

STARLECTA WEEKLY SECTOR REPORT

Influencer Marketing Competitive Analysis

Home electronics

19 October – 25 October 2026 (7 days) · Instagram posts, reels and stories · Turkish Instagram accounts Starlecta tracks: about 12 thousand at the start of the week; the tracked base widened to about 51 thousand on 24–26 October

Dyson

Kiwi

Grundig

This report covers the 3 brands with the most creator content in Home electronics for the week of 19–25 October 2026.

All 63 reels in the period were analysed from the video itself.

CONTENTS
183

contents naming a brand

CREATORS
143

distinct accounts

BRAND
3

home electronics brands

PERIOD
7

days

Prepared by: **Starlecta**
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Executive summary

This report covers the 3 brands with the most creator content in Home electronics for the week of 19–25 October 2026.

CONTENTS

183

7 days · 183 brand assignments

CREATORS

143

8 accounts in 2+ brands

STORY SHARE

63%

of 183 brand assignments

LARGEST VOLUME

Dyson

137 contents · 108 creators

KEY FINDINGS

- On 19–25 October 2026, three home electronics brands appeared in 183 contents from 143 accounts: Dyson 137, Kiwi 26, Grundig 20.
- Of the 183 contents, 115 were stories, 63 reels and 5 posts; Kiwi and Grundig were almost entirely stories and link-matched.
- Rising brand of the week, Dyson: its content count rose from 72 in 12–18 October to 137; reels from 37 to 62, stories from 34 to 70; the story comparison is not like-for-like.
- 59 of Dyson's 70 stories were posted on 23–24 October; a buy-one-get-one-free campaign stood out in this wave.
- The most-played reel of the week was a Dyson Air Smooth review posted on 25 October: 1,055,838 plays.
- 10 of Kiwi's 26 contents were posted on 25 October; the stories clustered around yoghurt, pancake, carpet-washing and epilator products.
- In Grundig's 20 stories, hair straighteners, hair dryers and coffee machines stood out; 7 came from deal accounts.
- Deal accounts made up 26.3% (36) of Dyson's contents, 35.0% (7) of Grundig's and 11.5% (3) of Kiwi's.

WHAT THE COMPARISON SHOWS

- Format: Dyson 51.1% story, 45.3% reels, 3.6% post; Kiwi 96.2% story; Grundig 100.0% story.
- Scale: median followers Dyson 84,909, Kiwi 97,698, Grundig 119,441; macro and mega account share 25.6%, 19.2% and 20.0%.
- Repeat accounts carried 34.3% of Dyson's contents (the top three posters are deal accounts); 7.7% for Kiwi, 15.0% for Grundig.
- Shared accounts: Dyson–Grundig 3, Dyson–Kiwi 1, Kiwi–Grundig 1; news and deal accounts excluded.
- A reels base exists only at Dyson: 62 reels, median plays 26,424; Kiwi has 1 reel, Grundig 0.

Comparison table

Volume, format, creator pool, disclosure and performance; brands ordered by 7-day volume.

BRAND	CONTENTS 7 D	CREATORS	FORMAT MIX STORY · REELS · POST	MACRO+MEGA CONTENT SHARE	REPEAT CREATOR SHARE	AD DISCLOSURE	CO- AUTHORED POST	MEDIAN REELS PLAYS	MEDIAN ER POST PER FOLLOWER	MEDIAN ER REELS PER PLAY
Dyson	137	108	<div><div></div><div></div><div></div></div> <div>51% · 45% · 4%</div>	25.6%	34.3%	43.3%	1.5%	26.4 K n=59	0.15% n=2	0.63% n=49
Kiwi	26	25	<div><div></div><div></div><div></div></div> <div>96% · 4% · 0%</div>	19.2%	7.7%	0.0%	0.0%	213 n=1	— n=0	— n=0
Grundig	20	18	<div><div></div><div></div><div></div></div> <div>100% · 0% · 0%</div>	20.0%	15.0%	—	0.0%	— n=0	— n=0	— n=0

Story Reels Post

Period 19 October – 25 October 2026. Format and macro+mega share are by content; macro 250 K–1 M, mega 1 M+ followers. Repeat creator share: share of content produced by accounts that posted the brand 2+ times in the period. Ad disclosure: share of posts and reels carrying a #reklam / #işbirliği / #tanıtım tag; includes the 'Ücretsiz #reklam' tag on gifted products, excludes contents noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself) (stories are not part of this rate). Co-authored post: content published with Instagram's co-author feature. Plays are for reels only. ER = (likes + comments) rate, two separate medians: per follower for posts, per play for reels; the two use different denominators and are not comparable with each other. n = contents entering the median; contents with hidden like counts excluded.

Scope and method

Data source, brand matching, media analysis and limits.

DATA SOURCE

- Turkish Instagram accounts Starlecta tracks: about 12 thousand at the start of the week; the tracked base widened to about 51 thousand on 24–26 October; posts, reels and stories.
- Period: 19 October – 25 October 2026 (7 days). Last 9-week series for the weekly trend (from the week of 24 August 2026).
- In total 183 contents, 143 distinct accounts; the 0 contents naming more than one brand were counted separately for each brand.
- Followers, category and audience (gender, age, city) information come 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.

BRAND MATCHING

Brand and sub-brand account tags (@), hashtags and brand names in the caption text. The brands were selected as the top 3 with the most contents in the weekly ranking (tag and link matching; the brand's own account and deal accounts excluded). In this story- and link-heavy sector, the minimum of 5 reels was not applied to the 19–25 October selection. Frequently matched accounts:

Dyson @dyson

Kiwi

Grundig

MEDIA ANALYSIS

- 169 unique creative images were analysed: images directly, videos through the opening frame and a 4-frame summary.
- All 63 reels in the period were analysed from the video itself: four frames, the opening frame and the audio. The audio of the 52 videos containing speech was transcribed; the communication language was taken from these transcripts and the captions.
- For each creative, the content type, tone, product placement, setting, whether the creator is on camera, call to action and period/occasion were classified; one unique creative was left unclassified.
- Repeats of the same image across different accounts (perceptual similarity) were grouped as a single creative.

LIMITS AND READING NOTES

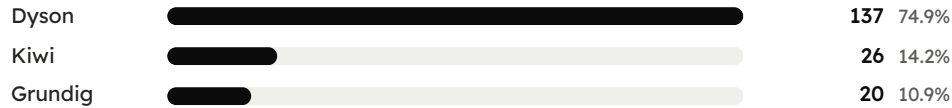
- The universe is not all of Instagram; absolute volumes are a lower bound. The number of tracked accounts grew over the last 9 weeks; weekly trends show direction.
- For story contents, visibility is measured by content count; ad disclosure and performance are computed over posts and reels. Ad disclosure includes the 'Ücretsiz #reklam' tag on gifted products; contents noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself) do not enter the rate.
- Sector news and deal/discount accounts were flagged separately; overlap and creative selections were prepared excluding these accounts.
- A brand name appearing is not evidence of a paid collaboration.
- The tracked account base widened on 24–26 October: posts and reels of the new accounts were completed 90 days back, while their stories exist from the day they were added. Therefore story counts are not directly comparable across weeks; the weekly change was counted with the same matching in both weeks.

Visibility share, format and follower segment

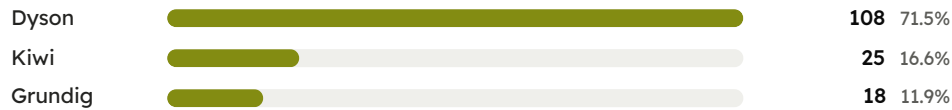
Which brand is how visible, in which format and with accounts of what size?

VISIBILITY SHARE

CONTENT COUNT AND SHARE · N = 183 BRAND ASSIGNMENTS

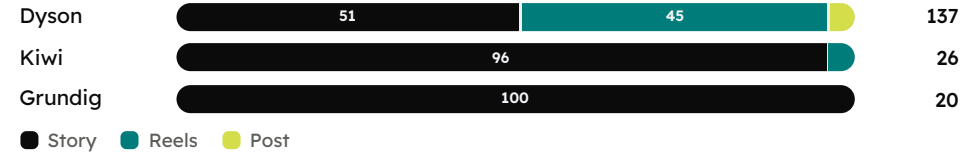


CREATOR COUNT AND SHARE · N = 151 BRAND-ACCOUNT PAIRS

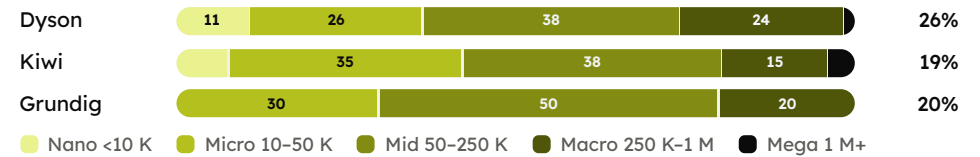


FORMAT AND FOLLOWER SEGMENT

FORMAT MIX, CONTENT SHARE · CONTENT COUNT ON THE RIGHT



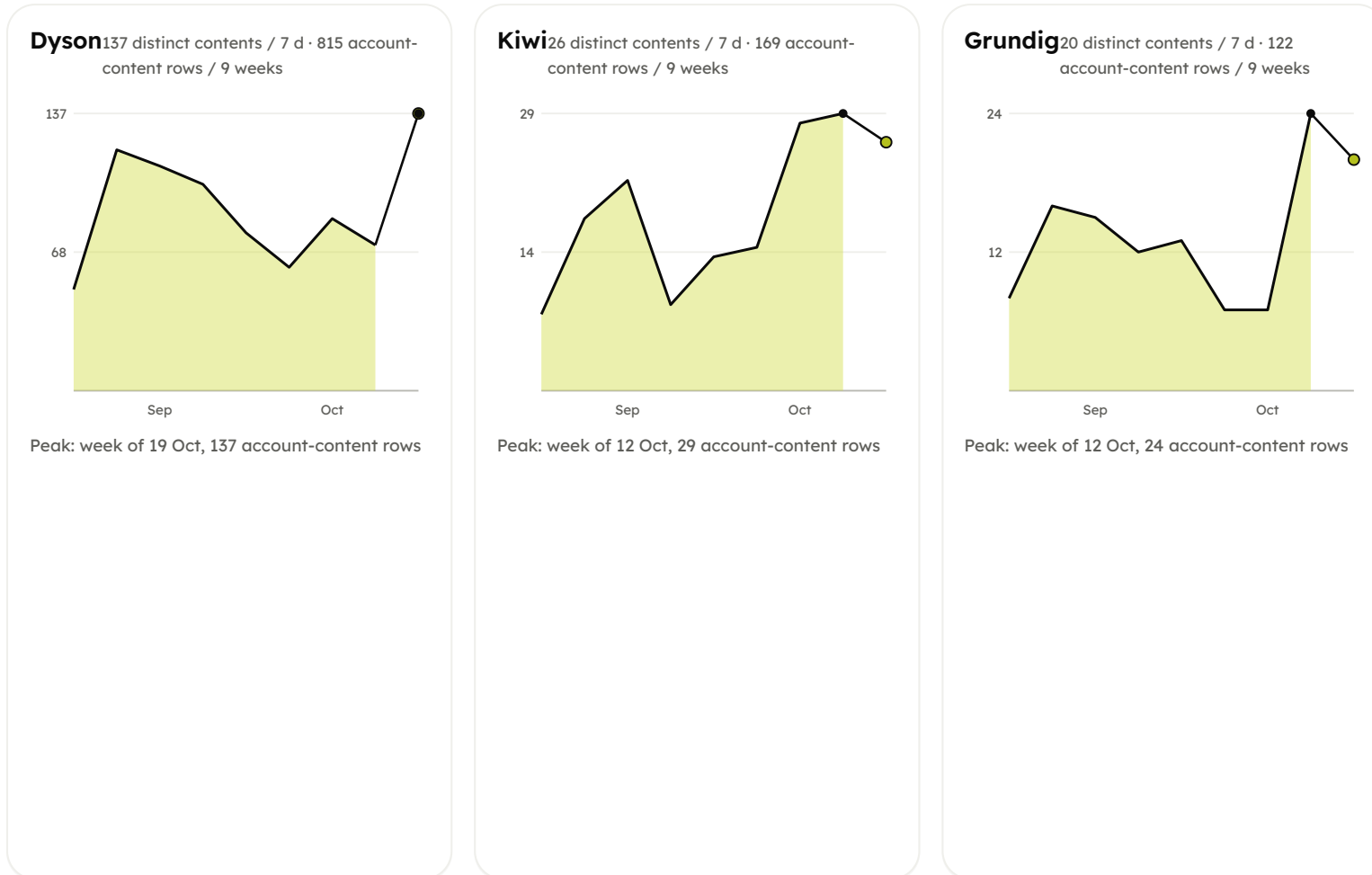
FOLLOWER SEGMENT, CONTENT SHARE · MACRO+MEGA SHARE ON THE RIGHT



Period 19 October – 25 October 2026; contents naming more than one brand were counted for each brand. Follower segment is by the account's current follower count.

Last 9 weeks (24 Aug–25 Oct 2026)

Campaign waves: which brand concentrated when?



7-day analysis period

Weekly number of account-content rows (a co-authored content is a separate row for each account; the distinct content count is in the comparison table) (weeks start on Monday), 24 August – 25 October 2026, n = 1,106 account-content rows. Each panel's vertical scale is its own; see the previous page for levels across brands. The series shows nine weeks, from the week of 24 August to the report week, with the same matching. The tracked account base widened on 24–26 October: the posts and reels of the new accounts were filled in 90 days back, while their stories exist from the day they were added. Story counts are therefore not directly comparable across weeks; the weekly change was counted over two weeks with the same matching. The last point is the report week. Because the number of tracked accounts grew during the period, trends indicate direction only; early weeks may look low.

Creator pool, disclosure and timing

Continuity with the same accounts or visibility with a broad pool? How is disclosure done, when is it posted?

REPEAT AND ONE-OFF CREATORS

Dyson

34%

18 / 108 accounts posted 2+ times · up to 6 contents from a single account

Kiwi

8%

1 / 25 accounts posted 2+ times · up to 2 contents from a single account

Grundig

15%

1 / 18 accounts posted 2+ times · up to 3 contents from a single account

Contents of repeat accounts

One-off

DISCLOSURE AND BRAND LINK

BRAND	AD LABEL	CO-AUTHORED POST	BRAND TAG	PAID PARTNERSHIP	N
Dyson	<div><div></div><div>43%</div></div>	<div><div></div><div>2%</div></div>	<div><div></div><div>2%</div></div>	<div><div></div><div>1%</div></div>	67
Kiwi	<div><div></div><div>0%</div></div>	<div><div></div><div>0%</div></div>	<div><div></div><div>0%</div></div>	<div><div></div><div>0%</div></div>	1
Grundig	<div><div></div><div>—</div></div>	<div><div></div><div>0%</div></div>	<div><div></div><div>0%</div></div>	<div><div></div><div>0%</div></div>	0

Ad label: #reklam/#işbirliği/#tanıtım (including gifted 'Ücretsiz #reklam'; excluding 'reklam değil/yok' (not an ad)), within posts+reels (n). Co-authored post, brand tag and Instagram paid-partnership label are over all contents.

POSTING DAY

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hour
Dyson	6	15	10	10	24	27	10	22:00
Kiwi	8	15	12	4	15	8	38	20:00
Grundig	15	20	10	15	30	0	10	15:00

Row percentages: distribution of contents across days of the week (Turkey time). A dark cell marks the brand's busiest days; the last column is the busiest hour. n = the brand's 7-day content count (Dyson 137 ... Grundig 20).

Period 19 October – 25 October 2026.

Who with whom: creator overlap

Do rival brands work with the same creators?

NUMBER OF SHARED CREATORS

	Dyson	Kiwi	Grundig
Dyson	85	1	3
Kiwi	1	22	1
Grundig	3	1	13

Diagonal: the brand's creator count. Cell: number of accounts that posted both brands in the period. News and deal accounts excluded; n = 115 accounts, 5 accounts in 2+ brands.

SHARED ACCOUNTS BETWEEN DIRECT COMPETITORS

Dyson – Kiwi 1 shared

Creator 01

Dyson – Grundig 3 shared

Creator 02, Creator 03, Creator 04

Kiwi – Grundig 1 shared

Creator 05

REGULAR CREATORS POSTING FOR MULTIPLE BRANDS · CONTENT COUNT

Creator 05 501 K followers

Kiwi 1 Grundig 1

Creator 02 501 K followers

Dyson 3 Grundig 1

Creator 01 393 K followers

Dyson 1 Kiwi 1

Creator 03 241 K followers

Dyson 1 Grundig 1

Creator 04 77.9 K followers

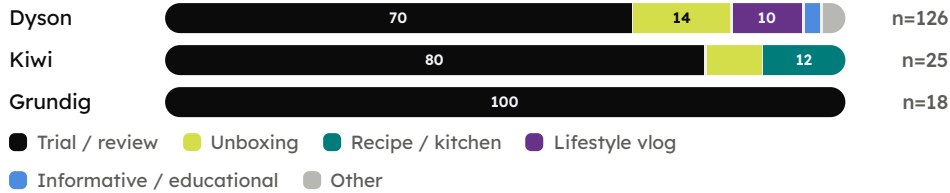
Dyson 1 Grundig 1

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

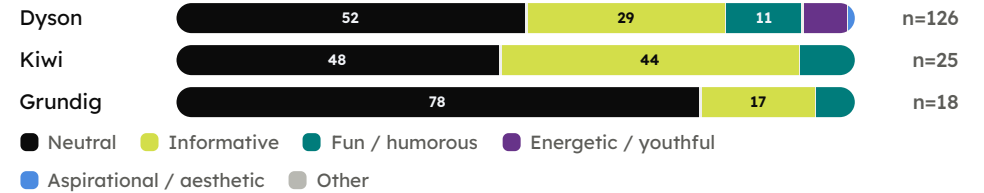
Creative and communication comparison

How brands build their contents: type, tone, product placement, setting and call.

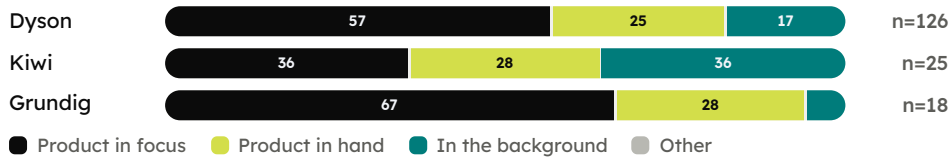
CONTENT TYPE



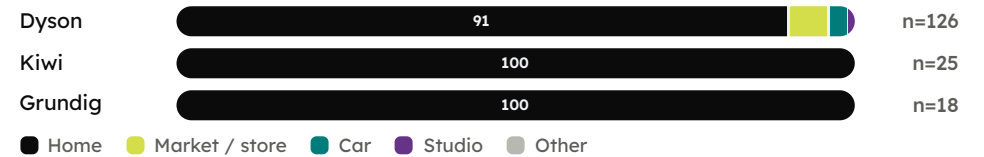
TONE



PRODUCT PLACEMENT



SETTING

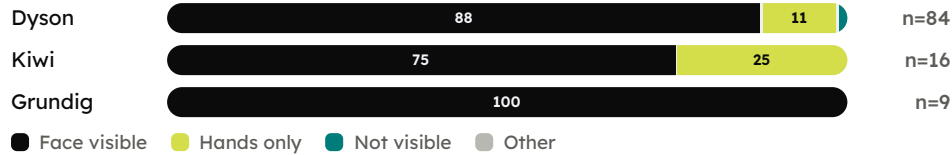


Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

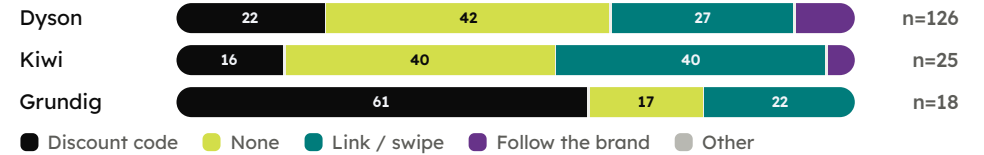
Creative and communication comparison (continued)

How brands build their contents: type, tone, product placement, setting and call.

IS THE CREATOR ON CAMERA? (VIDEOS)



CALL TO ACTION



PERIOD / OCCASION



Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

Dyson

Figures, creative selection and summary

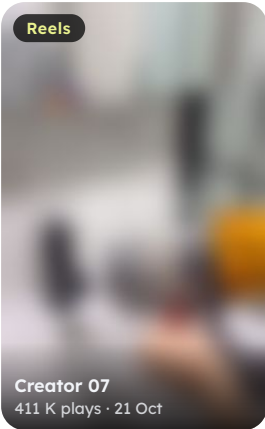
CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
137	108	51% · 45% · 4%	26.4 K	0.15%	0.63%	43%
19–25 October 2026		story · reels · post	n = 59 reels	median, per follower · n = 2	median, per play · n = 49	posts+reels, n = 67 · co-authored post 2%

Reels



Creator 06
1.1 M plays · 25 Oct

Reels



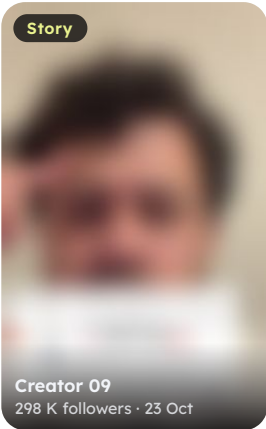
Creator 07
411 K plays · 21 Oct

Reels



Creator 08
83.8 K plays · 21 Oct

Story



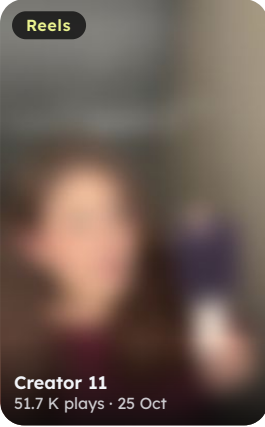
Creator 09
298 K followers · 23 Oct

Story



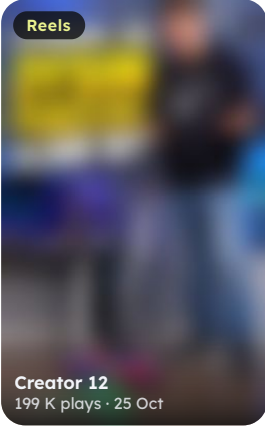
Creator 10
14.0 K followers · 24 Oct

Reels



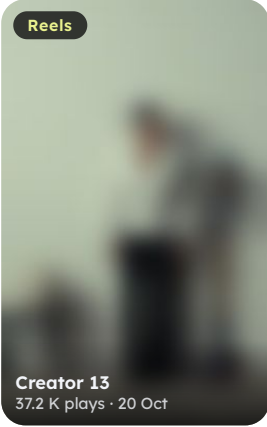
Creator 11
51.7 K plays · 25 Oct

Reels



Creator 12
199 K plays · 25 Oct

Reels



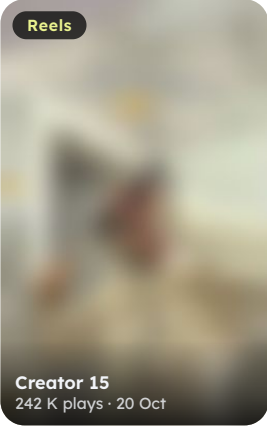
Creator 13
37.2 K plays · 20 Oct

Reels



Creator 14
1.1 M plays · 20 Oct

Reels



Creator 15
242 K plays · 20 Oct

SUMMARY

- Dyson appeared in 137 contents from 108 accounts on 19–25 October; a buy-one-get-one-free story wave on 23–24 October and hair-styler review reels stood out.
- Dyson appeared in 137 contents from 108 accounts on 19–25 October 2026: 70 stories (51.1%), 62 reels (45.3%) and 5 posts (3.6%).
 - The content count rose from 72 in 12–18 October to 137: reels from 37 to 62, stories from 34 to 70, posts from 1 to 5.
 - 59 of the 70 stories were posted on 23–24 October; in 29 of the 61 stories analysed, the on-screen text or speech mentions a freebie, gift or campaign.
 - 36 of the 137 contents (26.3%) came from deal accounts; the remaining 101 contents came from 85 accounts.
 - Median reels plays 26,424; the most-played reel, with 1,055,838, is an Air Smooth review posted on 25 October.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 16 deal	Shopping & deals	115 K	6
Creator 17 deal	Shopping & deals	485 K	5
Creator 18 deal	Travel	457 K	4
Creator 02	Fashion & style	501 K	3
Creator 19	Food & drink	176 K	3

Dyson · campaigns and collaborations

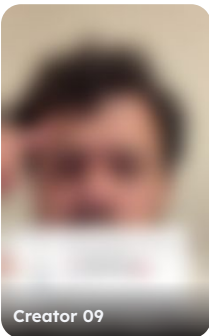
Campaigns that stood out in the period, with example contents

CAMPAIGN

Buy-one-get-one-free story wave

23–25 Oct 2026

29 of the 61 stories analysed mention a freebie, gift or campaign: a PencilVac gift with a wet floor cleaner purchase; 59 of the 70 stories on 23–24 October, from 47 accounts.



Creator 09



Creator 10

Creator 09 A story saying, in speech, that buying one vacuum earns a second one, showing the product page and link; 23 October.

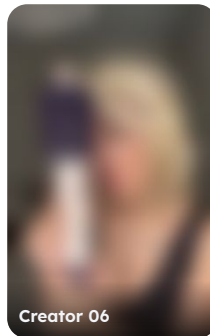
Creator 10 A story announcing, in on-screen text, that PencilVac is free with Clean+Wash; 24 October.

CAMPAIGN

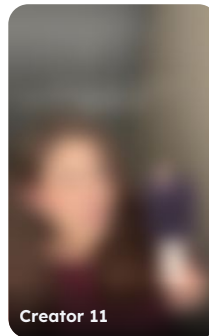
Air Smooth and hair-styling reviews

19–25 Oct 2026

Of the 60 reels analysed, 9 mention Air Smooth in the caption or speech and 12 mention Airwrap; creators show their hair to the camera and tell their own experience.



Creator 06



Creator 11

Creator 06 An Air Smooth review holding the brush attachments and showing the hair result; 1,055,838 plays.

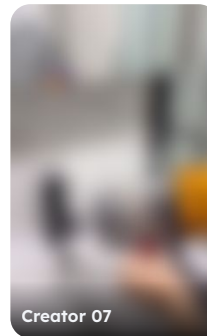
Creator 11 A #reklam (#ad) reel describing an Air Smooth routine for voluminous, wavy hair; 51,652 plays.

CAMPAIGN

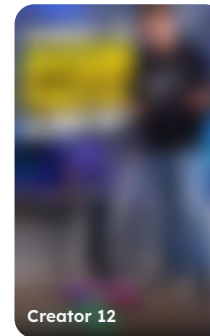
Vacuum care and usage guides

20–25 Oct 2026

Reels explaining how to clean the vacuum's parts and the purchase experience; V12 and PencilVac are mentioned.



Creator 07



Creator 12

Creator 07 A reel showing step by step which parts are washed and which are wiped with a damp cloth; 410,916 plays.

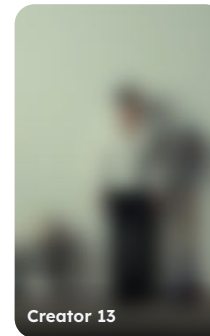
Creator 12 A reel showing the receipt and saying they bought the PencilVac with their own money; 198,970 plays.

CAMPAIGN

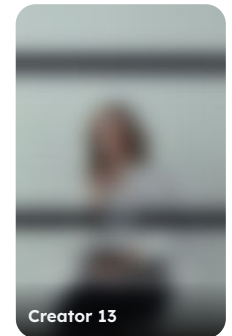
Chefs' Kitchens with Dyson

20–22 Oct 2026

Creator 13 presented Dyson in two reels through the kitchens of Michelin-starred chefs; the captions carry #reklam (#ad) and a brand account tag.



Creator 13



Creator 13

Creator 13 A reel with the on-screen text VOGUE x Dyson, showing Dyson equipment in a chef's kitchen; 37,233 plays.

Creator 13 The second reel of the same series; chef narration and kitchen scenes; 17,239 plays.

Dyson · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 39.8% of 108 accounts are nano or micro; median followers 84,909, and 25.6% of contents come from macro and mega accounts.
- Deal accounts carried 36 contents (23 accounts); the top posters were Creator 16 (6), Creator 17 (5) and Creator 18 (4).
- Repeat posters outside deal accounts are few: Creator 02 and Creator 19 posted three each; Creator 14, Creator 15 and Creator 13 posted two contents each.
- Large accounts: Creator 20 (1,619,835 followers) posted two stories, Creator 13 (697,877) two reels.
- 3 accounts shared with Grundig (Creator 02, Creator 03, Creator 04) and 1 with Kiwi (Creator 01); deal accounts excluded.

PLATFORM AND FORMAT

- 62 reels, 70 stories, 5 posts; story share 51.1%. All 70 stories were matched to a product link, 59 of them on 23–24 October.
- Median reels plays 26,424 (59 reels); median ER per play 0.63% (n=49). Post base 2, ER not shown.
- Busiest day Saturday (27.0%), busiest hour 22:00.

CREATIVE APPROACH

- Of the 126 unique creatives analysed, 69.8% are trials and reviews, 14.3% unboxings and 10.3% lifestyle vlogs.
- The product is in the foreground in 57.1% and in hand in 25.4%; 91.3% of creatives were shot at home.
- In videos (n=84), a face is visible in 88.1%; 45.2% of videos contain speech.
- Call to action: 27.0% link or swipe, 22.2% discount code, 8.7% follow the brand; 42.1% have no call to action.

CONTENT STRUCTURES

- Face-to-camera review: the creator holds the device, shows the attachments and frames the hair result (Creator 06).
- Care guide: the parts are shown one by one and which to wash is explained (Creator 07).
- Couple sketch: one comes home with a Dyson V15s Detect Submarine box and a dialogue unfolds (Creator 08).
- Story wave: a campaign sentence in on-screen text, followed by the product link; 59 of them on 23–24 October.

COMMUNICATION LANGUAGE

In reels, an informative language that tells personal experience and goes into product detail; in stories, campaign and price language dominates.

“Stop before cleaning your Dyson vacuum! We don’t wash every part”

“I promise I’ll give my objective opinions.”

“The receipt is in the video, I bought a Dyson Pencilvac, I’ll show you if it works”

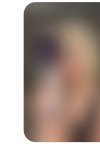
“My thoughts on the Dyson Airsmooth, tried, shown and honest, are here”

- 43.3% of the 67 non-story contents carry an ad disclosure (#reklam/#işbirliği/#tanıtım); deal accounts also use #reklam (#ad).
- 19 of the non-story contents carry an organic note such as ‘reklam yok’ (not an ad) or ‘kendim aldım’ (bought it myself).
- In reels language, comparison and question hooks stand out: I’m showing whether it works, which do you think lasts longer.

DATA NOTE

- Deal accounts are 26.3% of contents and lead the repeat accounts; this inflates the 34.3% repeat share.
- 59 of the stories were piled into two days and the account base widened on 24–26 October; the story increase is not comparable to the reels increase.
- Average reels plays 81,903, median 26,424: the picture rests on a few highly played reels.

STANDOUT CREATIVES



Creator 06

The brand's most-played reel (1,055,838 plays): a review showing the Air Smooth brushes, saying they bought it with their own money.



Creator 07

A care guide showing the rule for washing vacuum parts; 410,916 plays.



Creator 08

Couple sketch: a dialogue starts when one arrives with a Dyson V15s Detect Submarine box; 83,796 plays.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@dyson 2

TOP HASHTAGS · CONTENTS

#dyson 43

#dysonairwrap 8

#dysonairsmooth 4

#saç 4

#grwm 3

#temizlik 3

News and deal accounts excluded.

Kiwi

Figures, creative selection and summary

CONTENTS · 7 D

26

19–25 October 2026

CREATORS

25

FORMAT

96% · 4% · 0%

story · reels · post

MEDIAN REELS PLAYS

213

n = 1 reels

ER · POST

—

median, per follower · n = 0

ER · REELS

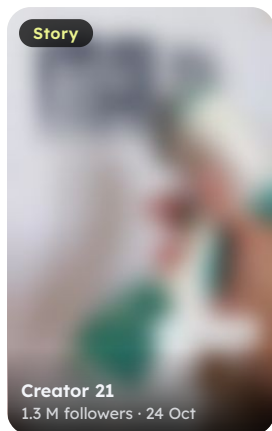
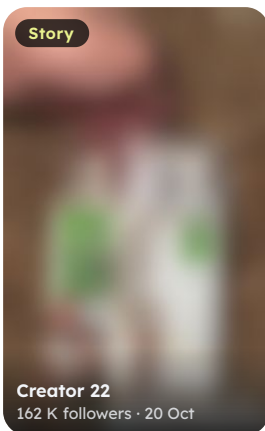
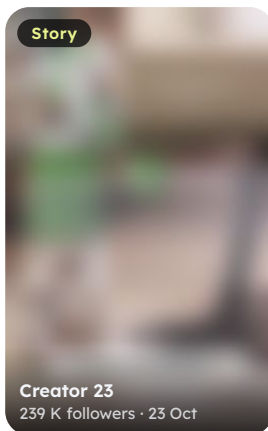
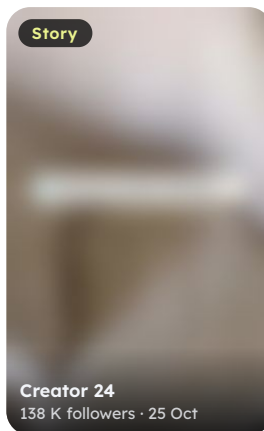
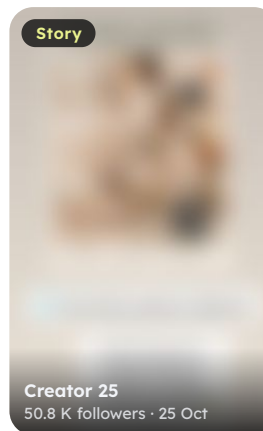
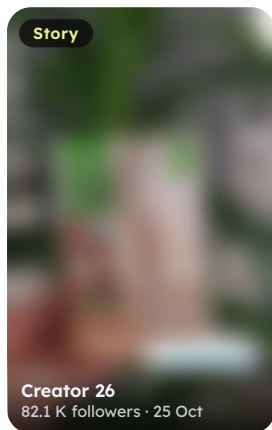
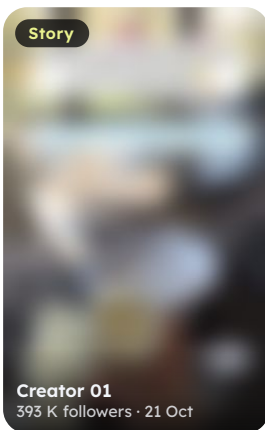
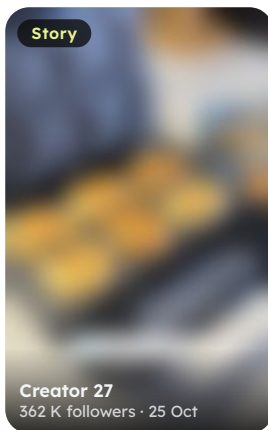
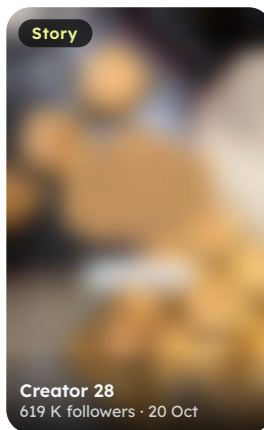
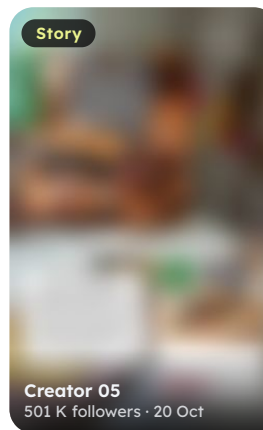
—

median, per play · n = 0

AD DISCLOSURE

0%

posts+reels, n = 1 · co-authored post 0%



SUMMARY

Kiwi appeared in 26 contents from 25 accounts on 19–25 October; almost all were stories, and the products range from yoghurt and pancake makers to a carpet-washing machine.

- Kiwi appeared in 26 contents from 25 accounts on 19–25 October 2026: 25 stories (96.2%) and 1 reel (3.8%); all link-matched.
- The content count fell from 29 in 12–18 October to 26; in both weeks almost all contents were stories, so the change is not comparable.
- 10 of the 26 contents were posted on 25 October; the stories clustered around yoghurt, pancake and waffle, carpet-washing and facial epilator products.
- Median followers 97,698; 19.2% of contents come from macro and mega accounts and 7.7% from repeat accounts.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 29	Family & parenting	15.8 K	2
Creator 21	Lifestyle	1.3 M	1
Creator 28	Comedy	619 K	1
Creator 05	Home & living	501 K	1
Creator 01	Family & parenting	393 K	1

Kiwi · campaigns and collaborations

Campaigns that stood out in the period, with example contents

CAMPAIGN

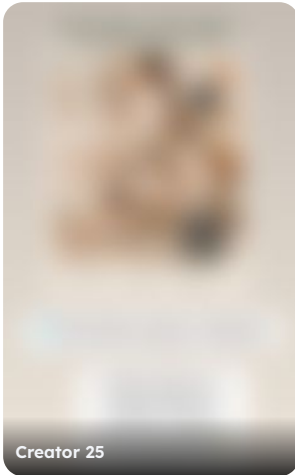
Carpet and sofa washing machine

20–25 Oct 2026

5 of the 24 unique stories analysed show a sofa or carpet washing machine; 4 are from non-deal accounts and most leave a link.



Creator 24



Creator 25

Creator 24 A story showing the washed attachments and saying the link is left for those who ask; 25 October.

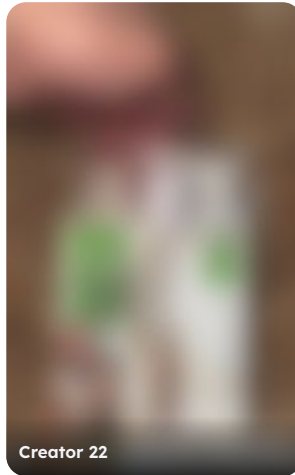
Creator 25 A story with the on-screen text 'One Device, Many Surfaces' describing curtain, sofa and carpet cleaning; 25 October.

CAMPAIGN

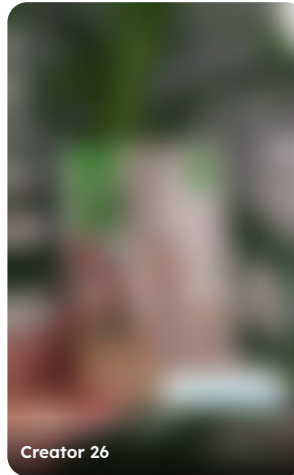
Facial epilator 6810

20–25 Oct 2026

Three stories present the Kiwi 6810 rechargeable epilation device; two carry #reklam (#ad) and #kiwi_turkiye in the on-screen text.



Creator 22



Creator 26

Creator 22 A story presenting the Kiwi Cap 6810 as a favourite care product and describing its LED light and Type C charging; 20 October.

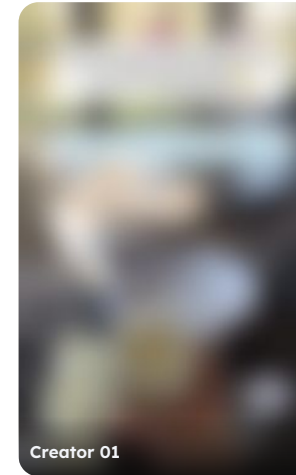
Creator 26 A story describing the 6810 as a solution for facial hair, tagged #reklam (#ad); 25 October.

CAMPAIGN

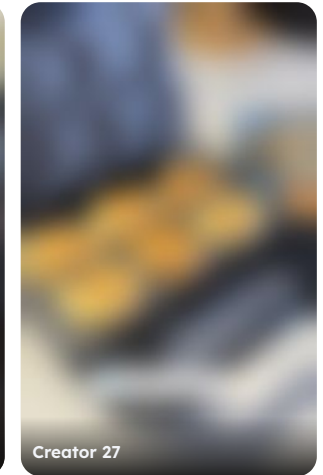
Yoghurt, pancake and waffle makers

19–25 Oct 2026

Of 24 unique stories, 4 show the yoghurt maker and 6 the pancake or waffle maker; price drops and stock emphasis are frequent.



Creator 01



Creator 27

Creator 01 A story showing how the yoghurts turned out and recommending the machine as it is on sale; 21 October.

Creator 27 A story showing cat-faced pancakes and writing that the machine is affordable for the first time in a long while; 25 October.

Kiwi · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 40.0% of 25 accounts are nano or micro; median followers 97,698, and 19.2% of contents come from macro and mega accounts.
- A single account posted at most 2 contents (Creator 29); repeat accounts carried 7.7% of contents.
- Large accounts: Creator 21 (1,323,307 followers), Creator 28 (618,528) and Creator 05 (500,895) posted stories.
- 1 account shared with Dyson (Creator 01) and 1 with Grundig (Creator 05); deal accounts excluded.

CREATIVE APPROACH

- Of the 25 unique creatives analysed (24 stories, 1 reel), 80.0% are trials and reviews, 12.0% recipes and 8.0% unboxings.
- The product is in the foreground in 36.0%, in the background in 36.0% and in hand in 28.0%; all were shot at home.
- In videos (n=16), a face is visible in 75.0% and only hands in 25.0%; 62.5% of videos contain speech.
- Call to action: 40.0% link or swipe, 16.0% discount code, 4.0% follow the brand; 40.0% have no call to action.

COMMUNICATION LANGUAGE

Plain language that shows the product in use at home and notes the price and link; stories have no caption, the text comes from on-screen text and speech.

“Kiwi Cap 6810 rechargeable epilator device”

“I’ll leave the link for those who ask.”

“Unwanted hair on the face can sometimes be annoying.”

“Yoghurt maker at rock-bottom price”

- Stories have no likes, plays or caption; the text was read only from on-screen text and speech.
- In two of the three epilator stories, the on-screen text carries #reklam (#ad) and #kiwi_turkiye.
- The language is mostly product name, price and link notices; little long narration.

STANDOUT CREATIVES



Creator 21

The account with the most followers (1,323,307): a story describing a travel iron while ironing; the on-screen text carries an ad note.



Creator 22

A story describing the Kiwi Cap 6810 epilator’s LED light and Type C charging.



Creator 23

A story with speech showing a steamer with 20 attachments part by part.

PLATFORM AND FORMAT

- 25 stories and 1 reel; story share 96.2%. The single reel is from a deal account with 213 plays; ER not shown.
- Busiest day Sunday (38.5%), busiest hour 20:00; all contents are link-matched.

CONTENT STRUCTURES

- Short story: the product or the recipe made is shown, and on-screen text gives the price or link.
- Story with speech: the creator holds the device and lists its features (epilator, grinder, steamer).
- Recipe story: the pancake and yoghurt results are shown and the machine is mentioned with a price note.

DATA NOTE

- The base is small: 26 contents, 25 accounts; product and creator comparisons are a view of 19–25 October, not a trend.
- Stories have no metrics; 3 contents are from deal accounts (2 stories and 1 reel).
- Story counts are not directly comparable across weeks because the account base widened.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

The brand match came from hashtags and description text.

TOP HASHTAGS · CONTENTS

—

News and deal accounts excluded.

Grundig

Figures, creative selection and summary

CONTENTS · 7 D

20

19–25 October 2026

CREATORS

18

FORMAT

100% · 0% · 0%

story · reels · post

MEDIAN REELS PLAYS

—

n = 0 reels

ER · POST

—

median, per follower · n = 0

ER · REELS

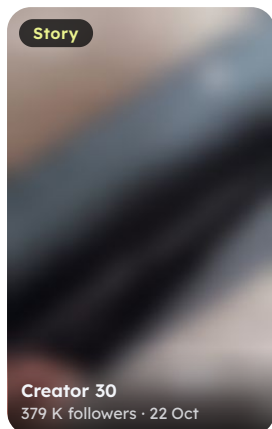
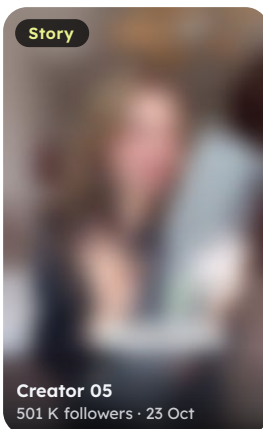
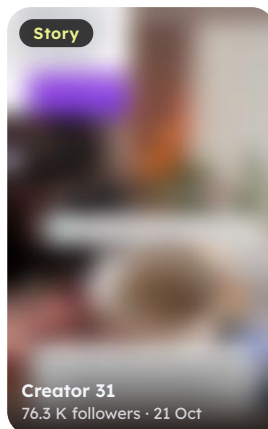
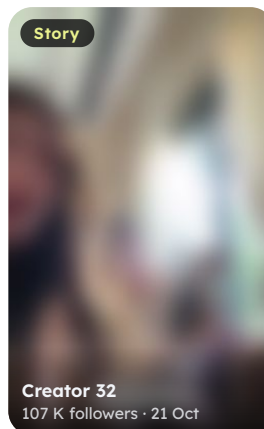
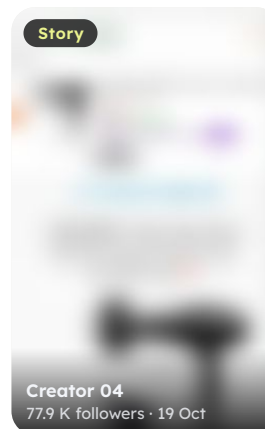
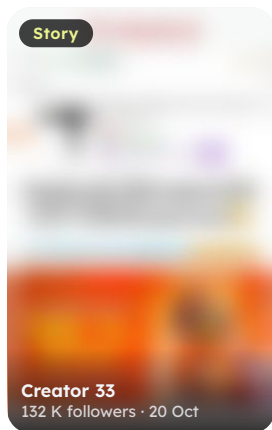
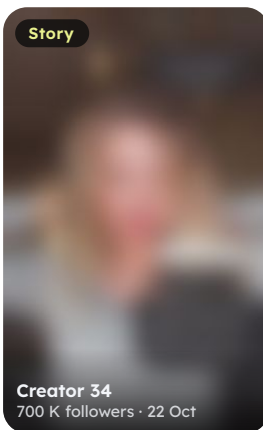
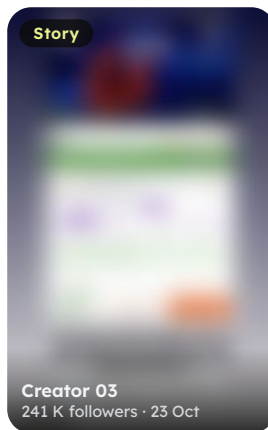
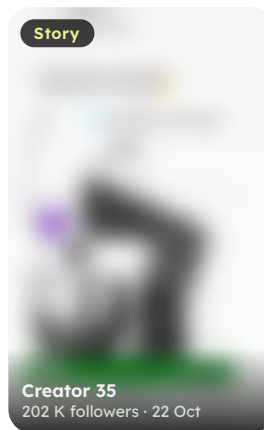
—

median, per play · n = 0

AD DISCLOSURE

—

posts+reels, n = 0 · co-authored post 0%



SUMMARY

Grundig appeared in 20 stories from 18 accounts on 19–25 October; hair straighteners, hair dryers and coffee machines stood out, and the call was mostly a discount code.

- Grundig appeared in 20 contents from 18 accounts on 19–25 October 2026; all stories and link-matched.
- The content count fell from 24 in 12–18 October to 20; there was 1 reel in 12–18 October and none in 19–25 October. The story change is not comparable.
- 7 of the 20 contents are from deal accounts; the 13 non-deal contents come from 13 accounts and revolve around hair straighteners, coffee machines and hair dryers.
- Median followers 119,441, the highest of the three brands; 20.0% of contents come from macro accounts.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 37 deal	Shopping & deals	11.3 K	3
Creator 34	Unclear	700 K	1
Creator 05	Home & living	501 K	1
Creator 02	Fashion & style	501 K	1
Creator 30	Lifestyle	379 K	1

Grundig · campaigns and collaborations

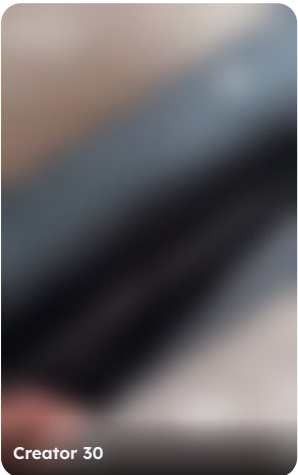
Campaigns that stood out in the period, with example contents

CAMPAIGN

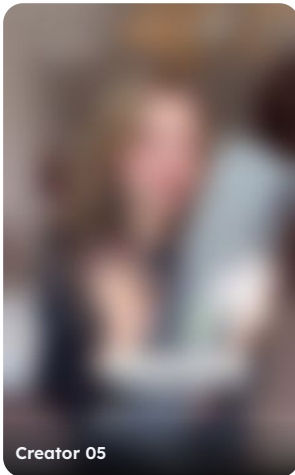
Hair straightener and code

22–23 Oct 2026

Three stories present the air-blow hair straightener; in two, the speech describes the LED screen and heat settings, and in two the on-screen text carries the code Grundig200.



Creator 30



Creator 05

Creator 30 A story describing the device that dries and straightens hair, reminding the code in on-screen text; 22 October.

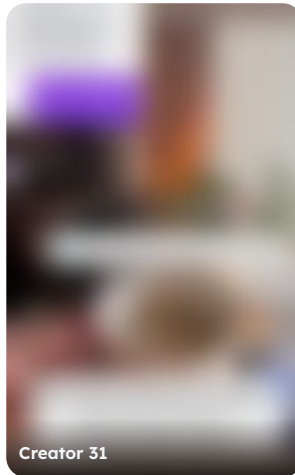
Creator 05 A story showing the travel bag and LED screen and recommending it with the code Grundig200; 23 October.

CAMPAIGN

Coffee machines

21–23 Oct 2026

Three non-deal stories show a coffee machine, two of them in home use; one with a 'reklam yok' (not an ad) note.



Creator 31



Creator 32

Creator 31 A story holding the machine in hand, with the on-screen text 'my fully automatic coffee machine'; 21 October.

Creator 32 A story describing the taste difference in coffee, with a 'reklam yok' (not an ad) note; 21 October.

CAMPAIGN

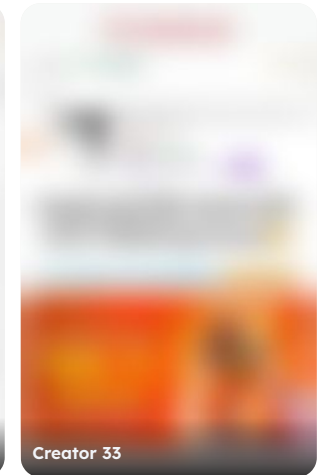
Hair dryer price

19–20 Oct 2026

The HD 3361 hair dryer was shared in stories on 19–20 October with emphasis on the product name, price and discount code.



Creator 04



Creator 33

Creator 04 A story giving the product name and its 899 TL price in on-screen text; 19 October.

Creator 33 A story giving, in on-screen text, a 100 TL discount code in the basket at Hepsiburada; 20 October.

Grundig · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 22.2% of 18 accounts are nano or micro; 55.6% mid, 22.2% macro; median followers 119,441.
- The top poster Creator 37 (3 stories) is a deal account; 13 non-deal accounts posted one content each.
- Large accounts: Creator 34 (700,290 followers), Creator 05 (500,895) and Creator 02 (500,533) posted stories.
- 3 accounts shared with Dyson (Creator 02, Creator 03, Creator 04) and 1 with Kiwi (Creator 05); deal accounts excluded.

CREATIVE APPROACH

- All 18 unique stories analysed (100.0%) are trials and reviews; the product is in the foreground in 66.7% and in hand in 27.8%.
- Call to action: 61.1% discount code, 22.2% link or swipe; 16.7% have no call to action.
- In videos (n=9), the face is fully visible; 22.2% of videos contain speech.
- Tone is 77.8% neutral, 16.7% informative; 38.9% were read as a new product launch.

COMMUNICATION LANGUAGE

Short language that writes the product name, model code and price on screen and calls with a code and coupon.

“Grundig HD 3361 2100 W Hair Dryer 899 TL 100 TL discount”

“I fell in love with this hair straightener, it both dries and straightens the hair.”

“my fully automatic coffee machine”

“Affordable stand mixer”

- Stories have no caption; the text was read from on-screen text and two speeches.
- In 11 of the 18 stories analysed, the call is a discount code; experience and feature narration appear only in two stories with speech.
- The code call (Grundig200) was repeated in two hair straightener stories.

STANDOUT CREATIVES



Creator 30

A hair straightener story describing 13 heat settings and the LED screen, reminding the code.



Creator 05

A hair straightener story showing the travel bag and fan setting; recommends it with the code.

PLATFORM AND FORMAT

- 20 stories; story share 100.0%, no reels or posts. All stories were matched to a product link.
- Busiest day Friday (30.0%), busiest hour 15:00; 6 stories were published on 23 October.

CONTENT STRUCTURES

- Product presentation story: product name, model and price in on-screen text, with the product in the foreground in most.
- Presentation with speech: the creator holds the device and lists its features (hair straightener).

DATA NOTE

- The base is small: 20 stories, 18 accounts; deal accounts carried 7 contents and the only repeat account is among them.
- Stories have no metrics and the account base widened on 24–26 October; the weekly decline cannot be read as a trend.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

The brand match came from hashtags and description text.

TOP HASHTAGS · CONTENTS

—

News and deal accounts excluded.

Additional insights

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

RISING BRAND OF THE WEEK: DYSON

Dyson's content count rose from 72 in 12–18 October to 137 in 19–25 October (90.3%). Reels rose from 37 to 62, stories from 34 to 70, posts from 1 to 5.

Two weeks with the same matching: Dyson 72 → 137, Kiwi 29 → 26, Grundig 24 → 20. The account base widened on 24–26 October; the story comparison is not like-for-like, while reels and posts were filled in 90 days back.

REEL OF THE WEEK

The Dyson reel posted on 25 October was the most-played of the week. The creator holds the Air Smooth brushes, says they bought it with their own money and shows the hair result by comparison.

Creator 06 (196,481 followers): 1,055,838 plays, 9,774 likes, 393 comments; ER per play 0.96%. The caption carries a #reklam (#ad) note.

STORY OR REELS?

Dyson spread across two formats; Kiwi and Grundig used almost only stories. Dyson's stories were largely piled into two days.

Story share: Dyson 51.1%, Kiwi 96.2%, Grundig 100.0%. 59 of Dyson's 70 stories were on 23–24 October; 10 of Kiwi's 26 contents on 25 October.

CREATOR SPREAD: BROAD BASE AND DEAL ACCOUNTS

Dyson built the broadest base with 108 accounts; 23 of that base are deal accounts. At Kiwi and Grundig, nearly every account posted a single content.

Account count: Dyson 108, Kiwi 25, Grundig 18. At Dyson, 85 non-deal accounts produced 101 contents; at Kiwi a single account posted at most 2, at Grundig 3 contents.

59 STORIES IN TWO DAYS

At Dyson, the PencilVac gift with a wet floor cleaner purchase spread to the stories of dozens of accounts on 23–24 October, mostly with the product link.

59 of the 70 stories came in two days, from 47 accounts. In 29 of the 61 stories analysed, the on-screen text or speech mentions a freebie, gift or campaign.

LINK AND CODE CALLS

The call format differed by brand: Grundig worked with a code, Kiwi with links and narration without a call, Dyson balancing the two.

Discount code: 61.1% of Grundig's 18 creatives, 22.2% of Dyson's 126, 16.0% of Kiwi's 25. Link or swipe: Kiwi 40.0%, Dyson 27.0%, Grundig 22.2%.

Opportunities

Areas to differentiate for your brand, drawn from rivals' creator activity.

OPPORTUNITIES FOR YOUR BRAND

- 1 In Dyson's story wave, the same campaign sentence was repeated across dozens of accounts. For your brand, a different usage scene per account creates differentiation.
- 2 The most-played reel of the week was a face-to-camera review in which the creator holds the device and compares the result. For your brand, a comparison video that writes its own test criteria on screen could be tried.
- 3 Dyson's care guide reel earned 410,916 plays by showing the washing rule part by part. For your brand, short guides answering product care questions could be tried.
- 4 In Kiwi's stories, the same product family (yoghurt, pancake, carpet washing) was repeated by different creators. For your brand, a separate creator cluster per product family prevents the message from blurring.
- 5 At Grundig, the code-call share of 61.1% is the highest of the three brands. For your brand, stories that add usage narration next to the code give a reason beyond price.
- 6 Kiwi has 1 reel and Grundig 0; the sector's reels are concentrated at Dyson. For your brand, a narrative that builds its own space in reels beyond stories could stand out.

Panel view: share and performance

Counted the way the Starlecta panel's comparison tabs count (catalogue matching), not with this report's brand matching; totals differ from the tables above by design.
Same calculation as the panel's comparison tabs · 2026-10-19 to 2026-10-25 · all content types

SHARE OF TRACKED CONTENT

Dyson

60.3%

70 contents · 56 creators · +20.3 pp previous week

Kiwi

22.4%

26 contents · 25 creators · -11.7 pp previous week

Grundig

17.2%

20 contents · 18 creators · -8.7 pp previous week

PERFORMANCE

BRAND	CONTENTS	REEL PLAYS	LIKES + COMMENTS	STORY VIEWS (MODEL)	REACH MODEL
Dyson	70 70 Story · 0 Post · 0 Reel	—	—	4,459,716 70 of 70 Story	—
Kiwi	26 25 Story · 0 Post · 1 Reel	213 1 of 1 Reel (100.0%)	0 1 of 1	2,128,771 25 of 25 Story	1,581 1 of 1
Grundig	20 20 Story · 0 Post · 0 Reel	—	—	1,598,688 20 of 20 Story	—

Measured counters, the Story model and the reach estimate are separate fields; none is added to another. —: no such counter in that row.

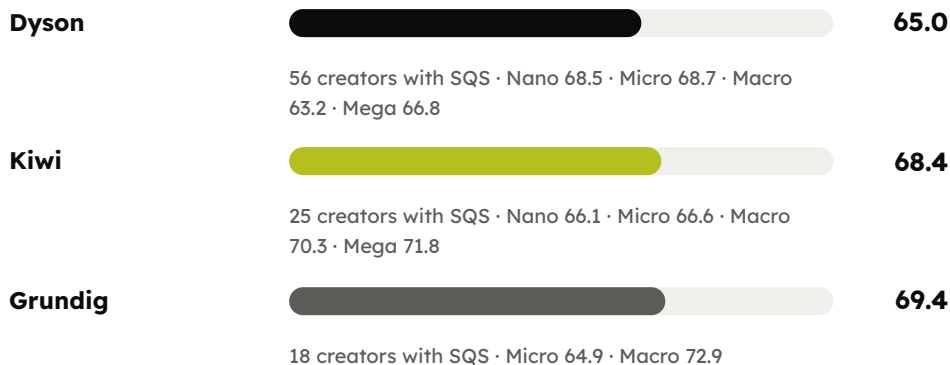
Counted with the panel's method (link evidence, verified account and hashtag tags).

Panel view: quality and audience

Counted the way the Starlecta panel's comparison tabs count (catalogue matching), not with this report's brand matching; totals differ from the tables above by design.

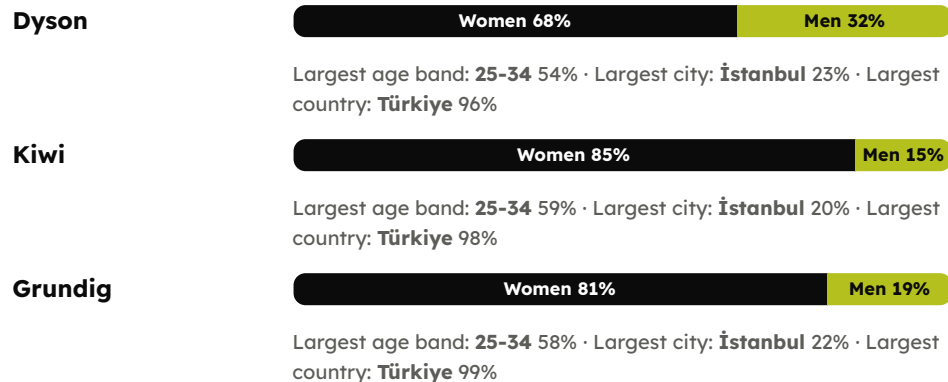
Same calculation as the panel's comparison tabs · 2026-10-19 to 2026-10-25 · all content types

QUALITY (MEAN SQS)



Each row is the mean stored SQS (0–100) of the unique creators who shared the brand.

AUDIENCE (COMMENTERS)



Average of the sharing creators' commenter profiles (equal weight per creator). Commenters are a sample: not followers, not reached people.

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

Data glossary and method notes

Terms used in the report and calculation notes.

DATA GLOSSARY

Content	A post, reel or story naming the brand name, brand account or brand hashtag.
Creator	The tracked account that shared the content; brand accounts excluded.
Follower segment	Nano <10 K · Micro 10–50 K · Mid 50–250 K · Macro 250 K–1 M · Mega 1 M+.
Repeat creator	An account that posted the same brand 2+ times in the period.
Ad disclosure	#reklam, #işbirliği, #tanıtım tag (including gifted 'Ücretsiz #reklam'; excluded if noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself)); within posts and reels.
Co-authored post	Content published jointly by two accounts with Instagram's co-author feature.
Paid partnership	Instagram's 'Paid partnership' label.
Plays	Number of reel plays; measured only for reels.
ER	Engagement rate, percent: for reels (likes + comments) / plays (per play), for posts (likes + comments) / followers (per follower). Medians are given separately for the two types; they are not comparable because the denominators differ.
Overlap	Number of accounts that posted both brands in the period; news and deal accounts excluded.
News / deal account	Accounts that share sector news or discounts; flagged separately.

METHOD NOTES

- Period 19–25 October 2026 (Monday–Sunday, Turkey time); the brands are the top three with the most contents in the weekly ranking; the minimum of 5 reels was not applied in this sector.
- All 63 reels in the period were analysed from the video itself.
- The weekly change comes from the nine-week series built with the same matching; percentages are shown only on a content base of 10 or more. The account base widened on 24–26 October; stories are not comparable across weeks.
- Contents of deal accounts are included in the counts (Dyson 36, Kiwi 3, Grundig 7); they were not shown as collaboration examples.
- Plays, likes and followers were taken from the data reading of 29 October 2026; stories have no metrics.
- Timestamps were interpreted as Turkey time (UTC+3).
- Contents naming more than one brand were counted separately for each brand; totals may exceed the content count.
- Co-authored contents published on multiple accounts with the same description and time are separate rows per account.
- Audience distributions are averages weighted by creators' follower counts.