

STARLECTA WEEKLY SECTOR REPORT

Influencer Marketing Competitive Analysis

Home and kitchen

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

Karaca

Tefal

Emsan

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

86 of the 90 reels in the period were analysed from the video itself.

CONTENTS
261

contents naming a brand

CREATORS
182

distinct accounts

BRAND
3

home and kitchen

PERIOD
7

days

Prepared by: **Starlecta**
CONTENTS
01 · SUMMARY

Executive summary 2

Comparison table 3

02 · METHOD

Scope and method 4

03 · COMPARATIVE VIEW

Visibility share, format, segment 5

Last 9 weeks (24 Aug–25 Oct 2026) 6

Creator pool, disclosure, timing 7

Creator overlap 8

04 · CREATIVE AND COMMUNICATION

Creative comparison 9

Creative comparison (continued) 10

05 · BRAND PROFILES

Karaca 11 Tefal 14

Emsan 17

06 · INSIGHTS AND OPPORTUNITIES

Additional insights 20

Opportunities 21

APPENDIX

Panel view: share and performance 22

Panel view: quality and audience 23

Data glossary and method notes 24

Executive summary

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

CONTENTS

261

7 days · 271 brand assignments

CREATORS

182

18 accounts in 2+ brands

STORY SHARE

56%

of 271 brand assignments

LARGEST VOLUME

Karaca

134 contents · 95 creators

KEY FINDINGS

- On 19–25 October 2026, three home and kitchen brands appeared in 261 distinct contents from 182 accounts: Karaca 134, Tefal 77, Emsan 60.
- Formats diverged: reels share is 50.7% at Karaca; story share is 67.5% at Tefal and 76.7% at Emsan.
- In the weekly series (account-content rows), content fell for all three brands; reels rows rose from 59 to 70 at Karaca and from 11 to 12 at Emsan (12–18 → 19–25 October).
- Karaca's week had two waves: 8 pressure-cooker and Swiss Crystal recipe reels earned 3,939,071 plays; the Adana Container store anniversary was covered in 9 reels.
- Tefal's most-played reel was an iron video posted on 24 October: 1,577,722 plays; BİM's 23 October promo day was covered in 4 contents.
- Emsan's 30 October BİM cup announcement appeared in 4 reels; 23 of the 42 analysed stories carry on-screen price, code or discount text.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) appears in non-story contents at 44.0% for Tefal, 25.9% for Karaca and 7.1% for Emsan.
- Deal accounts made up a large part of the volume: Karaca 50, Emsan 25, Tefal 24 contents; not read as collaboration.

WHAT THE COMPARISON SHOWS

- Format: Karaca reels 50.7%, story 41.0%; Tefal story 67.5%; Emsan story 76.7%.
- Scale: median followers Emsan 83,468, Tefal 71,133, Karaca 59,069; macro and mega content share Emsan 30.0%, Karaca 26.4%, Tefal 20.8%.
- Median reels plays: Tefal 40,396.5 (n=16), Karaca 32,211 (n=58), Emsan 12,332 (n=9).
- Repeat accounts carried 47.1% of Karaca's contents, 42.9% of Tefal's and 30.0% of Emsan's.
- Shared accounts (excluding deal and news accounts): Karaca–Tefal 4, Karaca–Emsan 3, Tefal–Emsan 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
Karaca	134	95	<div><div></div><div></div><div></div></div> <div>41% · 51% · 8%</div>	26.4%	47.1%	25.9%	3.7%	32.2 K n=58	0.26% n=8	0.92% n=48
Tefal	77	57	<div><div></div><div></div><div></div></div> <div>68% · 27% · 5%</div>	20.8%	42.9%	44.0%	2.6%	40.4 K n=16	0.64% n=4	1.39% n=15
Emsan	60	50	<div><div></div><div></div><div></div></div> <div>77% · 20% · 3%</div>	30.0%	30.0%	7.1%	0.0%	12.3 K n=9	— n=0	0.99% n=8

Story Reels Post

Period 19 October – 25 October 2026. Format mix is by distinct content (Contents 7 d column); macro+mega share, repeat creator share, ad disclosure and co-authored post are over account-content rows (a post published jointly by two accounts is one content and two rows). Account-content rows: Karaca 136, Tefal 77, Emsan 60; posts and reels only: 81, 25, 14. 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 = account-content rows 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 261 contents, 182 distinct accounts; 10 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 from the brands' own accounts were not counted; contents removed for 19–25 October: Karaca 5 (5 stories); Tefal 4 (4 reels).

BRAND MATCHING

Brand and sub-brand account tags (@), hashtags and brand names in the description text. Brands were selected as the 3 brands with the most contents in the weekly ranking (tag and link matching; the brand's own account and deal accounts excluded). Frequently matched accounts:

Karaca	@karaca
Tefal	@tefalturkiye, @tefal
Emsan	@emsan

MEDIA ANALYSIS

- 241 unique creatives were analysed visually: images directly, videos through the opening frame and a 4-frame summary.
- 86 of the 90 reels in the period were analysed from the video itself: four frames, the opening frame and audio. The audio of the 56 videos with speech was transcribed; communication language was taken from these transcripts and the descriptions.
- For each creative, content type, tone, product placement, setting, whether the creator is on camera, call to action and period/occasion were classified; one of the unique creatives could not be classified.
- 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

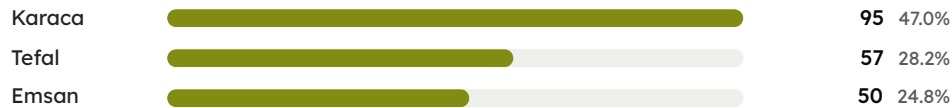
Which brand is how visible, in which format and with accounts of what size?

VISIBILITY SHARE

CONTENT COUNT AND SHARE · N = 271 BRAND ASSIGNMENTS

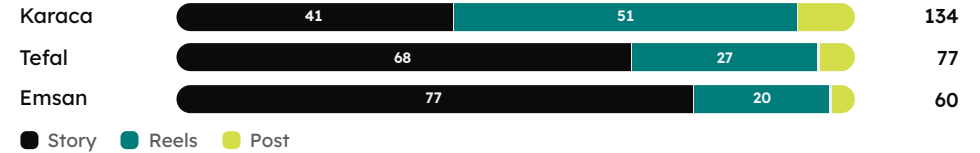


CREATOR COUNT AND SHARE · N = 202 BRAND-ACCOUNT PAIRS

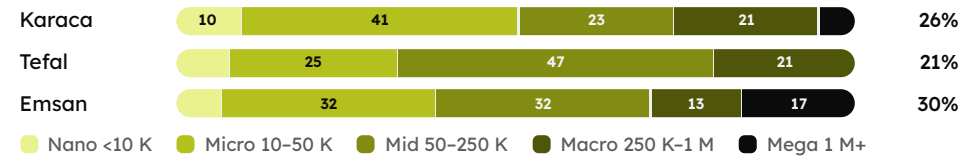


FORMAT AND FOLLOWER SEGMENT

FORMAT MIX, CONTENT SHARE · CONTENT COUNT ON THE RIGHT



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

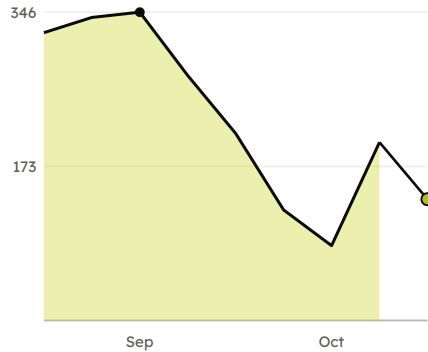


Period 19 October – 25 October 2026; contents naming more than one brand were counted for each brand. Follower segment is by the account's current follower count.

Last 9 weeks (24 Aug–25 Oct 2026)

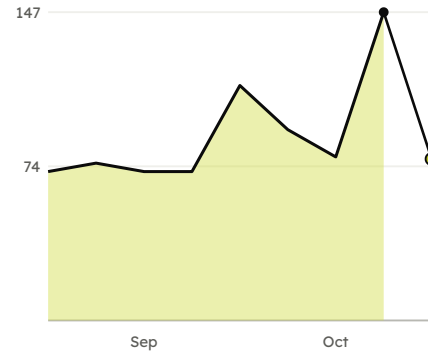
Campaign waves: which brand concentrated when?

Karaca 134 distinct contents / 7 d · 2,038 account-content rows / 9 weeks



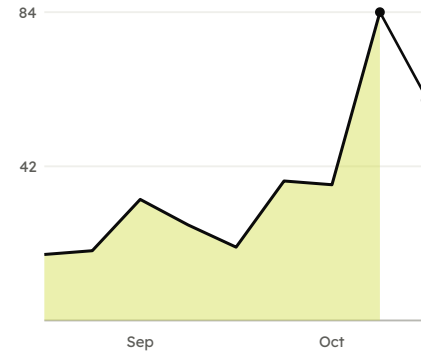
Peak: week of 7 Sep, 346 account-content rows

Tefal 77 distinct contents / 7 d · 793 account-content rows / 9 weeks



Peak: week of 12 Oct, 147 account-content rows

Emsan 60 distinct contents / 7 d · 335 account-content rows / 9 weeks



Peak: week of 12 Oct, 84 account-content rows

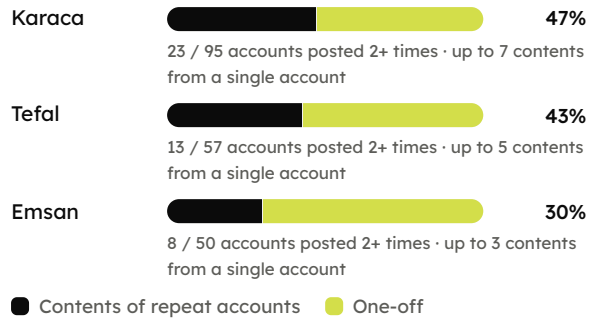
7-day analysis period

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 = 3,166 account-content rows. Each panel has its own vertical scale; 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: 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. The last point is the report week. Because the number of tracked accounts grew during the period, trends show direction; 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



DISCLOSURE AND BRAND LINK

BRAND	AD LABEL	CO-AUTHORED POST	BRAND TAG	PAID PARTNERSHIP	N
Karaca	26%	4%	32%	0%	81
Tefal	44%	3%	18%	0%	25
Emsan	7%	0%	15%	0%	14

Ad label: #reklam/#işbirliği/#tanıtım (including gifted 'Ücretsiz #reklam'; excluding 'reklam değil/yok' (not an ad)), within posts+reels (n = account-content rows). Co-authored post, brand tag and Instagram paid-partnership label are over all account-content rows (counts in the comparison table note).

POSTING DAY

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hour
Karaca	15	19	12	11	13	17	12	14:00
Tefal	26	18	12	13	12	13	6	15:00
Emsan	13	5	10	20	8	13	30	22:00

Inline percent: distribution of contents across the days of the week (Turkey time). Dark cell marks the brand's busiest days; the last column is the busiest hour. n = the brand's 7-day account-content rows (Karaca 136 ... Emsan 60).

Who with whom: creator overlap

Do rival brands work with the same creators?

NUMBER OF SHARED CREATORS			
	Karaca	Tefal	Emsan
Karaca	64	4	3
Tefal	4	42	0
Emsan	3	0	31

Diagonal: the brand's creator count. Cell: number of accounts that posted both brands in the period. News and deal accounts excluded; n = 130 accounts, 7 accounts in 2+ brands.

SHARED ACCOUNTS BETWEEN DIRECT COMPETITORS

Karaca – Tefal 4 in common
Creator 01, Creator 02, Creator 03, Creator 04

Karaca – Emsan 3 in common
Creator 05, Creator 06, Creator 07

REGULAR CREATORS POSTING FOR MULTIPLE BRANDS · CONTENT COUNT

Creator 05 86.9 K followers
Karaca 1 Emsan 1

Creator 01 68.1 K followers
Karaca 1 Tefal 1

Creator 02 21.7 K followers
Karaca 1 Tefal 1

Creator 03 14.1 K followers
Karaca 1 Tefal 1

Creator 06 13.1 K followers
Karaca 1 Emsan 1

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

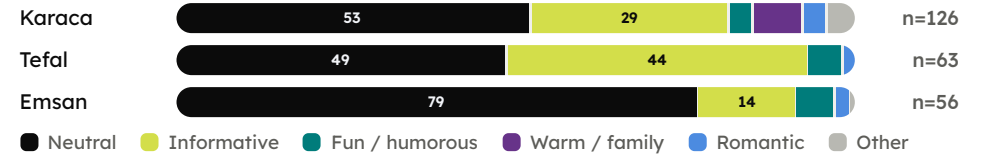
Creative and communication comparison

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

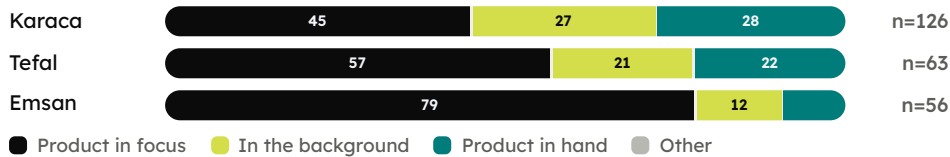
CONTENT TYPE



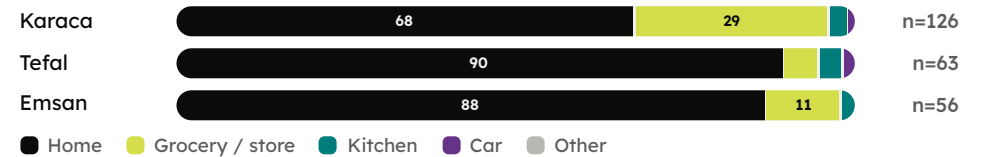
TONE



PRODUCT PLACEMENT



SETTING

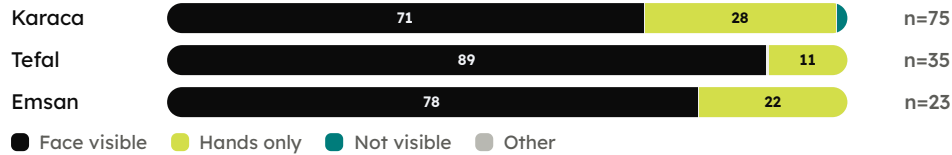


Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

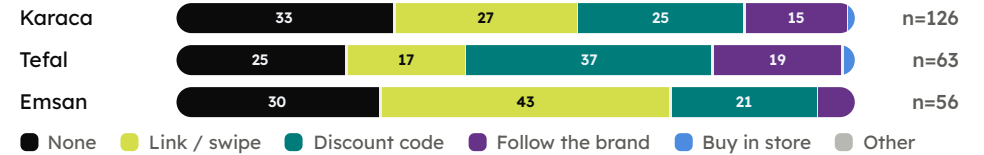
Creative and communication comparison (continued)

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

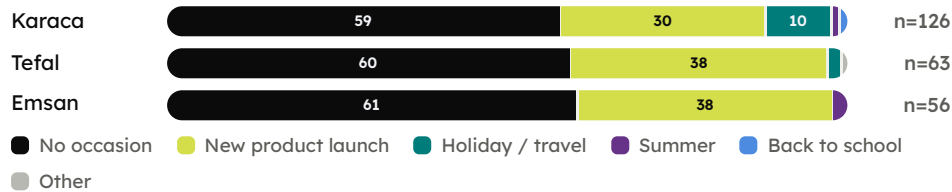
IS THE CREATOR ON CAMERA? (VIDEOS)



CALL TO ACTION



PERIOD / OCCASION



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

Karaca

Figures, creative selection and summary

CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
134 19–25 October 2026	95	41% · 51% · 8% story · reels · post	32.2 K n = 58 reels	0.26% median, per follower · n = 8	0.92% median, per play · n = 48	26% post+reels, n = 81 · co-authored post 4%

Reels

Creator 08
794 K plays · 20 Oct

Reels

Creator 09
780 K plays · 22 Oct

Reels

Creator 10
252 K plays · 20 Oct

Reels

Creator 11
132 K plays · 20 Oct

Reels

Creator 12
170 K plays · 22 Oct

Reels

Creator 13
32.0 K plays · 21 Oct

Reels

Creator 05
922 K plays · 19 Oct

Reels

Creator 14
794 K plays · 21 Oct

Reels

Creator 15
424 K plays · 20 Oct

Reels

Creator 16
17.9 K plays · 24 Oct

SUMMARY

Karaca ran two waves on 19–25 October: pressure-cooker and Swiss Crystal recipe reels, and the Adana Container store anniversary discount.

- Karaca appeared in 134 contents from 95 accounts on 19–25 October 2026 (the highest volume of the three brands; 50.7% reels, 41.0% story).
- In the weekly series (account-content rows), reels rose from 59 in 12–18 October to 70; stories fell from 128 to 55, and the total dropped from 200 to 136 rows.
- 8 of the pressure-cooker and Swiss Crystal recipe reels earned 3,939,071 plays in total; 42.8% of the total plays of the 58 Karaca reels with a play count.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) appears in 25.9% of the 81 non-story account-content rows; all 8 recipe reels have #reklam [ad] in the caption.
- 49.5% of accounts are nano or micro; 26.4% of contents come from macro and mega accounts; 50 of the 134 contents are from deal accounts.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 17 deal	Shopping & deals	8,015	7
Creator 18 deal	Shopping & deals	25.7 K	6
Creator 19	Home & living	146 K	5
Creator 09	Beauty	518 K	3
Creator 20	Fashion & style	501 K	3

Karaca · campaigns and collaborations

Campaigns that stood out in the period, with sample contents

CAMPAIGN

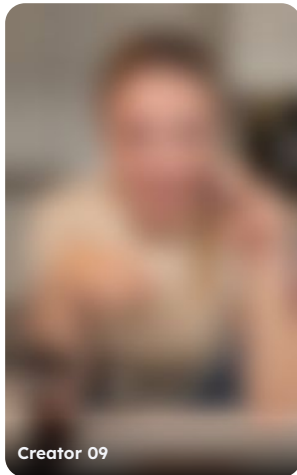
Pressure-cooker and Swiss Crystal recipe reels

20–22 Oct 2026

Creators cooked recipes with the Karaca pressure cooker and Swiss Crystal series; in the transcripts of 5 of the 8 reels, the locking system, pressure gauge or one-hand closing is described.



Creator 08



Creator 09

Creator 08 Meatball recipe with the Swiss Crystal series; 794,272 plays, #reklam [ad] in the caption.

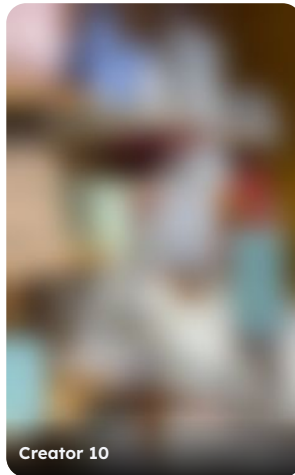
Creator 09 Reel describing the pressure cooker's six-point locking system in a borscht recipe; 779,511 plays, #reklam [ad].

CAMPAIGN

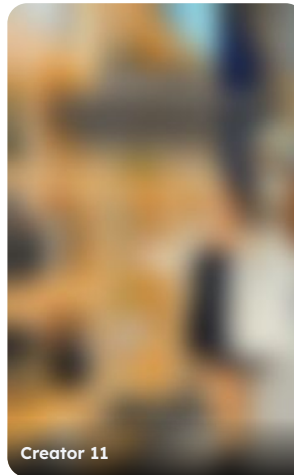
Adana Container store 1st-anniversary discount

20–25 Oct 2026

Local creators announced an extra 10% discount at checkout on top of existing discounts on 23–25 October for the store's first anniversary; covered in 9 reels, 8 of them with a play count totalling 756,800.



Creator 10



Creator 11

Creator 10 Reel touring the 2-storey, 2,000 m² store; 252,064 plays.

Creator 11 #tanıtım [promotion] reel explaining the extra 10% checkout discount with its date; 131,867 plays.

CAMPAIGN

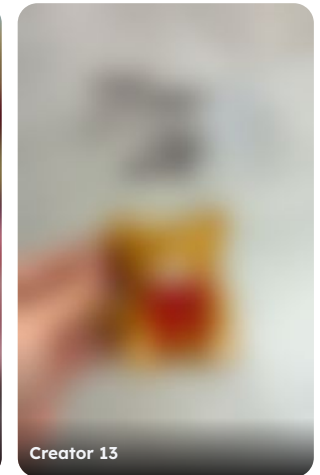
Trousseau and new year collection

19–25 Oct 2026

The trousseau and new year series was covered in store tours: of 72 reels and posts, 25 mention trousseau and 8 mention new year, yılbaşı or christmas.



Creator 12



Creator 13

Creator 12 Reel touring new year products in the store; 170,331 plays.

Creator 13 Reel recommending Turkish coffee cups as a new year gift; 31,997 plays.



Karaca · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 49.5% of the 95 accounts are nano or micro; 26.4% of contents came from macro and mega accounts.
- 23 accounts posted 2 or more times and carried 47.1% of contents; the top account posted 7 contents (a deal account).
- The largest accounts are in stories: Creator 21 (2,345,987 followers), Creator 22 (1,619,835) and Creator 23 (1,580,646).
- 4 accounts in common with Tefal and 3 with Emsan (excluding deal and news accounts).
- 29.5% of accounts are in the shopping and deals category, 17.9% in food and drink.

PLATFORM AND FORMAT

- 68 reels, 55 stories, 11 posts; reels share 50.7%.
- Median reels plays 32,211 (n=58); ER per play 0.92% (n=48); 0.26% per follower on posts (n=8).
- Busiest day Tuesday (19.1%), at 14:00; 28 of the 54 analysed stories were on 24–25 October.

CREATIVE APPROACH

- 72.2% of the 126 analysed creatives are trials, reviews or store tours; 12.7% are recipes being cooked.
- Product is in focus in 45.2% and in hand in 27.8%; setting is 68.3% home, 28.6% store or grocery.
- 32.5% of creatives have no call to action; 27.0% link or swipe, 24.6% discount code.
- 42.7% of videos have speech (n=75); tone is 53.2% neutral, 29.4% informative.

CONTENT STRUCTURES

- Recipe reel: hook sentence, ingredients and preparation, usage details of the pressure cooker or pot, serving; the product description sits inside the recipe.
- Store tour: store and square metres, tour of shelves and series, date and discount rate.
- Trousseau suggestion: product close-up, price or campaign note, 'send it to your friend' call, link in the story.
- Story: product name and price as on-screen text; price, code or discount text in 22 of the 54 analysed stories.

COMMUNICATION LANGUAGE

Informative language that explains through a recipe or store tour and highlights the price and campaign date.

"We are making that recipe you will get addicted to together"

"It is practical that the lid closes with one hand at the marked spot"

"Special for the store's first anniversary"

"send it to your friend who is preparing a trousseau and loves cups"

- The pressure-cooker descriptions rely on safety details: in the transcripts of 5 of the 8 recipe reels, the lock, pressure gauge or one-hand closing is mentioned.
- In the store reels, the date and rate are clear: 23–25 October, extra 10% at checkout.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 25.9% of the 81 non-story account-content rows; #reklam [ad] in all 8 recipe reels.

DATA NOTE

- Part of the volume comes from deal accounts: 50 of the 134 contents; should not be read as collaboration.
- Reels plays are concentrated in a few videos: mean 158,686, median 32,211 (n=58).
- 10 contents tagged another brand together with Karaca (Tefal 6, Emsan 4); counted in both brands.

STANDOUT CREATIVES



Creator 08

Meatball recipe with the Swiss Crystal series: 794,272 plays, ER per play 1.29%.



Creator 09

Reel describing the pressure cooker's six-point locking system in a borscht recipe: 779,511 plays, ER per play 1.57%.



Creator 10

Reel touring the Adana Container store anniversary: 252,064 plays, ER per play 0.27%.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@karaca 32

TOP HASHTAGS · CONTENTS

#karaca 28

#çeyiz 11

#çeyizhazırlıkları 6

#home 4

#indirim 4

#adana 3

News and deal accounts excluded.



Tefal

Figures, creative selection and summary

CONTENTS · 7 D

77

19–25 October 2026

CREATORS

57

FORMAT

68% · 27% · 5%

story · reels · post

MEDIAN REELS PLAYS

40.4 K

n = 16 reels

ER · POST

0.64%

median, per follower · n = 4

ER · REELS

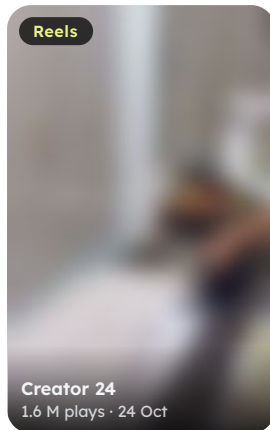
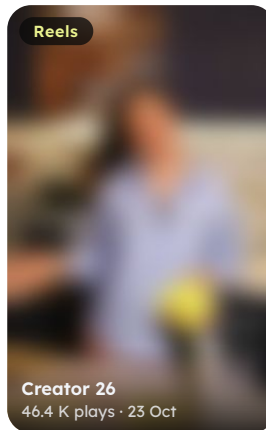
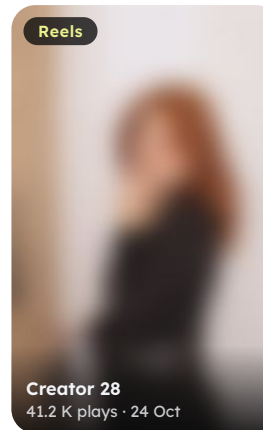
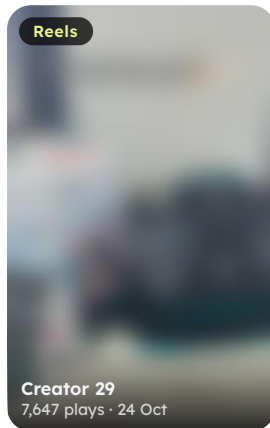
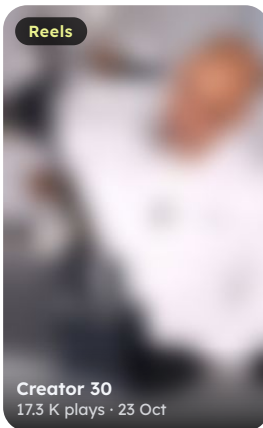
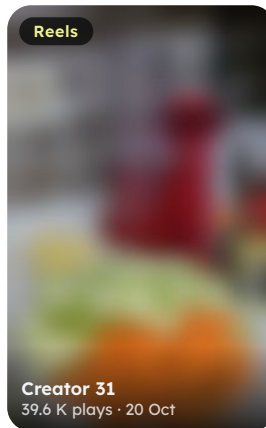
1.39%

median, per play · n = 15

AD DISCLOSURE

44%

post+reels, n = 25 · co-authored post 3%



SUMMARY

Tefal worked story-heavy on 19–25 October; in reels it highlighted the BİM promo day and non-kitchen products (iron, vacuum cleaner, washing machine).

- Tefal appeared in 77 contents from 57 accounts on 19–25 October 2026; 67.5% story, 27.3% reels, 5.2% post.
- In the weekly series, content fell from 147 in 12–18 October to 77; the drop is in stories (from 124 to 52), reels slipped from 22 to 21.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) appears in 44.0% of the 25 non-story contents; the highest rate of the three brands.
- The most-played reel is an iron video posted on 24 October: 1,577,722 plays; the brand's median reels plays is 40,396.5.
- 36.8% of accounts are nano or micro; 46.8% of contents are from mid-size and 20.8% from macro accounts.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 34 deal	Shopping & deals	97.0 K	5
Creator 35 deal	Shopping & deals	115 K	3
Creator 36	Home & living	93.5 K	3
Creator 37 deal	Shopping & deals	11.3 K	3
Creator 04	Food & drink	10.5 K	3

Tefal · campaigns and collaborations

Campaigns that stood out in the period, with sample contents

CAMPAIGN

BİM promo day (23 October)

21–23 Oct 2026

The arrival of Tefal products on the BİM promo shelf on Friday 23 October was covered in 4 contents (3 reels, 1 post); 3 of them from deal accounts. The transcript states a 6 L pressure cooker at 5,400 TL.



Creator 27

Creator 27 Post announcing the Tefal pans coming to BİM; the caption has a 'reklam yoktur' [no ad] note.

CAMPAIGN

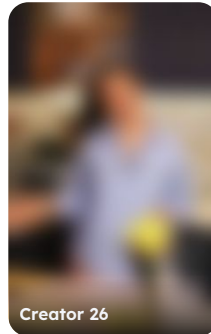
Paid recipe reels

19–23 Oct 2026

Reels showing cooking products inside the recipe, with @tefalturkiye and #reklam [ad] in the caption.



Creator 25



Creator 26

Creator 25 Chicken and rice menu with the Ingenio Fusion Core 9x; 65,262 plays, #reklam [ad].

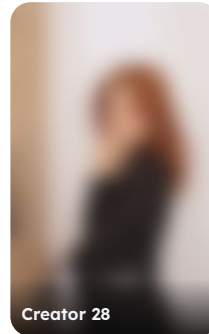
Creator 26 Freezer-prep recipe; 46,367 plays, ER per play 2.37%, has a collaboration note.

CAMPAIGN

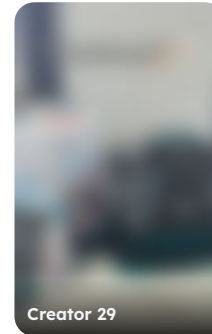
Non-kitchen products

24 Oct 2026

Home-care products such as a vacuum cleaner and a carpet and sofa washing machine were shown within creators' vlogs.



Creator 28



Creator 29

Creator 28 #Reklam [ad] reel presenting the X-Force Flex vacuum cleaner in a pet-owning home context; 41,183 plays.

Creator 29 Reel showing the sofa washing machine in a cleaning vlog; 7,647 plays.

CAMPAIGN

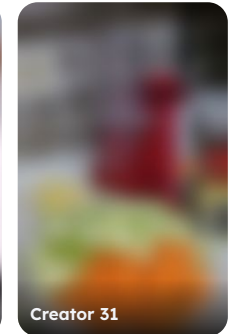
Knife and chopper

20–23 Oct 2026

The Eversharp Pro knife and the 5-head chopper were featured in recipe and review reels where the product name appears in the caption.



Creator 30



Creator 31

Creator 30 Reel presenting the Eversharp Pro knife through slicing a beef tenderloin; 17,262 plays.

Creator 31 Reel introducing the 5-head chopper head by head; 39,610 plays, ER per play 2.04%.



Tefal · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 36.8% of the 57 accounts are nano or micro; 46.8% of contents are from mid-size and 20.8% from macro accounts.
- 13 accounts posted 2 or more times and carried 42.9% of contents; at most 5 contents.
- The largest accounts: Creator 38 (714,072 followers), Creator 39 (639,779, 2 contents) and Creator 40 (599,571).
- 4 accounts in common with Karaca (excluding deal and news accounts); none in common with Emsan.
- 24 of the 77 contents are from deal accounts.

PLATFORM AND FORMAT

- 21 reels, 52 stories, 4 posts; story share 67.5%.
- Median reels plays 40,396.5 (n=16); ER per play 1.39% (n=15); 0.64% per follower on posts (n=4).
- Busiest day Monday (26.0%), at 15:00; 15 of the 41 analysed stories were on 19 October.

CREATIVE APPROACH

- 74.6% of the 63 analysed creatives are trials and reviews, 15.9% recipes; 90.5% were filmed at home.
- Product is in focus in 57.1%; a face is visible in 88.6% of videos (n=35).
- Call to action: 36.5% discount code, 25.4% none, 19.1% follow the brand.
- 57.1% of videos have speech (n=35); tone is 49.2% neutral, 44.4% informative.

CONTENT STRUCTURES

- Recipe reel: warm-up or preparation, cooking steps, a short emphasis on a product feature (heat indicator), serving.
- Opening with doubt: on-screen text 'I regret buying it', the product at work, a 'link in highlights' note.
- Promo news: 'coming to BİM tomorrow', product and price list, 'send it to your friend' call.
- Story: product name, price and code as on-screen text; a discount code call in 22 of the 41 stories.

COMMUNICATION LANGUAGE

Informative language that explains product features step by step and writes the price and code on screen.

"I came with a great menu for those who ask what to cook tonight"

"One product and five different heads"

"Good meat needs a good knife."

"The pastry chef's freezer prep"

- Price, code or discount dominates the story on-screen text: in 24 of the 41 analysed stories; Hepsiburada is named in 5.
- In the BİM promo descriptions, prices are read out one by one in the transcript: 6 L pressure cooker 5,400 TL, 32 cm pan 1,050 TL.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 44.0% of the 25 non-story contents; the pattern '@tefalturkiye with #reklam [ad]' in reels captions.

DATA NOTE

- The most-played reel received 3,196 likes and 111 comments on 1,577,722 plays; ER per play 0.21%.
- Mean reels plays 229,929, median 40,396.5 (n=16): a few videos determine the total.
- 6 contents tagged Karaca together with Tefal; counted in both brands.

STANDOUT CREATIVES



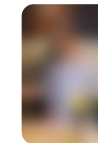
Creator 24

The most-played Tefal reel of the week (1,577,722 plays): ironing different garments with the iron, with a message opening on a regret claim on screen.



Creator 25

Chicken and rice menu with the Ingenio Fusion Core 9x: 65,262 plays, emphasis on the heat indicator.



Creator 26

The pastry chef's freezer prep, part two: 46,367 plays, ER per play 2.37%.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@tefalturkiye 12

TOP HASHTAGS · CONTENTS

#tefal 4

#profiterol 3

#profiteroles 3

#tatlitarifleri 3

#çikolata 3

#masterchef 2

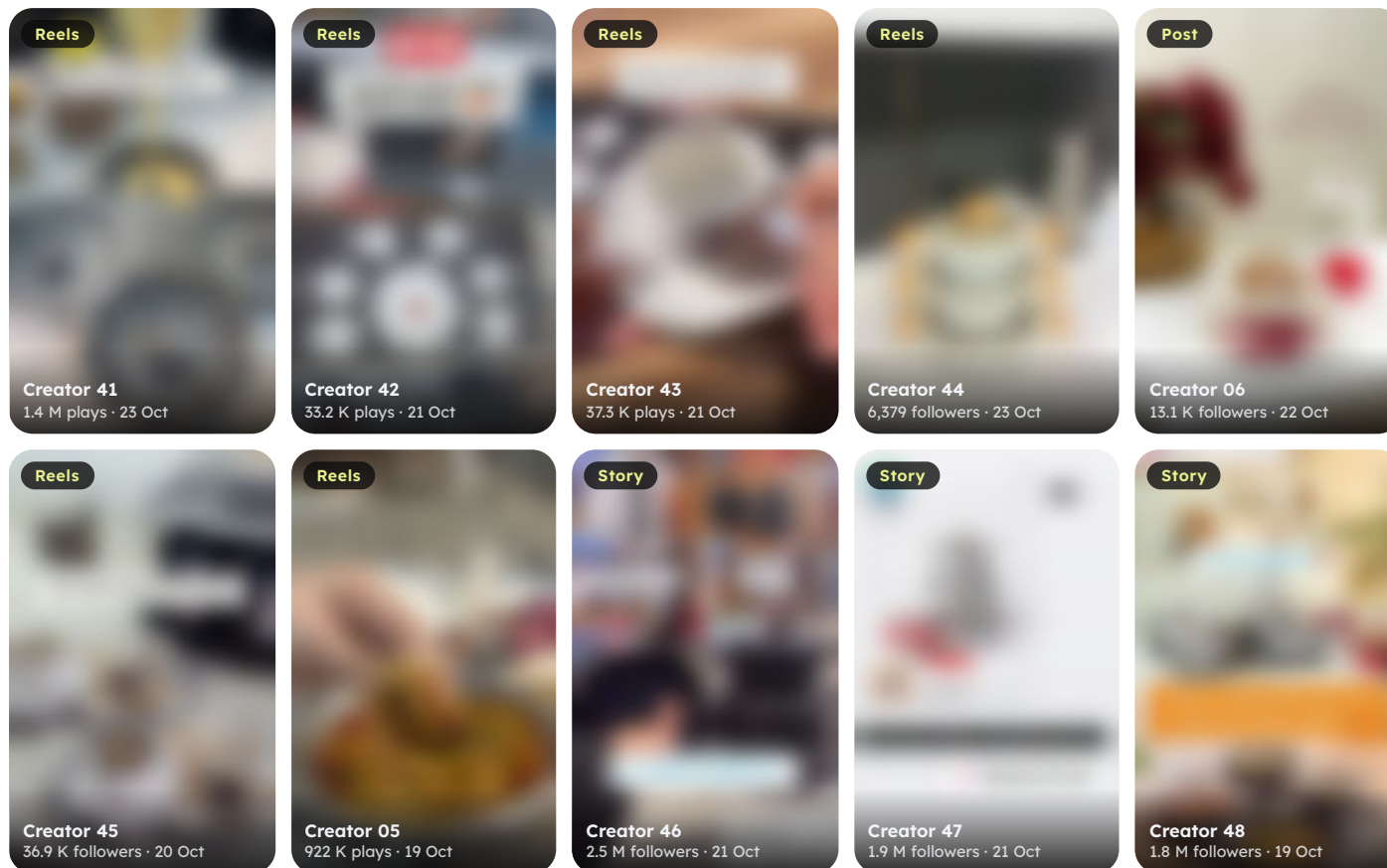
News and deal accounts excluded.



Emsan

Figures, creative selection and summary

CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
60 19–25 October 2026	50	77% · 20% · 3% story · reels · post	12.3 K n = 9 reels	— median, per follower · n = 0	0.99% median, per play · n = 8	7% post+reels, n = 14 · co-authored post 0%



SUMMARY

Emsan appeared on 19–25 October through price posts in stories and reels about the 30 October BİM cup announcement.

- Emsan appeared in 60 contents from 50 accounts on 19–25 October 2026; 76.7% story, 20.0% reels, 3.3% post.
- In the weekly series, content fell from 84 in 12–18 October to 60; stories fell from 72 to 46, reels rose from 11 to 12.
- 25 of the 60 contents are from deal accounts; 23 of the 42 analysed stories carry on-screen price, code or discount text.
- 16 of the 42 analysed stories were posted on 25 October (38.1%); 30.0% of contents were concentrated on Sunday.
- Median reels plays 12,332 (n=9), the lowest of the three brands; the most-played reel, with 1,383,442, is Creator 41's cake-mould video.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 49 deal	Shopping & deals	1.6 M	3
Creator 50 deal	Shopping & deals	11.6 K	3
Creator 51	Uncertain	1.6 M	2
Creator 52 deal	Shopping & deals	850 K	2
Creator 53 deal	Shopping & deals	218 K	2

Emsan · campaigns and collaborations

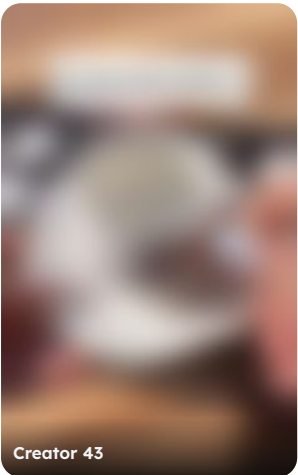
Campaigns that stood out in the period, with sample contents

CAMPAIGN

BİM promo: 30 October cup set

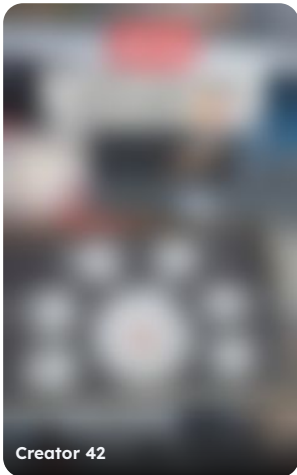
20–22 Oct 2026

4 of 12 reels announced Emsan's cup set coming to BİM on Friday 30 October; the price was shared as 999 ₺.



Creator 43 Reel introducing the cup coming to BİM on 30 October; 37,269 plays.

Creator 42 Reel announcing the 999 ₺ price of the 6-piece cup set; 33,215 plays.

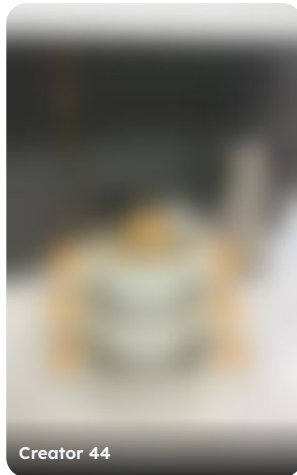


CAMPAIGN

Mini pot set and kitchen order

23 Oct 2026

The colour and wood-look handles of the Swiss Crystal mini pot set were described in the language of kitchen order.



Creator 44 Reel showing the mini pot set with its colour and handles, with a 'reklam değil' [not an ad] note.

CAMPAIGN

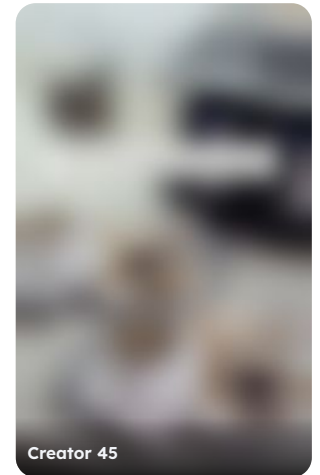
Coffee and Turkish coffee presentation

20–22 Oct 2026

Coffee of the day and Turkish coffee posts were published with the #emsan tag; no sales call.



Creator 06 Coffee of the day post; tagged #emsan, with a 'reklam yok' [no ad] note.



Creator 45 Reel about love of Turkish coffee; tagged #emsan.



Emsan · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 38.0% of the 50 accounts are nano or micro; 30.0% of contents come from macro and mega accounts (16.7% mega).
- The largest accounts: Creator 46 (2,513,352 followers), Creator 47 (1,944,243) and Creator 48 (1,805,498); all three in stories.
- 8 accounts posted 2 or more times; 30.0% of contents are from them; at most 3 contents.
- 3 accounts in common with Karaca; none in common with Tefal (excluding deal and news accounts).
- 38.0% of accounts are in the shopping and deals category; 25 of the 60 contents are from deal accounts.

PLATFORM AND FORMAT

- 12 reels, 46 stories, 2 posts; story share 76.7%.
- Median reels plays 12,332 (n=9); ER per play 0.99% (n=8).
- Busiest day Sunday (30.0%), at 22:00; 16 of the 42 analysed stories were on 25 October.

CREATIVE APPROACH

- 78.6% of the 56 analysed creatives are trials and reviews, 7.1% recipes; product is in focus in 78.6%.
- 87.5% of creatives were filmed at home; a face is visible in 78.3% of videos (n=23).
- Call to action: 42.9% link or swipe, 30.4% none, 21.4% discount code.
- Tone is 78.6% neutral; 21.7% of videos have speech (n=23).

CONTENT STRUCTURES

- BİM announcement: product close-up, a '30 October Friday at BİM' note, price, 'send it to your friend' call.
- Recipe reel: many ingredients in a single mould and the final plate; the Emsan name is in the user tag, not in the caption.
- Story: product name, price and code; the midi set priced at 1,499 TL was repeated in 6 stories.

COMMUNICATION LANGUAGE

Neutral, short language that states the price and product name plainly.

"4 different cakes in one mould"

"You will love this cup, don't forget to send it to your friend"

"Emsan brand 6-piece cup set price 999 ₺"

"Those small details in the kitchen that lift your spirits"

- The name 'Emsan' is written on screen in 21 of the 42 analysed stories; 23 have price, code or discount wording.
- The date is fixed in the BİM announcements: 30 October appears in 3 of the 4 reels.
- Of the 14 non-story contents, 8 have an organic note such as 'reklam yok' [no ad]; an ad disclosure (#reklam/#işbirliği/#tanıtım) appears in only 1 (7.1%).

DATA NOTE

- The most-played reel (1,383,442 plays) mentions Emsan only through the user tag; the product name does not appear in the caption or the transcript.
- Mean reels plays 267,001, median 12,332 (n=9): a single video determines the total.
- 25 of the 60 contents are from deal accounts; BİM announcements are retail news, not collaboration; the on-screen text of 3 stories describes the Karaca campaign.

STANDOUT CREATIVES



Creator 41

Four-cake recipe in a single mould: 1,383,442 plays, ER per play 1.41%; Emsan only in the user tag.



Creator 42

Price announcement for the 6-piece cup set: 33,215 plays, ER per play 1.04%.



Creator 43

Reel announcing the cup coming to BİM on 30 October: 37,269 plays.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@emsan 6

TOP HASHTAGS · CONTENTS

#emsan 5

#autumm 2

#bim 2

#cozyhome 2

#havaçlutarçınılık 2

#recipe 2

News and deal accounts excluded.



Additional insights

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

BIGGEST RISE IN REELS: KARACA

Karaca's reels rows (account-content rows) rose from 59 in 12–18 October to 70 in 19–25 October (18.6%); Emsan's reels rows rose from 11 to 12, Tefal's fell from 22 to 21; the total content of the three brands fell as stories declined.

Two weeks with the same matching, account-content rows: Karaca 200 → 136, Tefal 147 → 77, Emsan 84 → 60. Stories are affected by the widening of the account base on 24–26 October; reels were completed 90 days back.

REEL OF THE WEEK

Excluding deal accounts, the sector's most-played reel was a Tefal reel posted on 24 October. The creator irons clothes; the on-screen text opens with a regret claim and turns into 'it irons so nicely', with the link in highlights.

Creator 24 (15,108 followers): 1,577,722 plays, 3,196 likes, 111 comments; ER per play 0.21%. @tefalturkiye and #reklam [ad] in the caption. A Karaca reel from an account flagged as a deal account has more, with 1,882,567 plays.

STORY OR REELS?

Karaca leaned on reels, Tefal and Emsan on stories; half of the three brands' analysed stories carry price, code or discount text.

Story share: Emsan 76.7%, Tefal 67.5%, Karaca 41.0%. Price, code or discount text: in 22 of Karaca's 54 stories, 24 of Tefal's 41, 23 of Emsan's 42.

CREATOR SPREAD

Karaca worked more with nano and micro accounts; the content share of mega accounts is 16.7% at Emsan, and Tefal has no mega accounts.

Account count: Karaca 95, Tefal 57, Emsan 50. Nano and micro account share: Karaca 49.5%, Emsan 38.0%, Tefal 36.8%. Content share of repeat accounts: 47.1%, 42.9%, 30.0%.

DEAL ACCOUNTS AND BİM ANNOUNCEMENTS

A significant part of the volume came from deal accounts; the BİM promo announcements appeared in 4 contents each at Tefal and Emsan and should be read as retail news.

Deal account share (content base): Karaca 50/134 (37.3%), Emsan 25/60 (41.7%), Tefal 24/77 (31.2%).

PRESSURE-COOKER DESCRIPTION

In the transcripts of 5 of Karaca's 8 pressure-cooker and Swiss Crystal recipe reels, the locking system, pressure gauge or one-hand closing is described.

#reklam [ad] in the caption of 8 of 8 reels; 3,939,071 plays in total, 42.8% of the total plays of the 58 Karaca reels with a play count.

Opportunities

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

OPPORTUNITIES FOR YOUR BRAND

- 1 Karaca's pressure-cooker reels showed the safety feature inside the recipe. For your brand, showing product assurance within the recipe flow without a sales call can create a convincing distinction.
- 2 The Adana store reels gave the date and rate clearly. For your brand, gathering a dated store event into a single reel with local creators can be tried.
- 3 Tefal's most-played reel opened with doubt and closed by proving the product. For your brand, short test videos that open with a regret claim and prove the product can be tried.
- 4 At Tefal, pans, knives, vacuum cleaners, washing and irons were described by different creators. For your brand, a separate creator cluster per product group makes the message clearer.
- 5 Emsan's BİM announcements relied on creator cup videos and a fixed date. For your brand, short reels with price and date before the promo day can be tried.
- 6 In stories, price and code dominated; in the most-played reels, recipes and usage did. For your brand, splitting price in stories from usage description in reels can be tried.

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

Tefal

44.1%

71 contents · 51 creators · -6.1 pp previous week

Karaca

21.7%

35 contents · 29 creators · -0.5 pp previous week

Emsan

34.2%

55 contents · 45 creators · +6.6 pp previous week

PERFORMANCE

BRAND	CONTENTS	REEL PLAYS	LIKES + COMMENTS	STORY VIEWS (MODEL)	REACH MODEL
Tefal	71 52 Story · 3 Post · 16 Reel	3,160,353 12 of 16 Reel (75.0%)	15,851 14 of 19 · 5 hidden likes	2,667,896 52 of 52 Story	109,659 19 of 19
Karaca	35 35 Story · 0 Post · 0 Reel	—	—	5,459,040 35 of 35 Story	—
Emsan	55 46 Story · 2 Post · 7 Reel	2,321,001 6 of 7 Reel (85.7%)	31,854 6 of 9 · 3 hidden likes	3,875,863 46 of 46 Story	25,797 9 of 9

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

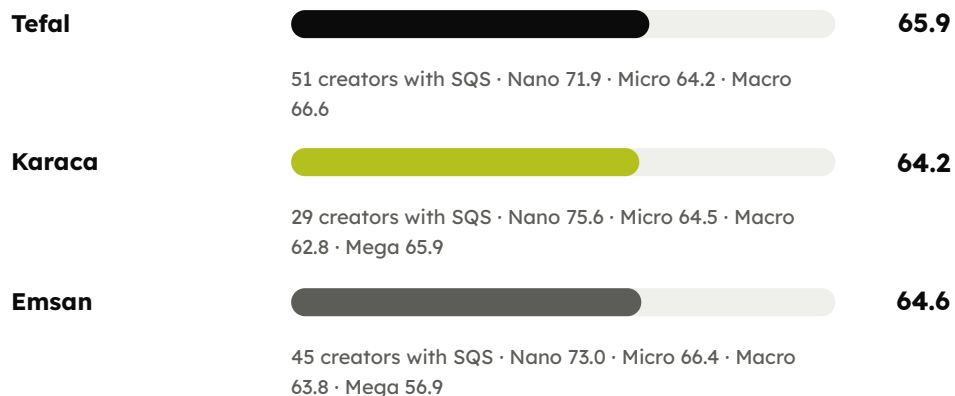
Counted with the panel's method (link evidence, verified account and hashtag tags).

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.

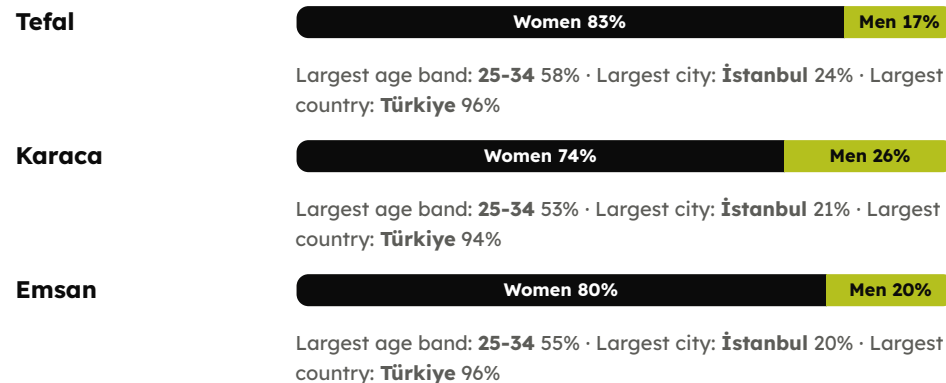
Same calculation as the panel's comparison tabs · 2026-10-19 to 2026-10-25 · all content types

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); brands are the top three brands with the most contents in the weekly ranking.
- 86 of the 90 reels in the period were analysed from the video itself.
- The weekly series is account-content rows (distinct contents are counted in the table); change is from the nine-week series with the same matching; percentages are given only for a content base of 10 and above.
- Contents of deal accounts are included in the counts; they were not shown as collaboration examples.
- Play, like and follower values were taken from the data reading of 29 October 2026.
- 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.