Samsung · Management Slides

4 Aug – 1 Nov 2026 · Instagram, Turkey · 9 brands compared

BOTTOM LINE Samsung is second to Apple with 18.9% of the content across 9 brands, but it leads on Reels: a first-recorded median of 41,768 views, more than twice Apple's 18,855. It also leads the period's viral tech content on views (227,055,336 views, 27.3% of the set above 1 million); sketches and challenges brought 67.7% of Samsung's views in the tech top 30. **Next step: carry the same sketch and single-feature model beyond phones to other Galaxy products.**

THE PERIOD IN NUMBERS

SHARE OF CONTENT

18.9%

second after Apple · 985 of 5,209 content pieces · Competitor Analysis

CREATORS

347

excluding news, deal and shop accounts · Influencer List

COLLABORATION EVIDENCE

175 creators

50.4% of 347 creators · Influencer List

PAID PARTNERSHIP LABEL

7 creators

@samsungturkiye as sponsor on 10 posts · Influencer List

REEL VIEWS

284M

418 Reels · read on Instagram on 2 Nov 2026 · Influencer List

MEDIAN REEL VIEWS

41,768

first recorded counter · Apple 18,855 · Competitor Analysis

1 MILLION+ TECH REELS

30 / 183

27.3% of views, highest of 39 brands · Technology Most Viewed

AD DISCLOSURE

55.4%

#reklam/#işbirliği/#tanıtım · of 514 posts and Reels · Apple 17.7% · Competitor Analysis

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Four questions, short answers

175 / 347 creators

Who does it work with?

175 of 347 creators show collaboration evidence; 7 carry @samsungturkiye as sponsor in Instagram's paid partnership label and 151 were active in the last 30 days.

40,932,902 views

Samsung's most viral post

@yunuscanpolat's #iSwitchedToSamsung sketch tops the list; Samsung's 30 most-viewed Reels reached 227,055,336 views.

27.3% share of views

Most viral in tech

Among 183 tech Reels above 1 million views, Samsung leads on views with 30 Reels; the single top video is a cooking clip recorded with a DJI microphone (126,594,487).

41,768 median views

Against rivals

Apple leads on volume (2,205 content pieces vs 985), while Samsung's Reel median is more than twice Apple's (18,855); ER per view is 1.99% for DJI and 1.25% for Samsung.

first recorded counter, median Competitor Analysis

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Which creators does Samsung actively work with? Reels and stories

THREE LAYERS: LABEL, EVIDENCE, RECENCY Influencer List

PAID PARTNERSHIP LABEL

7 creators

@samsungturkiye as sponsor in Instagram's label on 10 posts; the brand's own confirmation

COLLABORATION EVIDENCE

175 creators

50.4% of 347 creators · 169 posted Reels, 93 posted stories

ACTIVE IN THE LAST 30 DAYS

151 creators

last Samsung content on or after 3 Oct 2026

STORIES

210 creators

394 stories · 239 creators posted Reels

REELS: MOST VIEWED CREATORS WITH COLLABORATION EVIDENCE Influencer List

CREATOR	TIER	REEL VIEWS, TOTAL	REELS	SPONSOR LABEL
@yunuscanpolat	Mega	41.1M	2	
@yasarcankocaaslan	Macro	40.4M	2	@samsungturkiye
@hamzaibac	Macro	24.4M	3	
@erayozkenar	Macro	16.5M	1	
@okanyontar	Macro	10.3M	3	
@aylizyasar	Macro	10.1M	3	@samsungturkiye
@derevclara	Macro	9.9M	2	
@tunatavus	Mega	9.5M	2	@samsungturkiye

STORIES: CREATORS WITH COLLABORATION EVIDENCE WHO POSTED THE MOST STORIES Influencer List

CREATOR	TIER	STORIES	REELS
@socratesdergi	Macro	13	3
@cankatko	Macro	7	4
@erugurlu	Micro	7	5
@salihyolusever	Macro	6	31
@merdankocaoglu	Macro	4	4
@ozgurcetin	Micro	4	4
@derevclara	Macro	3	2
@talyanisariii	Micro	3	2

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Most viral content: Samsung and tech overall

Reel views read on Instagram on 2 Nov 2026

MOST VIEWED SAMSUNG REELS Most Viewed Reels and Stories

#	CREATOR	TIER	DATE	VIEWS	ER PER VIEW	SPONSOR LABEL
1	@yunuscanpolat	Mega	26 Sep	40,932,902	0.51%	
2	@yasarcankocaaslan	Macro	26 Sep	40,223,154	0.29%	@samsungturkiye
3	@hamzaibac	Macro	25 Sep	24,353,443	0.29%	
4	@erayozkenar	Macro	30 Sep	16,539,903	0.24%	
5	@derevclara	Macro	27 Sep	9,512,240	0.08%	
6	@tunatavus	Mega	1 Oct	9,280,784	0.07%	@samsungturkiye
7	@okanyontar	Macro	26 Sep	8,704,391	3.22%	
8	@ulkuhilalciftciofficial	Mega	8 Sep	8,633,694	3.15%	
9	@atayasat	Mega	25 Aug	7,711,370	4.08%	
10	@benyunusyilmaz	Mega	25 Sep	7,647,878	2.12%	

MOST VIEWED TECH REELS Tech Most Viewed

#	CREATOR	BRAND	TIER	VIEWS
1	@onurwoodart	DJI	Macro	126,594,487
2	@asliguler	LG	Mega	76,726,594
3	@yunuscanpolat	Samsung	Mega	40,932,902
4	@yasarcankocaaslan	Samsung	Macro	40,223,154
5	@hamzaibac	Samsung	Macro	24,353,443
6	@erayozkenar	Samsung	Macro	16,539,903
7	@onurwoodart	DJI	Macro	14,967,382
8	@kafa_tv	Dyson	Mega	14,075,003
9	@jankovicsamet	Huawei	Macro	12,136,482
10	@cotoyun	PlayStation	Macro	10,470,856

Sketches raise the ceiling. Samsung's 30 most-viewed Reels reached 227,055,336 views; 5 of them carry @samsungturkiye as sponsor in the paid partnership label. Of Samsung's 14 Reels in the tech top 30, 7 are sketches or challenges and brought 67.7% of Samsung's views there; 12 were posted between 25 Sep–1 Oct. Most Viewed Reels and Stories · Tech Most Viewed

Tech inside non-tech content. The 183 tech Reels above 1 million views reached 830,554,574 views. The top two are not about the product: a cooking video recorded with a DJI microphone (126,594,487) and a family vlog with an LG StanbyME (76,726,594) make up 24.5% of the set. Tech Most Viewed

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Where does Samsung stand against its rivals?

RIVAL COMPARISON · SAME METHOD, SAME PERIOD Competitor Analysis

BRAND	CONTENT	SHARE	STORY SHARE	REELS SHARE	MACRO + MEGA CONTENT SHARE	AD DISCLOSURE, POSTS + REELS	MEDIAN REEL VIEWS, FIRST RECORDED	MEDIAN ER, REELS, PER VIEW
Apple	2,205	42.3%	41.4%	33.3%	41.1%	17.7% n=1,295	18.9K n=735	1.14% n=650
Samsung	**985**	**18.9%**	**47.8%**	**45.6%**	**55.7%**	**55.4% n=514**	**41.8K n=446**	**1.25% n=419**
Huawei	660	12.7%	65.6%	29.8%	68.2%	58.1% n=227	32.8K n=196	1.28% n=167
DJI	515	9.9%	29.9%	61.4%	38.2%	17.4% n=362	13.0K n=311	1.99% n=263
Xiaomi	329	6.3%	77.5%	20.7%	41.0%	24.3% n=74	27.4K n=66	0.98% n=61
Casio	268	5.1%	71.3%	16.8%	37.6%	54.5% n=77	5,490 n=38	1.19% n=31
Lenovo	131	2.5%	63.4%	32.8%	48.8%	43.8% n=48	30.5K n=42	0.66% n=41
Anker	93	1.8%	90.3%	8.6%	57.0%	77.8% n=9	14.9K n=8	1.23% n=8
JBL	23	0.4%	78.3%	13.0%	69.5%	20.0% n=5	3,871 n=3	1.10% n=3

A largely exclusive pool with a younger audience. Excluding news and deal accounts, 68.8% of the creators who posted Samsung posted only Samsung; 70 accounts are shared with Apple and 58 with Huawei. In the panel, 40.4% of commenters are 18–24 (Apple 33.2%) and 44.1% are men (Apple 35.5%); average quality score Samsung 64.1, Apple 65.0. Competitor Analysis · Brand Report

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What rivals do differently

Competitor Analysis

Apple

2,205 content pieces

News accounts carry the volume: 19.9% of its rows; ad disclosure only 17.7%.

Huawei

ad disclosure 58.1%

Invited launch events: 101 rows on one day; the brand co-authors 19 rows (Samsung 1).

DJI

Reels share 61.4%

The product as a filming tool: median ER per view 1.99%, Samsung 1.25%; 79.4% of first-recorded views from one video.

Xiaomi

story share 77.5%

Stories and deals: 129 of 255 stories from deal accounts; its phone is compared with Samsung's privacy display.

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Three takeaways

1

Go beyond phones

All 15 Samsung Reels in the tech top 50 are Galaxy Z Fold8/Flip8; Huawei showed phones (6), watches (7) and tablets (2) in the same list (Technology Most Viewed).

2

Use the label consistently

8 of Samsung's 30 Reels above 1 million views carry the paid partnership label, 22 do not; the label lets a standout post be boosted as an ad (Technology Most Viewed).

3

Co-publish launches

Huawei co-authors 19 rows with its brand account, Samsung 1; co-publishing puts the post into the @samsungturkiye feed as well (Competitor Analysis).

Method. Posts, Reels and stories naming Samsung and its rivals (9 brands) and 39 tech brands on the Turkish Instagram accounts Starlecta tracks, 4 Aug – 1 Nov 2026. Reel views were read on Instagram on 2 Nov 2026; median views and ER (per view, Reels) use the first recorded counter. Creator and collaboration counts exclude news, deal and shop accounts; share and the rival table use all accounts. The panel share in Brand Report (23%) counts only verified brand tags and links; the share here uses the Competitor Analysis matching, which also covers hashtags and brand names. The paid partnership label is Instagram's own label; ad disclosure is the #reklam/#işbirliği/#tanıtım tag in the caption. Tiers: Nano <10K · Micro 10K–100K · Macro 100K–1M · Mega 1M+ followers.

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

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