

STARLECTA WEEKLY SECTOR REPORT

Influencer Marketing Competitive Analysis

Grocery retail

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

Migros

A101

CarrefourSA

This report covers the 3 platforms with the most creator content in Grocery retail for the week of 19–25 October 2026.

368 of the 383 reels in the period were analysed from the video itself.

CONTENTS

781

contents naming a brand

CREATORS

236

distinct accounts

BRAND

3

supermarkets

PERIOD

7

days

Prepared by: Starlecta

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Executive summary

This report covers the 3 platforms with the most creator content in Grocery retail for the week of 19–25 October 2026.

CONTENTS

781

7 days · 781 brand assignments

CREATORS

236

35 accounts in 2+ brands

STORY SHARE

33%

of 781 brand assignments

LARGEST VOLUME

Migros

427 contents · 135 creators

KEY FINDINGS

- On 19–25 October 2026 the three supermarket chains appeared in 781 contents from 236 accounts: Migros 427, A101 288, CarrefourSA 66.
- Migros is story-led (50.8%); A101 is reels- and post-led (59.0% and 35.4%); at CarrefourSA stories are 40.9% and reels 39.4%.
- Deal accounts produced 81.5% of contents at Migros, 77.4% at A101 and 71.2% at CarrefourSA; they were not counted as collaborations.
- Weekly change (account-content rows, 12–18 → 19–25 October): Migros fell from 482 to 428 and CarrefourSA from 84 to 68; A101 shows no marked change.
- At Migros the drop is in reels (from 255 to 189); at A101 reels fell and posts rose.
- The reel of the week is an A101 village-life vlog shared on 19 October: the most-played reel among non-deal accounts, with 2,725,169 plays.
- At Migros, 84 of the 210 non-story contents, and at CarrefourSA, 13 of the 39, described the buy 1 get 1 free campaign.
- A peanut butter that reached A101 shelves on 22 October was the subject of 19 reels; 18 accounts, 12 of them saying '22 October' in the caption.

WHAT THE COMPARISON SHOWS

- Format: Migros is story-led (50.8%), A101 reels- and post-led (59.0% and 35.4%); at CarrefourSA stories and reels are about equal.
- Scale: median followers 171,262 at CarrefourSA, 106,923 at Migros, 49,669 at A101.
- Median reels plays: Migros 58,536, A101 37,464, CarrefourSA 25,076.
- Repeat accounts produced 83.4% of contents at Migros, 79.7% at A101 and 82.4% at CarrefourSA.
- Shared accounts: Migros–A101 1, Migros–CarrefourSA 1, A101–CarrefourSA 0; news and deal accounts excluded.

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
Migros	427	135	<div><div></div><div></div><div></div></div> <div>51% · 44% · 5%</div>	42.0%	83.4%	40.3%	3.3%	58.5 K n=185	0.29% n=20	0.36% n=159
A101	288	106	<div><div></div><div></div><div></div></div> <div>6% · 59% · 35%</div>	15.1%	79.7%	20.7%	6.9%	37.5 K n=164	0.30% n=97	0.48% n=152
CarrefourSA	66	33	<div><div></div><div></div><div></div></div> <div>41% · 39% · 20%</div>	39.7%	82.4%	48.8%	8.8%	25.1 K n=28	0.01% n=12	0.39% n=26

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: Migros 428, A101 291, CarrefourSA 68; posts and reels only: 211, 275, 41. 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 781 contents, 236 distinct accounts; 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 from the platforms' own accounts were not counted; contents excluded on 19–25 October: A101 9 (2 posts, 5 reels, 2 stories); Migros 76 (37 posts, 20 reels, 19 stories).

BRAND MATCHING

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

Migros	@migros
A101	@a101
CarrefourSA	@carrefoursa

MEDIA ANALYSIS

- 701 unique creatives were analysed visually: images directly, videos through the opening frame and a 4-frame summary.
- 368 of the 383 reels in the period were analysed from the video itself: four frames, the opening frame and audio. The audio of 329 videos containing speech was transcribed; the communication language was taken from these transcripts and descriptions.
- For each creative, content type, tone, product placement, setting, whether the creator is on camera, call to action and period/occasion were classified; 18 of the unique creatives were not 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

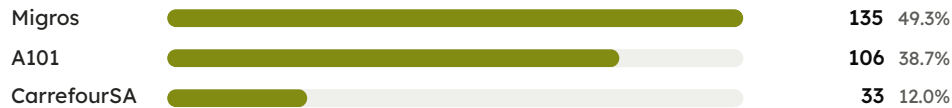
Which brand is how visible, in which format and with accounts of what size?

VISIBILITY SHARE

CONTENT COUNT AND SHARE · N = 781 BRAND ASSIGNMENTS



CREATOR COUNT AND SHARE · N = 274 BRAND-ACCOUNT PAIRS

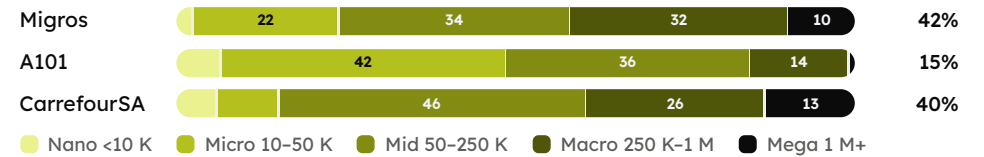


FORMAT AND FOLLOWER SEGMENT

FORMAT MIX, CONTENT SHARE · CONTENT COUNT ON THE RIGHT



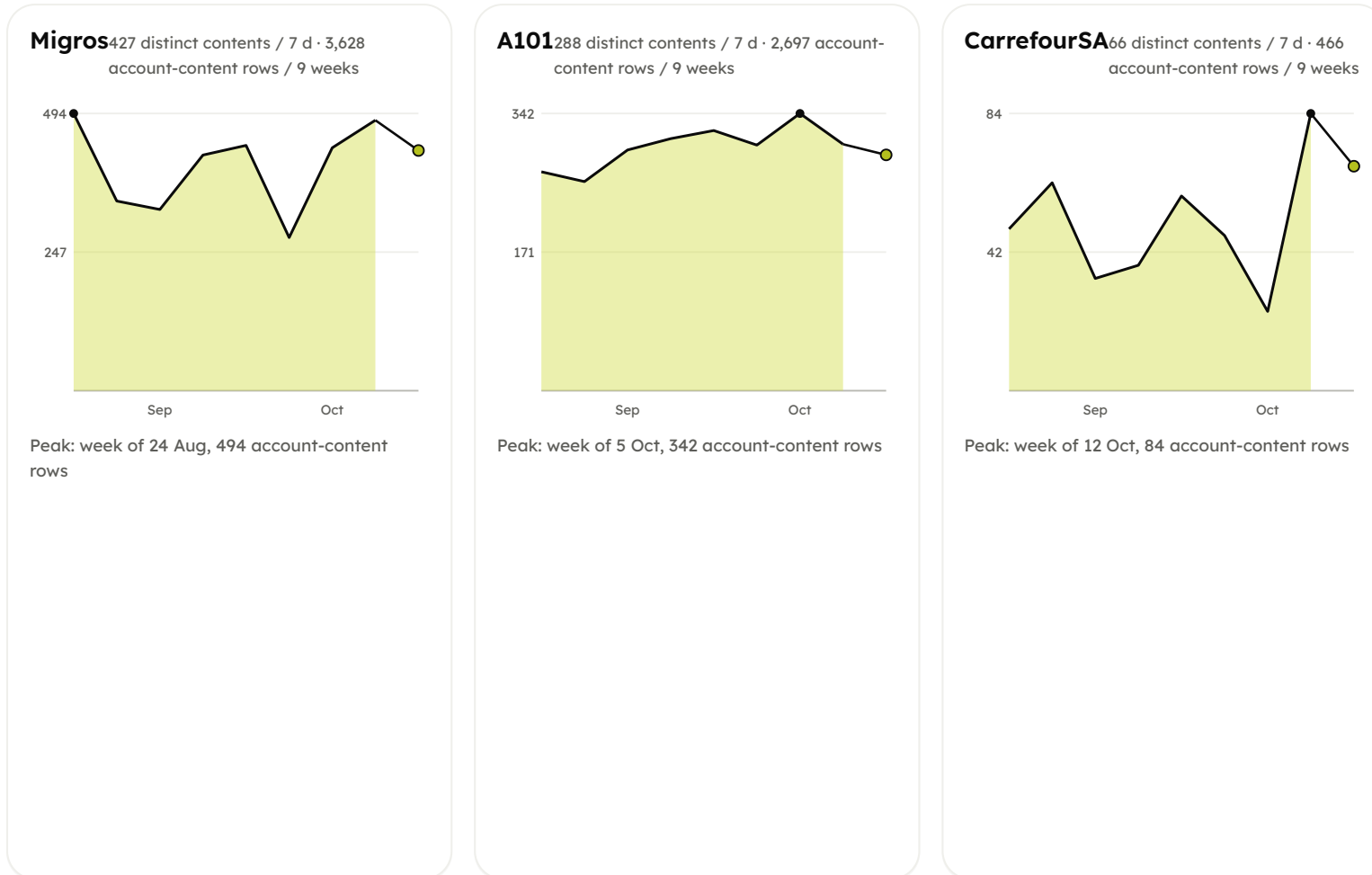
FOLLOWER SEGMENT, CONTENT SHARE · MACRO+MEGA SHARE ON THE RIGHT



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 account-content rows (a co-authored content is a separate row for each account; the distinct content count is in the comparison table) (weeks starting Monday), 24 August – 25 October 2026, n = 6,791 account-content rows. Each panel's vertical scale is its own; see the previous page for the level across brands. The series shows the 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

Migros

83%

64 / 135 accounts posted 2+ times · up to 34 contents from a single account

A101

80%

47 / 106 accounts posted 2+ times · up to 15 contents from a single account

CarrefourSA

82%

21 / 33 accounts posted 2+ times · up to 5 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
Migros	<div><div></div><div></div></div> 40%	<div><div></div><div></div></div> 3%	<div><div></div><div></div></div> 2%	<div><div></div><div></div></div> 0%	211
A101	<div><div></div><div></div></div> 21%	<div><div></div><div></div></div> 7%	<div><div></div><div></div></div> 0%	<div><div></div><div></div></div> 1%	275
CarrefourSA	<div><div></div><div></div></div> 49%	<div><div></div><div></div></div> 9%	<div><div></div><div></div></div> 15%	<div><div></div><div></div></div> 4%	41

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
Migros	9	8	28	21	14	9	10	00:00
A101	12	12	28	14	11	14	9	19:00
CarrefourSA	28	15	18	6	21	12	2	17:00

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 (Migros 428 ... CarrefourSA 68).

Who with whom: creator overlap

Do rival brands work with the same creators?

NUMBER OF SHARED CREATORS			
	Migros	A101	CarrefourSA
Migros	58	1	1
A101	1	40	0
CarrefourSA	1	0	11

Diagonal: the brand's creator count. Cell: number of accounts that posted both brands in the period. News and deal accounts excluded; n = 107 accounts, 2 accounts in 2+ brands.

SHARED ACCOUNTS BETWEEN DIRECT COMPETITORS

Migros – A101 1 shared

Creator 01

Migros – CarrefourSA 1 shared

Creator 02

REGULAR CREATORS POSTING FOR MULTIPLE BRANDS · CONTENT COUNT

Creator 02 179 K followers

Migros 2 CarrefourSA 1

Creator 01 19.9 K followers

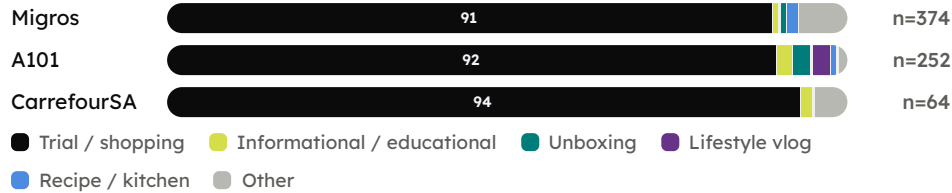
Migros 1 A101 1

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

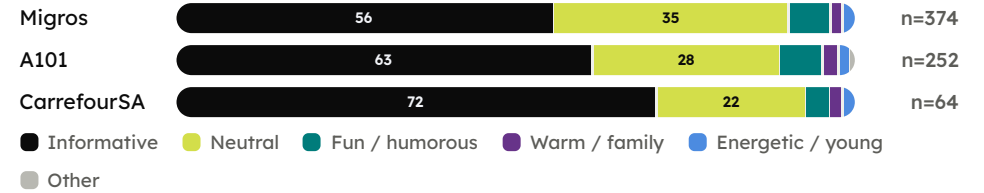
Creative and communication comparison

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

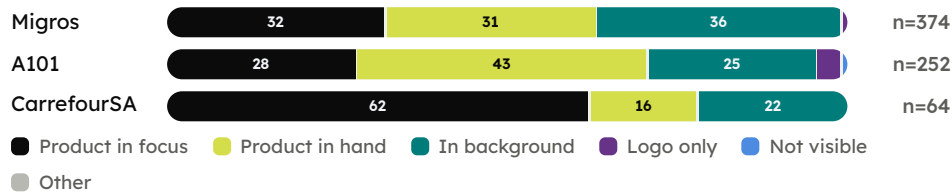
CONTENT TYPE



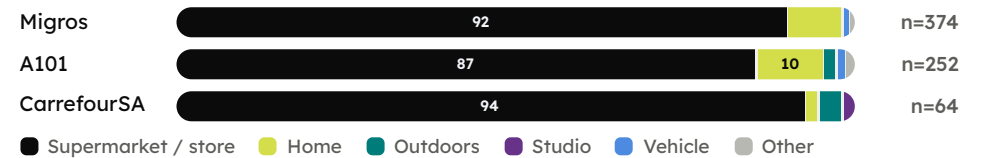
tone



PRODUCT PLACEMENT



SETTING

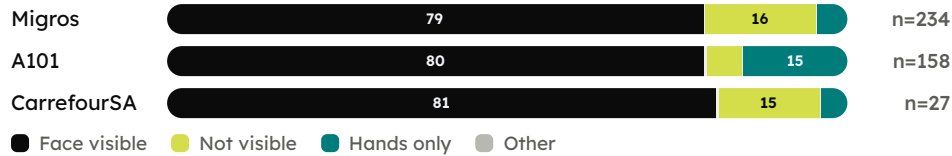


Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

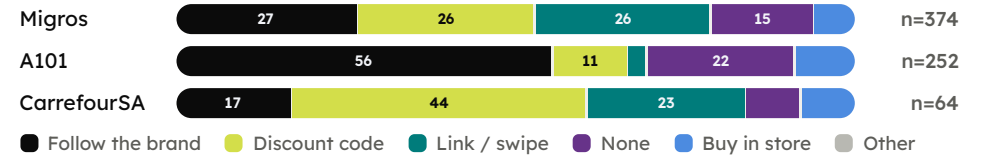
Creative and communication comparison (continued)

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

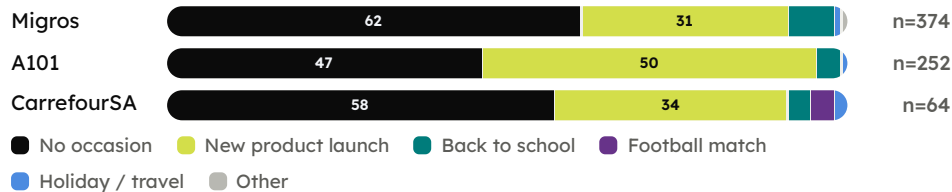
IS THE CREATOR ON CAMERA? (VIDEOS)



CALL TO ACTION



PERIOD / OCCASION



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

Migros

Figures, creative selection and summary

CONTENTS · 7 D

427

19–25 October 2026

CREATORS

135

FORMAT

51% · 44% · 5%

story · reels · post

MEDIAN REELS PLAYS

58.5 K

n = 185 reels

ER · POST

0.29%

median, per follower · n = 20

ER · REELS

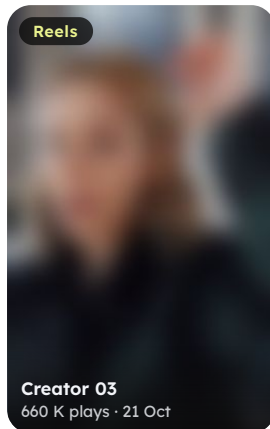
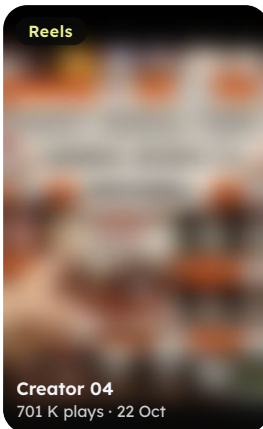
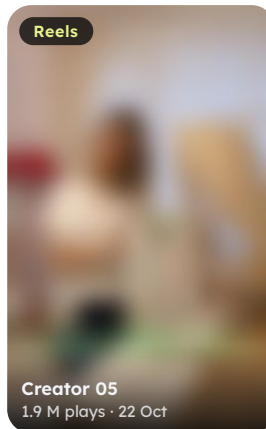
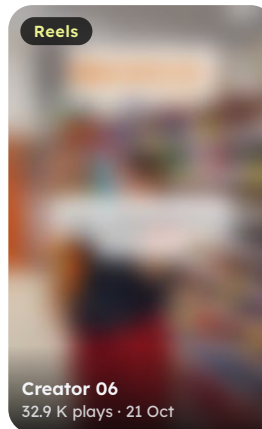
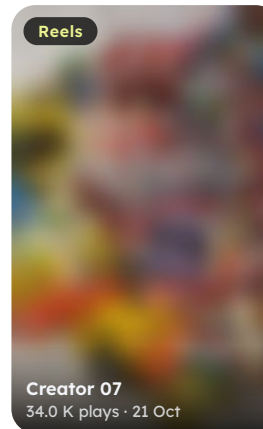
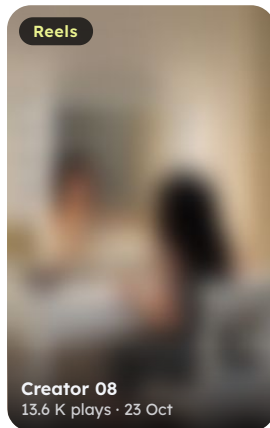
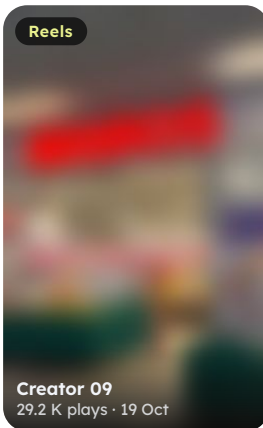
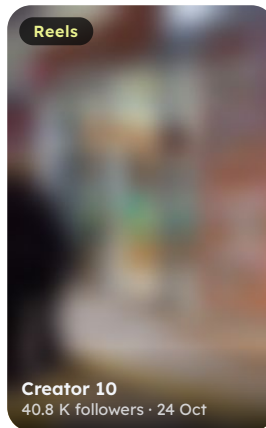
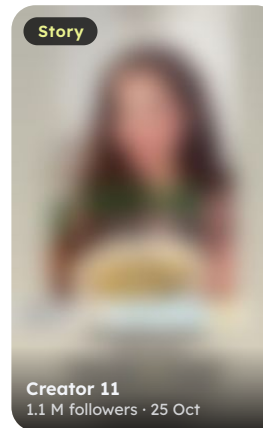
0.36%

median, per play · n = 159

AD DISCLOSURE

40%

posts+reels, n = 211 · co-authored post 3%



SUMMARY

Migros delivered 50.8% of its contents as stories on 19–25 October; 82 of its 188 reels announced the buy 1 get 1 free campaign.

- On 19–25 October 2026 Migros appeared in 427 contents from 135 accounts: 217 stories, 188 reels, 22 posts.
- Deal accounts produced 348 of the 427 contents (81.5%); 214 of the 217 stories were matched by link sticker.
- Account-content rows fell from 482 on 12–18 October to 428 (11.2%); the drop is in reels (from 255 to 189), stories are steady at 217, posts rose from 10 to 22.
- Median reels plays 58,536 (n=185); ER per play 0.36% (n=159).
- 28.9% of accounts are nano or micro; 42.0% of contents come from macro and mega accounts.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 12 deal	Shopping & deals	1.2 M	34
Creator 13 deal	Shopping & deals	771 K	28
Creator 14 deal	Shopping & deals	11.6 K	19
Creator 15 deal	Shopping & deals	675 K	14
Creator 16 deal	Shopping & deals	283 K	14

Migros · campaigns and collaborations

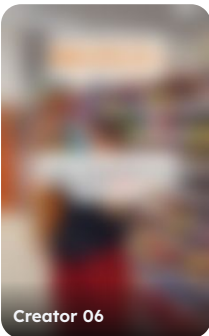
Campaigns that stood out in the period, with sample contents

CAMPAIGN

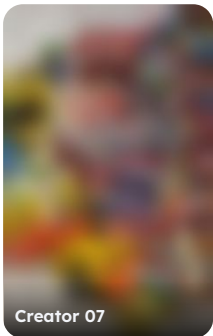
Buy 1 get 1 free / buy 1 get 1 gift

19–25 Oct 2026

The same product as a gift: chocolate on 21 October, oral care, diapers and jam among other categories on 22–24 October; it appears in 84 of the 210 non-story contents.



Creator 06



Creator 07

Creator 06 Campaign announcement listing the categories and dates one by one; 32,885 plays.

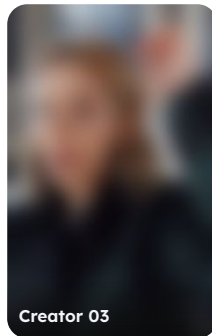
Creator 07 Short reel describing the chocolate campaign in a humorous tone; 33,952 plays.

CAMPAIGN

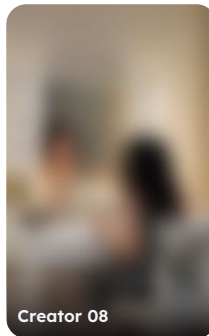
Migros Ekstra: luxury fashion in the app

19–23 Oct 2026

Migros Ekstra inside the app was presented in 7 reels; three of the captions start with the pattern 'what's on Migros Ekstra'.



Creator 03



Creator 08

Creator 03 Collaboration reel showing luxury-brand products on a phone screen; 660,045 plays.

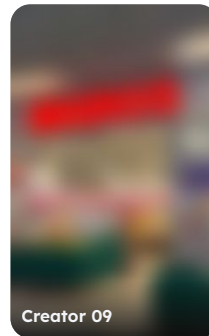
Creator 08 Reel starting with the same pattern, adding discounted models to the cart; 13,581 plays.

CAMPAIGN

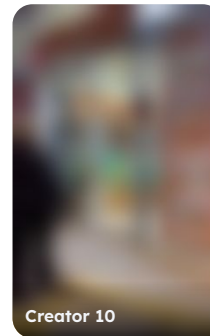
Zühre Ana on Migros shelves

19–24 Oct 2026

The arrival of fruit-extract products at Migros was described in 3 reels; the creators found the product in store and tried it.



Creator 09



Creator 10

Creator 09 Collaboration reel trying the product by pouring it over a dessert; 29,165 plays.

Creator 10 Reel announcing as good news that the product is now at Migros.

CAMPAIGN

Buy 2 Pay 1 on diapers

22–24 Oct 2026

A diaper brand described the offer together with the store, Sanal Market and Migros Hemen channels; co-authored promotion.



Creator 05

Creator 05 Reel co-authored with the brand account, tagged #tanitim; 1,936,456 plays.

Migros · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 28.9% of accounts are nano or micro; 42.0% of contents come from macro and mega accounts; median followers 106,923.
- 64 repeat accounts (47.4%) produced 83.4% of contents; up to 34 contents from a single account, 23 accounts posted 5 or more.
- Deal accounts produced 348 of the 427 contents; these accounts were not counted as collaborations, read only as context.
- 55.6% of accounts are in shopping and deals, 8.9% in food and drink; 71.9% are women.
- No co-author tag with the brand's account (0); collaboration reels are in small clusters: 7 reels at Migros Ekstra, 3 at Zühre Ana.

PLATFORM AND FORMAT

- 217 stories, 188 reels, 22 posts; story share 50.8%, reels 44.0%.
- 214 of the 217 stories were matched by link sticker; stories carry no like or play counts.
- Median reels plays 58,536 (n=185), ER per play 0.36% (n=159); for posts 0.29% per follower (n=20).
- Busiest day Wednesday (27.8%); busiest hour 00:00 (23.4%).

CREATIVE APPROACH

- Of 374 analysed creatives, 91.7% are in a store setting; 90.6% are trial and shopping presentations.
- The product is the main subject in 32.4%, in hand in 31.0% and in the background in 36.1%.
- The face is visible in 79.5% of creatives; 56.4% have an informative tone.
- Speech was transcribed in 74.4% of videos (n=234); 30.8% of creatives were read as new product launches.

CONTENT STRUCTURES

- Campaign announcement: start date → product categories → 'drop by your nearest store' call; categories are listed in turn in the speech.
- App discovery: Migros Ekstra on a phone screen → liked products into the cart → discount emphasis.
- Product good news: the creator finds the product in store → tries it → ends with the 'now at Migros' emphasis.

COMMUNICATION LANGUAGE

Short, informative announcement language stating the campaign date and product category directly.

"A buy one get one gift campaign has started at Migros."

"Look what's on Migros Ekstra in the Migros app!"

"Good news! Zühre Ana products are now at Migros!"

"Don't miss the buy 1 get 1 free deal on chocolate and chocolate bars at Migros"

- 'buy 1 get 1 free' or 'buy 1 get 1 gift' appears in 84 of the 210 non-story contents.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 85 of 211 non-story account-content rows (40.3%); 87 rows with an organic note like 'reklam yok' (no ad) are excluded.
- In 3 of the 7 reels at Migros Ekstra, the caption starts with the pattern 'what's on Migros Ekstra'.

DATA NOTE

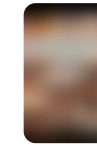
- Deal accounts produced 348 of the 427 contents; the volume reflects discount announcements more than creators tied to the brand.
- Story counts are affected by the account-base widening on 24–26 October; 217 stories are not directly comparable across weeks.
- Post ER is per follower (n=20), reels ER is per play (n=159); the two bases are not comparable and the post base is small.

STANDOUT CREATIVES



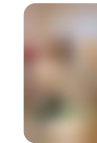
Creator 03

Migros Ekstra reel: 660,045 plays, from an account with 228,009 followers; phone screen and products added to the cart.



Creator 04

Reel describing the hazelnut cocoa spread discount through its ingredients and hazelnut ratio; 701,061 plays.



Creator 05

Reel describing the diaper Buy 2 Pay 1 offer as a post co-authored with the brand account; 1,936,456 plays.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@migros 9

TOP HASHTAGS · CONTENTS

#migros 29

#migrosekstra 6

#çikolata 4

#bebekbezi 3

#bedava 3

#doublesoft 3

News and deal accounts excluded.

A101

Figures, creative selection and summary

CONTENTS · 7 D

288

19–25 October 2026

CREATORS

106

FORMAT

6% · 59% · 35%

story · reels · post

MEDIAN REELS PLAYS

37.5 K

n = 164 reels

ER · POST

0.30%

median, per follower · n = 97

ER · REELS

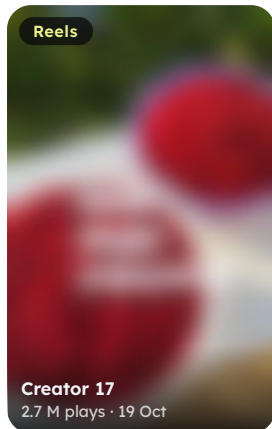
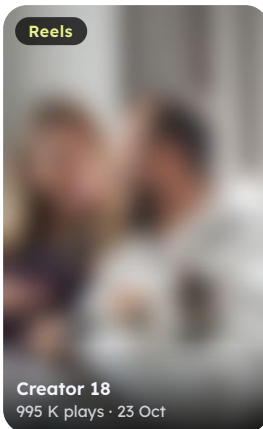
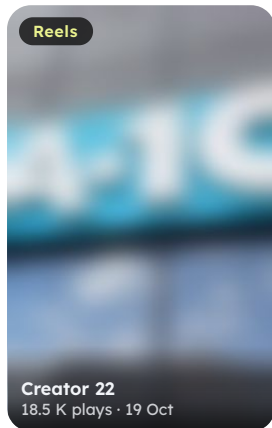
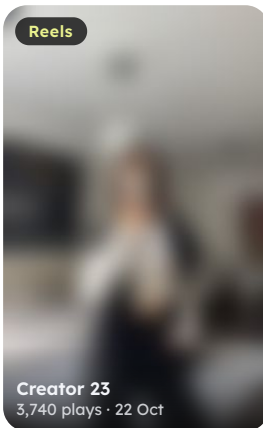
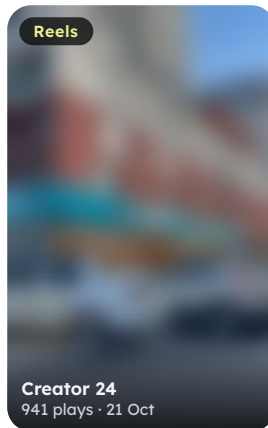
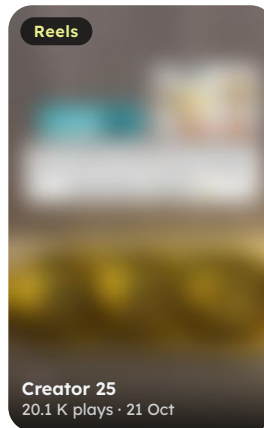
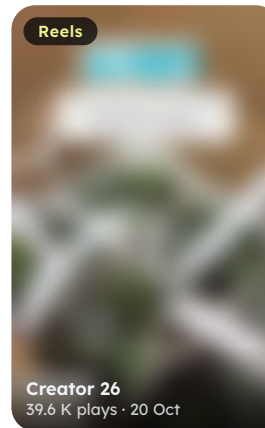
0.48%

median, per play · n = 152

AD DISCLOSURE

21%

posts+reels, n = 275 · co-authored post 7%



SUMMARY

A101 delivered 35.4% of its contents as posts on 19–25 October; a peanut butter that reached shelves on 22 October was the subject of 19 reels.

- On 19–25 October 2026 A101 appeared in 288 contents from 106 accounts: 170 reels, 102 posts, 16 stories.
- Account-content rows stayed below the 12–18 October week; reels fell, posts rose.
- Deal and news accounts produced 223 of the 288 contents (77.4%).
- Median reels plays 37,464 (n=164); ER per play 0.48% (n=152).
- 51.0% of accounts are nano or micro; 15.1% of contents come from macro and mega accounts.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 27 deal	Shopping & deals	64.9 K	15
Creator 28 deal	Shopping & deals	37.7 K	14
Creator 29 deal	Shopping & deals	107 K	13
Creator 30 deal	Shopping & deals	319 K	12
Creator 31 deal	Home & living	43.5 K	10

A101 · campaigns and collaborations

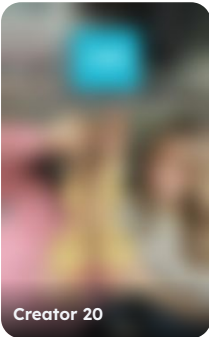
Campaigns that stood out in the period, with sample contents

CAMPAIGN

FitNut Salt'n Cream on shelves (22 October)

20–23 Oct 2026

Sugar-free salted peanut butter went on sale at A101 for the first time; 19 reels came from 18 accounts, 12 with '22 October' in the caption.



Creator 20 Reel trying the product while saying 'for the first time at A101'; 42,833 plays.

Creator 21 Test reel shot as a #işbirliği collaboration with the product brand; 20,295 plays.



CAMPAIGN

A101 Artı and A101 Pati apps

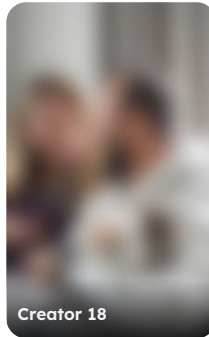
19–23 Oct 2026

Earning Artı Para, QR at the checkout and pet shopping were presented in collaboration reels.



Creator 22 #işbirliği reel explaining the steps to earn Artı Para at the checkout with a QR code; 18,530 plays.

Creator 18 #işbirliği reel introducing A101 Pati through their cat; 995,388 plays.

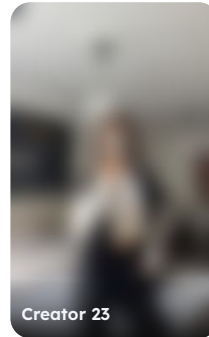


CAMPAIGN

Hummel clothing, Aldın Aldın

21–22 Oct 2026

Tracksuits were presented in two reels with the Aldın Aldın campaign; both stayed at low plays.



Creator 23 #reklam #işbirliği reel styling a tracksuit; 3,740 plays.

Creator 24 Reel introducing the products in the voice of an architecture student; 941 plays.



CAMPAIGN

Early weekly-offer news

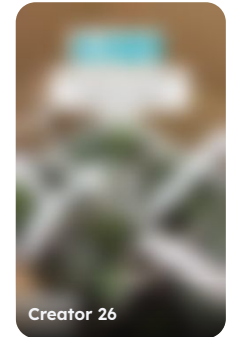
19–25 Oct 2026

Offer-catalogue products were shared before reaching the shelves; 'aktüel' (weekly offers) or 'katalog' (catalogue) appears in 148 of the 272 non-story contents, mostly from deal accounts.



Creator 25 Reel announcing a metal serving tray and snack bowl 'coming for 99₺'; 20,065 plays.

Creator 26 Reel showing bagged succulents from 149 TL; 39,647 plays.



A101 · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 51.0% of the 106 accounts are nano or micro; 15.1% of contents come from macro and mega accounts; median followers 49,669.
- 47 repeat accounts (44.3%) produced 79.7% of contents; up to 15 contents from a single account.
- Deal and news accounts produced 223 of the 288 contents; not counted as collaborations, context only.
- Ad disclosure on 20.7% of non-story contents; 40.3% at Migros, 48.8% at CarrefourSA.
- 7 of the 20 co-authored contents are with a peanut butter brand's account; the supplier brand co-wrote with creators at launch.

PLATFORM AND FORMAT

- 170 reels, 102 posts, 16 stories; reels share 59.0%, posts 35.4%, stories only 5.6%.
- Median reels plays 37,464 (n=164), ER per play 0.48% (n=152); for posts 0.30% per follower (n=97).
- Busiest day Wednesday (28.2%), busiest hour 19:00.

CREATIVE APPROACH

- Of 252 analysed creatives, 86.9% are in a store setting; 91.7% are trial and shopping presentations.
- The product is in hand in 43.2%, the main subject in 28.2% and in the background in 25.0%.
- The face is visible in 79.8% of creatives and only hands in 15.2%; 62.7% have an informative tone.
- 49.6% of creatives were read as new product launches; speech was transcribed in 69.0% of videos (n=158).

CONTENT STRUCTURES

- Product discovery: shelf or package → price → 'first time at A101' emphasis → tasting or trial.
- App walkthrough: phone screen → Artı Para or Pati → use in store or at the checkout.
- Early news: close-up of the offer-catalogue product → price → 'coming to A101 tomorrow' call.
- Post: offer-catalogue pages; the validity day in the headline (22 October, Thursday 29 October) and the date.

COMMUNICATION LANGUAGE

Short announcement and trial language putting price, date and the 'first time on shelves' emphasis up front.

"We're trying the product that is at A101 for the first time in Turkey."

"Before I go shopping at A101, the first thing I do is open the A101 app."

"A brand-new flavour coming to A101: FitNut Salt'n Cream!"

"For legal reasons let's say ad, it does not involve a collaboration"

- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 57 of 275 non-story account-content rows (20.7%); 149 rows with an organic note like 'reklam yok' (no ad) are excluded.
- '22 October' is repeated in the caption of 12 of the 19 peanut butter reels, and 'no added sugar' in 11.
- In the app reels, the steps 'my QR code', 'Artı Para' and 'A101 Pati' are said in sequence.

DATA NOTE

- Deal and news accounts produced 223 of the 288 contents: the volume of posts and reels is the volume of discount announcements.
- #bim appears in 41 and #şok in 24 of the 272 non-story contents; the A101 tag is often in the same list as other supermarkets.
- Creator 17's reel got 9,370 likes and 0 comments on 2,725,169 plays; ER per play 0.34%.

STANDOUT CREATIVES



Creator 17

The most-played reel among non-deal accounts, 2,725,169 plays: a village-life vlog, with A101 named through the brand tag in the caption and a coffee break.



Creator 18

995,388 plays: a warm collaboration reel introducing A101 Pati through the cat's needs list.



Creator 19

121,525 plays: reel turning peanut butter into a snack recipe with puffed rice and puffed buckwheat.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

The brand match came from hashtags and description text.

TOP HASHTAGS · CONTENTS

#a101 49 #a101aktüelürünler 8
#aktüel 8 #fitnut 7
#fıstıkezmesi 7 #a101ganimetleri 6

News and deal accounts excluded.

CarrefourSA

Figures, creative selection and summary

CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
66	33	41% · 39% · 20%	25.1 K	0.01%	0.39%	49%
19–25 October 2026		story · reels · post	n = 28 reels	median, per follower · n = 12	median, per play · n = 26	posts+reels, n = 41 · co-authored post 9%

Reels

Creator 32
25.9 K plays · 23 Oct

Reels

Creator 33
5,479 plays · 24 Oct

Post

Creator 34
ER 0.3% per follower · 25 Oct

Reels

Creator 35
121 K plays · 19 Oct

Story

Creator 36
1.8 M followers · 20 Oct

Story

Creator 37
1.6 M followers · 19 Oct

Story

Creator 38
446 K followers · 19 Oct

Story

Creator 02
179 K followers · 19 Oct

Reels

Creator 33
4,261 plays · 21 Oct

Post

Creator 34
ER 0.3% per follower · 24 Oct

SUMMARY

CarrefourSA had the smallest volume of the three supermarket chains on 19–25 October with 66 contents; 13 of the 39 non-story contents announced buy 1 get 1 free.

- On 19–25 October 2026 CarrefourSA appeared in 66 contents from 33 accounts: 27 stories, 26 reels, 13 posts.
- Account-content rows fell from 84 on 12–18 October to 68 (19.0%); posts fell from 24 to 13, stories from 33 to 27, reels rose from 27 to 28.
- Deal accounts produced 47 of the 66 contents (71.2%).
- 39.7% of contents come from macro and mega accounts; median followers 171,262.
- Ad disclosure on 48.8% of the 41 non-story account-content rows.

TOP POSTING ACCOUNTS			
ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 39 deal	Shopping & deals	379 K	5
Creator 40 deal	Shopping & deals	177 K	5
Creator 41 deal	Shopping & deals	1.1 M	4
Creator 30 deal	Shopping & deals	319 K	4
Creator 36	Sports & outdoors	1.8 M	3

CarrefourSA · campaigns and collaborations

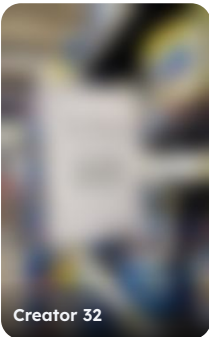
Campaigns that stood out in the period, with sample contents

CAMPAIGN

Buy 1 get 1 free days

19–24 Oct 2026

Dishwasher tablets (22–25 October), sanitary pads (23–27 October) and 40% off hair care (23–28 October) were listed in a single reel; it appears in 13 contents.



Creator 32

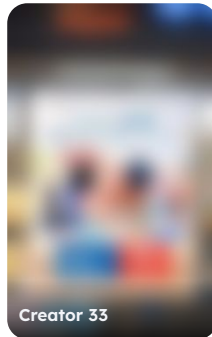
Creator 32 Reel opening with a checkout beep and counting the three campaigns with their dates; 25,863 plays.

CAMPAIGN

Buy 1 get 1 free on stationery

23–31 Oct 2026

The campaign on school and office products was described in a collaboration reel together with the store, website and online supermarket channels.



Creator 33

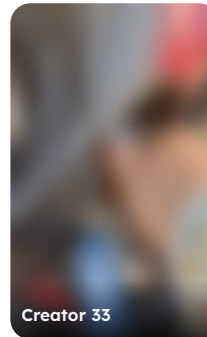
Creator 33 #işbirliği reel listing the products covered by the campaign; 5,479 plays.

CAMPAIGN

At Sepete

21–27 Oct 2026

The campaign valid on purchases of 50 TL and above was described in the same account's collaboration reel; it appears in 6 contents.



Creator 33

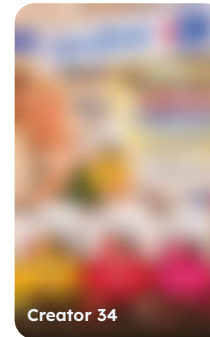
Creator 33 #işbirliği reel giving the campaign condition and date in on-screen text; 4,261 plays.

CAMPAIGN

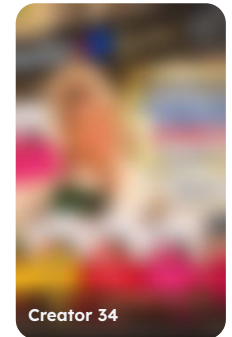
Supplier post at Gurme stores

24–25 Oct 2026

A chocolate maker announced its shelves in two CarrefourSA Gurme stores with two posts.



Creator 34



Creator 34

Creator 34 Shelf announcement at the Ümraniye store; 22 likes.

Creator 34 Shelf announcement at the Anadolu Hisarı store; 20 likes.

CarrefourSA · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 48.5% of accounts are mid-sized, 33.3% macro or mega; only 18.2% are nano or micro.
- 21 repeat accounts (63.6%) produced 82.4% of contents; up to 5 contents from a single account.
- Deal accounts produced 47 of the 66 contents; not counted as collaborations, context only.
- No co-author tag with the brand's account (0); 3 contents (4.4%) marked as paid partnership.
- 57.6% of accounts are in shopping and deals; 72.7% are women.

PLATFORM AND FORMAT

- 27 stories, 26 reels, 13 posts; story share 40.9%, reels 39.4%, posts 19.7%.
- Median reels plays 25,076 (n=28), ER per play 0.39% (n=26); for posts 0.01% per follower (n=12).
- All 27 stories were matched by link sticker; stories carry no like or play counts.
- Busiest day Monday (27.9%), busiest hour 17:00.

CREATIVE APPROACH

- Of 64 analysed creatives, 93.8% are in a store setting; 93.8% are trial and shopping presentations.
- The product is the main subject in 62.5%; the face is visible in 81.5% of creatives.
- Tone is 71.9% informative; 34.4% were read as new product launches.
- Speech was transcribed in 81.5% of videos (n=27).

CONTENT STRUCTURES

- Campaign list: shopping scene → campaign name and date → valid channels.
- Collaboration announcement: 'Get ready, we're going shopping' → campaign condition → product examples.
- Supplier post: Gurme store name → photo of the products on the shelf.

COMMUNICATION LANGUAGE

Plain, informative language listing the campaign name, date and valid channels.

"The buy 1 get 1 free campaign on selected stationery products has started at CarrefourSA"

"I only came to CarrefourSA to pick up what I need..."

"The At Sepete campaign has started! Valid on purchases of 50 TL and above between 21-27 October."

"Get ready, we're going shopping!"

- 'buy 1 get 1 free' appears in 13 of the 39 non-story contents.
- In two collaboration reels the campaign ends with the sentence 'valid in stores, carrefoursa.com and the online supermarket app'.
- #carrefoursa appears in 31 of the 39 non-story contents.

DATA NOTE

- 66 contents and 33 accounts are a small base; percentage changes can swing on a single campaign.
- Deal accounts produced 47 of the 66 contents: the volume comes from discount announcements.
- Story counts are affected by the account-base widening on 24-26 October; not directly comparable across weeks.

STANDOUT CREATIVES



Creator 32

25,863 plays, 1,231 likes: reel starting from the checkout beep and counting three campaigns with their dates.



Creator 33

Collaboration reel listing the stationery campaign product by product and naming the channels.



Creator 33

Collaboration reel giving the At Sepete condition in on-screen text and speech.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@carrefoursa 6

TOP HASHTAGS · CONTENTS

#carrefoursa 5

#Creator 34 2

#anadoluhisaricarrefour 1

#atıştırma kılavuzları 1

#frezedried 1

#kadingirişimciler 1

News and deal accounts excluded.

Additional insights

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

WEEKLY CHANGE: DOWN FOR MIGROS AND CARREFOURSA

Migros fell from 482 to 428 and CarrefourSA from 84 to 68 (account-content rows, 12–18 → 19–25 October); A101 stayed at last week's level, with fewer reels and more posts.

Two weeks with the same matching: Migros –11.2% (reels 255 → 189), CarrefourSA –19.0%; at A101 reels fell and posts rose. Stories are affected by the account-base widening on 24–26 October.

REEL OF THE WEEK

An A101 reel shared on 19 October (co-authored post with A101) was the most-played among non-deal-account reels. A village-life vlog about winter cornelian cherry preparations; A101 is named in the caption.

Creator 17 (529,481 followers), co-authored with the brand's account: 2,725,169 plays, 9,370 likes, 0 comments; ER per play 0.34%.

STORY OR REELS?

Migros worked with stories, A101 with reels and posts, CarrefourSA with a mix of both. At Migros almost all stories were matched by link sticker.

Story / reels / post share: Migros 50.8% / 44.0% / 5.2%; A101 5.6% / 59.0% / 35.4%; CarrefourSA 40.9% / 39.4% / 19.7%. Link matching: 214 of Migros's 217 stories, 27 of CarrefourSA's 27, 16 of A101's 16.

CREATOR SPREAD: FEW ACCOUNTS, MANY CONTENTS

In all three brands, 79.7% to 83.4% of contents came from repeat accounts. Migros and CarrefourSA leaned on macro and mega accounts, A101 on micro and mid-sized accounts.

Macro and mega account share (contents): Migros 42.0%, CarrefourSA 39.7%, A101 15.1%. Most from a single account: Migros 34, A101 15, CarrefourSA 5 contents. Account counts: 135, 106, 33.

SAME PROMISE, SIMILAR SENTENCE

In the A101 peanut butter launch, 18 accounts repeated the price, '22 October' and 'no added sugar' promise in similar sentences; at Migros Ekstra, 3 reels started with the same pattern.

A101: '22 October' in the caption of 12 of 19 reels, 'no added sugar' in 11. Migros: 3 of the 7 Migros Ekstra reels start with the pattern 'what's on Migros Ekstra'.

DEAL ACCOUNT SHARE

Deal accounts produced a large part of the contents of the three brands; these contents are included in the counts and were not shown as collaboration examples.

Deal and news accounts: Migros 348 of 427 contents (81.5%), A101 223 of 288 (77.4%), CarrefourSA 47 of 66 (71.2%).

Opportunities

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

OPPORTUNITIES FOR YOUR BRAND

- 1 At Migros, 84 contents said 'buy 1 get 1 free', mostly from deal accounts. For your brand, tying a campaign to a single story helps stand out from the lists.
- 2 At A101, 18 accounts repeated the same price and '22 October' promise. For your brand, showing the creator a different use of the product at launch reduces repetition.
- 3 The reel of the week was a lifestyle vlog (2,725,169 plays). For your brand, lifestyle vlogs that place the brand in the flow of the story can grow plays.
- 4 At Migros Ekstra, 7 reels followed the same pattern; one showing the phone screen reached 660,045 plays. For your brand, showing an in-app section with a screen recording is easy to understand.
- 5 CarrefourSA collaboration reels gave the campaign name, date and valid channel in one sentence. For your brand, short reels that also give the condition in on-screen text could be tried.
- 6 Deal accounts produced 71.2% to 81.5% of contents. For your brand, product trials by small creators outside deal accounts give a separate signal.

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

Migros

83.8%

233 contents · 74 creators · +1.3 pp previous week

A101

6.5%

18 contents · 5 creators · +1.7 pp previous week

CarrefourSA

9.7%

27 contents · 16 creators · -3.0 pp previous week

PERFORMANCE

BRAND	CONTENTS	REEL PLAYS	LIKES + COMMENTS	STORY VIEWS (MODEL)	REACH MODEL
Migros	233 233 Story · 0 Post · 0 Reel	—	—	25,303,919 233 of 233 Story	—
A101	18 18 Story · 0 Post · 0 Reel	—	—	5,664,232 18 of 18 Story	—
CarrefourSA	27 27 Story · 0 Post · 0 Reel	—	—	2,463,836 27 of 27 Story	—

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

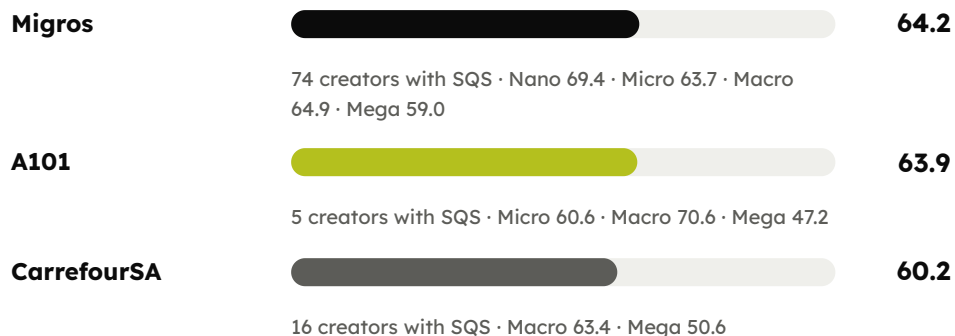
Counted with the panel's method (link evidence, verified account and hashtag tags).

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.

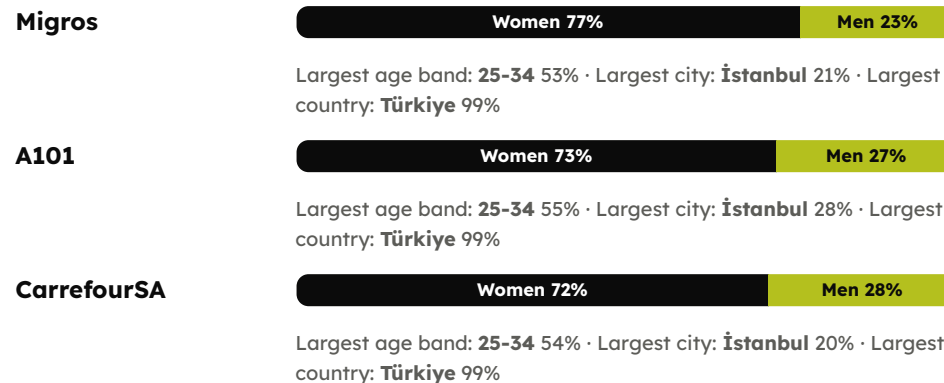
Same calculation as the panel's comparison tabs · 2026-10-19 to 2026-10-25 · all content types

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); three supermarket chains, the top three platforms by content count in the weekly ranking.
- 368 of the 383 reels in the period were analysed from the video itself.
- The weekly change comes from the nine-week series built with the same matching (account-content rows); percentages are given only where the content base is 10 or 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.