Dyson · Management Slides

3 Oct – 1 Nov 2026 · Instagram, Turkey · 10 brands compared

BOTTOM LINE Dyson is the most-shared brand in the category with 42.3% of the content across 10 brands, and 9 of the 16 sector Reels above 1 million views are Dyson's. That reach comes from people trying the product themselves, not from campaigns: 6 of those Reels come from micro accounts and none carries the paid partnership label. **Next step: carry the usage-tip format that works in hair care into campaigns and floor care.**

THE PERIOD IN NUMBERS

SHARE OF CONTENT

42.3%

highest of 10 brands · 1,062 of 2,513 content pieces · Competitor Analysis

CREATORS

565

excluding news, deal and shop accounts · Influencer List

CONTENT PIECES

896

from the 565 creators · 305 Reels · 580 stories · 11 posts · Influencer List

REEL VIEWS

41.0M

same creators, 302 Reels · read on Instagram on 2 Nov 2026 · Influencer List

1 MILLION+ REELS, SECTOR

9 / 16

most of 19 brands · 52.7% of views · Home Electronics Most Viewed

COLLABORATION EVIDENCE

58 creators

10.3% of 565 creators · paid partnership label on 2 Reels · Influencer List

TIER MIX

299 Micro · **221** Macro

Nano 36 · Mega 9 · Influencer List

AD DISCLOSURE

36.0%

#reklam/#işbirliği/#tanıtım · 127 of 353 posts and Reels · Competitor Analysis

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Three key findings

9 / 16 1 million+ Reels

Reach comes from people trying the product

9 of the 16 sector Reels above 1 million views are Dyson's; 6 come from micro accounts and none carries the paid partnership label. Top of the list: @gizematilaa, 2,558,152 views with 12,981 followers.

Instagram views read on 2 Nov 2026 Home Electronics Most Viewed

55.1% share of views

Hair styling carries the views

Dyson has 11 of the sector's 30 most-viewed Reels; 6 of them are hair-styler try-outs and bring 55.1% of Dyson's views in that list (8,945,902).

Instagram views read on 2 Nov 2026 Home Electronics Most Viewed

45,817 median views

In floor care, rivals lead with bigger faces

Dyson's 5 V16/V12 Reels stopped at a median of 45,817 views; Roborock's #YorulmayaGerekYok reached 244,337 over 9 Reels and Dreame's #HayalEtGerçekOlsun 446,818 over 6 Reels.

first recorded counter, median Competitor Analysis

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Position against rivals

RIVAL COMPARISON · SAME METHOD, SAME PERIOD Competitor Analysis

BRAND	CONTENT	SHARE	STORY SHARE	MACRO + MEGA CONTENT SHARE	AD DISCLOSURE, POSTS + REELS	MEDIAN REEL VIEWS, FIRST RECORDED	MEDIAN ER, REELS, PER VIEW
Dyson	**1,062**	**42.3%**	**66.8%**	**48.7%**	**36.0%** n=353	**29,476** n=333	**0.86%** n=256
Philips	842	33.5%	86.2%	50.9%	30.2% n=116	27,656 n=106	0.74% n=81
Roborock	173	6.9%	67.6%	49.7%	41.1% n=56	66,569 n=55	0.79% n=43
Braun	111	4.4%	93.7%	53.2%	0.0% n=7	5,514 n=6	0.49% n=3
Kärcher	97	3.9%	85.6%	62.9%	42.9% n=14	4,146 n=12	1.15% n=8
Dreame	80	3.2%	62.5%	48.7%	73.3% n=30	71,483 n=27	1.32% n=24
Bissell	77	3.1%	89.6%	40.3%	62.5% n=8	11,732 n=8	1.08% n=4
Shark	51	2.0%	82.4%	43.1%	66.7% n=9	41,149 n=7	1.12% n=3
Arnica	14	0.6%	50.0%	42.9%	42.9% n=7	30,804 n=6	0.73% n=6
Fakir	6	0.2%	100.0%	33.3%	— n=0	— n=0	— n=0

The pool matches the rivals; the difference is in the content. Excluding news and deal accounts, 76.5% of the creators who posted Dyson posted only Dyson, 92 accounts are shared with Philips; average quality score in the panel: Dyson 65.1, Philips 64.7, Roborock 65.4. Competitor Analysis · Brand Report

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What rivals do differently

Competitor Analysis

Philips

842 content pieces

Builds volume on link stories: 86.2% of its content is stories, 663 of 842 are stories matched only by a link; 270 come from deal accounts.

Roborock

#YorulmayaGerekYok

Runs Reels with big faces: 9 Reels, median 860,111 followers; median 244,337 views (first recorded counter). Floor cleaning told through food, comedy and family accounts.

Dreame

ad disclosure 73.3%

Runs disclosed campaign waves: the highest ad-disclosure rate of the 10 brands. In hair care, #SeninRitminSeninStilin ran 10 Reels in the same days as #DysonİleİyiBak (8 Reels).

Braun, Kärcher, Bissell, Shark

story-led

Visibility comes from stories: 93.7%, 85.6%, 89.6% and 82.4% of their content is stories; posts and Reels number only 7, 14, 8 and 9.

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What worked: creators and content

Reel views read on Instagram on 2 Nov 2026

MOST VIEWED DYSON REELS

Most Viewed Reels and Stories

#	CREATOR	TIER	DATE	VIEWS	ER PER VIEW	EVIDENCE CLASS
1	@gizematilaa	Micro	18 Oct	2,558,152	1.46%	Mention
2	@bizimki.neyerneuyur	Micro	15 Oct	2,440,121	0.70%	Mention
3	@zynpbnlsy	Micro	14 Oct	1,798,046	0.28%	Mention
4	@busrarii	Micro	25 Oct	1,585,757	0.43%	Mention
5	@sidelyaze	Micro	8 Oct	1,412,774	0.40%	Mention
6	@angel_model_riyadh	Micro	9 Oct	1,278,298	likes hidden	Mention
7	@feyzakaraabulut	Macro	23 Oct	1,219,933	0.85%	Collaboration evidence
8	@besteaydnnnn	Macro	25 Oct	1,171,724	1.02%	Mention
9	@edaozblog	Macro	11 Oct	1,043,215	0.06%	Mention
10	@busracitaak	Macro	30 Oct	939,197	0.68%	Collaboration evidence

MOST VIEWED CREATORS WITH COLLABORATION EVIDENCE

Influencer List

CREATOR	TIER	REEL VIEWS, TOTAL	REELS	STORIES
@feyzakaraabulut	Macro	1,219,933	1	0
@busracitaak	Macro	939,197	1	0
@aysealtuncu1	Micro	547,176	3	0
@heytuvba	Macro	398,217	1	0
@lenamarinozdemir	Macro	321,293	1	7
@simge__unal	Macro	316,314	1	2
@cerenceylanc	Macro	289,198	1	0
@socratesdergi	Macro	272,830	2	6
@gamzeyahuu	Macro	266,948	1	12
@eda	Macro	262,691	1	2

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Formats that drove the views

Home Electronics Most Viewed · Most Viewed Reels and Stories

Usage tip

Fixes a habit instead of presenting the product: @busrarii's video opening with “we've been using our Dyson wrong” reached 1,585,757 views.

Small account, big reach

6 of the 16 Reels above 1 million views came from micro accounts and brought 40.2% of the views; all of them are Dyson's.

Owner's voice

4 of Dyson's 11 Reels in the list carry a “bought it myself” or “not an ad” note; viewers see a real user.

Comparison and price question

Side-by-side tests that end with a question collect comments: @zynpbnlsy's video drew 948 comments.

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What to do next

1. **Work with owners who rise on their own**
   @gizematilaa, @zynpbnlsy and @sidelyaze reached about 197, 84 and 51 times their follower counts in views (Home Electronics Most Viewed). Partner with them or share their videos on the brand account; pick creators by views per follower, not by follower count.

2. **Build each collaboration around one tip**
   6 hair-styler try-outs brought 55.1% of Dyson's views in the most-viewed list (Home Electronics Most Viewed). Pick one tip that can be shown on screen: a mode, an attachment or a care step.

3. **Tell floor care through bigger faces**
   Dyson's 5 V16/V12 Reels ran on accounts with a median of 145,451 followers and reached a median of 45,817 views; Roborock's reached 244,337 with 860,111 median followers (Competitor Analysis, first recorded counter). Try the same home-mishap story with larger accounts.

4. **Use the campaign tag with the accounts that already get views**
   None of Dyson's 15 Reels in the sector's top 50 carries #dysonileiyibak or #dysonrutinim; #DysonİleİyiBak stayed at 7 creators and 8 Reels (Reports 2 and 5). Used by accounts that already get views, the tag makes the wave measurable.

5. **Give Dyson its own named football series**
   Dyson's 8 Reels on @nowsporturkiye have a median of 140,264 views; Philips' named 11-Reel segment on the same account has 53,900 (Competitor Analysis, first recorded counter). A recurring Dyson title would tie that attention to the brand.

Method. Posts, Reels and stories naming Dyson and its rivals (10 brands) on the Turkish Instagram accounts Starlecta tracks, 3 Oct – 1 Nov 2026. Reel views were read on Instagram on 2 Nov 2026; median views and ER (per view, Reels) use the first recorded counter. Creator and collaboration counts exclude news, deal and shop accounts; share and the rival table use all accounts. The panel share in Brand Report (44%) counts only verified brand tags and links; the share here uses the Competitor Analysis matching, which also covers product-line tags. The paid partnership label is Instagram's own label; ad disclosure is the #reklam/#işbirliği/#tanıtım tag in the caption. Tiers: Nano <10K · Micro 10K–100K · Macro 100K–1M · Mega 1M+ followers.

Sources. The five Starlecta reports of this dossier: Brand Report · Competitor Analysis · Influencer List · Most Viewed Reels and Stories · Home Electronics Most Viewed Content.

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