STARLECTA SECTOR RESEARCH · SAMSUNG AND ITS RIVALS

Influencer Marketing Competitor Analysis

Consumer Electronics

4 Aug – 1 Nov 2026 (90 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

Apple · Samsung · Huawei · DJI · Xiaomi · Casio · Lenovo · Anker · JBL

CONTENT	INFLUENCERS	BRANDS	PERIOD
5,157	1,379	9	90
posts mentioning a brand	distinct accounts	consumer electronics	days

Prepared by: **Starlecta**

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

Executive summary

Main findings on nine brands' influencer activity over the last 90 days.

CONTENT
5,157
90 days · 5,209 brand assignments

INFLUENCERS
1,379
243 accounts in 2+ brands

STORY SHARE
50%
of 5,209 brand assignments

LARGEST VOLUME
Apple
2,205 items · 634 influencers

KEY FINDINGS

- Samsung: 985 unique items from 397 influencers; stories 47.8%, reels 45.6%, posts 6.6%. Ad disclosure (#reklam/#işbirliği/#tanıtım) in 55.4% of 514 non-story rows.
- Samsung's first recorded median reel views are 41,768 (446 reels), the panel's highest. By current views (Instagram, 2 Nov), the #iSwitchedToSamsung reels lead: @yunuscanpolat 40.9M, @yasarcankocaaslan 40.2M, @hamzaibac 24.4M.
- Apple is the panel's largest with 2,205 unique items; 19.9% of its 2,207 rows are from news accounts, 371 from @appleinsiderturkiye. Without news and deal accounts, 1,548 rows remain.
- Huawei: 660 unique items from 219 influencers, 65.6% stories. Ad disclosure (#reklam/#işbirliği/#tanıtım) in 58.1% of 227 non-story rows; @huaweimobiletr co-author on 19 rows.
- DJI: 61.4% of 515 unique items are reels, the panel's top share. 79.4% of the first recorded views of its 311 reels with recorded views come from one ASMR reel (@onurwoodart).
- Xiaomi: 77.5% of 329 unique items are stories; 129 of 255 stories are from deal accounts. Lenovo is small but targeted: 131 unique items; all 7 collab rows are with @lenovoturkiye.
- Small samples: Casio 268 unique items (159 on deal accounts), Anker 93, JBL 23; story shares 71.3%, 90.3%, 78.3%.
- Without news and deal accounts, 68.8% of Samsung's 346 influencers appear only for Samsung; 70 also appear for Apple, 58 for Huawei, 32 for Xiaomi.

TAKEAWAYS FROM THE COMPARISON

- With less than half of Apple's volume (985 vs 2,205 unique items), Samsung gets more than double the median reel views: 41,768 first recorded views (446 reels) against 18,855 for Apple (735).
- Ad disclosure (#reklam/#işbirliği/#tanıtım) is close at Samsung and Huawei: 55.4% of 514 non-story rows and 58.1% of 227. Huawei makes @huaweimobiletr co-author on 19 rows; Samsung does so with its brand account on 1 row.
- Samsung has three times Xiaomi's volume (985 vs 329 unique items); its first recorded median reel views are 41,768 (446 reels) against 27,426 for Xiaomi (66). 129 of Xiaomi's 255 stories are from deal accounts.
- Samsung's first recorded median reel views are 41,768 (446 reels) against 13,004 for DJI (311). On reel ER per view, DJI leads: 1.99% (263 reels) against 1.25% for Samsung (419).
- Samsung shares creators with the smaller brands: excluding news and deals, 25 of Lenovo's 44 influencers, 16 of Anker's 31, 6 of JBL's 10 and 7 of Casio's 42 also appear in Samsung content.

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Comparison table

Volume, format, creator pool, disclosure and performance; brands ranked by 90-day volume.

BRAND	CONTENT 90 D (30 D)	INFLUENCERS	FORMAT MIX STORIES · REELS · POSTS	MACRO+MEGA CONTENT	REPEAT CREATORS	AD DISCLOSURE	COLLAB POSTS	MEDIAN REEL VIEWS	MEDIAN POST ER PER FOLLOWER	MEDIAN REEL ER PER VIEW
Apple	**2,205** (889)	634	 41% · 33% · 25%	41.1%	82.4%	17.7%	3.5%	18.9K n=735	0.27% n=523	1.14% n=650
Samsung	**985** (299)	397	 48% · 46% · 7%	55.7%	80.9%	55.4%	2.4%	41.8K n=446	0.41% n=59	1.25% n=419
Huawei	**660** (133)	219	 66% · 30% · 4%	68.2%	84.7%	58.1%	3.9%	32.8K n=196	0.16% n=21	1.28% n=167
DJI	**515** (184)	252	 30% · 61% · 9%	38.2%	68.4%	17.4%	18.2%	13.0K n=311	0.19% n=36	1.99% n=263
Xiaomi	**329** (161)	158	 78% · 21% · 2%	41.0%	67.8%	24.3%	1.8%	27.4K n=66	0.13% n=6	0.98% n=61
Casio	**268** (85)	70	 71% · 17% · 12%	37.6%	84.0%	54.5%	1.1%	5,490 n=38	0.22% n=25	1.19% n=31
Lenovo	**131** (46)	61	 63% · 33% · 4%	48.8%	74.0%	43.8%	5.3%	30.5K n=42	0.10% n=2	0.66% n=41
Anker small sample	**93** (34)	44	 90% · 9% · 1%	57.0%	76.3%	77.8%	2.2%	14.9K n=8	— n=0	1.23% n=8
JBL small sample	**23** (11)	17	 78% · 13% · 9%	69.5%	39.1%	20.0%	0.0%	3,871 n=3	1.08% n=2	1.10% n=3

Stories Reels Posts

Period 4 Aug – 1 Nov 2026; 30 d = after 2 Oct. The report takes Samsung as the focus brand; the other brands are read relative to Samsung. The medians in the table and the weekly series use first recorded counts; the most-viewed content lists and collages are ranked by current views (Instagram, 2 Nov 2026). Format mix is per unique content item (Content 90 d column); macro+mega share, repeat creator share, ad disclosure and collab posts are per account-content row, called “rows” elsewhere in this report (one post published jointly by two accounts is one content item and two rows). Account-content rows: Apple 2,207, Samsung 985, Huawei 660, DJI 516, Xiaomi 329, Casio 268, Lenovo 131, Anker 93, JBL 23; post and reel rows only: 1,295, 514, 227, 362, 74, 77, 48, 9, 5. 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 tag, including the 'Ücretsiz #reklam' (free #reklam) tag on gifted products and excluding content with a 'reklam değil/yok' (not an ad) or 'kendim aldım' (I bought it myself) note (stories are not part of this share). Collab post: content published with Instagram's co-author feature. Views apply to reels only; reels that have likes but a recorded view count of 0 are left out of the median. ER = the rate of (likes + comments), as two separate medians: per follower for posts, per view for reels; the two have different denominators and are not comparable with each other. n = account-content rows in the median; content with hidden like counts excluded.

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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: 4 Aug – 1 Nov 2026 (90 days). For the weekly trend, a 180-day series (from the week of 4 May 2026).
- In total 5,157 content items from 1,379 distinct accounts; the 51 items that mention several brands were counted separately under each brand.
- Follower, category and audience (gender, age, city) data are 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.
- Posts by the brands' own accounts were not counted: 96 Huawei items were removed. 40 items where the brand name has another meaning (the city of Samsun, apple recipes, product lists) were filtered out.

BRAND MATCHING

Brand and sub-brand account tags (@), hashtags and brand names in captions. Product-line hashtags (e.g. #galaxys26, #iphone17) were assigned to the parent brand. Most frequently matched accounts:

Apple	@apple, @shotoniphone, @iphone17promax, @iphone17pro, @iphone17
Samsung	@samsungturkiye, @samsung, @iswitchedtosamsung, @galaxyzfold8, @teamgalaxy
Huawei	@huaweimobiletr, @huawei, @huaweifreeclip2s
DJI	@dji, @djiglobal
Xiaomi	@xiaomi
Casio	@casiosaat, @casio, @gshocktr, @gshock, @gshock_casio_official
Lenovo	@lenovoturkiye, @lenovo
Anker	@anker_official, @ankertr, @ankerturkiye
JBL	@jbl

MEDIA ANALYSIS

- 5,069 unique creatives were analysed visually: images directly, videos via the opening frame and a 4-frame summary.
- Of 1,791 reels analysed, 1,791 were assessed from the video itself, the rest from the cover. The audio of 1,770 videos with speech was transcribed; communication language comes from these transcripts and captions.
- Each creative was classified for content type, tone, product placement, setting, creator on camera, call to action and period/occasion; under 1% could not be classified.
- The same image on different accounts (perceptual similarity) counts as one creative.
- Views were read from Instagram on 2 Nov 2026; for 75 unreadable reels the first recorded measurement 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.
- JBL (23) and Anker (93 items) are small samples; the 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.

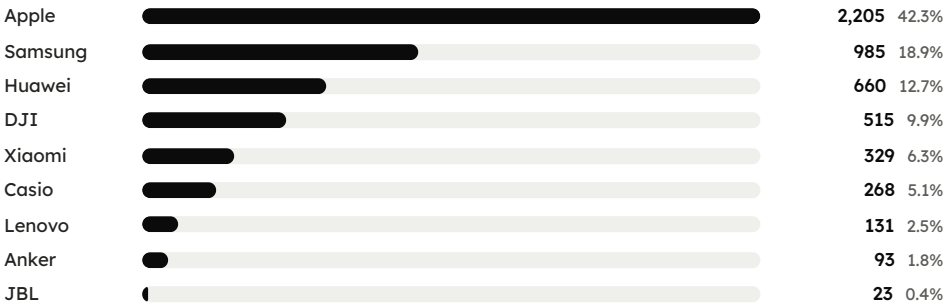
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Visibility share, format and follower segment

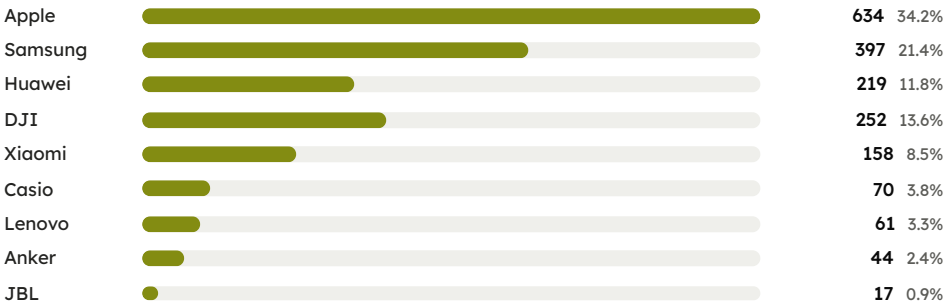
How visible is each brand, in which format and with accounts of what size?

VISIBILITY SHARE

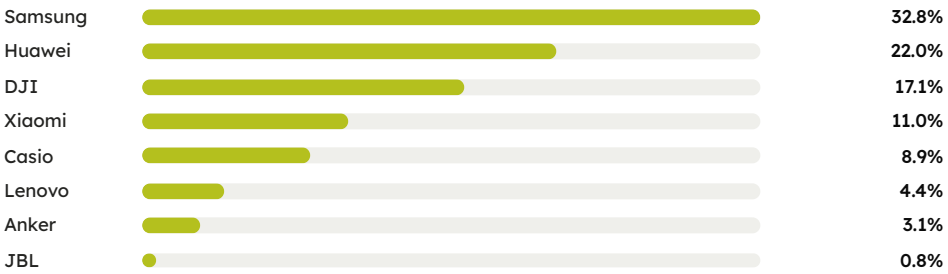
CONTENT COUNT AND SHARE · N = 5,209 BRAND ASSIGNMENTS



INFLUENCER COUNT AND SHARE · N = 1,852 BRAND–ACCOUNT PAIRS

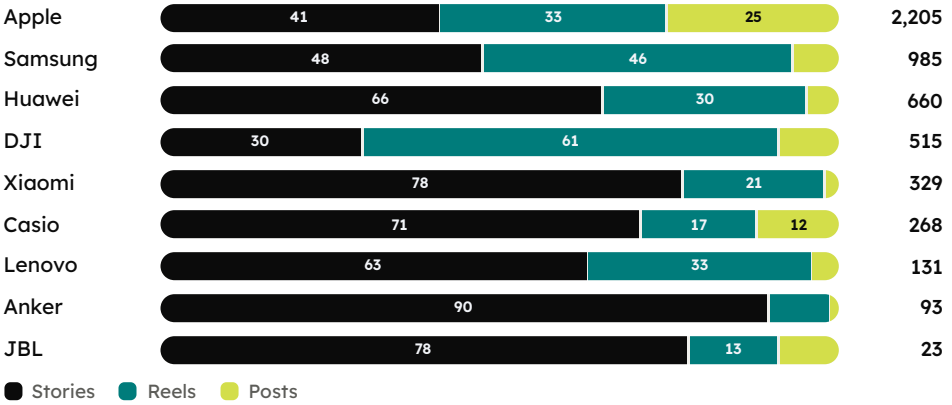


CONTENT SHARE EXCLUDING APPLE · N = 3,004

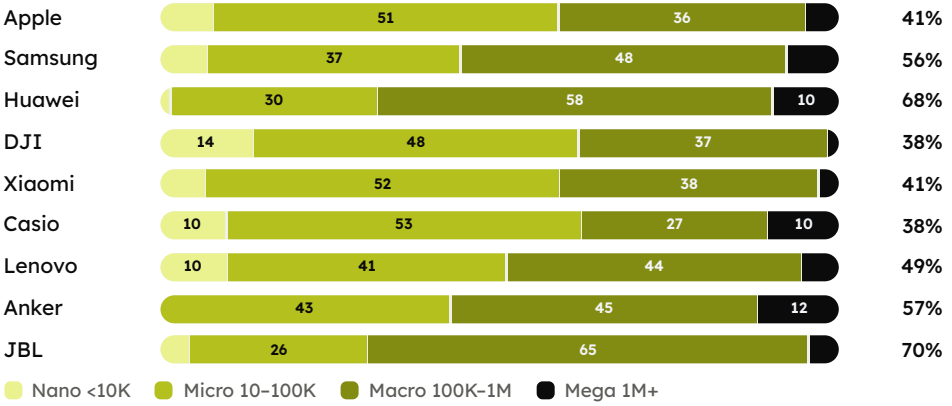


FORMAT AND FOLLOWER SEGMENT

FORMAT MIX, CONTENT SHARE · CONTENT COUNT AT RIGHT



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



Period 4 Aug – 1 Nov 2026; content mentioning several brands was counted under each brand. Follower segment is by the account's current follower count.

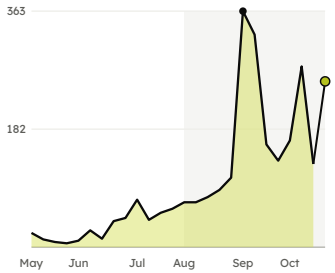
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Weekly volume, 180 days

Campaign waves: which brand peaked when?

Apple

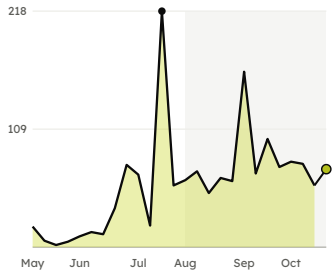
2,205 items / 90 d · 2,625 / 180 d



Peak: week of 7 Sep, 363 items

Samsung

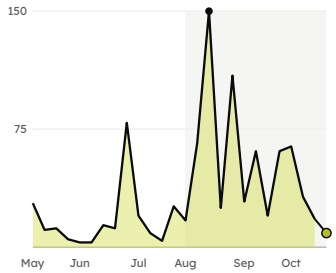
985 items / 90 d · 1,538 / 180 d



Peak: week of 20 Jul, 218 items

Huawei

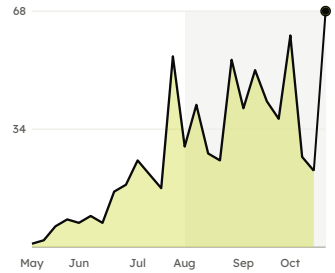
660 items / 90 d · 887 / 180 d



Peak: week of 17 Aug, 150 items

DJI

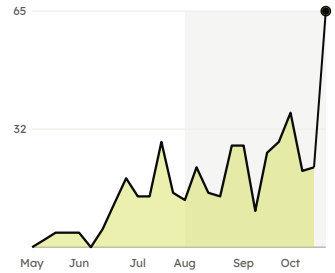
515 items / 90 d · 715 / 180 d



Peak: week of 26 Oct, 68 items

Xiaomi

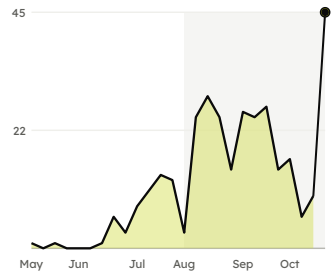
329 items / 90 d · 452 / 180 d



Peak: week of 26 Oct, 65 items

Casio

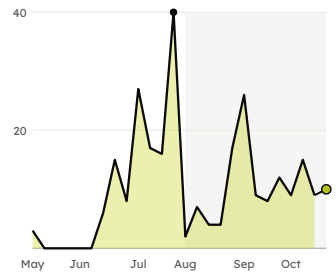
268 items / 90 d · 326 / 180 d



Peak: week of 26 Oct, 45 items

Lenovo

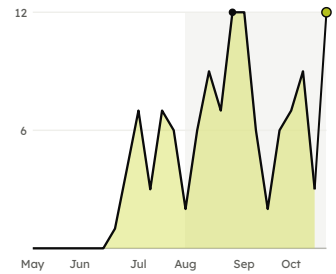
131 items / 90 d · 264 / 180 d



Peak: week of 27 Jul, 40 items

Anker

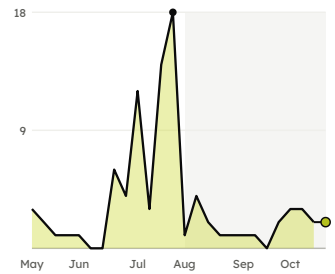
93 items / 90 d · 121 / 180 d



Peak: week of 31 Aug, 12 items

JBL

23 items / 90 d · 88 / 180 d



Peak: week of 27 Jul, 18 items

90-day analysis period

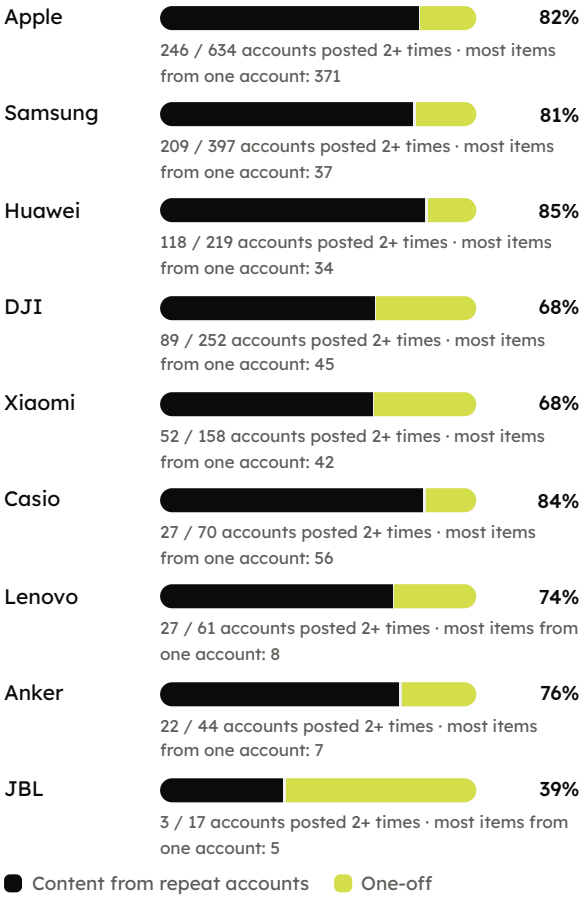
Weekly content count (weeks start on Monday), 4 May – 1 Nov 2026, n = 7,016 brand assignments. Each panel has its own vertical scale; see the previous page for levels across brands. The series shows the 180-day weekly volume with the same matching. The tracked account base grew on 24–26 Oct: the posts and reels of the new accounts were backfilled 90 days, while their stories exist only from the day they were added. Week-to-week comparisons should rely 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 grew during the period, trends show direction only; early weeks may look low.

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Creator pool, disclosure and timing

Continuity 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 LABEL	N
Apple	18%	4%	8%	0%	1,295
Samsung	55%	2%	14%	1%	514
Huawei	58%	4%	17%	0%	227
DJI	17%	18%	27%	0%	362
Xiaomi	24%	2%	0%	0%	74
Casio	54%	1%	6%	0%	77
Lenovo	44%	5%	14%	1%	48
Anker	78%	2%	0%	0%	9
JBL	20%	0%	0%	0%	5

Ad disclosure: #reklam/#işbirliği/#tanıtım (including gifted "Ücretsiz #reklam"; excluding "reklam değil/yok"), within posts+reels (n = account rows). Collabs, brand tags and the Instagram paid-partnership label are within all account rows (counts in the comparison table note).

POSTING DAY

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hour
Apple	10	12	21	18	16	12	11	16:00
Samsung	16	12	20	17	17	10	9	18:00
Huawei	13	12	40	14	12	6	3	18:00
DJI	13	17	22	12	14	12	9	19:00
Xiaomi	16	16	17	12	11	11	17	16:00
Casio	13	21	11	11	14	21	9	14:00
Lenovo	21	21	18	18	5	4	13	18:00
Anker	17	15	9	18	10	19	12	23:00
JBL	9	30	4	22	9	9	17	16:00

In-row percentage: distribution of content across weekdays (Turkey time). Dark cells are the brand's busiest days; the last column is the busiest hour. n = the brand's 90-day account row count (Apple 2,207 … JBL 23).

Period 4 Aug – 1 Nov 2026. JBL and Anker are small samples (23–93 items).

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Who with whom: influencer overlap

Do rival brands work with the same influencers?

SHARED INFLUENCER COUNT

	Apple	Samsung	Huawei	DJI	Xiaomi	Casio	Lenovo	Anker	JBL
Apple	555	70	60	38	34	9	20	20	5
Samsung	70	346	58	22	32	7	25	16	6
Huawei	60	58	200	19	27	6	19	18	5
DJI	38	22	19	243	11	4	5	7	1
Xiaomi	34	32	27	11	122	3	10	8	2
Casio	9	7	6	4	3	42	2	1	1
Lenovo	20	25	19	5	10	2	44	7	2
Anker	20	16	18	7	8	1	7	31	2
JBL	5	6	5	1	2	1	2	2	10

Diagonal: the brand's influencer count. Cell: number of accounts that posted both brands in the period. Excluding news and deal accounts; n = 1,263 accounts, 186 accounts in 2+ brands.

SHARED ACCOUNTS BETWEEN DIRECT RIVALS

Samsung – Apple 70 in common

@a101iletisim, @thebacim, @mertbayantemur, @ekinkollama, @idriscanocakdan

Samsung – Huawei 58 in common

@onediocom, @mertbayantemur, @trendy.shoppings, @dijitalbaba.orhantoker, @ekinkollama

Samsung – Xiaomi 32 in common

@remixadam, @mertbayantemur, @idriscanocakdan, @karina_unal, @muhendisinoglu

Apple – Huawei 60 in common

@mertbayantemur, @ekinkollama, @selinyagcioglu, @idriscanocakdan, @hakansezginel

REGULAR CREATORS POSTING SEVERAL BRANDS · CONTENT COUNT

@mertbayantemur 1.6M followers

Apple 16 · Samsung 5 · Anker 3 · Huawei 2 · Lenovo 2 · Xiaomi 1

@balooun 468K followers

JBL 5 · Huawei 4 · Apple 2 · Xiaomi 2 · Lenovo 2 · Samsung 1

@muratenesozen 161K followers

Apple 7 · Huawei 4 · Xiaomi 3 · Samsung 2 · JBL 2 · Anker 1

@erugurlu 21.1K followers

Huawei 24 · Samsung 12 · Apple 10 · DJI 8 · Xiaomi 3 · Anker 1

@buraksolt 16.8K followers

Xiaomi 4 · Samsung 3 · Anker 3 · Apple 2 · Huawei 1 · Lenovo 1

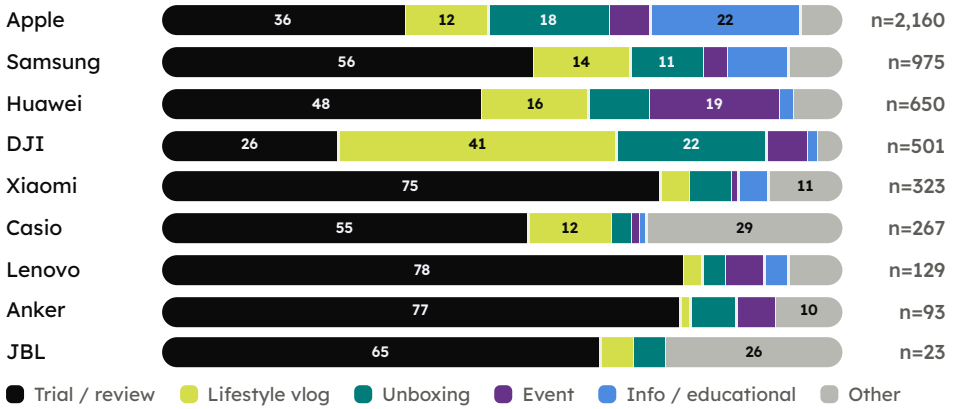
News and deal accounts were excluded because they inflate the raw overlap.

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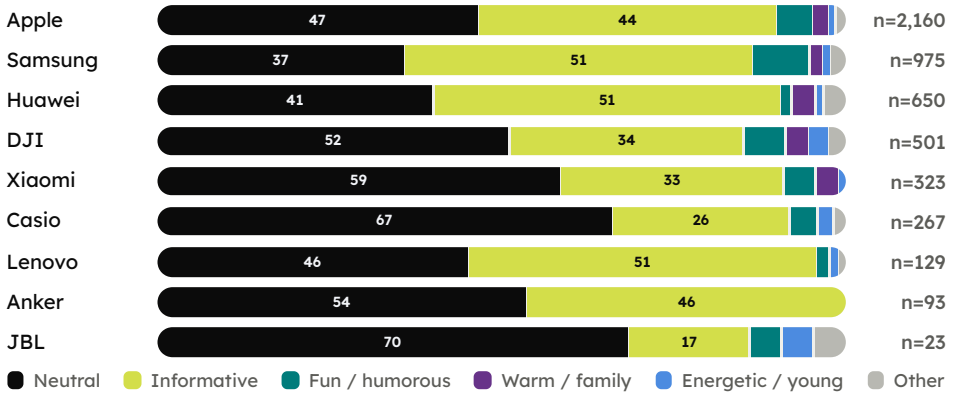
Creative and communication comparison

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

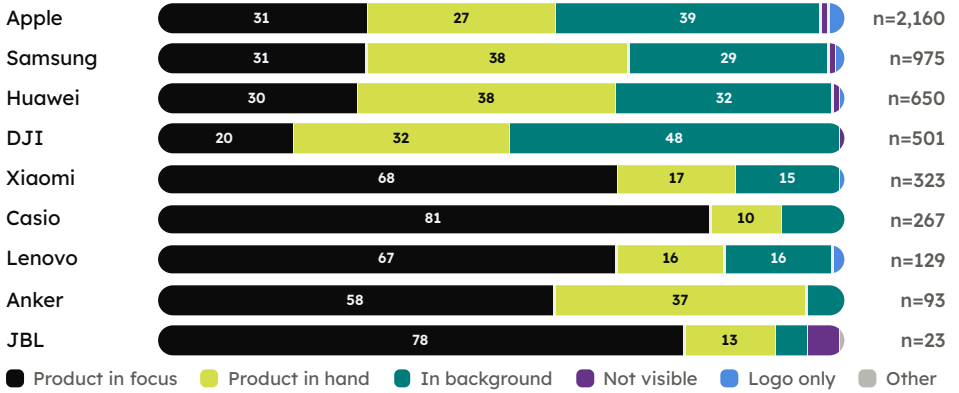
CONTENT TYPE



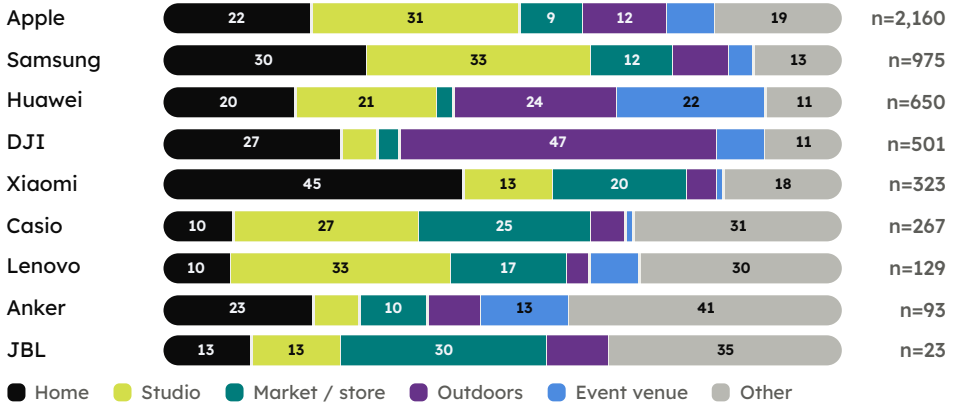
TONE



PRODUCT PLACEMENT



SETTING



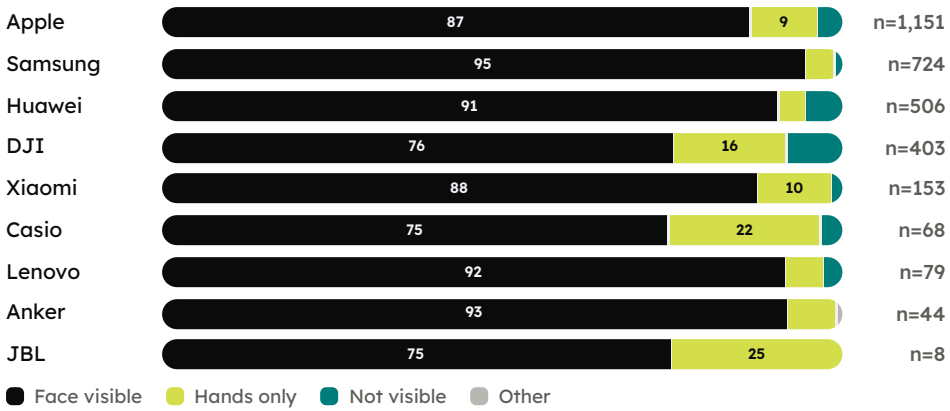
Automatic visual and speech classification per creative; repeated identical images were counted as one creative. n = analysed creatives. JBL and Anker are small samples.

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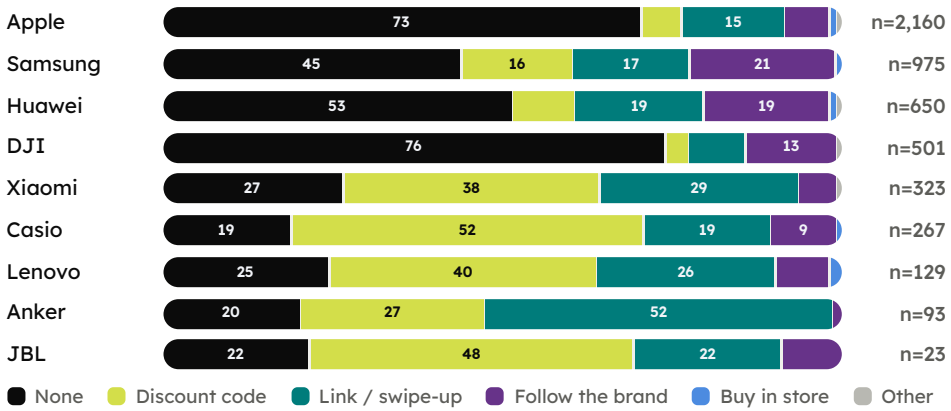
Creative and communication comparison (continued)

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

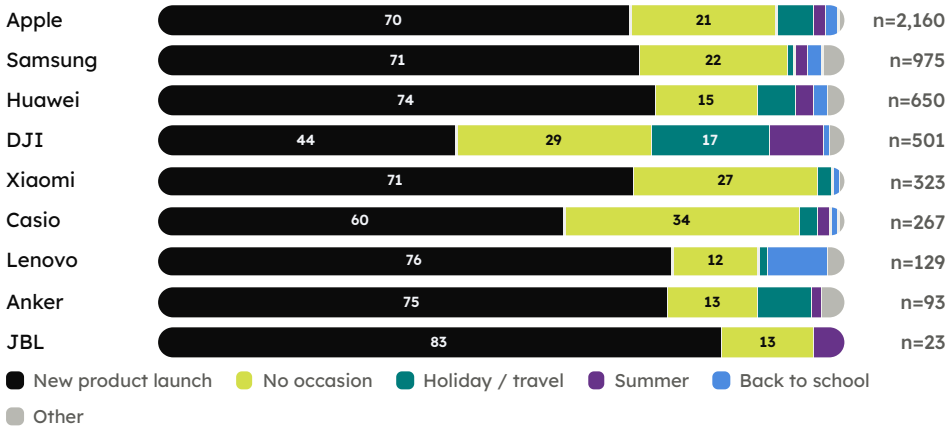
IS THE CREATOR ON CAMERA? (VIDEOS)



CALL TO ACTION



PERIOD / OCCASION



Automatic visual and speech classification per creative; repeated identical images were counted as one creative. n = analysed creatives. JBL and Anker are small samples.

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Apple

Figures, creative selection and summary

CONTENT · 90 D	INFLUENCERS	FORMAT	MEDIAN REEL VIEWS	ER · POST	ER · REEL	AD DISCLOSURE
2,205	634	41% · 33% · 25%	18.9K	0.27%	1.14%	18%
last 30 d: 889	last 30 d: 337	stories · reels · posts	n = 735 reels	median, per follower · n = 523	median, per view · n = 650	posts+reels, n = 1,295 rows · collab posts 4%





















SUMMARY

Apple gathers visibility in three moments: the 9 Sep launch, iPhone Duo and the Les Benjamins show in Cappadocia; 19.9% of rows are from news accounts.

- 2,205 unique items from 634 creators; stories 41.4% (Samsung 47.8%), reels 33.3%, posts 25.3%.
- Weekly peaks follow the launch calendar: 7 Sep (363 rows), 14 Sep (327) and 12 Oct (278).
- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 17.7% of 1,295 non-story rows (229 rows); Samsung 55.4% of 514.
- 101 non-story rows carry an organic note such as 'reklam yok' (no ad) or 'kendim aldım' (bought it myself). Collabs are 3.5% of 2,207 rows; none with the Apple account.
- By current views (Instagram, 2 Nov), 7 of the top 20 reels are organic posts noted 'reklam yok/değil' (no ad); an organic humour video leads the list.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@appleinsiderturkiye (news)	Tech & education	26.8K	371
@indirimtakippremium (deals)	Shopping & deals	11.3K	60
@mert.yamak	Tech & education	81.1K	42
@bestetekins	Travel	140K	30
@teknohitt	Tech & education	431K	25

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Apple · campaigns and collaborations

Campaigns that stood out in the period, with sample content (opens on Instagram when you click the image)

CAMPAIGN

iPhone 18 Pro and Pro Max: launch and unboxing

Sep 2026

The 9 Sep launch was relayed from Apple Park with first-look reels; at the 17–18 Sep sales start a wave of unboxings tagged '@apple #reklam' followed, with the new Burgundy colour in the spotlight.





@mertbayantemur First hands-on presentation on launch day, '(Tanıtım) @apple' (promotion) in the caption; current views 3,699,729.

@buseterim Unboxing with '@apple ile #işbirliği' (collaboration with @apple), colour name in the caption; current views 1,023,087.

CAMPAIGN

iPhone Duo (foldable iPhone)

Sep–Oct 2026

Invited first contact at Apple Park (9 Sep) and in London (16–17 Sep); unboxings with the 21–25 Oct sales start. Of the 176 rows tagged #iphoneduo, 98 are from creators and 76 from news accounts.





@cansuakinn First look from Apple Park on launch night with a '#reklam' disclosure; current views 2,527,024.

@selmanbozkir Unboxing in sales week, '*reklam @apple'; current views 1,436,218.

CAMPAIGN

Apple x Les Benjamins: From Earth to Sky

Oct 2026

The 14 Oct Cappadocia show; the collection was drawn with iPad Pro and Apple Pencil Pro. Excluding news/deal accounts, 127 rows from 42 accounts; 120 of that week's 278 rows.





@gokceirten Live drawing on iPad Pro during the show; the post is a collab with @lesbenjamins.

@ozansihay Sunrise show in Güllüdere Valley, '@apple @lesbenjamins (tanıtım)' (promotion) in the caption.

CAMPAIGN

#ShotOniPhone

Aug–Oct 2026

Travel and photo creators share shots taken with iPhone under #shotoniphone; the tag appears in 44 rows. Disclosed posts and shooting-tip videos sit side by side.





@cansuakinn Travel shot with an '@apple #shotoniphone #reklam' disclosure.

@reshontheway Travel-tip reel teaching the iPhone slow-motion mode; current views 204,285.

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Apple · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Tier: 41.1% of rows are from macro and mega accounts (Samsung 55.7%); 43.2% of creators are micro, 42.7% macro, median followers 77,861.
- Repeat: 246 creators (38.8%) with 2+ posts give 82.4% of rows; excluding news and deal accounts the most frequent is @mert.yamak (81,109 followers, 42 rows).
- The same invited faces rotate between launches and Cappadocia: @ozansihay (518,121), @mertbayantemur (1,620,445), @dizaynnoloji (2,094,023).
- Creator categories are scattered: technology/education 13.1%, shopping-deals 10.1%, beauty 8.7%; 60.6% of creators are women.
- Without news and deal accounts, 76.0% of 555 creators post only for Apple; 70 (12.6%) are shared with Samsung, 60 with Huawei.

CREATIVE APPROACH

- Format (2,160 analysed items): product review 36.3%, info-education 22.0%, unboxing 17.7%; without news and deal accounts, unboxing 24.6%.
- Product mostly in the background (38.8%); showcase shots 30.9%, in hand 27.4%. Creator's face in 87.1% of videos (1,151 videos).
- Tone is neutral (47.4%) and informative (44.0%); humour 5.0%, yet the top reel by current views is an organic humour sketch.
- Context is mostly a new product launch (70.1%); on-site footage comes from invited venues such as Apple Park, London and Cappadocia.

COMMUNICATION LANGUAGE

Excited and price-focused; disclosure is mostly a one-word tag, organic posts stand out with 'kendim aldım'.

> **"iPhone 18 Pro Max'le Tanışın (Tanıtım) @apple" (Meet iPhone 18 Pro Max)**

> **"Shot on iPhone. Edited by iPhone. Approved by me."**

> **"336 BİN TL'LİK iPHONE! Gerçekten alınır mı?" (Worth it?)**

> **"Reklam yok tarafımca satın alınmıştır." (No ad; bought it)**

- Disclosure is short: '(Tanıtım) @apple', '*reklam @apple', 'Reklam |'. These hashtag-free spellings are not in the ad disclosure (#reklam/#işbirliği/#tanıtım) rate.
- Organic notes are frequent: 'reklamdeğil', 'reklam yok kendim aldım', 'işbirliğideğil'; 101 non-story rows carry one.
- Language is about price and decision: the Turkey price, tax maths, the 'alınır mı' question; 72.6% of content has no CTA, link/swipe-up 15.3%.

STANDOUT CREATIVES



@gokceirten ↗
Draws two looks on iPad Pro in 15 minutes during the show; the product is the artist's tool. Collab with @lesbenjamins.



@mert.yamak ↗
Rapid 'this or that' interview with Apple hardware executive Tom Marieb; brand access becomes content, 'tanıtım @apple' (promotion) in the caption.



@kubixoffical ↗
Organic ('#reklamyok', no ad) family humour: an 'I accidentally bought 2' sketch; Apple's highest current views among reels (4,967,742).

PLATFORM AND FORMAT

- Stories 41.4%, reels 33.3%, posts 25.3% (2,205 unique items); without news and deal accounts the post share drops to 8.8%.
- First recorded median reel views 18,855 (735 reels, Samsung 41,768); median reel ER per view 1.14% (650 reels).
- Post ER per follower 0.27% (523 posts); 0.53% without news and deal accounts (103 posts), as most posts are from a news page.
- 21.3% of rows fall on Wednesday, busiest hour 16:00; busiest days 9 Sep (121 rows) and 14 Oct (114 rows).

CONTENT FORMATS

- Launch day: a hands-on first look from the venue, then the Turkey price list and the 'alınır mı' (worth buying?) question.
- Sales-day unboxing: box, colour (Burgundy), camera and aperture test, closing with '@apple #reklam'.
- Story sequence: invitation card ('Surprise and shine'), venue, product frame; 526 of 912 stories mention @apple, 386 rows match only via a product link.
- 49.0% of videos have speech (1,151 videos; Samsung 75.1%); the rest run on product footage and caption.

DATA NOTE

- News page @appleinsiderturkiye alone has 371 unique items (16.8%) and 353 of 558 posts; news accounts are 19.9% of rows.
- Without news and deal accounts 1,548 rows remain; ad disclosure (#reklam/#işbirliği/#tanıtım) becomes 20.4% of 814 non-story rows.
- Views in examples are current counters; median and ER use the first recorded measurement; the 912 stories have no caption, so they are outside the ad disclosure (#reklam/#işbirliği/#tanıtım) rate.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

@apple **667**

TOP HASHTAGS · CONTENT

#apple **494** #iphone **219** #iphoneduo **97** #teknoloji **77** #iphone18promax **61** #iphone18 **56**

Excluding news and deal accounts.

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Samsung

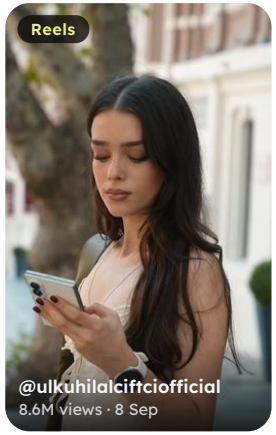
Figures, creative selection and summary

CONTENT · 90 D	INFLUENCERS	FORMAT	MEDIAN REEL VIEWS	ER · POST	ER · REEL	AD DISCLOSURE
985	397	48% · 46% · 7%	41.8K	0.41%	1.25%	55%
last 30 d: 299	last 30 d: 174	stories · reels · posts	n = 446 reels	median, per follower · n = 59	median, per view · n = 419	posts+reels, n = 514 rows · collab posts 2%





















SUMMARY

Samsung runs an influencer programme presenting the move to Galaxy Z Fold8 through Smart Switch, led by comedians and celebrities, reels-heavy with a high rate of ad disclosure.

- 397 influencers and 985 unique items in 90 days: second in the panel after Apple (2,205); Huawei 660, Xiaomi 329.
- 45.6% of unique items are reels: above Apple (33.3%), Huawei (29.8%) and Xiaomi (20.7%); stories 47.8%, posts 6.6%.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 55.4% of 514 non-story rows; Apple 17.7% (1,295 rows), Huawei 58.1% (227), Xiaomi 24.3% (74).
- The phone line's backbone is #iSwitchedToSamsung (170 rows), #GalaxyZFold8 (160) and #TeamGalaxy (131): the Fold8 switch is told through Smart Switch ease.
- Busiest week in the window is 7 Sep (162 rows); the three biggest reels are from the 25–26 Sep #iSwitchedToSamsung wave, at 24–41 million current views.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@salihyolusever	Tech & education	241K	37
@indirimtakippremium deals	Shopping & deals	11.3K	28
@socratesdergi	Sports & outdoors	340K	16
@barcinsurmeli	Tech & education	201K	13
@firsatdolutr deals	Shopping & deals	9,462	13

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Samsung · campaigns and collaborations

Campaigns that stood out in the period, with sample content (opens on Instagram when you click the image)

CAMPAIGN

Galaxy Z Fold8 / Flip8 launch · #TeamGalaxy

Aug–Oct 2026

Aesthetic lifestyle reels with celebrity and mega accounts; the shared line is “Bir telefondan diğerine geçmekten çok daha fazlası” (much more than moving from one phone to another), with #reklam and @samsungturkiye in the caption. #TeamGalaxy appears in 131 rows, #GalaxyZFold8 in 160.





@ulkuhilalciftciofficial Café and lifestyle sketch with the shared launch line; at first record 8,318,912, the highest first count among Samsung reels, 8.6 million current views.

@atayasat A speechless tempo edit opening with “Hayat her zaman bir döngü” (life is always a loop); #reklam #işbirliği, 7.7 million current views.

CAMPAIGN

#iSwitchedToSamsung · switching with Smart Switch

Sep–Oct 2026

170 rows from 122 creators; Smart Switch appears in 85 non-story captions. The data-transfer worry is resolved through sketches, races and an “I switched” story; waves on 7 Sep, 25–27 Sep and 23 Oct.





@yasarcankocaaslan A speechless, travel-to-the-past themed edit; the only one of the top three reels that carries Instagram's paid-partnership label, 40.2 million current views.

@samettkocabas Race format: tries to “hit the crossbar 10 times” before the transfer ends, the phone finishes first; 6.0 million current views.

CAMPAIGN

Coded bundle and sales-partner waves (ZSERISI, Hepsiburada)

Aug–Oct 2026

Pre-order stories, launch content co-tagged with @hepsiburada and the ZSERISI code for the Fold8+Watch9+Care+ bundle (19 non-story rows, 19 creators, median followers 59,846). The codes also circulate on deal accounts.





@eminkyaaa After a sketch intro, the ZSERISI bundle and the monthly instalment amount; #reklam, “@samsungturkiye tarafından sağlandı” (provided by @samsungturkiye).

@ttunahanak #reklam #işbirliği co-tagged with @samsungturkiye and @hepsiburada; a bridge from the story of Odysseus and the sirens to Smart Switch.

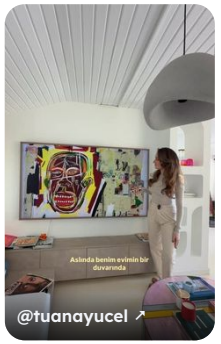
CAMPAIGN

Home, screen and ecosystem: WindFree, Bespoke AI, The Frame

Aug–Oct 2026

Home appliances and TV: WindFree POV stories and the WINDFREE15 code, The Frame at Contemporary Istanbul, #BespokeAI (20 rows) reels. Other devices: #GalaxyS26FE (17), Tab S12, Odyssey (OLED500).





@oktaysenoll A “Behiye Abla” character sketch ties into the air conditioner; WINDFREE15 discount code, 1.7 million current views.

@tuanayucel The Frame from Contemporary Istanbul to the home: an art and decor story, #reklam @samsungturkiye; 1.1 million current views.

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Samsung · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Large accounts dominate: 55.7% of 985 rows are macro+mega (Apple 41.1%, Huawei 68.2%, Xiaomi 41.0%); median followers 119,576.
- 209 creators (52.6%) with several posts gave 80.9% of rows; top is @salihyolusever (240,890 followers, 37 items), mostly an undisclosed tips series.
- Roles: mega faces at launch (@aytacsasmaz 4,749,390, @atayasat 2,426,323), comedians in switching sketches (@yunuscanpolat 1,064,154, @hamzaibac 344,489), micro creators in the code wave.
- Shared (excl. news/deals): 70 with Apple, 58 with Huawei, 32 with Xiaomi; 68.8% of 346 appear only for Samsung (Apple 76.0%, Huawei 52.5%).
- @selmanbozkir, @nazireyenisey, @ilaydabakirci_ and @seckinayazlar posted Samsung, Apple and Huawei in the same 90 days with hashtag-free reklam/işbirliği notes: no exclusivity.

PLATFORM AND FORMAT

- Format mix: stories 47.8%, reels 45.6%, posts 6.6% (985 unique items); 162 of the last 30 days' 299 items are reels. Apple posts 25.3%, Xiaomi stories 77.5%.
- Reels first recorded median views 41,768 (446 reels): Apple 18,855 (735), Huawei 32,806 (196), Xiaomi 27,426 (66); ER per view 1.25% (419 reels).
- 20.0% of 985 rows fall on Wednesday, 16.0% at 18:00; Huawei puts 40.2% on Wednesday. Weekly peak 7 Sep (162 rows); before the window, week of 20 Jul had 218.
- 246 of 471 stories have a link sticker. Collabs are 24 of 985 rows (2.4%), only 1 with the brand account; at Huawei @huaweimobiletr is co-author on 19 rows.

CREATIVE APPROACH

- Product review/trial is 55.6% of 975 analysed items (Apple 36.3%, Huawei 47.9%, Xiaomi 74.9%); Apple leans on info-education (22.0%), Huawei on events (19.2%).
- Face and voice up front: creator's face in 95.3% of 724 videos, speech in 75.1%; speech share Apple 49.0%, Huawei 63.6%, Xiaomi 47.7%.
- Humour sets Samsung apart: fun tone 8.1% (Apple 5.0%, Huawei 1.2%, Xiaomi 4.3%); sketches use familiar types such as "that friend", father and son, partners.
- Bridges from off-topic stories to the product: @biotonguc via crab shells, @yagizsenol17 via word origins, @hastalik_bufutbol via footballer stories.

CONTENT FORMATS

- Sketch reel: familiar problem (friend who sends no photos, father's requests) → Fold8 solution → Smart Switch/Quick Share line → #reklam and brand line.
- Race format: Smart Switch transfer races a hair, make-up or outfit routine, the phone finishes first (@samettkocabas, @corafurkann, @kekec.5, @jpeg.aydin).
- Story script: "Size şahane bir kampanya ile geldim" (I have a great offer) → product in hand → Fold8 + Watch9 + Care+ bundle → ZSERISI code → link.
- Tips reel: "en sevdiğim 3 özellik" (my 3 favourite features), "bu 3 ayarı mutlaka bilmelisiniz" (3 must-know settings) → screen recording → save call (@mertbayantemur, @ekinkollama, @seraygurell).

COMMUNICATION LANGUAGE

Friendly "you" tone, everyday speech and sketch dialogue; informative tone (51.3%) leads, more humour than rivals.

> **"Yeni bir telefona geçmek gözünde büyümesin." (Switching is easy)**

> **"Şu eski telefondaki her şeyi yeni telefona aktarsana. Baba yapamam." (Move it all over. Dad, I can't.)**

> **"Ben #GalaxyZFold8'ime geçtim, sıra sende mi?" (Are you next?)**

> **"Size şahane bir kampanya ile geldim." (A great offer)**

- Standard disclosure: opens "#reklam", closes "@samsungturkiye tarafından sağlandı" (126 of 514 non-story rows); a football account: "Samsung tarafından sağlanan reklam içerir".
- Instagram's own paid-partnership label in only 9 rows (0.9%). 31 rows carry an organic note such as "kendi paramla aldım" or "reklam yoktur".
- Personal, code-based calls: "sıra sende mi?", "kaydedin lazım olur"; story codes ZSERISI, FLIP5000, WINDFREE15 and a link sticker.

DATA NOTE

- Stories are 47.8% of unique items; no caption or engagement counter. Story counts show visibility, not performance; ad disclosure is measured only on 514 non-story rows.
- Current views and the first recorded count are separate measures: the @yunuscanpolat reel had 402,519 at first record, 40.9 million now. Medians and ER use the first recorded count.
- News (39 items) and deal accounts (102 items; @indirimtakippremium 28) were counted as context, not collaboration; a brand name appearing is not proof of a paid relationship.

STANDOUT CREATIVES



@yunuscanpolat ↗
Samsung's highest current views: 40.9 million. A "cihazı tamamen ele geçirmeye çalışan o arkadaş" (that friend who takes over the device) sketch; data transfer and Quick Share in dialogue, Smart Switch and #reklam in caption, no collab.



@hamzaibac ↗
Father-and-son sketch: the to-do list ends with "Şu eski telefondaki her şeyi yeni telefona aktarsana" (just move everything to the new phone), solved by Fold8; 24.4 million current views, #reklam.



@nnurpehlivan ↗
Flip8 review without disclosure, with an organic note: "Tamamen kendi paramla aldım #reklam yoktur" (bought with my own money, no ad); 2.2 million current views. Praises the camera, writes the store transfer took 3-4 hours.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

@samsungturkiye **408** · @samsung **21** · @samsungmobile **14** · @samsungtv **2**

TOP HASHTAGS · CONTENT

#iswitchedtosamsung **170** · #samsung **170** · #galaxyzfold8 **152** · #teamgalaxy **131** · #teknoloji **54** · #telefon **54**

Excluding news and deal accounts.

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Huawei

Figures, creative selection and summary

CONTENT · 90 D	INFLUENCERS	FORMAT	MEDIAN REEL VIEWS	ER · POST	ER · REEL	AD DISCLOSURE
660	219	66% · 30% · 4%	32.8K	0.16%	1.28%	58%
last 30 d: 133	last 30 d: 72	stories · reels · posts	n = 196 reels	median, per follower · n = 21	median, per view · n = 167	posts+reels, n = 227 rows · collab posts 4%





















SUMMARY

Huawei announces four launches with invite-only events and heavy story flow: Pura 90s, Watch Kids X1, Watch GT 7, and FreeBuds Neo with MatePad Air.

- 660 unique items from 219 creators; stories 65.6% (Samsung 47.8%), reels 29.8%, posts 4.5%.
- Volume piles up on launch days: Çırağan launch day, 19 Aug, 101 rows, Munich day, 2 Sep, 72 rows; together 26.2% of 660 rows.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 58.1% of 227 non-story rows (132 rows); Samsung 55.4% of 514.
- Collabs with @huaweimobiletr: 19 rows. Brand account user-tagged in 16.8% of 660 rows; organic note in only 6 rows.
- 68.2% of rows are from macro and mega accounts (Samsung 55.7%); without news and deal accounts, 52.5% of creators post only for Huawei (Samsung 68.8%).

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@volkanmanavofficial	Tech & education	49.3K	34
@ozgetrafikte	Tech & education	510K	31
@erugurlu	Sports & outdoors	21.1K	24
@imgoshka	Beauty	314K	19
@technopatnet news	Tech & education	162K	16

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Huawei · campaigns and collaborations

Campaigns that stood out in the period, with sample content (opens on Instagram when you click the image)

CAMPAIGN

Pura 90s series: Çırağan launch

Aug–Oct 2026

12 Aug 'HUAWEI PURA SERİSİ' stories, the 19 Aug Çırağan launch ('Now Is Your Moment'), a free earbuds/watch gift at Hepsiburada. Travel creators shared footage in collabs with @huaweimobiletr.





@jankovicsamet 'Türkiye'de ilk!' (first in Turkey!) review reel with a '#tanıtım' disclosure; the brand's highest current views (12,136,482).

@selmanbozkir Side-by-side 5G test with iPhone 17 Pro in a cave, '#reklam @huaweimobiletr'; a direct comparison with a rival.

CAMPAIGN

Watch Kids X1

Aug 2026

A safety and location message with parent creators and Zayn Sofuoğlu; some of the 20–21 Aug reels are collabs with @huaweimobiletr, with the '15,999 TL' launch price in the captions.





@oyunterapistimiz A play-therapist expert frame, '#reklam'; the highest current views among Watch Kids X1 reels (7,058,039).

@lenamarinozdemir Tries the kids' watch herself; collab with @huaweimobiletr, current views 6,506,342.

CAMPAIGN

Watch GT 7 and Watch D3: Munich 'Chase the Wild'

Sep–Oct 2026

Creators taken to the 2 Sep Munich global launch reported live with stories and reels; then #MaceraPeşinde (in pursuit of adventure) with athlete faces and the 8 Oct Meydan İstanbul mall event.





@imgoshka A report from the Munich launch with a '#reklam @huaweimobiletr' disclosure; the Watch GT 7 on a beauty creator's wrist.

@zehragunes #MaceraPeşinde through a volleyball player's own story, '#işbirliği'; current views 3,486,508.

CAMPAIGN

Audio and tablet: FreeClip 2S, FreeBuds Neo, MatePad Air

Aug–Oct 2026

FreeClip 2S was presented like an accessory with fashion creators in early August; from the 28 Sep pre-sale, FreeBuds Neo (#RitminiBul, find your rhythm) with musicians and MatePad Air with AI and a free pen.





@evliyacelebi The AI on MatePad Air as referee in the menemen debate; '@huaweimobiletr ile işbirliği' (collaboration with @huaweimobiletr), current views 4,055,534.

@barriscello A cellist tests FreeBuds Neo with the sound of the cello; with '#reklam' and '#işbirliği' disclosures.

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Huawei · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Repeat is high: 118 creators (53.9%) with 2+ posts give 84.7% of rows; 30 creators have 5+ posts.
- Technology creators dominate (30.6%; Samsung 15.9%): @volkanmanavofficial (49,302 followers, 34 rows), @ozgetrafikte (509,825, 31), @erugurlu (21,129, 24).
- Big faces are athletes and celebrities: @zaynsofuoglu (5,441,476), @serkancayoglu (4,693,288), @zehragunes (4,057,197), @ozgecangurelofficial (5,995,669).
- @hwptr (Hardware Plus) attended the Munich launch, HUAWEI Connect 2026 in Shanghai and the Meydan mall event as a guest (11 rows); collab on only one reel.
- Without news and deal accounts, 58 of 200 creators also post for Samsung and 60 for Apple; @erugurlu: 24 Huawei, 12 Samsung, 10 Apple rows.

PLATFORM AND FORMAT

- Stories 65.6%, reels 29.8%, posts 4.5% (660 unique items); 133 items and 72 creators in the last 30 days.
- First recorded median reel views 32,806 (196 reels, Samsung 41,768); median reel ER per view 1.28% (167 reels).
- 40.2% of rows fall on Wednesday (Samsung 20.0%); both big launch days were Wednesdays, busiest hour 18:00.
- Paid-partnership label in only 3 rows (0.5%); disclosure is made in the caption, not the Instagram label.

CREATIVE APPROACH

- Format (650 analysed items): product review 47.9%, event coverage 19.2% (Samsung 3.1%), lifestyle vlog 15.7%, unboxing 8.6%.
- Settings scattered: outdoors 24.1%, event venue 22.0%, studio 20.8%, home 19.9%; product most often in hand (38.0%).
- Creator's face in 91.3% of videos, speech in 63.6% (506 videos); tone informative (51.2%), humour only 1.2%.
- Story patterns: parental safety (child on camera), athlete motivation, travel footage, and letting AI referee an everyday debate.

CONTENT FORMATS

- Launch-day story sequence: invitation and venue, stage, product close-up, price/gift card and link; 364 of 433 stories mention @huaweimobiletr.
- Reel structure: question hook ('6,000 TL'lik bir kulaklık İstanbul'un gürültüsüne meydan okuyabilir mi?', can a 6.000 TL earbud beat Istanbul's noise?), field test, feature, disclosure.
- Rival comparison: Pura 90s Pro Max in a side-by-side 5G test with iPhone 17 Pro, MatePad Air compared with iPad.
- Hepsiburada is mentioned in 67 rows (64 stories); 32 fall in the week of 17 Aug, with the Pura 90s gift offer.

COMMUNICATION LANGUAGE

Informative and feature-focused; disclosure mostly at the start of the caption, launch price and gift offer stated directly.

> **"Çocuğunuza telefon yerine bunu alabilirsiniz" (Instead of a phone)**

> **"Bugün, dünkü Zehra'dan bir adım daha ileri." (One step ahead of yesterday)**

> **"Fotoğraf çekemeyen sevgililerin bahanesi kalmadı" (No more excuses)**

> **"Bir kulaklığın gerçekten iyi ses verip vermediğini anlamak istiyorsanız basslarına değil cello sesine bakın." (Judge earbuds by the cello, not the bass.)**

- Disclosure in the caption: 'Reklam /', 'İşbirliği |', '#reklam @huaweimobiletr'. 12 of @volkanmanavofficial's reels start with 'Reklam' but, hashtag-free, are not in the ad disclosure (#reklam/#işbirliği/#tanıtım) rate.
- Clear offer language: 'Lansmana özel 15,999 TL', free earbuds or watch with Pura 90s at Hepsiburada, pre-order coupon.
- 52.9% of content has no CTA (Samsung 44.6%); link/swipe-up 19.1%, follow the brand 18.6%, discount code 8.9%.

DATA NOTE

- Huawei's own accounts' posts were removed; news accounts, incl. @technopatnet (16 rows), are 3.8% of 660 rows (25), context only.
- Stories are 65.6% of unique items but carry no caption or engagement count; the ad disclosure (#reklam/#işbirliği/#tanıtım) rate rests on 227 non-story rows, ER on reels and posts.
- Views in examples are current counters; some launch reels grew a lot since first record, while median and ER use the first recorded measurement.

STANDOUT CREATIVES



@evliyacelebi ↗
Ends the 'Menemen soğanlı mı soğansız mı?' (menemen with or without onion?) debate by having MatePad Air's AI prepare a presentation; the product referees a cultural debate. Current views 4,055,534.



@oyunterapistimiz ↗
A play therapist opens with 'Çocuğunuza telefon aldınız mı?' (did you buy your child a phone?) and positions the watch as a phone alternative; expert voice, '#reklam' disclosure.



@barriscello ↗
A cellist tests the earbuds by the detail in the cello's sound, not the bass; the creator's expertise becomes proof of the product claim.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

@huaweimobiletr **455** @huawei **29**

TOP HASHTAGS · CONTENT

#huawei **51** #huaweiwatchgt7pro **23** #huaweipura90spromax **22** #huaweiwatchgt7 **18** #huaweimatepadair **17** #huaweifreebudsneo **16**

Excluding news and deal accounts.

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DJI

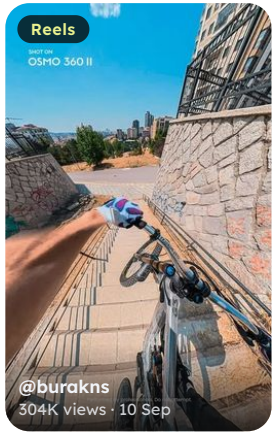
Figures, creative selection and summary

CONTENT · 90 D	INFLUENCERS	FORMAT	MEDIAN REEL VIEWS	ER · POST	ER · REEL	AD DISCLOSURE
515	252	30% · 61% · 9%	13.0K	0.19%	1.99%	17%
last 30 d: 184	last 30 d: 112	stories · reels · posts	n = 311 reels	median, per follower · n = 36	median, per view · n = 263	posts+reels, n = 362 rows · collab posts 18%





















SUMMARY

DJI's visibility mostly comes from the gear tag: travel and drone creators post #dji, while the reseller and Osmo accounts amplify launches through collabs.

- 515 unique items, 252 creators; 61.4% of unique items are reels, 29.9% stories, 8.7% posts. The panel's most reels-heavy brand.
- Collab share is the panel's highest: 94 of 516 rows (18.2%; Samsung 2.4% of 985); only 1 row is a collab with the brand account.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 17.4% of 362 non-story rows; 42 rows carry an organic note of the 'reklam yok/kendim aldım' (no ad / bought it myself) kind.
- First recorded median reel views 13,004 (n=311); median reel ER per view 1.99% (n=263), the panel's highest on this basis.
- One reel, @onurwoodart's food ASMR, carries 79.4% of the first recorded total reel views on its own.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@djikaracasulu	Tech & education	67.4K	45
@oguz_helicam	Unclear	135K	13
@seyyah_hemsire	Travel	8,745	11
@evolumina	Unclear	433K	10
@the_akdeniz_	Art & media	47.2K	10

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DJI · campaigns and collaborations

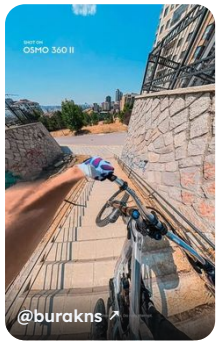
Campaigns that stood out in the period, with sample content (opens on Instagram when you click the image)

CAMPAIGN

“DJI Osmo 360 II” launch

Aug–Oct 2026

Reels tagged @osmo_global and @djiglobal with #reklam/#işbirliği disclosures; cycling, motorbike and vlog creators work on the idea of many angles from a single shot. Two of @burakns's reels are collabs with @osmo_global.





@burakns Collab with @osmo_global, a staircase descent with a #reklam disclosure; 304,292 current views.

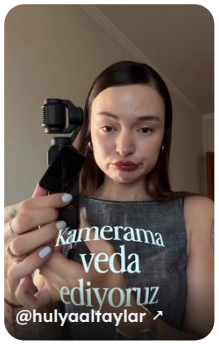
@melisakiran1 “Bir gün, üç platform, tek ben” (one day, three platforms, just me): a vertical and horizontal video idea from the same shot, #reklam #işbirliği.

CAMPAIGN

Osmo Pocket 4/4P: “kızların PS5'i” (the girls' PS5)

Aug–Oct 2026

The reseller account announced Pocket 4P with “Şimdi Türkiye'de Yetkili Satış Noktalarımızda” (now at our authorised points of sale in Turkey); alongside #işbirliği reels tagged @djiglobal, 9 reels (7 creators) mentioning PS5 liken the camera to a console.





@hulyaaltaylar A Pocket 4 Pro reel titled “Kızlar bizim ps5” (girls, it's our ps5) with a #reklam disclosure; 67,165 current views.

@umutcancelikis A Pocket 4P reel with an #isbirligi @djiglobal disclosure: the promise of “her anı sinematik bir kareye dönüştürmek” (turning every moment into a cinematic frame).

CAMPAIGN

Turkey launch day (#geleceksizinle)

5–11 Oct 2026

Presentation of Pocket 4P, “Osmo 360 II” and Mic Mini 2S at the invitation of the reseller @djikaracasulu; 29 of the 37 stories in the week of 5 Oct tag the reseller (14 accounts).





@ismailsarikaya Story: describes listening to the features at the Turkey launch of three products.

@tunakaramannnn Story: a live recording with Pocket 4P's tracking mode during the presentation.

CAMPAIGN

Osmo Action 6

Sep–Nov 2026

Action-camera reels tagged @djiglobal or @osmo_global, mostly with a #reklam disclosure; the product feature (wide angle, horizontal-vertical shooting) is placed in family and everyday-life scenes.





@melisguvercin A day of her mother's sports; #reklam #işbirliği, 225,846 current views.

@bedirhansoral A feature walkthrough with a #reklam disclosure: horizontal and vertical footage from a single shot.

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DJI · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Small-scale pool: 13.1% of 252 creators are nano, 46.4% micro; median followers 63,910 (Samsung 119,576).
- 89 of 252 creators (35.3%) post more than once and produce 68.4% of 516 rows; 19 creators have 5+ items.
- The brand's own posts were not counted; of 94 collab rows, 35 involve the reseller (27 its own posts), 13 foreign DJI accounts, 46 local travel pages.
- Regulars are drone and travel creators: @oguz_helicam (13 items, behind the scenes of series and brand-film shoots), @seyyah_hemsire (11), @the_akdeniz_ (10).
- Without news/deal accounts, 77.8% of 243 creators appear only for DJI; 22 are shared with Samsung.

PLATFORM AND FORMAT

- Reels are the main format (316 unique items); 184 unique items and 112 creators in the last 30 days. The 27 Jul peak (55 rows) is before the window.
- 26 Oct peak (68 rows, 43 reels): "Osmo 360 II", Pocket 4P, Mic Mini 2 and the reseller's 9 posts; 5 Oct (61 rows) is launch day.
- 22.3% of 516 rows were posted on Wednesday and 11.6% at 19:00; posts cluster in the evening.
- Some stories match via a marketplace link (Hepsiburada, Amazon, Trendyol); 21 deal-account items counted as context only.

CREATIVE APPROACH

- Of 501 visually analysed items, 41.3% are lifestyle/vlog and 22.2% unboxing; 47.3% outdoors, 17.2% with a holiday/travel theme.
- Product in the background in 48.3% of 501 items, in hand in 31.5%: the camera or drone is usually the footage itself, not an object in frame.
- 379 of 501 items have no call to action, tone 52.1% neutral: scenery, music and the "Shot on DJI" signature replace sales language.
- 39.5% of 403 videos have speech (Samsung 75.1% of 724); only hands visible in 16.4%.

CONTENT FORMATS

- Launch reel: question hook ("Tek çekimden kaç farklı görüntü çıkarabilirsiniz?", how many shots from one take?) → feature → footage → @djiglobal tag.
- Drone and travel reel: speechless scenery, music and location; brand only in #dji or "SHOT ON DJI MINI 4 PRO" text.
- Unboxing: "Sonunda benim de…" (finally I have one too…) opening → accessories one by one → first test shot → closing note such as "Reklam yok // kendim aldım" (no ad // bought it myself).
- Story flow: in launch week an event moment, product close-up and "Davet" (invitation) note; other weeks, product frames with marketplace links.

COMMUNICATION LANGUAGE

Personal and experience-led; specs in short lists, purchase mostly told with the candour of "kendim aldım".

> "Onların PS5'i varsa, bizim de bu bebeğimiz var!" (We have this)

> "Bir gün, üç platform, tek ben" (Three platforms, one me)

> "Dron uçurmayı bilmiyorsanız bunu izleyin." (Watch if you cannot fly)

> "Marka göründüğü için *reklam" (*ad, brand visible)

- Organic notes are frequent: 42 organic notes against 63 ad disclosures in 362 non-story rows; "kendim aldım" works as trust language.
- Some disclosure is hashtag-free: "DJI (reklam)", "*reklam", "Tanıtım @osmo_global". These are not in the ad disclosure rate.
- Sales calls are rare; language is personal-benefit lines such as "Hayatımı kolaylaştıran kameram" and a shot signature with the product name.

DATA NOTE

- @djikaracasulu (45 items, top poster) is a reseller: captions say "Şimdi Türkiye'de Yetkili Satış Noktalarımızda" (now at our authorised sales points in Türkiye). Counted as store context, not collaboration.
- 7 accounts with German, Italian, Korean and Japanese captions (e.g. @evolumina) produce 19 of 516 rows; included in creator counts, their captions target audiences outside Türkiye.
- First recorded mean reel views (496,216, n=311) are inflated by one reel, so use the median; the story rise in the week of 26 Oct matches the week the tracked base grew.

STANDOUT CREATIVES



@onurwoodart ↗
Outdoor sea-bass cooking ASMR; product positioned as audio recorder (#djimicmini2s, #asmr). Collab with @osmo_global, "DJI (reklam)" note in caption; 126,594,487 current views, 122,560,431 at first record.



@sapkaliigezginn ↗
Organic reel presenting Osmo Pocket as "kızların PS5'i" (the girls' PS5); "Katılan kızlar yorumda buluşsun" (girls who agree, meet in the comments) call, 565,711 current views.



@ozgeakgunbulut ↗
"Yapay zeka ile editlediğim ilk videomu beğendiniz mi?" (did you like my first AI-edited video?): "Osmo 360 II" auto-edit in an Italy holiday video; noted "#reklam @djiglobal tarafından sağlandı" (provided by @djiglobal).

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

@djiglobal 211 · @dji 106

TOP HASHTAGS · CONTENT

#dji 234 · #drone 43 · #djikaracasulu 22 · #osmopocket4 21 · #istanbul 20 · #djiosmo360ii 19

Excluding news and deal accounts.

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Xiaomi

Figures, creative selection and summary

CONTENT · 90 D	INFLUENCERS	FORMAT	MEDIAN REEL VIEWS	ER · POST	ER · REEL	AD DISCLOSURE
329	158	78% · 21% · 2%	27.4K	0.13%	0.98%	24%
last 30 d: 161	last 30 d: 104	stories · reels · posts	n = 66 reels	median, per follower · n = 6	median, per view · n = 61	posts+reels, n = 74 rows · collab posts 2%





















SUMMARY

Xiaomi's volume mostly comes from marketplace-linked stories; creator effort is in 68 reels and 6 posts around phone launches and the home ecosystem.

- 255 of 329 unique items are stories (77.5%), all story matches via brand links; Samsung's story share is 47.8% of 985 unique items.
- 129 of 255 stories are from 30 deal accounts; the other 126 are marketplace tips or coupon posts from 89 accounts.
- Creator-made evidence is 68 reels and 6 posts: ad disclosure (#reklam/#işbirliği/#tanıtım) in 24.3% of 74 non-story rows, organic note in 17 rows.
- First recorded median reel views 27,426 (n=66), Samsung 41,768 (n=446); median reel ER per view 0.98% (n=61).
- Volume rises at period end: 161 unique items and 104 creators in the last 30 days; week of 26 Oct peaks at 65 rows, 57 stories.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@indirimtakippremium deals	Shopping & deals	11.3K	42
@merve.liaa	Family	209K	14
@firsatatikla deals	Shopping & deals	219K	13
@firsat_radari deals	Shopping & deals	26.6K	12
@busraasaylik	Lifestyle	31.4K	6

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Xiaomi · campaigns and collaborations

Campaigns that stood out in the period, with sample content (opens on Instagram when you click the image)

CAMPAIGN

“Redmi Note 17” series (#REDMINote17Serisi, #MaxGibiMax)

5–10 Oct 2026

Four reels tagged @xiaomi.turkiye: the huge battery is presented with the “Powerbankli Telefon” (phone with a power bank) idea, and in one reel through a mother's story. Disclosure is mostly hashtag-free (“Reklam @xiaomi.turkiye”, “*Reklam | Tanıtım”).





@ozancankubilay “Powerbankli Telefon”: a single-idea launch reel; a creator who also has Samsung content.

@ahmettcakirrofficial Note 17 Pro 5G through the story “Annemin telefonu artık yavaşlamaya ve kasmaya başlamıştı” (my mother's phone had started to slow down and lag).

CAMPAIGN

“Xiaomi 18 Pro Max” presentation

22–27 Sep 2026

Five reels in one week: the rear screen and the Leica camera stand out. Creators compare the phone with iPhone 18 Pro Max and with the privacy display of Samsung S26 Ultra.





@rn.donanim With a #reklam disclosure; in the speech the phrase “Samsung'dan arakladığı” (swiped from Samsung) for the privacy display; 254,867 current views.

@omurmorova A preview with a “Reklam |” note; the speech refers to the ghost-screen feature of Samsung S26 Ultra.

CAMPAIGN

Home ecosystem: vacuum cleaner and air purifier

Aug–Oct 2026

Upright/robot vacuum cleaners, air purifiers and small home appliances; the reels are mostly usage videos with a “Reklam yok kendim aldım” (no ad, I bought it myself) note, the stories a marketplace link and a coupon.





@busraasaylik An upright-vacuum reel with a “Reklam değil öneri” (not an ad, a recommendation) note; 279,765 current views.

@keskinkaravan An air-quality explanation “Özellikle çocukların ve Latte'nin olduğu bir evde” (especially in a home with children and Latte); a usage video spoken to camera.

CAMPAIGN

“REDMI 17 5G” unboxings

26 Oct–1 Nov 2026

The entry-model wave at the end of the period: unboxing and a four-point feature walkthrough, tagged @xiaomi.turkiye; one creator also writes that the product was given for review.





@erugurlu Writes in the caption that the product was provided by @xiaomi.turkiye and that it is not a paid collaboration.

@eenesdegirmenci A point-by-point walkthrough with the hook “Reklam | Herkesin sorduğu o telefon?” (ad | that phone everyone asks about?).

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Xiaomi · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- 48.1% of 158 creators are micro, 39.9% macro; median followers 56,530. Categories: shopping/deals (20.3%), technology (17.7%), family (16.5%).
- Top posters are deal accounts (@indirimtakippremium 42, @firsatatikla 13, @firsat_radari 12 items); counted as context, not collaboration.
- On stories, family and home creators stand out: @merve.liaa recommends the Xiaomi baby camera in personal-advice language, 14 items.
- In reels, tech narrators repeat: @omurmorova and @teknosfertr with a tips series, 5 items each; @rn.donanim with a launch review.
- 32 creators shared with Samsung, 26.2% of Xiaomi's 122 excluding news/deals; @omurmorova, @rn.donanim, @jankovicsamet make reels for both.

PLATFORM AND FORMAT

- 77.5% of unique items are stories, 20.7% reels, 1.8% posts; all stories are link matches without caption or engagement.
- Weekly peaks 26 Oct (65 rows, 57 stories; air purifiers and TVs) and 5 Oct (37 rows, Redmi Note 17 week).
- 17.3% of 329 rows posted on Sunday, busiest hour 16:00; the only brand peaking on Sunday.
- In story links the top address is Hepsiburada, then n11; Amazon and Trendyol rarer.

CREATIVE APPROACH

- 251 of 323 visually analysed items are stories; hence 74.9% product review and 67.8% product-alone frames dominate.
- In 323 items, calls to action rest on discount codes (38.1%) and links (29.4%); 45.2% of settings are home.
- Face and voice in videos: creator's face in 88.2% of 153 videos, speech in 47.7%.
- Three reel hooks stand out: tips (“gizli ayarlar”, hidden settings), comparison (Xiaomi vs iPhone) and a curiosity line such as “Çin malı Porsche” (Chinese-made Porsche).

CONTENT FORMATS

- Story: product image + price or coupon text + marketplace link (Hepsiburada, n11, Amazon); mostly one frame, no caption.
- Launch reel: question hook (“Bu Fiyata Bu Telefon ???”, this phone at this price???) → battery, screen, camera points → price → @xiaomi.turkiye tag.
- Tips reel: step-by-step on the settings screen → “Kaydedip herkesle paylaşın” (save it and share) call (@omurmorova, @teknosfertr).
- Home-product reel: problem (dust, hair) → using the device → result → “Link storyde ekliyorum” (link in the story) pointer.

COMMUNICATION LANGUAGE

Practical and price/benefit-led; friend-style advice and coupons in stories, instructive or curious tech narration in reels.

> **“Xiaomi SU7 Ultra! Porsche mi bu mu?” (A Porsche?)**

> **“Xiaomi telefonlardaki gizli özellikleri gösteriyorum, android kullananlar çok işinize yarayacak.” (Hidden features on Xiaomi phones; useful for Android users.)**

> **“Artık telefon değil cebinizde resmen powerbank taşıyorsunuz.” (A power bank in your pocket)**

> **“Bu ürün inceleme amaçlı olarak @xiaomi.turkiye tarafından sağlanmıştır. ÜCRETLİ İŞ BİRLİĞİ İÇERMEMEKTEDİR.” (Provided for review; NOT A PAID COLLABORATION.)**

- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 24.3% of 74 non-story rows; 17 rows carry an organic note such as “Reklam yok kendim aldım” or “reklam değildir”.
- Some campaign reels write disclosure without hashtags (“Reklam @xiaomi.turkiye”, “*Reklam | Tanıtım”); these are not in the ad disclosure rate.
- Story language is personal tips and coupons: the same “Xiaomi2500” discount code appears in several accounts' stories.

DATA NOTE

- Story volume is not creator effort: 129 of 255 stories are from deal accounts, and stories carry no caption or engagement.
- Of 74 non-story rows, 5 are deals (@firsatdolutr) and 5 news; store accounts such as @hzl.store and @ynsiletisimm are context only.
- The 26 Oct story peak matches the week the tracked base grew on 24–26 Oct; do not compare it one-to-one with earlier weeks.

STANDOUT CREATIVES



@mehmetberberoglu__ ↗
Organic reel presenting the electric car SU7 Ultra with the “Çin malı Porsche” (Chinese-made Porsche) hook; 2,455,544 current views, 821,033 at first record.



@omurmorova ↗
The most-viewed of the “Gizli ayarlar” (hidden settings) tips series: step-by-step on the phone screen, save-and-share call; 1,307,485 current views.



@jankovicsamet ↗
Demo of scanning a QR code and paying with Xiaomi smart glasses brought from abroad; “bizden 50 yıl ileride” (50 years ahead of us) hook, 580,655 current views.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

The brand match came from the hashtag and caption text.

TOP HASHTAGS · CONTENT

#xiaomi 64 #teknoloji 14 #telefon 13 #android 8 #ipucu 6 #redmi 6

Excluding news and deal accounts.

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Casio

Figures, creative selection and summary

CONTENT · 90 D	INFLUENCERS	FORMAT	MEDIAN REEL VIEWS	ER · POST	ER · REEL	AD DISCLOSURE
268	70	71% · 17% · 12%	5,490	0.22%	1.19%	54%
last 30 d: 85	last 30 d: 36	stories · reels · posts	n = 38 reels	median, per follower · n = 25	median, per view · n = 31	posts+reels, n = 77 rows · collab posts 1%





















SUMMARY

Casio's visibility is largely carried by deal accounts' story flow; its own collaborations sit with a few creators talking coffee, outfits and watch passion.

- 268 unique items, 70 influencers: 71.3% stories, 16.8% reels, 11.9% posts; Samsung's story share 47.8%.
- Most volume is from deal accounts: 159 of 268 items. 155 stories came via link match alone, 120 from deal accounts.
- 106 items from creators: #işbirliği reels tagged with distributor @ersasaat, @somersivrioglu's 23 stories (mostly outfit credits) and watch-fan accounts.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 54.5% of 77 non-story rows; 34 of these 42 rows are from deal accounts.
- The widest reach is organic: @cagataysucann's "reklam yok" (no ad) reel took 68.7% of total views at first record. Base: 38 reels with recorded views, 2,944,263 views.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@firsat_radari deals	Shopping & deals	26.6K	56
@somersivrioglu	Food & drink	1.4M	23
@firsatdolutr deals	Shopping & deals	9,462	22
@bystylistman deals	Shopping & deals	123K	12
@trendstyleman	Fashion & luxury	56.9K	12

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Casio · campaigns and collaborations

Campaigns that stood out in the period, with sample content (opens on Instagram when you click the image)

CAMPAIGN

@casiosaat × @ertugrulkoclar: coffee and time

Aug 2026

@ertugrulkoclar (127,372 followers), who makes coffee content, places Casio and G-Shock watches in a daily-ritual story across four reels. Captions open with “#işbirliği #reklam” and tag @ersasaat.





@ertugrulkoclar A “yaz günüm” (my summer day) story placing the G-Shock smartwatch in pool, coffee and book moments; 131,138 views at first recorded measurement.

@ertugrulkoclar A voice-over video linking espresso preparation to the watch with a “gerçek lüks” (real luxury) text.

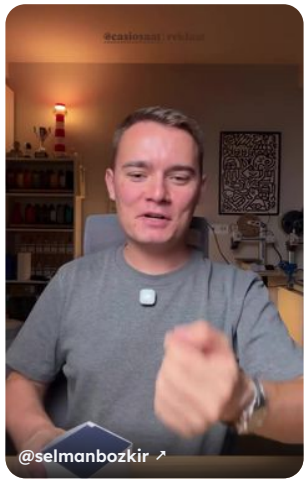
CAMPAIGN

Casio EFK-200: automatic watch presentation

Aug–Sep 2026

@sefakandemir.yt presents the EFK-200 with the #işbirliği tag and thanks the account “CASIO Türkiye Yetkili Distribütörü @ersasaat” (Casio Turkey authorised distributor). @selmanbozkir unboxes the move from the first model to the second in a story.





@sefakandemir.yt The “Bu saatten dünyada sadece 1 tane var!” (there is only 1 of this watch in the world!) hook, followed by a breakdown of the dial and mechanism; 60,512 views at first recorded measurement.

@selmanbozkir An unboxing of the move from the EFK100 on his wrist to the EFK200; “@casiosaat | reklam” in the frame text.

CAMPAIGN

G-Shock (@gshocktr): outfit and lifestyle

Aug–Nov 2026

@somersivrioglu (1,409,490 followers) shows G-Shock and Casio watches with sneaker and clothing credits in most of his 23 stories; the #işbirliği tag in the credits does not distinguish between brands. @bilgeozturkofficial's reel carries “#isbirligi #reklam”.





@somersivrioglu A numbered credit list at the end of October: watch, sneakers and outfit in the same frame, the watch line tagged @casiosaat.

@bilgeozturkofficial A short lifestyle video from a creator in the sports scene, tagged @gshocktr, with an “#isbirligi #reklam” disclosure.

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Casio · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- 54.3% of 70 influencers are micro; 37.6% of rows are from macro+mega accounts (Samsung 55.7%).
- 27 repeat influencers produce 84.0% of 268 rows; deal accounts lead: @firsat_radari 56, @firsatdolutr 22 rows.
- Repeat creators: @somersivrioglu (1,409,490 followers, 23 stories), @trendstyleman (12) and @ertugrulkoclar (127,372 followers, 10).
- Distributor trace: @ersasaat tagged in 18 rows, 16 on creator accounts. Co-authored content: 3, none with the brand account.
- 37.1% of 70 accounts are shopping/deals. Without news and deal accounts, 66.7% of 42 influencers appear only for Casio; 7 also for Samsung.

PLATFORM AND FORMAT

- Format: 71.3% of 268 unique items are stories, 16.8% reels, 11.9% posts; 85 items and 36 influencers in the last 30 days.
- Reels: first recorded median views of the 38 reels with recorded views 5,490 (Samsung 41,768); median ER per view 1.19% (n=31).
- Busiest week 26 Oct: 39 of 45 rows stories, 32 from deal accounts; the tracked base grew that week, so it is no campaign signal alone.
- 21.3% of 268 rows fall on Tuesday, 20.9% on Saturday; #hepsiburada and #n11 tags and coupon codes in story frames.

CREATIVE APPROACH

- Of 267 analysed creatives, 80.9% show the product in a hero shot, 10.1% in hand; Samsung in-hand 38.5%.
- Call to action (267 creatives): 52.4% discount code, 18.7% link/swipe-up, 19.1% none; tone 67.0% neutral, 25.8% informative.
- Setting (267 creatives): studio 27.3%, store/marketplace 25.5%, home 10.5%; deal stories are a product image and price card.
- Creator videos are personal: face visible in 75.0% of 68 videos, speech in 41.2%; coffee ritual, collection tour, street interview.

CONTENT FORMATS

- Price-value hook → three models → follow call: @cagataysucann opens “5000 lira altında” (under 5.000 lira), lists three models, closes “takipte kal” (stay tuned).
- Ritual story: @ertugrulkoclar opens “Bir yaz günüm nasıl geçiyor?” (how does my summer day go?) and swaps the watch across pool, coffee and book moments.
- Curiosity hook → technical breakdown → save call: @sefakandemir.yt presents the EFK-200 stressing “dünyada sadece 1 tane” (only 1 in the world).
- Story flow: product image, price and coupon on deal accounts; an outfit frame with watch, sneaker and outfit credits on @somersivrioglu.

COMMUNICATION LANGUAGE

Creator content is friendly, collector-minded, stressing “uygun fiyata şık görünüm”; deal accounts focus on price and coupon.

> **“5000 lira altında olup 50,000 liralık gibi görünen 3 saat.” (Looks like 50,000 lira)**

> **“gerçek lüks, sahip olmak değil… zamanın içinde var olmak, varlığını hissedebilmek paha biçilemez…” (real luxury is being in time, not owning…)**

> **“Bu saatten dünyada sadece 1 tane var!” (Only 1 exists)**

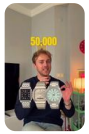
> **“takip edip yorumlara istiyorum yazman yeterli” (comment “I want it”)**

- Disclosure opens the caption: @ertugrulkoclar starts “#işbirliği #reklam @casiosaat”. The Instagram paid-partnership label is used in no row.
- 8 rows carry an organic note such as “reklam yok”: @saatsecimi “#reklam değildir”, @cagataysucann “reklam yok kendi önerilerim”.
- Calls are about following, saving and commenting: “Kaçırmamak için takipte kal”, “Kaydet, mağazada görünce desenleri karşılaştırırsın”.

DATA NOTE

- The 191 stories show visibility, not performance: no views, likes or caption; 155 came via link match alone.
- Total volume depends on deal accounts (159 of 268 items); a brand-collaboration reading should rest on creators' 106 items.
- The match also has non-watch Casio products (calculator, digital piano); a brand name appearing does not mean a paid collaboration.

STANDOUT CREATIVES



@cagataysucann ↗
Reel with a “reklam yok” (no ad) note presenting three affordable models with the “50,000 liralık gibi görünen” (looks like 50.000 lira) hook; 2,021,730 views, 20,380 likes at first record.



@saatsecimi ↗
First guest of the “Tek Markadan Saat Koleksiyonum” (my watch collection from one brand) series is Casio: an eight-compartment box fills as you swipe; 1,060 likes, ER per follower 4.91%.



@kardelnz ↗
Reel showing Casio watches bought in Japan and promising followers a gift; 305 comments, 134,842 views at first record.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

@gshocktr 34 · @casiosaat 24 · @casio_us 3 · @gshock_casio_official 3 · @casiowatches_official 2

TOP HASHTAGS · CONTENT

#casio 17 · #saatseçimi 6 · #casiowatch 4 · #sefakandemir 4 · #casiosaat 3 · #dijitalorg 3

Excluding news and deal accounts.

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Lenovo

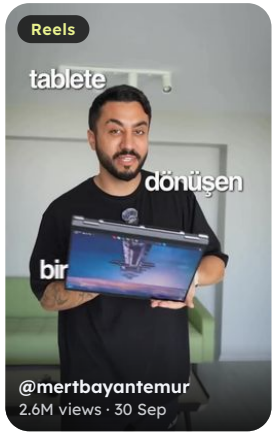
Figures, creative selection and summary

CONTENT · 90 D	INFLUENCERS	FORMAT	MEDIAN REEL VIEWS	ER · POST	ER · REEL	AD DISCLOSURE
131	61	63% · 33% · 4%	30.5K	0.10%	0.66%	44%
last 30 d: 46	last 30 d: 30	stories · reels · posts	n = 42 reels	median, per follower · n = 2	median, per view · n = 41	posts+reels, n = 48 rows · collab posts 5%



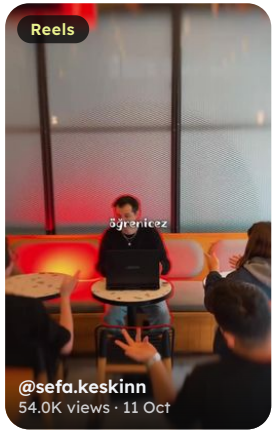




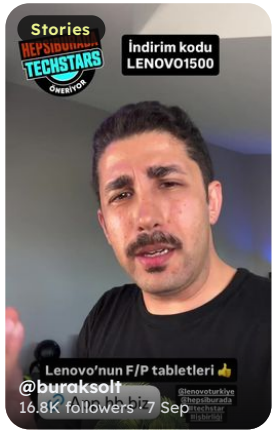














SUMMARY

Lenovo's sample is small but targeted: AI PC reels co-published with MediaMarkt and Intel, gaming-laptop advice and Hepsiburada coupon story waves.

- Small sample: 131 unique items, 61 creators; 63.4% stories, 32.8% reels, 3.8% posts.
- 41 of 131 rows are from deal accounts, 6 from news; stores selling second-hand ThinkPads are also in the volume, not counted as collaboration.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 43.8% of 48 non-story rows (Samsung 55.4% of 514); 3 rows carry an organic note.
- Collabs are 7 of 131 rows (5.3%), all with @lenovoturkiye; @mediamarkt_tr is also co-author on three, @intel_turkiye on one.
- Shared pool: excluding news/deals, 20.5% of 44 creators appear only for Lenovo, the panel's lowest; 25 are shared with Samsung.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@avantajbilisim	Unclear	290K	8
@firsatatikla deals	Shopping & deals	219K	7
@pchocasi	Tech & education	166K	7
@furkanpcyt	Sports & outdoors	23.8K	7
@aizenbilisim deals	Unclear	8,090	7

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Lenovo · campaigns and collaborations

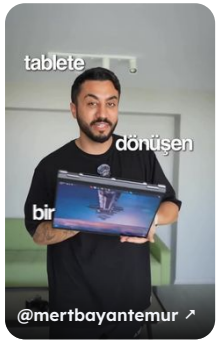
Campaigns that stood out in the period, with sample content (opens on Instagram when you click the image)

CAMPAIGN

#SenYaparsın (you can do it): AI PC and Copilot (MediaMarkt, Intel)

30 Sep–14 Oct 2026

@mertbayantemur, @latenighter and @alperrende present Lenovo Yoga through office sketches and the “tablete dönüşen bir laptop” (a laptop that turns into a tablet) pitch; all three are collabs with @lenovoturkiye and @mediamarkt_tr.





@mertbayantemur An AI PC walkthrough with a “(Tanıtım)” (promotion) note; 2,639,381 current views, 89,334 at first record.

@alperrende A sketch resolving a table-tennis score argument in the office with AI; #işbirliği #SenYaparsın.

CAMPAIGN

Lenovo Innovation World (Berlin)

31 Aug–15 Sep 2026

Invited creators show the ThinkBook Project S1 with an extending screen and the thin Project Aeroblade concepts; @mert.yamak and @ahemsa1 relay the event through stories. Tag: #lenovoinnovationworld.





@osefcelik41 “Gördüğünüz bir ilüzyon değil” (what you see is not an illusion): a demonstration of the extending screen; tagged #lenovoinnovationworld and #reklam.

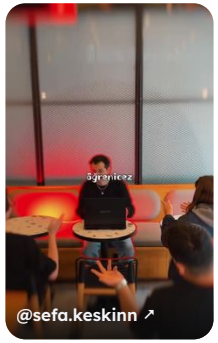
@jankovicsamet Collab with @lenovoturkiye, a walkthrough of next-generation Yoga products with a “Tanıtım” (promotion) note.

CAMPAIGN

Legion and LOQ: gaming laptop

Sep–Oct 2026

@sefa.keskinn and @barcinsurmeli present the Legion Pro 7 with #RTXOn, and @cotoyun the LOQ tagged @hepsiburada; the focus is choosing the right laptop for gaming.





@sefa.keskinn Legion Pro 7 in a street-interview format at a café; #reklam #RTXOn.

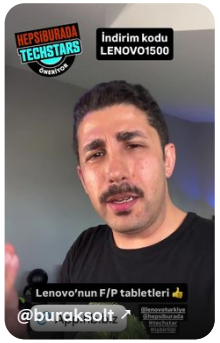
@cotoyun The “Oyunca Laptop’u alırken sadece ekran kartına bakılmaz!” (you don't only look at the graphics card when buying a gaming laptop!) hook; collab with @lenovoturkiye.

CAMPAIGN

Hepsiburada tablet coupon (LENOVO1500)

7–21 Sep 2026

The same discount code in many stories: of the 23 stories in the week of 7 Sep, 15 tag @hepsiburada and 13 tag @lenovoturkiye. A retail coupon wave, not counted as collaboration.





@buraksolt Story: a coupon code and a tablet recommendation, with a Hepsiburada link.

@dijitalbaba.orhantoker Story: a tablet recommendation for education and a code, tagged @lenovoturkiye.

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Lenovo · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- 45.9% of 61 creators are micro, 44.3% macro; median followers 97,597. Category weight: technology (31.1%), shopping/deals (23.0%).
- Campaign faces are large accounts: @mertbayantemur (1,620,445 followers), @alperrende (1,600,185) and @latenighter (546,015), one or two items each.
- Little repeat production: the top poster stays at 8 items; @pchocasi and @furkanpcyt give gaming-PC advice, 7 items each.
- Among the 25 creators shared with Samsung are @mertbayantemur, @jankovicsamet and @osefcelik41; Lenovo's campaign faces also appear for rivals.
- Collab set-up is brand-centred: @lenovoturkiye in all 7 collab rows, retail partner @mediamarkt_tr in three items.

PLATFORM AND FORMAT

- 63.4% of unique items are stories, 32.8% reels; first recorded median reel views 30,530 (n=42), ER per view 0.66% (n=41), the panel's lowest on this basis.
- Monday–Thursday each take 17.6%–21.4 of 131 rows; Friday 5.3%, Saturday 3.8%. Busiest hour 18:00.
- Peak weeks: 27 Jul (40 rows, 38 stories; before the window) and 7 Sep (26 rows, 23 stories; coupon wave).
- Hepsiburada, Amazon and n11 links in stories; campaign reels call to the MediaMarkt app and store.

CREATIVE APPROACH

- Of 129 visually analysed items, 78.3% are product review, 67.4% show the product alone; 32.6% of settings are studio.
- In 129 items, calls to action are discount code (39.5%) and link (26.4%); back-to-school theme in 8.5% of content.
- Face visible in 92.4% of 79 videos, speech in 69.6%: narration runs through a creator speaking to camera.
- Campaign reels stand out with humour sketches and office scenarios, advice reels with budget comparisons and feature lists.

CONTENT FORMATS

- Campaign reel: office or home sketch (problem) → AI-feature solution → product name → MediaMarkt call (#SenYaparsın).
- Event reel: “Gördüğünüz bir ilüzyon değil” (what you see is no illusion) surprise hook → extending-screen demo → Berlin meet-up context.
- Advice reel: budget question (“60,000 TL’ye Hangi Gaming Laptop Alınır?”, which gaming laptop for 60.000 TL?) → feature list → pros and cons → profile link.
- Story: product image + price or coupon code + Hepsiburada or Amazon link; the same code repeats in coupon weeks.

COMMUNICATION LANGUAGE

Technical and budget-led; witty office tone in campaign reels, an “İzlemeden Laptop Almayın” warning in advice reels.

> **“Oyunca Laptop’u alırken sadece ekran kartına bakılmaz!” (Not the GPU alone)**

> **“Ofiste masa tenisi skor tartışmalarına yapay zekâyla son noktayı koydum.” (AI ended our office table-tennis score arguments.)**

> **“Pasaportumdan ince laptop mu olur?” (Thinner than a passport?)**

> **“İzlemeden Laptop Almayın !!!” (Watch first)**

- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 43.8% of 48 non-story rows; 3 rows with an organic note, e.g. @berattech's LOQ tip noted “#reklam değil”.
- Some disclosures are hashtag-free: “(Tanıtım)”, “Tanıtım”; these are not in the ad disclosure rate.
- Sales call points to the retailer: “Hemen MediaMarkt uygulamasına gir, avantajlı fırsatlardan yararlan.”, coupon code and Hepsiburada link in stories.

DATA NOTE

- Small sample (131 unique items, 48 non-story rows): rates show direction only; post ER rests on just 2 posts.
- Context accounts: 41 deal rows, 6 news rows; @avantajbilisim, @aizenbilisim and @teknolife.official are stores (17 rows), and three of the five most-viewed reels are @avantajbilisim's.
- Large gap between current views and first record (@mertbayantemur 2,639,381 vs 89,334); median and ER use the first recorded count.

STANDOUT CREATIVES



@latenighter ↗
Office sketch: the “en genç eleman” (youngest hire) finishes the job with Copilot; #SenYaparsın, @intel_turkiye and @mediamarkt_tr collab. 2,870,727 current views, 367,163 at first record.



@osefcelik41 ↗
Project Aeroblade concept with the “Pasaportumdan ince laptop mu olur?” (a laptop thinner than my passport?) hook; measured next to a passport, “@lenovoturkiye ile #reklam”.



@mutlu_dunya_m ↗
A tablet review turns critical: asks @lenovoturkiye why the pen runs on an AAAA battery; #reklam tag in the caption, 56,960 current views.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

@lenovoturkiye 42 @lenovo 2

TOP HASHTAGS · CONTENT

#lenovo 22 #amd 7 #asus 7 #acer 6 #fps 6 #gaminglaptop2026 6

Excluding news and deal accounts.

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Anker

small sample · findings are illustrative

Figures, creative selection and summary

CONTENT · 90 D	INFLUENCERS	FORMAT	MEDIAN REEL VIEWS	ER · POST	ER · REEL	AD DISCLOSURE
93	44	90% · 9% · 1%	14.9K	—	1.23%	78%
last 30 d: 34	last 30 d: 24	stories · reels · posts	n = 8 reels	median, per follower · n = 0	median, per view · n = 8	posts+reels, n = 9 rows · collab posts 2%

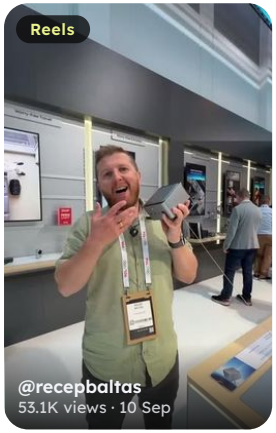




















SUMMARY

Anker appears as a charging and audio accessory in the stories of the same tech creators as the phone brands; two themes leave a mark: the IFA 2026 stand and Liberty 5 Pro tests.

- Small sample: 93 unique items, 44 influencers; 84 stories, 8 reels, 1 post. Only 9 non-story items.
- 81 of 84 stories came via link match alone; stories show visibility, not performance. 35 stories are from deal accounts, 2 from news accounts.
- Two themes stand out: the Anker stand at IFA 2026 and call-test stories of the Soundcore Liberty 5 Pro earbuds.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 7 of 9 non-story rows (77.8%); 5 are a tech news account's IFA series.
- Without news and deal accounts, 16 of 31 influencers also posted for Samsung; the share appearing only for Anker is 22.6%.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@techolaynet news	Tech & education	62.6K	7
@karina_unal	Tech & education	715K	6
@firsat_radari deals	Shopping & deals	26.6K	6
@dijitalbaba.orhantoker	Family	1.5M	5
@firsatatikla deals	Shopping & deals	219K	5

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Anker · campaigns and collaborations

small sample · findings are illustrative

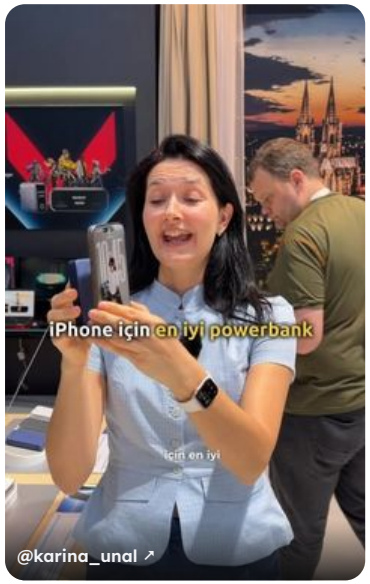
Campaigns that stood out in the period, with sample content (opens on Instagram when you click the image)

CAMPAIGN

IFA 2026: Anker stand

Sep–Oct 2026

@karina_unal presents a power bank, sleep earbuds and a breast pump from IFA Berlin with an “@anker.tr ile işbirliği” (collaboration with @anker.tr) note. @mertbayantemur shares the power station he saw at the fair in a story.





@karina_unal Three products from the fair in a single reel; current views 139,939.

@mertbayantemur A story presenting the power station in a camping and power-cut scenario, opening with “İFA'da yeni teknolojileri keşfederken” (while discovering new technologies at IFA).

CAMPAIGN

Soundcore Liberty 5 Pro: call test

Aug–Oct 2026

9 creators show the Liberty 5 Pro in 10 stories; 6 of them test the earbuds with a phone call: next to a concert, on the street or in a low voice. The call-quality record claim repeats in several narrations.





@osefcelik41 A story that opens with “Kulaklık resmen bir dünya rekortmeni” (the earbuds are officially a world record holder) and moves on to its own test.

@10ur1000ay A story testing live in a noisy environment whether the other party can be heard.

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Anker · strategy, creative and communication

small sample · findings are illustrative

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- No nano accounts: 50.0% of 44 influencers are macro; 57.0% of 93 rows are from macro+mega accounts, median followers 169,979.
- 38.6% of 44 influencers are technology/education, 27.3% shopping/deals.
- 22 repeat influencers produce 76.3% of 93 rows; at most 7 items from one account.
- Repeat creators: @karina_unal (715,105 followers, 6), @dijitalbaba.orhantoker (1,541,059, 5), @mertbayantemur (1,620,445, 3), @yaspeofficial (1,937,760, 3).
- Pool shared with phone brands: without news and deal accounts, of 31 creators 20 also posted for Apple, 18 for Huawei, 16 for Samsung.

PLATFORM AND FORMAT

- Format: 90.3% of 93 unique items are stories, 8.6% reels, 1.1% posts; all 34 items of the last 30 days are stories.
- Reels: first recorded median views of the 8 reels 14,851, median ER per view 1.23% (n=8).
- 12-row peaks in three weeks: 7 Sep, 7 of 12 rows a news account's IFA series; 26 Oct, 10 deal accounts' audio offers.

CREATIVE APPROACH

- Of 93 analysed creatives (84 stories), 77.4% are product review/test; product in a hero shot 58.1%, in hand 36.6%.
- Face visible in 93.2% of 44 videos, speech in 77.3%: creators test the product while talking to camera.
- Call to action in 93 creatives: 51.6% link/swipe-up, 26.9% discount code.

CONTENT FORMATS

- Call test: question hook → live call in a noisy place → result → link; @10ur1000ay asks whether the other party's voice is clear.
- Fair narrative: share call → three new products → one-feature emphasis; @karina_unal says the power bank "25 dakikada 50%'ye şarj ediyor" (charges to 50% in 25 min).

COMMUNICATION LANGUAGE

In current examples the language tests, lists specs and leaves a link; too few examples to generalise.

> **"iPhone kullanan ya da powerbank arayan arkadaşına gönder" (Send to a friend)**

> **"Bu kulaklık arama kalitesiyle Guinness Rekorlar kitabına girmiş arkadaşlar." (These earbuds hold a Guinness record for call quality.)**

> **"*ürünü gönderdiğinden dolayı @anker.tr markasına teşekkürler #tanıtım" (*thanks @anker.tr for sending the product #tanıtım)**

> **"Powerbank Reklam değil paramla aldım." (Not an ad; I paid)**

- Disclosure formats vary: @karina_unal writes "@anker.tr ile işbirliği" in the caption, @muratenesozen "#tanıtım"; 1 row has an organic note.
- Link pointers are frequent in story frames: short texts such as "Ürün Linki", "kulaklık link".

DATA NOTE

- Small sample: captions exist only on 9 reels and posts; tone, creative and disclosure rest on a few items, so read with n.
- The 84 stories show visibility, not performance: no views, likes or caption; 81 came via link match alone.
- 5 of the 7 rows with ad disclosure are from a news account; news and deal accounts are context, not collaboration examples.

STANDOUT CREATIVES



@karina_unal ↗
Presents three Anker products from IFA in one reel, "@anker.tr ile işbirliği" (collab with @anker.tr) in the caption; current views 139,939, 49,610 at first record.



@muratenesozen ↗
Presents the Soundcore Space 2 with a point-by-point feature list and points to the detailed test on YouTube; the caption thanks the brand for the product and has #tanıtım.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

@anker_official 3

TOP HASHTAGS · CONTENT

#anker 3 · #ifa2026 2 · #ankerIfa2026 1 · #ankerspace2 1 · #ankertr 1 · #ankerturkiye 1

Excluding news and deal accounts.

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JBL

small sample · findings are illustrative

Figures, creative selection and summary

CONTENT · 90 D	INFLUENCERS	FORMAT	MEDIAN REEL VIEWS	ER · POST	ER · REEL	AD DISCLOSURE
23	17	78% · 13% · 9%	3,871	1.08%	1.10%	20%
last 30 d: 11	last 30 d: 9	stories · reels · posts	n = 3 reels	median, per follower · n = 2	median, per view · n = 3	posts+reels, n = 5 rows · collab posts 0%





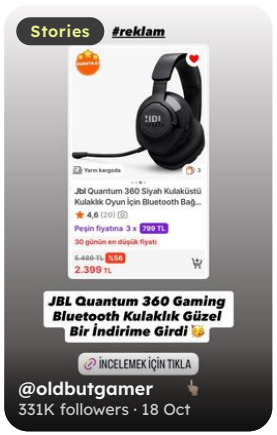
















SUMMARY

JBL looks sparse and scattered: mostly price and coupon stories, plus three independent review reels; no distinct influencer campaign stands out.

- Small sample: 23 unique items, 17 influencers; 18 stories, 3 reels, 2 posts. Findings are illustrative; do not generalise.
- All 18 stories came via link match alone, 6 from deal accounts; stories show visibility, not performance.
- Creator videos are 3 reels: a model comparison, a price question and a desk lamp with JBL sound; first recorded median views 3,871 (n=3).
- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 1 of 5 non-story rows (20.0%); that row belongs to an ad-industry news account.
- 69.5% of rows are from macro+mega accounts; top poster @balooun (468,348 followers) shares JBL products with price and coupon in 5 stories.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@balooun	Fashion & luxury	468K	5
@muratenesozen	Tech & education	161K	2
@firsat_radari deals	Shopping & deals	26.6K	2
@ekinkollama	Sports & outdoors	1.1M	1
@uretenmuhendis	Art & media	414K	1

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JBL · campaigns and collaborations

small sample · findings are illustrative

Campaigns that stood out in the period, with sample content (opens on Instagram when you click the image)

CAMPAIGN

Individual posts stand out in the period; examples are on the next page.

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JBL · strategy, creative and communication

small sample · findings are illustrative

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Only 3 of 17 influencers posted more than once, producing 39.1% of 23 rows; median followers 223,588.
- 35.3% of 17 accounts are shopping/deals; without news and deal accounts, 6 of 10 creators also posted for Samsung.
- @balooun and @muratenesozen are regulars across six brands; @muratenesozen also made content for Anker.

CREATIVE APPROACH

- In 18 of 23 creatives the product is in a hero shot, 11 carry a discount-code call; stories are mostly a product and price card.
- All three reels are reviews: a summary matching five speakers to needs, a Charge 6 price query and a Govee desk-lamp presentation.

COMMUNICATION LANGUAGE

In the few reels, plain review language with question titles; price and coupon in stories.

> **“JBL CHARGE 6 8,000₺ Verilir Mi?” (Worth 8,000 TL?)**

> **“Videoda reklam yada tanıtım yoktur!” (No ad or promotion)**

> **“Govee Table Lamp 2 Pro x JBL ALINIR MI?” (Worth buying?)**

> **“hangisini almalısınız? 30 saniyede hemen anlatıyorum.” (30-second answer)**

- Disclosure language varies: @10ur1000ay writes an untagged “Reklam” in the caption, @cuneydyukselir states the video has no ad or promotion.
- Stories carry coupon codes and link pointers; @ekinkollama on the JBL Grip: “Linkini bırakacağım. Tavsiye ederim.”

STANDOUT CREATIVES



@muratenesozen ↗
Comparison matching Go 5, Clip 5, Grip, Flip 7 and Charge 6 to needs “in 30 seconds”; current views 14,176, 7,201 at first record.



@cuneydyukselir ↗
Review questioning the price in the title; the caption says no ad or promotion, current views 3,061.

PLATFORM AND FORMAT

- Format: 78.3% of 23 unique items are stories, 13.0% reels, 8.7% posts; 11 items in the last 30 days.
- Weekly median in the period is 2 rows; the busiest weeks of the 180-day series are in July, before the period.
- Price and coupon in story frames: on 13 Aug three accounts shared the same “JBL150” code; two creators, one deal account.

CONTENT FORMATS

- Question title → quick summary → YouTube pointer: @muratenesozen matches five models to usage needs one by one.
- Price question → feature → comment call: @cuneydyukselir describes the Charge 6's bass and durability and asks viewers about the price.

DATA NOTE

- Small sample: 23 items, captions in only 5. Rates rest on individual items; read with n.
- The 18 stories show visibility, not performance: no views, likes or caption; speech in only 1.
- The only row with ad disclosure belongs to a news account; that row and deal accounts should not count as brand collaboration.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

The brand match came from the hashtag and caption text.

TOP HASHTAGS · CONTENT

#jbl 3 · #inceleme 2 · #teknoloji 2 · #akilliaydinlatma 1 · #bluetoothhoparlör 1 · #enesözen 1

Excluding news and deal accounts.

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Additional insights

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

THE SAME FACES ACROSS THREE PHONE BRANDS

Some of Samsung's #iSwitchedToSamsung faces also posted for Apple and Huawei in the same 90 days with an ad, collaboration or promotion note in the caption; Huawei's second and third reels by current views are theirs. Notes are mostly hashtag-free ("*reklam @samsungturkiye", "(tanıtım)"), so they are not in the ad disclosure (#reklam/#işbirliği/#tanıtım) rate.

@selmanbozkir, @nazireyenisey, @ilaydabakirci_ and @seckinayazlar: reels with a caption note for all three of Samsung, Apple and Huawei. At Huawei, @nazireyenisey has 9.0 million and @ilaydabakirci_ 8.4 million current views. Shared influencers excluding news/deals: Samsung–Apple 70, Samsung–Huawei 58; @mertbayantemur is in six brands (Apple 16, Samsung 5 rows).

THE SCALE OF LAUNCH REELS SHOULD BE READ SEPARATELY FROM THE MEDIAN

Samsung's biggest reels reach tens of millions of current views; the median and ER rely on the first recorded measurement shortly after posting, and the two measures are not comparable. At first recorded measurement, Samsung's reel views are spread across many items; at DJI a single reel carries most of the total.

@yunuscanpolat: 402,519 at first record, 40.9 million currently. Samsung's first recorded median views are 41,768 (446 reels). Share of the biggest single reel in first recorded total views: Samsung 11.9% (446 reels), Huawei 12.3% (196), Apple 5.7% (735), DJI 79.4% (311; @onurwoodart, collab with @osmo_global).

AD DISCLOSURE AND THE INSTAGRAM LABEL ARE TWO DIFFERENT THINGS

In the panel, disclosure is made in the caption text. Instagram's own paid-partnership label is almost never used. At Apple, Xiaomi and DJI part of the disclosure is written without hashtags ("(Tanıtım) @apple", "Reklam |", "DJI (reklam)") and is not counted in the ad disclosure (#reklam/#işbirliği/#tanıtım) rate.

Ad disclosure (#reklam/#işbirliği/#tanıtım), in non-story rows: Samsung 55.4% of 514, Huawei 58.1% of 227, Apple 17.7% of 1,295, DJI 17.4% of 362. Instagram paid-partnership label: Samsung 9 of 985 rows (0.9%), Huawei 3, DJI 2, Apple 0. Organic note (such as "reklam yok" (no ad), "kendim aldım" (I bought it myself)): Apple 101, DJI 42, Samsung 31 rows.

STORY-HEAVY AND REELS-HEAVY BRANDS

At DJI, Samsung and Apple reels and posts are more than half of unique items; stories dominate at Anker, JBL, Xiaomi, Casio, Huawei and Lenovo. Because stories carry no caption text or engagement counter, they show visibility, not performance.

Reels share (unique items): DJI 61.4% (515), Samsung 45.6% (985), Apple 33.3% (2,205), Huawei 29.8% (660), Xiaomi 20.7% (329). Story share: Anker 90.3% (93), JBL 78.3% (23), Xiaomi 77.5%, Casio 71.3% (268), Huawei 65.6%, Lenovo 63.4% (131). At Samsung, 162 of the last 30 days' 299 unique items are reels.

DEAL AND NEWS ACCOUNT TRAFFIC VARIES FROM BRAND TO BRAND

For some brands the volume is carried by deal and news accounts rather than creators; these accounts were counted as context, not collaboration. At Casio more than half of the rows are from deal accounts, at Xiaomi two fifths; at Samsung one tenth.

Deal-account rows: Casio 159 of 268, Xiaomi 134 of 329, Lenovo 41 of 131, Anker 35 of 93, Samsung 102 of 985, Apple 220 of 2,207. News accounts: Apple 439 of 2,207 rows (19.9%), Samsung 39 of 985 (4.0%). Of Apple's 176 rows tagged #iphoneduo, 76 are from news accounts.

RIVAL CONTENT USES SAMSUNG AS THE BENCHMARK

Rival launches use comparison formats: in Xiaomi's "18 Pro Max" reels creators compare the phone with Samsung's ghost-screen feature, and at Huawei @selmanbozkir compares with "iPhone 17 Pro". Samsung's switching campaign names no rival: Apple or iPhone appears in none of the captions and tags of the 170 #iSwitchedToSamsung rows.

@rn.donanim (#reklam): "Samsung'dan arakladığı privacy display yani hayalet ekran özelliğiyle" (with the privacy display, the ghost-screen feature, swiped from Samsung). @omurmorova ("Reklam |"): "Samsung S26 Ultra'daki hayalet ekran özelliği bu telefonda da bulunuyor" (the S26 Ultra's ghost-screen feature is on this phone too). @selmanbozkir's Huawei reel (#reklam): "iPhone 17 Pro ile yan yana aynı operatörle test ettiğimde sonuç bu şekilde" (my side-by-side test vs iPhone 17 Pro on the same carrier gave this result).

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Opportunities

Areas for differentiation for your brand drawn from rivals' influencer activity.

OPPORTUNITIES FOR YOUR BRAND

1. Of Samsung's #iSwitchedToSamsung faces, @nazireyenisey and @ilaydabakirci_ also made Huawei's second and third reels by current views (9.0 million and 8.4 million). Long-term agreements with category exclusivity could be considered with the most productive repeat faces.

2. Huawei makes @huaweimobiletr co-author on 19 rows and Lenovo makes @lenovoturkiye co-author on all 7 of its collab rows; at Samsung, a collab with the brand account is 1 row. Publishing selected launch reels jointly with @samsungturkiye would also carry the content into the brand account's feed.

3. Humour is Samsung's distinctive language: fun tone is 8.1% of 975 analysed items (Apple 5.0% of 2,160, Huawei 1.2% of 650). The sketch format can also be carried to home products: @oktaysenoll's WindFree sketch has 1.7 million current views.

4. Huawei amplifies launch days with invite-only events: event coverage is 19.2% of 650 analysed items, at Samsung 3.1% of 975. At the next Galaxy launch, an invite-only experience day could concentrate creators' story flow into a single day.

5. Apple carries the #ShotOniPhone tag in 44 rows from 29 creators; the biggest group is travel creators (12 rows). A series that gathers content shot with the Galaxy camera under a single tag could bring travel creators into Samsung's programme too.

6. Xiaomi creators compare the new flagship with Samsung's ghost-screen feature, while the captions and tags of the 170 #iSwitchedToSamsung rows name no rival. Presenting such features that are associated with Samsung through its own creators in a tips format could turn the comparison language into Samsung's own narrative.

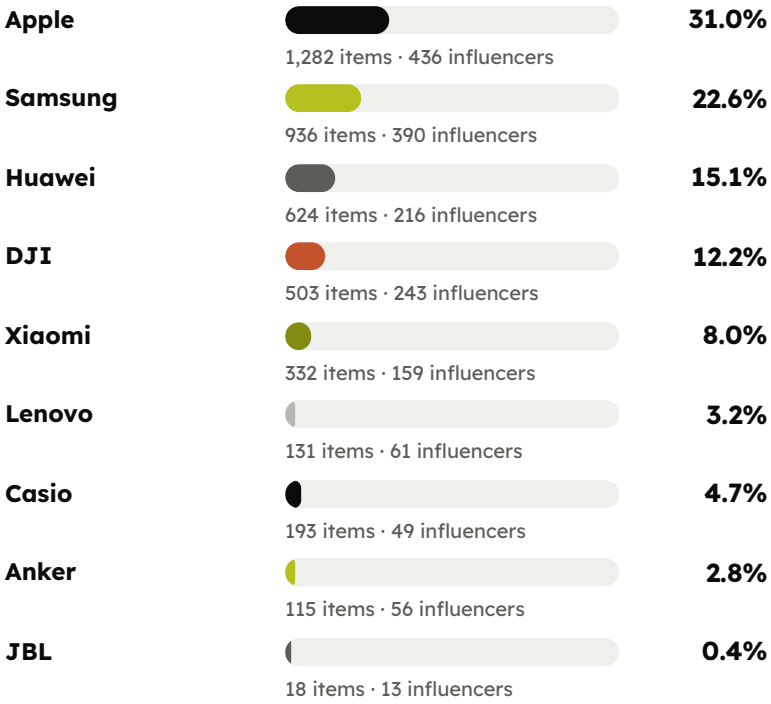
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Panel view: share and performance

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

Same calculation as the panel's comparison tabs · 4 Aug – 1 Nov 2026 · all content types

TRACKED CONTENT SHARE



PERFORMANCE

BRAND	CONTENT	REEL PLAYS	LIKES + COMMENTS	STORY VIEWS (MODEL)	REACH MODEL
Apple	**1,282** 912 Story · 111 Post · 259 Reel	**42,837,150** 257 / 259 Reel (99.2%)	**883,651** 303 / 370 · 67 hidden likes	**87,800,956** 912 / 912 Story	**4,597,277** 369 / 370
Samsung	**936** 454 Story · 63 Post · 419 Reel	**69,459,090** 418 / 419 Reel (99.8%)	**2,654,971** 452 / 482 · 30 hidden likes	**31,471,384** 454 / 454 Story	**8,889,564** 481 / 482
Huawei	**624** 397 Story · 30 Post · 197 Reel	**58,585,721** 196 / 197 Reel (99.5%)	**432,890** 189 / 227 · 37 hidden likes	**35,147,368** 397 / 397 Story	**4,560,370** 227 / 227
DJI	**503** 145 Story · 45 Post · 313 Reel	**153,510,138** 307 / 313 Reel (98.1%)	**5,583,856** 301 / 358 · 57 hidden likes	**4,656,592** 145 / 145 Story	**2,678,892** 356 / 358
Xiaomi	**332** 255 Story · 7 Post · 70 Reel	**5,995,404** 68 / 70 Reel (97.1%)	**69,168** 71 / 77 · 6 hidden likes	**13,779,793** 255 / 255 Story	**477,880** 76 / 77
Lenovo	**131** 83 Story · 5 Post · 43 Reel	**2,656,294** 42 / 43 Reel (97.7%)	**21,792** 44 / 48 · 4 hidden likes	**3,294,064** 83 / 83 Story	**437,356** 48 / 48
Casio	**193** 155 Story · 17 Post · 21 Reel	**185,234** 17 / 21 Reel (81.0%)	**3,974** 33 / 38 · 5 hidden likes	**6,629,267** 155 / 155 Story	**73,683** 38 / 38
Anker	**115** 84 Story · 2 Post · 29 Reel	**1,543,593** 29 / 29 Reel (100.0%)	**15,941** 27 / 31 · 4 hidden likes	**7,979,912** 84 / 84 Story	**378,762** 31 / 31
JBL	**18** 18 Story · 0 Post · 0 Reel	—	—	**1,480,379** 18 / 18 Story	—

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

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

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Panel view: quality and audience

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

Same calculation as the panel's comparison tabs · 4 Aug – 1 Nov 2026 · all content types

QUALITY (SQS AVERAGE)

Apple	436 influencers with SQS · Nano 64.0 · Micro 65.2 · Macro 65.2 · Mega 63.1	**65.0**
Samsung	390 influencers with SQS · Nano 64.0 · Micro 63.1 · Macro 65.3 · Mega 62.2	**64.1**
Huawei	216 influencers with SQS · Nano 68.0 · Micro 61.8 · Macro 63.2 · Mega 64.5	**63.0**
DJI	243 influencers with SQS · Nano 61.7 · Micro 62.8 · Macro 60.9 · Mega 59.6	**61.8**
Xiaomi	159 influencers with SQS · Nano 59.8 · Micro 63.3 · Macro 64.2 · Mega 68.4	**63.6**
Lenovo	61 influencers with SQS · Nano 49.6 · Micro 61.5 · Macro 58.7 · Mega 63.4	**59.7**
Casio	49 influencers with SQS · Nano 54.8 · Micro 60.6 · Macro 66.2 · Mega 56.4	**61.6**
Anker	56 influencers with SQS · Micro 61.1 · Macro 61.3 · Mega 65.7	**61.5**
JBL	13 influencers with SQS · Nano 57.2 · Micro 62.3 · Macro 65.3 · Mega 56.5	**63.6**

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

AUDIENCE (COMMENTERS)

Apple	Female 64% / Male 36%	Largest age group: **25-34** 53% · Largest city: **Istanbul** 30% · Largest country: **Turkey** 96%
Samsung	Female 56% / Male 44%	Largest age group: **25-34** 47% · Largest city: **Istanbul** 28% · Largest country: **Turkey** 97%
Huawei	Female 51% / Male 49%	Largest age group: **25-34** 50% · Largest city: **Istanbul** 28% · Largest country: **Turkey** 97%
DJI	Female 58% / Male 42%	Largest age group: **25-34** 53% · Largest city: **Istanbul** 26% · Largest country: **Turkey** 96%
Xiaomi	Female 64% / Male 36%	Largest age group: **25-34** 54% · Largest city: **Istanbul** 23% · Largest country: **Turkey** 98%
Lenovo	Female 40% / Male 60%	Largest age group: **25-34** 48% · Largest city: **Istanbul** 24% · Largest country: **Turkey** 99%
Casio	Female 58% / Male 42%	Largest age group: **25-34** 52% · Largest city: **Istanbul** 21% · Largest country: **Turkey** 98%
Anker	Female 43% / Male 57%	Largest age group: **25-34** 50% · Largest city: **Istanbul** 25% · Largest country: **Turkey** 98%
JBL	Female 49% / Male 51%	Largest age group: **25-34** 46% · Largest city: **Istanbul** 23% · Largest country: **Turkey** 99%

Average of the commenter profiles of the influencers who posted (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).

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Data dictionary and method notes

Terms and calculation notes used in the report.

DATA DICTIONARY

Content	A post, reel or story that contains the brand name, brand account or brand hashtag.
Influencers	The tracked account that shared the content; excluding brand accounts.
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 or #tanıtım tag (including 'Ücretsiz #reklam' (free #reklam) on gifts; excluded if carrying a 'reklam değil/yok' (not an ad) or 'kendim aldım' (I bought it myself) note); within posts and reels.
Collab	Content published jointly by two accounts with Instagram's co-author feature.
Paid partnership	Instagram's 'Paid partnership' label.
Views	Reel 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; they are not comparable because the denominator differs.
Overlap	Number of accounts that posted both brands in the period; excluding news and deal accounts.
News / deal account	Accounts that share sector news or discounts; flagged separately.

METHOD NOTES

- Timestamps were interpreted as Turkey time (UTC+3).
- Content mentioning several brands was counted separately under each brand; totals can exceed the content count.
- Joint 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.

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