STARLECTA · INFLUENCER ANALYSIS

Home and personal-care electronics · The Most Viewed Content of the Last 30 Days

Last 30 days · 3 Oct – 1 Nov 2026

The most viewed Reels across 19 home and personal-care electronics brands, by Instagram views

CONTENTS

Summary	2
Scope, ranking and accuracy	3
Distribution	4–6
Top 30 by views	7–9
Patterns	10–11
Implications for Dyson	12
Appendix: ranks 31–50	13

REELS WITH 1M+ VIEWS	MOST VIEWED	TOTAL VIEWS (1M+)	DYSON SHARE
16	3.5M	27.5M	56.2%
19 brands	@ruhundoysun	Instagram	1M+ Reels, base 16

Prepared by: **Starlecta**

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Summary

Home and personal-care electronics · The most viewed content of the last 30 days · 3 Oct – 1 Nov 2026

REELS WITH 1M+ VIEWS
16
19 brands, base 605 distinct Reels

TOTAL VIEWS (1M+)
27.5M
Instagram views

MOST VIEWED
3.5M
@ruhundoysun · Grundig

DYSON SHARE (1M+ REELS)
56.2%
9 / 16 Reels · rank 1 by views

KEY FINDINGS

- In the period, 16 home and personal-care electronics Reels with 1M+ views reached a total of 27,544,171 Instagram views.
- Dyson ranks 1st in this set on both count and views, with 9 Reels (56.2%) and 14,508,020 views (52.7% of the total); Roborock is second with 3 Reels and 4,649,668 views.
- 11 (36.7%) of the top 30 most-viewed Reels are Dyson's; these 11 account for 41.8% (16,230,012) of the top 30's 38,865,786 views, and Dyson's best rank on the list is 2.
- The period's most-viewed Reel is a nutrition episode on Grundig's Ruhun Doysun project account (3,544,145 views); it is followed by @gizematilaa's Dyson AirSmooth test on curly hair (2,558,152) and @bizimki.neyerneuyur's cleaning vlog (2,440,121).
- Micro accounts produced 6 of the 16 Reels and 40.2% of total views, and all 6 of these Reels are Dyson's; the 4 Reels from mega accounts (26.1% of total views) belong to Roborock, Bosch and Dreame.
- Instagram's paid-partnership label is on only 1 (6.2%) of the 16 Reels, and it is Roborock's; none of the 15 Dyson Reels in the top 50 carries this label.
- 6 of Dyson's 11 Reels in the top 30 try out or review a hair-styling product and bring 55.1% of Dyson's top 30 views; 4 of the 11 Reels carry a “bought it myself” or “no ad / not an ad” note in the caption.

IN NUMBERS

- 16 distinct home and personal-care electronics Reels passed 1 million views; 27.5M Instagram views in total.
- Most viewed: @ruhundoysun, 3,544,145 views (Grundig).
- Dyson: 11 Reels in the top 30 (36.7%, base 30) and 9 Reels in the 1M+ set (56.2%, base 16).
- Of the 1M+ Reels, 6.2% carry Instagram's paid-partnership label and 37.5% carry an ad disclosure (#reklam/#işbirliği/#tanıtım) (base 16 Reels).

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Scope, ranking and accuracy

Short method

SCOPE AND RANKING

Universe
Turkish Instagram creators tracked by Starlecta; Reels only. Period 3 Oct – 1 Nov 2026 (TRT, 30 days).

Matching
19 home and personal-care electronics brands; hashtag, @mention and tag matching. The brand's own account (17 Reels) and news, shop and deal accounts (70 Reels) were not ranked.

Brand scope
Samsung and Xiaomi content is phone-centric, so only items about a home or personal-care device were included, each reviewed individually (9 Reels).

Ranking
By Instagram views; each Reels is counted once. Pool: 605 distinct Reels. Multi-brand content is counted under each brand, so brand totals can exceed the distinct Reels total.

Note
The ranked content is based on brand matching; only Instagram's paid-partnership label confirms that a post is a collaboration.

Product lines and tags
This report also covers product-line tags (#dysonairwrap etc.) and brand tags in stories; the panel counts only verified brand tokens and links.

Figures
View counts were read from Instagram on 2 Nov 2026; for the 17 Reels that could not be read, the first recorded measurement was used (base 605 distinct Reels). Like and comment counts were also read on 2 Nov 2026; where likes are hidden, likes are counted as 0.

Accuracy
Every brand match was checked against the caption, hashtags and, where available, the spoken text and visual analysis; false matches removed: 1 (e.g. the brand word appearing only in a price and deal list or in an unrelated context). Hair and home-care content in which the brand is used is valid even when the product name appears in a list of tools.

Base
The 1M+ set: 16 verified distinct Reels (17 candidates). The base of every percentage is stated. Content type is given over the 16 Reels with completed visual analysis.

19 BRANDS, BY SECTOR

Vacuum, cleaning and hair care	Dyson, Roborock, Dreame, Ecovacs, Bissell, Kärcher, Shark, Yui, Kiwi, Fakir
Personal care and small appliances	Philips, Braun
Home appliances and kitchen	Arçelik, Beko, Grundig, Vestel, Bosch, DeLonghi, Arnica

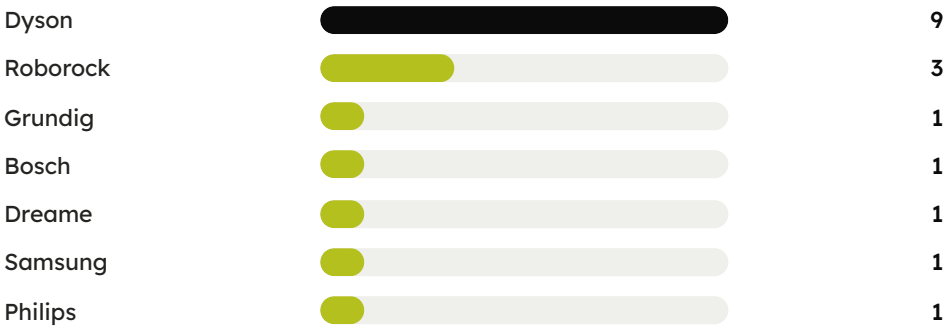
Paid-partnership label is Instagram's own label; **ad disclosure (#reklam/#işbirliği/#tanıtım)** is the tag in the caption. The two are counted separately. Segment: Nano <10K, Micro 10K–100K, Macro 100K–1M, Mega 1M+ followers.

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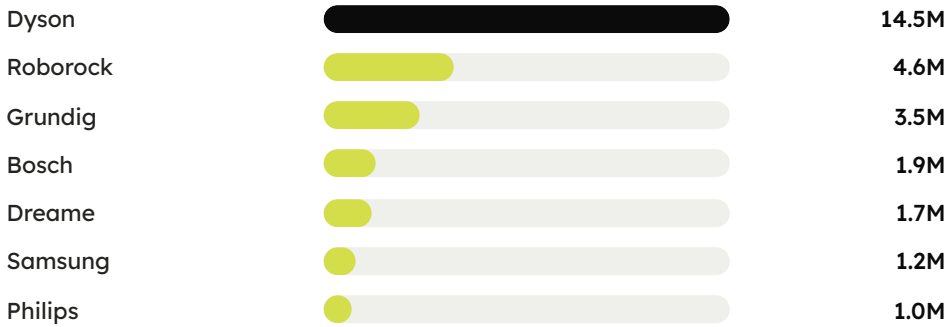
Brand distribution

16 Reels with 1M+ views · Dyson in the dark bar · top 18 brands

REELS WITH 1M+ VIEWS, PER BRAND 16 distinct Reels



1M+ REELS TOTAL INSTAGRAM VIEWS, PER BRAND multi-brand content counted under each brand



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Segment, content type and sector mix

16 Reels with 1M+ views

SEGMENT MIX 1M+ Reels, base 16

Mega	4 · 25.0%
Macro	6 · 37.5%
Micro	6 · 37.5%
Nano	0 · 0.0%

TOTAL VIEWS PER SEGMENT

Mega	7.2M
Macro	9.3M
Micro	11.1M
Nano	0

CONTENT TYPE Reels with completed visual analysis: 16 (base)

Product review	7 · 43.8%
Lifestyle vlog	6 · 37.5%
Information / educational	2 · 12.5%
Recipe / kitchen	1 · 6.2%

SECTOR 1M+ Reels, base 16; multi-brand content counted once per sector

Vacuum, cleaning and ha…	13 · 20.9M
Home appliances and kit…	2 · 5.5M
Other	1 · 1.2M
Personal care and small …	1 · 1.0M

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Label shares and Dyson's position

16 Reels with 1M+ views · base stated on each row

PAID-PARTNERSHIP LABEL AND AD DISCLOSURE 1M+ Reels, base 16

Paid-partnership label		1 · 6.2%
Ad disclosure		6 · 37.5%
Either of the two		6 · 37.5%

Paid-partnership label: Instagram's own label. Ad disclosure: the caption has a disclosure tag and no organic note such as "reklam yok/değil". Dyson in the top 30 Reels: 11 Reels, 41.8% share of views (base 38.9M views).

DYSON'S POSITION

1M+ Reels count	**9** / 16 · 56.2% · rank 1
1M+ total views	**14.5M** / 27.5M · 52.7% · rank 1
Reels in the top 30	**11** / 30 · 36.7%
Share of views in the top 30	**41.8%**
1M+ Dyson Reels with the paid-partnership label	**0** / 9
1M+ Dyson Reels, segment	Micro 6, Macro 3

DYSON'S MOST VIEWED REELS (OVERALL RANK)

RANK	CREATOR	FOLLOWERS	VIEWS
2	@gizematilaa	13K	2,558,152
3	@bizimki.neyerneuyur	72K	2,440,121
6	@zynpbnlsy	21K	1,798,046
8	@busrarii	78K	1,585,757
9	@sidelyaze	28K	1,412,774

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Most viewed home and personal-care electronics Reels (1/3)

By Instagram views, ranks 1–10 · base 605 distinct Reels



@ruhundoysun 566K · Macro · 4 Oct

Views **3,544,145** · Likes 34,166 · Comments 21

0.96% per view · instagram.com/reel/DeFO-6SxXU4

Grundig · Information / educational

From Grundig's Ruhun Doysun project account, the "stress on our plate" episode of #SofrayıGeriAl: processed food, sugar and fatigue. No product is shown; Grundig signs the series on screen. The nutrition topic carries the views.



@gizematilaa 13K · Micro · 18 Oct

Views **2,558,152** · Likes 36,897 · Comments 399

1.46% per view · instagram.com/reel/Deo6P7coZ8Y

Dyson · Product review

Dyson AirSmooth test on frizzy, curly hair: "If it works on hair like mine, you can buy it with peace of mind." Caption note "#reklam yok kendim aldım" (no ad, bought it myself); about 197 times the follower count in views.



@bizimki.neyerneuyur 72K · Micro · 15 Oct

Views **2,440,121** · Likes 15,806 · Comments 1,379

0.70% per view · instagram.com/reel/DehqndPvezo

Dyson · Lifestyle vlog

A mother starts cleaning behind the fridge while the baby sleeps, after her mother-in-law tidied up; the baby wakes in half an hour. The familiar moment drew 1,379 comments. Dyson is in the background, tagged @dyson.



@nefisyemektarifleri 11.7M · Mega · 4 Oct

Views **2,214,989** · Likes 11,593 · Comments 97

0.53% per view · instagram.com/reel/DeEoEYhtINI

Roborock · Paid-partnership label · Ad disclosure · Recipe / kitchen

While a mille-feuille cake is made in the Nefis Yemek Tarifleri kitchen, the Roborock Qrevo Edge 2 Flow cleans the floor. The recipe flow presents the product as a natural helper; mega account, paid-partnership label and #işbirliği disclosure.



@caneryldrmm 1.2M · Mega · 20 Oct

Views **1,938,808** · Likes 28,399 · Comments 144

1.47% per view · instagram.com/reel/Detrd4ENKBk

Bosch · Ad disclosure · Lifestyle vlog

Couple's joke about splitting chores: one puts the laundry in, the other picks the programme in the Bosch Home Connect app; the dryer is set from the same app. Mega account, #reklam disclosure.



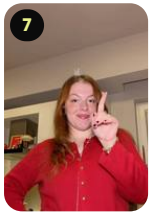
@zynpbnlsy 21K · Micro · 14 Oct

Views **1,798,046** · Likes 4,154 · Comments 948

0.28% per view · instagram.com/reel/Ded1OmYoTjB

Dyson · Product review

Dyson vacuum in use, shot in close-ups showing only hands; on-screen text "Artık Dyson kullanırken parmak ağrısına son" (no more finger pain when using a Dyson). One small fix and the question "How did you find this product?" brought 948 comments.



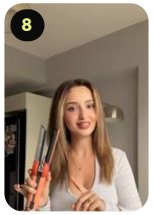
@havvahf 1.1M · Mega · 20 Oct

Views **1,727,077** · Likes 14,373 · Comments 118

0.84% per view · instagram.com/reel/DeuJSfRtGkv

Dreame · Ad disclosure · Lifestyle vlog

On a lazy evening, pasta with tomato sauce spills on the floor; the Dreame T16 Pro Heat picks up the mess with 90-degree hot water. A small home accident shows the product; mega account, #işbirliği disclosure, #HayalEtGerçekOlsun campaign.



@busrarii 78K · Micro · 25 Oct

Views **1,585,757** · Likes 6,706 · Comments 115

0.43% per view · instagram.com/reel/De7GX_oo3Vs

Dyson · Product review

"Turns out we were using the Dyson wrong": the straightener is tried with combs and boost mode on one half of the hair, the old way on the other. A concrete tip with a side-by-side result; caption note "#reklam değil" (not an ad).



@sidelyaze 28K · Micro · 8 Oct

Views **1,412,774** · Likes 5,569 · Comments 48

0.40% per view · instagram.com/reel/DePjBhHo-W1

Dyson · Lifestyle vlog

Dyson Airwrap wave technique opening with "Stop using it like this": she holds the device differently and wraps the hair herself, comparing two curls side by side. A tip that corrects a habit; about 51 times the follower count in views.



@kaangungoor 1.1M · Mega · 30 Oct

Views **1,317,405** · Likes 32,123 · Comments 501

2.48% per view · instagram.com/reel/DfHvE7gs1mF

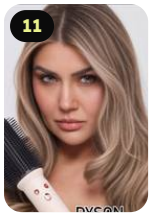
Roborock · Ad disclosure · Lifestyle vlog

"Inner voices of robot-vacuum owners" sketch: the mother who used to send everyone out for Sunday cleaning now names the robot and goes out herself. Family humour; #reklam disclosure, #YorulmayaGerekYok, ER per view 2.48%.

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Most viewed home and personal-care electronics Reels (2/3)

By Instagram views, ranks 11–20 · base 605 distinct Reels



@angel_model_riyadh 98K · Micro · 9 Oct

Views **1,278,298** · Likes hidden · Comments 19

0.00% per view (hidden likes counted as 0) · instagram.com/reel/DeQLPLtI6Yh

Dyson | Product review

Short first-look video introducing a new hair-styling product: “I'm going to introduce you to a new product.” The caption tags #dysonairsmooth and Dyson's international accounts; likes hidden, 19 comments.



@feyzakaraabulut 249K · Macro · 23 Oct

Views **1,219,933** · Likes 9,836 · Comments 591

0.85% per view · instagram.com/reel/De2IYfwxiDw

Dyson | Ad disclosure | Lifestyle vlog

Personal vlog about what happened after stopping weight-loss injections. Dyson Airstrait is named only in the caption's list of products used; the brand link is weak. The personal topic sparked curiosity and drew 591 comments.



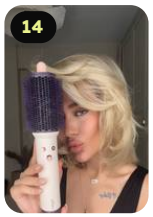
@omurmorova 116K · Macro · 11 Oct

Views **1,176,453** · Likes 8,374 · Comments 49

0.72% per view · instagram.com/reel/DeW4IT5oUcv

Samsung | Information / educational

Settings guide for the best TV picture: picture mode, backlight, contrast, sharpness. Shown on a Samsung TV, it says “most TVs have the same settings” and invites sharing; the caption carries a plain-text “Reklam” note.



@besteaydnnnn 199K · Macro · 25 Oct

Views **1,171,724** · Likes 11,506 · Comments 402

1.02% per view · instagram.com/reel/De69W2JoSEh

Dyson | Product review

Dyson AirSmooth review opening with “I'll give my objective opinion”: compared with her earlier Arzum styler on brush design and airflow. The caption notes “bought it myself, but #reklam because the brand is visible”; 402 comments.



@tugbayiilmaaz 696K · Macro · 25 Oct

Views **1,117,274** · Likes 23,505 · Comments 92

2.11% per view · instagram.com/reel/De619kmgCsG

Roborock | Ad disclosure | Product review

An episode of the “Getting used to marriage” series: banter with her husband while the Roborock Qrevo 2 Pro's edge cleaning and dock are shown. Marriage humour carries the product; #reklam disclosure, #YorulmayaGerekYok campaign.



@edaozblog 310K · Macro · 11 Oct

Views **1,043,215** · Likes 500 · Comments 117

0.06% per view · instagram.com/reel/DeXSxLBNc_H

Dyson | Philips | Product review

Four stick vacuums tested on the same floor, same conditions; on-screen text “Are we paying for the brand or for performance?” A no-bashing comparison and “which vacuum are you happiest with?” invite comments.



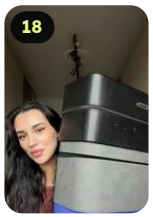
@dilarabydaily 57K · Micro · 27 Oct

Views **961,685** · Likes 7,426 · Comments 62

0.78% per view · instagram.com/reel/De_192ssO9Y

Arçelik | Product review

From the “Would I buy it for my trousseau if I married now?” series: dryer, oven and pots reviewed one by one, aimed at people setting up a home. Plain-text caption note “Reklam, görünen markalar için” (ad, for brands shown).



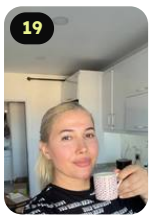
@busracitaak 489K · Macro · 30 Oct

Views **939,197** · Likes 6,221 · Comments 137

0.68% per view · instagram.com/reel/DfHl84DI-O1

Dyson | Ad disclosure | Product review

Hair-styler comparison at three price points: “29,000, 16,000 and this one 8,000.” Dyson, Shark and Homend are tried with their attachments; the question “Which is better value for money?” leaves the decision to viewers. #reklam disclosure.



@figennseker 127K · Macro · 23 Oct

Views **936,066** · Likes 7,091 · Comments 178

0.78% per view · instagram.com/reel/De1H6B7xRNJ

Kärcher | Product review

Detailed kitchen clean opening with “My winter cleaning is done”: oven, dishwasher and corners cleaned one by one with a steam machine. A step-by-step, satisfying cleaning flow; the caption carries a “Reklamyok” (no ad) note.



@hastalik_bufutbol 984K · Macro · 4 Oct

Views **905,529** · Likes 42,610 · Comments 149

4.72% per view · instagram.com/reel/DeEZAMWq9CW

Philips | Sports / football

Football analysis: “How did Raphinha reach this level?” No product comes up in the narration; Philips OneBlade appears only as the episode's sponsor in the caption and on screen. Plain-text “ⓘ Reklam”, ER per view 4.72%.

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Most viewed home and personal-care electronics Reels (3/3)

By Instagram views, ranks 21–30 · base 605 distinct Reels



@hastalik_bufutbol 984K · Macro · 26 Oct

Views **885,270** · Likes 31,427 · Comments 193

3.57% per view · instagram.com/reel/De9ZDRVqu_R

Philips | Sports / football

The same account's derby analysis: passing tempo and aerial balls at Galatasaray and Fenerbahçe. The Philips men's grooming kit is only the sponsor in the caption; no product comes up in the analysis. ER per view 3.57%.



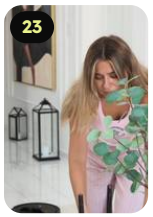
@esrauludag_ 65K · Micro · 5 Oct

Views **821,651** · Likes hidden · Comments 198

0.02% per view (hidden likes counted as 0) · instagram.com/reel/DeG3ZDlt6J2

Roborock | Product review

Washable dust-bin promo opening with “Look what my robot vacuum did to me”. The product is an accessory seller's; Roborock is only the device in use. Discount codes in the caption, plain-text “Mevzuat Gereği Reklam” (ad, as required by law) note.



@isik.reyhann 389K · Macro · 3 Oct

Views **793,771** · Likes 10,710 · Comments 120

1.36% per view · instagram.com/reel/DeBXM6-heZ9

Ecovacs | Product review

English-language promo of the Ecovacs DEEBOT T90 MAX PLUS OMNI: slim body reaching under furniture, a spilled protein shake and a towel left spotless. Concrete proof scenes; the caption carries a discounted price and a profile link.



@sedasayan 3.4M · Mega · 27 Oct

Views **791,119** · Likes 11,547 · Comments 202

1.49% per view · instagram.com/reel/DfAWUJNRgRj

Roborock | Ad disclosure | Product review

Chat clip from Seda Sayan's #BacılarınBacısı show: “Is cheating a habit?” No product or cleaning comes up in the talk; Roborock is linked only by the sponsor tag in the caption (#reklam, @roborocktr), so the brand link is weak.



@cerens.agca 39K · Micro · 28 Oct

Views **782,795** · Likes 1,709 · Comments 11

0.22% per view · instagram.com/reel/DfCkMFVAUUj

Dyson | Product review

Dyson vacuum maintenance video opening with “I love using it, until it's time to clean it…”: parts cleaned in hands-only shots. A long-term-use story; the caption says it is not an ad and she bought it herself.



@aleynacaliskan 398K · Macro · 19 Oct

Views **774,405** · Likes 28,277 · Comments 292

3.69% per view · instagram.com/reel/DerpKuvsqbX

Dreame | Paid-partnership label | Ad disclosure | Product review

Food, fur, crumbs and sauce in a home with a cat: the Dreame H14 Dual picks up spills in one pass and lies flat to reach under the sofa. Concrete home accidents show the product; paid-partnership label, #reklam disclosure, ER per view 3.69%.



@simayyblog 37K · Micro · 19 Oct

Views **759,713** · Likes 4,460 · Comments 125

0.60% per view · instagram.com/reel/DerrbFCtXYk

Arçelik | Ad disclosure | Product review

Arçelik Telvesso promo: Turkish coffee, espresso, milk and iced coffee from one machine, for up to four people at once. Step-by-step demo with the boxed accessories; micro account, about 21 times its follower count in views, #reklam disclosure.



@sedasayan 3.4M · Mega · 31 Oct

Views **694,553** · Likes 12,511 · Comments 158

1.82% per view · instagram.com/reel/DfKoSCNNR8T

Roborock | Ad disclosure | Information / educational

Another clip from the same show, “If I'm slandered, I won't stand still”: Seda Sayan describes how she reacts when wronged. No product comes up in the talk; Roborock is linked only by the sponsor tag in the caption, so the brand link is weak.



@narin_arican 67K · Micro · 25 Oct

Views **638,294** · Likes 3,414 · Comments 56

0.54% per view · instagram.com/reel/De7MGCet_KI

Yui | Recipe / kitchen

“Same batter, 6 kinds of cake” recipe: the batter is split into clay pots and six different cakes bake at once; a practical idea worth saving. Yui is only tagged in the caption and no brand is visible on screen; the brand link is weak.



@themagger 689K · Macro · 16 Oct

Views **637,567** · Likes 534 · Comments 0

0.08% per view · instagram.com/reel/DejMokttl9m

Grundig | Ad disclosure | Information / educational

Ruhun Doysun's World Food Day episode: “What makes our grandmothers' pickles so special?” Seasonal eating is discussed and no product is shown; Grundig is tagged as the project's signature, #reklam disclosure.

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Patterns (1/2)

Patterns repeated in the most viewed home and personal-care electronics Reels · base 16 Reels (1M+)

Usage tip: “we were using it wrong”

6 of Dyson's 11 Reels in the top 30 try out or review a hair-styling product in hand, and they bring 55.1% (8,945,902) of Dyson's top 30 views. The standouts do not just present the product; they correct a habit or test it on difficult hair: “Turns out we were using the Dyson wrong”, “Stop using it like this”, an AirSmooth test on curly hair. Viewers see the result on screen, on hair like their own.

@busrarii (Dyson), @sidelyaze (Dyson), @gizematilaa (Dyson), @zynpbnlsy (Dyson)

Small accounts, big views

6 of the 16 Reels with 1M+ views came from micro accounts and brought 40.2% of total views; all 6 are Dyson's. @gizematilaa reached 2,558,152 views with 12,981 followers, about 197 times her follower count; @zynpbnlsy got about 84 times and @sidelyaze about 51 times. Rivals' Reels in this set come mostly from mega accounts: of the 4 mega Reels, 2 are Roborock's, 1 Bosch's and 1 Dreame's.

@gizematilaa (Dyson), @zynpbnlsy (Dyson), @sidelyaze (Dyson), @bizimki.neyerneuyur (Dyson), @busrarii (Dyson)

Owner voice: “bought it myself”

4 of Dyson's 11 Reels in the top 30 carry a “bought it myself” or “no ad / not an ad” note in the caption. None of the 15 Dyson Reels in the top 50 carries Instagram's paid-partnership label. Rivals lead with planned content: all 4 of Dreame's Reels in the top 50 and 5 of Roborock's 6 Reels in the top 30 carry an ad disclosure (#reklam/#işbirliği/#tanıtım).

@gizematilaa (Dyson), @besteaydnnnn (Dyson), @cerens.agca (Dyson), @busrarii (Dyson)

Comparisons and the price question draw comments

The value-for-money question carries comparison videos: @edaozblog races four stick vacuums on the same floor and asks “Are we paying for the brand or for performance?”; @busracitaak tries Dyson, Shark and Homend stylers at three price points side by side; @besteaydnnnn compares the AirSmooth with her earlier Arzum device. Content that ends with a question draws comments: @zynpbnlsy got 948 and @tansuokatan's list of five tumble dryers 411.

@edaozblog (Dyson), @busracitaak (Dyson), @besteaydnnnn (Dyson), @tansuokatan (Beko, Bosch)

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Patterns (2/2)

Patterns repeated in the most viewed home and personal-care electronics Reels · base 16 Reels (1M+)

Campaign waves at rivals: one tag, many creators

All 4 of Dreame's Reels in the top 50 carry #HayalEtGerçekOlsun; two present the H14 Dual and two the T16 Pro Heat through home accidents, a home with cats and a home routine. 3 of Roborock's 6 Reels in the top 30 carry #YorulmayaGerekYok; the brand is also in the top 30 with 2 Reels as sponsor of Seda Sayan's show. Dyson's 15 Reels in the top 50 spread instead with product-line tags such as #dysonairsmooth and #dysonairwrap rather than a campaign tag.

@havvahf (Dreame), @aleynacaliskan (Dreame), @vsenabostanci (Dreame), @kaangungoor (Roborock), @tugbayiilmaaz (Roborock), @nefisyemektarifleri (Roborock)

The topic, not the product: sponsor brands in football, chat and nutrition

The top Reel on the list is a nutrition episode from Grundig's Ruhun Doysun project account (3,544,145 views); no product is shown, the brand signs the series. Philips sponsored three football analyses on @hastalik_bufutbol: 2,411,794 views and 3.57–4.72% ER per view. Roborock appears the same way on Seda Sayan's chat show and Dyson in a sports broadcast. In these pieces the topic carries the views; the brand's link to the product is weak.

@ruhundoysun (Grundig), @hastalik_bufutbol (Philips), @sedasayan (Roborock)

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Implications for Dyson

Conclusions drawn from the data

- Reach comes from owners: Dyson took 9 (56.2%) of the 16 Reels with 1M+ views and 52.7% of total views; 6 of these 9 Reels come from micro and 3 from macro accounts, and none carries a paid-partnership label. Working afterwards with creators who stood out on their own (@gizematilaa, @zynpbnlsy, @sidelyaze), or sharing their content on the brand account, makes this reach repeatable.
- Hair carries the reach, competition is dense in vacuums: 55.1% of Dyson's top 30 views come from the 6 Reels that try out a hair-styling product. In the top 30, vacuum brands Roborock (6 Reels) and Dreame (2) sit next to Dyson's 4 vacuum and cleaning Reels. The tip format that works for hair can move to vacuums: @zynpbnlsy's “no more finger pain” video got 1,798,046 views.
- Put the tip at the centre of the brief: the most-viewed Dyson hair Reels correct a usage mistake or test the product on difficult hair (straightening with combs and boost mode, holding the Airwrap differently, AirSmooth on curly hair). Choosing one demonstrable tip per collaboration, such as an attachment, a mode or maintenance, carries this format into planned content.
- Answer the price question with ownership and maintenance content: Dyson is weighed side by side with rivals in comparison videos; @busracitaak's video opens the three devices with the prices “29,000, 16,000 and this one 8,000”. @cerens.agca's maintenance video cleaning the Dyson vacuum she bought herself got 782,795 views; a long-term use and care story is a natural answer to the price question.
- Use a campaign tag consistently with the creators who already stand out: all 4 mega Reels in the 1M+ set belong to rivals and carry an ad disclosure (#reklam/#işbirliği/#tanıtım); Dreame and Roborock build their waves around a shared tag. None of Dyson's 15 Reels in the top 50 uses a campaign tag such as #dysonileiyibak or #dysonrutinim; using these tags together with owners who are already watched makes the waves measurable.
- Choose creators by views per follower rather than follower count: in Dyson's 1M+ Reels, views range from about 3 to 197 times the follower count; the highest ratio is @gizematilaa's, with 12,981 followers. In sponsored topic content (football, a chat show) the link to the product stays weak; measuring results on content where the product is actually used gives a clearer picture.

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Appendix: ranks 31–50

By Instagram views · engagement = (likes + comments) / views · base 605 distinct Reels

	CREATOR	FOLLOWERS	BRAND	DATE	VIEWS	LIKES	COMMENTS	ENGAGEMENT / VIEWS	LABELS	LINK
31	@hastalik_bufutbol	984K · Macro	Philips	18 Oct	620,995	27,522	104	4.45%		link
32	@sumeyyeninbilgileri	154K · Macro	Philips	11 Oct	600,732	1,394	117	0.25%		link
33	@mertbayantemur	1.6M · Mega	Dyson	26 Oct	567,324	1,831	103	0.34%	Ad disclosure	link
34	@canancablogu	220K · Macro	Dyson	26 Oct	555,921	16,738	24,817	7.47%	Ad disclosure	link
35	@lokmikaa	25K · Micro	Philips	19 Oct	541,252	3,046	197	0.60%	Ad disclosure	link
36	@asenatalar	1.1M · Mega	Dreame	27 Oct	538,102	3,792	33	0.71%	Ad disclosure	link
37	@sunaciceker	39K · Micro	Philips	19 Oct	531,346	2,126	369	0.47%		link
38	@sulekorkmazz	703K · Macro	Roborock	17 Oct	519,330	2,267	230	0.48%	Ad disclosure	link
39	@evinadiguzel_	68K · Micro	Yui	9 Oct	508,910	4,811	116	0.97%		link
40	@aileguncesi	50K · Micro	Arnica	21 Oct	507,806	3,266	82	0.66%		link
41	@vsenabostanci	404K · Macro	Dreame	13 Oct	507,371	2,713	36	0.54%	Ad disclosure	link
42	@dilarabydaily	57K · Micro	Arçelik	13 Oct	506,188	2,593	51	0.52%		link
43	@roz.enterili	109K · Macro	Arçelik	3 Oct	505,618	7,702	63	1.54%	Ad disclosure	link
44	@antalyali_gezginn	30K · Micro	Philips	25 Oct	490,102	572	89	0.13%		link
45	@makeupbytac	443K · Macro	Dyson	16 Oct	487,160	10,795	44	2.22%		link
46	@tansuokatan	78K · Micro	Beko, Bosch	28 Oct	484,304	3,274	411	0.76%		link
47	@nowsporturkiye	323K · Macro	Dyson	23 Oct	479,598	8,952	116	1.89%		link
48	@busranuraydinhomee	10K · Micro	Roborock	20 Oct	478,128	402	645	0.22%		link
49	@yemekcom	4.2M · Mega	Vestel	18 Oct	475,780	1,718	55	0.37%	Ad disclosure	link
50	@yemekcom	4.2M · Mega	Vestel	16 Oct	439,608	2,297	31	0.53%	Ad disclosure	link

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