

STARLECTA WEEKLY SECTOR REPORT

Influencer Marketing Competitive Analysis

Fashion

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

Nivoshe

Pierre Cardin

NetWork

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

All 17 reels in the period were analysed from the video itself.

CONTENTS

93

brand-mentioning posts

CREATORS

67

distinct accounts

BRAND

3

fashion 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 Fashion for the week of 19–25 October 2026.

CONTENTS

93

7 days · 93 assignments across brands

CREATORS

67

6 accounts in 2+ brands

STORY SHARE

53%

of 93 brand assignments

LARGEST VOLUME

Nivoshe

46 contents · 36 creators

KEY FINDINGS

- On 19–25 October 2026, three fashion brands appeared in 93 contents from 67 accounts: Nivoshe 46, Pierre Cardin 30, NetWork 17.
- Of the 93 contents, 17 are reels, 49 are stories and 27 are posts; story is 89.1% at Nivoshe, post 76.5% at NetWork and post 46.7% at Pierre Cardin.
- Weekly change: only Nivoshe rose (from 14 in 12–18 October to 46), and the rise is in stories; NetWork fell from 33 to 17, Pierre Cardin stayed at 30.
- The most-played reel of the week is at Pierre Cardin: the Yeraltı series trailer, 3,501,232 plays.
- Pierre Cardin and NetWork leaned on TV-series outfit accounts: 12/23 and 13/16 of their non-story contents are series-linked; there are 6 shared accounts.
- 39 of Nivoshe's 41 stories came out on 24–25 October; in 5 of the 10 stories whose speech was transcribed, the second-item 1 TL campaign is described.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) appears in non-story contents at 43.5% for Pierre Cardin and 37.5% for NetWork; in 4 of Nivoshe's 5 reels.

WHAT THE COMPARISON SHOWS

- Format: Nivoshe is story-heavy (89.1%), NetWork post-heavy (76.5%); Pierre Cardin splits three ways: post 46.7%, reels 30.0%, story 23.3%.
- Scale: median followers 234,336 at Nivoshe, 114,652 at NetWork, 70,662 at Pierre Cardin.
- Median reel plays: NetWork 21,643 (3 reels), Pierre Cardin 7,004 (8), Nivoshe 6,496 (4).
- Repeat accounts carried 47.1% of contents at NetWork, 37.0% at Nivoshe and 30.0% at Pierre Cardin.
- Shared accounts exist only between Pierre Cardin and NetWork (6); Nivoshe has no shared accounts with the other two brands; 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
Nivoshe	46	36	<div><div></div><div></div><div></div></div> <div>89% · 11% · 0%</div>	45.7%	37.0%	80.0%	2.2%	6,496 n=4	— n=0	4.16% n=3
Pierre Cardin	30	25	<div><div></div><div></div><div></div></div> <div>23% · 30% · 47%</div>	26.7%	30.0%	43.5%	13.3%	7,004 n=8	0.24% n=10	2.48% n=7
NetWork	17	12	<div><div></div><div></div><div></div></div> <div>6% · 18% · 76%</div>	29.4%	47.1%	37.5%	11.8%	21.6 K n=3	0.47% n=9	2.19% n=2

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 93 contents, 67 distinct accounts; the 0 contents mentioning 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: Nivoshe 1 (1 reels); Pierre Cardin 1 (1 story).

BRAND MATCHING

Brand and sub-brand account tags (@), hashtags and brand names in the caption text. The brands are the top 3 by content count in the weekly ranking (tag and link matching; the brand's own accounts and deal accounts excluded). Frequently matched accounts:

Nivoshe @nivoshe

Pierre Cardin @pierrecardintr, @pierrecardin

NetWork @networkonline

MEDIA ANALYSIS

- 83 unique creatives were analysed as images: images directly, videos by their opening frame and a 4-frame summary.
- All 17 reels in the period were analysed from the video itself: four frames, the opening frame and audio. The audio of 22 videos containing speech was transcribed; the communication language was taken from these transcripts and the captions.
- For each creative, content type, tone, product placement, setting, whether the creator is on camera, call to action and period/occasion were 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

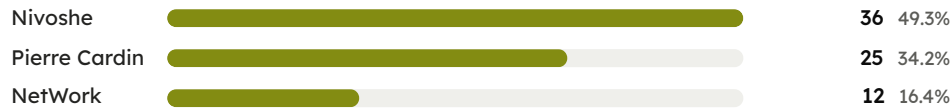
Which brand is how visible, in which format and with accounts of what size?

VISIBILITY SHARE

NUMBER AND SHARE OF CONTENTS · N = 93 BRAND ASSIGNMENTS

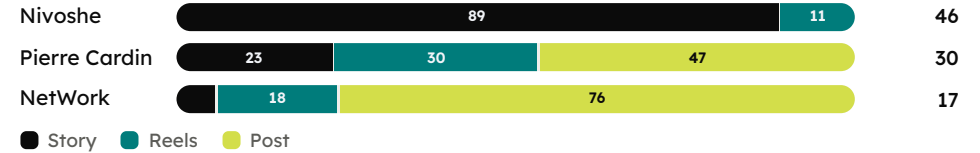


NUMBER AND SHARE OF CREATORS · N = 73 BRAND-ACCOUNT PAIRS

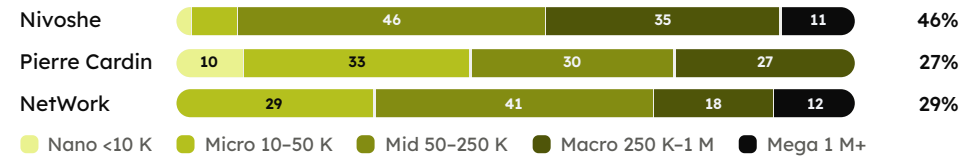


FORMAT AND FOLLOWER SEGMENT

FORMAT MIX, CONTENT SHARE · CONTENT COUNT ON THE RIGHT



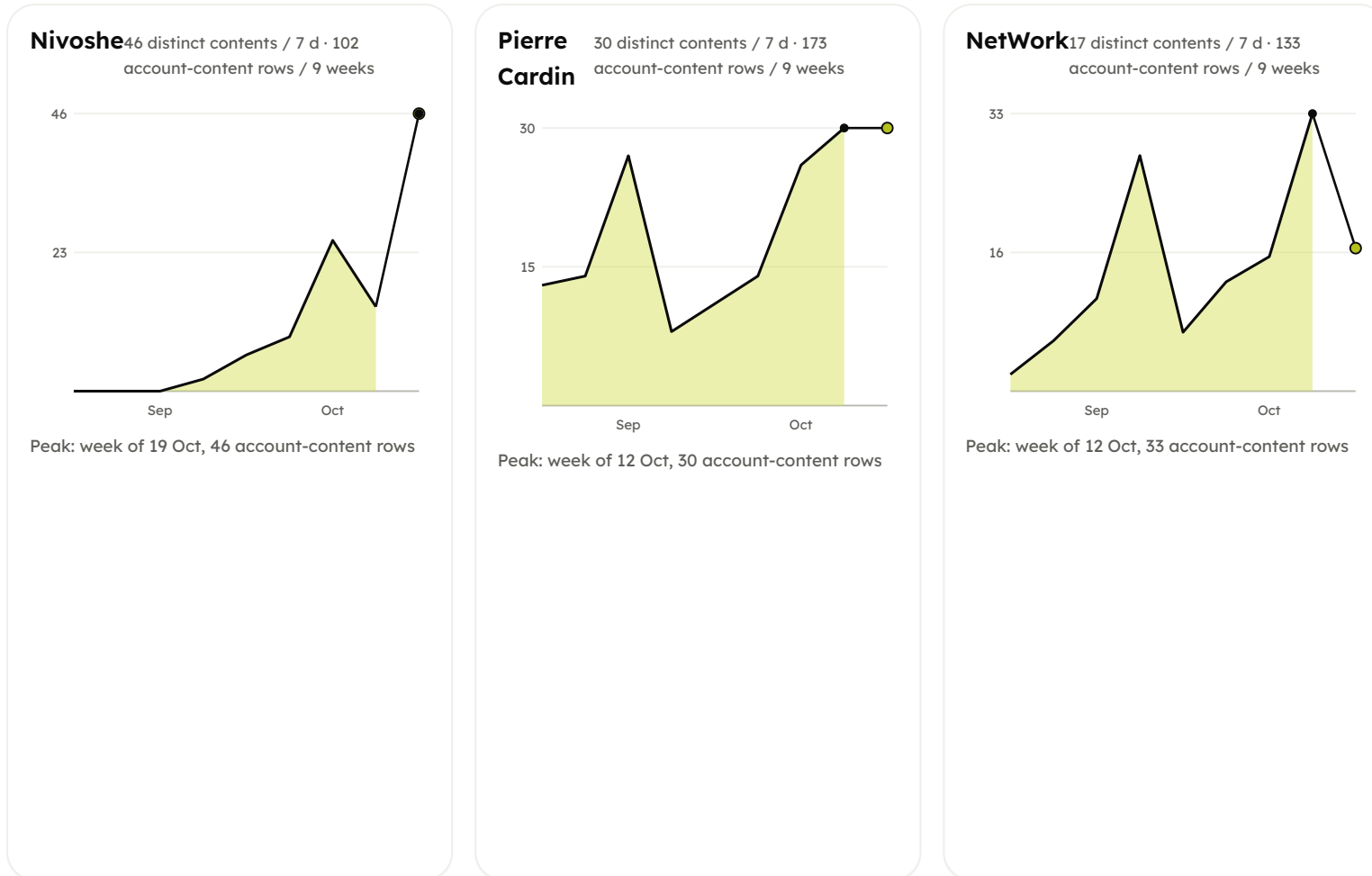
FOLLOWER SEGMENT, CONTENT SHARE · MACRO+MEGA SHARE ON THE RIGHT



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 = 408 account-content rows. Each panel's vertical scale is its own; for levels across brands see the previous page. 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: for the new accounts, posts and reels were completed 90 days back, while stories exist only 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; 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

Nivoshe

37%

7 / 36 accounts posted 2+ times · up to 3 contents from a single account

Pierre Cardin

30%

4 / 25 accounts posted 2+ times · up to 3 contents from a single account

NetWork

47%

3 / 12 accounts posted 2+ times · up to 4 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
Nivoshe	<div><div></div><div>80%</div></div>	<div><div></div><div>2%</div></div>	<div><div></div><div>0%</div></div>	<div><div></div><div>0%</div></div>	5
Pierre Cardin	<div><div></div><div>44%</div></div>	<div><div></div><div>13%</div></div>	<div><div></div><div>53%</div></div>	<div><div></div><div>0%</div></div>	23
NetWork	<div><div></div><div>38%</div></div>	<div><div></div><div>12%</div></div>	<div><div></div><div>88%</div></div>	<div><div></div><div>0%</div></div>	16

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
Nivoshe	0	2	2	4	2	15	74	22:00
Pierre Cardin	3	20	17	33	3	7	17	19:00
NetWork	12	47	24	6	0	6	6	13:00

In-row percentage: distribution of contents across weekdays (TRT). Dark cell is the brand's busiest days; last column is the busiest hour. n = the brand's 7-day content count (Nivoshe 46 ... NetWork 17).

Who with whom: creator overlap

Do rival brands work with the same creators?

NUMBER OF SHARED CREATORS			
	Nivoshe	Pierre Cardin	NetWork
Nivoshe	36	0	0
Pierre Cardin	0	21	6
NetWork	0	6	12

Diagonal: the brand's creator count. Cell: number of accounts that posted both brands in the period. News and deal accounts excluded; n = 63 accounts, 6 accounts in 2+ brands.

SHARED ACCOUNTS BETWEEN DIRECT COMPETITORS

Pierre Cardin – NetWork 6 shared

Creator 01, Creator 02, Creator 03, Creator 04, Creator 05

REGULAR CREATORS POSTING FOR MULTIPLE BRANDS · CONTENT COUNT

Creator 01 275 K followers

Pierre Cardin 1 NetWork 1

Creator 02 268 K followers

NetWork 2 Pierre Cardin 1

Creator 03 181 K followers

Pierre Cardin 1 NetWork 1

Creator 04 121 K followers

Pierre Cardin 2 NetWork 1

Creator 05 70.7 K followers

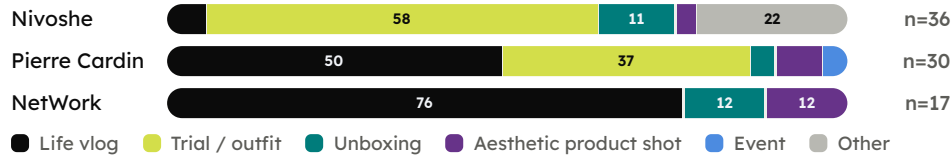
NetWork 4 Pierre Cardin 1

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

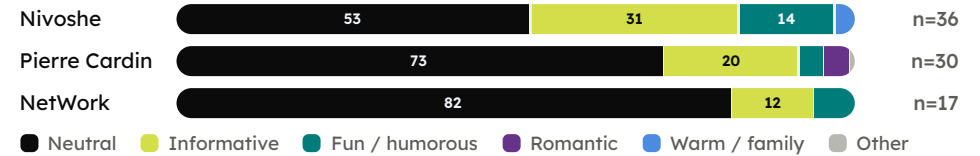
Creative and communication comparison

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

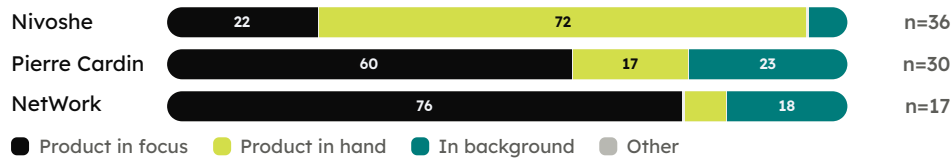
CONTENT TYPE



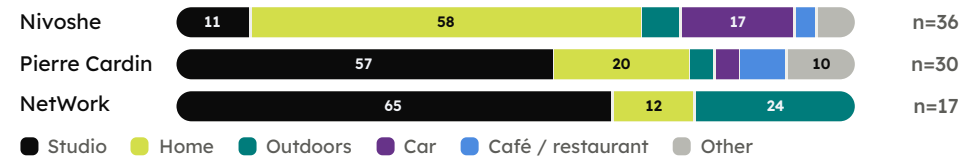
TO NE



PRODUCT PLACEMENT



SETTING

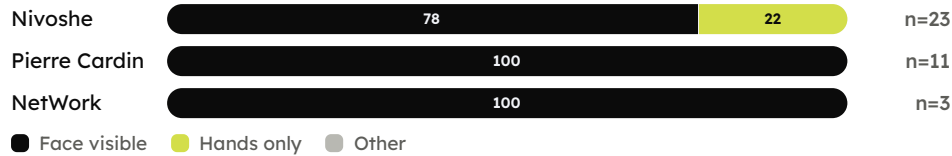


Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

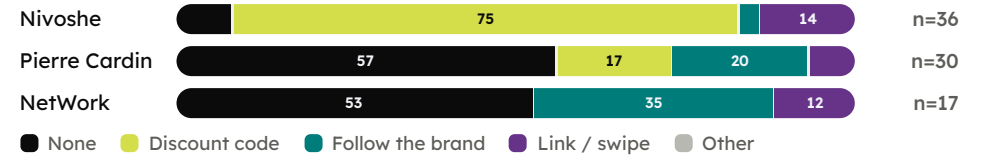
Creative and communication comparison (continued)

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.

Nivoshe

Figures, creative selection and summary

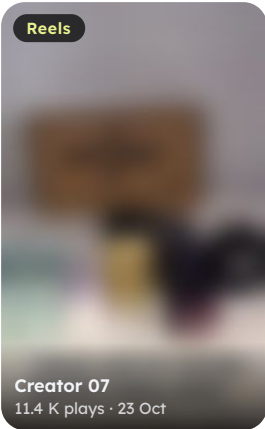
CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
46	36	89% · 11% · 0%	6,496	—	4.16%	80%
19–25 October 2026		story · reels · post	n = 4 reels	median, per follower · n = 0	median, per play · n = 3	posts+reels, n = 5 · co-authored post 2%

Reels



Creator 06
13.6 K plays · 25 Oct

Reels



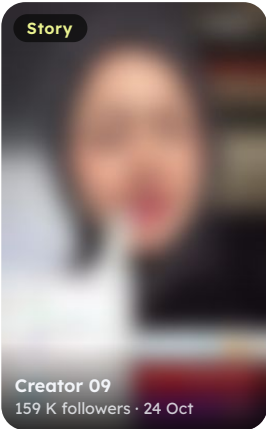
Creator 07
11.4 K plays · 23 Oct

Reels



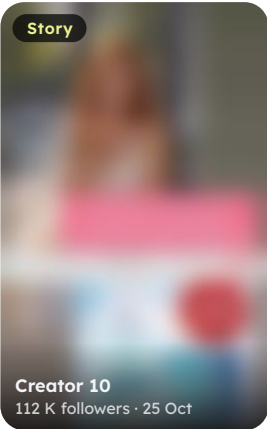
Creator 08
1,636 plays · 24 Oct

Story



Creator 09
159 K followers · 24 Oct

Story



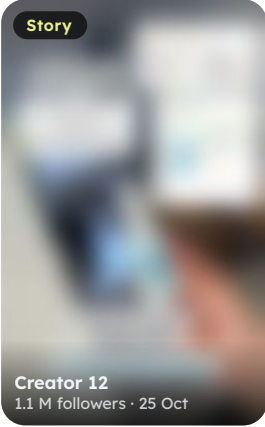
Creator 10
112 K followers · 25 Oct

Story



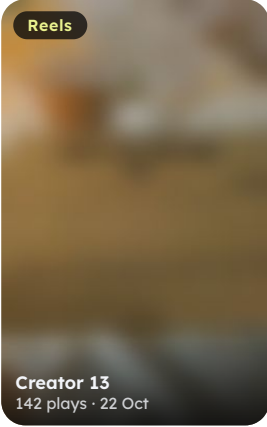
Creator 11
1.2 M followers · 25 Oct

Story



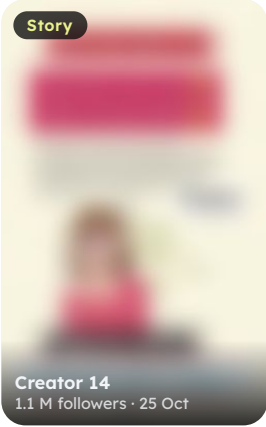
Creator 12
1.1 M followers · 25 Oct

Reels



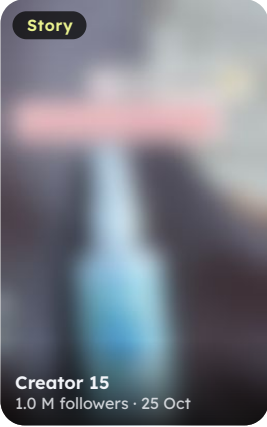
Creator 13
142 plays · 22 Oct

Story



Creator 14
1.1 M followers · 25 Oct

Story



Creator 15
1.0 M followers · 25 Oct

SUMMARY

- Nivoshe appeared in 46 contents from 36 accounts on 19–25 October; 89.1% of contents are stories, and 39 of the 41 stories came out on 24–25 October.
- Nivoshe appeared in 46 contents from 36 accounts on 19–25 October 2026: 41 stories, 5 reels; no posts.
 - All 41 stories were link-matched to the product; 39 were shared on 24–25 October.
 - The content count rose from 14 in 12–18 October to 46; the increase comes from stories (14 to 41), and reels went from 0 to 5.
 - 45.7% of contents come from macro and mega accounts; median followers 234,336.
 - 75.0% of the 36 unique creatives analysed carry a discount call.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 16	Modest fashion	306 K	3
Creator 17	Unclear	174 K	3
Creator 09	Beauty	159 K	3
Creator 12	Unclear	1.1 M	2
Creator 18	Modest fashion	380 K	2

Nivoshe · campaigns and collaborations

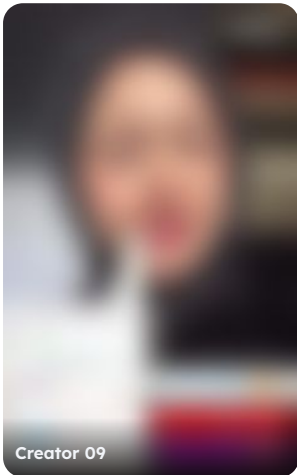
Campaigns that stood out in the period, with sample contents

CAMPAIGN

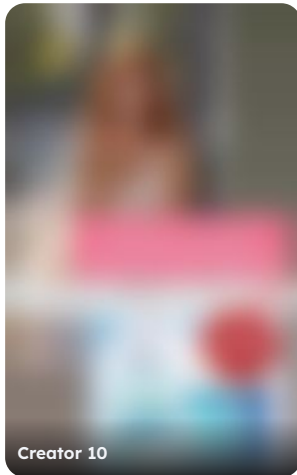
Mouth spray and the second-item 1 TL campaign

24–25 Oct 2026

In 5 of the 10 stories whose speech was transcribed a campaign is described (second item 1 TL, buy one get one), and in 7 mouth odour and the spray are discussed.



Creator 09



Creator 10

Creator 09 Story describing the mouth and foot care spray with the second-item 1 TL campaign.

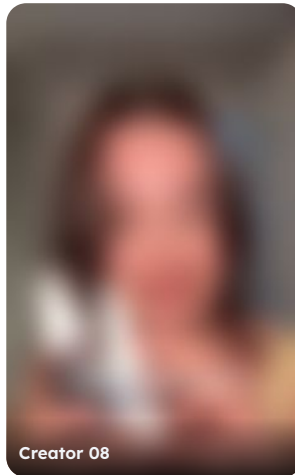
Creator 10 Story describing the mouth odour spray and the buy-one-get-one campaign.

CAMPAIGN

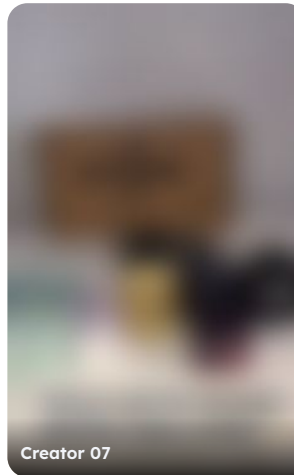
Parcel unboxing: personal care box

22–25 Oct 2026

4 of the 5 reels open the brand's box; the teeth whitening gel and the mouth care spray are shown in turn.



Creator 08



Creator 07

Creator 08 Reel taking the teeth whitening gel and mouth care spray out of the box and describing them; 1,636 plays.

Creator 07 Reel opening the box while saying 'my new parcel has arrived'; 11,356 plays, ER per play 6.86%.

CAMPAIGN

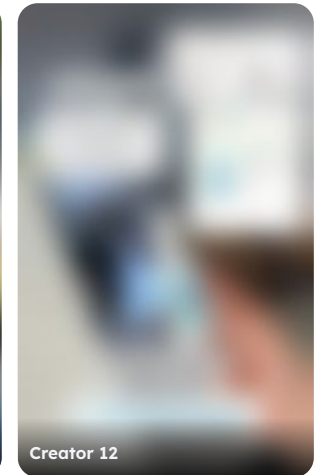
Story wave from large accounts

24–25 Oct 2026

39 stories spread over two days; they include accounts with 1,239,724 and 1,147,565 followers.



Creator 11



Creator 12

Creator 11 Product-linked story from one of the largest accounts (1,239,724 followers).

Creator 12 Product-linked story from the account with 1,108,715 followers.

Nivoshe · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 45.7% of the contents of the 36 accounts come from macro and mega accounts; nano 2.2%, micro 6.5%.
- 7 accounts (19.4%) posted 2 or more times and carried 37.0% of contents; up to 3 contents.
- Largest accounts: Creator 11 (1,239,724), Creator 14 (1,147,565), Creator 12 (1,108,715, 2 stories).
- No shared accounts with Pierre Cardin and NetWork; the most frequent posters are Creator 16, Creator 17 and Creator 09 (3 stories each).
- Account categories are scattered: 16.7% technology and education, 11.1% parenting, 8.3% beauty, 27.8% unknown.

PLATFORM AND FORMAT

- 41 stories, 5 reels; story share 89.1%.
- 73.9% of contents were posted on Sunday (33 stories on 25 October); busiest hour 22:00.
- Median reel plays 6,496 (4 reels); median ER per play 4.16% (n=3).

CREATIVE APPROACH

- Of the 36 creatives analysed, 58.3% are trials and reviews and 11.1% unboxings; the product is in hand in 72.2%.
- 75.0% of creatives carry a discount call, 13.9% a link or swipe call; 8.3% have no call.
- 58.3% were filmed at home and 16.7% in a car; in 78.3% of videos the face is visible, in 21.7% only hands (n=23).
- Tone: 52.8% neutral, 30.6% informative, 13.9% humorous.

CONTENT STRUCTURES

- Parcel unboxing: show the box → introduce the products in turn → teeth whitening gel and mouth spray.
- Story: short speech → using the mouth spray → adding two items to the cart with the second item dropping to 1 TL.
- Smile message: personal narrative around confidence and white teeth (Creator 06).

COMMUNICATION LANGUAGE

Everyday spoken language, a sales tone that highlights the price advantage and the mouth odour solution.

“The reason for my big smile”

“My new parcel has arrived to take my care routine up a level!”

“You add two to the cart.”

“my favourite mouth care spray, you spray it and you get rid of it”

- In 5 of the 10 stories whose speech was transcribed a campaign is described, and in 7 mouth odour and the spray.
- Stories have no captions; speech was transcribed for 10 of the 31 unique stories.
- In the 5 reels, #reklam (ad) appears 3 times and #işbirliği (collaboration) 2 times.

DATA NOTE

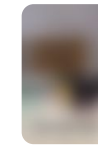
- 39 of the 41 stories fall on 24–25 October; because of the account base widening, the weekly story increase should not be read as brand growth.
- Stories have no likes, plays or captions; 31 of the 41 stories were counted as unique creatives.
- The reel base is small: plays range from 142 to 13,591, and ER comes from only 3 reels.

STANDOUT CREATIVES



Creator 06

The brand's most-played reel (13,591 plays): a #reklam (ad) narrative around the smile and white teeth.



Creator 07

Unboxing reel: 11,356 plays, 765 likes, 14 comments; ER per play 6.86%.



Creator 08

Unboxing reel introducing the teeth whitening gel and mouth spray one by one.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

The brand match came from hashtags and description text.

TOP HASHTAGS · CONTENTS

#nivoshe 5

#ağızbakımı 1

#bakımrutini 1

#bakımönerileri 1

#ciltbakımı 1

#dişbeyazlatma 1

News and deal accounts excluded.

Pierre Cardin

Figures, creative selection and summary

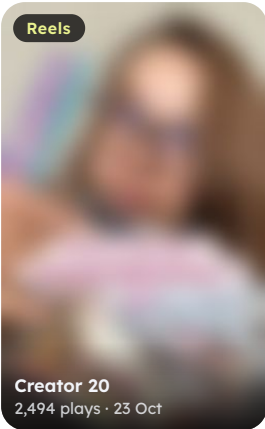
CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
30	25	23% · 30% · 47%	7,004	0.24%	2.48%	44%
19–25 October 2026		story · reels · post	n = 8 reels	median, per follower · n = 10	median, per play · n = 7	posts+reels, n = 23 · co-authored post 13%

Reels



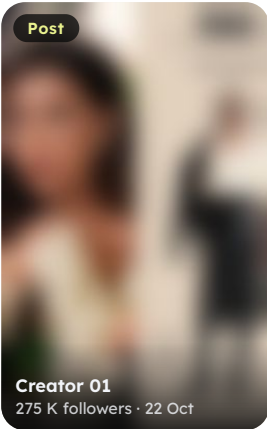
Creator 19
3.5 M plays · 21 Oct

Reels



Creator 20
2,494 plays · 23 Oct

Post



Creator 01
275 K followers · 22 Oct

Post



Creator 21
ER 0.3% per follower · 22 Oct

Reels



Creator 22
2,008 plays · 24 Oct

Reels



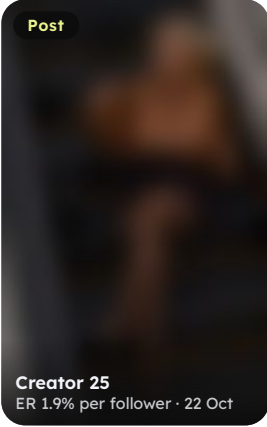
Creator 23
12.4 K plays · 25 Oct

Story



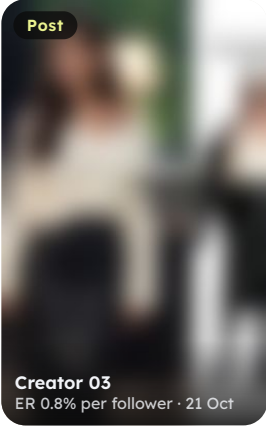
Creator 24
468 K followers · 25 Oct

Post



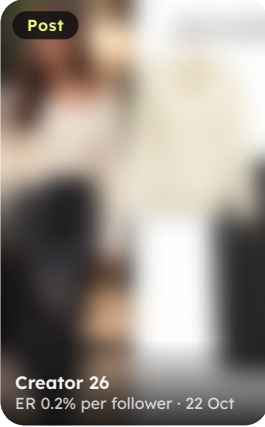
Creator 25
ER 1.9% per follower · 22 Oct

Post



Creator 03
ER 0.8% per follower · 21 Oct

Post



Creator 26
ER 0.2% per follower · 22 Oct

SUMMARY

- Pierre Cardin appeared in 30 contents from 25 accounts on 19–25 October; 12 of the 23 non-story contents are tied to the Yeralti series.**
- Pierre Cardin appeared in 30 contents from 25 accounts on 19–25 October 2026: 14 posts, 9 reels, 7 stories.
 - The Yeralti series appears in 12 of the 23 non-story contents: 10 series outfit posts and 2 trailer reels.
 - Creator 19's two trailer reels were played 3,501,232 and 3,363,199 times; the brand's mean reel plays are 861,613 and median 7,004.
 - The content count stayed the same as the 30 in 12–18 October (30 → 30); posts rose from 12 to 14, reels fell from 12 to 9.
 - 5 contents are from deal accounts (2 reels, 3 stories); included in the count, not read as collaboration.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 23	Beauty	21.7 K	3
Creator 19	Unclear	487 K	2
Creator 04	Street fashion & luxury	121 K	2
Creator 27	Shopping & deals	9,447	2
Creator 24	Fashion & style	468 K	1

Pierre Cardin · campaigns and collaborations

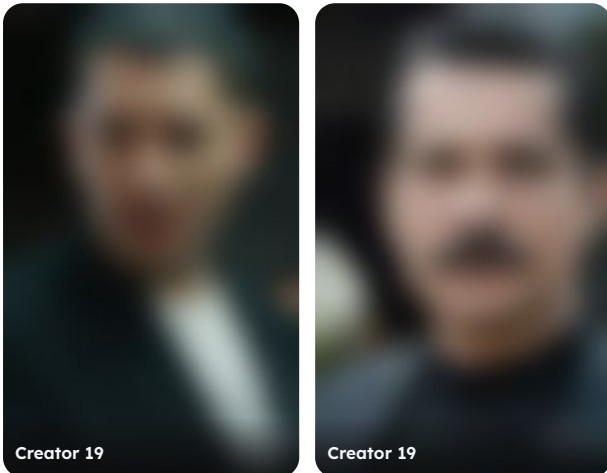
Campaigns that stood out in the period, with sample contents

CAMPAIGN

Yeraltı series partnership

21–24 Oct 2026

Creator 19 shared the series trailers with the line 'With Pierre Cardin in Yeraltı' and #reklam (ad); the frames show the episode announcement.



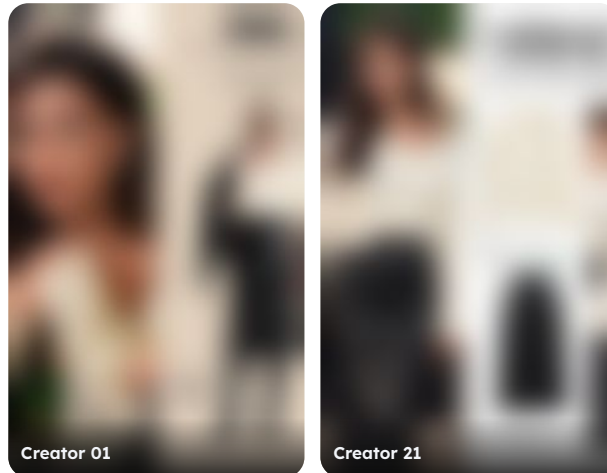
Creator 19 Series trailer reel; 3,501,232 plays, ER per play 3.16%.
Creator 19 Second trailer reel; 3,363,199 plays, ER per play 3.31%.

CAMPAIGN

Series outfit posts

21–22 Oct 2026

Series outfit accounts shared the outfits of the character Ceylan; in 6 of the 12 contents mentioning Yeraltı there is a 'reklam değil' (not an ad) type note.



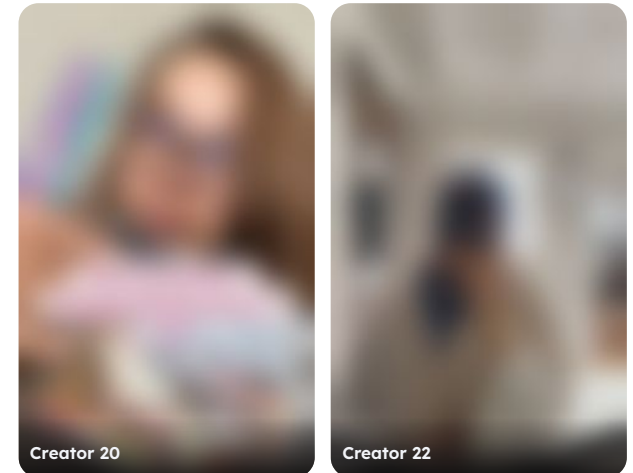
Creator 01 Post sharing the sweater and skirt outfit with the brand tag and #reklam (ad).
Creator 21 Post describing Ceylan's sweater and skirt outfit; 1,044 likes.

CAMPAIGN

Product showcase: makeup pencils and shawl

23–24 Oct 2026

Small accounts showed the brand's makeup pencils and shawl in an unboxing and a get-ready video.



Creator 20 Reel trying the makeup pencils one by one in an unboxing; 2,494 plays.
Creator 22 #reklam (ad) reel showing getting ready with the Pierre Cardin shawl; 2,008 plays.

Pierre Cardin · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 40.0% of the 25 accounts are in the fashion and style category and 16.0% in shopping deals; median followers 70,662.
- The largest account is Creator 19 (486,698 followers), 2 reels; Creator 24 (467,732) shared a story.
- 26.7% of contents come from macro accounts; no mega accounts. 4 accounts (16.0%) carried 30.0% of contents, up to 3 contents.
- There are 6 shared accounts with NetWork (news and deal accounts excluded); none with Nivoshe.
- 4 contents are co-authored (13.3%); the co-authors include Creator 28 and Creator 19.

PLATFORM AND FORMAT

- 14 posts, 9 reels, 7 stories; post is the largest format at 46.7%.
- Median ER per follower for posts is 0.24% (n=10); for reels per play it is 2.48% (n=7).
- The busiest day is Thursday (33.3%), at 19:00; 10 non-story contents were published on 22 October.

CREATIVE APPROACH

- Of the 30 creatives analysed, 50.0% are life vlogs and 36.7% trials and reviews; the product is the main subject in 60.0%.
- 56.7% of creatives are in a studio and 20.0% at home; in videos the face is visible in all 11 samples.
- Tone: 73.3% neutral, 20.0% informative; 20.0% of creatives were read as a new product launch.
- Call: none in 56.7%, follow the brand in 20.0%, discount code in 16.7%.

CONTENT STRUCTURES

- Series trailer: episode scene → broadcast time announced on screen → brand sentence and #reklam (ad) in the caption.
- Outfit breakdown post: character image → item list → question about the episode.
- Unboxing: showing the makeup pencils one by one → colour trial (Creator 20).

COMMUNICATION LANGUAGE

Neutral, catalogue-like language describing the series character's outfit piece by piece; it states whether there is a paid collaboration.

“With Pierre Cardin in Yeraltı”

“The outfit details of the character Ceylan in the Yeraltı series are here.”

“There is no paid collaboration.”

“If anything happens to me, you will take my place...”

- 6 of the 12 contents mentioning Yeraltı carry a 'reklam değil' (not an ad) or 'ücretli işbirliği yoktur' (there is no paid collaboration) note.
- The brand account is tagged in 16 of the 30 contents (53.3%).
- Deal accounts post with captions stating price and marketplace; counted as context, not as collaboration.

DATA NOTE

- Mean reel plays 861,613, median 7,004: the figure rests on two trailer reels.
- 5 deal-account contents and a designer-house reel that mentions the brand name are included in the count; not a campaign.
- Matching is based on tags and names; a name being mentioned is not proof of collaboration.

STANDOUT CREATIVES



Creator 19

The most-played reel of the week (3,501,232 plays): the Yeraltı trailer, with 'Wednesday 20:00 new episode' on screen.



Creator 19

The second Yeraltı trailer: 3,363,199 plays, 105,675 likes, 5,643 comments.



Creator 20

Reel trying makeup pencils in an unboxing; with a 'reklam değil' (not an ad) note, 2,494 plays.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@pierrecardinr 15

@pierrecardin 1

TOP HASHTAGS · CONTENTS

#yeraltı 11

#devrimözkan 6

#pierrecardin 4

#devrimozkan 3

#ceylan 2

#dizikiyafetleri 2

News and deal accounts excluded.

NetWork

Figures, creative selection and summary

CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
17	12	6% · 18% · 76%	21.6 K	0.47%	2.19%	38%
19–25 October 2026		story · reels · post	n = 3 reels	median, per follower · n = 9	median, per play · n = 2	posts+reels, n = 16 · co-authored post 12%

Reels



Creator 29
41.7 K plays · 20 Oct

Post



Creator 30
ER 14.0% per follower · 20 Oct

Post



Creator 01
275 K followers · 20 Oct

Post



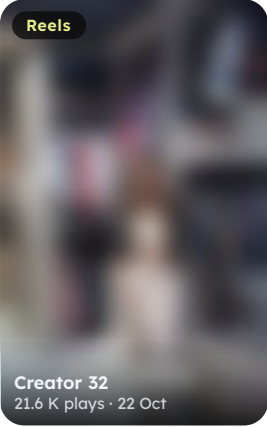
Creator 05
ER 0.5% per follower · 21 Oct

Post



Creator 31
18.6 K followers · 19 Oct

Reels



Creator 32
21.6 K plays · 22 Oct

Reels



Creator 33
2,256 plays · 24 Oct

Post



Creator 34
ER 10.6% per follower · 21 Oct

Story



Creator 35
1.0 M followers · 19 Oct

Post



Creator 02
ER 0.3% per follower · 21 Oct

SUMMARY

NetWork appeared in 17 contents from 12 accounts on 19–25 October; 13 of the 16 non-story contents describe series outfits.

- NetWork appeared in 17 contents from 12 accounts on 19–25 October 2026: 13 posts, 3 reels, 1 story.
- In 13 of the 16 non-story contents, the outfit from the series Uzak Şehir, Tuzlu Kahve or Güller ve Günahlar is described.
- The content count fell from 33 in 12–18 October to 17; the drop is in stories (18 to 1), and posts went from 15 to 13.
- Creator 05 is the most frequent poster with 4 posts; the 3 repeat accounts carried 47.1% of contents.
- The most-played reel is the Cappadocia video of Creator 29 (1,142,630 followers): 41,712 plays.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 05	Fashion & style	70.7 K	4
Creator 02	Fashion & style	268 K	2
Creator 31	Fashion & style	18.6 K	2
Creator 29	Beauty	1.1 M	1
Creator 35	Fashion & style	1.0 M	1

NetWork · campaigns and collaborations

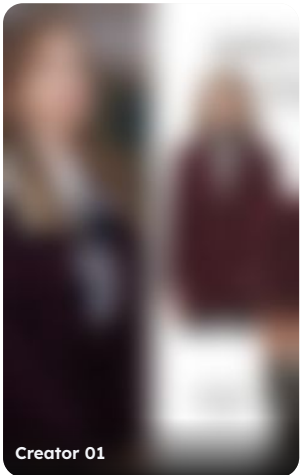
Campaigns that stood out in the period, with sample contents

CAMPAIGN

Series outfit descriptions: Uzak Şehir and Tuzlu Kahve

19–25 Oct 2026

Series outfit accounts shared the characters' outfits and tagged NetWork pieces; Derin's plum suit was credited to NetWork.



Creator 01 Post saying Derin's plum suit in Tuzlu Kahve is from NetWork and adding the link to the story.

Creator 05 Post sharing the episode's outfit details from Tuzlu Kahve with #reklam (ad); 386 likes.

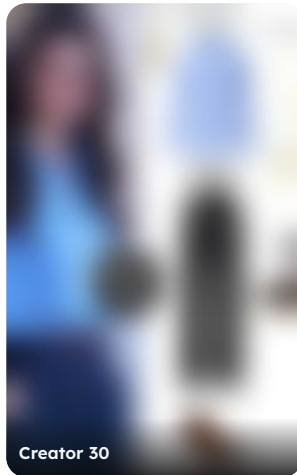


CAMPAIGN

Item credits in an actor's outfit

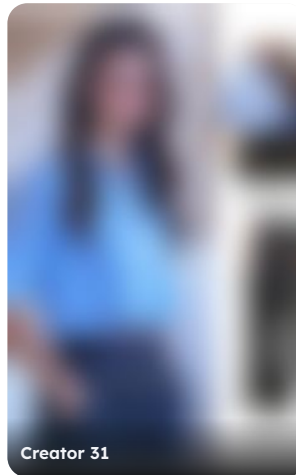
19–20 Oct 2026

Actor style accounts wrote out the Uzak Şehir outfit piece by piece; the NetWork shirt appears in the caption with the brand tag.



Creator 30 Style post crediting the shirt with the NetWork tag; 1,812 likes, ER per follower 14.05%.

Creator 31 Post crediting Alya's top in Uzak Şehir with a 'reklam' (ad) note.

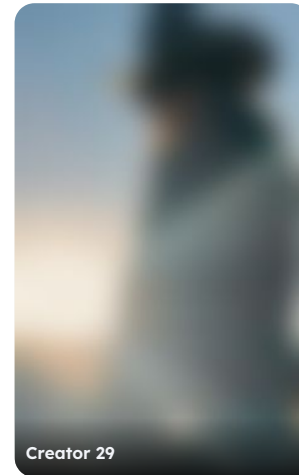


CAMPAIGN

Cappadocia shoot: NetWork Effect

20 Oct 2026

A mega account showed coat, jacket and hat outfits in Cappadocia in a reel without speech.



Creator 29 Sunrise and three outfits in Cappadocia; 41,712 plays, ER per play 0.78%.

NetWork · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- Of the 12 accounts, 33.3% are micro, 33.3% mid, 16.7% macro and 16.7% mega; no nano. Median followers 114,652.
- Series outfit accounts dominate: Creator 05 4, Creator 02 2, Creator 31 2 contents.
- Mega accounts: Creator 29 (1,142,630) shared a reel, Creator 35 (1,012,673) a story.
- There are 6 shared accounts with Pierre Cardin and all are series outfit accounts; none with Nivoshe.
- 58.3% of accounts are in the fashion and style category; 75.0% are women.

CREATIVE APPROACH

- Of the 17 creatives analysed, 76.5% are life vlogs, 11.8% unboxings and 11.8% product shoots.
- The product is the main subject in 76.5% of creatives; 64.7% were filmed in a studio and 23.5% on the street.
- Tone is 82.3% neutral; call: none in 52.9%, follow the brand in 35.3%, link or swipe in 11.8%.
- Posts show the character image and item list; the reel shows landscape and outfit transitions without speech.

COMMUNICATION LANGUAGE

Neutral, catalogue-like language listing the item name, episode number and character name.

“We compiled the wardrobe of Tuzlu Kahve’s beloved character Derin for you!”

“The outfit details of Uzak Şehir’s new episode are here!”

“we had already added the product link to the story”

“Cappadocia, by NetWork Effect”

- 6 of the 16 non-story contents carry an ad disclosure (#reklam/#işbirliği/#tanıtım); 3 carry a ‘reklam değil’-like (not an ad) note.
- The brand account is tagged in 15 of the 17 contents (88.2%); 2 contents are co-authored.
- Series name and episode number stand out in the captions: ‘Uzak Şehir episode 69 outfits’.

STANDOUT CREATIVES



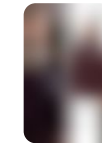
Creator 29

The most-played NetWork reel of the week (41,712 plays): three outfits in Cappadocia, without speech.



Creator 30

Highest ER per follower (14.05%): actor style post, shirt credited with the NetWork tag.



Creator 01

Post tying the Tuzlu Kahve suit to NetWork and adding the link to the story.

PLATFORM AND FORMAT

- 13 posts, 3 reels, 1 story; post share 76.5%.
- Median ER per follower for posts is 0.47% (n=9); reels have n=2, so they were not interpreted on their own.
- The busiest day is Tuesday (47.1%), at 13:00; 8 contents were published on 20 October.

CONTENT STRUCTURES

- Post carousel: character image → item list with brand tags → question about the episode.
- Actor style post: season outfit → brand tag piece by piece (Creator 30).
- Reels: Cappadocia landscape → horse-riding, safari and city outfits; no speech (Creator 29).

DATA NOTE

- The median reel plays of 21,643 rest on only 3 reels; the caption of this reel is about neuroscience, and the brand is only tagged.
- 18 of the 33 contents in 12–18 October were stories; the weekly drop comes from stories and is not comparable given the account base widening.
- Some of the series outfit accounts say ‘reklam değil’ (not an ad); tagged content is not proof of collaboration.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@networkonline 16

TOP HASHTAGS · CONTENTS

#edaeece 5

#tuzlukahve 5

#uzakşehir 5

#kombinönerileri 4

#sahraşaş 3

#sinemünsal 3

News and deal accounts excluded.

Additional insights

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

RISING BRAND OF THE WEEK: NIVOSHE, IN STORIES

Nivoshe's content count rose from 14 in 12–18 October to 46 in 19–25 October. The rise came from stories (14 to 41); reels went from 0 to 5.

Counted over two weeks with the same matching: Nivoshe 14 → 46, Pierre Cardin 30 → 30, NetWork 33 → 17. 39 of the 41 stories fall on 24–25 October; stories exist from the day an account was added, so weeks are not directly comparable.

REEL OF THE WEEK

The Pierre Cardin reel shared on 21 October was the most played of the week. The video is an episode trailer of the Yeraltı series; the frames show the 'Wednesday 20:00 new episode' announcement, and the brand appears in the caption.

Creator 19 (486,698 followers): 3,501,232 plays, 105,689 likes, 4,848 comments; ER per play 3.16%. Caption 'With Pierre Cardin in Yeraltı' and #reklam (ad).

STORY OR REELS?

Nivoshe leaned on stories, NetWork on posts; Pierre Cardin split between posts, reels and stories. Nivoshe's stories were piled into two days.

Reels share: Pierre Cardin 30.0%, NetWork 17.6%, Nivoshe 10.9%. Story share: Nivoshe 89.1%, Pierre Cardin 23.3%, NetWork 5.9%.

CREATOR SPREAD: LARGE ACCOUNTS AND REPEATS

Nivoshe took nearly half of its contents from macro and mega accounts; at Pierre Cardin this share is nearly a quarter.

Number of accounts: Nivoshe 36, Pierre Cardin 25, NetWork 12. Macro and mega content share: Nivoshe 45.7%, NetWork 29.4%, Pierre Cardin 26.7%.

SERIES LINK: YERALTI, UZAK ŞEHİR, TUZLU KAHVE

Pierre Cardin and NetWork were visible through the outfit accounts of TV series. All 6 shared accounts of the two brands describe series outfits.

Series appearances in non-story contents: Pierre Cardin 12 of 23 (Yeraltı), NetWork 13 of 16. At Pierre Cardin, 6 of the 12 contents carry a 'reklam değil' (not an ad) type note.

SALES CALL: NIVOSHE ON DISCOUNT, THE OTHERS NOT

Nivoshe turned to selling in stories with campaign and price sentences; most Pierre Cardin and NetWork contents have no call or a follow-the-brand call.

Discount call: Nivoshe 75.0% of 36 creatives, Pierre Cardin 16.7% of 30. No call: Pierre Cardin 56.7%, NetWork 52.9% (17).

Opportunities

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

OPPORTUNITIES FOR YOUR BRAND

- 1 Nivoshe described the campaign bringing the second item to 1 TL in stories. For your brand, short stories stating the price advantage in one sentence can be tried.
- 2 The most-played reel of the week was a series trailer. For your brand, content tied to a series and its broadcast time can be a way to reach a large audience.
- 3 Series outfit accounts tagged the pieces and moved the link to the story. For your brand, a post with an item list can be tried as a collaboration.
- 4 Nivoshe spread 39 stories over two days across large accounts. For your brand, backing a story wave with a reels narrative can extend the content's lifespan.
- 5 Nivoshe's unboxing reels came from small accounts (142–13,591 plays). For your brand, a PR box can be layered with large stories and small reels.
- 6 At Pierre Cardin, 6 of the 12 contents mentioning Yeraltı carry a 'reklam değil' (not an ad) note. For your brand, clearly separating product gifting from narration protects trust.

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

Nivoshe

50.6%

42 contents · 32 creators · +31.4 pp previous week

Pierre Cardin

28.9%

24 contents · 20 creators · -6.7 pp previous week

NetWork

20.5%

17 contents · 12 creators · -24.7 pp previous week

PERFORMANCE

BRAND	CONTENTS	REEL PLAYS	LIKES + COMMENTS	STORY VIEWS (MODEL)	REACH MODEL
Nivoshe	42 41 Story · 0 Post · 1 Reel	—	—	7,393,824 41 of 41 Story	6,262 1 of 1
Pierre Cardin	24 7 Story · 13 Post · 4 Reel	6,888,352 4 of 4 Reel (100.0%)	226,851 13 of 17 · 4 hidden likes	276,771 7 of 7 Story	140,534 17 of 17
NetWork	17 1 Story · 13 Post · 3 Reel	65,611 3 of 3 Reel (100.0%)	7,725 11 of 16 · 5 hidden likes	702,732 1 of 1 Story	126,872 16 of 16

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)

Nivoshe	<div><div></div></div>	60.0
	32 creators with SQS · Micro 57.7 · Macro 59.8 · Mega 62.0	
Pierre Cardin	<div><div></div></div>	58.4
	20 creators with SQS · Nano 61.9 · Micro 59.7 · Macro 57.1	
NetWork	<div><div></div></div>	60.5
	12 creators with SQS · Micro 61.4 · Macro 58.5 · Mega 63.3	

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

AUDIENCE (COMMENTERS)

Nivoshe	<div><div>Women 74%</div><div>Men 26%</div></div>
	Largest age band: 25-34 47% · Largest city: İstanbul 21% · Largest country: Türkiye 98%
Pierre Cardin	<div><div>Women 74%</div><div>Men 26%</div></div>
	Largest age band: 25-34 49% · Largest city: İstanbul 29% · Largest country: Türkiye 95%
NetWork	<div><div>Women 83%</div><div>Men 17%</div></div>
	Largest age band: 25-34 51% · Largest city: İstanbul 36% · Largest country: Türkiye 91%

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

- The period is 19–25 October 2026 (Monday–Sunday, Turkey time); the report covers the top three brands with the most contents in the weekly ranking.
- All 17 reels in the period were analysed from the video itself.
- The weekly change comes from the nine-week series produced with the same matching; percentages are given only on a base of 10 or more contents.
- Contents from 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.