts, median followers 81,607.
- 141 influencers (32.2%) produce 64.7% of rows; repeaters without discount accounts are @bunubianlat (54,665; 17), @mystilmy (500,725; 16), @nowsporturkiye (322,563; 11).
- Categories (438 influencers): shopping/deals 20.1%, parent-family 13.9%, home-living 12.3%, food-drink 11.0%; 79.2% of influencers are women.
- 92 influencers shared with Dyson, 26.4% of Philips' 349 influencers; @mystilmy (Philips 16, Dyson 11) and @balooun share stories in seven brands.
- 65.3% of the 349 influencers outside discount and news accounts post only Philips in the panel. There is no co-publishing at all.

PLATFORM AND FORMAT

- Of 842 items, 86.2% are stories (at Dyson 66.8% of 1,062 items), 12.7% reels, 1.1% posts; 663 of 726 stories match through a link only.
- Median reels views by first recorded count 27,656 (106 reels with recorded views), Dyson 29,476 (333); median ER per view 0.74% (81 reels).
- Weekly 26, 31, 19 and 32 items on a posts and reels basis (weeks of 5 Oct–26 Oct); 320 stories appear in the week of 26 Oct.
- 27.3% of 842 rows were posted on Sunday; busiest hour 21:00 (14.5%).

CREATIVE APPROACH

- In visual analysis, 77.6% of 746 items are product review/trial, in 70.8% the product is at the centre of the frame; life vlog only 4.4%.
- A face appears in 82.8% of videos, speech in 43.1% (267 videos); coffee guides proceed with hands and on-screen text.
- Men's grooming sits in multi-brand routines: @iampoyrazyildirim lists the Philips shaver among other brands in night and morning routines with a '*reklam' note.
- Comparison and long-use testimony stand out: a four-upright-vacuum test (including Dyson), a '6 yıllık deneyim' (6 years of experience) iron; humour is 3.8% of 746 items.

CONTENT SCRIPTS

- Football reel: the commentator's sentence becomes the title → studio analysis → announcement of 'Philips erkek bakım setiyle çıtayı yükselten' (raising the bar with the Philips men's grooming set); product in the background.
- LatteGo guide: problem sentence ('Kahven eskisi kadar sıcak olmuyorsa', if your coffee isn't as hot as it used to be) → machine and hands step by step → frequency tip; on-screen text instead of speech.
- Coded story: product image, price, discount code or link; in visual analysis, 43.7% of 746 items carry a code and 26.1% a link call.
- Routine list: brand accounts are listed under the heading 'Kullandığım Ürünler' (Products I use); the Philips shaver or water flosser is one of the items.

COMMUNICATION LANGUAGE

Practical, informative user language; price and code language dominate the story flow, how-to narration and personal experience in the reels.

> **"Philips erkek bakım setiyle çıtayı yükselten oyuncu Lukaku." (Lukaku, who raises the bar with the Philips grooming set.)**

> **"4 ay sonra kahve makinemi yağdan arındıralım" (let's descale my coffee machine after 4 months)**

> **"Herkes fissler alırken ben philips all in one cooker aldım ve hiç pişman olmadım" (everyone buys Fissler, I bought the Philips cooker, no regrets)**

> **"Parasını kesinlikle hak eden ürünler serisinde bugün Philips OneUp var!" (products that deserve their price: today, Philips OneUp!)**

- Mixed disclosure: '#reklam ama kendim satın aldım(!)' (#ad but I bought it myself), 'yasa gereği #reklam' (#ad by law), ' Reklam' and '*reklam yoktur' (*not an ad) side by side.
- Product shipment is stated ('Ürün @philipsevurunleriturkiye tarafından sağlandı.', provided by); coffee guides speak in measures ('500 bardakta 1', 1 in 500 cups).
- Calls rest on links and codes: 'Linki hikayede ekli' (link in the story), 'öne çıkan hikayelerde linkini bulabilirsiniz' (link in highlights); price and code in stories.

DATA NOTE

- Of 842 items, 270 are from discount accounts and 1 from a news account: context, not collaboration. The period's most-viewed reel is a discount account's.
- Stories carry no caption or engagement counter, product names come from visual analysis; the base expanded on 24–26 Oct, so story weeks are not comparable.
- The disclosure rate counts only #reklam/#işbirliği/#tanıtım labels; unlabelled ' Reklam' (Ad) is left out. 10 of the 35 disclosed rows are from discount accounts.

STANDOUT CREATIVES



@edaozblog ↗
Tries four upright vacuums on the same floor (#dyson, #philips); the question 'PEKİ SİZCE EN PAHALI SÜPÜRGE GERÇEKTEN EN İYİSİ Mİ?' (So do you think the most expensive vacuum is really the best?); current views (Instagram, 2 Nov) 1,045,831.



@hastalik_bufutbol ↗
A reel headed ' Reklam' (Ad) that places the men's grooming set inside a derby analysis; current views (Instagram, 2 Nov) 885,751 on a football account with 984,381 followers.



@lokmikaa ↗
A #reklam cooker reel that opens with the contrast 'Herkes fissler alırken' (while everyone buys Fissler) and tells of three years of use; current views (Instagram, 2 Nov) 543,448 on an account with 25,031 followers.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · ITEMS

@philipsturkiye 72 · @philips 17

TOP HASHTAGS · ITEMS

#philips 59 · #lattego 15 · #philipslattego 15 · #philipserkekbakımseti 11 · #çıtayıyükseltenoyuncu 10 · #temizlik 8

News and deals accounts excluded.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

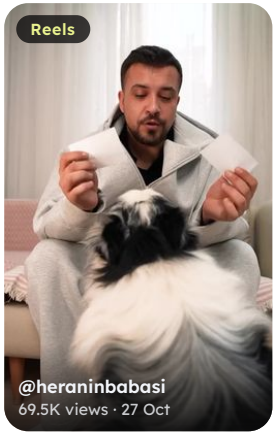
Roborock

Numbers, creative selection and summary

ITEMS · 30 D	INFLUENCERS	FORMAT	MEDIAN REELS VIEWS	ER · POST	ER · REELS	AD DISCLOSURE
173	122	68% · 32% · 1% stories · reels · posts	66.6K n = 55 reels	0.66% median, per follower · n = 1	0.79% median, per view · n = 43	41% posts+reels, n = 56 items · co-publishing 2%





















SUMMARY

Roborock gathers views with #YorulmayaGerekYok (no need to get tired) reels with food and comedy faces and a podcast sponsorship; stories carry coupons and the November sale.

- In 30 days 173 unique items and 122 influencers: 117 stories, 55 reels, 1 post; story share 67.6%.
- Ad disclosure (#reklam/#işbirliği/#tanıtım): 41.1% (23 rows) of 56 non-story rows; Dyson 36.0% of 353. 15 rows carry an organic note.
- Median reels views (first recorded count) 66,569 (n=55), over double Dyson's 29,476 (n=333); reels ER per view 0.7946% (n=43), Dyson 0.8565% (n=256).
- Weekly posts and reels 6, 12, 12, 22 (weeks of 5–26 Oct); of the last week's 22 rows, 6 are podcast and campaign reels, 4 tagged #kasımindirimleri (November discounts).
- 29 creators are shared with Dyson (excluding news and discount accounts); discount accounts add 46 items, mostly stories.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@sulekorkmazz	Travel	703K	**4**
@edaozblog	Home & living	310K	**4**
@firsatatikla deals	Shopping & deals	219K	**4**
@bohemsibirev	Home & living	15.3K	**4**
@indirimtakippremium deals	Shopping & deals	11.3K	**4**

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Roborock · campaigns and collaborations

Campaigns standing out in the period, with sample content (clicking the image opens it on Instagram)

CAMPAIGN

#YorulmayaGerekYok · #HerSahadaBirNumara

4–30 Oct 2026

9 reels, 9 different creators: food (@nefisyemektarifleri, @tahsinkucukofficial), comedy (@kaangungoor, @midoburak), family and pets (@tugbatunceltulu, @heraninbabasi). 8 carry #reklam, #işbirliği or #tanıtım; #HerSahadaBirNumara (number one on every pitch) was added to 7 reels from 11 Oct.





@kaangungoor A comedy sketch where the robot counts as family; 1,327,408 current views (Instagram, 2 Nov), ER 2.43% per view.

@tahsinkucukofficial A blindfolded food test; the kitchen mess is left to the Saros 20 Flow.

CAMPAIGN

Bacıların Bacısı podcast sponsorship

27–31 Oct 2026

Two episodes of the 'Bacıların Bacısı' show were published on @kafa_tv and @sedasayan (4 rows, 3 co-published), with '#reklam @roborocktr' in the post text. The product is not mentioned in speech; the brand is announced by the tag in the text.





@kafa_tv The episode 'Aldatmak bir huy mu?' (Is cheating a habit?); 794,526 current views (Instagram, 2 Nov).

@sedasayan The second episode; 707,912 current views (Instagram, 2 Nov), the same counter on two accounts.

CAMPAIGN

Technical test and seller collaboration (Saros 20 Sonic, Qrevo 2 Pro)

4–26 Oct 2026

@eenesdegirmenci and @10ur1000ay presented the Saros 20 Sonic with technical explanation, both noted as ads; @jankovicsamet ran the Qrevo 2 Pro from a smartwatch with '#hepsiburada #işbirliği'.





@eenesdegirmenci Threshold, suction power and obstacle tests in turn; 'BU VİDEO ROBOROCK TÜRKİYE İLE İŞ BİRLİĞİ İÇERMEKTEDİR' (this video contains a collaboration with Roborock Türkiye).

@jankovicsamet A scene of starting the pre-guest cleaning from a smartwatch and by voice command.

CAMPAIGN

November sale (Qrevo Edge 5V1, Qrevo Curv 2 Flow)

27 Oct–1 Nov 2026

@edaozblog and @temizlikipuclari shared the Qrevo Edge 5V1 and the coupon offer with the same post text; on 1 Nov 35 rows were published, 31 of them stories.





@edaozblog A feature list opening with 'Kızlar, robot süpürge almayı düşünüyorsanız bu fırsata mutlaka bakın!' (Girls, if you are thinking of buying a robot vacuum, definitely look at this deal!); 194,705 current views (Instagram, 2 Nov).

@temizlikipuclari The same text on 1 Nov on another account, noted 'Reklam' (Ad).

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Roborock · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Macro and mega accounts carry 49.7% of 173 account-content rows; there are 8 mega creators, median followers 78,221.
- 33 repeat creators (27.0%) produce 48.6% of rows; the most frequent are @sulekorkmazz, @edaozblog, @bohemsibirev (4 items each). Campaign faces each shared one reel.
- The largest accounts are @nefisyemektarifleri (11,721,813), @sedasayan (3,439,648), @kafa_tv (1,683,347), @tahsinkucukofficial (1,678,974); all four shared reels with ad disclosure.
- Of 122 creators, 23.0% are in shopping-discount, 20.5% in home-living, 13.9% in parent-family; in campaign reels food and comedy faces stand out.
- There are 29 creators shared with Dyson, 31.5% of Roborock's 92 creators (excluding news and discount accounts); @mertbayantemur, @seraygurell, @edaozblog are among them.

PLATFORM AND FORMAT

- Of 173 unique items, 67.6% are stories, 31.8% reels, 0.6% posts; median reels views 66,569 (n=55, first recorded count).
- Sunday takes 30.6% of 173 rows; most of that is 1 Nov: that day 35 rows, 31 stories, 10 from discount accounts.
- In 41.0% of the 161 analysed items the call is a discount code; coupon and code sharing is concentrated in stories.
- Story counts in the weeks of 5–26 Oct are 13, 26, 18, 55; the last week should be read together with the base that expanded on 24–26 Oct.

CREATIVE APPROACH

- 73.9% of the 161 analysed items are product reviews or trials; the product is in a hero shot in 73.3%, the setting is home in 94.4%.
- Campaign reels set the product in a home scene (recipe, guests, play with children, pet narration); features are listed in voice-over.
- Humour is marked: @kaangungoor's robot-as-family sketch, @midoburak's 'Hanım-Man' (Lady-Man) script, @tugbayiilmaaz's couple sketch; 11.2% of 161 items are fun in tone.
- User reels tell experience; @busranuraydinhomee's fault question ('Roborock yetkililerinin dikkatine!', attention Roborock officials!) got 479,461 current views (Instagram, 2 Nov).

CONTENT SCRIPTS

- Campaign reel: everyday scene (recipe, guests, play) → mess → voice command or app ('Hello Rocky mutfağı temizle', Hello Rocky, clean the kitchen) → feature explanation → relief.
- Test format: question opening ('Neden herkes Roborock robot süpürgeyi öneriyor?', why does everyone recommend the Roborock robot vacuum?) → threshold, suction power and obstacle tests in turn (@eenesdegirmenci).
- Podcast excerpt: a single question title ('Aldatmak bir huy mu?', is cheating a habit?) and a short answer; the product is not explained, the brand is in the post text.
- 51.8% of 85 videos have speech; user reels without speech move the narration into the post text (@biryudumev, @bohemsibirev).

COMMUNICATION LANGUAGE

Humorous and everyday; ad-disclosed reels state technical values in a home scene, user posts use 'iyi ki almışım' (glad I bought it) recommendation language.

> **"Evliliğe alışmayı bilmiyorum ama Roborock Qrevo 2 Pro'ya alışmak çok kolay." (I can't get used to marriage but the Roborock Qrevo 2 Pro is very easy.)**

> **"Biz dağıttık, o temizledi; keyfi de bana kaldı." (We made the mess, it cleaned, I enjoy it.)**

> **"Robot süpürge arayışındaysanız asla reklam değil, gönül rahatlığıyla alabilirsiniz." (Looking for a robot vacuum? Never an ad, buy with peace of mind.)**

> **"Marka göründüğü için yasa gereği reklam. Ancak tüm ürünleri kendim satın aldım" (Ad by law as the brand is visible. But I bought everything myself)**

- Ad disclosure covers 41.1% of 56 non-story rows; patterns: '#reklam @roborocktr', 'tarafından sağlandı' (provided by), 'İŞ BİRLİĞİ İÇERMEKTEDİR' (CONTAINS A COLLABORATION).
- 15 rows carry an organic note ('reklam değil' not an ad, 'kendim satın aldım' I bought it myself, 'Markalar Göründüğü İçin #reklam' #ad as brands are visible), mostly in user recommendation reels.
- No coupon or link call in campaign reels; discount language is in stories and November-sale reels ('1,500 TL kupon fırsatı', 1,500 TL coupon deal).

DATA NOTE

- Week comparisons are on a posts and reels basis; story counts show only that week's visibility.
- Single-reel views are current views (Instagram, 2 Nov), medians first recorded counts; podcast episodes carry one counter on two accounts, so are not added.
- A tech news account's sponsored review and the 46 items of discount accounts were counted as context, not as collaboration examples.

STANDOUT CREATIVES



@nefisyemektarifleri ↗
A robot working by voice command inside a puff-pastry recipe; 2,215,540 current views (Instagram, 2 Nov), the brand's most-viewed reel.



@tugbayiilmaaz ↗
A couple sketch themed on getting used to marriage: mop lifting and station features inside the dialogue; 1,123,775 current views (Instagram, 2 Nov), ER 2.08% per view.



@heraninbabasi ↗
Narration in the voice of the pet ('Bizim evde bir köle var', there is a slave in our house); ER 5.47% per view, the campaign reels' highest engagement.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · ITEMS

@roborocktr 36 · @roborock 4

TOP HASHTAGS · ITEMS

#roborock 27 · #robotsüpürge 25 · #roborocktürkiye 12 · #yorulmayagerekyok 9 · #hersahadabirnumara 7 · #bacılarınbacısı 4

News and deals accounts excluded.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

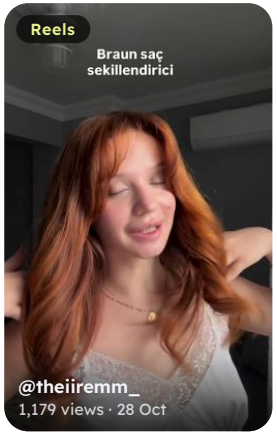
Braun

Numbers, creative selection and summary

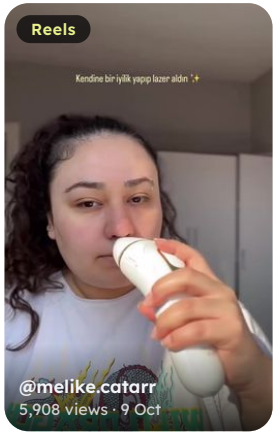
ITEMS · 30 D	INFLUENCERS	FORMAT	MEDIAN REELS VIEWS	ER · POST	ER · REELS	AD DISCLOSURE
111	83	94% · 5% · 1% stories · reels · posts	5,514 n = 6 reels	0.03% median, per follower · n = 1	0.49% median, per view · n = 3	0% posts+reels, n = 7 items · co-publishing 0%





















SUMMARY

Braun's visibility is almost all linked stories (coded face hair removal, IPL, thermometers); influencers' own reels are few.

- Small sample: of 111 unique items (83 influencers), 104 are link-matched stories; only 6 reels and 1 post.
- 43 items come from discount accounts (@indirimtakippremium 7, @indirimlialarm 5); removing them leaves 68 items and 56 influencers.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 0 of 7 non-story rows; 3 rows carry an organic note. Dyson 36.0% on 353 rows.
- Reels are single user videos (IPL/laser, Cruzer6 teardown, hair styler, epilator); first recorded median views 5,514 (6 reels).
- Story visuals: coded face hair removal devices, IPL, thermometers; the most frequent non-discount posters recommend a thermometer.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@indirimtakippremium deals	Shopping & deals	11.3K	7
@indirimlialarm deals	Shopping & deals	117K	5
@muhendisinoglu	Comedy	618K	4
@hemsireannedeneyimleri	Technology & education	146K	4
@hesapliannebaba deals	Shopping & deals	850K	3

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Braun · campaigns and collaborations

Campaigns standing out in the period, with sample content (clicking the image opens it on Instagram)

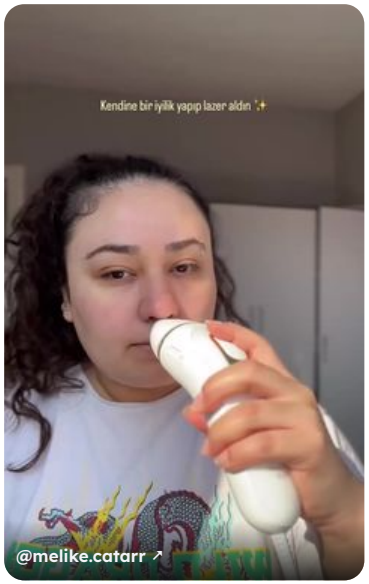
CAMPAIGN

IPL / laser hair removal (Silk-expert Pro 5)

7 Oct – 1 Nov 2026

@deryaabalta (737,128) presents the IPL in a story with a code carrying her own name; @melike.catarr and @tugceyleindirim show their IPLs in reels. The product also appears on discount accounts.





@deryaabalta Story with speech: at-home IPL explanation and the code 'DERYABRAUN1000'; the second-largest account by followers among those posting Braun.

@melike.catarr A short reel framed 'Kızsal meseleler' (girl matters), tagged @brauntrr and noted '*reklam yoktur' (*not an ad); current views (Instagram, 2 Nov) 5,908.

CAMPAIGN

Thermometer: parent recommendations

8 Oct – 1 Nov 2026

@hemsireannedeneyimleri (145,825) and @muhendisinoglu (617,738) each share four stories; the visuals show a Braun thermometer, measuring time and a code or link.





@hemsireannedeneyimleri A recommendation from a nurse-mother's view with the line 'Ateş ölçerinde tek önerim bu sizlere.' (my only recommendation for a thermometer); measuring time and LED light are explained.

@muhendisinoglu A story text describing quick underarm measurement and use with fussy children.

Braun · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Of 83 influencers, 48.2% are micro, 47.0% macro, no mega accounts; 53.2% of rows come from macro accounts, median followers 84,996.
- 15 influencers (18.1%) post more than once and produce 38.7% of rows; the most frequent posters are discount accounts.
- Repeaters without discount accounts are @muhendisinoglu (617,738) and @hemsireannedeneyimleri (145,825): four stories each, both on the thermometer.
- Categories (83 influencers): shopping/deals 32.5%, parent-family 16.9%, food-drink 10.8%, beauty 9.6%; 79.5% of influencers are women.
- 19 influencers shared each with Dyson and Philips; 42.9% of the 56 influencers outside discount/news accounts post only Braun.

PLATFORM AND FORMAT

- Of 111 items, 93.7% are stories (at Dyson 66.8% of 1,062 items), 5.4% reels, 0.9% posts; all 104 stories match through a link.
- Median reels views by first recorded count 5,514 (6 reels), Dyson 29,476 (333 reels). The most-viewed Braun reel: current views (Instagram, 2 Nov) 35,593.
- On a posts and reels basis the weeks are very thin with 1, 4, 0 and 2 items; story visibility is 18 in the week of 5 Oct, 33 in the week of 26 Oct.
- 25.2% of 111 rows are on Wednesday, busiest hour 22:00 (18.0%). No co-publishing or brand account tag is used.

CREATIVE APPROACH

- In visual analysis, 74.2% of 97 items are product review/trial; the product is at the centre of the frame in 63.9%, in hand in 33.0%.
- In video stories the face hair removal device is tried live on the face (@dilekbulutk, @aslihanmertozcan); the emphasis is practicality, and @dilekbulutk then gives a code.
- Two routes in reels: a close-up unboxing with music (@bugunkukargodanevar) and narrated explanation (@musabcayli Cruzer6 teardown, @theiiremm_ hair styler).
- 25.0% of 28 videos have speech; the tone is neutral in 79.4% of 97 items.

CONTENT SCRIPTS

- Coded story: product image → price → code or link; in visual analysis, 36.1% of 97 items carry a link call.
- Video story: practicality emphasis → a few seconds of live trial on the face → discount code.
- How-to reel: a question in the title ('Nasıl sökülür', how to take it apart) → step-by-step teardown, battery and blade → the device working again (@musabcayli).

COMMUNICATION LANGUAGE

Short, warm and price-focused; the language of trust comes from personal experience, the disclosure language from 'reklam yoktur' (not an ad) notes.

> **"Ateş ölçerinde tek önerim bu sizlere." (My only recommendation for a thermometer for you.)**

> **"Şu o kadar pratik bir şey ki kesinlikle almanız lazım." (This is such a practical thing that you definitely need to buy it.)**

> **"Braun Cruzer6 Nasıl sökülür anlattım buyruuuun.." (I explained how to take the Braun Cruzer6 apart, here you go..)**

> **"Kızsal meseleler. *reklam yoktur" (Girl matters. *not an ad)**

- No #reklam/#işbirliği/#tanıtım disclosure is seen in the 7 non-story rows; there are organic notes such as '#reklamdeğiltavsiye' (#notadrecommendation) and '*reklam yoktur' (*not an ad).
- The calls in stories are codes and links: 'KOD: SEPETTEİNDİ100', 'Kodumuz: ANNECECE100'; in visual analysis, 37.1% of 97 items carry a code.
- Experience language in parent accounts: 'Bir sürü ateş ölçer kullandım. Bu en iyi.' (I've used lots of thermometers. This is the best.)

DATA NOTE

- Small sample: only 7 posts and reels in the period; rates and medians rest on a few items and should not be read as a trend.
- Of 111 items, 43 are from discount accounts; these are context, not collaboration. Stories carry no caption text or engagement counter, product names come from visual analysis.
- The tracked account base expanded on 24–26 Oct; story counts should not be compared across weeks.

STANDOUT CREATIVES



@musabcayli ↗
A repair video explaining the Cruzer6 teardown and battery-blade steps; current views (Instagram, 2 Nov) 20,944; ER 1.09% per view, the highest of the 3 measured reels.



@bugunkukargodanevar ↗
An epilator in a music close-up, the single sentence 'Kızlar alın….' (Girls, get it….) and #reklamdeğiltavsiye (#notadrecommendation); current views (Instagram, 2 Nov) 35,593, the most-viewed Braun reel.



@theiiremm_ ↗
The period's only hair reel, using the hair styler's attachments one by one and showing drying, straightening and wave steps in speech.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · ITEMS

This brand's matches came mostly from brand links in stories.

TOP HASHTAGS · ITEMS

#braun 5 · #brauncruzer6 1 · #elektronik 1 · #elektroniktamir 1 · #ipl 1 · #ipllazer 1

News and deals accounts excluded.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Kärcher

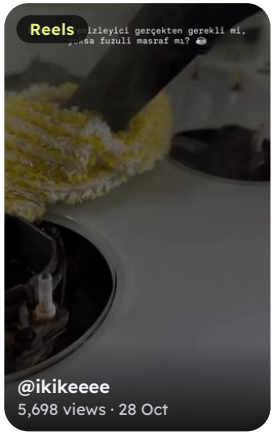
Numbers, creative selection and summary

ITEMS · 30 D	INFLUENCERS	FORMAT	MEDIAN REELS VIEWS	ER · POST	ER · REELS	AD DISCLOSURE
97	61	86% · 12% · 2% stories · reels · posts	4,146 n = 12 reels	0.09% median, per follower · n = 2	1.15% median, per view · n = 8	43% posts+reels, n = 14 items · co-publishing 1%







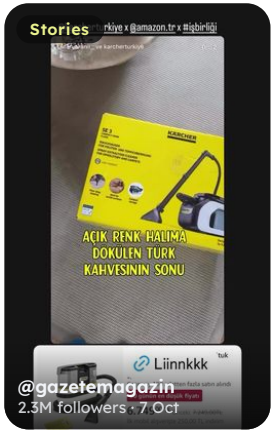














SUMMARY

Kärcher builds its visibility with stories and the repeats of a single mega account; the reels side is carried by creators who say they bought the product themselves.

- 97 unique items, 61 influencers; 83 are stories. Creator evidence is small: only 14 non-story items (12 reels, 2 posts).
- In story visibility @kizlarin.sirlari (2.6 million followers) alone shared 11 stories; macro+mega account share is 62.9% of rows (Dyson 48.7%).
- The most-viewed reel is a kitchen cleaning noted 'Reklamyok' (no ad): @figennseker, 939,127 current views (Instagram, 2 Nov); 67.5% of the 1,237,031 total reels views by first recorded count.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) is in 42.9% (6) of 14 non-story account-content rows; 4 rows carry an organic note. Dyson: 36.0% on 353 rows.
- Price language is marked: 33 rows come from discount accounts; 39.0% of the 82 analysed items have a discount code or coupon call.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@kizlarin.sirlari	Home & living	2.6M	11
@sakirsenkalayci	Uncertain	142K	6
@firsatatikla deals	Shopping & deals	219K	5
@balooun	Street fashion & luxury	468K	4
@ennmagazinn	Art & media	1.4M	3

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Kärcher · campaigns and collaborations

Campaigns standing out in the period, with sample content (clicking the image opens it on Instagram)

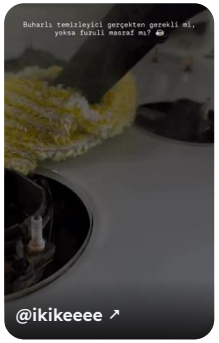
CAMPAIGN

Steam cleaner (SC 3): 'reklam yok' (no ad) reviews

16–29 Oct 2026

@homedecor_sevda (SC 3 Deluxe), @figennseker, @ikikeeee and @gamzeeglby describe the steam cleaner from their own use; most are noted 'reklam yok' (no ad), not a disclosed collaboration.





@homedecor_sevda Says she bought the SC 3 Deluxe in January; #reklamdeğiltavsiye (#notadrecommendation), 147,765 current views (Instagram, 2 Nov)

@ikikeeee Answers 'Almaya gerçekten gerek var mı?' (Is it really worth buying?) with pros and cons

CAMPAIGN

K7 pressure washing (#karcherk7)

8 Oct 2026

@sfworkz (143,713 followers) shared his switch to the K7 Premium Compact with #tanıtım and #karcherk7; in the video he says there is no collaboration and shows the invoice.



@sfworkz A product switch with technical explanation; 197,954 current views (Instagram, 2 Nov)

CAMPAIGN

Window cleaning machine: story series

5–16 Oct 2026

@kizlarin.sirlari shared the same window cleaning message as a story on 11 separate days; the WV 5 and WV 6 models also appear on discount accounts at the end of the period.



@kizlarin.sirlari The repeated story of a single mega account; the main source of Kärcher visibility

CAMPAIGN

Carpet and sofa washing

7 Oct – 1 Nov 2026

@seyranliblog shows the dirty water from a sofa, @thisisminimalistt shows the sofa washing machine in a story; the S3 Compact also appears on the gossip account @gazetemagazin.





@seyranliblog A before-after dirty water display; a note 'Reklam değildir' (this is not an ad) in the caption

@thisisminimalistt Use of a sofa washing machine in a story

Kärcher · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Macro+mega weighted: 62.9% of rows (Dyson 48.7%), median followers 103,768. Of 15 mega rows, 11 are @kizlarin.sirlari and 4 are gossip accounts.
- Repeat core: 14 creators (23.0%) produced 51.5% of rows; @kizlarin.sirlari 11 and @sakirsenkalayci (142,286) 6 stories.
- 34.4% of 61 creators are in the shopping/discount category; male share is 24.6% (Dyson 8.3%), for example @sfworkz with a pressure washing reel.
- No co-publishing with the brand account; the single co-publishing (1.0% of rows) is with a local sofa washing service. @karcherturkiye is tagged in 4 rows (4.1%).
- Of 39 creators outside news and discount accounts, 12 also shared Dyson content (e.g. @kizlarin.sirlari, @mystilmy); 51.3% post only Kärcher.

PLATFORM AND FORMAT

- Of 97 unique items, 85.6% are stories (83), 12.4% reels (12), 2.1% posts (2); at Dyson the story share is 66.8%.
- 72 of 83 stories matched a Kärcher product link; because stories carry no likes or view counts they should be read as visibility.
- The first recorded median of the 12 reels with recorded views is 4,146 (Dyson 29,476); median reels ER per view 1.15% (n=8).
- On a posts and reels basis for the weeks of 5, 12, 19, 26 Oct: 3, 2, 4, 5. The 45 stories in the week of 26 Oct are only a visibility count.

CREATIVE APPROACH

- The review and trial format dominates: of 82 analysed items, 70.7% are product reviews and 91.5% are in a home setting.
- The product is mostly alone in a hero shot (62.2%, n=82); in the background 28.0%, used in hand only 9.8%.
- The launch theme is limited: 18.3% of 82 analysed items are in a new-product context; the weight is on price and everyday cleaning.
- The dirt moment showing the result in reels: @seyranliblog shows the water from a sofa, @figennseker shows deep-corner kitchen cleaning with the steam machine.

CONTENT SCRIPTS

- Reels pattern: opening with a question or confession → unboxing or use → dirt display → 'reklam yok' (no ad) note; e.g. @gamzeeglby, @seyranliblog.
- Pros-and-cons balance: @ikikeeee puts the pros ('kimyasal kokusu istemiyorsan', if you don't want a chemical smell) next to the warning 'kenarda bekleyebilir' (it can wait aside).
- Technical explanation: @sfworkz describes the '180 bar' pressure and phone pressure setting for the K7 and shows the invoice.
- Repeat in stories: @kizlarin.sirlari shared the same window cleaning story on 11 days between 5–16 Oct; share of videos with speech 51.5% (33 videos).

COMMUNICATION LANGUAGE

Language of users who paid themselves: warm, practical and stressing 'reklam değil' (not an ad); price and coupon language in discount stories.

> **"Valla temizlik süresini yarıya indirdi." (Honestly it halved the cleaning time.)**

> **"Baştan söyleyeyim herhangi bir reklam iş birliği yok. Aha bu da faturası." (Upfront: no ad collaboration. Here's the invoice.)**

> **""kesinlikle her evde olmalı" dediğim Karcher SC 3 Deluxe Buharlı Temizleyici ile karşınızdayım!" (here with the Karcher SC 3 Deluxe Steam Cleaner I call "must be in every home"!)**

> **"Buharlı temizleyici almaya gerçekten gerek var mı?" (Is it really worth buying a steam cleaner?)**

- 'Reklam yok' (no ad) framing: 6 of the 7 reels outside discount accounts and service promotion say in caption or speech that there is no ad.
- Mixed disclosure: @sfworkz uses #tanıtım in the caption but says in the video there is no collaboration and shows the invoice.
- Calls invite comments: 'Yorumlarda buluşalım!' (Let's meet in the comments!) (@homedecor_sevda, @seyranliblog); coupon and code language in discount stories.

DATA NOTE

- Creator evidence is small: 14 non-story items (12 reels, 2 posts); medians and the disclosure rate rest on this base.
- The @cinar_koltuk_yikama10 co-published reel promotes a local sofa washing service; despite the #karcher tag, it is not a Kärcher collaboration.
- Stories of gossip and discount accounts are context; the story rise in the week of 26 Oct coincides with the week the tracked base expanded.

STANDOUT CREATIVES



@figennseker ↗
The period's most-viewed Kärcher reel, 939,127 current views (Instagram, 2 Nov): a winter cleaning vlog noted 'Reklamyok' (no ad), the steam machine in the background.



@sfworkz ↗
197,954 current views (Instagram, 2 Nov): explains the switch to the K7 with technical data; the 'telefonla basınç ayarı' (pressure setting by phone) hook and invoice display.



@homedecor_sevda ↗
147,765 current views (Instagram, 2 Nov): describes the SC 3 Deluxe she has used since January from personal experience; #reklamdeğiltavsiye (#notadrecommendation).

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · ITEMS

@karcherturkiye **18**

TOP HASHTAGS · ITEMS

#karcher **4** #temizlik **2** #temizliktüyoları **2** #buharlı **1** #buharlıtemizlik **1** #buharmakinası **1**

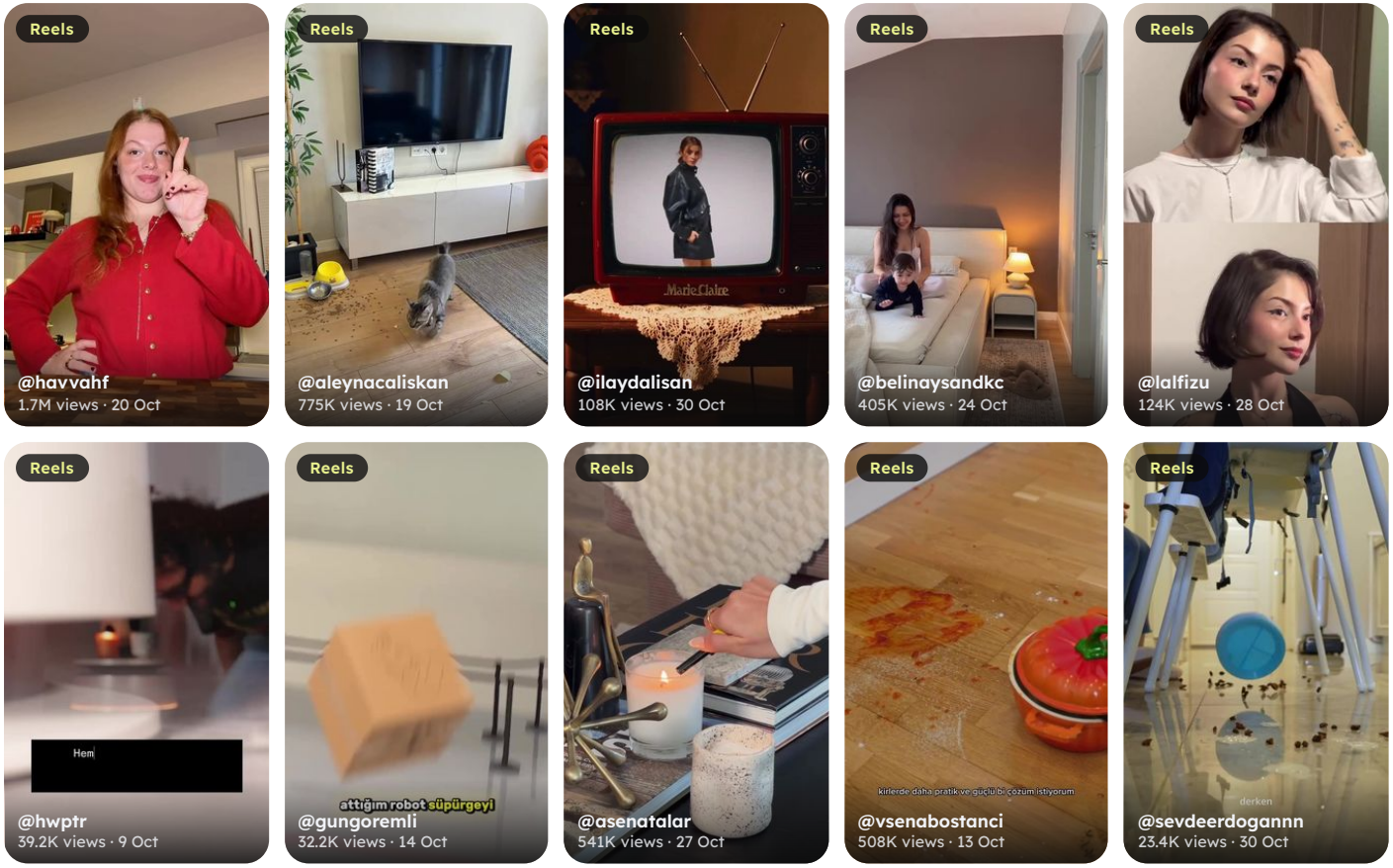
News and deals accounts excluded.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Dreame

Numbers, creative selection and summary

ITEMS · 30 D	INFLUENCERS	FORMAT	MEDIAN REELS VIEWS	ER · POST	ER · REELS	AD DISCLOSURE
80	64	62% · 34% · 4% stories · reels · posts	71.5K n = 27 reels	0.16% median, per follower · n = 3	1.32% median, per view · n = 24	73% posts+reels, n = 30 items · co-publishing 5%



SUMMARY

Dreame is visible with two campaigns: the AirStyle Pro HI hair styler with beauty creators, the T16 Pro Heat and H14 Dual with lifestyle creators; floor care carried the views.

- In 30 days 80 unique items and 64 influencers: 50 stories, 27 reels, 3 posts; reels share 33.8%.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) covers 73.3% (22 rows) of 30 non-story account-content rows, the panel's highest rate; Dyson 36.0% on 353 rows.
- Median reels views (first recorded count) 71,483 (n=27), Dyson 29,476 (n=333); reels ER (per view) 1.3185% (n=24), Dyson 0.8565% (n=256).
- Weekly posts and reels volume 1, 4, 9, 15 (weeks of 5–26 Oct); the two campaigns went live between 13–30 Oct.
- 4 rows of co-publishing (@hwptr 2, @ilaydalisan 2); there are 12 creators shared with Dyson (excluding news and discount accounts).

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@indirimtakippremium deals	Shopping & deals	11.3K	5
@dijitalbaba.orhantoker	Family & parenting	1.5M	3
@tekno_hanemm	Uncertain	8,999	3
@ilaydalisan	Street fashion & luxury	3.3M	2
@belinaysandkc	Fashion & style	1.0M	2

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Dreame · campaigns and collaborations

Campaigns standing out in the period, with sample content (clicking the image opens it on Instagram)

CAMPAIGN

AirStyle Pro HI · #SeninRitminSeninStilin

20–30 Oct 2026

10 creators described the hair styler in 11 rows with the theme 'günün temposu' (the pace of the day) (@belinaysandkc, @lalfizu, @busraungaann, @gamze_sakar). At Dyson, hair content is spread across product tags such as #dysonairwrap (44), #dysonairsmooth (28), #dysonairstrait (21).





@belinaysandkc A mother, a content creator and a me-time self in a single day; the group's most-viewed reel: 404,654 current views (Instagram, 2 Nov).

@lalfizu Changing style with mood; ER 1.97% per view.

CAMPAIGN

Floor care · #HayalEtGerçekOlsun (T16 Pro Heat, H14 Dual)

13–27 Oct 2026

6 reels placed the wet-dry vacuum in home moments: spilled tomato paste, cat food, a pregnancy routine (@havvahf, @aleynacaliskan, @asenatalar, @busracitaak, @asudeegunay, @vsenabostanci). By current views, the brand's five most-viewed reels are from this group.





@havvahf A 'tembel gün' (lazy day) script opened by spilled pasta; 1,730,036 current views (Instagram, 2 Nov).

@aleynacaliskan Food and fur in a cat household; ER 4.37% per view.

CAMPAIGN

Air purifier, upright and robot vacuum reviews

9–24 Oct 2026

@hwptr reviewed the FP10 air purifier (#tanıtım) and the Z30 Slim upright vacuum (#reklam) with co-publishing; @gungoremli tested a robot vacuum in her shop with a 'reklam' note.





@hwptr A promotion opening with 'Bunun bir hava temizleyici olduğunu biliyor musunuz?' (Did you know this is an air purifier?).

@gungoremli A robot vacuum test in a dirty shop, with the question 'sence lüks mü? ihtiyaç mı?' (do you think it's a luxury? a need?).

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Dreame · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Macro and mega accounts carry 39 (48.7%) of 80 account-content rows; there are 6 mega creators (9.4%), median followers 102,534.
- 11 repeat creators (17.2%) produce 33.8% of rows; most campaign faces shared a single reel, @belinaysandkc, @lalfizu and @semraterzi_ each added a story.
- Of 64 creators, 17.2% are in beauty and 10.9% in fashion; in the follower base the 18–24 age share is 42.19% and the male share 35.25%.
- Million-follower faces were split across the two campaigns: @ilaydalisan (3,278,915) and @belinaysandkc (1,042,174) in hair, @havvahf (1,055,685) and @asenatalar (1,051,096) in floor care.
- There are 12 creators shared with Dyson, 21.8% of Dreame's 55 creators (excluding news and discount accounts); @busracitaak is among them.

PLATFORM AND FORMAT

- Of 80 unique items, 62.5% are stories, 33.8% reels, 3.8% posts; both campaigns ran through reels.
- First recorded count medians are 446,818 for floor care reels (n=6) and 89,696 for AirStyle reels (n=10); overall median 71,483 (n=27).
- Story counts in the weeks of 5–26 Oct are 5, 8, 12, 24; the last week should be read together with the base that expanded on 24–26 Oct.
- Publishing clusters in the evening: busiest hour 18:00, busiest day Tuesday (21.2% of 80 rows).

CREATIVE APPROACH

- Of 78 analysed items, 57.7% are product reviews and 30.8% life vlogs; the product is in a hero shot in 59.0% and in hand in 23.1%.
- Hair reels show different versions of the same day one after another: mother, work, school and event transitions, hour-by-hour narration ('Sabah 10'da duştan çıkıp', coming out of the shower at 10 am).
- Floor reels open with a small home accident (tomato paste, food, crumbs) and state values such as '90 derece sıcak suyla' (with 90-degree hot water) in an everyday scene.
- 51 videos: speech in 62.7%, face visibility 96.1%; 51.3% of items are neutral and 39.7% informative in tone.

CONTENT SCRIPTS

- Hair reel: getting-ready moment → fast drying → two or three styles by swapping attachments → time set aside for oneself; a few videos mention the Dreame Home app.
- Floor reel: spill or dirt moment → wet-dry cleaning in a single pass → body lying flat under the sofa → 'Ev tertemiz, ben keyfimde!' (The home is spotless, I'm relaxing!) closing.
- Stories repeat the campaign reels in the user's own words (@belinaysandkc, @lalfizu, @semraterzi_) or carry a coupon and link.
- A fashion magazine interview was split into a post and a reel and co-published with @ilaydalisan on 29 and 30 Oct.

COMMUNICATION LANGUAGE

Warm and personal; product name and technical values inside the sentence, '#reklam' mostly as the first word, brand tag at the close.

> **"Bir günün içinde anne, içerik üreticisi, kendime vakit ayıran bir ben." (In one day, a mother, a creator, a me taking time for myself.)**

> **"Dreame T16 Pro Heat sayesinde artık tembel günlerde gerçekten tembellik yapabiliyorum" (Thanks to the Dreame T16 Pro Heat I can really be lazy on lazy days)**

> **"Her günüme, her ruh halime başka bir saç stili" (A different hair style for every day, every mood)**

> **"Benim için teknoloji tam olarak bu: Daha az temizlik, çocuklarımla daha çok zaman." (For me technology is exactly this: less cleaning, more time with my children.)**

- Ad disclosure covers 73.3% of 30 non-story rows; '#reklam' first, '@dreame_turkiye ile işbirliği' (collaboration with @dreame_turkiye) or '@dreame_turkiye tarafından sağlandı' (provided by) at the close.
- 3 rows carry an organic note ('reklam degil', not an ad; 'videoda reklam yoktur', no ad in the video): non-campaign posts such as a vlog and a robot vacuum ranking.
- Instagram's paid-partnership label is only on @aleynacaliskan's reel; the campaign identity is carried by brand and slogan tags.

DATA NOTE

- Weekly posts and reels counts started on a small base, so week change is not given as a percentage.
- Single-reel views are current views (Instagram, 2 Nov), medians are first recorded counts; the two campaigns ran in the same weeks, so the last week's rise should not be attributed to a single campaign.
- 13 items from discount accounts were counted as context; they were not used as collaboration examples.

STANDOUT CREATIVES



@havvahf ↗
A 'tembel gün' (lazy day) script; 1,730,036 current views (Instagram, 2 Nov), the brand's most-viewed reel, ER 1.29% per view.



@aleynacaliskan ↗
Food and fur cleaning in a cat household; ER 4.37% per view, the brand's highest reels engagement, 775,021 current views (Instagram, 2 Nov).



@ilaydalisan ↗
A fashion magazine interview tied to the hair campaign by co-publishing; ER 2.22% per view on an account with 3,278,915 followers.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · ITEMS

@dreame_turkiye 31

TOP HASHTAGS · ITEMS

#dreametürkiye 15
#dreameileheransenin 11
#seninritminseninstilin 11
#airstyleprohi 8
#dreame 7
#dreametech 7

News and deals accounts excluded.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Bissell

Numbers, creative selection and summary

ITEMS · 30 D	INFLUENCERS	FORMAT	MEDIAN REELS VIEWS	ER · POST	ER · REELS	AD DISCLOSURE
77	54	90% · 10% · 0% stories · reels · posts	11.7K n = 8 reels	— median, per follower · n = 0	1.08% median, per view · n = 4	62% posts+reels, n = 8 items · co-publishing 1%

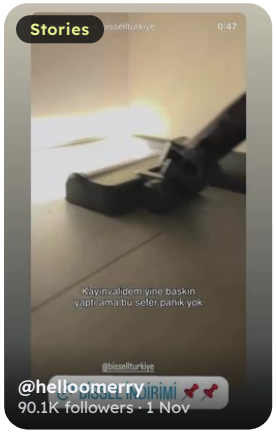








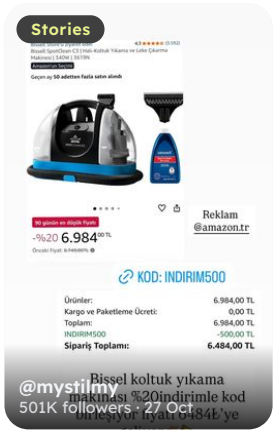












SUMMARY

Bissell makes its carpet-sofa washing machines visible through the stories of home and family creators; on the reels side there is a small amount of disclosed SpotClean content.

- Small sample: 77 unique items, 54 influencers; 69 are stories, creator evidence is only 8 reels, no posts.
- SpotClean C9 reels (@cansinblogu, @heyyselda) were posted with disclosure on 5–6 Oct; the SpotClean Mini stands out in price stories.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) is in 62.5% (5) of 8 non-story account-content rows; Dyson 36.0% on 353 rows.
- The first recorded median of the 8 reels with recorded views is 11,732 (Dyson 29,476). The most-viewed is @cansinblogu: 107,557 current views (Instagram, 2 Nov).
- Home and family oriented, micro-weighted creators: no mega accounts, macro+mega share 40.3% (Dyson 48.7%).

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@coffee__home__	Home & living	103K	7
@cansinblogu	Food & drink	80.2K	6
@meloodyyys deals	Shopping & deals	34.5K	5
@mystilmy	Fashion & style	501K	2
@eviminminiknesesi06	Family & parenting	156K	2

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Bissell · campaigns and collaborations

Campaigns standing out in the period, with sample content (clicking the image opens it on Instagram)

CAMPAIGN

SpotClean C9 launch (#spotcleanc9)

5–6 Oct 2026

@cansinblogu (co-published with @bissellturkiye, #işbirliği) and @heyyselda (#reklam) presented the SpotClean C9 with home-accident scenarios; both disclosed.





@cansinblogu The only co-publishing with the brand account; 107,557 current views (Instagram, 2 Nov)

@heyyselda A spilled-juice story; #reklam and a pointer to the story

CAMPAIGN

SpotClean Mini: use and price stories

3 Oct – 1 Nov 2026

@fikir_log presents the Mini in a reel saying 'Link hikayede' (link in the story); @_busryylmz, @lojmanblogg and @burcuipekyilmazz share use and price in stories.





@fikir_log A short promotion with the product name and a link pointer to the story

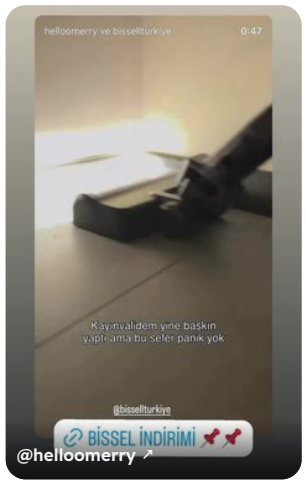
@lojmanblogg Before-after on a chair stain; 'Almadığım günlere yanıyorum.' (I regret the days I didn't buy it.)

CAMPAIGN

Upright vacuum (FurGuard Pro): November sale

14 Oct – 1 Nov 2026

@tugbaca_vlog, @helloomerry, @minebulmuss and @hilal.atasoy describe the upright vacuum in stories with use and sale price; the weight is on 1 Nov.





@helloomerry Use with a mother-in-law visit story and a 'BİSSEL İNDİRİMİ' (BISSELL DISCOUNT) card

@minebulmuss A feature explanation and a '30 günün en düşük fiyatı' (lowest price in 30 days) card

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Bissell · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Micro-weighted: 51.9% of rows are micro, 40.3% macro, no mega accounts; median followers 78,164.
- Repeat core: 11 creators (20.4%) produced 44.2% of rows; @coffee__home__ 7 stories, @cansinblogu 6 items.
- Of 54 creators, 24.1% are in home-living and 22.2% in parenting-family; 90.7% are women.
- The single co-publishing with the brand account is @cansinblogu × @bissellturkiye (1.3% of rows); @bissellturkiye is tagged in 2 rows.
- Of 46 creators outside news and discount accounts, 10 also shared Dyson content; 56.5% post only Bissell. @meloodyyys's 5 stories come from a discount account and should be read as context.

PLATFORM AND FORMAT

- Of 77 unique items, 89.6% are stories (69), 10.4% reels (8); no posts. At Dyson the story share is 66.8%.
- 45 of 69 stories matched a Bissell product link; because stories carry no likes or view counts they should be read as visibility.
- Median reels ER per view 1.08% (n=4); the base is too small to be used in comparison.
- On a posts and reels basis for the weeks of 5, 12, 19, 26 Oct: 3, 1, 0, 4. 27 of 77 rows are on 1 Nov; Sunday share 41.6%.

CREATIVE APPROACH

- Review and trial dominate: of 66 analysed items, 78.8% are product reviews and 6.1% unboxings; all in a home setting.
- The product is shown in use: in hand 21.2%, hero shot 59.1% (n=66); only hands are visible in 20.6% of 34 videos.
- The stain moment is the creative centre: spilled juice (@heyyselda), stained chairs (@harmandalfamily, @lojmanblogg).
- The call is price-focused: 34.8% discount code or coupon, 28.8% link (n=66); '30 günün en düşük fiyatı' (lowest price in 30 days) cards in stories.

CONTENT SCRIPTS

- Reels: problem (stain, spill) → machine prep → suction moment → result; @heyyselda opens with a 'komşu çocuğu' (the neighbour's child) story.
- Story sequence: use video, price or coupon card and link; @cansinblogu describes the sweep-and-mop machine with discount and coupon.
- Share of videos with speech 41.2% (34 videos); some stories are built only from visuals and price text.
- Reel-to-story pointers: 'Link hikayede' (link in the story) (@fikir_log), 'Linkini hikayeye ekledimmm!' (I added the link to the story!) (@ilkaycabisiler).

COMMUNICATION LANGUAGE

A home with children and a daily-accident narrative; warm, practical and price-aware. Disclosures are short and clear.

> **"Reklam, yasalar gereği." (Ad, as required by law.)**

> **"Evimin en büyük düşmanı geldi." (My home's greatest enemy has arrived.)**

> **"Bu makine gerçekten bir mucizeymiş arkadaşlar. Almadığım günlere yanıyorum." (This machine is a miracle. I regret the days I didn't buy it.)**

> **"Olumsuz yanlarını da söyleyeyim." (Let me tell the negatives too.)**

- Disclosure is plain: '#reklam yazalım' (let's write #reklam); in stories '@bissellturkiye tarafından sağlanan' (provided by @bissellturkiye) and 'Reklam ortaklık @hepsiburada @bissellturkiye' (Ad partnership).
- Negatives are stated too: @cansinblogu explains in a story the difficulty of the corded model and adds coupon information.
- Price-news language: 'Beklediğimiz indirim geldi.' (The discount we waited for is here.) (@ilkaycabisiler), '1000 TL düşmüş fiyatı Hemen kapın bunu' (Price dropped 1000 TL, grab it) (@ebrarozalpkoca).

DATA NOTE

- Small sample: creator evidence is 8 reels, no posts; reels medians and the disclosure rate (8 rows) should not be generalised.
- @merve.ayhan245's reel carries the German '*Anzeige' (ad) disclosure and tags @bissell_deutschland; it should be read separately from Türkiye content.
- Story counts are visibility and not comparable across weeks; the 38 stories in the week of 26 Oct coincide with the week the tracked base expanded.

STANDOUT CREATIVES



@cansinblogu ↗
The most-viewed Bissell reel, 107,557 current views (Instagram, 2 Nov): co-published with @bissellturkiye; opens with 'Reklam, yasalar gereği.' (Ad, as required by law.) and tells it through a home-with-children scenario.



@heyyselda ↗
Story hook: juice spilled by the neighbour's child and the machine pulling out the stain; the call 'hikayemi ziyaret etmeyi unutmayın' (don't forget to visit my story).



@ebrarozalpkoca ↗
49,342 current views (Instagram, 2 Nov): a short reel noted #reklamdegildir (#notanad); builds curiosity with the text 'Sonra evdeki her şeyi yıkamak isteyeceksiniz' (Then you'll want to wash everything at home).

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · ITEMS

@bissellturkiye **21**

TOP HASHTAGS · ITEMS

#bissell **5** #koltukyıkama **2** #spotcleanc9 **2** #clean **1** #evtemizliği **1** #favorilerim **1**

News and deals accounts excluded.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Shark

Numbers, creative selection and summary

ITEMS · 30 D	INFLUENCERS	FORMAT	MEDIAN REELS VIEWS	ER · POST	ER · REELS	AD DISCLOSURE
51	48	82% · 14% · 4% stories · reels · posts	41.1K n = 7 reels	0.26% median, per follower · n = 2	1.12% median, per view · n = 3	67% posts+reels, n = 9 items · co-publishing 0%

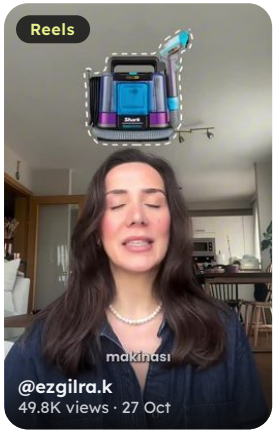


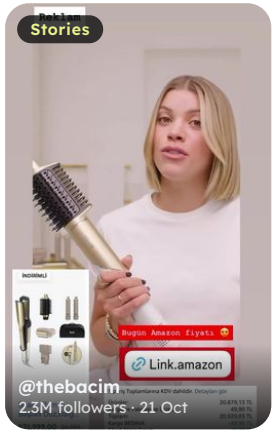




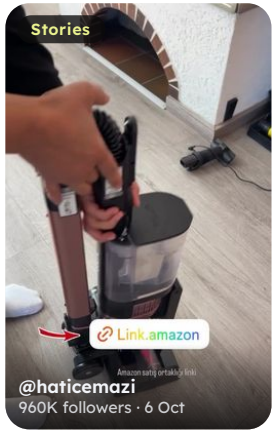














SUMMARY

The Shark page covers the SharkNinja account: in the few posts and reels Shark and Ninja products sit side by side, and air purifier coupons stand out in stories.

- Small sample: 51 unique items and 48 influencers; 42 stories, 7 reels, 2 posts, so creator-made posts and reels are only 9.
- Matching is through #sharkninja, @sharkninjatr and @sharkhome; for this reason Shark home care and beauty products are counted together with Ninja kitchen products.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) is in 6 (66.7%) of 9 non-story account-content rows; 2 rows carry an organic note ('ürünü kendim aldım', I bought the product myself; #reklamyok, #noad).
- Median reels views 41,149 (n=7, first recorded count); ahead by current views are Shark PowerDetect (@_anfo, 133,479), Shark Glam (@yesimyesilcimen, 105,741), Ninja Combi (@dilarakocakiyiyasam, 99,750).
- In 15 of the 40 analysed stories an air purifier appears, 6 are from discount accounts; there are 6 creators shared with Dyson.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@sopliae	Home & living	157K	2
@nevinlondon	Uncertain	14.6K	2
@indirimlideneyelimm deals	Shopping & deals	10.7K	2
@thebacim	Beauty	2.3M	1
@yaspeofficial	Sports & outdoors	1.9M	1

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Shark · campaigns and collaborations

Campaigns standing out in the period, with sample content (clicking the image opens it on Instagram)

CAMPAIGN

Shark product support: PowerDetect and Shark Glam

19–27 Oct 2026

@_anfo described the PowerDetect vacuum ('ürün @sharkninjatr tarafından sağlanmıştır', product provided by @sharkninjatr, #reklam #işbirliği) and @yesimyesilcimen the Shark Glam hair styler ('Shark Ninja tarafından sağlandı', provided by Shark Ninja, #reklam).





@_anfo The vacuum emptying its own dust is told through three features; 133,479 current views (Instagram, 2 Nov).

@yesimyesilcimen Hair styling with the Shark Glam; 105,741 current views (Instagram, 2 Nov).

CAMPAIGN

Ninja kitchen · #mutfaktaninjavar

5–22 Oct 2026

@gamzemirac shared the SharkNinja workshop with chef @ylmzozturk noted 'Reklam / davet' (Ad / invitation); @dilarakocakiyiyasam made meal prep with the Ninja Combi (#isbirligi); @nailcimm showed a coffee machine with #reklamyok (#noad).





@dilarakocakiyiyasam Chicken and rice on two trays with the promise '15 dakikada 3 günlük yemek' (3 days of meals in 15 minutes).

@gamzemirac Workshop frames and the question 'mutfakta Ninja olmaya hazır mıyız?' (are we ready to be Ninja in the kitchen?).

CAMPAIGN

Podcast contribution · @selalekadak

12 Oct 2026

A YouTube show with a business guest was made '@sharkninjatr 'nın katkılarıyla' (with contributions from @sharkninjatr) (#isbirliği); the product is not explained in the content.



@selalekadak The brand is only in the contribution note; the collaboration is content sponsorship instead of product.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Shark · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- 3 repeat creators (6.2%) produce 11.8% of rows, at most 2 items; relationships are almost entirely one-off.
- Macro and mega accounts are 43.1% of 51 rows; the largest faces are in stories: @thebacim (2,341,946) a hair styler, @yaspeofficial (1,937,760) an air filter coupon.
- Post and reels creators are small and mid-sized: @_anfo (50,050), @yesimyesilcimen (84,721); the largest is @dilarakocakiyiyasam (507,423).
- Of 48 creators, 14.6% are in shopping-discount, 12.5% parent-family, 10.4% food, 10.4% technology; 6 creators shared with Dyson (@balooun, @bebek_mutfagii).

PLATFORM AND FORMAT

- Of 51 unique items, 82.4% are stories, 13.7% reels, 3.9% posts; most of the visibility is in stories.
- Posts and reels run 1–3 per week (weeks of 5–26 Oct); week comparison is not meaningful on this base.
- Story counts in the weeks of 5–26 Oct are 8, 4, 9, 19; the last week should be read together with the base that expanded on 24–26 Oct.

CREATIVE APPROACH

- 71.4% of the 49 analysed items are product reviews or trials; the product is in a hero shot in 51.0%, in hand in 22.4%, the setting is home in 91.8%.
- Reels differ by product line: feature explanation for the vacuum (@_anfo), recipe in the kitchen (@dilarakocakiyiyasam), cleaning process for sofa washing (@nisaakmann).
- Stories are mostly price and coupon visuals; of 49 items, 30.6% carry a discount code and 26.5% a link call.

CONTENT SCRIPTS

- Vacuum reel: pain question ('süpürgeyi temizlemekle uğraşmak mı?', fussing over cleaning the vacuum?) → three features → closing 'sharkninja.com'dan inceleyebilirsiniz' (you can check it out at sharkninja.com) (@_anfo).
- Kitchen reel: 'Bugün ne pişirsem' (What shall I cook today) opening → recipe steps → cooking in one go with the Ninja Combi → comment question (@dilarakocakiyiyasam).
- 53.8% of 26 videos have speech; stories are a single-frame coupon visual or a short use video.

COMMUNICATION LANGUAGE

Practical and price-focused; reels with ad disclosure state clearly where the product came from, user posts are short and warm.

> **"Ben evimi temizliyorum, o da kendini!" (I clean my home, and it cleans itself!)**

> **"Saçlarımı şekillendirirken hem pratik hem de istediğim görünüme kolayca ulaşabildiğim yeni favorim Shark Glam" (My new favourite Shark Glam, practical while styling my hair and I easily get the look I want)**

> **"#reklam ürünü kendim aldım, ücretli bir tanıtım değildir." (#reklam I bought the product myself, it is not a paid promotion.)**

> **"Kahvesiz oluru yokkk" (Can't do without coffee)**

- Disclosure patterns: '#reklam', '#işbirliği', 'Reklam / davet' (Ad / invitation), 'tarafından sağlanmıştır' (provided by); for the podcast 'katkılarıyla' (with contributions from).
- Organic notes are written plainly: sentences such as 'marka göründüğü için #reklam / sponsorlu gönderi değildir' (#reklam because the brand is visible / not a sponsored post) in user posts.
- Language in stories is price and coupon focused; the product name and discount amount are written over the visual.

DATA NOTE

- Small sample: 9 posts and reels; the ad disclosure (6/9) and median views (n=7, first recorded count) show direction only.
- Reels ER (per view) 1.1241% rests on only 3 reels; likes are hidden on 4 reels.
- The product line should be read per item, Ninja kitchen products are also counted; 8 items from discount accounts and an advertising-sector commentary account were counted as context.

STANDOUT CREATIVES



@_anfo ↗
Ties the vacuum emptying its own dust to a single sentence; 133,479 current views (Instagram, 2 Nov), the page's most-viewed reel.



@dilarakocakiyiyasam ↗
Chicken and rice on two trays with the Ninja Combi; ER 2.15% per view, 99,750 current views (Instagram, 2 Nov).



@gamzemirac ↗
Frames from the SharkNinja workshop with the chef; the page's most-commented post with 254 comments.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · ITEMS

@sharkninja 4 · @sharkhome 2

TOP HASHTAGS · ITEMS

#sharkninja 6 · #burhankaracam 1 · #isbirliği 1 · #kahvekeyfi 1 · #kahvemakinesi 1 · #kasımindirimi 1

News and deals accounts excluded.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Arnica

small sample · findings are illustrative

Numbers, posts in the period and reading note

ITEMS · 30 D	INFLUENCERS	FORMAT	MEDIAN REELS VIEWS	ER · POST	ER · REELS	AD DISCLOSURE
14	8	50% · 43% · 7% stories · reels · posts	30.8K n = 6 reels	1.16% median, per follower · n = 1	0.73% median, per view · n = 6	43% posts+reels, n = 7 items · co-publishing 7%

SUMMARY

Arnica's period rests on a single recipe collaboration: @aileguncesi films meatball recipes with the Arnica Maestro dough-kneading machine; the sample is only 14 items.

- Small sample: 14 unique items, 8 influencers (7 stories, 6 reels, 1 post); rates rest on individual items.
- Five of the six reels are from @aileguncesi (49,532 followers): raw meatball (çiğ köfte) and butcher-style meatball recipes with the Arnica Maestro dough-kneading machine and a product explanation.
- All five carry an ad and collaboration wording; one is co-published with @arnicaevaletleri and carries the note 'Ürün Arnica tarafından tedarik edilmiştir.' (Product supplied by Arnica.).
- Ad disclosure (#reklam/#işbirliği/#tanıtım) is in 3 (42.9%; Dyson 36.0% on 353 rows) of 7 non-story rows; three @aileguncesi reels write the wording without a tag.
- @beyza_bloggg44 describes with humour the Arnica straightener her mother broke over her head, current views (Instagram, 2 Nov) 53,661; the BİM flyer post is from a discount account.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@aileguncesi	Food & drink	49.5K	**5**
@ebrununevii	Home & living	198K	**2**
@tozpembedunyammmm	Home & living	124K	**2**
@hesapliannebaba deals	Shopping & deals	850K	**1**
@alisveris.gezginim deals	Shopping & deals	128K	**1**

PLATFORM AND FORMAT

- Of 14 items, 50.0% are stories, 42.9% reels, 7.1% posts; all stories match through a link and 3 are from discount accounts.
- Median reels views by first recorded count 30,804 (6 reels with recorded views); Dyson 29,476 (333 reels).
- The same butcher-style meatball recipe was shared minutes apart with two openings: the 'Köfteyi aslında yanlış yapıyorsunuz.' (You're actually making meatballs wrong.) version got 510,056 and the other 25,424 current views (Instagram, 2 Nov).
- @aileguncesi's reels were posted in the afternoon on 14 Oct, 16 Oct and 21 Oct; 50.0% of 14 rows are on Wednesday.

DATA NOTE

- Small sample: 14 items and 6 reels; percentages rest on individual posts and should not be generalised as a trend or strategy.
- 4 of 14 items are from discount accounts (3 stories and the BİM flyer post); these are context, not collaboration.
- The ad disclosure rate counts only tagged wording; @aileguncesi's untagged 'REKLAM ve İŞ BİRLİĞİ' (AD and COLLABORATION) notes are not part of the rate.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · ITEMS

@arnicaevaletleri 2

TOP HASHTAGS · ITEMS

—

News and deals accounts excluded.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Fakir

small sample · findings are illustrative

Numbers, posts in the period and reading note

ITEMS · 30 D	INFLUENCERS	FORMAT	MEDIAN REELS VIEWS	ER · POST	ER · REELS	AD DISCLOSURE
6	6	100% · 0% · 0% stories · reels · posts	— n = 0 reels	— median, per follower · n = 0	— median, per view · n = 0	— posts+reels, n = 0 items · co-publishing 0%

SUMMARY

Fakir is visible in the period with only 6 stories; each from a different account, scattered across the month.

- Very small sample: only 6 unique items in the period, all stories; no posts or reels.
- The 6 stories come from 6 different accounts (@_busryylmz, @tasarrufluannebaba, @hilalkmeric, @ibzehraa, @minikkblogger, @balooun); each account posted 1 time.
- Posts are spread over 6 different days between 3 Oct – 1 Nov; of the accounts, 4 are micro, 2 macro, and 4 also shared Dyson content in the period.

PLATFORM AND FORMAT

- All 6 unique items are stories (100%); at Dyson the story share is 66.8% (1,062 unique items).
- All six stories matched a Fakir product link; because stories carry no likes or view counts they should be read as visibility only.

DATA NOTE

- Very small sample: 6 unique items (6 account-content rows); percentages are anecdotal and should not be generalised.
- Stories carry no caption text or engagement count; tone, creative approach and ad disclosure are not read from these items.
- A link match is not proof of collaboration; the 6 stories only show the brand's visibility.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@balooun	Street fashion & luxury	468K	**1**
@tasarrufluannebaba	Lifestyle	233K	**1**
@hilalkmeric	Lifestyle	93.5K	**1**
@ibzehraa	Beauty	45.6K	**1**
@_busryylmz	Home & living	30.4K	**1**

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · ITEMS

This brand's matches came mostly from brand links in stories.

TOP HASHTAGS · ITEMS

—

News and deals accounts excluded.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Additional insights

Examples drawn from rival activity that enrich the analysis; the supporting data is below.

SHARED INFLUENCERS: NEAREST NEIGHBOUR PHILIPS

Of the 567 influencers who post Dyson outside news and discount accounts, 92 also post Philips; 29 are shared with Roborock, 19 with Braun, 12 each with Dreame and Kärcher. @mystilmy (Dyson 11, Philips 16) and @balooun (Dyson 8, Philips 11) appear across seven brands. Even so, 76.5% of Dyson's influencers post only Dyson in the panel, the highest rate in the panel.

Dyson–Philips 92 shared: 16.2% of Dyson's 567 influencers, 26.4% of Philips' 349 influencers. Of the 567 who post only Dyson, 434; Philips 65.3%, Dreame 61.8%, Roborock 52.2%. The 7 faces of #DysonİleİyiBak appear with no other brand.

FOOTBALL: TWO BRANDS IN THE SAME STUDIO

@nowsporturkiye carries both brands regularly: the 11-reel #ÇıtayıYükseltenOyuncu (the player who raises the bar) segment carries Philips' name; the 8 Dyson reels are studio commentaries tagged @dysonturkiye, the first introducing the air purifier as “stüdyomuzun da yeni bir misafiri var” (our studio has a new guest too). First recorded median 140,264 at Dyson, 53,900 at Philips. Other football accounts also carry both brands: @hastalik_bufutbol published 3 Philips reels headed “ Reklam” (Ad), @socratesdergi published 2 Dyson reels with a #Reklam tag.

@nowsporturkiye 322,563 followers; Dyson 8 reels on 14–23 Oct (2 co-published with @ersinduzen), Philips 11 reels on 10 Oct–1 Nov (10 with #PhilipsErkekBakımSeti). On @socratesdergi, Dyson 2 reels and 6 stories, Philips 2 stories.

DUPE AND COMPARISON: THE BENCHMARK IS DYSON

Dyson hair stylers are talked about as the benchmark for other products: 4 reels take Dyson as the reference in “muadil” (dupe / cheaper alternative) or “alternatif” (alternative) language, 4 reels try Dyson side by side with BaByliss, Arzum, Tangle Teezer and the overseas version. All four comparisons are noted “reklam değil” (not an ad) or “kendim aldım” (I bought it myself). These are not Dyson collaborations; they show that Dyson is the yardstick in the category.

Dupe/alternative: @sinemozparlk, @_duygucalk, @damla.daily, @beyzzdiary. Comparison: @itsbernakoc (BaByliss), @laraezgisonmez0 (Arzum), @ecesabitt (Tangle Teezer), @huzunsarisiblog (overseas version). On floor care, @edaozblog's four-upright-vacuum test (including Dyson and Philips): 1,045,831 current views.

HAIR AND FLOOR: TWO SEPARATE CAMPAIGN RACES

In hair, #DysonİleİyiBak (8 reels, 7 influencers, none a million-follower account) and Dreame's #SeninRitminSeninStilin wave (10 reels, 2 of 10 influencers million-follower) fell on the same days; first recorded median 126,766 versus 89,696. On floor care, rivals worked with bigger faces and their first recorded medians are high: Dreame #HayalEtGerçekOlsun 446,818 in 6 reels, Roborock #YorulmayaGerekYok 244,337 in 9 reels; Dyson's 5 V16/V12 reels 45,817.

Median followers: #DysonİleİyiBak 430,846 (7 influencers), #SeninRitminSeninStilin 245,983 (10), #YorulmayaGerekYok 860,111 (9; three million-follower), #HayalEtGerçekOlsun 503,559 (6; two million-follower), Dyson V16/V12 145,451 (5). Shark Glam and Braun have one hair styler reel each.

REACH PEAK: PERSONAL TRIAL AT DYSON, CAMPAIGNS AT RIVALS

None of Dyson's 5 most-viewed reels by current views carries an ad disclosure; two are personal trials noting it is not an ad. At Dreame 5 of the top 5, at Roborock 4, carry #reklam or #işbirliği. The peak of #DysonİleİyiBak is @heytuvba's reel, 398,898 current views. These numbers are not comparable with the first recorded median: @sidelyaze's Airwrap reel was 131,518 at first record, its current views 1,417,282.

Dyson top 5 (current views, Instagram, 2 Nov): @gizematilaa 2,565,560, @bizimki.neyerneuyur 2,451,466, @zynpbnlsy 1,800,240, @busrarii 1,593,434, @sidelyaze 1,417,282. Dreame's peak @havvahf 1,730,036, Roborock's peak @nefisyemektarifleri 2,215,540.

DISCLOSURE LANGUAGE: #REKLAM, ORGANIC NOTE AND INSTAGRAM LABEL

At Dyson, 127 of 353 non-story rows carry ad disclosure (#reklam/#işbirliği/#tanıtım); 91 rows are kept out of the rate by an organic note such as “reklam yok” (no ad) or “kendim aldım” (I bought it myself) (Philips 26, Roborock 15, Dreame 3). A common pattern: “Kendim satın aldım ama marka göründüğü için #reklam” (I bought it myself but #reklam because the brand is visible). The Instagram paid-partnership label is a separate measure: used in only 2 rows at Dyson and in one row each at Roborock and Dreame, and not at all at the other brands.

Ad disclosure (#reklam/#işbirliği/#tanıtım): Dyson 127/353 (36.0%), Philips 35/116 (30.2%), Roborock 23/56 (41.1%), Dreame 22/30 (73.3%). Instagram label: Dyson 2 rows (0.2%), Roborock 1 (0.6%), Dreame 1 (1.2%).

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Opportunities

Areas of differentiation for your brand that come out of rivals' influencer activity.

OPPORTUNITIES FOR YOUR BRAND

1. By current views, Dyson's top 5 reels carry no ad disclosure; the peak is @gizematilaa's curly hair trial (12,981 followers, 2,565,560 current views). Dyson can carry this trial language and half-head tests into campaign scripts.

2. Airstrait usage tips are spreading on their own: 5 reels along the axis of "yanlış kullanıyormuşuz" (we've been using it wrong), @busrarii's with 1,593,434 current views. On the Philips side, @bunubianlat's 11-reel LatteGo care series is a similar guide format; Dyson can claim this interest with an official tips series.

3. Dupe and comparison reels take Dyson as the benchmark (4 dupe, 4 head-to-head tests; none a Dyson collaboration). Dyson can answer the same format with its own before-after and side-by-side tests and show the result.

4. Roborock and Dreame told floor care with food, comedy and million-follower lifestyle faces (first recorded median 244,337 and 446,818); Dyson's 5 V16/V12 reels stayed with mom and pet accounts (45,817). Dyson can try the same home-accident script with faces of wider audiences.

5. On @nowsporturkiye there is a segment carrying Philips' name (#ÇıtayıYükseltenOyuncu, 11 reels). The 8 Dyson reels in the same studio have a higher first recorded median (140,264 against 53,900) but are limited to the brand tag; a recurring title could tie this presence to Dyson.

6. The 7 faces of #DysonİleİyiBak appear only with Dyson and most shared a single reel; Dreame ran the AirStyle wave with 10 influencers on the same days. Dyson can continue the hair conversation with a second round or serial content using these exclusive faces.

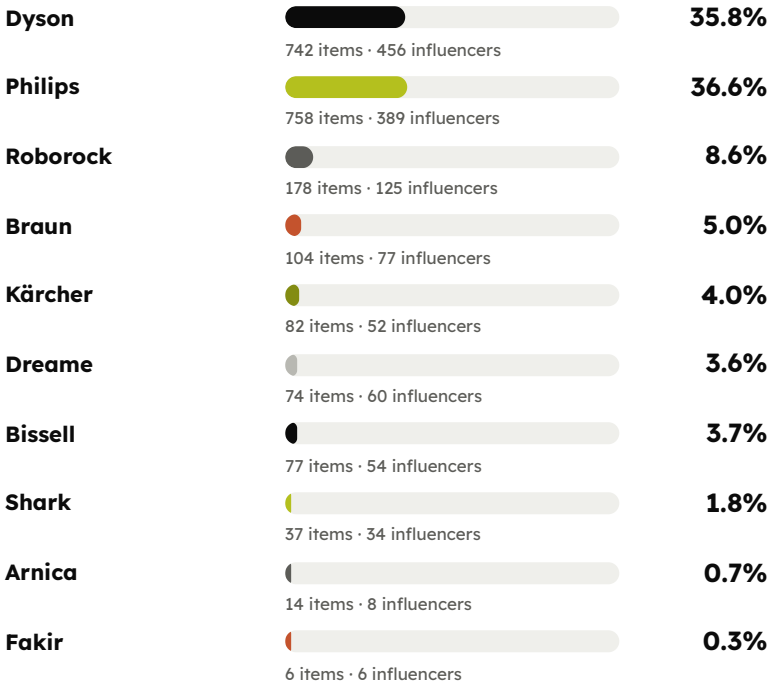
Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Panel view: share and performance

Counted like the comparison tabs of the Starlecta panel (by catalogue matching); not by this report's brand matching. The totals deliberately differ from the tables above.

Same account as the panel's comparison tabs · 03.10 – 01.11.2026 · all content types

SHARE OF TRACKED CONTENT



PERFORMANCE

BRAND	CONTENT	REELS PLAYS	LIKES + COMMENTS	STORY VIEWS (MODEL)	REACH MODEL
Dyson	**742** 544 Story · 10 Post · 188 Reel	**18,144,481** 185 / 188 Reel (98.4%)	**136,529** 148 / 198 · 50 hidden likes	**28,038,306** 544 / 544 Story	**1,218,808** 191 / 198
Philips	**758** 679 Story · 8 Post · 71 Reel	**7,382,070** 70 / 71 Reel (98.6%)	**34,174** 58 / 79 · 20 hidden likes	**45,776,793** 679 / 679 Story	**811,170** 79 / 79
Roborock	**178** 117 Story · 1 Post · 60 Reel	**10,475,877** 60 / 60 Reel (100.0%)	**115,440** 51 / 61 · 10 hidden likes	**10,270,134** 117 / 117 Story	**1,269,259** 61 / 61
Braun	**104** 104 Story · 0 Post · 0 Reel	—	—	**4,535,396** 104 / 104 Story	—
Kärcher	**82** 72 Story · 2 Post · 8 Reel	**391,773** 8 / 8 Reel (100.0%)	**4,442** 8 / 10 · 2 hidden likes	**7,754,574** 72 / 72 Story	**44,766** 10 / 10
Dreame	**74** 50 Story · 2 Post · 22 Reel	**4,350,505** 22 / 22 Reel (100.0%)	**72,855** 22 / 24 · 2 hidden likes	**2,541,290** 50 / 50 Story	**571,133** 24 / 24
Bissell	**77** 69 Story · 0 Post · 8 Reel	**115,899** 8 / 8 Reel (100.0%)	**721** 5 / 8 · 3 hidden likes	**2,883,568** 69 / 69 Story	**34,459** 8 / 8
Shark	**37** 37 Story · 0 Post · 0 Reel	—	—	**3,670,304** 37 / 37 Story	—
Arnica	**14** 7 Story · 1 Post · 6 Reel	**610,254** 6 / 6 Reel (100.0%)	**4,682** 7 / 7	**422,126** 7 / 7 Story	**23,216** 7 / 7
Fakir	**6** 6 Story · 0 Post · 0 Reel	—	—	**275,744** 6 / 6 Story	—

Measured counters, the Story model and the reach estimate are separate fields; none of them is summed. —: this counter is not available in that row.

Counted with the panel's method (link evidence, verified account and tag).

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Panel view: quality and audience

Counted like the comparison tabs of the Starlecta panel (by catalogue matching); not by this report's brand matching. The totals deliberately differ from the tables above.

Same account as the panel's comparison tabs · 03.10 – 01.11.2026 · all content types

QUALITY (SQS AVERAGE)

Dyson	455 influencers with SQS · Nano 61.1 · Micro 63.7 · Macro 65.9 · Mega 59.7	**64.3**
Philips	389 influencers with SQS · Nano 62.8 · Micro 62.7 · Macro 67.0 · Mega 68.5	**64.7**
Roborock	125 influencers with SQS · Nano 56.1 · Micro 64.5 · Macro 67.5 · Mega 69.1	**65.4**
Braun	77 influencers with SQS · Nano 71.5 · Micro 66.1 · Macro 68.5	**67.6**
Kärcher	52 influencers with SQS · Nano 61.8 · Micro 59.5 · Macro 66.4 · Mega 58.0	**62.9**
Dreame	60 influencers with SQS · Nano 54.8 · Micro 66.9 · Macro 66.6 · Mega 72.0	**66.7**
Bissell	54 influencers with SQS · Nano 69.1 · Micro 65.8 · Macro 68.0	**67.0**
Shark	34 influencers with SQS · Nano 57.2 · Micro 65.2 · Macro 70.3 · Mega 67.5	**67.2**
Arnica	8 influencers with SQS · Micro 48.7 · Macro 65.5	**57.1**
Fakir	6 influencers with SQS · Micro 65.9 · Macro 77.7	**69.8**

Each row is the average of the recorded SQS of the unique influencers who post that brand (0–100).

AUDIENCE (COMMENTERS)

Dyson	Female 78% / Male 22%	Largest age group: **25-34** 55% · Largest city: **Istanbul** 23% · Largest country: **Türkiye** 98%
Philips	Female 80% / Male 20%	Largest age group: **25-34** 56% · Largest city: **Istanbul** 21% · Largest country: **Türkiye** 98%
Roborock	Female 76% / Male 24%	Largest age group: **25-34** 56% · Largest city: **Istanbul** 22% · Largest country: **Türkiye** 98%
Braun	Female 82% / Male 18%	Largest age group: **25-34** 58% · Largest city: **Istanbul** 22% · Largest country: **Türkiye** 98%
Kärcher	Female 72% / Male 28%	Largest age group: **25-34** 56% · Largest city: **Istanbul** 22% · Largest country: **Türkiye** 99%
Dreame	Female 71% / Male 29%	Largest age group: **25-34** 52% · Largest city: **Istanbul** 25% · Largest country: **Türkiye** 96%
Bissell	Female 82% / Male 18%	Largest age group: **25-34** 58% · Largest city: **Istanbul** 21% · Largest country: **Türkiye** 96%
Shark	Female 78% / Male 22%	Largest age group: **25-34** 57% · Largest city: **Istanbul** 21% · Largest country: **Türkiye** 98%
Arnica	Female 76% / Male 24%	Largest age group: **25-34** 54% · Largest city: **Istanbul** 18% · Largest country: **Türkiye** 99%
Fakir	Female 86% / Male 14%	Largest age group: **25-34** 60% · Largest city: **Istanbul** 21% · Largest country: **Türkiye** 98%

Average of the commenter profiles of the posting influencers (equal weight per influencer). Commenters are a sample: they are not followers or people reached.

Counted with the panel's method (link evidence, verified account and tag).

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Data dictionary and method notes

Terms used in the report and calculation notes.

DATA DICTIONARY

Content	A post, reel or story that mentions the brand name, a brand account or a brand hashtag.
Influencers	The tracked account that shares the content; brand accounts excluded.
Follower segment	Nano <10K · Micro 10–100K · Macro 100K–1M · Mega 1M+.
Repeat creator	An account that posted the same brand 2+ times in the period.
Ad disclosure	A #reklam, #işbirliği, #tanıtım label (including gifted 'Ücretsiz #reklam'; excluded if noted 'reklam değil/yok' or 'kendim aldım'); within posts and reels.
Co-publishing	Content published together by two accounts with Instagram's co-author feature.
Paid partnership	Instagram's 'Paid partnership' label.
Views	Reels play count; measured for reels only.
ER	Engagement rate, percent: for reels (likes + comments) / views (per view), for posts (likes + comments) / followers (per follower). Medians are given separately for the two types; because the denominator differs they are not comparable.
Overlap	The number of accounts that posted both brands in the period; news and deals accounts excluded.
News / deals account	Accounts that share sector news or discounts; flagged separately.

METHOD NOTES

- Timestamps were interpreted as Turkey time (UTC+3).
- Items mentioning more than one brand were counted separately under each brand; totals may exceed the item count.
- Shared content published on several accounts with the same caption and time is a separate row per account.
- Audience distributions are an average weighted by the creators' follower counts.

Starlecta sector research · © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms