

STARLECTA WEEKLY SECTOR REPORT

Influencer Marketing Competitive Analysis

Hair care

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

Herbal Essences

Bioxcin

Pantene

Urban Care

This report covers the 4 brands with the most creator content in Hair care for the week of 19–25 October 2026.

44 of the 48 reels in the period were analysed from the video itself.

CONTENTS
214

contents naming a brand

CREATORS
151

distinct accounts

BRAND
4

hair care

PERIOD
7

days

Prepared by: **Starlecta**
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Executive summary

This report covers the 4 brands with the most creator content in Hair care for the week of 19–25 October 2026.

CONTENTS

214

7 days · 217 assignments per brand

CREATORS

151

17 accounts in 2+ brands

STORY SHARE

74%

of 217 brand assignments

LARGEST VOLUME

Herbal Essences

92 contents · 74 creators

KEY FINDINGS

- On 19–25 October 2026, four hair care brands appeared in 214 contents from 151 accounts: Herbal Essences 92, Bioxcin 70, Pantene 43, Urban Care 12.
- Of the 214 contents, 160 are stories, 48 are reels and 6 are posts; the story share is 89.1% at Herbal Essences and the reels share is 75.0% at Urban Care.
- Herbal Essences rose from 14 contents on 12–18 October to 92; the increase comes from stories concentrated on 19–20 October (from 0 to 82), while reels fell from 14 to 10.
- Herbal Essences' stories repeated the same 25% discount sentence for a single product, Argan Oil Elixir, in 63 of 73 creatives.
- 49 of Bioxcin's 58 stories are from the Acnium invitation on 19 October; its hair products were presented in stories and reels on 21–25 October.
- Pantene carried Hair Glowtox in 12 of 21 video reels; volume fell from 179 on 12–18 October to 43, and the drop is in stories (from 140 to 19).
- The most-played reel of the week is at Pantene: 1,973,580 plays; the brand appears as a side product in the video and the caption states there is no collaboration.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) on non-story contents: Herbal Essences 100% (n=10), Bioxcin 83.3% (n=12), Pantene 62.5% (n=24), Urban Care 36.4% (n=11).

WHAT THE COMPARISON SHOWS

- Format: Herbal Essences (89.1%) and Bioxcin (82.9%) are story-heavy; Pantene has 51.2% reels and 44.2% stories; Urban Care has 75.0% reels.
- Scale: median followers Bioxcin 120,432, Urban Care 83,099, Pantene 22,577, Herbal Essences 15,505.
- Median reels plays: Pantene 15,256, Bioxcin 4,029, Herbal Essences 1,734.
- Repeat accounts carried 58.6% of Bioxcin's contents (including a news account), 39.1% of Herbal Essences' and 9.3% of Pantene's.
- Shared accounts exist only between Herbal Essences–Pantene (14) and Pantene–Urban Care (3); 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
Herbal Essences	92	74	<div><div></div><div></div><div></div></div> <div>89% · 11% · 0%</div>	0.0%	39.1%	100.0%	1.1%	1,734 n=8	— n=0	6.53% n=8
Bioxcin	70	42	<div><div></div><div></div><div></div></div> <div>83% · 13% · 4%</div>	31.4%	58.6%	83.3%	2.9%	4,029 n=7	2.89% n=1	1.73% n=7
Pantene	43	41	<div><div></div><div></div><div></div></div> <div>44% · 51% · 5%</div>	2.3%	9.3%	62.5%	4.7%	15.3 K n=22	15.02% n=1	0.98% n=18
Urban Care	12	11	<div><div></div><div></div><div></div></div> <div>8% · 75% · 17%</div>	33.4%	16.7%	36.4%	8.3%	31.4 K n=9	3.07% n=1	1.00% n=8

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 214 contents, 151 distinct accounts; the 3 contents naming more than one brand were counted separately for each brand.
- Followers, category and audience (gender, age, city) information come from Starlecta profile data.
- Even if a brand's tag, mention and link appear several times in the same content, the content was counted once for that brand.
- Posts from the brands' own accounts were not counted.

BRAND MATCHING

Brand and sub-brand account tags (@), hashtags and brand names in the description text. Brands were selected as the top 4 brands with the most contents in the weekly ranking (tag and link matching; excluding the brand's own account and deal accounts). Frequently matched accounts:

Herbal Essences @herbalessences

Bioxcin @bioxcinturkiye, @bioxcin

Pantene @panteneturkiye, @pantene

Urban Care @urbancaretr

MEDIA ANALYSIS

- 202 unique creatives were analysed visually: images directly, videos through the opening frame and a 4-frame summary.
- 44 of the 48 reels in the period were analysed from the video itself: four frames, the opening frame and the audio. The audio of the 52 videos containing speech was transcribed; the communication language was taken from these transcripts and the descriptions.
- For each creative, content type, tone, product placement, setting, whether the creator is on camera, call to action and period/occasion were classified; one of the unique creatives was 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

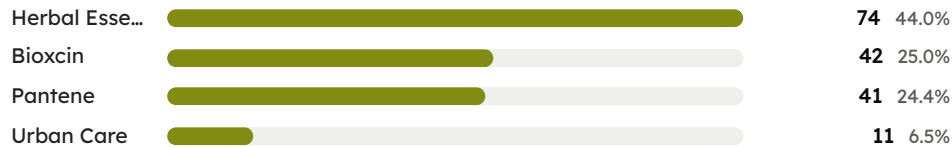
Which brand is how visible, in which format and with accounts of what size?

VISIBILITY SHARE

CONTENT COUNT AND SHARE · N = 217 BRAND ASSIGNMENTS

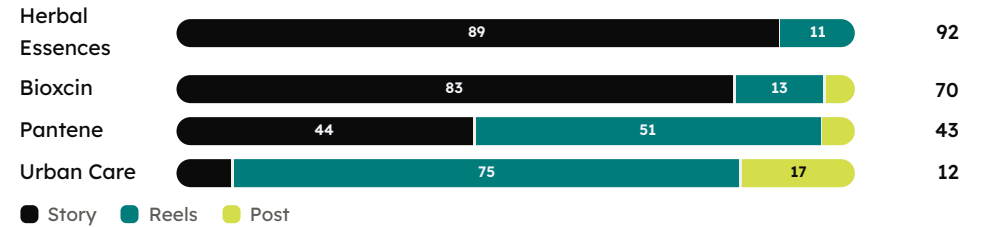


CREATOR COUNT AND SHARE · N = 168 BRAND-ACCOUNT PAIRS

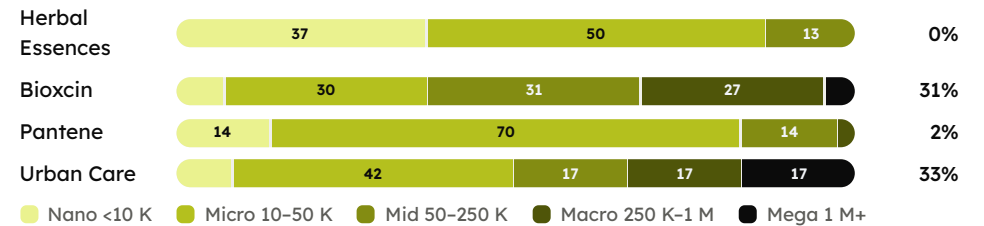


FORMAT AND FOLLOWER SEGMENT

FORMAT MIX, CONTENT SHARE · CONTENT COUNT ON THE RIGHT



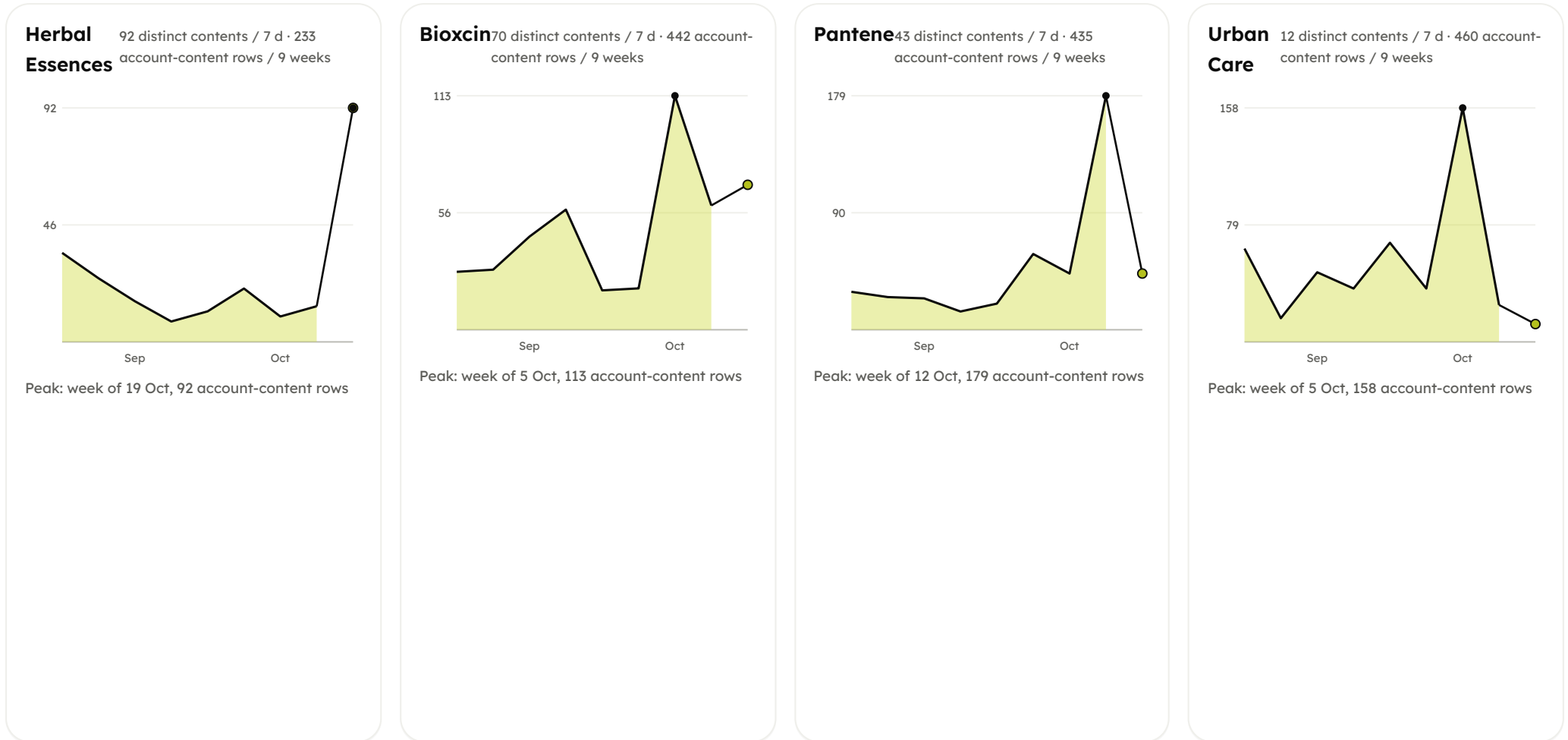
FOLLOWER SEGMENT, CONTENT SHARE · MACRO+MEGA SHARE ON THE RIGHT



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

Last 9 weeks (24 Aug–25 Oct 2026)

Campaign waves: which brand concentrated when?



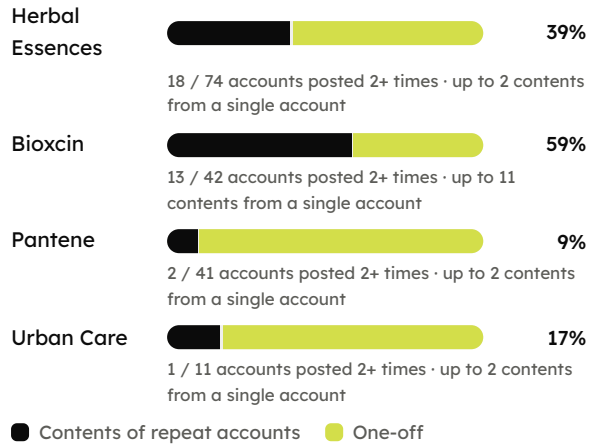
7-day analysis period

Weekly number of account-content rows (a co-authored content is a separate row for each account; the distinct content count is in the comparison table) (weeks start on Monday), 24 August – 25 October 2026, n = 1,570 account-content rows. Each panel's vertical scale is its own; for the level 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: the posts and reels of the new accounts were completed 90 days back, while their stories exist only from the day they were added. For this reason story counts are 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 increased during the period, trends indicate direction; early weeks may look low.

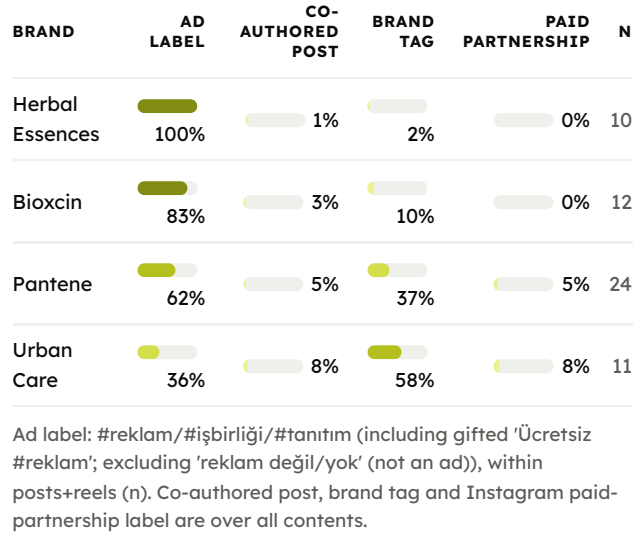
Creator pool, disclosure and timing

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

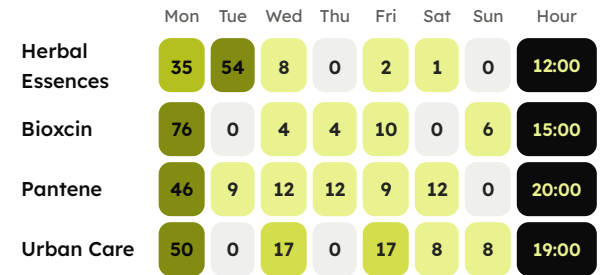
REPEAT AND ONE-OFF CREATORS



DISCLOSURE AND BRAND LINK



POSTING DAY



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 content count (Herbal Essences 92 ... Urban Care 12).

Who with whom: creator overlap

Do rival brands work with the same creators?

NUMBER OF SHARED CREATORS				
	Herbal Essences	Bioxcin	Pantene	Urban Care
Herbal Essences	71	0	14	0
Bioxcin	0	41	0	0
Pantene	14	0	40	3
Urban Care	0	0	3	10

Diagonal: the brand's creator count. Cell: number of accounts that posted both brands in the period. News and deal accounts excluded; n = 145 accounts, 17 accounts in 2+ brands.

SHARED ACCOUNTS BETWEEN DIRECT COMPETITORS

Herbal Essences – Pantene 14 shared
Creator 01, Creator 02, Creator 03, Creator 04, Creator 05

Pantene – Urban Care 3 shared
Creator 06, Creator 07, Creator 08

REGULAR CREATORS POSTING FOR MULTIPLE BRANDS · CONTENT COUNT

Creator 06 97.6 K followers

Pantene 1 Urban Care 1

Creator 01 61.5 K followers

Herbal Essences 2 Pantene 1

Creator 02 38.6 K followers

Herbal Essences 1 Pantene 1

Creator 03 33.5 K followers

Herbal Essences 1 Pantene 1

Creator 04 28.9 K followers

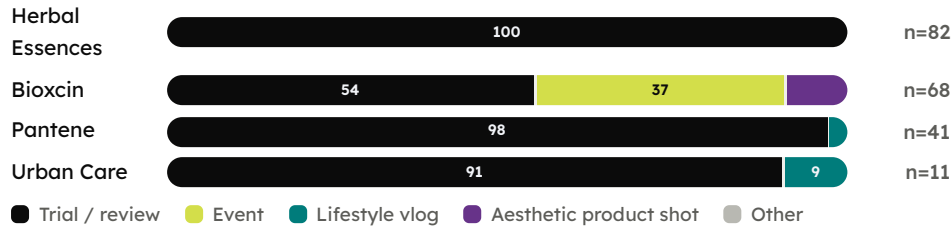
Herbal Essences 2 Pantene 1

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

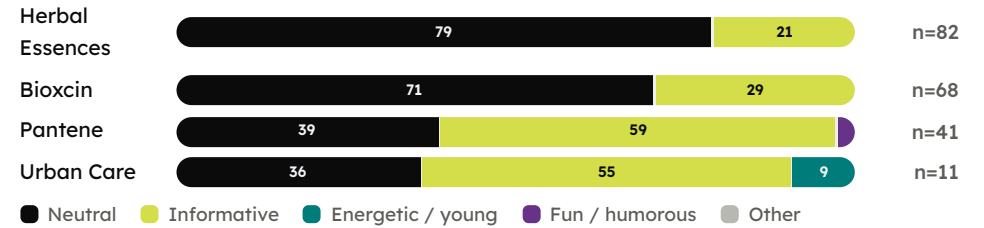
Creative and communication comparison

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

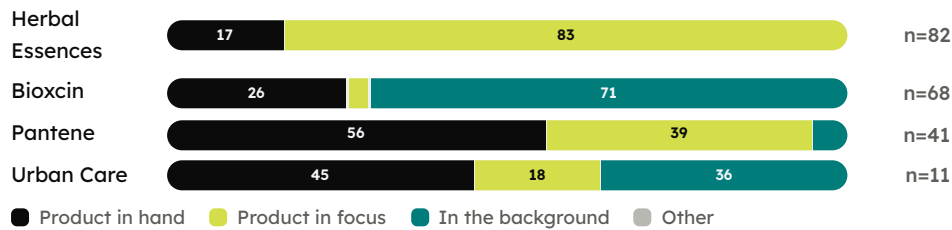
CONTENT TYPE



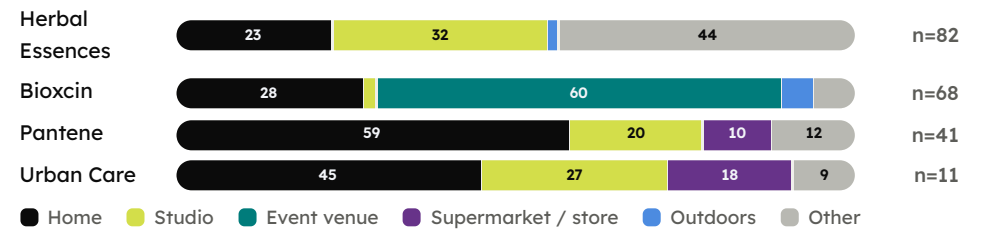
TONE



PRODUCT PLACEMENT



SETTING

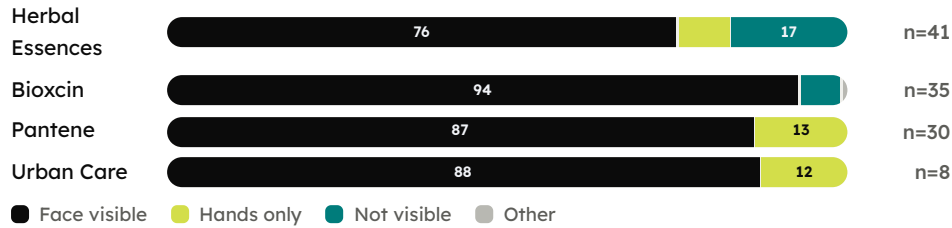


Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

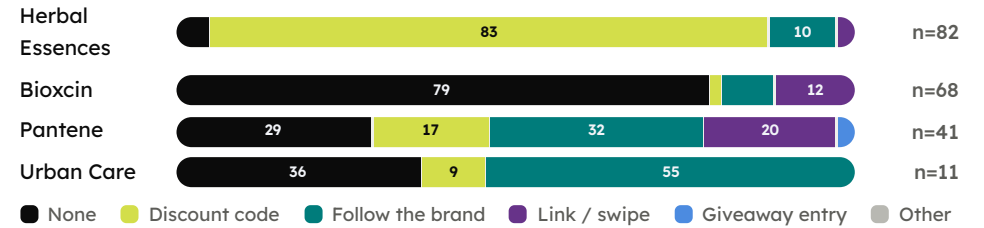
Creative and communication comparison (continued)

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

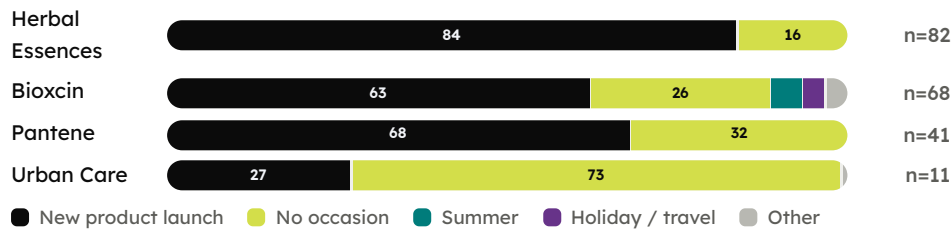
IS THE CREATOR ON CAMERA? (VIDEOS)



CALL TO ACTION



PERIOD / OCCASION



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

Herbal Essences

Figures, creative selection and summary

CONTENTS · 7 D

92

19–25 October 2026

CREATORS

74

FORMAT

89% · 11% · 0%

story · reels · post

MEDIAN REELS PLAYS

1,734

n = 8 reels

ER · POST

—

median, per follower · n = 0

ER · REELS

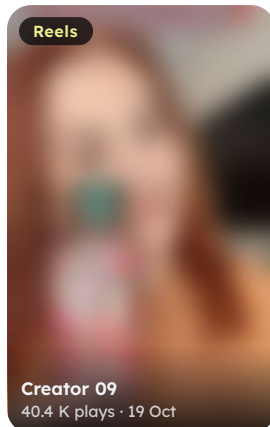
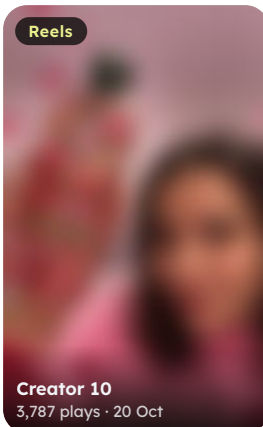
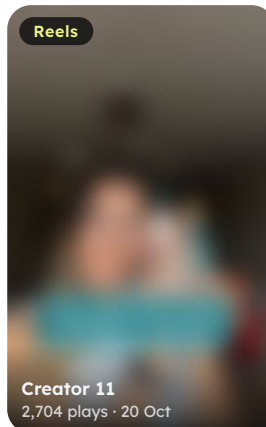
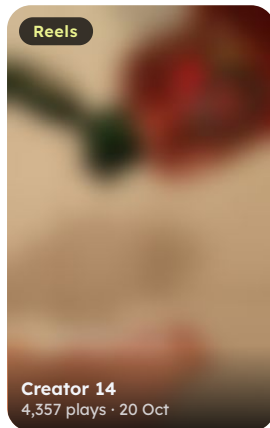
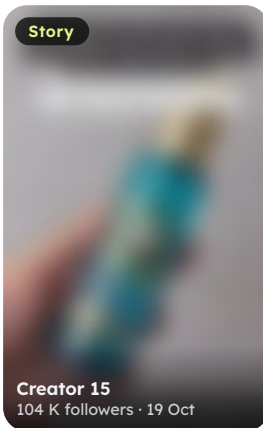
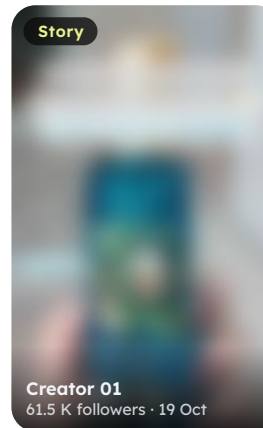
6.53%

median, per play · n = 8

AD DISCLOSURE

100%

posts+reels, n = 10 · co-authored post 1%



SUMMARY

On 19–25 October, Herbal Essences presented Argan Oil Elixir through a story wave with a 25% discount, and the rose-scented shampoo through reels.

- On 19–25 October 2026, Herbal Essences appeared in 92 contents from 74 accounts; 89.1% of the contents are stories and 10.9% reels.
- 76 of the 82 stories were posted on 19–20 October; there are only 6 stories on the following days.
- The content count rose from 14 on 12–18 October to 92; the increase is entirely from stories (from 0 to 82), while reels fell from 14 to 10.
- The on-screen text of 63 of the 73 story creatives analysed mentions up to 25% off in the basket.
- 87.9% of the accounts are nano or micro; 18 accounts posted 2 times.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 13	Family & parenting	209 K	2
Creator 12	Lifestyle	137 K	2
Creator 01	Beauty	61.5 K	2
Creator 18	Fashion & style	30.2 K	2
Creator 19	Lifestyle	29.8 K	2

Herbal Essences · campaigns and collaborations

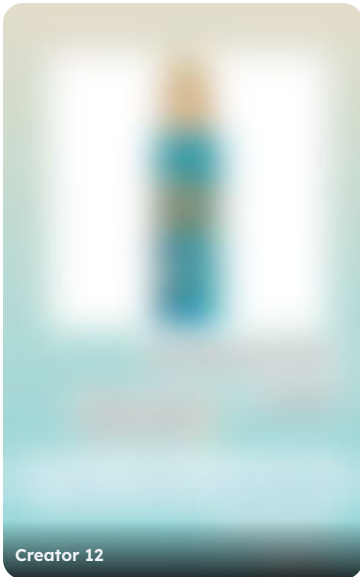
Campaigns that stood out in the period, with sample contents

CAMPAIGN

Argan Oil Elixir story wave

19–21 Oct 2026

The same product and the same discount sentence were repeated as stories on dozens of accounts; the on-screen texts are mostly almost identical to one another.



Creator 12



Creator 13

Creator 12 Story from the account with 136,614 followers; the product name and the basket discount of up to 25% are in the on-screen text.

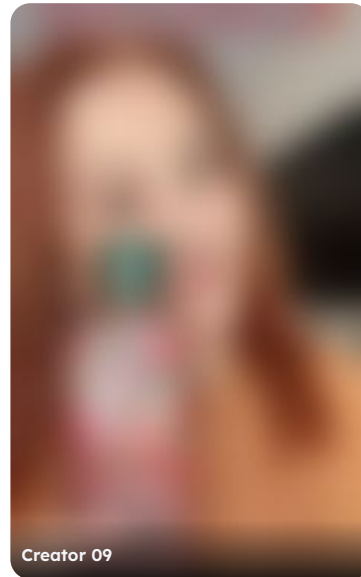
Creator 13 Story from the account with 209,053 followers; a narrative about dry hair ends and the basket discount.

CAMPAIGN

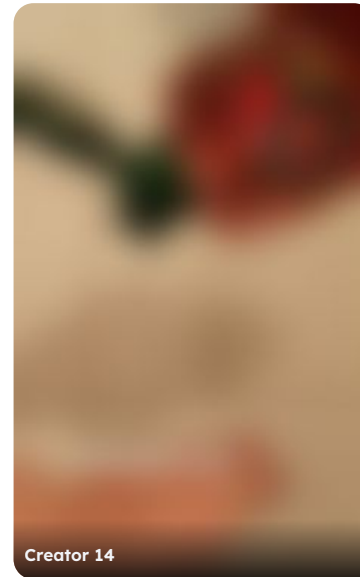
Rose-scented clarifying shampoo reels

19–24 Oct 2026

The reels presented the shampoo as a clarifying step used 1-2 times a week, with a rose scent; captions and speech follow set phrases.



Creator 09



Creator 14

Creator 09 Reel holding the shampoo up to the camera with a weekly-routine intro; the brand's most-played reel, 40,388 plays.

Creator 14 Reel tagged #reklam describing the rose scent and the residue-clarifying claim; 4,357 plays.

Herbal Essences · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 87.9% of the 74 accounts are nano or micro; median followers 15,505; no macro or mega accounts.
- 18 accounts (24.3%) posted 2 times and carried 39.1% of contents; no account posted more than 2 times.
- Largest accounts: Creator 13 (209,053 followers) and Creator 12 (136,614), both with 2 stories.
- There are 14 shared accounts with Pantene (excluding news and deal accounts); none with Bioxcin or Urban Care.
- 23.0% of the accounts are in the parenting and family category and 16.2% in beauty; 95.9% are women.

PLATFORM AND FORMAT

- 82 stories and 10 reels; story share 89.1%, reels share 10.9%; no posts.
- Median reels plays 1,734; median ER per play 6.5% (n=8).
- Busiest day Tuesday (54.3%), busiest hour 12:00.

CREATIVE APPROACH

- All 82 creatives analysed are trial and review; the product was shown as a pack shot in 82.9%.
- In 82.9% of the creatives the sales call is a discount code or basket offer; 9.8% call to follow the brand.
- 84.1% of the creatives read as a new product launch; tone is 79.3% neutral and 20.7% informative.
- Speech was transcribed in 9 of the 41 videos; stories mostly narrate through on-screen text.

CONTENT STRUCTURES

- Story: product name and 'up to 25% off in the basket' on-screen text → redirect to the link; mostly a single frame.
- Reels: routine intro → holding the rose-scented shampoo bottle up to the camera → clarifying use 1-2 times a week → scent emphasis.
- Argan oil reels: dry ends problem → warming 1-2 pumps in the palm → applying to lengths and ends.

COMMUNICATION LANGUAGE

Discount-focused product promotion that multiplies a single set sentence; personal routine narration in reels.

"Up to 25% off in the basket on Herbal Essences Argan Oil Elixir is waiting for you!"

"Meet my new favourite hair care product!"

"If your hair ends are dry, this video is just for you!"

"I'm starting my weekly hair care routine with a great touch"

- Up to 25% off in the basket appears in 63 of the 73 story creatives; 6 of them carry a numbered #reklam tag.
- All 10 non-story contents carry a #işbirliği or #reklam tag.
- In 7 of the 9 reels, '1-2 times a week' and the claim of 100% real rose extracts appear in the same pattern.

DATA NOTE

- 76 of the 82 stories fall on 19-20 October; because it is a single wave, weekly volume does not show a continuous tempo.
- 3 of the 92 contents are from deal accounts; they were not counted as collaboration.
- Stories carry no likes, plays or caption text; ER could be calculated only for the 8 reels.

STANDOUT CREATIVES



Creator 09

The brand's most-played reel (40,388 plays): bottle close-up, on-screen text and routine narration; ER per play 2.5%.



Creator 10

Reel presenting the shampoo through the problem of residue build-up; 560 likes on 3,787 plays, ER per play 14.9%.



Creator 11

Reel opening with the dry-ends problem for Moroccan argan oil; ER per play 9.4% (2,704 plays).

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@herbalessences 3

TOP HASHTAGS · CONTENTS

#herbalessences 10

#saçbakımı 4

#denebunu 2

#herbalessentialstürkiye 2

News and deal accounts excluded.

Bioxcin

Figures, creative selection and summary

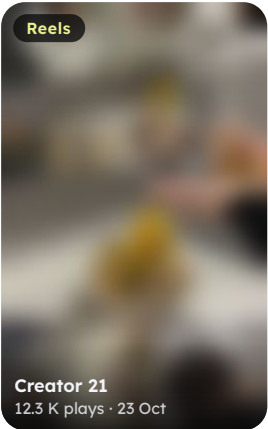
CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
70	42	83% · 13% · 4%	4,029	2.89%	1.73%	83%
19–25 October 2026		story · reels · post	n = 7 reels	median, per follower · n = 1	median, per play · n = 7	posts+reels, n = 12 · co-authored post 3%

Reels



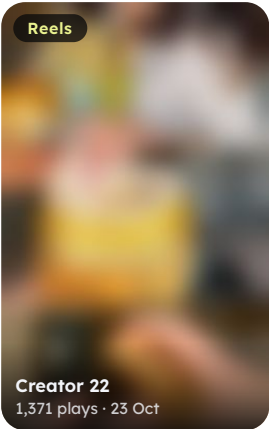
Creator 20
47.0 K plays · 19 Oct

Reels



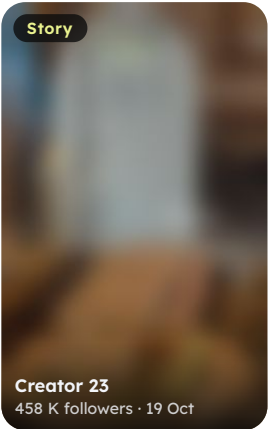
Creator 21
12.3 K plays · 23 Oct

Reels



Creator 22
1,371 plays · 23 Oct

Story



Creator 23
458 K followers · 19 Oct

Story



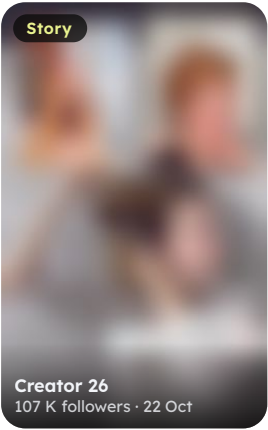
Creator 24
263 K followers · 19 Oct

Reels



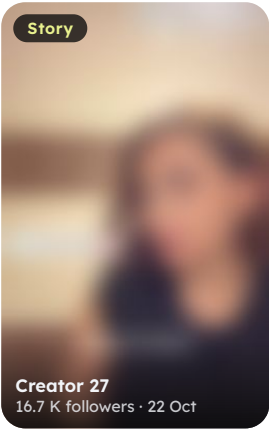
Creator 25
4,029 plays · 23 Oct

Story



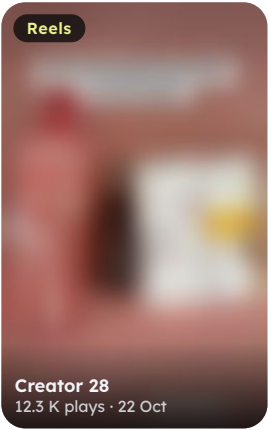
Creator 26
107 K followers · 22 Oct

Story



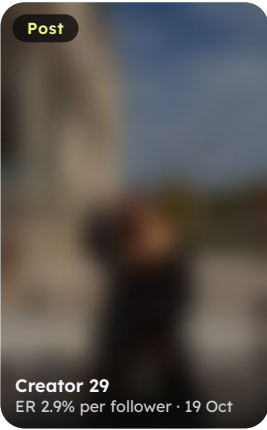
Creator 27
16.7 K followers · 22 Oct

Reels



Creator 28
12.3 K plays · 22 Oct

Post



Creator 29
ER 2.9% per follower · 19 Oct

SUMMARY

- On 19–25 October, Bioxcin presented the Acnium launch invitation through dense stories on 19 October, and its hair products in the following days through stories and reels.
- On 19–25 October 2026, Bioxcin appeared in 70 contents from 42 accounts; 82.9% stories, 12.9% reels, 4.3% posts.
 - 49 of the 58 stories are on 19 October; 41 of the 68 creatives analysed were shot at the event venue.
 - The content count rose from 60 on 12–18 October to 70 (16.7%); the increase is from stories (from 46 to 58), while reels fell from 14 to 9.
 - 11 of the 70 contents are stories of a news account (Creator 30); they were not counted as collaboration.
 - 28.5% of the accounts are nano or micro; 31.4% of contents came from macro and mega accounts.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 30 news	Art & media	44.8 K	11
Creator 23	Lifestyle	458 K	3
Creator 31	Unclear	406 K	3
Creator 24	Fashion & style	263 K	3
Creator 32	Home & living	219 K	3

Bioxcin · campaigns and collaborations

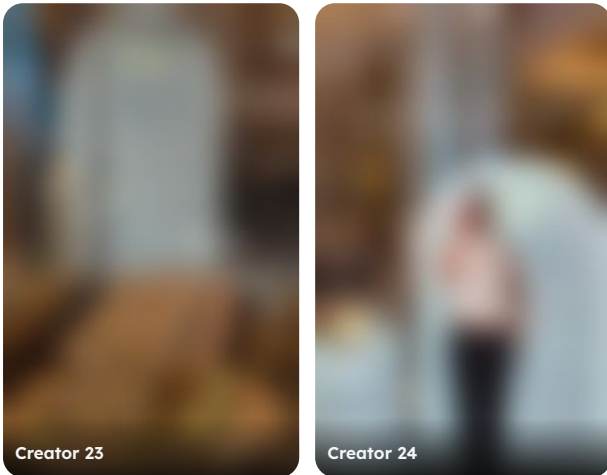
Campaigns that stood out in the period, with sample contents

CAMPAIGN

Acnium launch invitation (Çırağan Palace)

19 Oct 2026

At the Acnium launch invitation for acne-prone skin, accounts posted stories on the same day; the 'write a wish for your skin' screen and invitation tags were repeated.



Creator 23 Invitation story from the account with 457,706 followers; the wish-writing screen.

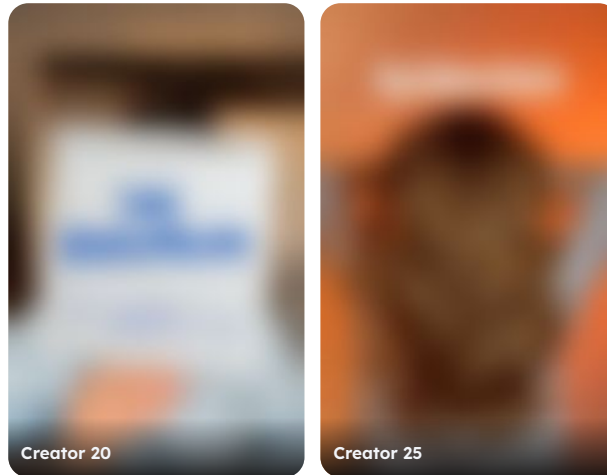
Creator 24 Brunch event story from the account with 263,371 followers; Acnium care and makeup tips are described.

CAMPAIGN

Hair loss and Besleyici Yağlar series

19–23 Oct 2026

The reels presented hair products as a step-by-step routine: Forte shampoo and scalp spray, Besleyici Yağlar shampoo, mask and hair care oil.



Creator 20 #reklam reel showing Forte shampoo and scalp spray in episode 13 of the series; 47,027 plays.

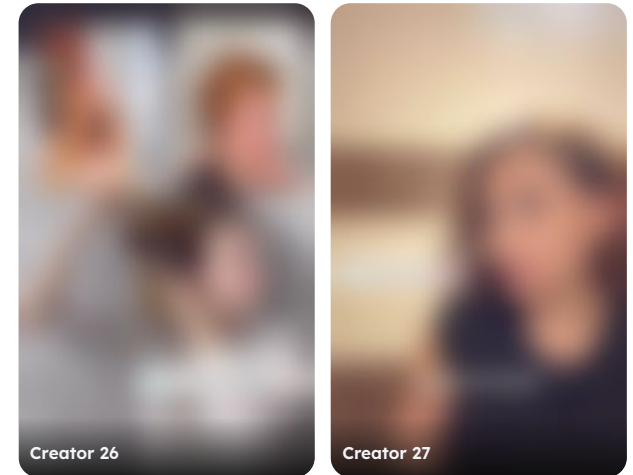
Creator 25 Reel presenting the Besleyici Yağlar shampoo and mask with a 3-minute wait step; 4,029 plays.

CAMPAIGN

Buy 3 pay 2 and value set stories

21–25 Oct 2026

After the invitation, stories moved from a personal hair loss complaint to the product, and from there to buy 3 pay 2 or the value set and the link.



Creator 26 Story from the account with 107,400 followers; a hair narrative with 'buy 3 pay 2' on-screen text and speech.

Creator 27 Story with a link call describing hair loss through the '3-piece value set' on-screen text.

Bioxcin · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 28.5% of the 42 accounts are nano or micro; median followers 120,432; 31.4% of contents came from macro and mega accounts.
- Largest accounts: Creator 33 (1,773,039 followers, 2 stories), Creator 34 (1,277,296) and Creator 35 (859,935).
- 13 accounts posted 2 or more times and carried 58.6% of contents; 11 of these contents are the news account's stories.
- No shared accounts with the other three brands; excluding news and deal accounts, all accounts are only at Bioxcin.
- 31.0% of the accounts are in the beauty category; 81.0% are women.

PLATFORM AND FORMAT

- 58 stories, 9 reels, 3 posts; story share 82.9%.
- Median reels plays 4,029; median ER per play 1.7% (n=7); per follower 2.9% for the post (n=1).
- Busiest day Monday (75.7%), busiest hour 15:00.

CREATIVE APPROACH

- Of the 68 creatives analysed, 54.4% are trial and review, 36.8% event footage and 8.8% product shots.
- The product is in the background in 70.6% and in hand in 26.5%; 60.3% of the creatives were shot at the event venue.
- The face is visible in 94.3% of the videos (n=35); 63.2% read as a new product launch.
- 79.4% of the creatives have no sales call; link or swipe 11.8%.

CONTENT STRUCTURES

- Invitation story: venue footage → 'write your wish' screen → @bioxcinturkiye and invitation tag.
- Reels: hook line ('There are no ugly men...') → product order → application and wait time.
- Value story: personal hair loss complaint → product → buy 3 pay 2 → link.

COMMUNICATION LANGUAGE

Short on-screen notes with the invitation tag; an informative, step-by-step language in reels.

"Write a wish for your skin"

"There are no ugly men, only unkempt ones."

"The care routine for my hair worn out after summer"

"BUY 3 PAY 2 IS HERE !!"

- 'Invitation' appears in the on-screen text of 19 of the 58 stories and 'ad' in 10; most carry only the @bioxcinturkiye tag.
- 83.3% of the 12 non-story contents carry a #reklam or #işbirliği tag.
- Of the 8 video reels, 6 present hair products and 1 presents Acnium skin care.

DATA NOTE

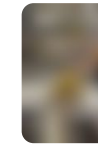
- 11 stories from Creator 30 are flagged as a news account; excluding them, 59 contents remain.
- In one of the 9 reels the brand is tagged but the speech presents another skin care brand; it was not used as an example.
- 12 non-story contents; ER could be calculated only for 7 reels and 1 post.

STANDOUT CREATIVES



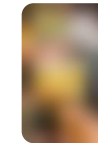
Creator 20

The brand's most-played reel (47,027 plays): episode series format, product order and application; ER per play 1.5%.



Creator 21

Post-summer hair routine: shampoo, mask, care oil; 12,284 plays, ER per play 0.9%.



Creator 22

Reel presenting the Besleyici Yağlar series as a 3-step routine; 332 likes on 1,371 plays, ER per play 25.5%.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@bioxcinturkiye 45

TOP HASHTAGS · CONTENTS

#bioxcin 6

#besleyiciyağlarserisi 4

#saçbakımı 4

#acnium 2

#akneyeeğilimlilit 2

#bioxcinacnium 2

News and deal accounts excluded.

Pantene

Figures, creative selection and summary

CONTENTS · 7 D

43

19–25 October 2026

CREATORS

41

FORMAT

44% · 51% · 5%

story · reels · post

MEDIAN REELS PLAYS

15.3 K

n = 22 reels

ER · POST

15.02%

median, per follower · n = 1

ER · REELS

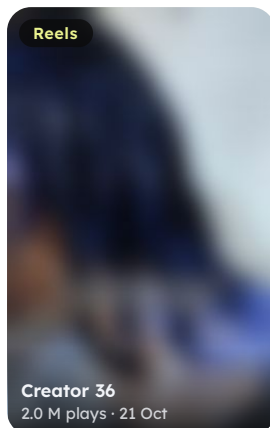
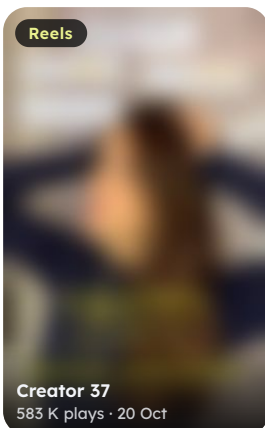
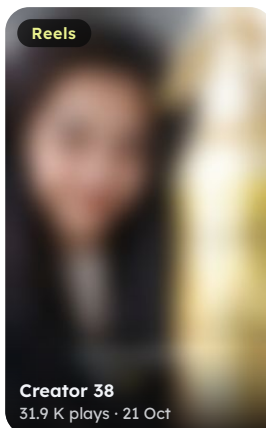
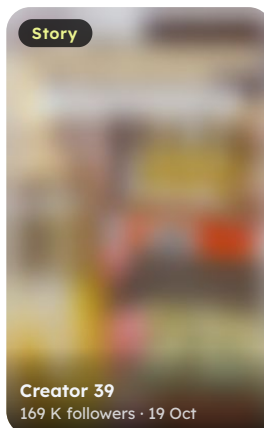
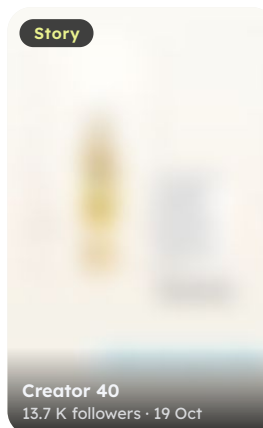
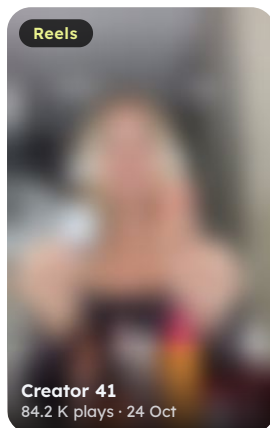
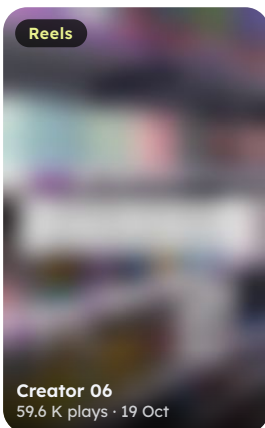
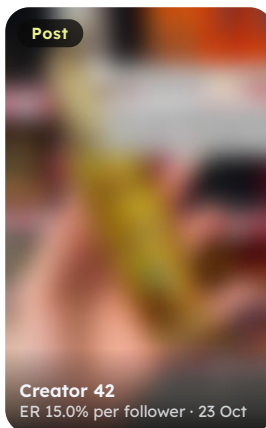
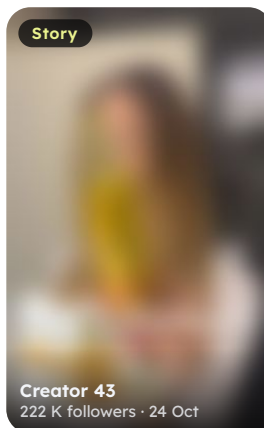
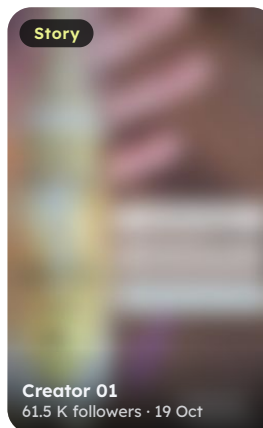
0.98%

median, per play · n = 18

AD DISCLOSURE

62%

posts+reels, n = 24 · co-authored post 5%



SUMMARY

On 19–25 October, Pantene carried Hair Glowtox through collaboration reels; in the most-played reel the brand appears as a side product.

- On 19–25 October 2026, Pantene appeared in 43 contents from 41 accounts; 51.2% reels, 44.2% stories, 4.7% posts.
- The content count fell from 179 on 12–18 October to 43 (76.0% drop); the drop is in stories (from 140 to 19), and reels went from 38 to 22.
- Hair Glowtox products appear in 12 of the 21 video reels analysed.
- 16 of the 18 stories analysed are on 19 October; the on-screen text of 14 of them mentions a limited-quantity bag gift.
- Median reels plays 15,256; the most-played reel, with 1,973,580 plays, is a hair-dyeing video stating that it is not a collaboration.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 37	Beauty	34.9 K	2
Creator 08	Beauty	22.6 K	2
Creator 36	Fashion & style	307 K	1
Creator 43	Beauty	222 K	1
Creator 39	Family & parenting	169 K	1

Pantene · campaigns and collaborations

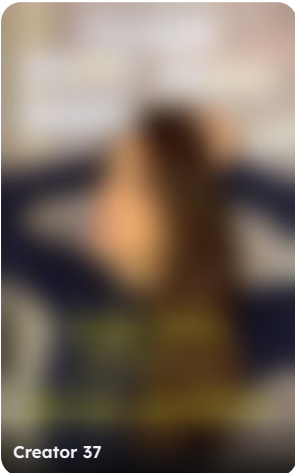
Campaigns that stood out in the period, with sample contents

CAMPAIGN

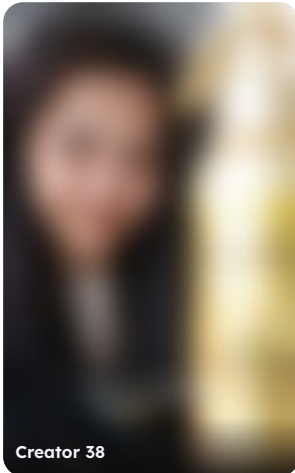
Hair Glowtox launch

19–24 Oct 2026

A hair care oil and a shine spray were presented with the promise of 'fresh out of the salon' and 230C heat protection, with the #hairglowtox tag.



Creator 37



Creator 38

Creator 37 #reklam reel presenting Hair Glow Tox with a hair-volume claim on the third day; 582,982 plays.

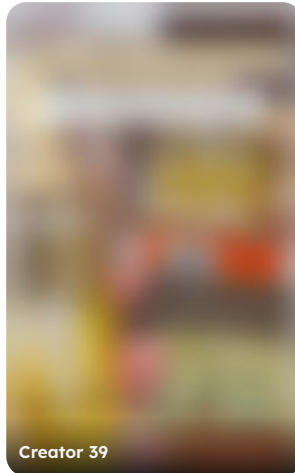
Creator 38 Reel showing the shine spray during styling; 31,871 plays, ER per play 2.5%.

CAMPAIGN

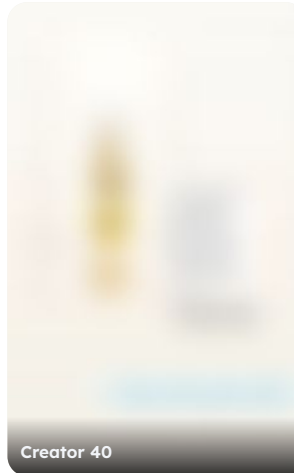
Bag-gift story wave

19 Oct 2026

For the Pantene Bond Repair cream and its new line, stories were shared with a basket discount and a limited-quantity bag gift in the on-screen text.



Creator 39



Creator 40

Creator 39 Story from the account with 169,196 followers; the product's nourishing pearl content and the basket offer.

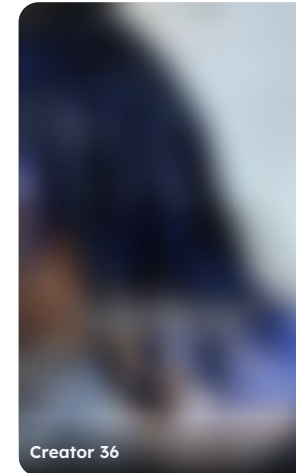
Creator 40 Story describing the Bond Repair cream with a few benefit sentences for a single product.

CAMPAIGN

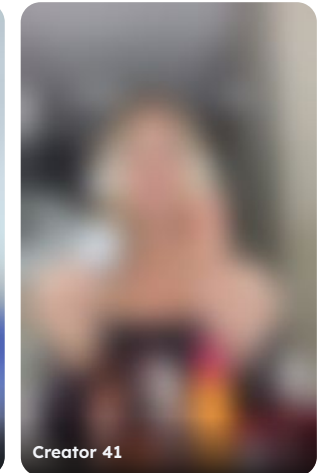
Unpaid mentions and comparisons

19–24 Oct 2026

Independent accounts mentioned Pantene in hair-dyeing and product-comparison videos with a 'no collaboration' note.



Creator 36



Creator 41

Creator 36 In a hair-dyeing video the caption mentions it as a hair care cream; it states there is no collaboration; 1,973,580 plays.

Creator 41 Reel comparing hair-loss serums by price, stating that it is not an ad; 84,155 plays.

Pantene · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 82.9% of the 41 accounts are nano or micro; median followers 22,577; 2.3% of contents are from a single macro account.
- Few repeat accounts: 2 accounts with 2 contents each carried 9.3% of the total.
- Largest accounts: Creator 36 (306,722 followers), Creator 43 (221,786) and Creator 39 (169,196).
- There are 14 shared accounts with Herbal Essences and 3 with Urban Care (excluding news and deal accounts).
- 31.7% of the accounts are in the beauty category and 12.2% in parenting and family; 90.2% are women.

PLATFORM AND FORMAT

- 22 reels, 19 stories, 2 posts; reels share 51.2%.
- Median reels plays 15,256; median ER per play 1.0% (n=18); per follower 15.0% for the post (n=1).
- Busiest day Monday (46.5%), busiest hour 20:00.

CREATIVE APPROACH

- 97.6% of the 41 creatives analysed are trial and review; the product is in hand in 56.1% and shown as a pack shot in 39.0%.
- 58.5% of the creatives were shot at home and 19.5% in a studio; the face is visible in 86.7% of the videos (n=30).
- Tone is 58.5% informative; 68.3% of the creatives read as a new product launch.
- Sales call: follow the brand 31.7%, no call 29.3%, link or swipe 19.5%, discount code 17.1%.

CONTENT STRUCTURES

- Reels: 'fresh out of the salon' hook → a few pumps into the palm → applying to lengths and ends → shine close-up.
- Story: product name and the on-screen text 'limited-quantity bag gift' → basket link.
- Independent mention: dyeing or curly-hair video → list of products used → @panteneturkiye in the caption.

COMMUNICATION LANGUAGE

Language that repeats the shine and 'fresh out of the salon' promise and fixes the product name with a tag.

"The secret of hair that shines like it's fresh out of the salon: Pantene Hair Glowtox!"

"Fresh out of the salon, but I didn't go to the salon!"

"Doesn't your hair deserve this? GLOWTOX"

"Limited-Quantity Bag Gift"

- '230C heat protection' appears in 6 video reels and a vitamin E promise in 3.
- 62.5% of the 24 non-story contents carry #reklam or #işbirliği; 4 contents have an organic note such as 'reklam yok' [no ad].
- The story on-screen texts give the 25% basket discount and the bag gift in the same sentence.

DATA NOTE

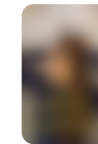
- The most-played reel received 21,110 likes on 1,973,580 plays; the brand is a side product and the caption states there is no collaboration.
- One reel is from a deal account (Creator 44, gifting app); it was not counted as collaboration.
- 3 contents were counted in both Pantene and Urban Care.

STANDOUT CREATIVES



Creator 36

The sector's most-played reel of the week (1,973,580 plays): hair dyeing in the bathroom, Pantene as a side product; ER per play 1.1%.



Creator 37

#reklam reel showing Hair Glow Tox; 224 likes on 582,982 plays, ER per play 0.04%.



Creator 38

Reel showing the shine spray with a heat-protection claim; 31,871 plays, ER per play 2.5%.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@panteneturkiye 34

@pantene 1

TOP HASHTAGS · CONTENTS

#pantene 14

#hairglowtox 13

#saçbakımı 8

#glowtox 5

#saçşekillendirme 3

#curlyhair 2

News and deal accounts excluded.

Urban Care

Figures, creative selection and summary

CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
12	11	8% · 75% · 17%	31.4 K	3.07%	1.00%	36%
19–25 October 2026		story · reels · post	n = 9 reels	median, per follower · n = 1	median, per play · n = 8	posts+reels, n = 11 · co-authored post 8%

Reels

Creator 45
523 K plays · 25 Oct

Reels

Creator 46
22.6 K plays · 21 Oct

Reels

Creator 47
156 K plays · 23 Oct

Reels

Creator 08
88.2 K plays · 21 Oct

Reels

Creator 06
59.6 K plays · 19 Oct

Reels

Creator 48
20.1 K plays · 19 Oct

Post

Creator 49
ER 3.1% per follower · 24 Oct

Reels

Creator 50
15.2 K plays · 19 Oct

Post

Creator 07
23.2 K followers · 23 Oct

Reels

Creator 08
21.6 K plays · 19 Oct

SUMMARY

- Urban Care was less visible on 19–25 October with 12 contents; only 2 reels put the brand forward, one of them a mega-account reel presenting the new men’s line.
- On 19–25 October 2026, Urban Care appeared in 12 contents from 11 accounts; 75.0% reels, 16.7% posts, 8.3% stories.
 - The content count fell from 25 on 12–18 October to 12 (52.0% drop); the drop is in stories (from 18 to 1).
 - 33.4% of contents are from macro and mega accounts; median followers 83,099.
 - The most-played reel, with 523,192 plays, is a #ışbirliği reel presenting the new men’s line.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 08	Beauty	22.6 K	2
Creator 49	Fashion & style	2.9 M	1
Creator 45	Travel	2.9 M	1
Creator 47	Fashion & style	410 K	1
Creator 51	Unclear	367 K	1

Urban Care · campaigns and collaborations

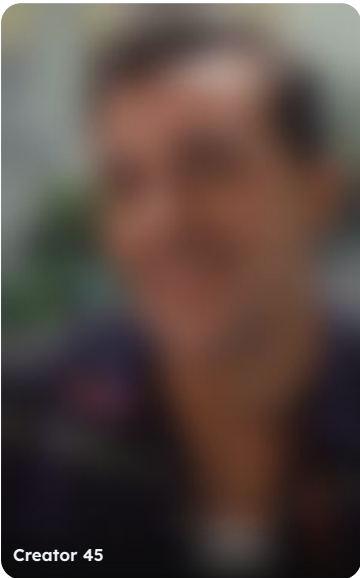
Campaigns that stood out in the period, with sample contents

CAMPAIGN

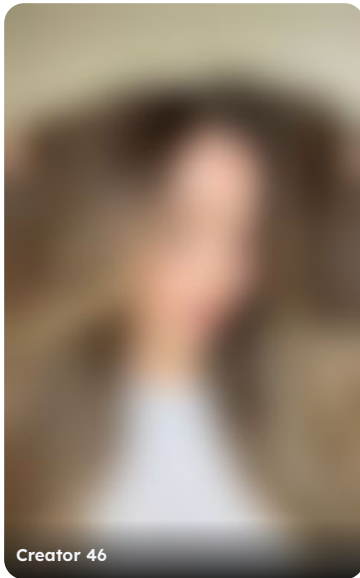
Biotin Caffeine men's line, with Kopexil

25 Oct 2026

A large account presented the new men's version of the line and the Kopexil addition as a daily care routine.



Creator 45



Creator 46

Creator 45 Reel with running and shower footage from the account with 2,914,319 followers; 523,192 plays.

Creator 46 #işbirliği reel describing the leave-in cream of the Perfecting line; 22,607 plays.

Urban Care · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 4 of the 11 accounts are macro or mega; 33.4% of contents came from macro and mega accounts.
- Large accounts: Creator 49 (2,930,835 followers, post) and Creator 45 (2,914,319, reels).
- Repeat account Creator 08: 2 reels; there are 3 shared accounts with Pantene (excluding news and deal accounts).
- 45.5% of the accounts are in the beauty category; 90.9% are women.

CREATIVE APPROACH

- 10 of the 11 creatives analysed are trial and review; the product is in hand in 5 and in the background in 4.
- 5 of the creatives read as independent posts and 2 as paid collaboration; 3 as a new product launch.
- Sales call: 6 creatives call to follow the brand, 4 have no call.

COMMUNICATION LANGUAGE

The ad tag and a natural routine narrative sit side by side; the product is mostly in a multi-brand list.

“Girls, can we all drop everything and focus on my hair please?”

“at home we make our hair look fresh out of the salon in 15 min”

- 36.4% of the 11 non-story contents carry #reklam or #işbirliği; 5 contents have an organic note such as ‘reklam yok’ [no ad].
- Only 1 content was shared as a co-author with the brand’s account.

STANDOUT CREATIVES



Creator 45

The brand's most-played reel (523,192 plays): the four products of the line, running and shower footage; ER per play 1.2%.



Creator 46

Reel describing the Perfecting cream with on-screen text; ER per play 0.7% (22,607 plays).

PLATFORM AND FORMAT

- 9 reels, 2 posts, 1 story; reels share 75.0%.
- Median ER per follower for posts 3.1% (n=1).
- Busiest day Monday (50.0%), busiest hour 19:00.

CONTENT STRUCTURES

- Brand-focused reels: personal intro → line presentation → product application.
- List reels: an Urban Care product inside a multi-brand routine or shopping list.

DATA NOTE

- Only 2 reels of the 12 contents put the brand forward; the others are multi-brand lists or routines.
- In 1 reel the brand is tagged but the caption and speech do not mention the brand; it was not used as an example.
- The single story is from a deal account; it was not counted as collaboration.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@urbancaretr 7

TOP HASHTAGS · CONTENTS

#bittikçealdıklarım 1 #ciltbakimi 1

#curlyhair 1 #favorilerim 1

#gecerutini 1 #gratis 1

News and deal accounts excluded.

Additional insights

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

RISING BRAND OF THE WEEK: HERBAL ESSENCES (FROM STORIES)

Herbal Essences' content count rose from 14 on 12–18 October to 92 on 19–25 October (557.1% increase). The increase is entirely from stories: from 0 to 82; reels fell from 14 to 10.

Two weeks with the same matching: Herbal Essences 14 → 92, Bioxcin 60 → 70, Pantene 179 → 43, Urban Care 25 → 12. Stories are affected by the widening of the account base on 24–26 October; it does not count as market growth.

REEL OF THE WEEK

The Pantene reel posted on 21 October is the sector's most-played of the week. The creator dyes her hair blue in the bathroom; the caption mentions @panteneturkiye as a hair care cream and states there is no collaboration.

Creator 36 (306,722 followers): 1,973,580 plays, 21,110 likes, 268 comments; ER per play 1.08%.

STORY OR REELS?

Herbal Essences and Bioxcin leaned on stories, Urban Care on reels; Pantene split between the two. Stories were released on 19 October or in waves on 19–20 October.

Story share: Herbal Essences 89.1%, Bioxcin 82.9%, Pantene 44.2%, Urban Care 8.3%. 76 of Herbal Essences' 82 stories are on 19–20 October; 49 of Bioxcin's 58 stories are on 19 October.

CREATOR SPREAD: A WIDE BASE AND LARGE ACCOUNTS

87.9% of Herbal Essences' accounts are nano or micro; a third of the contents of Bioxcin and Urban Care come from macro and mega accounts.

Account count: Herbal Essences 74, Bioxcin 42, Pantene 41, Urban Care 11. Macro and mega content share: Urban Care 33.4%, Bioxcin 31.4%, Pantene 2.3%, Herbal Essences 0%.

THE SAME ACCOUNTS, STORIES IN TWO BRANDS

14 accounts shared content for both Herbal Essences and Pantene; the story waves of both brands started on 19 October, and both used ready-made on-screen text.

The bag gift is in the on-screen text of 14 of Pantene's 18 analysed stories, and the 25% discount sentence in 63 of Herbal Essences' 73 stories.

THE SALES CALL DIFFERED BY BRAND

Herbal Essences leaned on discount codes in stories, Bioxcin on invitations without a call, and Pantene and Urban Care on calls to follow the brand.

Discount code: 82.9% of Herbal Essences' 82 creatives. No call: 79.4% of Bioxcin's 68 creatives. Follow the brand: 31.7% of Pantene's 41 creatives, 6 of Urban Care's 11 creatives.

Opportunities

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

OPPORTUNITIES FOR YOUR BRAND

- 1 Herbal Essences' stories repeated the same discount sentence on dozens of accounts. For your brand, a different angle per account separates it within the shared template.
- 2 The most-played reel of the week mentioned the brand's cream as a side product in a dyeing video without any collaboration. For your brand, natural placement in daily-life videos could be tried.
- 3 Bioxcin gathered its invitation stories into a single day and presented its hair products separately on the following days. For your brand, chaining the event moment with product narration extends recall.
- 4 Pantene presented the same shine and heat-protection promise through many accounts. For your brand, having the promise built in each account's own routine language reduces the feeling of repetition.
- 5 Only 2 of Urban Care's 9 reels put the brand forward; most appeared in multi-brand lists. For your brand, a reel focused on a single product stands apart from list mentions.
- 6 Likes and plays are not visible in story waves. For your brand, pairing stories with a link and code and planning them together with reels makes measurement easier.

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

Herbal Essences

40.6%

82 contents · 65 creators · +40.6 pp previous week

Bioxcin

33.2%

67 contents · 39 creators · +10.7 pp previous week

Pantene

20.3%

41 contents · 39 creators · -48.3 pp previous week

Urban Care

5.9%

12 contents · 11 creators · -3.0 pp previous week

PERFORMANCE

BRAND	CONTENTS	REEL PLAYS	LIKES + COMMENTS	STORY VIEWS (MODEL)	REACH MODEL
Herbal Essences	82 82 Story · 0 Post · 0 Reel	—	—	694,223 82 of 82 Story	—
Bioxcin	67 58 Story · 1 Post · 8 Reel	78,795 6 of 8 Reel (75.0%)	1,963 7 of 9 · 2 hidden likes	4,119,253 58 of 58 Story	12,430 9 of 9
Pantene	41 19 Story · 2 Post · 20 Reel	2,929,716 20 of 20 Reel (100.0%)	26,971 17 of 22 · 5 hidden likes	291,382 19 of 19 Story	61,786 22 of 22
Urban Care	12 1 Story · 2 Post · 9 Reel	938,129 9 of 9 Reel (100.0%)	98,607 9 of 11 · 2 hidden likes	12,272 1 of 1 Story	263,371 11 of 11

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)

Herbal Essences	<div><div></div></div>	69.2
65 creators with SQS · Nano 70.1 · Micro 68.9 · Macro 66.3		
Bioxcin	<div><div></div></div>	66.1
39 creators with SQS · Nano 72.6 · Micro 67.0 · Macro 65.2 · Mega 60.8		
Pantene	<div><div></div></div>	67.7
39 creators with SQS · Nano 70.0 · Micro 66.8 · Macro 70.7		
Urban Care	<div><div></div></div>	65.3
11 creators with SQS · Nano 50.9 · Micro 66.2 · Macro 69.2 · Mega 65.8		

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

AUDIENCE (COMMENTERS)

Herbal Essences	<div><div>Women 82%</div><div>Men 18%</div></div>
Largest age band: 25-34 60% · Largest city: İstanbul 16% · Largest country: Türkiye 96%	
Bioxcin	<div><div>Women 66%</div><div>Men 34%</div></div>
Largest age band: 25-34 48% · Largest city: İstanbul 29% · Largest country: Türkiye 97%	
Pantene	<div><div>Women 82%</div><div>Men 18%</div></div>
Largest age band: 25-34 57% · Largest city: İstanbul 21% · Largest country: Türkiye 97%	
Urban Care	<div><div>Women 72%</div><div>Men 28%</div></div>
Largest age band: 18-24 47% · Largest city: İstanbul 25% · Largest country: Türkiye 93%	

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

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

Data glossary and method notes

Terms used in the report and calculation notes.

DATA GLOSSARY

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

METHOD NOTES

- Period 19–25 October 2026 (Monday–Sunday, Turkey time); the brands are the top four with the most contents in the weekly ranking.
- 44 of the 48 reels in the period were analysed from the video itself: four frames, the opening frame and the audio.
- The weekly change comes from the nine-week series built with the same matching; because the account base widened on 24–26 October, story counts are not directly comparable across weeks.
- Contents from deal and news 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.