STARLECTA · INFLUENCER ANALYSIS

Technology · The Most Viewed Content of the Last 90 Days

Last 90 days · 4 Aug – 1 Nov 2026

The most viewed Reels across 39 technology brands, by Instagram views

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REELS WITH 1M+ VIEWS	MOST VIEWED	TOTAL VIEWS (1M+)	SAMSUNG SHARE
183	127M	831M	16.4%
39 brands	@onurwoodart	Instagram	1M+ Reels, base 183

Prepared by: **Starlecta**

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Summary

Technology · The most viewed content of the last 90 days · 4 Aug – 1 Nov 2026

REELS WITH 1M+ VIEWS
183
39 brands, base 3,703 distinct Reels

TOTAL VIEWS (1M+)
831M
Instagram views

MOST VIEWED
127M
@onurwoodart · DJI

SAMSUNG SHARE (1M+ REELS)
16.4%
30 / 183 Reels · rank 1 by views

KEY FINDINGS

- In the period, 183 tech Reels with 1M+ views reached a total of 830,554,574 Instagram views.
- Samsung ranks 1st in views in this set with 227,055,336 views, 27.3% of the total; by Reels count it is 3rd with 30, behind Huawei (42) and Dyson (32).
- 14 (46.7%) of the top 30 most-viewed Reels are Samsung's; these 14 account for 37.6% (197,794,330) of the top 30's 525,489,044 views, and Samsung's best rank on the list is 3.
- The period's most-viewed Reel is @onurwoodart's cooking video featuring the DJI Mic Mini 2S (126,594,487 views); together with the second-ranked Reel, @asliguler's LG StanbyME family vlog (76,726,594), it makes up 24.5% of the total views of the 1M+ set.
- Macro accounts produced 107 (58.5%) of the 183 Reels and 60.9% of total views; mega accounts brought 32.4% of total views with 49 Reels.
- An ad disclosure (#reklam/#işbirliği/#tanıtım) appears in 103 (56.3%) of the 183 Reels.
- Instagram's paid-partnership label is on 18 (9.8%) of the 183 Reels; 8 of these 18 are Samsung's, and all 6 labelled Reels in the top 50 belong to Samsung.

IN NUMBERS

- 183 distinct technology Reels passed 1 million views; 831M Instagram views in total.
- Most viewed: @onurwoodart, 126,594,487 views (DJI).
- Samsung: 14 Reels in the top 30 (46.7%, base 30) and 30 Reels in the 1M+ set (16.4%, base 183).
- Of the 1M+ Reels, 9.8% carry Instagram's paid-partnership label and 56.3% carry an ad disclosure (#reklam/#işbirliği/#tanıtım) (base 183 Reels).

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Scope, ranking and accuracy

Short method

SCOPE AND RANKING

Universe
Turkish Instagram creators tracked by Starlecta; Reels only. Period 4 Aug – 1 Nov 2026 (TRT, 90 days).

Matching
39 technology brands; hashtag, @mention and tag matching. The brand's own account (40 Reels) and news, shop and deal accounts (264 Reels) were not ranked.

Ranking
By Instagram views; each Reels is counted once. Pool: 3,703 distinct Reels. Multi-brand content is counted under each brand, so brand totals can exceed the distinct Reels total.

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

Figures
View counts were read from Instagram on 2 Nov 2026; for the 59 Reels that could not be read, the first recorded measurement was used (base 3,703 distinct Reels). Like and comment counts were also read on 2 Nov 2026; where likes are hidden, likes are counted as 0.

Accuracy
Every brand match was checked against the caption, hashtags and, where available, the spoken text and visual analysis; 6 false matches were removed (e.g. #apple in an apple pie recipe). A technology placement inside advertised brand content (e.g. a DJI microphone in a cooking video) is valid.

Base
The 1M+ set: 183 verified distinct Reels (189 candidates). The base of every percentage is stated. Content type is given over the 97 Reels with completed visual analysis.

39 BRANDS, BY SECTOR

Phones and mobile	Samsung, Apple, Xiaomi, Huawei, Oppo
Computers and peripherals	Lenovo, Asus, Dell, Logitech, Razer, SteelSeries, Anker
Audio, video and camera	Sony, JBL, TCL, LG, DJI, Garmin
Gaming	PlayStation, Xbox, Nintendo
Cleaning robots and vacuums	Dyson, Roborock, Dreame, Ecovacs, Bissell, Kärcher, Yui, Kiwi
Home appliances and kitchen	Arçelik, Beko, Grundig, Vestel, Bosch, DeLonghi, Arnica, Philips
Electronics retail	Teknosa, MediaMarkt

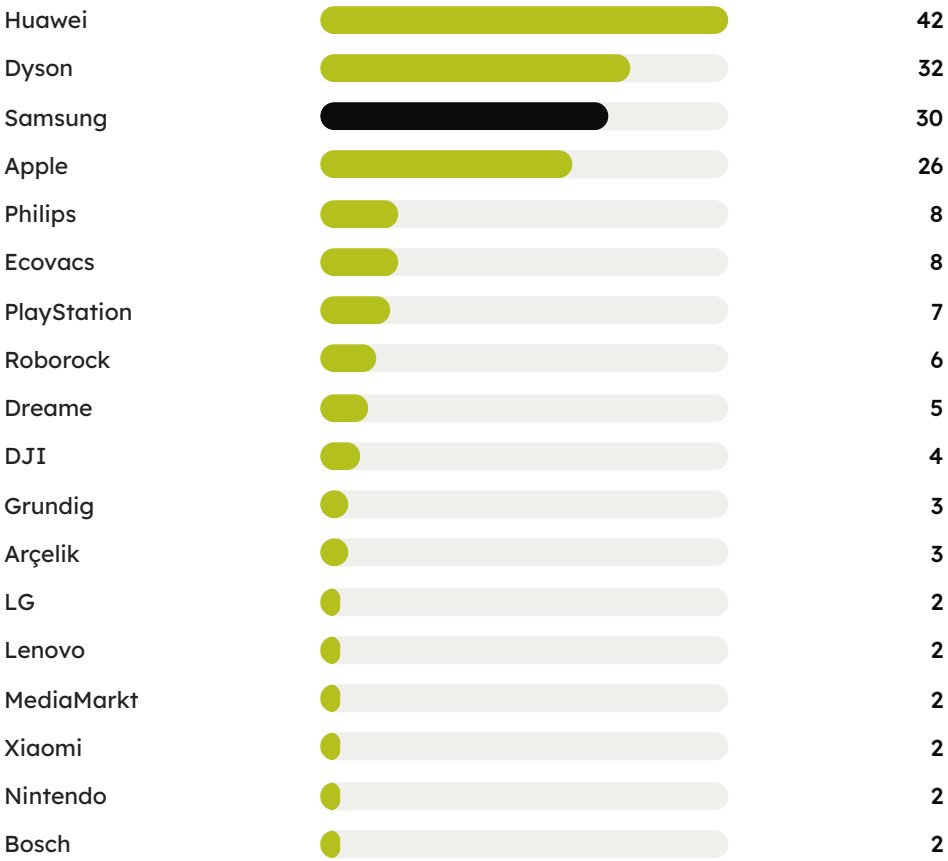
Paid-partnership label is Instagram's own label; **ad disclosure (#reklam/#işbirliği/#tanıtım)** is the tag in the caption. The two are counted separately. Segment: Nano <10K, Micro 10K–100K, Macro 100K–1M, Mega 1M+ followers.

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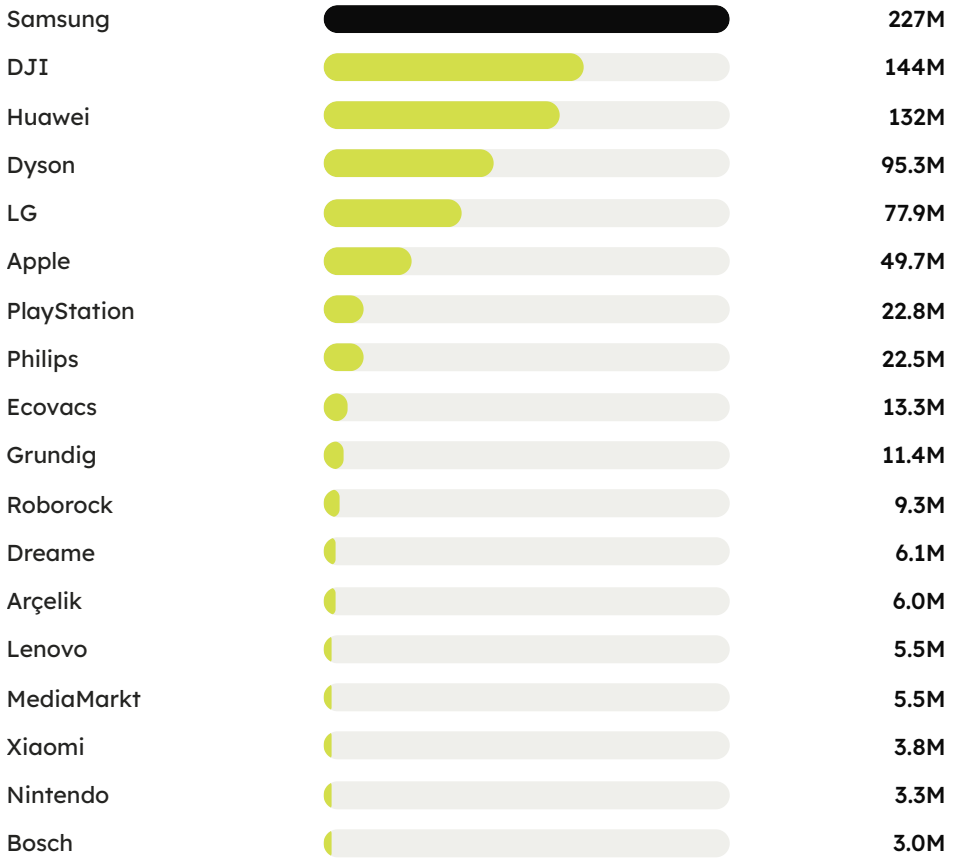
Brand distribution

183 Reels with 1M+ views · Samsung in the dark bar · top 18 brands

REELS WITH 1M+ VIEWS, PER BRAND 183 distinct Reels



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



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Segment, content type and sector mix

183 Reels with 1M+ views

SEGMENT MIX 1M+ Reels, base 183

Mega	49 · 26.8%
Macro	107 · 58.5%
Micro	26 · 14.2%
Nano	1 · 0.5%

TOTAL VIEWS PER SEGMENT

Mega	269M
Macro	505M
Micro	54.3M
Nano	1.7M

CONTENT TYPE Reels with completed visual analysis: 97 (base)

Product review	40 · 41.2%
Lifestyle vlog	29 · 29.9%
Unboxing	11 · 11.3%
Information / educational	9 · 9.3%
Recipe / kitchen	6 · 6.2%
Event	2 · 2.1%

SECTOR 1M+ Reels, base 183; multi-brand content counted once per sector

Phones and mobile	101 · 414M
Cleaning robots and vacu…	53 · 128M
Home appliances and kit…	16 · 43.0M
Gaming	9 · 26.1M
Audio, video and camera	7 · 223M
Computers and peripher…	3 · 6.8M
Electronics retail	2 · 5.5M

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Label shares and Samsung's position

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

PAID-PARTNERSHIP LABEL AND AD DISCLOSURE 1M+ Reels, base 183



Paid-partnership label: Instagram's own label. Ad disclosure: the caption has a disclosure tag and no organic note such as "reklam yok/değil". Samsung in the top 30 Reels: 14 Reels, 37.6% share of views (base 525M views).

SAMSUNG'S POSITION

1M+ Reels count	**30** / 183 · 16.4% · rank 3
1M+ total views	**227M** / 831M · 27.3% · rank 1
Reels in the top 30	**14** / 30 · 46.7%
Share of views in the top 30	**37.6%**
1M+ Samsung Reels with the paid-partnership label	**8** / 30
1M+ Samsung Reels, segment	Mega 11, Macro 18, Micro 1

SAMSUNG'S MOST VIEWED REELS (OVERALL RANK)

RANK	CREATOR	FOLLOWERS	VIEWS	
3	**@yunuscanpolat**	1.1M	40,932,902	
4	**@yasarcankocaaslan**	417K	40,223,154	paid-partnership label
5	**@hamzaibac**	344K	24,353,443	paid-partnership label
6	**@erayozkenar**	704K	16,539,903	
11	**@derevclara**	283K	9,512,240	paid-partnership label

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Most viewed technology Reels (1/3)

By Instagram views, ranks 1–10 · base 3,703 distinct Reels



@onurwoodart 842K · Macro · 19 Sep

Views **126,594,487** · Likes 4,889,669 · Comments 11,174

3.87% per view · instagram.com/reel/DdeYMNGMaYZ

DJI · Recipe / kitchen

ASMR cooking video of sea bass cooked outdoors; the DJI Mic Mini 2S is in hand as the device recording the audio, and the caption carries a plain-text “DJI (reklam)” note. The food and sound-led edit got about 150 times the follower count in views.



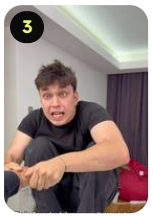
@asliguler 1.3M · Mega · 21 Aug

Views **76,726,594** · Likes 46,702 · Comments 559

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

LG · Ad disclosure · Lifestyle vlog

Family vlog showing the LG StanbyME 2 Max in every corner of the home: music, makeup, kitchen and the daughter's sport. One product shown through many everyday uses; the launch content reached the wide audience of a mega account.



@yunuscanpolat 1.1M · Mega · 26 Sep

Views **40,932,902** · Likes 207,065 · Comments 798

0.51% per view · instagram.com/reel/DdwdMgyIIwF

Samsung · Ad disclosure · Product review

Sketch about a friend who grabs the phone while you are showing something on it; the big-screen joke leads into Galaxy Z Fold8 and then Smart Switch and Quick Share. A familiar moment everyone knows is caught in the first second.



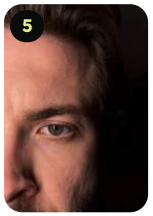
@yasarcankocaaslan 417K · Macro · 26 Sep

Views **40,223,154** · Likes 117,368 · Comments 217

0.29% per view · instagram.com/reel/DdwPLHDIWA0

Samsung · Paid-partnership label: @samsungturkiye · Ad disclosure · Product review

Nostalgic sketch on the theme “travelling back in time with your current knowledge”; in the finale the Fold8 enters as “the technology of the future”. Paid-partnership label; the label lets the brand also run the post as an ad.



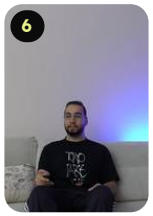
@hamzaibac 344K · Macro · 25 Sep

Views **24,353,443** · Likes 71,255 · Comments 323

0.29% per view · instagram.com/reel/Ddt1PY0IbZH

Samsung · Paid-partnership label · Ad disclosure · Product review

“My reactions to my dad's requests” sketch: the last item on dad's to-do list is moving everything from the old phone to the new one. Smart Switch and Quick Share resolve the joke; familiar family humour carries the product naturally.



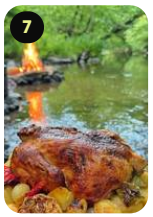
@erayozkenar 704K · Macro · 30 Sep

Views **16,539,903** · Likes 37,927 · Comments 2,451

0.24% per view · instagram.com/reel/Dd67ZysNDQS

Samsung · Ad disclosure · Product review

Personal first impression opening with “the phone I had long waited for has arrived”: slim foldable body, data transfer with Smart Switch, multitasking on the second screen. Published in launch week, received 2,451 comments.



@onurwoodart 842K · Macro · 5 Sep

Views **14,967,382** · Likes 473,133 · Comments 1,247

3.17% per view · instagram.com/reel/Dc6ViKZsgji

DJI · Recipe / kitchen

The same account's second DJI video: a whole chicken in a cake tin, cooked outdoors. The on-screen text “AUDIO BY DJI MIC MINI 2S” makes the microphone part of the production; the caption carries a plain-text “Reklam(DJI)” note.



@kafa_tv 1.7M · Mega · 22 Aug

Views **14,075,003** · Likes 9,846 · Comments 83

0.07% per view · instagram.com/reel/DcVl_a5tL20

Dyson · Ad disclosure · Product review

Chat episode with Seda Sayan on indoor air: exhaust, dust, perfume, candles. Dyson HushJet is presented as the fix; the well-known face and chat format reach KAFA TV's mega-scale audience.



@jankovicsamet 335K · Macro · 12 Aug

Views **12,136,482** · Likes 16,597 · Comments 1,367

0.15% per view · instagram.com/reel/Db7oPeENhKx

Huawei · Ad disclosure · Product review

“First in Türkiye” Huawei Pura 90S Pro Max review: speed test against the iPhone 17 Pro Max on the same line, 200 MP telephoto. Being first, the side-by-side comparison with a rival and a “send it to your friend” call encourage sharing.



@cotoyun 129K · Macro · 17 Oct

Views **10,470,856** · Likes 437,324 · Comments 1,219

4.19% per view · instagram.com/reel/Dem4LLKKw0D

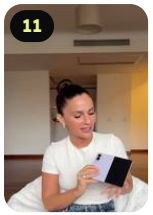
PlayStation · Unboxing

Call of Duty Modern Warfare 4 gameplay on a PS5 Pro and OLED TV; the caption states there is no advertising or collaboration. Curiosity about the new game and picture quality stand out; ER per view 4.19%.

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Most viewed technology Reels (2/3)

By Instagram views, ranks 11–20 · base 3,703 distinct Reels



@derevclara 283K · Macro · 27 Sep

Views **9,512,240** · Likes 7,868 · Comments 176

0.08% per view · instagram.com/reel/DdzVudwtnD0

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

Switching story, “I finally stepped into the Samsung world”: Smart Switch transfer shown live on screen, then a colour and camera test. Carries the #iSwitchedToSamsung message as briefed; paid-partnership label.



@tunatavus 1.2M · Mega · 1 Oct

Views **9,280,784** · Likes 6,685 · Comments 171

0.07% per view · instagram.com/reel/Dd9J3iLo7K8

Samsung | Paid-partnership label: @samsungturkiye | Ad disclosure | Lifestyle vlog

Workout tracking on the Fold8's large screen and sending photos in seconds with Quick Share. Places the product in the account owner's own daily routine; mega account, paid-partnership label.



@nazireyenisey 496K · Macro · 14 Sep

Views **9,030,044** · Likes 3,455 · Comments 125

0.04% per view · instagram.com/reel/DdRfKj-Oegn

Huawei | Product review

Outfit video presenting Huawei Watch GT 7 as a fashion accessory: interchangeable strap, morning workout, evening smart look. Explains the tech in the language of style; the caption carries a plain-text collaboration note.



@kafa_tv 1.7M · Mega · 12 Aug

Views **8,918,385** · Likes 224,805 · Comments 2,528

2.55% per view · instagram.com/reel/Db8dN3yt2Cr

Dyson | Ad disclosure | Lifestyle vlog

Comic monologue about acquaintances who ignore the man next to a woman; the Dyson logo sits in the scene's background. The topic itself drives views while the brand stays in the set dressing; ER per view 2.55%.



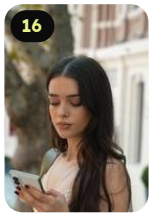
@okanyontar 934K · Macro · 26 Sep

Views **8,704,391** · Likes 276,710 · Comments 3,537

3.22% per view · instagram.com/reel/Ddwai2CRXw5

Samsung | Ad disclosure | Unboxing

“Elders pretending to forget when it doesn't suit them” sketch; the joke ties to the product with the line “but you never forget QuickShare”. Generational humour draws comments: 3,537 comments, ER per view 3.22%.



@ulkuhilalciftciofficial 1.7M · Mega · 8 Sep

Views **8,633,694** · Likes 271,156 · Comments 913

3.15% per view · instagram.com/reel/DdCEM8qN1ut

Samsung | Ad disclosure | Lifestyle vlog

Personal switching story set in a café: the new phone where “everything is in its place”. Published on 8 Sep, before the main wave; mega account, ER per view 3.15%.



@ilaydabakirci_ 330K · Macro · 28 Sep

Views **8,443,045** · Likes 56,162 · Comments 977

0.68% per view · instagram.com/reel/Dd1uSRsRXQU

Huawei | Product review

Huawei MatePad review: matte OLED screen, student-friendly size, bundled AI subscription. The “send it to your friend who is thinking of buying a tablet” call and pre-sale gifts target sharing and purchase intent together.



@ozlemshome 317K · Macro · 16 Sep

Views **7,973,559** · Likes 5,715 · Comments 2,503

0.10% per view · instagram.com/reel/DdWHd03IYni

Dyson | Product review

Video showing a filter problem on a Dyson V15 and asking followers for a fix; on-screen question “Dyson regret?”. The question format triggers comments: 2,503 comments. The caption states it is not an ad.



@atayasat 2.4M · Mega · 25 Aug

Views **7,711,370** · Likes 311,600 · Comments 2,857

4.08% per view · instagram.com/reel/DcdvkoDOgZY

Samsung | Ad disclosure | Lifestyle vlog

Aesthetic outdoor lifestyle video: “with GalaxyZFold8 I'm in control of the whole tempo.” Presents the product through life rhythm rather than features; published in late August, before the main wave, ER per view 4.08%.



@benyunusyilmaz 1.5M · Mega · 25 Sep

Views **7,647,878** · Likes 160,931 · Comments 1,125

2.12% per view · instagram.com/reel/DdtraK2NChK

Samsung | Ad disclosure | Unboxing

“Son-in-law who gets along extremely well with his father-in-law” sketch; the speed of the phone transfer is tied to the joke between them. Family humour and mega-scale reach; published in launch week, ER per view 2.12%.

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Most viewed technology Reels (3/3)

By Instagram views, ranks 21–30 · base 3,703 distinct Reels



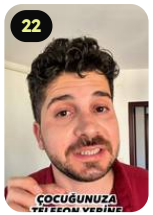
@mehmetuzum — 264K · Macro · 19 Aug

Views **7,201,892** · Likes 2,595 · Comments 158

0.04% per view · instagram.com/reel/DcOnybft4Ej

Huawei | Ad disclosure | Product review

Step-by-step demo of the Huawei Pura 90S Pro Max composition feature: the phone analyses the image and finds the ideal angle and framing itself. One clear feature promise; the caption carries a #tanıtım disclosure.



@oyunterapistimiz — 511K · Macro · 21 Aug

Views **7,058,039** · Likes 9,517 · Comments 171

0.14% per view · instagram.com/reel/DcTlDHbuPm3

Huawei | Ad disclosure | Product review

A play therapist opens with “You can buy this for your child instead of a phone”; moves from the risk of early phone ownership to the location and video-call features of Huawei Watch Kids X1. An expert voice answers parental worry.



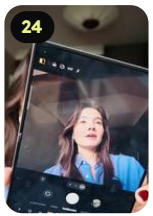
@lenamarinozdemir — 506K · Macro · 20 Aug

Views **6,506,342** · Likes 37,852 · Comments 866

0.60% per view · instagram.com/reel/DcRMfTqqS6R

Huawei | Ad disclosure | Product review

Family video of children discovering the new Huawei Watch Kids X1: camera, rotating screen, video calls. Shows the product through the child's eyes in a warm family moment; the launch-special price is in the caption.



@asli.kivanc — 126K · Macro · 1 Oct

Views **6,250,812** · Likes 3,485 · Comments 83

0.06% per view · instagram.com/reel/Dd9Ml3DoO8W

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

Five-criteria checklist opening with “convincing a Virgo to try something new isn't easy”: lightness, content creation, switching and sharing. The numbered structure carries viewers to the next item; paid-partnership label.



@merdankocaoglu — 248K · Macro · 1 Sep

Views **6,153,834** · Likes 100,461 · Comments 1,810

1.66% per view · instagram.com/reel/DcwCBScgE4n

Dyson | Ad disclosure | Unboxing

Unboxing opening with “Dyson launched a toothbrush!”; sets up and tries CameraJet on the day James Dyson presented the product. Surprising product news and same-day curiosity turn into views; link in profile.



@aylizyasar — 181K · Macro · 26 Sep

Views **6,120,310** · Likes 193,304 · Comments 501

3.17% per view · instagram.com/reel/DdwTgb6ulMM

Samsung | Paid-partnership label: @samsungturkiye | Ad disclosure | Lifestyle vlog

Sketch of high-school sweethearts meeting in a park; the “Quick Share blow” for the partner who avoids sharing. Romantic humour fitted to the school season with Galaxy Z Flip8; ER per view 3.17%, paid-partnership label.



@samettkocabas — 1.0M · Mega · 26 Sep

Views **5,956,368** · Likes 5,316 · Comments 79

0.09% per view · instagram.com/reel/DdwaUBysDvR

Samsung | Ad disclosure | Product review

Football challenge: hit the crossbar ten times before the Smart Switch transfer finishes; the phone finishes faster. The race edit turns transfer speed into a visible result; published in launch week.



@talyanisariii — 57K · Micro · 25 Sep

Views **5,927,081** · Likes 3,802 · Comments 259

0.07% per view · instagram.com/reel/Ddt1mwOTSHU

Samsung | Ad disclosure | Unboxing

Unboxing of the lavender Fold8 and a “why I chose this model” explanation: work and content-creation tempo. A micro account, it got about 104 times its follower count in views.



@novagameees — 79K · Micro · 26 Aug

Views **5,806,809** · Likes 128,806 · Comments 1,029

2.24% per view · instagram.com/reel/DcgfFV1MPw3

PlayStation | Information / educational

Gameplay video explaining Sifu's unusual rule: the character ages with every death. The unusual game rule works as a curiosity hook; micro account, no ad disclosure; ER per view 2.24%.



@kafa_tv — 1.7M · Mega · 9 Aug

Views **5,631,961** · Likes 10,682 · Comments 65

0.19% per view · instagram.com/reel/Db0bMoLN8ap

Dyson | Ad disclosure | Lifestyle vlog

Sketch in which Seda Sayan rants about a messy home; the Dyson Spot+Scrub AI robot vacuum is personified as a “stubborn, meticulous” Virgo. The well-known character and humour fold the product into the story.

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Patterns (1/2)

Patterns repeated in the most viewed technology Reels · base 183 Reels (1M+)

Tech product inside non-tech content

The period's most-viewed Reel is a cooking video: @onurwoodart's two DJI Mic Mini 2S videos brought 141,561,869 views, 98.1% of DJI's 1M+ views. The product is not the subject of the video but the device recording the sound; similar placement appears in Grundig's nutrition series, Philips' beard tutorial and Dyson's hair routine. Such placements were included in the set as valid tech content.

@onurwoodart (DJI), @ruhundoysun (Grundig), @iampoyrazyildirim (Philips), @eda (Dyson), @yasemoz88 (Philips)

Sketches where the feature resolves the joke

Samsung's three most-viewed Reels in the top 30 (40.9 million, 40.2 million and 24.4 million) are each a sketch: a familiar family or friend moment or an imagined scenario is set up, and the product ties the joke together. The same structure drives views at Dyson in the episodes with Seda Sayan.

@yunuscanpolat (Samsung), @yasarcankocaaslan (Samsung), @hamzaibac (Samsung), @okanyontar (Samsung), @kafa_tv (Dyson)

One message, many creators, short window

12 of Samsung's 14 Reels in the top 30 were published between 25 Sep–1 Oct; all 14 carry #TeamGalaxy, 12 carry #iSwitchedToSamsung, and 10 mention Smart Switch or Quick Share by name. Creators from different niches, from football to family humour, tell the same switching message in their own voice. Huawei also built similar waves: Pura 90S Pro Max in August, the Watch GT 7 series in September.

@erayozkenar (Samsung), @derevclara (Samsung), @samettkocabas (Samsung), @talyanisariii (Samsung), @jankovicsamet (Huawei), @serkancayoglu (Huawei)

Expert voice and side-by-side comparison

Among the 97 Reels whose format was classified from the video, product reviews rank first with 40 and lifestyle vlogs second with 29. Standout reviews tie information to an authority or a comparison: @jankovicsamet runs a speed test against the iPhone 17 Pro Max on the same line, a play therapist presents a kids' watch through parental worry, and @asli.kivanc builds a five-criteria checklist. Three Huawei Pura 90S Pro Max videos in the top 50 compare the device with the iPhone 17 series.

@jankovicsamet (Huawei), @selmanbozkir (Huawei), @oyunterapistimiz (Huawei), @asli.kivanc (Samsung), @furkanakmans (Huawei), @yarendogannn (Philips)

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Patterns (2/2)

Patterns repeated in the most viewed technology Reels · base 183 Reels (1M+)

A first sentence that sparks curiosity

Many pieces in the top 50 give a piece of news, a claim or a question in the first sentence: “Dyson diş fırçası çıkardı!” (“Dyson launched a toothbrush!”), “Çocuğunuza telefon yerine bunu alabilirsiniz” (“You can buy this for your child instead of a phone”), “Anahtarlarımı çöpe atıyorum” (“I'm throwing my keys in the trash”). The question format also triggers comments: @ozlemshome, who asked followers about the Dyson V15 filter, received 2,503 comments.

@merdankocaoglu (Dyson), @oyunterapistimiz (Huawei), @yarendogannn (Philips), @ozlemshome (Dyson), @ilaydabakirci_ (Huawei)

Gaming content: organic and high engagement

The gaming group collected 9 Reels and 26,149,622 views in the 1M+ set. The two PlayStation pieces in the top 30 carry no ad disclosure and one states directly that it is not an ad; ER per view is 4.19% for @cotoyun and 2.24% for @novagameees. Curiosity about new game releases, screen quality and game mechanics carries the views.

@cotoyun (PlayStation), @novagameees (PlayStation)

Label, hashtag and plain text: three different signals

Instagram's paid-partnership label appears on only 6 Reels in the top 50, and all six are Samsung's. In at least 9 Reels in the top 50, an ad or collaboration note is written as plain text rather than as a hashtag (e.g. “DJI (reklam)”, “@huaweimobiletr ile işbirliği”, i.e. “collaboration with @huaweimobiletr”); these do not count toward the ad disclosure (#reklam/#işbirliği/#tanıtım) rate. 12 of Samsung's 14 Reels in the top 30 carry “@samsungturkiye tarafından sağlandı” (“provided by @samsungturkiye”) together with #reklam.

@yasarcankocaaslan (Samsung), @hamzaibac (Samsung), @aylizyasar (Samsung), @onurwoodart (DJI), @nazireyenisey (Huawei)

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Implications for Samsung

Conclusions drawn from the data

- The sketch raises the ceiling but is not enough on its own: 7 of the 14 Samsung Reels in the top 30 are scripted sketches or challenges, and this group brought 67.7% of Samsung's top 30 views; the medians of the two groups are nearly the same (8.7 million and 8.6 million). The difference comes from the top three sketches: a strong script lifts the reach ceiling, but not every sketch delivers the same result.
- The single-feature, short-window model showed up in the top 30: 12 of the 14 Samsung Reels in the top 30 were published between 25 Sep–1 Oct, and these 14 pieces took 37.6% of the top 30's views. In new launches, choosing one demonstrable feature per wave (transfer speed, sharing without quality loss) keeps the message clear.
- 8 of Samsung's 30 Reels with 1M+ views carry the paid-partnership label and 22 do not. The label lets the brand also run the post as an ad; the most-viewed Samsung Reel (@yunuscanpolat, 40.9 million) has no label. Using the label consistently across all brand-backed content keeps the option of extending a standout piece with advertising later.
- Moving beyond the phone: all 15 Samsung Reels in the top 50 are Galaxy Z Fold8/Flip8 content, while Huawei spread its 15 Reels on the same list across phone (6), smartwatch (7) and tablet (2). Although Huawei leads on count with 42 Reels, Samsung reached 2.4 times Huawei's 3.1 million with an average of 7.6 million views per Reels; similar Reels lines could be tried for Galaxy Watch and Galaxy Tab on the watch and tablet side.
- Positioning the device as a production tool in non-tech creators' videos: the period's most-viewed Reel is a cooking video with sound recorded on a DJI microphone (126,594,487 views). Galaxy's camera and recording features can be placed on the same logic in food, home and beauty creators' videos.
- When choosing creators, look at ER per view as well as views: in Samsung's top 30 Reels, ER per view ranges from 0.06% to 4.08%; the highest values are with @atayasat, @okanyontar and @aylizyasar. The 5.9 million views of the micro account @talyanisariii show that follower count alone does not determine reach.

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Appendix: ranks 31–50

By Instagram views · engagement = (likes + comments) / views · base 3,703 distinct Reels

	CREATOR	FOLLOWERS	BRAND	DATE	VIEWS	LIKES	COMMENTS	ENGAGEMENT / VIEWS	LABELS	LINK
31	@kubixoffical	855K · Macro	Apple	21 Sep	4,967,742	73,110	1,137	1.49%		link
32	@serkancayoglu	4.7M · Mega	Huawei	18 Sep	4,937,986	32,080	726	0.66%	Ad disclosure	link
33	@furkanakmans	92K · Micro	Huawei	31 Aug	4,859,632	13,058	609	0.28%	Ad disclosure	link
34	@admbrs	491K · Macro	Huawei	2 Sep	4,609,014	hidden	86	0.00%	Ad disclosure	link
35	@yasemoz88	7.1M · Mega	Philips	4 Aug	4,551,525	112,311	4,874	2.57%	Ad disclosure	link
36	@yarendogannn	235K · Macro	Philips	18 Aug	4,370,505	52,590	935	1.22%	Ad disclosure	link
37	@eda	431K · Macro	Dyson	15 Sep	4,365,789	50,865	455	1.18%	Ad disclosure	link
38	@genctg	1.2M · Mega	Apple	9 Sep	4,360,631	47,269	1,755	1.12%		link
39	@evliyacelebi	202K · Macro	Huawei	7 Oct	4,055,534	4,151	812	0.12%		link
40	@ruhundoysun	566K · Macro	Grundig	10 Aug	4,031,054	38,445	131	0.96%		link
41	@ruhundoysun	566K · Macro	Grundig	7 Sep	3,865,377	46,186	260	1.20%		link
42	@merdankocaoglu	248K · Macro	Huawei	14 Sep	3,839,718	7,192	499	0.20%	Ad disclosure	link
43	@mertbayantemur	1.6M · Mega	Apple	9 Sep	3,699,729	26,338	1,241	0.75%		link
44	@updated.tr	209K · Macro	Huawei	26 Aug	3,695,462	8,974	420	0.25%		link
45	@iampoyrazyildirim	206K · Macro	Philips	25 Sep	3,683,230	175,946	588	4.79%		link
46	@barcinsurmeli	201K · Macro	Huawei	19 Aug	3,672,937	4,740	240	0.14%		link
47	@_helinkandemir	2.9M · Mega	Samsung	7 Sep	3,560,706	99,516	676	2.81%	Ad disclosure	link
48	@ruhundoysun	566K · Macro	Grundig	4 Oct	3,529,004	34,037	99	0.97%		link
49	@selmanbozkir	187K · Macro	Huawei	19 Aug	3,507,077	8,263	572	0.25%	Ad disclosure	link
50	@zehragunes	4.1M · Mega	Huawei	25 Sep	3,486,508	85,554	1,299	2.49%	Ad disclosure	link

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