STARLECTA WEEKLY SECTOR REPORT

Influencer Marketing Competitive Analysis

Consumer electronics

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

Philips | Samsung | Huawei

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

All 56 reels in the period were analysed from the video itself.

CONTENTS	CREATORS	BRAND	PERIOD
193	149	3	7
contents naming a brand	distinct accounts	consumer electronics brands	days

Prepared by: **Starlecta**

CONTENTS

01 · SUMMARY
Executive summary 2
Comparison table 3

02 · METHOD
Scope and method 4

03 · COMPARATIVE VIEW
Visibility share, format, segment 5
Last 9 weeks (24 Aug–25 Oct 2026) 6
Creator pool, disclosure, timing 7
Creator overlap 8

04 · CREATIVE AND COMMUNICATION
Creative comparison 9
Creative comparison (continued) 10

05 · BRAND PROFILES
Philips 11
Samsung 14
Huawei 17

06 · INSIGHTS AND OPPORTUNITIES
Additional insights 20
Opportunities 21

APPENDIX
Panel view: share and performance 22
Panel view: quality and audience 23
Data glossary and method notes 24

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Executive summary

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

CONTENTS	CREATORS	STORY SHARE	LARGEST VOLUME
193	149	67%	Philips
7 days · 195 assignments across brands	4 accounts in 2+ brands	of 195 brand assignments	121 contents · 91 creators

KEY FINDINGS

- In the week of 19–25 October 2026, three consumer electronics brands appeared in 193 contents from 149 accounts: Philips 121, Samsung 55, Huawei 19.
- Of the 193 contents, 130 are stories, 56 reels and 7 posts; the story share is 90.1% at Philips and the reels share 70.9% at Samsung.
- Content counts for all three brands are below the week of 12–18 October: Philips from 149 to 121, Samsung from 75 to 55, Huawei from 32 to 19.
- Samsung's content centred on the Galaxy Z Fold 8: 24 of its 39 reels were posted on 23 October, with the message 'easy switch'.
- 109 of Philips' 121 contents are stories; 44 came from 30 deal accounts and were not counted as collaborations.
- The most-played reel of the week is Samsung's Galaxy Z Fold 8 sketch: 1,083,169 plays on 22 October.
- Median ER per play on reels is 1.38% at Huawei (9 reels), 0.93% at Samsung (39) and 0.46% at Philips (10).
- Ad disclosure (#reklam/#işbirliği/#tanıtım) on non-story contents is 66.7% at Samsung, 50.0% at Philips and 45.5% at Huawei.

WHAT THE COMPARISON SHOWS

- Format: Philips is story-heavy (90.1%); reels are 70.9% at Samsung; at Huawei reels are 47.4% and stories 42.1%.
- Scale: macro and mega accounts' share of content is 52.7% at Samsung, 47.4% at Huawei and 27.3% at Philips.
- Median reel plays: Samsung 51,376 (39 reels), Philips 47,084 (10), Huawei 26,821 (9).
- Repeat accounts' share of content is 41.3% at Philips, 34.5% at Samsung and 21.1% at Huawei.
- Shared accounts exist only between Samsung and Huawei (3); Philips has no shared accounts; news and deal accounts excluded.

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

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
Philips	**121**	91	90% · 8% · 2%	27.3%	41.3%	50.0%	0.0%	47.1 K n=10	0.06% n=2	0.46% n=10
Samsung	**55**	45	24% · 71% · 6%	52.7%	34.5%	66.7%	3.6%	51.4 K n=39	0.27% n=2	0.93% n=39
Huawei	**19**	17	42% · 47% · 10%	47.4%	21.1%	45.5%	5.3%	26.8 K n=9	0.38% n=2	1.38% n=9

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.

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

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 193 contents, 149 distinct accounts; 2 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 by the brands' own accounts were not counted; contents removed for 19–25 October: Huawei 5 (3 posts, 2 reels).

BRAND MATCHING

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

Philips	@philips
Samsung	@samsungturkiye, @samsung
Huawei	@huaweimobiletr, @huawei

MEDIA ANALYSIS

- 185 unique creative images were analysed: images directly, videos through the opening frame and a 4-frame summary.
- All 56 reels in the period were analysed from the video itself: four frames, the opening frame and the audio. The audio of the 49 videos with speech was transcribed; the language of communication was taken from these transcripts and the descriptions.
- For each creative, the 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.

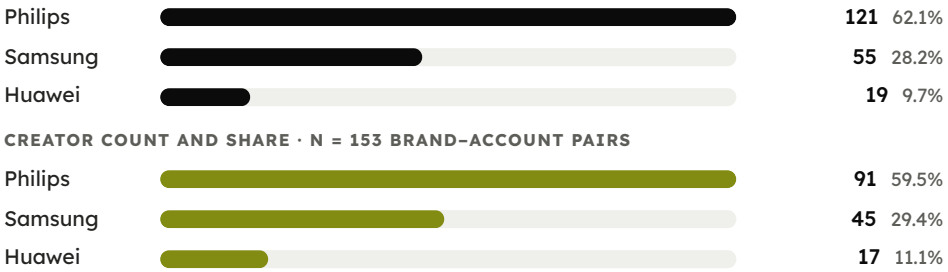
© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Visibility share, format and follower segment

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

VISIBILITY SHARE

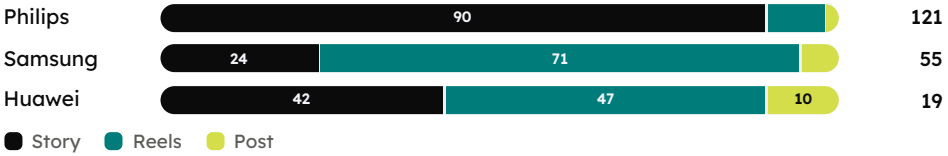
CONTENT COUNT AND SHARE · N = 195 BRAND ASSIGNMENTS



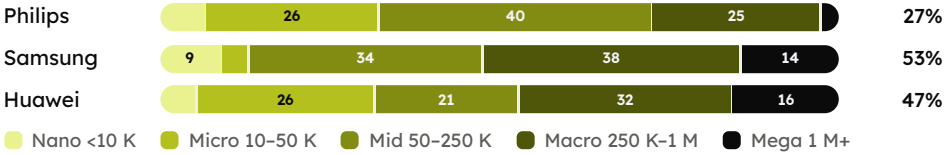
CREATOR COUNT AND SHARE · N = 153 BRAND–ACCOUNT PAIRS

FORMAT AND FOLLOWER SEGMENT

FORMAT MIX, CONTENT SHARE · CONTENT COUNT ON THE RIGHT



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



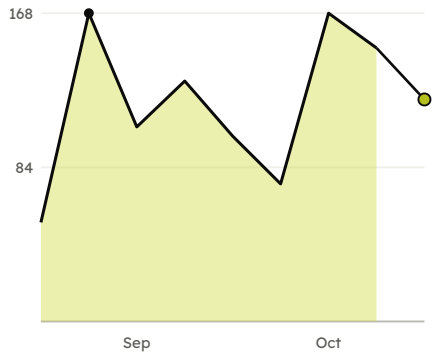
Period 19 October – 25 October 2026; contents naming more than one brand were counted for each brand. Follower segment is by the account's current follower count.

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Last 9 weeks (24 Aug–25 Oct 2026)

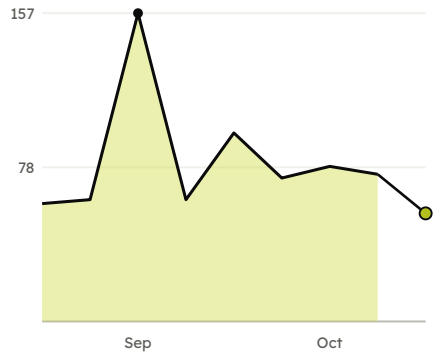
Campaign waves: which brand concentrated when?

Philips 121 distinct contents / 7 d · 1,073 account-content rows / 9 weeks



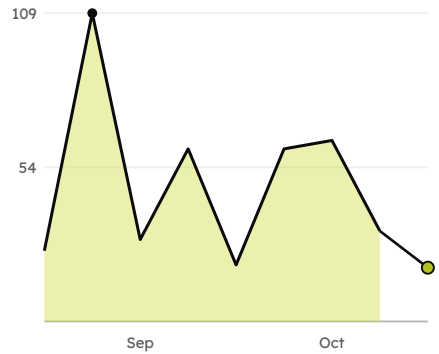
Peak: week of 31 Aug, 168 account-content rows

Samsung 55 distinct contents / 7 d · 719 account-content rows / 9 weeks



Peak: week of 7 Sep, 157 account-content rows

Huawei 19 distinct contents / 7 d · 420 account-content rows / 9 weeks



Peak: week of 31 Aug, 109 account-content rows

7-day analysis period

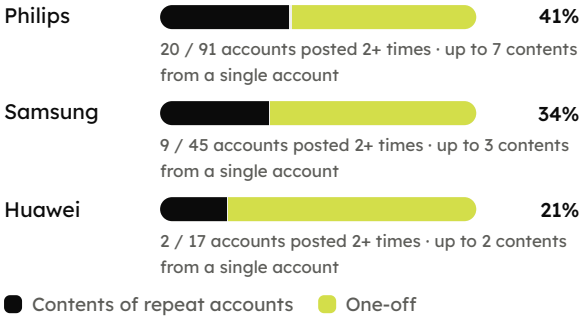
Weekly account-content rows (a co-authored content is a separate row for each account; the distinct content count is in the comparison table) (weeks starting Monday), 24 August – 25 October 2026, n = 2,212 account-content rows. Each panel's vertical scale is its own; see the previous page for the level across brands. The series shows the nine weeks from the week of 24 August to the report week with the same matching. The tracked account base widened on 24–26 October: posts and reels of the new accounts were completed 90 days back, while their stories exist from the day they were added. Therefore story counts are not directly comparable across weeks; the weekly change was counted with the same matching in both weeks.

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Creator pool, disclosure and timing

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

REPEAT AND ONE-OFF CREATORS



DISCLOSURE AND BRAND LINK

BRAND	AD LABEL	CO-AUTHORED POST	BRAND TAG	PAID PARTNERSHIP	N
Philips	50%	0%	1%	0%	12
Samsung	67%	4%	22%	4%	42
Huawei	46%	5%	10%	5%	11

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
Philips	21	23	3	26	9	5	13	21:00
Samsung	18	4	14	11	47	6	0	18:00
Huawei	16	32	32	5	5	0	10	19:00

Inline percent: distribution of contents across the days of the week (Turkey time). Dark cell marks the brand's busiest days; the last column is the busiest hour. n = the brand's 7-day content count (Philips 121 … Huawei 19).

Period 19 October – 25 October 2026.

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Who with whom: creator overlap

Do rival brands work with the same creators?

NUMBER OF SHARED CREATORS

	Philips	Samsung	Huawei
Philips	61	0	0
Samsung	0	42	3
Huawei	0	3	17

Diagonal: the brand's creator count. Cell: number of accounts that posted both brands in the period. News and deal accounts excluded; n = 117 accounts, 3 accounts in 2+ brands.

SHARED ACCOUNTS BETWEEN DIRECT COMPETITORS

Samsung – Huawei 3 shared

Creator 01, Creator 02, Creator 03

REGULAR CREATORS POSTING FOR MULTIPLE BRANDS · CONTENT COUNT

Creator 01 247 K followers

Samsung 1 · Huawei 1

Creator 02 161 K followers

Samsung 2 · Huawei 1

Creator 03 16.1 K followers

Samsung 1 · Huawei 1

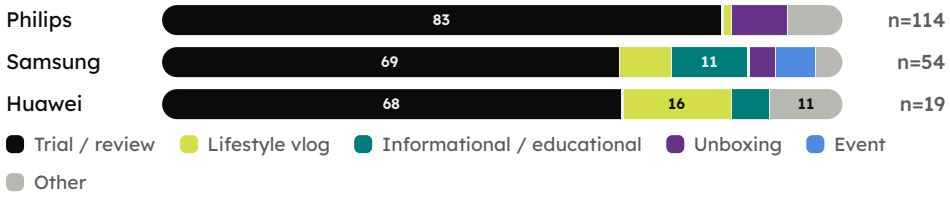
News and deal accounts were excluded because they inflate the raw overlap.

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

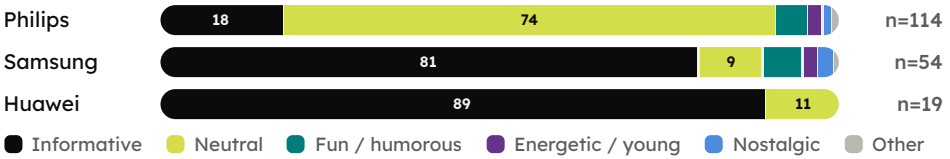
Creative and communication comparison

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

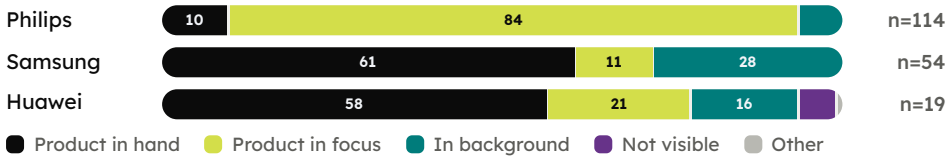
CONTENT TYPE



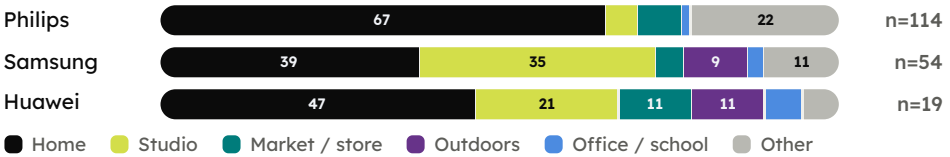
TONE



PRODUCT PLACEMENT



SETTING



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

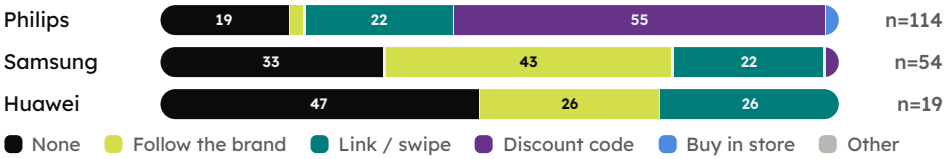
© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Creative and communication comparison (continued)

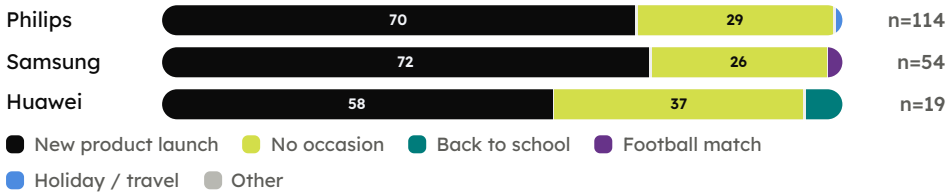
How brands build their contents: type, tone, product placement, setting and call.

IS THE CREATOR ON CAMERA? (VIDEOS)

CALL TO ACTION



PERIOD / OCCASION



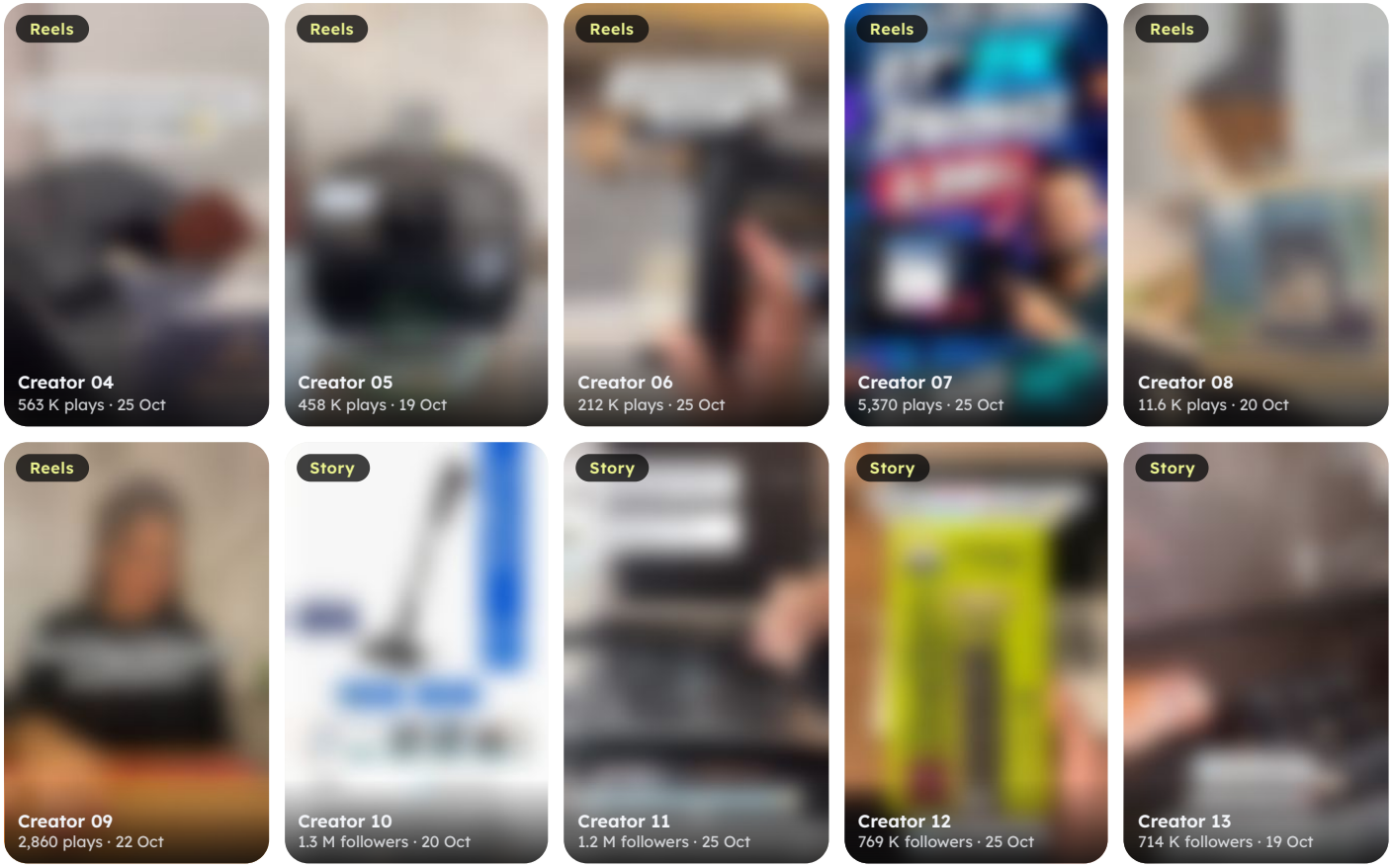
Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Philips

Figures, creative selection and summary

CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
121	91	90% · 8% · 2%	47.1 K	0.06%	0.46%	50%
19–25 October 2026		story · reels · post	n = 10 reels	median, per follower · n = 2	median, per play · n = 10	posts+reels, n = 12 · co-authored post 0%



SUMMARY

In 19–25 October Philips carried 90.1% of its content in stories, in the language of product links and discount codes; 36.4% of the contents came from deal accounts.

- Philips appeared in 121 contents from 91 accounts in the week of 19–25 October 2026; 109 are stories, 10 reels, 2 posts.
- All 109 stories were link-matched to the product; 44 of the 121 contents (36.4%) came from 30 deal accounts and were not counted as collaborations.
- The content count fell from 149 in 12–18 October to 121; stories dropped from 129 to 109, reels from 18 to 10.
- Median ER per play on reels is 0.46% (n=10); median plays 47,084.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 14 deal	Shopping & deals	218 K	7
Creator 15	Fashion & style	501 K	5
Creator 16	Family & parenting	393 K	3
Creator 17 deal	Shopping & deals	11.3 K	3
Creator 13	Technology & education	714 K	2

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Philips · campaigns and collaborations

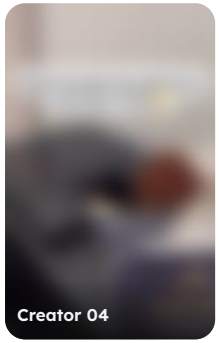
Campaigns that stood out in the period, with sample contents

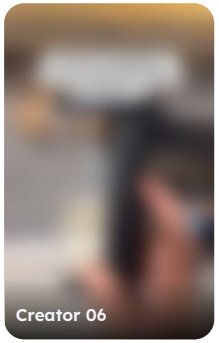
CAMPAIGN

Coffee machines: usage steps

19–25 Oct 2026

LatteGo and fully automatic coffee machines appeared with user narration; the product group most often seen in story on-screen text (19 of 102 story creatives).





Creator 04 Reel showing the coffee selection and spoon-mark steps; 563,013 plays.

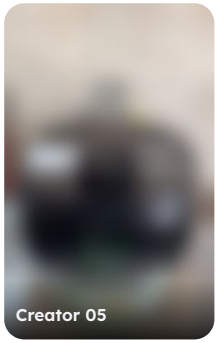
Creator 06 Reel explaining the milk-amount icons on the LatteGo jug; 211,553 plays.

CAMPAIGN

All in One Cooker: long-term user

19 Oct 2026

The cooker was presented with the narration 'I've been using it for three years' and a 'no regrets' closing; the caption carries a #reklam [ad] tag.



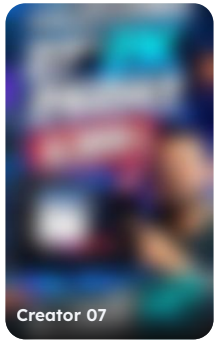
Creator 05 Reel explaining rice and keep-warm use; 457,755 plays.

CAMPAIGN

Evnia gaming monitor review

25 Oct 2026

A tech channel reviewed the 2K 260Hz monitor with in-game tests and settings screens, and pointed to the channel for the long version.



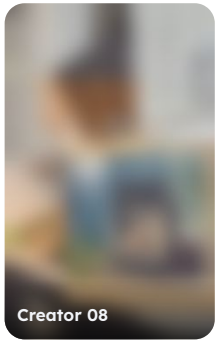
Creator 07 Review reel showing the model name and screen settings; 5,370 plays.

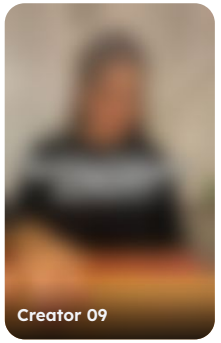
CAMPAIGN

User posts noted 'reklam değil' [not an ad]

20–22 Oct 2026

Two reels carrying a 'reklam değil' [not an ad] note in the caption: one features LatteGo tags, the other a device bought with the creator's own money.





Creator 08 Unboxing tagged #reklamdeğil [not an ad] and #philipslattego; 11,588 plays.

Creator 09 Reel about fulfilling a childhood dream with their own money; 2,860 plays.

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Philips · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- Of the 91 accounts, 33.0% are nano or micro and 40.7% mid-sized; median followers 114,943.
- 33.0% of accounts are in the shopping and deals category, 17.6% in parenting and family.
- 20 repeat accounts (22.0%) carried 41.3% of contents; up to 7 contents from a single deal account.
- Excluding news and deal accounts, all accounts are at Philips only; no shared accounts with Samsung and Huawei.
- The largest account is Creator 18 (14,940,804 followers); its post is a retail catalogue announcement, not a collaboration.

PLATFORM AND FORMAT

- 109 stories, 10 reels, 2 posts; story share 90.1%.
- Median reel ER per play 0.46% (n=10); per follower 0.0628% on posts (n=2).
- 75 of the 109 stories were posted on 19, 20 and 22 October; the busiest day is Thursday (25.6%).

CREATIVE APPROACH

- In 84.2% of the 114 creatives analysed, the product is shown packaged in the foreground; 66.7% were shot at home.
- Tone is 73.7% neutral, 18.4% informative; the on-screen text of 44 of 102 story creatives includes a TL price.
- Call to action: 55.3% discount code, 21.9% link or swipe, 19.3% no call.
- Speech was transcribed in 10 of 102 story creatives; most of the narration is carried by on-screen text and stickers.

CONTENT STRUCTURES

- Deal story: product image → price and code in on-screen text → link sticker.
- User reel: product intro → long-term usage experience → 'no regrets' closing.
- Coffee machine tip: question hook ('did you notice?') → showing the icons on the jug → usage suggestion.
- Review: in-game test → settings card on screen → pointer to the long video.

COMMUNICATION LANGUAGE

Sales language built on price, code and discount amount in stories; plain language about user experience in reels.

> **"While everyone was buying Fissler, I bought this Philips cooker and never regretted it"**

> **"Had you noticed the markings on the LatteGo?"**

> **"Not an ad, I bought and fulfilled my dream with my own money"**

> **"Philips Hair Removal Device - 809 TL with the Kazançlı 100 code"**

- The on-screen text of 34 of 102 story creatives includes a code or coupon; the 'Kazançlı100' code repeats in 12 creatives.
- 6 of 12 non-story contents carry #reklam or #tanıtım [ad / promotion] (50.0%); 3 contents have an organic note such as 'reklam değil' [not an ad].
- Price and code language mostly comes from deal accounts; it is not the brand's own communication line.

DATA NOTE

- 44 of the 121 contents (36.4%) are from deal accounts; price and code language is not the brand's own communication.
- Both posts are retail announcements (a supermarket chain catalogue and a store campaign); not collaboration examples.
- Stories have no likes, plays or caption data; ER was calculated only for 10 reels and 2 posts.

STANDOUT CREATIVES

Creator 04
Most-played Philips reel (563,013 plays): a usage video showing the spoon-mark step on a coffee machine.

Creator 05
457,755 plays: a reel presenting the All in One Cooker through three years of use.

Creator 06
211,553 plays: a reel opening with a question about the LatteGo icons and explaining step by step in the caption.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@philips 1

TOP HASHTAGS · CONTENTS

#philips 9 #philipsallinone 2 #philipslattego 2 #260hz 1 #90lar 1 #aldınaldın 1

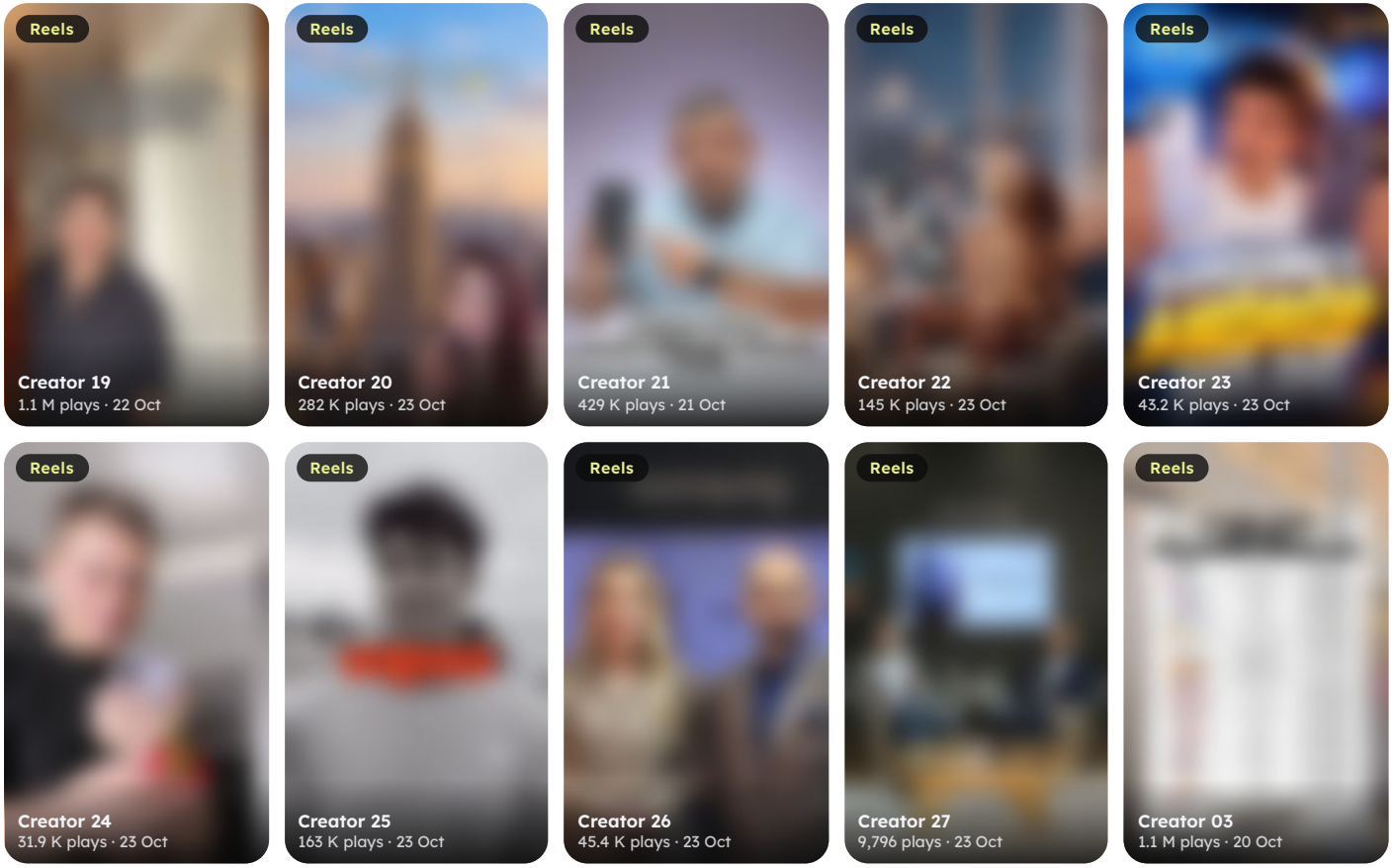
News and deal accounts excluded.

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Samsung

Figures, creative selection and summary

CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
55	45	24% · 71% · 6%	51.4 K	0.27%	0.93%	67%
19–25 October 2026		story · reels · post	n = 39 reels	median, per follower · n = 2	median, per play · n = 39	posts+reels, n = 42 · co-authored post 4%



SUMMARY

In 19–25 October Samsung presented the Galaxy Z Fold 8 with a wave of reels concentrated on 23 October and the message 'easy switch'.

- Samsung appeared in 55 contents from 45 accounts in the week of 19–25 October 2026; 70.9% are reels (39), 13 stories, 3 posts.
- 24 of the 39 reels were posted on 23 October; 27 of the 42 non-story contents carry the #GalaxyZFold8 tag.
- The content count fell from 75 in 12–18 October to 55; the drop is in stories (from 29 to 13), while reels held at 39.
- Median reel plays 51,376, median ER per play 0.93% (n=39); 16 reels are above 100,000 plays.
- The most-played reel of the week is Creator 19's Fold 8 sketch with 1,083,169 plays.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 21	Technology & education	241 K	**3**
Creator 20	Travel	702 K	**2**
Creator 28	Technology & education	496 K	**2**
Creator 29	Street fashion & luxury	343 K	**2**
Creator 30	Technology & education	271 K	**2**

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Samsung · campaigns and collaborations

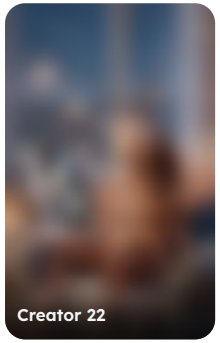
Campaigns that stood out in the period, with sample contents

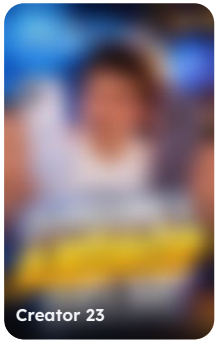
CAMPAIGN

Galaxy Z Fold 8: 'easy switch' message

19–24 Oct 2026

The fear of data transfer was dispelled with Smart Switch; the #iSwitchedToSamsung tag appears in 23 of the 42 non-story contents.





Creator 22 Reel dispelling the 'Will my photos be gone?' fear with Smart Switch; 145,072 plays.

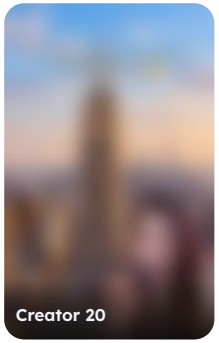
Creator 23 Reel explaining data-transfer worries with 'no more excuses'; 43,205 plays.

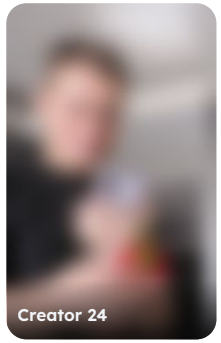
CAMPAIGN

Fold 8 daily use and AI

22–23 Oct 2026

Creators showed features such as Gemini, My Fan Cam and the dual camera in their own content flow.





Creator 20 Gemini walkthrough generating a shot from a photo with a single command; 281,667 plays.

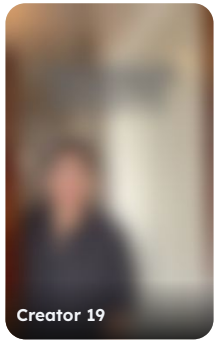
Creator 24 Reel showing the following camera with My Fan Cam; 31,938 plays.

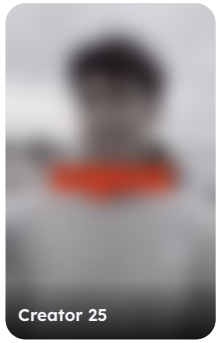
CAMPAIGN

Sketch- and humour-led launch reels

22–23 Oct 2026

The product was placed inside an everyday scene; the phone pitch became the last step of a short story.





Creator 19 Most-played reel of the week; a line switching to the Fold 8 inside a sketch; 1,083,169 plays.

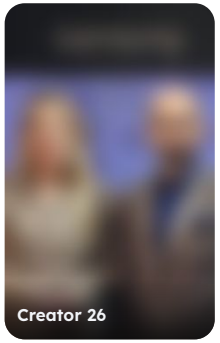
Creator 25 Photo sketch in front of the Maiden's Tower; 163,185 plays.

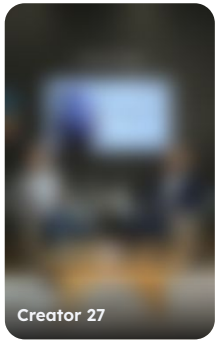
CAMPAIGN

Interviews with a Samsung Türkiye executive

23–24 Oct 2026

Three accounts posted 4 interview reels with Samsung Türkiye's Vice President about the foldable market and AI.





Creator 26 Reel discussing the place of foldable phones in daily life with the executive; 45,408 plays.

Creator 27 Interview reel in a tech chat format; 9,796 plays.

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Samsung · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- Only 13.3% of the 45 accounts are nano or micro; 52.7% of contents come from macro and mega accounts.
- Large accounts: Creator 31 (2,896,982 followers) and Creator 32 (1,644,431) in stories, Creator 19 (1,502,289) in reels.
- 9 repeat accounts (20.0%) carried 34.5% of contents; up to 3 contents, from Creator 21.
- 35.6% of accounts are in the technology and education category and 64.4% are male; there are 3 shared accounts with Huawei.
- Executive interview reels appear in 4 contents: Creator 02 (2), Creator 26 and Creator 27.

PLATFORM AND FORMAT

- 39 reels, 13 stories, 3 posts; reels share 70.9%.
- Median reel ER per play 0.93% (n=39); per follower 0.265% on posts (n=2).
- The busiest day is Friday (47.3%), the busiest hour 18:00; 24 of the reels were on 23 October, 9 of the stories on 19 October.

CREATIVE APPROACH

- 68.5% of the 54 creatives analysed are product reviews or trials; the product is shown in hand in 61.1%; the face is visible in all 50 videos.
- Tone is 81.5% informative; 72.2% of creatives read as a new product launch.
- Setting is 38.9% home, 35.2% studio; call to action is 42.6% follow the brand, 33.3% no call, 22.2% link.
- Speech was transcribed in 94.0% of the 50 videos; Smart Switch appears in 9 of 38 reels.

CONTENT STRUCTURES

- Sketch: everyday scene ('did you get a new phone?') → line switching to the Fold 8 → showing the folding screen.
- Switching fear: 'will my data be gone?' → one-tap transfer with Smart Switch → relief (e.g. Creator 22).
- Tip video: steps into settings → unlocking the hidden feature → call to like (e.g. Creator 33).
- Executive interview: chat with the brand executive → foldable market and AI topics.

COMMUNICATION LANGUAGE

Informative language that dispels the switching fear through personal experience; humour in sketches, direct narration in tip videos.

> **"Girl, did you get a new phone?"**

> **"Is buying a foldable phone a regret?"**

> **"Very few people know this feature on Samsung phones."**

> **"The phone that removes the excuses"**

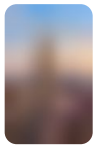
- 28 of the 42 non-story contents (66.7%) carry an ad disclosure (#reklam/#işbirliği/#tanıtım); #iSwitchedToSamsung in 23 contents, #TeamGalaxy in 13.
- A '@samsungturkiye tarafından sağlandı' [provided by @samsungturkiye] note is in the captions of 19 of 42 contents; 2 contents have an organic note such as 'reklam değil' [not an ad].
- Smart Switch appears in 9 of 38 reels and Quick Share in 7; the message is 'switching phones is not hard'.

DATA NOTE

- Deal and news accounts (Creator 34, Creator 35, Creator 36) appeared in 3 contents; not counted as collaborations.
- Two reels mentioned both Samsung and Huawei (Creator 03 and Creator 01); both were counted at both.
- Stories have no likes, plays or caption data; story share is 23.6% (13 stories).

STANDOUT CREATIVES

Creator 19
Most-played reel of the week (1,083,169 plays): the Fold 8's folding screen inside a sketch and an easy-switch line with Smart Switch.



Creator 20
281,667 plays with a Gemini walkthrough generating a shot from a photo with a single command.

Creator 21
Untagged tip video: setting to show the time on the lock screen; 429,051 plays.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@samsungturkiye **19**

TOP HASHTAGS · CONTENTS

#galaxyzfold8 **27**
#iswitchedtosamsung **23**
#teamgalaxy **13**
#samsung **9**
#phone **4**
#technology **4**

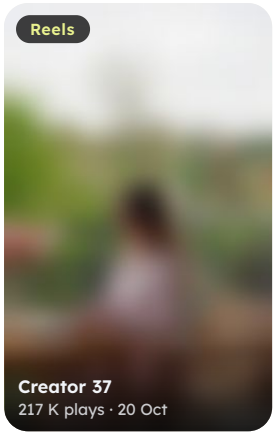
News and deal accounts excluded.

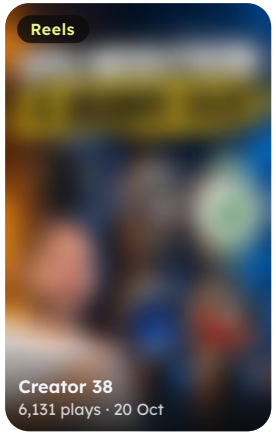
© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

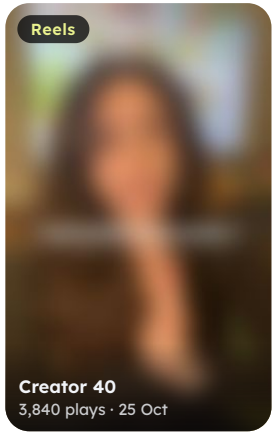
Huawei

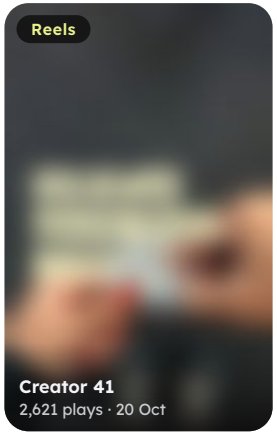
Figures, creative selection and summary

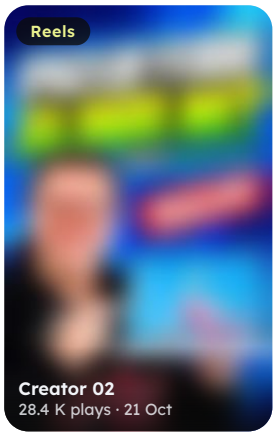
CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
19	17	42% · 47% · 10%	26.8 K	0.38%	1.38%	46%
19–25 October 2026		story · reels · post	n = 9 reels	median, per follower · n = 2	median, per play · n = 9	posts+reels, n = 11 · co-authored post 5%

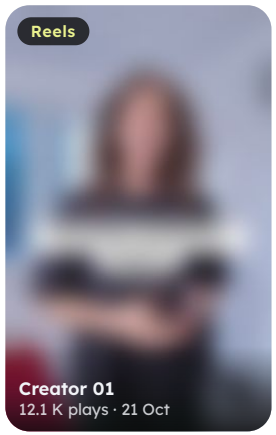


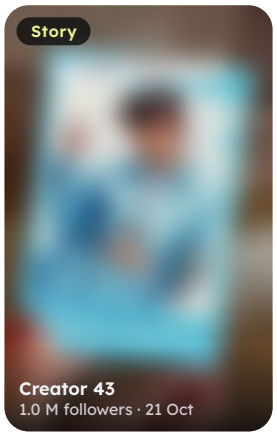












SUMMARY

In 19–25 October Huawei presented the MatePad Air, FreeBuds Neo and smartwatch products through 17 accounts, in a mix of reels and stories.

- Huawei appeared in 19 contents from 17 accounts in the week of 19–25 October 2026: 9 reels (47.4%), 8 stories (42.1%), 2 posts (10.5%).
- The content count fell from 32 in 12–18 October to 19 (40.6%); reels from 10 to 9, stories from 20 to 8.
- All 8 stories were link-matched to a Huawei product; from 8 different accounts, posted on 19–22 October.
- Median ER per play on reels is 1.38% (n=9), the highest of the three brands; median plays 26,821.
- Of the 9 reels' 1,380,943 plays, 1,050,760 come from a single discount-list video that also mentions Samsung.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 37	Lifestyle	405 K	2
Creator 39	Fashion & style	129 K	2
Creator 44	Lifestyle	4.7 M	1
Creator 43	Music & entertainment	1.0 M	1
Creator 45	Fashion & style	1.0 M	1

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Huawei · campaigns and collaborations

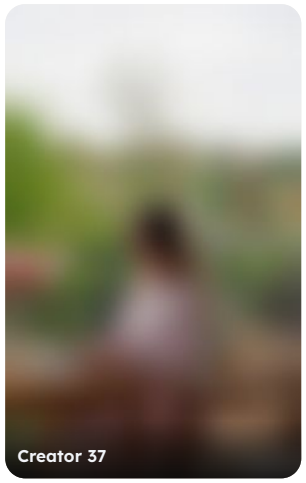
Campaigns that stood out in the period, with sample contents

CAMPAIGN

MatePad Air launch

19–22 Oct 2026

Emphasis on slim design, lightness and the office app; the product name appears in three reels and three stories.



Creator 39 Reel presenting the tablet through carrying and office flow, saying 'minimum weight, maximum productivity'; 33,679 plays.

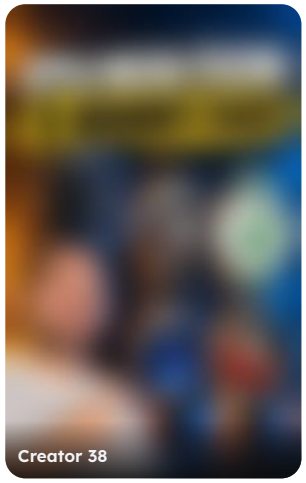
Creator 37 Reel tagged #reklam [ad] and #isbirligi [collaboration] presenting the MatePad Air as a favourite; 216,599 plays.

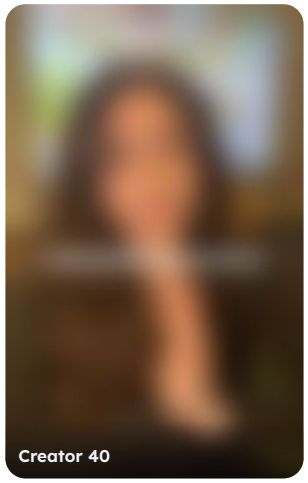
CAMPAIGN

Smartwatch and band

20–25 Oct 2026

The watch was presented inside an Apple Watch price comparison and a monthly favourites list.





Creator 38 Comparison of four Huawei watches at the price of an Apple Watch; ER per play 2.56%.

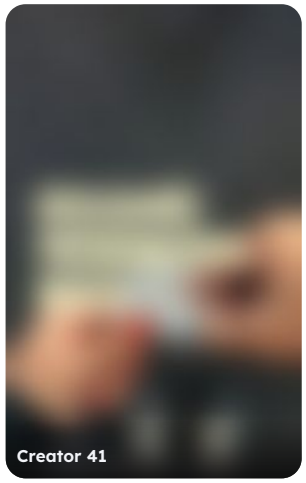
Creator 40 Band 10 in an October favourites list; 3,840 plays.

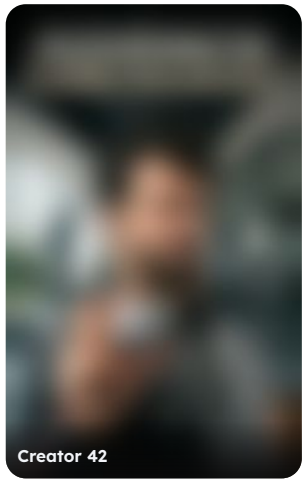
CAMPAIGN

FreeBuds Neo and FreeClip earphones

19–21 Oct 2026

Emphasis on sport and daily use; the narration of fit in the ear and lightness stood out.





Creator 41 Reel presenting the 4.8-gram FreeBuds Neo during sport and walks; 2,621 plays.

Creator 42 Reel about the earphones staying in the ear for 7 days; 26,821 plays.

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Huawei · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 35.3% of the 17 accounts are nano or micro; 47.4% of contents come from macro and mega accounts; median followers 247,409.
- Large accounts: the post of Creator 44 (4,693,684 followers), and the stories of Creator 43 (1,033,015) and Creator 45 (1,003,682).
- 2 repeat accounts (11.8%): Creator 37 and Creator 39, both with reels and stories; 21.1% of contents.
- 14 of the 17 accounts are at Huawei only (82.4%); 3 accounts shared with Samsung: Creator 02, Creator 01, Creator 03.
- 52.9% of accounts are female; technology and education 23.5%, fashion and lifestyle 11.8% each.

PLATFORM AND FORMAT

- 9 reels, 8 stories, 2 posts; reels share 47.4%.
- Median reel ER per play 1.38% (n=9); per follower 0.3778% on posts (n=2).
- The busiest days are Tuesday and Wednesday (31.6% each); stories on 19–22 October.

CREATIVE APPROACH

- 68.4% of the 19 creatives analysed are product reviews or trials; the product is shown in hand in 57.9%, and 47.4% were shot at home.
- Tone is 89.5% informative; 57.9% of creatives read as a new product launch.
- Call to action: 47.4% no call, 26.3% link or swipe, 26.3% follow the brand.
- Speech was transcribed in 94.1% of the 17 videos; 2 reels presented the product in a price comparison with an Apple product.

CONTENT STRUCTURES

- Tablet: emphasis on weight and slim design → office flow (WPS Office) → daily carrying.
- Comparison: competitor product's price → screen and battery on the Huawei product → 'which would you choose?' question.
- Story: product name in on-screen text → short usage experience → product link; 8 of 8 stories are linked.
- Favourites list: Huawei Band is mentioned as a single item among things such as a notebook and a candle.

COMMUNICATION LANGUAGE

Informative language that foregrounds product features and price comparison; often a comparison with a competitor product.

> **"Minimum weight, maximum productivity."**

> **"Would it replace an iPad Air?"**

> **"4 Huawei watches for the price of an Apple Watch."**

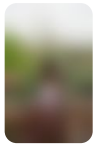
> **"What would you choose? Write in the comments"**

- 5 of 11 non-story contents (45.5%) carry an ad disclosure (#reklam/#işbirliği/#tanıtım); 1 content has a 'reklam veya işbirliği bulunmamaktadır' [no ad or collaboration] note.
- The brand account @huaweimobiletr was mentioned in 9 of 19 contents; #reklam [ad] appears in 4 contents.
- Two reels compared the Huawei product with an Apple product on price and features.

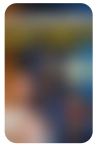
DATA NOTE

- The reel with 1,050,760 plays is not specific to Huawei: it is a discount forecast list that also mentions Samsung; it inflates total plays but does not affect the median.
- One of the two posts is a catalogue-toned text listing the product features of Creator 46.
- Volume is 19 contents; percentage changes are sensitive to the small base. Stories have no likes, plays or caption data.

STANDOUT CREATIVES



Creator 37
216,599 plays: a reel tagged #reklam [ad] and #isbirligi [collaboration] presenting the MatePad Air as a favourite.



Creator 38
ER per play 2.56%: a comparison of four Huawei watches at the price of an Apple Watch with a 'which would you choose' question.

Creator 39
ER per play 1.93%: the tablet's lightness and office flow, with a 'new lead role' intro.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@huaweimobiletr 3

TOP HASHTAGS · CONTENTS

#huawei 3 #akıllısaat 2 #huaweiwatch 2 #alışveriş 1 #applewatch 1 #blackfriday 1

News and deal accounts excluded.

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Additional insights

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

WEEKLY CHANGE: DOWN AT ALL THREE BRANDS

Content counts for all three brands are lower than in 12–18 October. Samsung's reels held at 39; most of the drop is in stories.

Two weeks with the same matching: Philips 149 → 121 (story 129 → 109), Samsung 75 → 55 (story 29 → 13), Huawei 32 → 19 (story 20 → 8). Stories are affected by the account-base widening on 24–26 October.

REEL OF THE WEEK

The Samsung reel posted on 22 October was the most-played of the week. In the sketch the creator plays a friend who cannot say 'congratulations'; the scene ends with the switch to the Fold 8 and a showing of the folding screen.

Creator 19 (1,502,289 followers): 1,083,169 plays, 19,260 likes, 151 comments; ER per play 1.79%. The caption is tagged #reklam [ad] and #GalaxyZFold8.

STORY OR REELS?

Samsung leaned on reels, Philips on stories; Huawei mixed the two. Samsung's stories concentrated on 19 October, its reels on 23 October.

Reels share: Samsung 70.9%, Huawei 47.4%, Philips 8.3%. Story share: Philips 90.1%, Huawei 42.1%, Samsung 23.6%. 9 of Samsung's 13 stories were on 19 October, 24 of its 39 reels on 23 October.

CREATOR SPREAD: MID-SIZED AND LARGE ACCOUNTS

Philips worked with many mid-sized and deal accounts; Samsung and Huawei with fewer, larger accounts.

Account count: Philips 91, Samsung 45, Huawei 17. Macro and mega content share: Samsung 52.7%, Huawei 47.4%, Philips 27.3%. At Philips 44 contents come from deal accounts.

PRICE, CODE AND COUPON LANGUAGE (PHILIPS)

Philips stories carried price, discount codes and coupons in on-screen text; 44 contents came from deal accounts.

In 44 of 102 story creatives a TL price appears, in 34 a code or coupon; in 55.3% of 114 creatives the call to action is a discount code.

SWITCHING PROMISE (SAMSUNG)

In Samsung reels the 'switching is not hard' message was repeated through Smart Switch and Quick Share lines; #iSwitchedToSamsung became the shared hashtag.

Smart Switch appears in 9 and Quick Share in 7 of 38 Samsung reels. #iSwitchedToSamsung in 23 of the 42 non-story contents.

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Opportunities

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

OPPORTUNITIES FOR YOUR BRAND

1. Samsung repeated a single promise, 'easy switch', with dozens of creators. For your brand, telling one promise in different scenes builds recall.
2. The most-played reel of the week placed the product in the last step of a sketch. For your brand, tying the product to a short humour scene can be tried.
3. Philips stories carried sales through price and code. For your brand, pairing the story link with the product narrative in reels covers discovery and sales together.
4. Samsung's untagged tip video reached 429,051 plays. For your brand, usage tips framed as 'most people don't know' can bring organic visibility.
5. Two Huawei reels compared the product with an Apple product; one got ER 2.56% per play. For your brand, price-comparison storytelling can be tried.
6. 44 of Philips' contents came from deal accounts. For your brand, working with creators who tell the usage experience beyond price language brings differentiation.

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

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

Philips — **66.3%**

110 contents · 82 creators · +5.4 pp previous week

Samsung — **27.7%**

46 contents · 39 creators · +1.7 pp previous week

Huawei — **6.0%**

10 contents · 10 creators · –7.0 pp previous week

PERFORMANCE

BRAND	CONTENTS	REEL PLAYS	LIKES + COMMENTS	STORY VIEWS (MODEL)	REACH MODEL
Philips	**110** 109 Story · 0 Post · 1 Reel	**457,755** 1 of 1 Reel (100.0%)	**2,566** 1 of 1	**6,166,553** 109 of 109 Story	**1,693** 1 of 1
Samsung	**46** 13 Story · 2 Post · 31 Reel	**5,200,980** 31 of 31 Reel (100.0%)	**62,770** 33 of 33	**1,670,208** 13 of 13 Story	**618,222** 33 of 33
Huawei	**10** 2 Story · 1 Post · 7 Reel	**1,362,679** 7 of 7 Reel (100.0%)	**39,595** 8 of 8	**221,189** 2 of 2 Story	**217,194** 8 of 8

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).

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

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)

Philips — **66.9**

82 creators with SQS · Nano 72.2 · Micro 64.3 · Macro 68.1 · Mega 68.4

Samsung — **65.2**

39 creators with SQS · Nano 70.9 · Micro 63.9 · Macro 65.4 · Mega 63.2

Huawei — **63.4**

10 creators with SQS · Nano 77.3 · Micro 65.9 · Macro 61.7 · Mega 54.7

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

AUDIENCE (COMMENTERS)

Philips

Women 80% | Men 20%

Largest age band: **25-34** 57% · Largest city: **İstanbul** 22% · Largest country: **Türkiye** 97%

Samsung

Women 44% | Men 56%

Largest age band: **25-34** 47% · Largest city: **İstanbul** 29% · Largest country: **Türkiye** 98%

Huawei

Women 60% | Men 40%

Largest age band: **25-34** 48% · Largest city: **İstanbul** 28% · Largest country: **Türkiye** 96%

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).

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms

Data glossary and method notes

Terms used in the report and calculation notes.

DATA GLOSSARY

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

METHOD NOTES

- Period 19–25 October 2026 (Monday–Sunday, Turkey time); brands are the top three with the most contents in the weekly ranking.
- All 56 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 produced with the same matching; percentages are given only on a base of 10 or more contents.
- Deal accounts' contents 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.

© 2026 Starlecta FZCO · Quote with the source; share unchanged; edits need written permission · starlecta.com/en/terms