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

Pierre Cardin | NetWork

This report covers the 2 brands with the most creator content in Fashion for the week of 19–25 October 2026.

All 12 reels in the period were analysed from the video itself.

CONTENTS	CREATORS	BRAND	PERIOD
47	31	2	7
brand-mentioning posts	distinct accounts	fashion brands	days

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Based on creator posts that name the brand; not confirmation of a paid collaboration. © 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Executive summary

This report covers the 2 brands with the most creator content in Fashion for the week of 19–25 October 2026.

CONTENTS	CREATORS	STORY SHARE	LARGEST VOLUME
47	31	17%	Pierre Cardin
7 days · 47 assignments across brands	6 accounts in 2+ brands	of 47 brand assignments	30 contents · 25 creators

KEY FINDINGS

- On 19–25 October 2026, two fashion brands appeared in 47 contents from 31 accounts: Pierre Cardin 30, NetWork 17.
- Of the 47 contents, 12 are reels, 8 are stories and 27 are posts; post is 76.5% at NetWork, and at Pierre Cardin post is 46.7%, reels 30.0% and story 23.3%.
- Weekly change: NetWork fell from 33 in 12–18 October 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.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) appears in non-story contents at 43.5% of Pierre Cardin's 23 rows and 37.5% of NetWork's 16 rows.

WHAT THE COMPARISON SHOWS

- Format: NetWork is post-heavy (76.5%); Pierre Cardin splits three ways: post 46.7%, reels 30.0%, story 23.3%.
- Scale: median followers are 114,652 at NetWork and 70,662 at Pierre Cardin; macro and mega accounts produced 47.1% of NetWork's contents and 43.3% of Pierre Cardin's.
- Median reel plays: NetWork 21,643 (3 reels), Pierre Cardin 7,004 (8).
- Repeat accounts carried 47.1% of contents at NetWork and 30.0% at Pierre Cardin.
- Pierre Cardin and NetWork share 6 accounts; 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
Pierre Cardin	30	25	23% · 30% · 47%	43.3%	30.0%	43.5%	13.3%	7,004 n=8	0.24% n=10	2.48% n=7
NetWork	17	12	6% · 18% · 76%	47.1%	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 mix, macro+mega share, repeat creator share, ad disclosure and co-authored post are over distinct contents (in this report the number of account-content rows equals the number of distinct contents). Macro 100 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; a reel with likes but 0 recorded plays is left out of the plays median. 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).
- Total 47 contents, 31 distinct accounts; the 0 contents that mention several brands 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; content removed for 19–25 October: 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 2 by content count in the weekly ranking (tag and link matching; the brand's own accounts and deal accounts excluded). Revision 2 (1 November 2026): Nivoshe was removed because its content this week was oral care, not fashion. Totals and visibility shares are now over two brands; the two brands' own content, account, format, view and engagement figures did not change, and only the follower-segment and macro+mega shares were recalculated on the new four-segment scale. The previous edition stays published. Frequently matched accounts:

Pierre Cardin	@pierrecardintr, @pierrecardin
NetWork	@networkonline

MEDIA ANALYSIS

- 47 unique creatives were analysed as images: images directly, videos by their opening frame and a 4-frame summary.
- All 12 reels in the period were analysed from the video itself: four frames, the opening frame and audio. The audio of 8 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 = 47 BRAND ASSIGNMENTS

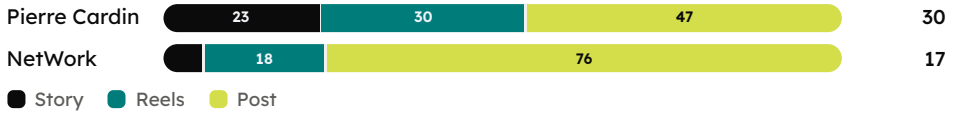


NUMBER AND SHARE OF CREATORS · N = 37 BRAND–ACCOUNT PAIRS

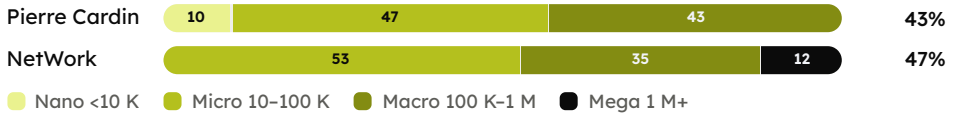


FORMAT AND FOLLOWER SEGMENT

FORMAT MIX, CONTENT SHARE · CONTENT COUNT ON THE RIGHT



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



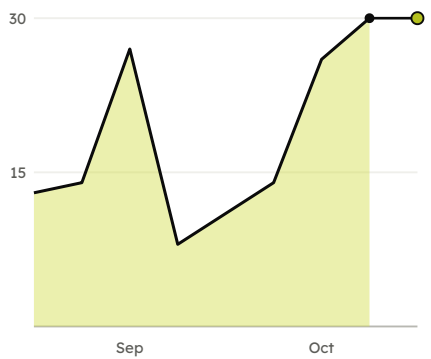
Period 19 October – 25 October 2026; contents naming more than one brand were counted for each brand. Follower segment is by the account's current follower count.

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Last 9 weeks (24 Aug–25 Oct 2026)

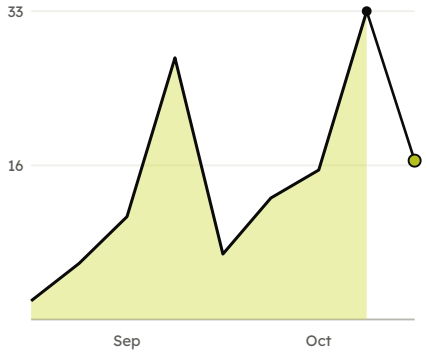
Campaign waves: which brand concentrated when?

Pierre Cardin 30 distinct contents / 7 d · 173 account-content rows / 9 weeks



Peak: week of 12 Oct, 30 account-content rows

NetWork 17 distinct contents / 7 d · 133 account-content rows / 9 weeks



Peak: week of 12 Oct, 33 account-content rows

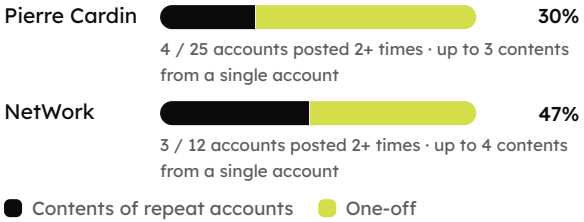
7-day analysis period

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 = 306 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



DISCLOSURE AND BRAND LINK

BRAND	AD DISCLOSURE	CO-AUTHORED POST	BRAND TAG	PAID PARTNERSHIP	N
Pierre Cardin	44%	13%	53%	0%	23
NetWork	38%	12%	88%	0%	16

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

POSTING DAY

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hour
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 days of the week (TRT). Dark cells are the brand's busiest days; the last column is the busiest hour. n = the brand's 7-day contents (Pierre Cardin 30 … NetWork 17).

Period 19 October – 25 October 2026.

Who with whom: creator overlap

Do rival brands work with the same creators?

NUMBER OF SHARED CREATORS

	Pierre Cardin	NetWork
Pierre Cardin	21	6
NetWork	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 = 27 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.

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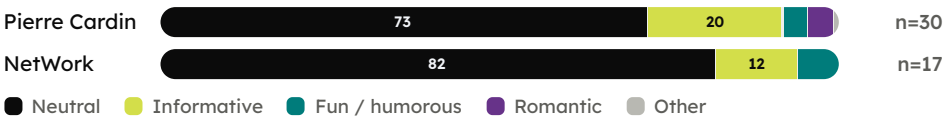
Creative and communication comparison

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

CONTENT TYPE



TONE



PRODUCT PLACEMENT



SETTING



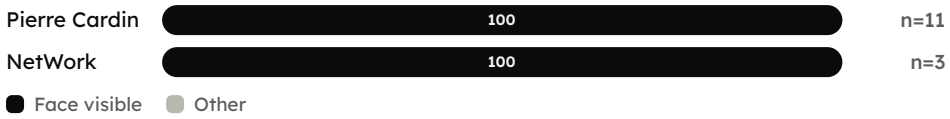
Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

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Creative and communication comparison (continued)

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

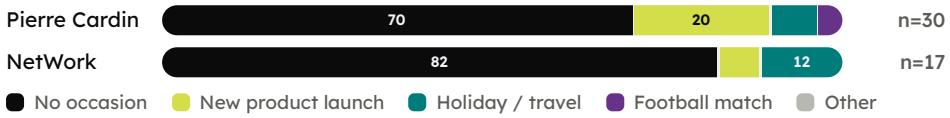
IS THE CREATOR ON CAMERA? (VIDEOS)



CALL TO ACTION



PERIOD / OCCASION



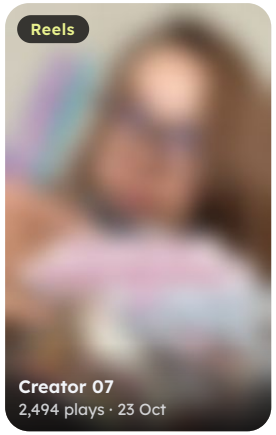
Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

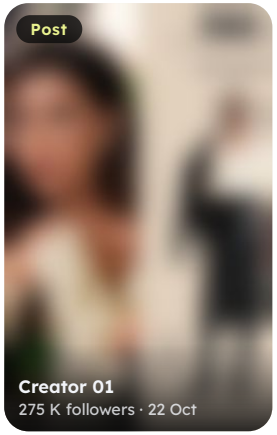
Pierre Cardin

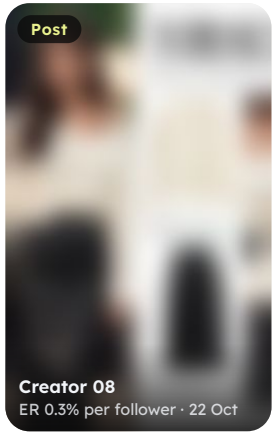
Figures, creative selection and summary

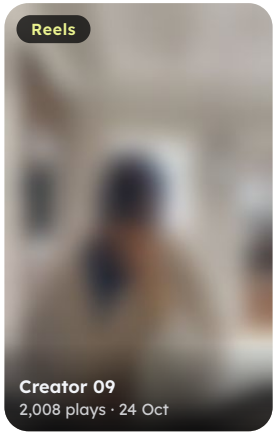
CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
30	25	23% · 30% · 47%	7,004	0.24%	2.48%	44%
19–25 October 2026		story · reels · post	n = 8 reels	median, per follower · n = 10	median, per play · n = 7	posts+reels, n = 23 contents · co-authored post 13%



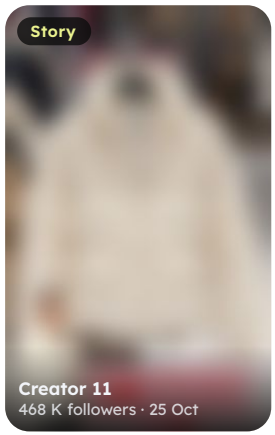




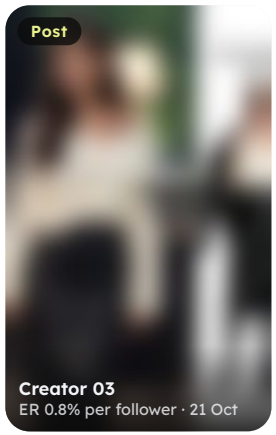


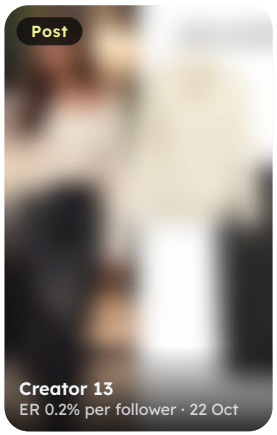












SUMMARY

Pierre Cardin appeared in 30 contents from 25 accounts on 19–25 October; 12 of the 23 non-story contents are tied to the Yeraltı series.

- Pierre Cardin appeared in 30 contents from 25 accounts on 19–25 October 2026: 14 posts, 9 reels, 7 stories.
- The Yeraltı series appears in 12 of the 23 non-story contents: 10 series outfit posts and 2 trailer reels.
- Creator 06'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 10	Beauty	21.7 K	3
Creator 06	Unclear	487 K	2
Creator 04	Street fashion & luxury	121 K	2
Creator 14 deal	Shopping & deals	9,447	2
Creator 11	Fashion & style	468 K	1

Pierre Cardin · campaigns and collaborations

Campaigns that stood out in the period, with sample contents

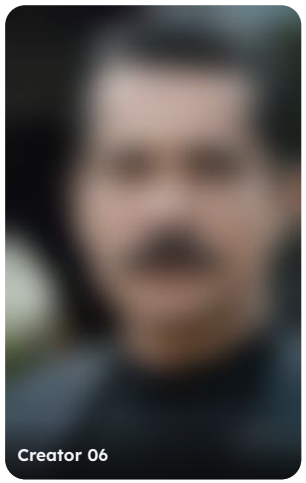
CAMPAIGN

Yeraltı series partnership

21–24 Oct 2026

Creator 06 shared the series trailers with the line 'With Pierre Cardin in Yeraltı' and #reklam (ad); the frames show the episode announcement.





Creator 06 Series trailer reel; 3,501,232 plays, ER per play 3.16%.

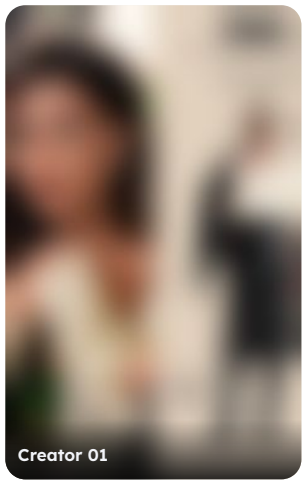
Creator 06 Second trailer reel; 3,363,199 plays, ER per play 3.31%.

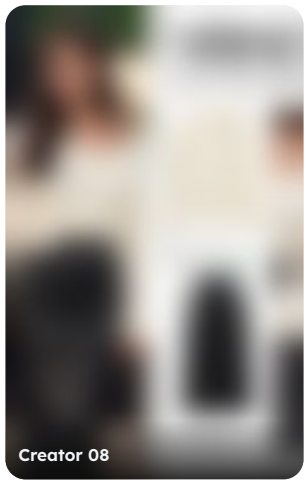
CAMPAIGN

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).

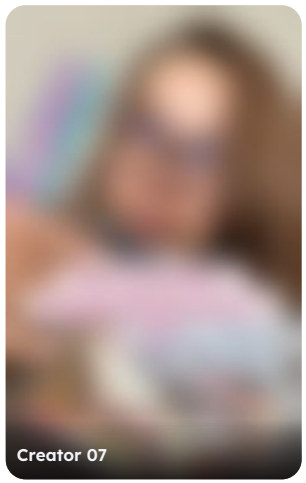
Creator 08 Post describing Ceylan's sweater and skirt outfit; 1,044 likes.

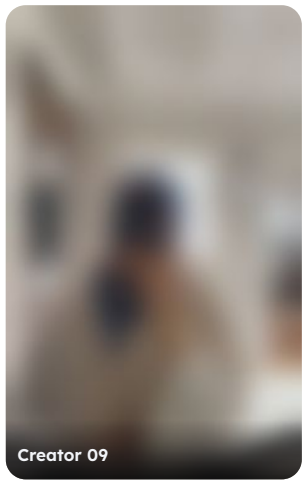
CAMPAIGN

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 07 Reel trying the makeup pencils one by one in an unboxing; 2,494 plays.

Creator 09 #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 06 (486,698 followers), 2 reels; Creator 11 (467,732) shared a story.
- 43.3% of the 30 account-content rows come from macro (100 K–1 M) 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).
- 4 contents are co-authored (13.3%); the co-authors include Creator 15 and Creator 06.

PLATFORM AND FORMAT

- 14 posts, 9 reels, 7 stories; post is the largest format at 46.7% of the 30 contents.
- 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 07).

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 06
The most-played reel of the week (3,501,232 plays): the Yeraltı trailer, with 'Wednesday 20:00 new episode' on screen.



Creator 06
The second Yeraltı trailer: 3,363,199 plays, 105,675 likes, 5,643 comments.



Creator 07
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

@pierrecardintr 15 @pierrecardin 1

TOP HASHTAGS · CONTENTS

#yeraltı 11 #devrimözkan 6 #pierrecardin 4 #devrimozkan 3 #ceylan 2 #dizikıyafetleri 2

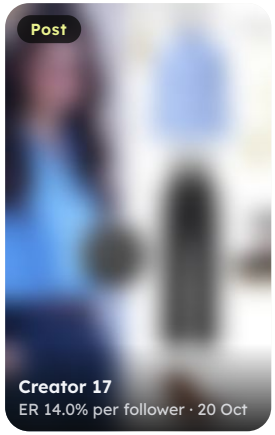
News and deal accounts excluded.

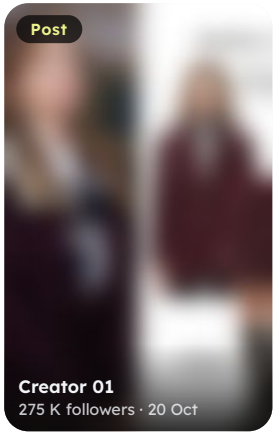
NetWork

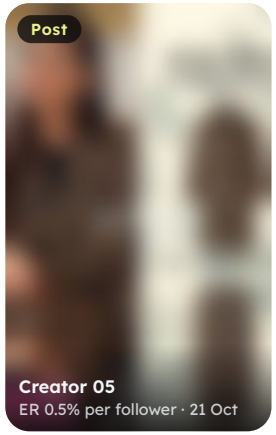
Figures, creative selection and summary

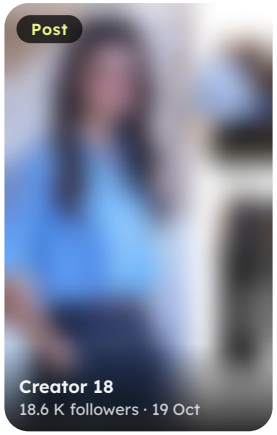
CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
17	12	6% · 18% · 76%	21.6 K	0.47%	2.19%	38%
19–25 October 2026		story · reels · post	n = 3 reels	median, per follower · n = 9	median, per play · n = 2	posts+reels, n = 16 contents · co-authored post 12%

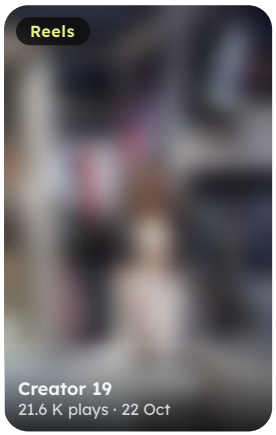


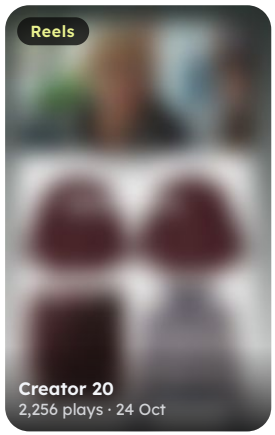


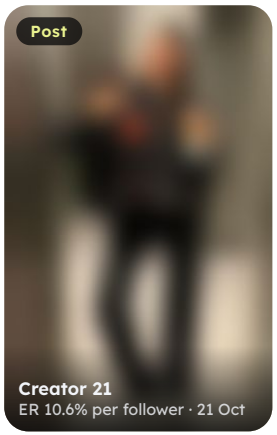


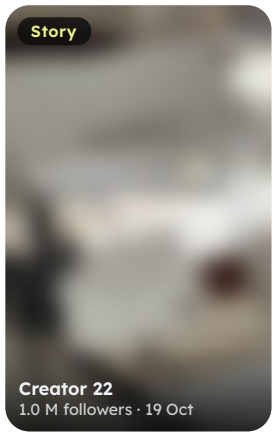


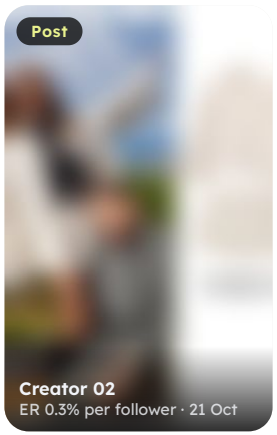












SUMMARY

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 16 (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 18	Fashion & style	18.6 K	**2**
Creator 16	Beauty	1.1 M	**1**
Creator 22	Fashion & style	1.0 M	**1**

NetWork · campaigns and collaborations

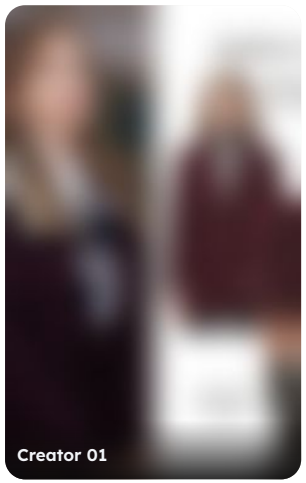
Campaigns that stood out in the period, with sample contents

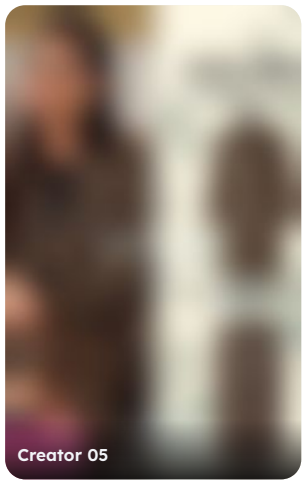
CAMPAIGN

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.

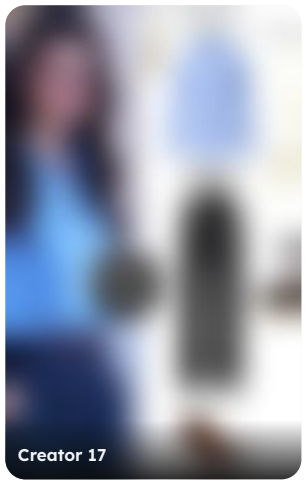
Creator 05 Post sharing the episode's outfit details from Tuzlu Kahve with #reklam (ad); 386 likes.

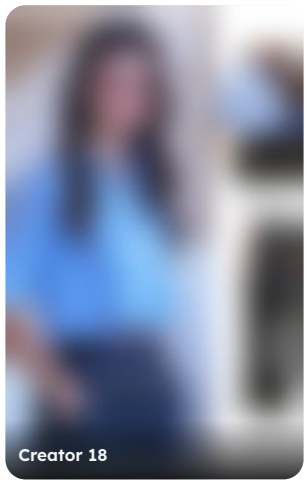
CAMPAIGN

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

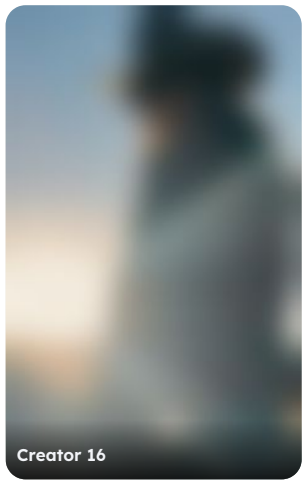
Creator 18 Post crediting Alya's top in Uzak Şehir with a 'reklam' (ad) note.

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 16 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, 41.7% are micro (10–100 K), 41.7% macro (100 K–1 M) and 16.7% mega (1 M+); no nano. Median followers 114,652.
- Series outfit accounts dominate: Creator 05 4, Creator 02 2, Creator 18 2 contents.
- Mega accounts: Creator 16 (1,142,630) shared a reel, Creator 22 (1,012,673) a story.
- There are 6 shared accounts with Pierre Cardin and all are series outfit accounts.
- 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.

STANDOUT CREATIVES



Creator 16
The most-played NetWork reel of the week (41,712 plays): three outfits in Cappadocia, without speech.



Creator 17
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 is 76.5% of the 17 contents.
- 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 17).
- Reels: Cappadocia landscape → horse-riding, safari and city outfits; no speech (Creator 16).

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

#edaece 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.

WEEKLY CHANGE: NETWORK FELL ON STORIES, PIERRE CARDIN HELD STEADY

NetWork's content count fell from 33 in 12–18 October to 17 in 19–25 October; the fall came from stories (18 to 1), posts went from 15 to 13 and reels from 0 to 3. Pierre Cardin stayed at 30: posts rose from 12 to 14, reels fell from 12 to 9 and stories rose from 6 to 7.

Counted over two weeks with the same matching: NetWork 33 → 17, Pierre Cardin 30 → 30. 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 06 (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?

NetWork leaned on posts; Pierre Cardin split between posts, reels and stories.

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

CREATOR SPREAD: LARGE ACCOUNTS AND REPEATS

Macro (100 K–1 M) and mega (1 M+) accounts produced 47.1% of NetWork's contents and 43.3% of Pierre Cardin's; mega accounts appear only at NetWork (two accounts).

Number of accounts: Pierre Cardin 25, NetWork 12. Macro and mega share on the account-content row base: 47.1% of NetWork's 17 rows, 43.3% of Pierre Cardin's 30 rows. Mega accounts: Creator 16 (1,142,630), Creator 22 (1,012,673).

SERIES LINK: YERALTI, UZAK ŞEHIR, 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.

CALL TO ACTION: FOLLOW AND LINK

More than half of both brands' contents have no call to action; when there is one it is mostly follow the brand. A discount call appears only at Pierre Cardin and at a small share.

No call: Pierre Cardin 56.7% (30 creatives), NetWork 52.9% (17). Follow the brand: NetWork 35.3%, Pierre Cardin 20.0%. Discount code: Pierre Cardin 16.7%.

Opportunities

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

OPPORTUNITIES FOR YOUR BRAND

1. 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.
2. 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.
3. At Pierre Cardin, a makeup-pencil unboxing reel drew 2,494 plays. For your brand, a PR box can be layered in small accounts alongside a large series content.
4. 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.

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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 10–100 K · Macro 100 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 two brands with the most contents in the weekly ranking.
- All 12 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.

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