

SAMPLE REPORT

Influencer Marketing Competitive Analysis

Food & Beverage

23 July – 20 October 2026 (90 days) · Instagram posts, Reels and Stories · about 12k Turkish creator accounts tracked by Starlecta (not all of Instagram)

Brand A

Brand B

Brand C

Brand D

Brand E

Brand F

Brand G

Brand H

CONTENT

1,796

posts naming a brand

CREATORS

1,026

distinct accounts

BRANDS

8

food and beverage brands

PERIOD

90

days

Prepared by **Starlecta**

CONTENTS

01 · SUMMARY

Executive summary	2
Comparison table	3

02 · METHOD

Scope and method	4
------------------	---

03 · COMPARATIVE VIEW

Visibility, format, tier	5
Weekly volume, 180 days	6
Creator pool, disclosure, timing	7
Shared creators	8

04 · CREATIVE AND COMMUNICATION

Creative comparison	9
Creative comparison (cont.)	10

05 · BRAND PROFILES

Brand A	11	Brand B	14
Brand C	17	Brand D	20
Brand E	23	Brand F	26
Brand G	29	Brand H	32

06 · INSIGHTS AND OPPORTUNITIES

Additional insights	35
Opportunities	36

APPENDIX

Glossary and method notes	37
---------------------------	----

Executive summary

Key findings on eight brands' influencer activity over the last 90 days.

CONTENT

1,796

90 days · 1,806 brand assignments

CREATORS

1,026

68 accounts in 2+ brands

STORY SHARE

74%

no view or engagement data

LARGEST VOLUME

Brand A

1,143 content items · 806 creators

KEY FINDINGS

- Brand A leads volume by far: 1,143 items and 806 creators in 90 days; 90.1% of items are Stories and 65.7% of analysed items are PR box unboxings.
- The others are far narrower: Brand B 199 items/73 creators, Brand C 175/107, Brand D 138/74, Brand E 107/36; Brand F 23, Brand G 12, Brand H 9 items.
- Views cluster in a few celebrity Reels: @creator-f128 6.4M at Brand B, @creator-f382 4.9M at Brand D; median Reels views in the big five run 28,892 (Brand A) to 76,568 (Brand C).
- Views and engagement move in opposite directions: median ER Brand A 1.77%, Brand D 1.37%, Brand C 1.09%, Brand E 0.86%, Brand B 0.52%; Brand B's median Reels views are about twice Brand D's (59,276 vs 29,990).
- At Brand B and Brand D a third of analysed items are organic (35.8% and 33.6%): supermarket reviewers saying 'not an ad, I bought it' openly criticise price and taste.
- Rivals rarely share paid faces: Brand D–Brand B 7, Brand D–Brand C 7, Brand B–Brand C 9 shared creators; most are self-buying reviewers (@creator-f001, @creator-f004, @creator-f013).
- Disclosure is made in captions: the #ad/#collab rate on non-Story items runs from 68.7% (Brand D) to 83.9% (Brand E); Instagram's paid-partnership label is under 3% in the big five.
- Brand E is a separate model: feed posts 39.3%, co-authored posts 17.8%, 49.5% of items from macro and mega accounts; a single football account, @creator-f002, made 35 items.

WHAT THE COMPARISON SHOWS

- Brand A gifts at scale: agency-run (@agency-1 on 553 items) PR box waves to mid-tier beauty and fashion creators; 54.2% of items are mid-tier, 94.6% of accounts appear at no other brand.
- Brand B works a retail and review network: 6 co-authored posts with @retailer-1, 33.7% of items on store shelves; reviewers, not ambassadors, drive its 82.9% repeat share.
- Brand D runs separate paid rosters per sub-brand: fruit-oat bar, biscuit, wafer, dark chocolate, each with own faces and shared script lines; talking faces 45.8%, top of the big ones.
- Brand C runs several campaigns led by its instant-coffee line: @brand-c-line-2 54, @brand-c-line-1-2 45 items; launch event, talk-show sponsorship (17 items), 'which one?' formats, pistachio line in Sep.
- Brand E relies on feed, co-authored posts, macro accounts and football sponsorship (37.7% match context); Brand F, Brand G and Brand H are thin at 9–23 items, one wave or a few accounts.

Comparison table

Volume, format, creator pool, disclosure and performance; brands ranked by 90-day volume.

BRAND	CONTENT 90 D (30 D)	CREATORS	FORMAT MIX STORY · REELS · POST	MACRO+MEGA CONTENT SHARE	REPEAT CREATOR SHARE	AD DISCLOSURE	CO- AUTHORED	MEDIAN REELS VIEWS	MEDIAN ER
Brand A	1,143 (110)	806	<div><div></div><div></div><div></div></div> 90% · 9% · 1%	13.0%	51.3%	76.1%	0.4%	28.9K n=99	1.77%
Brand B	199 (81)	73	<div><div></div><div></div><div></div></div> 64% · 33% · 3%	21.7%	82.9%	74.6%	9.0%	59.3K n=59	0.52%
Brand C	175 (75)	107	<div><div></div><div></div><div></div></div> 50% · 43% · 6%	38.3%	58.3%	73.6%	10.9%	76.6K n=75	1.09%
Brand D	138 (55)	74	<div><div></div><div></div><div></div></div> 51% · 45% · 4%	31.9%	65.9%	68.7%	7.2%	30.0K n=56	1.37%
Brand E	107 (44)	36	<div><div></div><div></div><div></div></div> 13% · 48% · 39%	49.5%	78.5%	83.9%	17.8%	64.3K n=50	0.86%
Brand F <small>small sample</small>	23 (10)	14	<div><div></div><div></div><div></div></div> 30% · 30% · 39%	13.0%	52.2%	56.2%	0.0%	146 n=7	0.30%
Brand G <small>small sample</small>	12 (6)	9	<div><div></div><div></div><div></div></div> 0% · 67% · 33%	33.3%	50.0%	66.7%	0.0%	93.4K n=8	0.20%
Brand H <small>small sample</small>	9 (0)	2	<div><div></div><div></div><div></div></div> 22% · 78% · 0%	44.4%	100.0%	85.7%	22.2%	5,709 n=7	4.10%

● Story ● Reels ● Post

Period 23 July – 20 October 2026; 30 d = after 20 September. Format and macro+mega shares are per content item; macro 250K–1M, mega 1M+ followers. Repeat creator share: share of content from accounts that posted the brand 2+ times in the period. Ad disclosure: share of feed posts and Reels with an ad tag (#ad, #collab, #promo; Turkish #reklam, #işbirliği, #tanıtım), including the 'free #ad' tag on gifted products and excluding posts noted 'not an ad' or 'bought it myself'; a declared tag, not proof of payment (Stories excluded, their text is not readable). Co-authored: published with Instagram's co-author feature. Views (gross plays) for Reels only, not unique reach; ER = (likes + comments) / followers, median over feed posts and Reels.

Scope and method

Data source, brand matching, media analysis and limits.

DATA SOURCE

- About 12k Turkish Instagram creator accounts tracked continuously by Starlecta (not all of Instagram); feed posts, Reels and Stories.
- Period: 23 July – 20 October 2026 (90 days). Weekly trend from a 180-day series (from 20 April).
- 1,796 content items in total, 1,026 distinct accounts; the 9 items naming more than one brand were counted once per brand.
- Followers, category and audience (gender, age, city; estimated) come from Starlecta profile data.

BRAND MATCHING

Brand and sub-brand account tags (@), hashtags and brand names in captions. Most frequently matched accounts:

Brand A	@brand-a, @brand-a-2, @brand-a-3
Brand B	@brand-b, @brand-b-line-1, @brand-b-2, @brand-b-line-2, @brand-b-line-3
Brand C	@brand-c-line-2, @brand-c-line-1-2, @brand-c-line-5, @brand-c-2, @brand-c-line-1
Brand D	@brand-d-line-1, @brand-d-line-2, @brand-d, @brand-d-line-3, @brand-d-line-4
Brand E	@brand-e, @brand-e-2, @brand-e-line-1-2
Brand F	@brand-f, @brand-f-2
Brand G	@brand-g, @brand-g-2
Brand H	@brand-h

MEDIA ANALYSIS

- 1,132 unique creatives were analysed visually: images directly, videos by their opening frame and a 4-frame summary. Brand A Stories: a fixed-seed sample of 400 of 1,030 items was analysed.
- Of the 362 Reels analysed, 253 were assessed from the video itself and the rest from the cover image. Speech in 485 videos was transcribed; communication language comes from these transcripts and the captions.
- Each creative was classified by content type, tone, product placement, setting, whether the creator is on camera, call to action and occasion; about 1% of creatives could not be classified.
- Repeats of the same image across accounts (near-duplicates by perceptual hash, not a test of originality) were grouped as one creative.

LIMITS AND READING NOTES

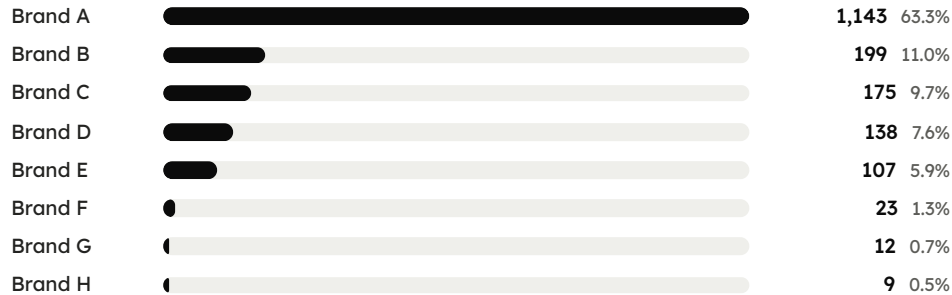
- The universe is not all of Instagram; absolute volumes are lower bounds. The number of tracked accounts grew over the 180 days, so weekly trends are directional.
- Stories carry no views, engagement or caption text; ad disclosure and performance use feed posts and Reels only. Ad disclosure includes the 'free #ad' tag on gifted products; posts noted 'not an ad' or 'bought it myself' are excluded. A declared tag is not proof of payment.
- Brand G (12), Brand F (23) and Brand H (9 content items) are small samples; ratios are directional only.
- Industry-news and deal/discount accounts were flagged separately; overlap and creative selections exclude them.
- A brand mention is not proof of a paid collaboration.
- Anonymized sample. Names are illustrative. Images are pixelated.

Share of visibility, format and follower tier

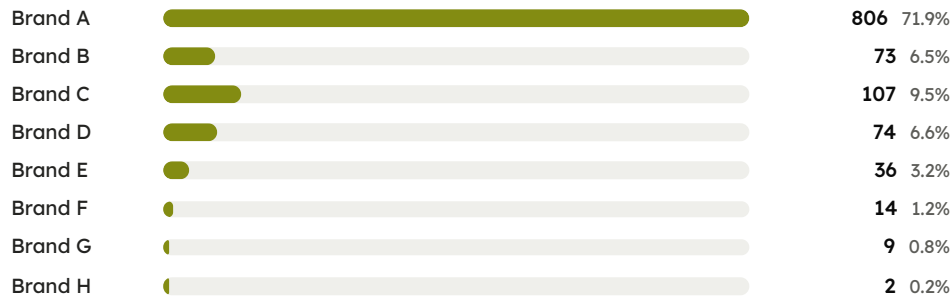
How visible is each brand, in which formats and with accounts of what size?

SHARE OF VISIBILITY

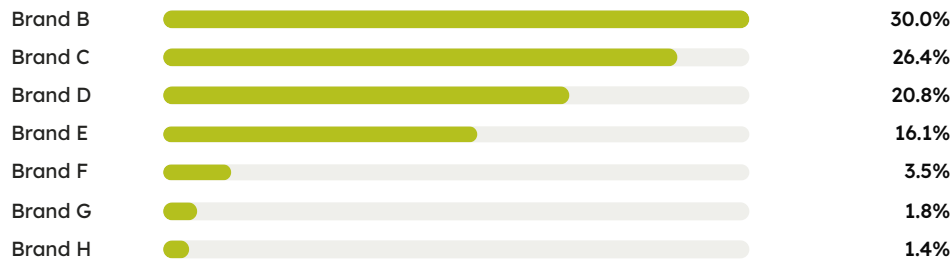
CONTENT COUNT AND SHARE · N = 1,806 BRAND ASSIGNMENTS



CREATOR COUNT AND SHARE · N = 1,121 BRAND-ACCOUNT PAIRS

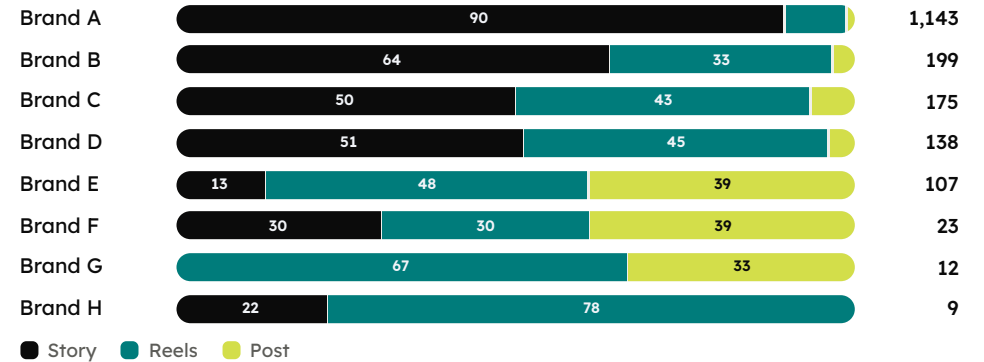


CONTENT SHARE EXCLUDING BRAND A · N = 663

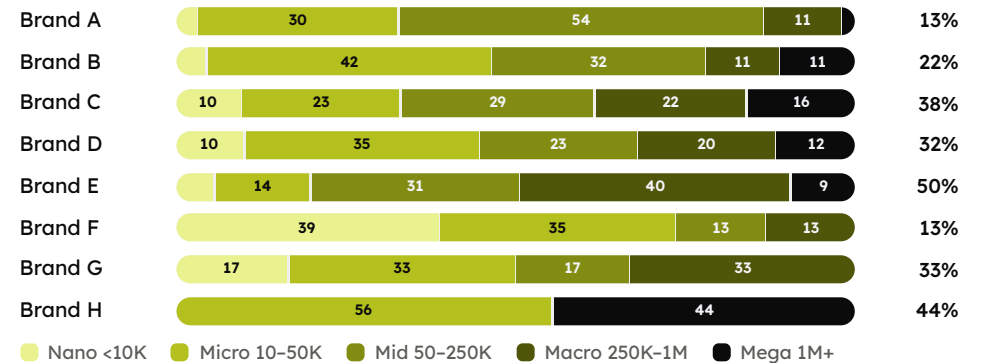


FORMAT AND FOLLOWER TIER

FORMAT MIX, SHARE OF CONTENT · CONTENT COUNT ON THE RIGHT



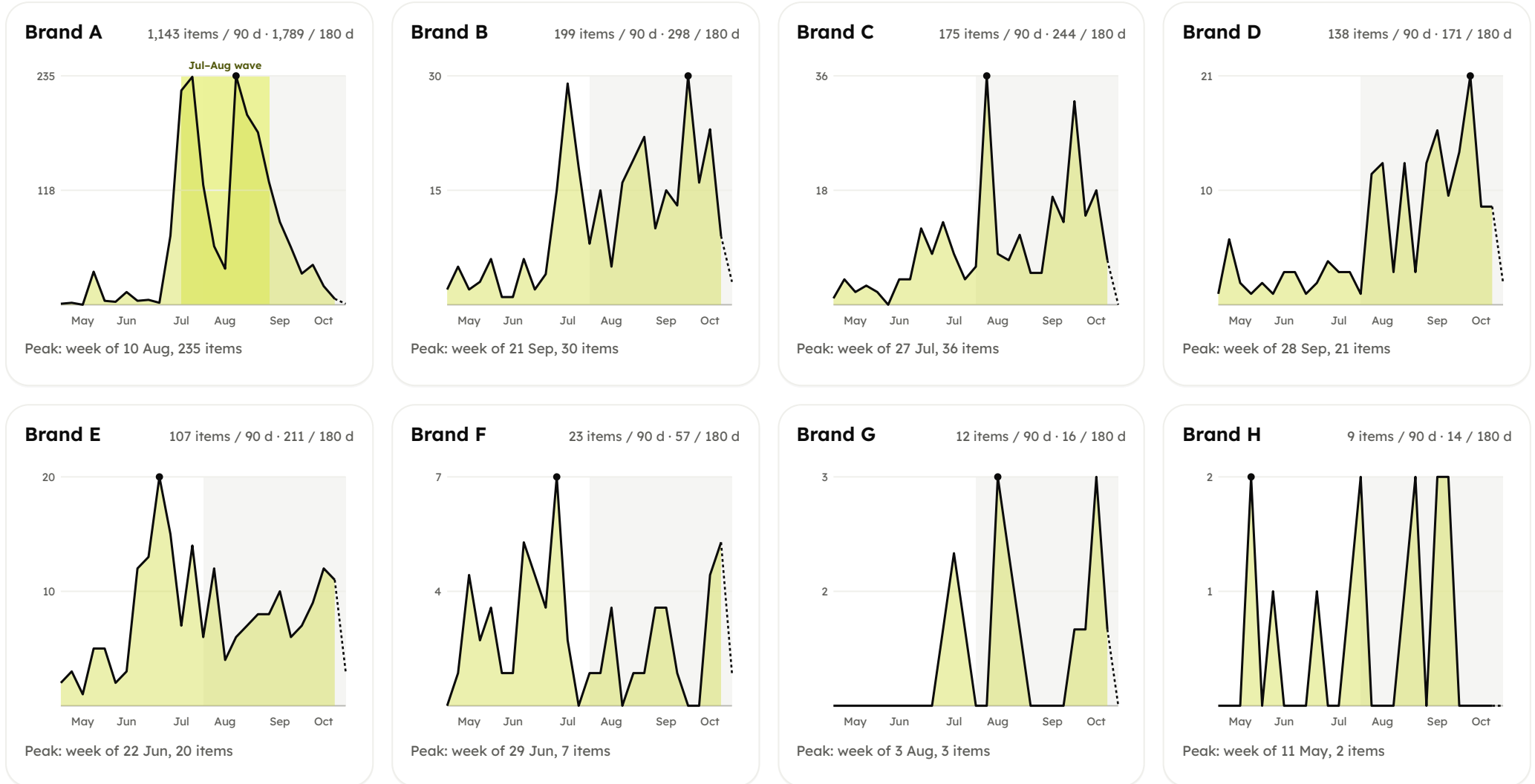
FOLLOWER TIER, SHARE OF CONTENT · MACRO+MEGA SHARE ON THE RIGHT



Period 23 July – 20 October 2026; items naming more than one brand were counted for each brand. Follower tier uses each account's current follower count.

Weekly volume, 180 days

Campaign waves: when did each brand peak?



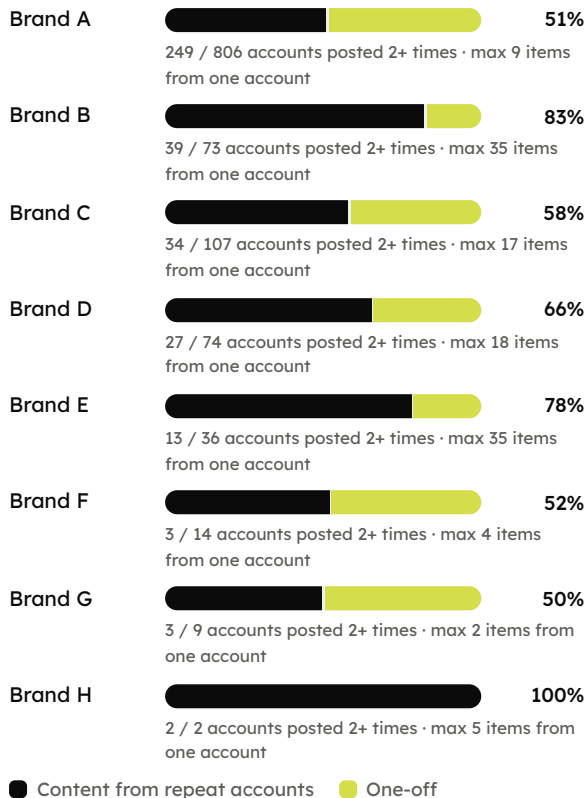
90-day analysis period Brand A July-August surge

Weekly content count (weeks start on Monday), 20 April – 20 October 2026, n = 2,800 brand assignments. Each panel has its own vertical scale; see the previous page for levels across brands. The last week is partial (only 19–20 October, dashed line). The number of tracked accounts grew during the period, so trends are directional; early weeks may look low.

Creator pool, disclosure and timing

Continuity with the same accounts or reach through a wide pool? How is disclosure done, and when do posts go out?

REPEAT AND ONE-OFF CREATORS



DISCLOSURE AND BRAND LINK

BRAND	AD TAG	CO-AUTHORED	BRAND TAG	PAID PARTNERSHIP	N
Brand A	76%	0%	5%	0%	113
Brand B	75%	9%	20%	1%	71
Brand C	74%	11%	17%	1%	87
Brand D	69%	7%	17%	1%	67
Brand E	84%	18%	47%	3%	93
Brand F	56%	0%	39%	0%	16
Brand G	67%	0%	75%	17%	12
Brand H	86%	22%	67%	22%	7

Ad tag: #ad/#collab/#promo (gifted “free #ad” included; “not an ad” excluded), within feed posts+Reels (n); declared, not proof of payment. Co-authored, brand tag and Instagram’s paid-partnership label are over all content.

POSTING DAY

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hour
Brand A	13	14	17	17	16	11	12	15:00
Brand B	11	18	12	17	17	10	16	18:00
Brand C	14	9	11	21	25	11	10	14:00
Brand D	12	17	14	9	26	14	6	16:00
Brand E	20	13	11	10	22	10	13	13:00
Brand F	17	26	17	17	17	4	0	15:00
Brand G	17	0	42	17	17	8	0	07:00
Brand H	11	0	0	44	22	11	11	17:00

Row percentages: content by day of week (Turkey time). Darker cells are the brand’s busiest days; the last column is the peak hour. n = the brand’s 90-day content count (Brand A 1,143 ... Brand H 9).

Who works with whom: shared creators

Do rival brands work with the same creators?

SHARED CREATORS

	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F	Brand G	Brand H
Brand A	800	18	19	12	2	2	2	0
Brand B	18	62	9	7	1	0	1	1
Brand C	19	9	94	7	1	1	0	0
Brand D	12	7	7	68	4	1	1	1
Brand E	2	1	1	4	32	3	0	0
Brand F	2	0	1	1	3	11	0	0
Brand G	2	1	0	1	0	0	6	1
Brand H	0	1	0	1	0	0	1	2

Diagonal: the brand's creator count. Cell: accounts that posted both brands in the period (shared creators, not audience overlap). News and deal accounts excluded; n = 1,000 accounts, 60 in 2+ brands.

SHARED ACCOUNTS BETWEEN DIRECT RIVALS

Brand D – Brand B 7 shared

@creator-f013, @creator-f028, @creator-f019, @creator-f050, @creator-f014

Brand D – Brand C 7 shared

@creator-f065, @creator-f013, @creator-f085, @creator-f202, @creator-f014

Brand B – Brand C 9 shared

@creator-f060, @creator-f038, @creator-f067, @creator-f013, @creator-f010

Brand E – Brand F 3 shared

@creator-f574, @creator-f242, @creator-f051

Brand H – Brand B 1 shared

@creator-f004

Brand A – Brand E 2 shared

@creator-f242, @creator-f032

Brand A – Brand F 2 shared

@creator-f242, @creator-f119

REGULAR CREATORS POSTING SEVERAL BRANDS · CONTENT COUNT

@creator-f013 184K followers

Brand B 5 Brand A 2 Brand D 1 Brand C 1

@creator-f014 55.2K followers

Brand B 5 Brand C 2 Brand D 1 Brand A 1

@creator-f001 35.5K followers

Brand B 35 Brand D 18 Brand C 6 Brand A 1

@creator-f004 15.8K followers

Brand B 11 Brand H 5 Brand D 4 Brand G 1

@creator-f010 116K followers

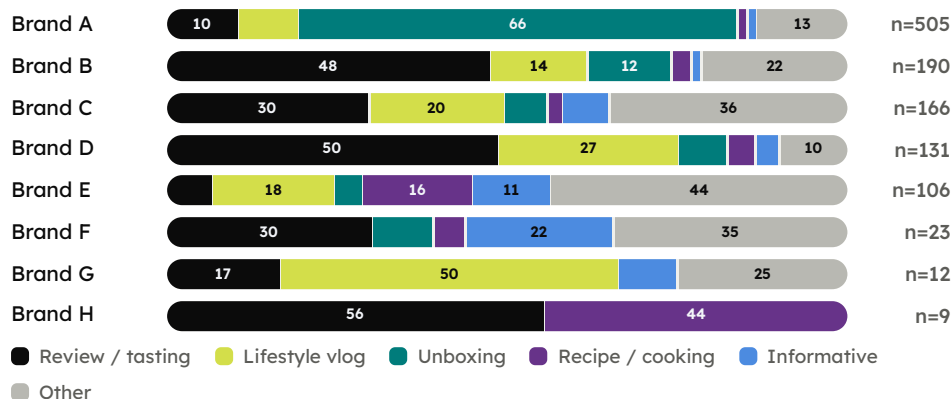
Brand B 7 Brand C 2 Brand A 1

Brand A shares 49 creators in total with Brand D/Brand B/Brand C, but that is only 1–3% of the Brand A pool. News and deal accounts (e.g. @creator-f008, @creator-f006, @creator-f003) were excluded because they inflate the raw overlap.

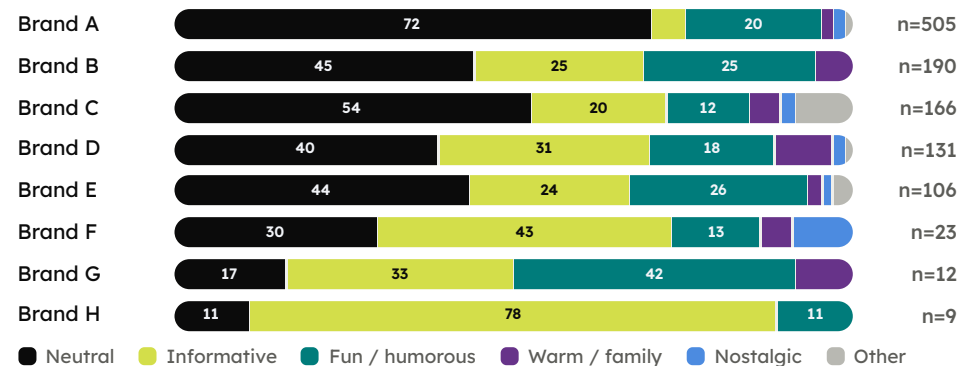
Creative and communication comparison

How brands build their content: type, tone, product placement, setting and call to action.

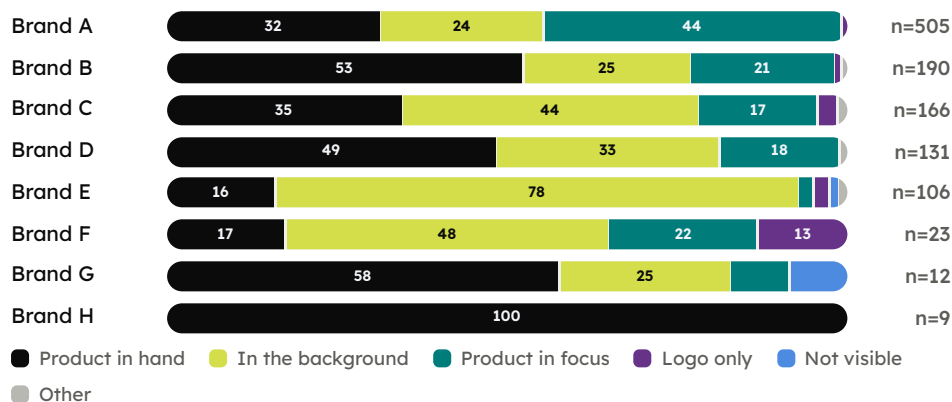
CONTENT TYPE



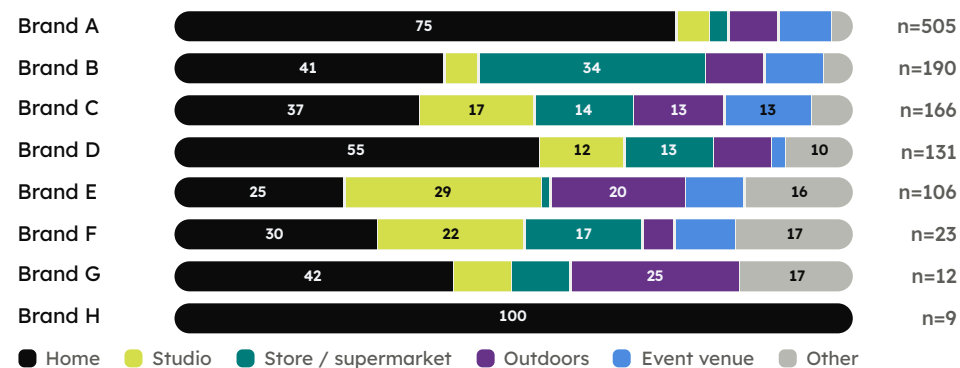
TONE



PRODUCT PLACEMENT



SETTING

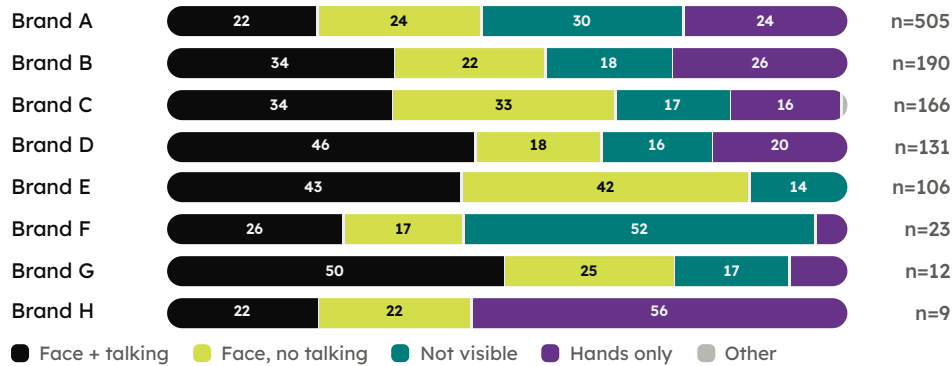


Automatic image and speech classification per creative; repeats of the same image counted as one creative. n = creatives analysed. Brand G, Brand F and Brand H are small samples.

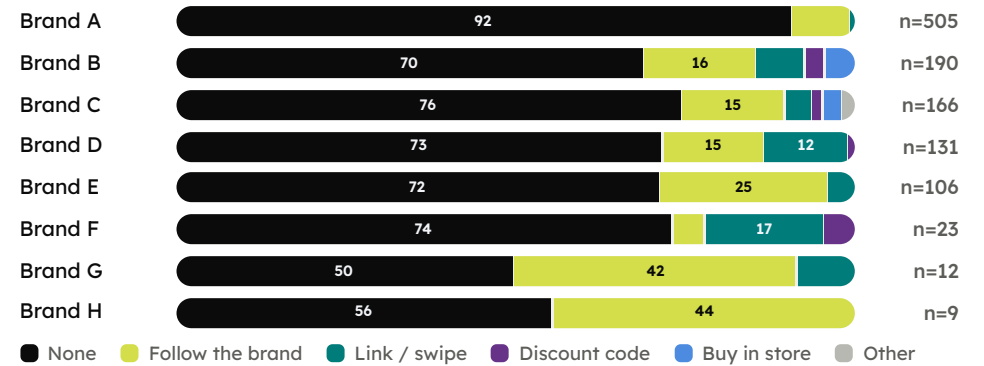
Creative and communication comparison (cont.)

How brands build their content: type, tone, product placement, setting and call to action.

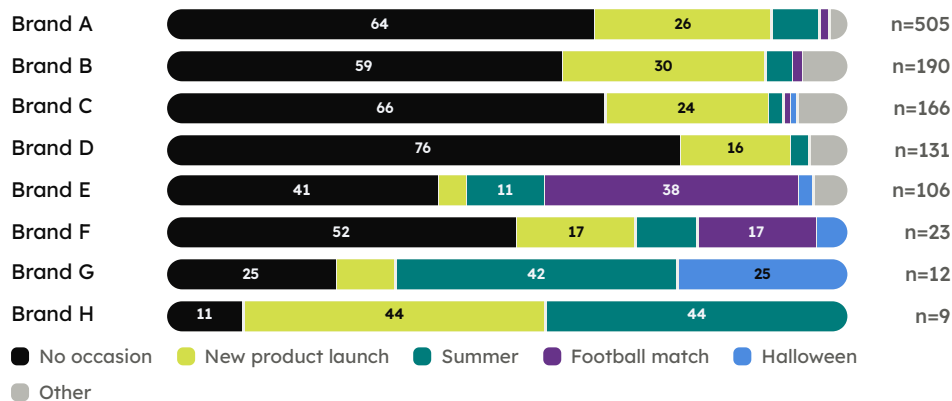
CREATOR ON CAMERA?



CALL TO ACTION



OCCASION



Automatic image and speech classification per creative; repeats of the same image counted as one creative. n = creatives analysed. Brand G, Brand F and Brand H are small samples.

Brand A

Numbers, creative selection and summary

CONTENT · 90 D

1,143

last 30 d: 110

CREATORS

806

last 30 d: 100

FORMAT

90% · 9% · 1%

story · reels · post

MEDIAN REELS VIEWS

28.9K

n = 99 Reels

MEDIAN ER

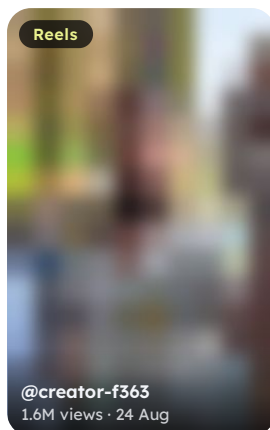
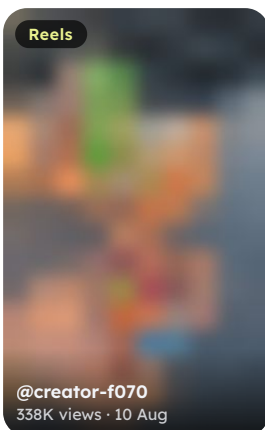
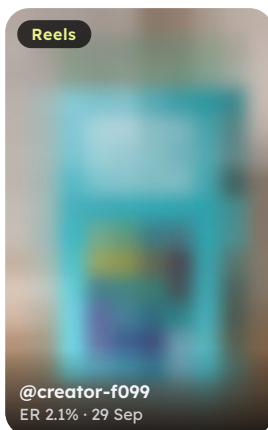
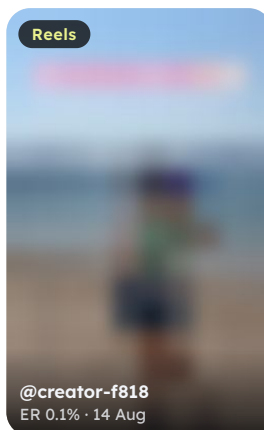
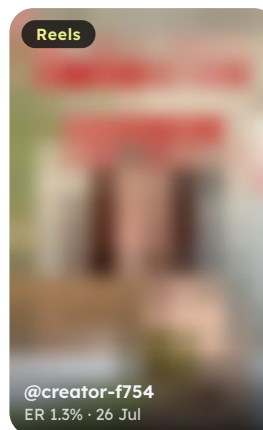
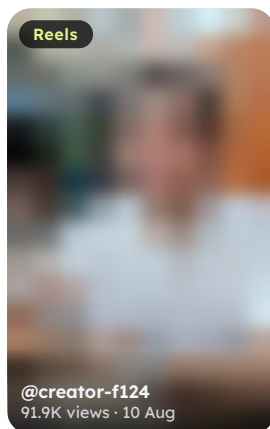
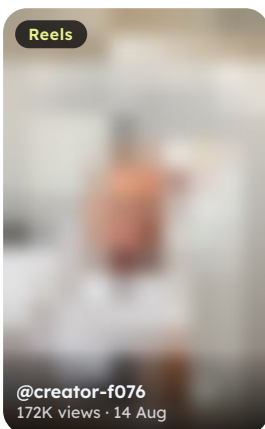
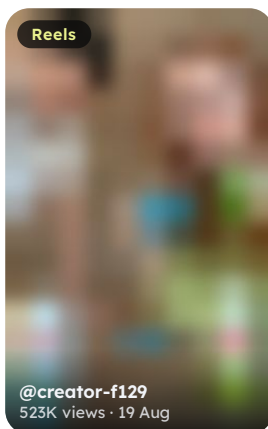
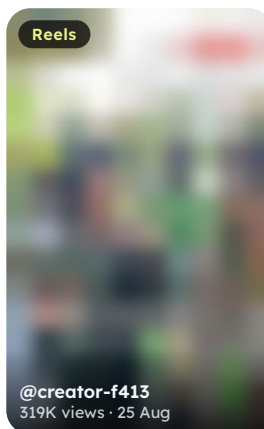
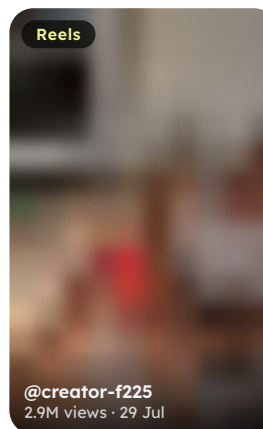
1.77%

posts+Reels, n = 95

AD DISCLOSURE

76%

posts+Reels, n = 113 · co-authored 0%



SUMMARY

Brand A sent designer PR boxes to hundreds of mid-tier creators via an agency; it spread its concentrate-drink launch through creators' own edits in Stories and comedy sketches in Reels.

- 1,143 content items and 806 creators in 90 days, by far the largest volume in the set; 90.1% Stories, 8.8% Reels, 1.0% feed posts.
- In-window peak was the week of 10 Aug (235 items); the 17 and 24 Aug weeks also ran high; the last 30 days fell to 110 items.
- 54.2% of items came from mid-tier (50–250K) and 29.8% from micro accounts; macro and mega 13.0%, median followers 78,059.
- Not one asset reposted: reviewed items hold only 2 near-duplicate pairs; almost every creator shot and edited their own footage.
- Two accounts, two lines: @brand-a (849 items) concentrate and milkshake, @brand-a-2 (639) juice and the 'overdo it' voice; often tagged together.

MOST ACTIVE ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@creator-f012	Food & drink	438K	9
@creator-f016	Fashion & style	32.1K	8
@creator-f018	Events & culture	93.3K	7
@creator-f022	Streetwear & luxury	7,138	7
@creator-f030	Beauty	41.7K	5

Brand A · campaigns and collaborations

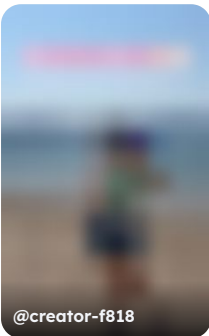
Campaigns that stood out in the period, with example content

CAMPAIGN

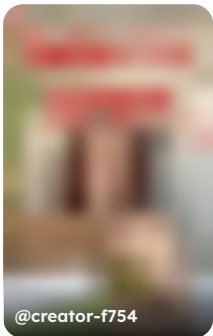
PR box waves (@brand-a / @brand-a-2)

Jul-Sep 2026

Late Jul a green toy classic car, in Aug a mini fridge, late Aug-Sep a giant apple/peach box and fruity lip gloss. Hundreds of beauty-fashion creators unboxed them in Stories; 48.4% of items (553/1,143) tag @agency-1.



@creator-f818



@creator-f754

@creator-f818 Says 'my 2nd Brand A box': a repeat send to the same creator, a sour apple box.

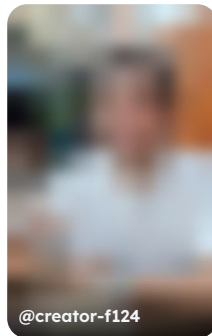
@creator-f754 Thanks @brand-a / @brand-a-2 while unboxing the parcel; #gift and an ad label together.

CAMPAIGN

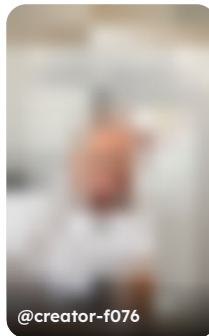
Brand A lime concentrate: 'don't chug it', 5 glasses per pack

Jul-Oct 2026

The concentrate's '5 glasses' promise was worked into sketches; comedy and lifestyle creators tagged @brand-a with #ad/#collab. A 'GREAT SERVICE' public-service-ad parody recurs in Story on-screen text.



@creator-f124



@creator-f076

@creator-f124 Comedy account with 1.41M followers: a sketch teaching that it 'MUST NOT BE CHUGGED'.

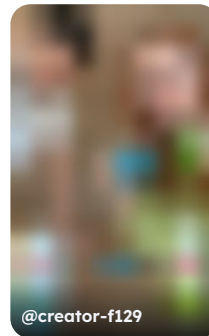
@creator-f076 2080 subscriptions sketch; product is 'the one thing needing no subscription', 171,867 views.

CAMPAIGN

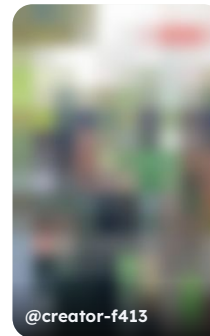
Sour concentrate: green sour or blue sour? + flea-market 90s event

Aug-Oct 2026

'I picked my side' tastings for two new sour flavours; a 90s-themed event at a flea market on 23-25 Aug and a street 'keep a straight face' sour game in Sep (@creator-f036, 3 Reels).



@creator-f129



@creator-f413

@creator-f129 Colour-pick game for two, both flavours side by side; 523,016 views.

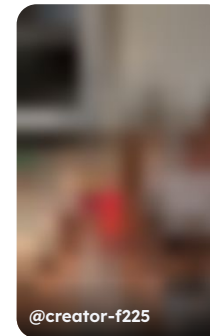
@creator-f413 Covers the flea-market event as a news-show parody; 319,357 views.

CAMPAIGN

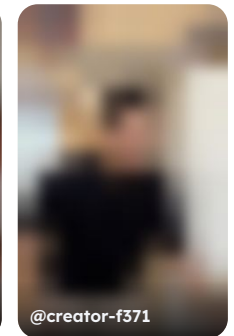
@brand-a-2: overdoing fruit

Jul-Oct 2026

'Overdo it' theme in the juice line: comedy sketches and history/fact Reels (pineapple, orange and other trivia). Captions mostly carry only #ad and the @brand-a-2 tag.



@creator-f225



@creator-f371

@creator-f225 Most-viewed Brand A item (2,858,851): 'home workout day 46' series; brand in caption as @brand-a-2.

@creator-f371 'My dad overdoes his precautions a bit' family sketch; 1,874,010 views.

Brand A · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Seeding runs through an agency: 553 of 1,143 items tag @agency-1; @agency-2-2, @agency-3 and @agency-4 also appear.
- Wide, shallow pool: 30.9% of the 806 creators posted two or more times and made 51.3% of items; the most, 9 items, from event venue @creator-f012.
- Mid-tier carries Stories; Reels are fronted by famous comedians: @creator-f363 (2.4M), @creator-f036 (1.45M, 4 items), @creator-f371 (956K), @creator-f373 (936K).
- Female, beauty-fashion pool: 85.6% of creators are women; primary category beauty 23.0%, fashion 20.1%, food and drink only 7.9%.
- Signs of repeat sends ('they send one every 3 weeks or so'); but no membership or club mechanic, 'club' is just an account name and box text.

PLATFORM AND FORMAT

- Format: 1,030 Stories, 101 Reels, 12 feed posts; last 30 days 89 Stories, 21 Reels. Few feed posts.
- Reel median views 28,892, mean 177,313; three Reels above 1.8M. Median engagement rate on Reels and feed posts 1.77%.
- Busiest day Thursday (17.1%), peak hour 15:00; posts cluster around midday and afternoon.
- No links or discounts: discount captions 0; co-authored posts 0.4%, brand-account tag 5.1%.

CREATIVE APPROACH

- Unboxing is the main format: 65.7% of reviewed items are unboxings, 65.2% gift/PR packs; product 44.2% in packshots up front, 31.7% in hand.
- Packaging is the idea: toy classic car, mini fridge, giant fruit boxes; boxes reused as fridges and bag charms yield a second post.
- Few faces: 29.7% show no person, 24.2% only hands, 22.2% a talking face; tone 71.7% neutral, 20.0% playful.
- Reels use scripted sketches and 90s nostalgia; home setting 75.5%, new-launch context 26.1%. Milkshake line promoted via micro accounts in Sep.

CONTENT STRUCTURES

- Story pattern: parcel/box shot → products inside (concentrate, glass, toy) → short thanks and @brand-a/@brand-a-2 tag.
- Reel hook is a situation in on-screen text: 'Dads overdoing precautions' → sketch → making the drink → '5 glasses' joke.
- Sour tasting pattern: two glasses made, face puckers at first sip, a side is picked, viewers asked their side in comments.
- Little speech: 45.2% of reviewed videos have speech; only 65 of the sampled Stories contain spoken audio.

COMMUNICATION LANGUAGE

Warm, witty and exaggerated; brief thanks and box excitement in Stories, everyday sketch language in Reels.

"This tiny pack makes a full 5 large glasses of drink."

"Giant service to our citizens: Brand A, from us"

"Sour lovers, gather round, because today we pick our side."

"Did they overdo it a bit? Of course they did, but as Brand A says, the more you overdo it"

- Shared lines from different mouths: '5 glasses', 'don't chug it', 'peak sour', 'I picked my side' recur in creators' own scripts.
- 76.1% of Reels and feed posts carry #ad/#collab; Instagram's paid-partnership label on only 1 item. Some gifted posts say 'not an ad'.
- Calls to action are weak (none in 91.7%); in Reels, comment prompts like 'Pick your side in the comments' stand out.

DATA NOTE

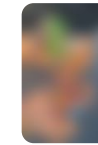
- Stories were reviewed via a random sample of 400 from 1,030; Stories carry no metrics or captions, so visual shares rest on this sample.
- Peaks in the 6 and 13 Jul weeks (220 and 234) fall outside the 90-day window, which starts on 23 Jul.
- Some items are multi-brand PR roundups or sponsor thank-yous (e.g. @creator-f120's clip); Brand A is a minor item there.

STANDOUT CREATIVES



@creator-f363

A comedian with 2.4M followers in a 'treats everyone to a lime drink' sketch; product natural at an event, 1,601,670 views.



@creator-f070

90s-themed nail art with a toy classic car miniature and the Brand A apple; caption asks 'Green sour?', 337,919 views.



@creator-f099

Turns Brand A's fridge-shaped PR box into a real mini fridge; an example of packaging generating a second post.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

@brand-a 810

@brand-a-2 618

TOP HASHTAGS · CONTENT

#brand-a-3 14

#milkshake 5

#invite 2

#trend 2

News and deal accounts excluded.

Brand B

Numbers, creative selection and summary

CONTENT · 90 D

199

last 30 d: 81

CREATORS

73

last 30 d: 30

FORMAT

64% · 33% · 3%

story · reels · post

MEDIAN REELS VIEWS

59.3K

n = 59 Reels

MEDIAN ER

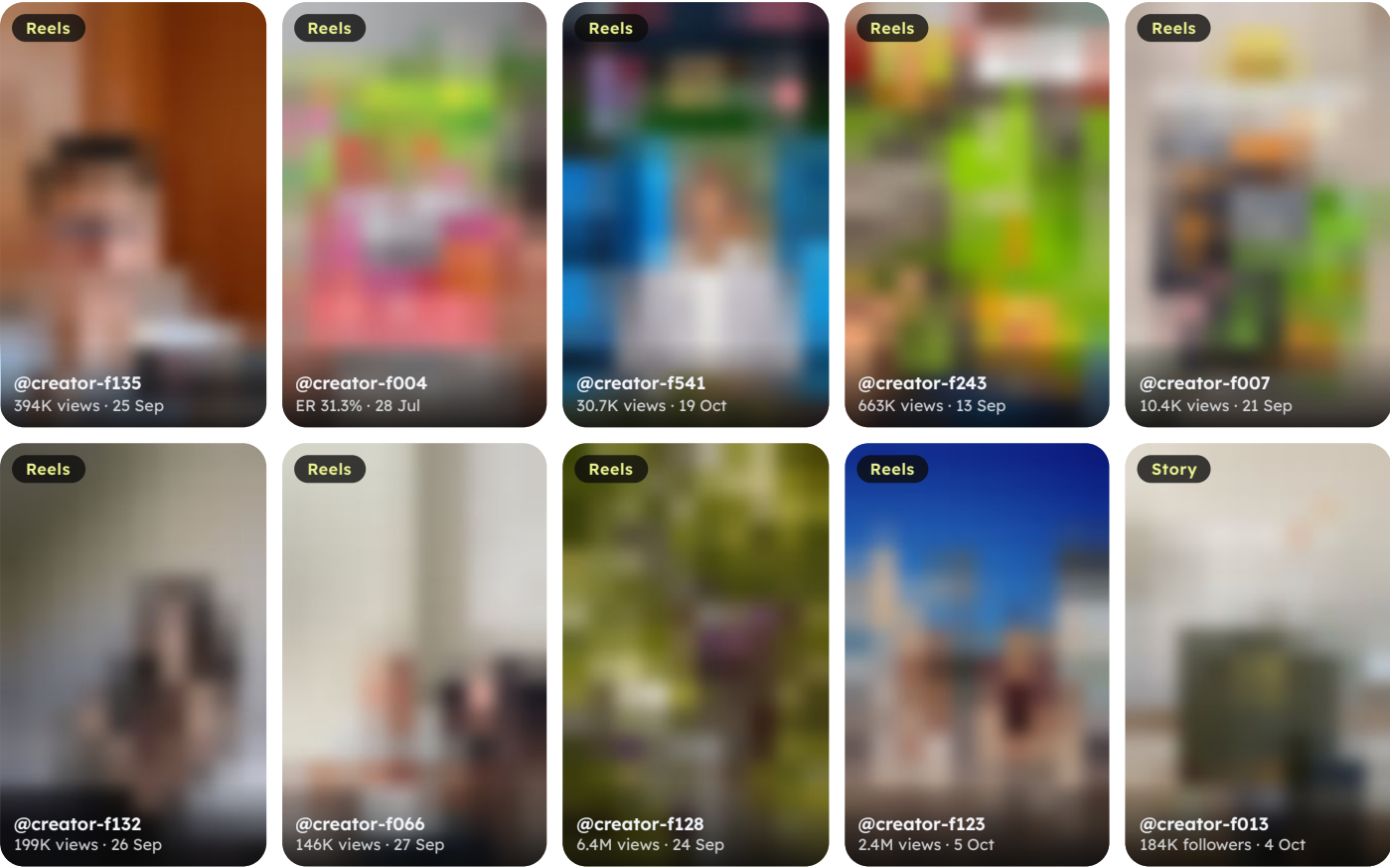
0.52%

posts+Reels, n = 60

AD DISCLOSURE

75%

posts+Reels, n = 71 · co-authored 9%



SUMMARY

Brand B keeps its sub-brands visible through in-store shelf discovery and a gift-box network; a few celebrity storytelling Reels bring the big views.

- 199 items and 73 creators in 90 days; 81 items in the last 30 days. 64.3% of volume is Stories, 32.7% Reels.
- 82.9% of items come from 39 accounts posting 2+ times; but most frequent posters are supermarket-tour, review, gift and deal accounts.
- 74.6% of feed posts and Reels carry #ad/#collab; 18 items are co-authored, most often with @retailer-1 (6).
- Median Reel views 59,276; the peak is @creator-f128's cocoa-journey Reel for Brand B's chocolate line (6.4M).
- Median ER 0.52%, below Brand D (1.37%): broad reach, relatively low engagement.

MOST ACTIVE ACCOUNTS			
ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@creator-f001	Food & drink	35.5K	35
@creator-f004	Lifestyle	15.8K	11
@creator-f011	Travel	15.4K	10
@creator-f010	Food & drink	116K	7
@creator-f007	Food & drink	110K	6

Brand B · campaigns and collaborations

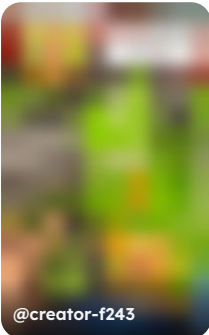
Campaigns that stood out in the period, with example content

CAMPAIGN

Snacks × Retailer 1: checkout-aisle deal

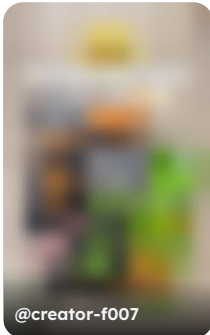
Jul–Sep 2026

Protein crisps began in late Jul with a Retailer 2 poster; on 10–21 Sep they spread via @retailer-1 co-authored posts and supermarket/deal accounts reading one script.



@creator-f243 #collab disclosure with @retailer-1; 663,236 views.

@creator-f007 Shared script: '20% protein, baked, no preservatives' and 'get to Retailer 1 before it sells out'.

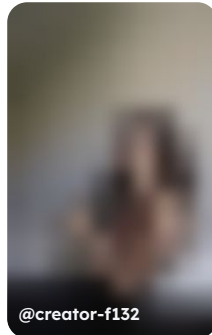


CAMPAIGN

Biscuit #brand-b-campaign-1: singer's AI twin

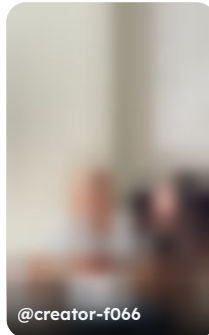
Aug–Sep 2026

Aug: 'What if I offered a biscuit...' theme in Stories by a well-known singer (@creator-f061); 25–27 Sep: couple/family persuasion sketches pointing to his WhatsApp AI twin.



@creator-f132 Mother-daughter holiday persuasion sketch; the wave's top ER at 2.56%.

@creator-f066 AI twin as 'last trump card'; call to the WhatsApp link in bio.

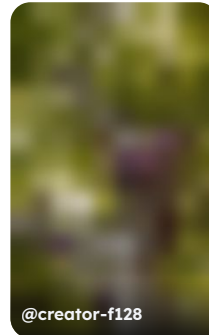


CAMPAIGN

Chocolate and caramel lines: celebrity story Reels

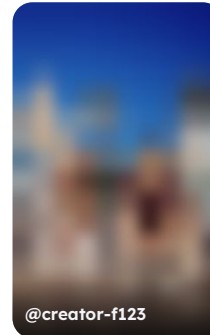
Sep–Oct 2026

A cocoa journey to a West African country with #brand-b-campaign-3; a celebrity duo's rap chat for the caramel line's #brand-b-campaign-2. Few celebrities, the period's top views.



@creator-f128 The period's most-viewed Brand B item: 6.4M views.

@creator-f123 Only co-authored Reel with @creator-f360; 2.4M views, ER 6.60%.

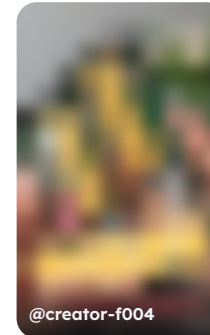


CAMPAIGN

Gift boxes for two biscuit lines

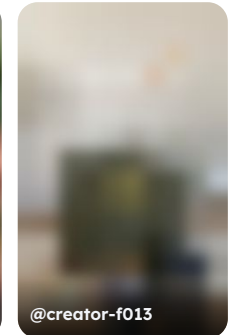
Aug–Oct 2026

No-added-sugar biscuits (late Aug) and a marshmallow-biscuit bag (1–12 Oct) went to the same food-review accounts; unboxing and thanks in Stories.



@creator-f004 Biscuit review noted 'free #ad' and 'thanks for the #gift'; ER 10.68%.

@creator-f013 Marshmallow-biscuit box Story; account also seen at Brand D and Brand C.



Brand B · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Highest repeat rate of any brand (82.9%) but no ambassador model: @creator-f001's (35,462 followers) 35 items are mostly 'not an ad' shelf Stories.
- The real repeat layer is the gift network: @creator-f004 (11), @creator-f010 (7), @creator-f007 (6), @creator-f019 (5) share the two biscuit lines' boxes.
- Selective mega tier: 11 mega accounts; @creator-f060 (9,168,971) only 2 Stories, the celebrity duo on the snack and caramel lines.
- Food-drink (21.9%) and deal/shopping (15.1%) accounts lead; the Retailer 1 work also ran through bargain-hunter accounts.
- 7 shared creators with Brand D, 9 with Brand C (e.g. @creator-f013, @creator-f001), mostly supermarket reviewers; 61.3% of accounts are Brand B-only.

PLATFORM AND FORMAT

- Story-led: 128 Stories, 65 Reels, 6 feed posts; Story share above Brand D (64.3% vs 51.4%).
- Reels median 59,276, mean 333,009 views; reach is concentrated in a few celebrity Reels.
- Busiest weeks 21 Sep (30 items), 6 Jul (29), 5 Oct (23); most active day Tuesday, hour 18:00.
- Retailer 1, Retailer 2 and Retailer 3 shelves stand out as points of sale; products also appear on deal accounts (36 items).

CREATIVE APPROACH

- 48.4% of items are tasting/review, 12.1% unboxing; product 53.2% in hand, 21.1% in pack-focused shots.
- Setting 40.5% home, 33.7% store shelf (Brand D 13.0%); the 'look what's in store' moment is Brand B's signature.
- Talking-face delivery 33.7%, hands only 25.8%; 30% of items are in a new-launch context.
- Celebrity work uses scripted humour: persuasion sketches (cocoa-cream), rap chat (caramel), derby quiz (plain biscuit); documentary tone for chocolate.

CONTENT STRUCTURES

- Store find: shelf/poster → two variants in the basket → tasting in car or home → '20% protein' claim → 'before it sells out' call.
- Celebrity sketch: daily clash (air con, holiday, late home) → singer's AI-twin video → persuasion → WhatsApp in bio.
- Gift Story sequence: unboxing → product close-up → thanks and sub-brand tag (@brand-b-line-4, @brand-b-line-5).
- Top Reel hooks: in-car text 'What did I find in Retailer 1's checkout-aisle discount?', the 'I travelled 6000 km' opener, the 'There's a song I can't stop playing' dialogue.

COMMUNICATION LANGUAGE

Warm 'saw it in store, bought it' discovery voice; witty persuasion and family sketches with celebrities.

"Look what I found in Retailer 1's checkout-aisle discount!"

"If I offer a biscuit, do we win this match?"

"I travelled 6000 km to see these trees."

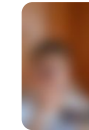
"There is no #ad or collaboration of any kind; I bought it myself."

- Paid work notes 'provided by @brand-b-line-3' plus an AI-image warning; Retailer 1 work says '#collab with @retailer-1'.
- 12 feed posts and Reels say 'not an ad/bought it myself'; store name and price are written as trust signals.
- 70% of items have no call to action; others: follow the brand (16.3%), bio/WhatsApp link, 'drop by before it sells out'.

DATA NOTE

- Stories (64.3%) carry no views or text; Story readings rest on image and speech.
- Repeat rate includes supermarket-tour, deal and complaint accounts; @creator-f029's 'What a Disgrace' Reel got 144,090 views.
- Co-authored posts are one row per account (caramel line on two); items with another tracked brand's line may count twice.

STANDOUT CREATIVES



@creator-f135

The singer's AI twin settles an air-con row; an AI-labelled celebrity digital-twin script, 394,415 views.



@creator-f004

Capybara kids' snack tasting on a 15,762-follower account; ER 31.28%, the brand's top engagement.



@creator-f541

'The inimitables' chat before a football derby; ties the plain-biscuit line to the football agenda.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

@brand-b 66

@brand-b-line-1 22

@brand-b-line-2 17

@brand-b-line-3 14

@brand-b-line-4 12

TOP HASHTAGS · CONTENT

#brand-b-2 18

#new 10

#brand-b-line-3-2 7

#brand-b-campaign-1 5

#creator-f004 5

#chocolate 4

News and deal accounts excluded.

Brand C

Numbers, creative selection and summary

CONTENT · 90 D

175

last 30 d: 75

CREATORS

107

last 30 d: 42

FORMAT

50% · 43% · 6%

story · reels · post

MEDIAN REELS VIEWS

76.6K

n = 75 Reels

MEDIAN ER

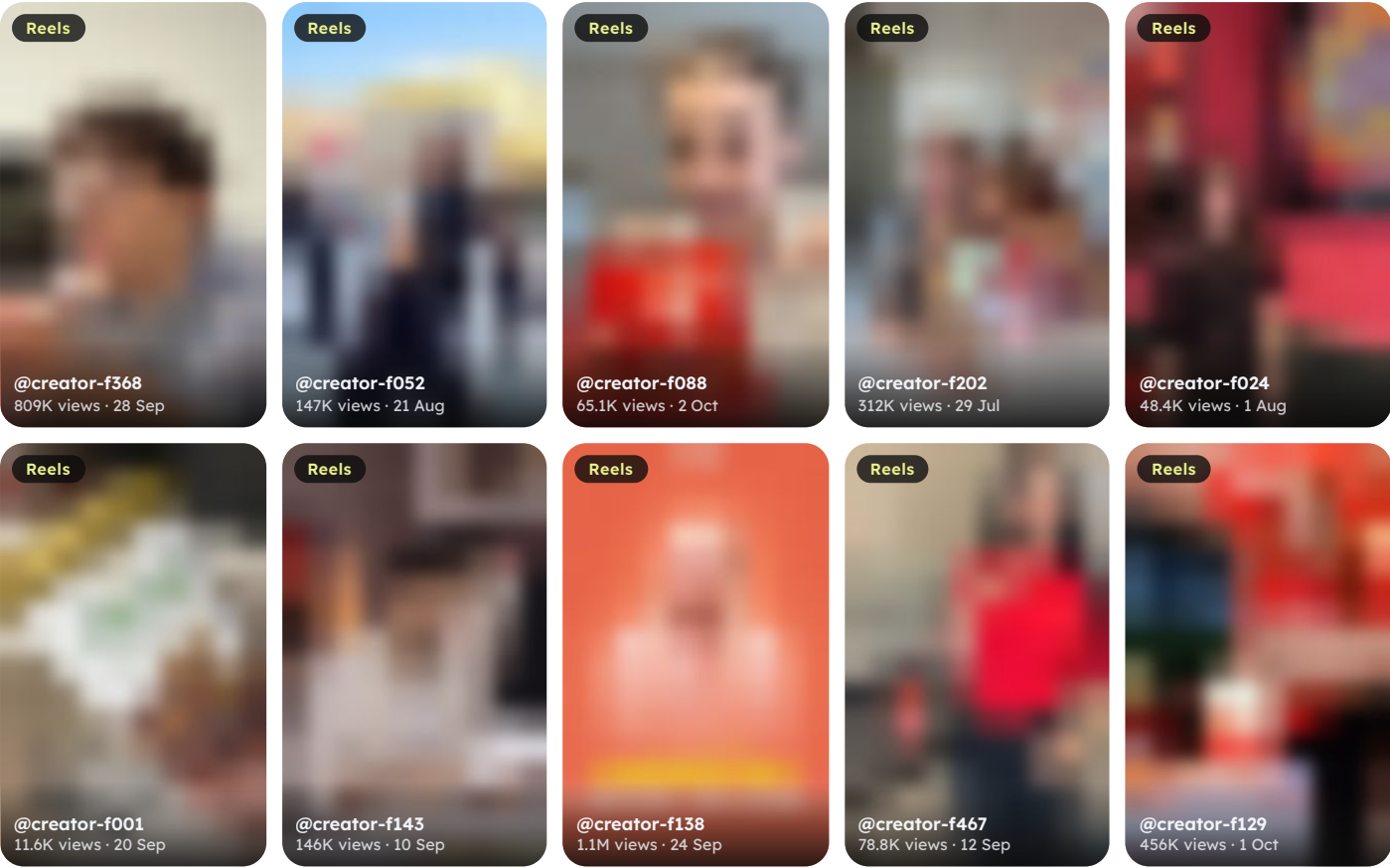
1.09%

posts+Reels, n = 82

AD DISCLOSURE

74%

posts+Reels, n = 87 · co-authored 11%



SUMMARY

- Brand C's volume rides on its coffee sub-brands: a launch event, a series sponsorship and 'Which one are you?' choice formats; a spoonable pistachio-cream wave in Sep.
- 175 items and 107 creators in 90 days; the widest creator base after Brand A (Brand D 74, Brand B 73).
 - Most volume is coffee: @brand-c-line-2 on 54 items, @brand-c-line-1-2 on 45; @brand-c-line-5 27, @brand-c-line-6-2 8, @brand-c-line-7-2 5.
 - Two peaks: week of 27 Jul with 36 items (31 Stories, flavour launch), week of 21 Sep with 32 items (cream, talk show).
 - Median Reel views 76,568, highest bar small-sample Brand G; the most viewed is a talk-show episode (1.1M).
 - Disclosure rate 73.6%; 10 items flagged organic, and some 'bought it myself' reviews criticise the cream's price.

MOST ACTIVE ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@creator-f005	Music & entertainment	1.7M	17
@creator-f001	Food & drink	35.5K	6
@creator-f003	Shopping & deals	9,420	5
@creator-f035	Music & entertainment	3.4M	4
@creator-f040	Fashion & style	526K	4

Brand C · campaigns and collaborations

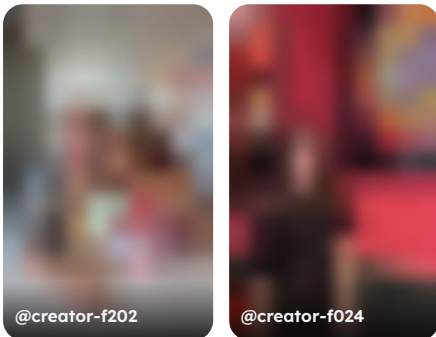
Campaigns that stood out in the period, with example content

CAMPAIGN

Ready-to-drink coffee summer: #brand-c-campaign-7, launch and giveaway

Jul–Aug 2026

Limited-edition cookie and cherry flavours were pitched as 'two moods'; the 30–31 Jul launch event yielded dozens of Stories, followed by a car/games-console giveaway and #brand-c-campaign-2.



@creator-f202 Co-authored with @creator-f085; 'Summer is waiting for you to pick your mood' campaign line, 312K views.

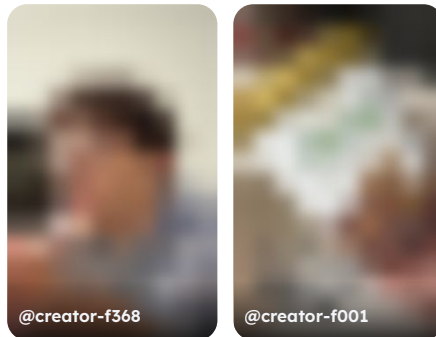
@creator-f024 Flavour-launch invite vlog (#invite); ER 4.57% on a small account.

CAMPAIGN

Spoonable pistachio cream #brand-c-campaign-1

Sep–Oct 2026

From 23 Sep to 7 Oct, 11 Reels ran with a '#collab with @brand-c-line-5' disclosure (@creator-f368, @creator-f065, @creator-f359, @creator-f137); organic reviews that also question the price followed.



@creator-f368 Most-viewed item of the paid wave (809K); product inside a comedy character.

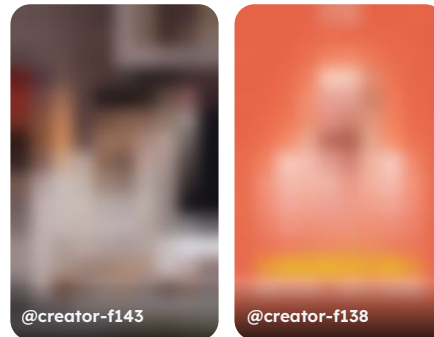
@creator-f001 Organic: '#notanad, bought it myself', questions the TRY 575 price.

CAMPAIGN

Premium 3-in-1 coffee mix: 'golden age' and talk-show episodes

Sep–Oct 2026

#brand-c-campaign-6 launch on 10–17 Sep (@creator-f143, @creator-f139, @creator-f455); from 24 Sep, online talk-show episodes air with '#ad @brand-c-line-1-2' and an on-screen product band.



@creator-f143 Co-authored with @brand-c-line-3; a pre-shoot 'I have a little ritual' script.

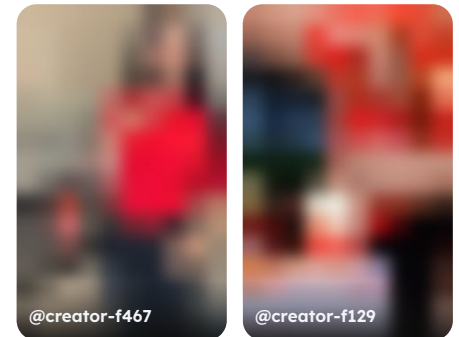
@creator-f138 Same Reel as @creator-f005 (co-authored); the brand's most-viewed item, 1.1M.

CAMPAIGN

Classic or premium? #brand-c-campaign-5 and World Coffee Day

Sep–Oct 2026

On 12–14 Sep #brand-c-campaign-4 set a classic-for-mornings vs premium-for-treat-time dilemma (@creator-f467, @creator-f548, @creator-f496); on 1 Oct, World Coffee Day videos co-authored with @brand-c-line-1-2.



@creator-f467 Office classic, home premium: 'So which side are you on?' format.

@creator-f129 Co-authored with @brand-c-line-1-2; a garden celebration setting up 'our own home cafe', 456K views.

Brand C · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Broad, scattered base: 34 repeat accounts make 58.3% of items; a lower repeat share than Brand D, Brand B and Brand E.
- 38.3% of items come from macro and mega accounts; mega names are one-offs: @creator-f060 (9.17M, giveaway Story), @creator-f359 (4.19M, cream).
- Talk-show strand: @creator-f005 17 items (1.66M), @creator-f035 4 items (3.44M); 5 of the 19 co-authored posts (10.9%) are with @creator-f035 and @creator-f138.
- Female creators 72.0%; food-drink and beauty 16.8% each, fashion 13.1%; 49.7% of audience aged 25–34.
- 7 shared creators with Brand D, 9 with Brand B, 19 with Brand A (@creator-f013, @creator-f007, @creator-f010); 69.1% of accounts are Brand C-only.

PLATFORM AND FORMAT

- Stories 50.3%, Reels 43.4%, feed posts 6.3%; Reels led in the last 30 days (46 Reels, 26 Stories).
- Reels median 76,568, mean 186,989 views; median likes 610, median ER 1.09%.
- Posting peaks on Friday (24.6%) and Thursday (21.1%); most common hour 14:00.
- 18 items from deal accounts (Retailer 2, Retailer 3, Retailer 4 prices): the coffee line also shows up there; most are not brand collaborations.

CREATIVE APPROACH

- 30.1% of items are tasting/review, 19.9% lifestyle vlogs; 24.1% are in a new-launch context.
- Product 44.0% in the background (talk-show desk, event stage), 34.9% in hand, 17.5% product shots; for the cream, the spoon-eating moment leads.
- Talking face 33.7%, silent face 33.1%, hands only 16.3%; organic cream reviews are shot with hands and the jar.
- Formats: two-product choice dilemma, late-night craving/mum humour, studio chat, dance challenge; tone 53.6% neutral, 12.1% playful.

CONTENT STRUCTURES

- Cream: situation hook ('you met your mum in the kitchen at night') → jar opening → spoon tasting → 'Have you tried it?' question.
- Choice format: two products for two moments (morning classic, treat premium; cozy/spontaneous) → 'which one?' comment call.
- Talk show: a chat clip opening on a 'NEW EPISODE' card; relationship topics, product on the desk and in the screen band.
- Launch Story sequence: invite → stage and dance → product in hand; 66.7% of all videos contain speech.

COMMUNICATION LANGUAGE

Warm, questioning choice language ('which one are you?'); childhood nostalgia and self-reward for the cream.

"Summer's waiting: pick your mood!"

"Spoonng up that favourite treat is now a thing"

"So which side are you on?"

"It may be packed with pistachios, but is it worth this price? I don't think I'll buy it again"

- Paid disclosure pattern is '#ad' + '#collab with @brand-c-line-5'; the talk show writes only '#ad @brand-c-line-1-2' and never discusses the product.
- Organic voice is clear: 'not an ad', 'bought it myself', 'An ad, but out of necessity'; deal accounts share prices saying 'This is not an ad'.
- Calls are mostly comment and choice ('share your favourite with me in the comments'); 75.9% of items have none, 15.1% push to follow the brand.

DATA NOTE

- The talk show co-authors the same Reel with @creator-f005, @creator-f138 and @creator-f035; it repeats in counts, and one video appears twice in the most-viewed list.
- Stories have no metrics or text: the reach of the 31 Stories at the 27 Jul peak cannot be measured.
- 11 items on news accounts (incl. a coffee-line news item from another market) are not campaigns; breakfast cereal appears in only one unclear Story.

STANDOUT CREATIVES



@creator-f368
A 'pedagogical mum' comedy character puts the cream in the sketch; 809K views, 1.50M followers, ER 2.3%.



@creator-f052
#brand-c-campaign-2 choreography; 147K views on a 39K-follower dance account.



@creator-f088
Wafer-bar racing-car icon pack tied to motor-racing news; Retailer 4 shelf, unboxing and tasting in one video.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

@brand-c-line-2 45

@brand-c-line-1-2 21

@brand-c-line-5 16

@brand-c-2 10

@brand-c-line-6-2 6

TOP HASHTAGS · CONTENT

#brand-c-campaign-1 8

#brand-c-line-1 6

#brand-c-campaign-2 5

#brand-c-campaign-3 5

#brand-c-campaign-4 5

#brand-c-campaign-5 5

News and deal accounts excluded.

Brand D

Numbers, creative selection and summary

CONTENT · 90 D

138

last 30 d: 55

CREATORS

74

last 30 d: 37

FORMAT

51% · 45% · 4%

story · reels · post

MEDIAN REELS VIEWS

30.0K

n = 56 Reels

MEDIAN ER

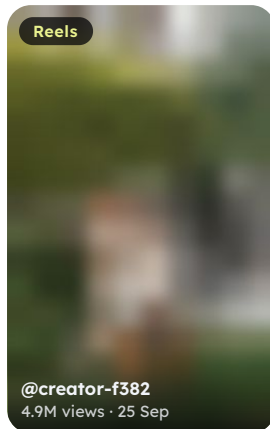
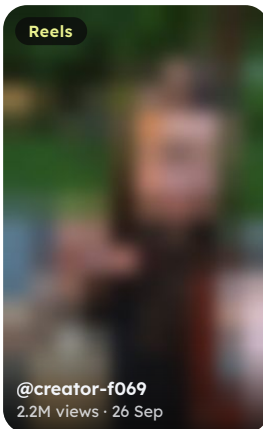
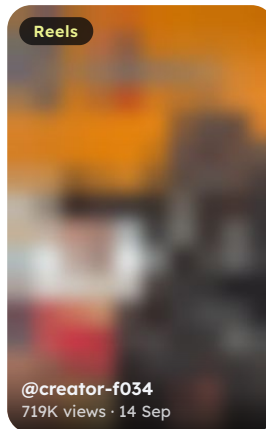
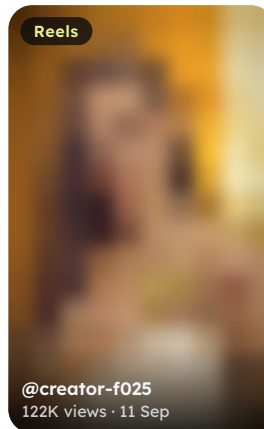
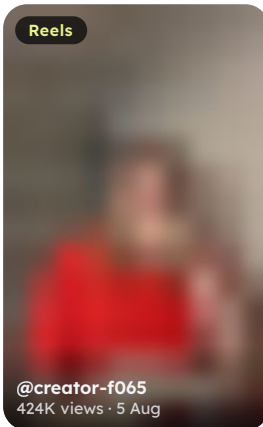
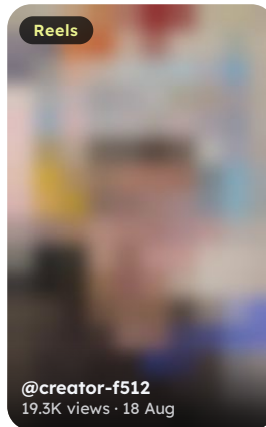
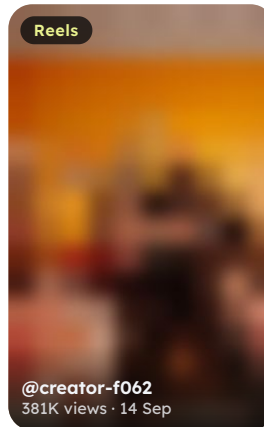
1.37%

posts+Reels, n = 58

AD DISCLOSURE

69%

posts+Reels, n = 67 · co-authored 7%



SUMMARY

Brand D builds lifestyle Reels with a different face per sub-brand and repeated script lines; its fruit-and-oat bar line leads volume.

- 138 posts and 74 creators in 90 days; 55 posts in the last 30 days. 51.4% Stories, 44.9% Reels.
- Most-mentioned accounts: @brand-d-line-1 (40), @brand-d-line-2 (29), @brand-d (20), @brand-d-line-3 (14); each sub-brand runs its own campaign.
- 68.7% of feed posts and Reels carry #ad/#collab; 13 say 'not an ad/free ad' (12 at Brand B).
- Median Reels views 29,990 (Brand B 59,276) but median ER 1.37% (Brand B 0.52%): a smaller, more engaged audience.
- Top: @creator-f382's wholegrain-biscuit mum Reel (4.9M) and @creator-f130's biscuit holiday sketch (3.7M).

MOST ACTIVE ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	SITEMS
@creator-f001	Food & drink	35.5K	18
@creator-f003	deals Shopping & deals	9,420	10
@creator-f025	Food & drink	487K	5
@creator-f034	Comedy	4.7M	4
@creator-f017	Shopping & deals	16.0K	4

Brand D · campaigns and collaborations

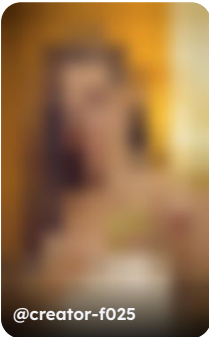
Campaigns that stood out in the period, with example content

CAMPAIGN

Fruit bar: 'Fruit below, fruit on top' (#brand-d-campaign-1)

Aug–Oct 2026

The widest wave: lifestyle accounts like @creator-f025, @creator-f126, @creator-f037, @creator-f085 fit the same slogan lines into bag, set and running moments; a city half-marathon too.



@creator-f025



@creator-f126

@creator-f025 Script lines verbatim: 'sugar from fruit', 'fruit below, fruit on top'; 121,691 views.

@creator-f126 A self-reward moment between takes on set; ER 3.46%.

CAMPAIGN

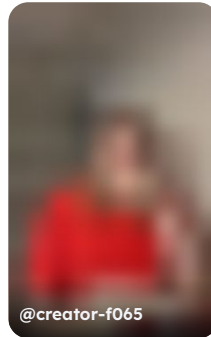
Biscuit #brand-d-campaign-2

Jul–Aug 2026

Everyday hassles (holiday rush, TV-series fights, rows with friends) solved by #brand-d-campaign-2; sketches by @creator-f130, @creator-f065, @creator-f144 and @creator-f149.



@creator-f130



@creator-f065

@creator-f130 Office worker's holiday-rush sketch; 3.7M views.

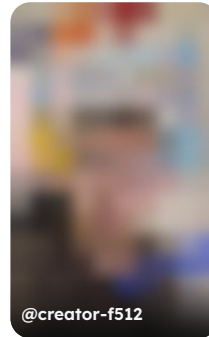
@creator-f065 'Sometimes you hand over a Brand D biscuit' gag; 423,576 views.

CAMPAIGN

Wafer line: #brand-d-campaign-4 → 'mess lovers'

Aug–Sep 2026

First a call to stand up for the wafer forgotten on the shelf (@creator-f512, @creator-f161); then real 'messy' life against AI's 'tidy' world (@creator-f034, @creator-f062).



@creator-f512



@creator-f062

@creator-f512 Ironic take on the product's 7-year 'loneliness'.

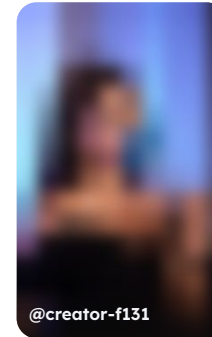
@creator-f062 Behind-the-scenes video from the ad shoot; ER 3.03%, 380,947 views.

CAMPAIGN

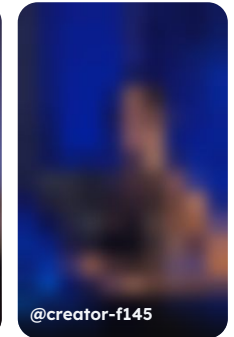
Dark chocolate: 'Pleasure in every bite' + bouquet

Sep–Oct 2026

A short ad shot with the same lines (@creator-f194, @creator-f131) and Stories of its bouquet arriving at the door (@creator-f393, @creator-f537, @creator-f378).



@creator-f131



@creator-f145

@creator-f131 Bouquet and scripted dialogue; 424,181 views, 643 comments.

@creator-f145 Late-night 'moment just for me' story; ER 4.14%.

Brand D · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Less repetition than Brand B: 27 accounts (36.5%) make 65.9% of posts; only 3 accounts have 5+ posts.
- Fashion (20.3%) and food & drink (17.6%) accounts lead; one face per sub-brand: comedians for biscuits and wafers, a wide everyday-life pool for the bar.
- Mega accounts: @creator-f034 (4,667,521, 4 posts), @creator-f062 (1,311,488), @creator-f130 (1,050,809); 7 mega accounts in all (9.5%).
- Top poster @creator-f001 (35,462 followers, 18 posts) is no paid face but the voice of the shelf: 'not an ad' supermarket Stories; 35 at Brand B, 6 at Brand C.
- 7 shared creators with Brand B (@creator-f013, @creator-f028, @creator-f019, @creator-f050...), mostly reviewing what they bought; paid faces do not overlap.

PLATFORM AND FORMAT

- Reels and Stories balanced: 62 Reels, 71 Stories, 5 feed posts; feed is almost unused.
- Reels median 29,990, mean 292,754 views; three Reels top 2M (wholegrain, biscuit, cream biscuit).
- Peak weeks 28 Sep (21), 7 Sep (16), 21 Sep (14); most active day Friday (26.1%), at 16:00.
- 10 co-authored posts (7.2%); @creator-f069 co-authors 3 times. Brand D products also appear on deal accounts (@creator-f003 10).

CREATIVE APPROACH

- 49.6% of posts are tastings/reviews, 26.7% day-in-the-life videos (Brand B 14.2%); the product is placed into the flow of the day.
- Talking to camera 45.8% (Brand B 33.7%); setting 55.0% home, 12.2% studio, supermarket shelf only 13.0% (Brand B 33.7%).
- Product 48.9% in hand, 32.8% in background: in sketches it appears as the problem is solved (biscuit, wafer).
- Two poles, emotion and humour: a mother's love (wholegrain biscuit), 'lonely wafer' irony, AI-vs-mess sketch (wafer).

CONTENT STRUCTURES

- Fruit bar: day flow (school, sport, set, meeting) → bar from the bag → 'sugar from fruit' → slogan; mostly talking Reels.
- Sketch: everyday problem → #brand-d-campaign-2 or wafer-line fix → joke ending; hook is on-screen text in the first frame ('TO-DO LIST').
- Gift Story: the dark-chocolate line's bouquet at the door → surprise → thanks and @brand-d-line-2 tag.
- 68.8% of videos include speech; organic tastings show the product in hand, cross-section shots, price and store name.

COMMUNICATION LANGUAGE

Warm, witty everyday language; in paid work the brand's short slogan lines are repeated.

"Brand D fruit bar: fruit below, fruit on top"

"Stop! Grab a cream biscuit with me"

"Find the lonely wafer on the shelf; don't leave it alone."

"Free #ad (I have no collaboration with the brand. I bought the product myself.)"

- Paid work uses #ad/#collab and the umbrella account tag @brand-d-hub; Instagram's paid-partnership label on only 2 posts.
- Organic reviews say 'bought it myself', give price and store; @creator-f004 finds the dark chocolate's milk version 'far from its taste'.
- 72.5% of posts have no call to action; the rest: follow the brand (14.5%), link/swipe (12.2%).

DATA NOTE

- Brand matching relies on tags and keywords; a few posts, such as @creator-f017's big-city trip video, show no Brand D product.
- Stories (51.4%) carry no views or text; the dark chocolate's bouquet also reached news accounts: not collaborations.
- Posts reading the same script look sincere but are paid; in Stories without disclosure, paid vs organic is unclear.

STANDOUT CREATIVES



@creator-f382

'Got it because you love it': a mother's love sells the wholegrain biscuit; brand peak, 4.9M views.



@creator-f069

Speech-free cream-biscuit Reel, one on-screen text ('Stop!'); 2.2M views, #brand-d-campaign-3.



@creator-f034

Wafer-line joke on 'messy' life versus tidy AI, hooked on 'how we waste our AI'; comedian with 4,667,521 followers, 719,305 views.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

@brand-d-line-1 31

@brand-d-line-2 23

@brand-d-line-3 12

@brand-d-line-5 7

@brand-d-line-4 6

TOP HASHTAGS · CONTENT

#brand-d 15

#brand-d-line-1 11

#new 11

#brand-d-campaign-1 10

#brand-d-campaign-2 5

#brand-d-line-4-2 4

News and deal accounts excluded.

Brand E

Numbers, creative selection and summary

CONTENT · 90 D

107

last 30 d: 44

CREATORS

36

last 30 d: 17

FORMAT

13% · 48% · 39%

story · reels · post

MEDIAN REELS VIEWS

64.3K

n = 50 Reels

MEDIAN ER

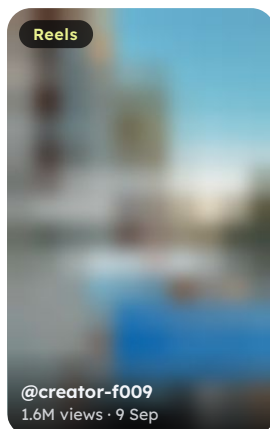
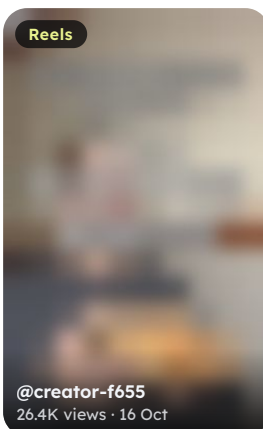
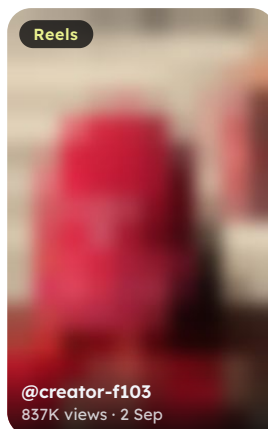
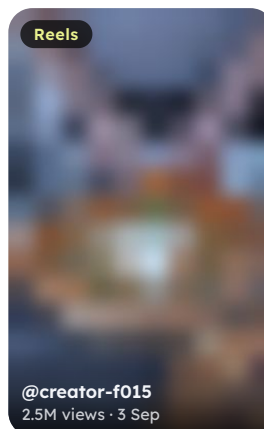
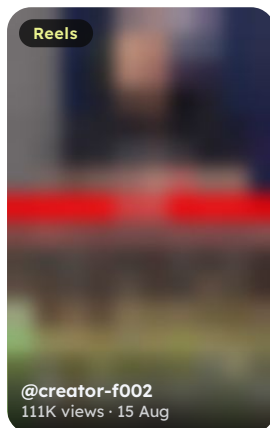
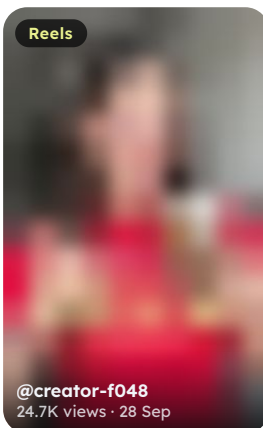
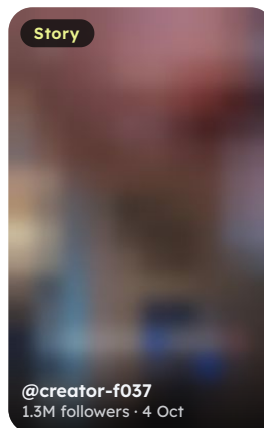
0.86%

posts+Reels, n = 87

AD DISCLOSURE

84%

posts+Reels, n = 93 · co-authored 18%



SUMMARY

Brand E works feed-heavy with a few recurring accounts: 'with an ice-cold Brand E' recipes, game videos and a football account sponsorship.

- 107 posts, 36 creators in 90 days; feed-post share is the highest at 39.3%, Stories only 13.1%.
- Disclosure rate 83.9% (highest bar small-sample Brand H); 19 posts (17.8%) co-authored, 12 with @brand-e.
- 49.5% of posts come from macro and mega accounts; @creator-f002 alone runs a sponsored football show with 35 posts.
- Most viewed: @creator-f009's bottle challenge (2.6M) and @creator-f015's stone-oven pizza recipe (2.5M).
- Few non-campaign mentions (4 organic signals): a cleaning question with Brand E, a 'Brand E, Brand F and another soft-drink brand' history Reel, 'not an ad' posts.

MOST ACTIVE ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	SITEMS
@creator-f002	Sports & outdoors	320K	35
@creator-f009	Lifestyle	157K	10
@creator-f015	Food & drink	1.7M	8
@creator-f006 news	Arts & media	8,660	5
@creator-f039	Food & drink	605K	4

Brand E · campaigns and collaborations

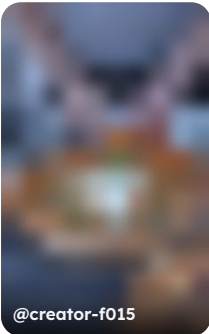
Campaigns that stood out in the period, with example content

CAMPAIGN

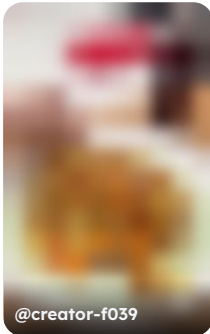
The meal's companion: recipe series

Jul–Oct 2026

@creator-f015's 'Stone-Oven Flavours' (28 Aug–25 Sep) and 'Fireside Tables' series, @creator-f039's 'Summer tables' recipes, @creator-f277's 'Best companion' series; the product accompanies the meal.



@creator-f015



@creator-f039

@creator-f015 Second video of the series; 2.5M views, product only in the background and the caption.

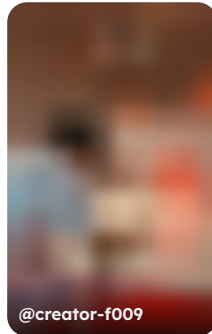
@creator-f039 Co-authored with @brand-e; 'an ice-cold Brand E alongside' line, 599K views.

CAMPAIGN

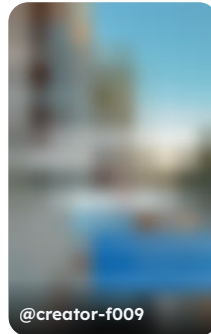
@creator-f009 game and challenge series

Jul–Oct 2026

Bottle/can games in 10 posts: pyramid race, fridge counting test, sugar-free/light/original tasting, figures hidden in a city; 6 co-authored with @brand-e, ending with a comment question.



@creator-f009



@creator-f009

@creator-f009 The brand's most viewed post (2.6M); trying to pass the bottle through a hole.

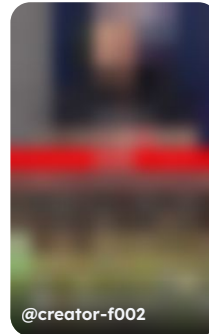
@creator-f009 Street figure-hiding game, 1.6M views; a follow-up video exists too.

CAMPAIGN

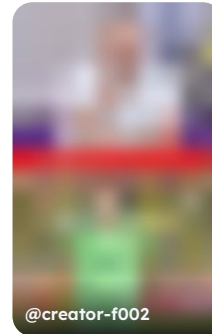
@creator-f002 football show sponsorship

Jul–Oct 2026

The sports commentary account's transfer, market value and match posts carry a '@brand-e x #ad' signature and an 'Open a Brand E' banner; 4 co-authored with @celebrity-1.



@creator-f002



@creator-f002

@creator-f002 Studio commentary clip, '#collab x #ad'; the series' most viewed Reel (111K).

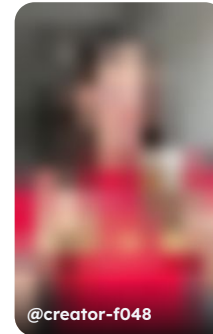
@creator-f002 The brand's highest-ER post (4.27%); pundit quote and logo.

CAMPAIGN

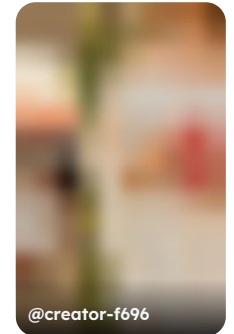
Iconic accessory of the day: looks and home recipes

Aug–Oct 2026

Women's lifestyle accounts decorate the can and share pose and 'girl grip' ideas; @creator-f048 posts a try of a new Brand E flavour with coconut and lime emojis.



@creator-f048



@creator-f696

@creator-f048 New-flavour try: 'Surprisingly tasty, and it really goes down easy!'

@creator-f696 Co-authored with @brand-e; shows the product as an accessory at sunset.

Brand E · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- 13 of 36 creators recur and make 78.5% of posts: @creator-f002 35, @creator-f009 10, @creator-f015 8 posts.
- Volume sits with big accounts: 49.5% of posts macro and mega; @creator-f015 (1.68M), @creator-f037 (1.27M), @creator-f039 (605K).
- Co-authoring is deliberate: 19 posts (17.8%), 12 with @brand-e (@creator-f009 6, @creator-f039 3).
- Male creator share 44.4%: the only one of eight brands led by men; sports, food and media accounts at 13.9% each.
- Few shared creators with rivals (Brand F 3, Brand D 4); 75.0% of accounts post only Brand E; those shared with Brand F are organic posters saying 'no ad'.

PLATFORM AND FORMAT

- Feed posts 39.3%, Reels 47.7%, Stories 13.1%: the most feed-heavy brand.
- Reels median 64,274, mean 312,461 views; median likes 746.5, median ER 0.86%.
- Posting peaks on Friday (22.4%) and Monday (19.6%); most common hour 13:00.
- Discount framing is almost absent: 1 discount post (0.9%); the product shows up on deal accounts too, but not as brand work.

CREATIVE APPROACH

- Product 78.3% in background, only 16.0% in hand; tastings/reviews low at 6.6%: the product accompanies the scene.
- Formats: football 29.3%, life vlog 17.9%, recipe 16.0%, info 11.3%; recipes and football lead.
- Tone 26.4% fun, 23.6% informative; humour comes from games, documentary parody and attempts to mimic the can-opening sound by mouth.
- Talking to camera 43.4%, on camera silent 42.5%; studio 29.3%, home 25.5%, outdoors 19.8%.

CONTENT STRUCTURES

- Recipe: 'Today we're making ... together' opener → step-by-step prep → serving and 'an ice-cold Brand E alongside' → ingredients in caption.
- Game: question hook ('Let's see if I can get the bottle through the hole') → round-by-round race → result → comment question.
- Football: quote or stats card + Brand E logo → '@brand-e x #ad'; 25 of 42 feed posts come from this account.
- Series logic: numbered episodes ('the second video of the series', 'the first episode of our Fireside Tables series') and follow-ups.

COMMUNICATION LANGUAGE

Playful, challenging game talk; calm step-by-step voice in recipes; the product is the 'companion'.

"To enjoy your summer meals, don't forget to open an ice-cold Brand E alongside"

"Open a Brand E, feel the thrill of football!"

"If golden hour's begun, the day's most iconic accessory is ready."

"We swap the burger bun for toast bread, but we don't touch its companion."

- Disclosure: '#ad' + '#collab with @brand-e'; the football account signs '@brand-e x #ad'.
- Calls aim at comments ('See you in the comments', 'Who do you think won?'); 24.5% of posts point to following the brand.
- 74.5% of videos include speech; fast, loud game reactions, a 'Today we're making ... together' recipe voice.

DATA NOTE

- The peak came before the analysis window: weeks of 22 Jun 20, 29 Jun 15, 13 Jul 14 posts; no clear spike or sample post in 90 days.
- @creator-f002 alone has 35 posts; this one account largely drives the football (29.3%) and studio and football-match (37.7%) shares.
- The 11 news-account posts (10.3%) are global campaign and industry news, not campaigns; the new flavour appears in one post only, its taste inferred from emojis.

STANDOUT CREATIVES



@creator-f009

Painted Brand E figures hidden in a city's streets for followers to find; a street game with a follow-up video, 1.6M views.



@creator-f655

Sugar-free Brand E video parodying late-night snacking as a documentary; a rare post using Instagram's paid-partnership label.



@creator-f103

Studs the can with rhinestones ('bedazzled' trend); 837K views on a 52K-follower account.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

@brand-e 56

@brand-e-2 1

TOP HASHTAGS · CONTENT

#person-tag-1 6

#brand-e-2 3

#appetizers 1

#brand-e-line-1-2 1

#brand-f 1

#burgerlover 1

News and deal accounts excluded.

Brand F

small sample · findings are indicative

Numbers, creative selection and summary

CONTENT · 90 D

23

last 30 d: 10

CREATORS

14

last 30 d: 7

FORMAT

30% · 30% · 39%

story · reels · post

MEDIAN REELS VIEWS

146

n = 7 Reels

MEDIAN ER

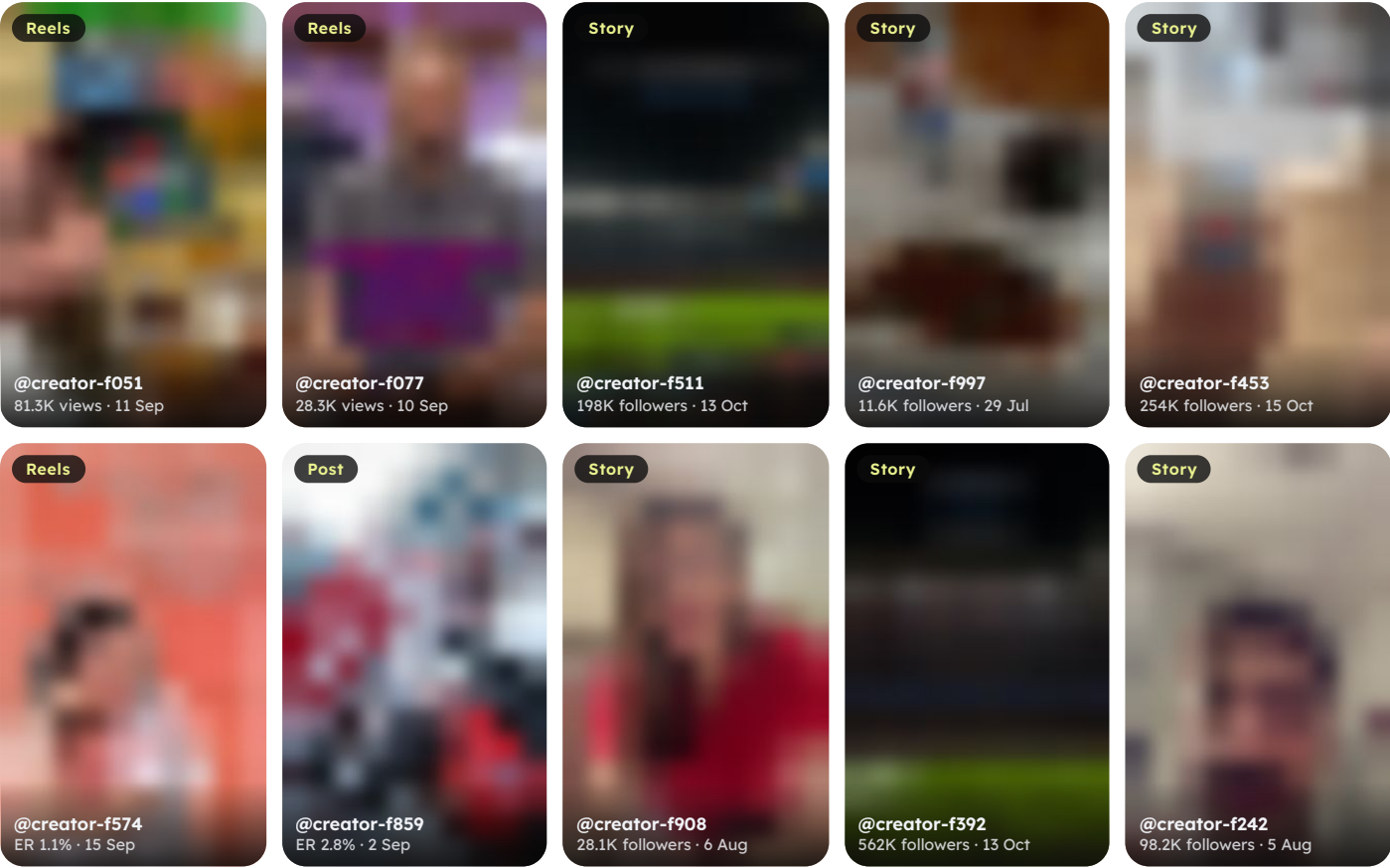
0.30%

posts+Reels, n = 16

AD DISCLOSURE

56%

posts+Reels, n = 16 · co-authored 0%



SUMMARY

Brand F barely shows among the Turkish creators we track; visible paid work is a few posts around a European club football competition.

- 23 posts, 14 accounts in 90 days; 8 industry news (34.8%), 4 deal posts (17.4%), leaving 11 creator posts.
- Visible work is football: #brand-f-campaign-1 Reels and #brand-f-campaign-3 match Stories with a crisps brand.
- Most viewed is an unpaid try of a returning flavour (81,291 views); the only paid Reel reached 28,301.
- 10 posts in the last 30 days; all 4 posts outside news and deals are Stories.
- Low visibility may mean other channels or accounts outside our tracked universe; the data does not prove it.

MOST ACTIVE ACCOUNTS			
ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@creator-f008 news	Unclear	49.3K	4
@creator-f003 deals	Shopping & deals	9,420	4
@creator-f006 news	Arts & media	8,660	4
@creator-f392	Music & entertainment	562K	1
@creator-f077	Sports & outdoors	340K	1

Brand F · campaigns and collaborations small sample · findings are indicative

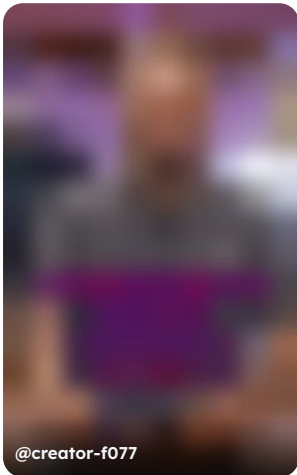
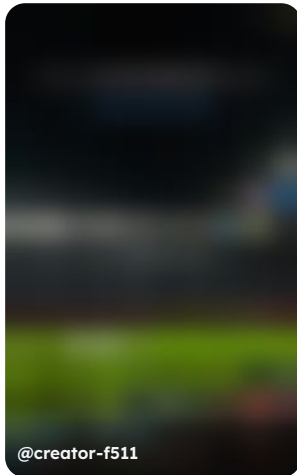
Campaigns that stood out in the period, with example content

CAMPAIGN

European club football (#brand-f-campaign-1, #brand-f-campaign-3)

Sep–Oct 2026

@creator-f077 posted a transfer Reel tagged #ad; @creator-f511 and @creator-f392 showed the match experience sponsored by Brand F and a crisps brand in Stories.



@creator-f077 The only openly paid Reel; @brand-f-2 and two campaign tags, 28,301 views.

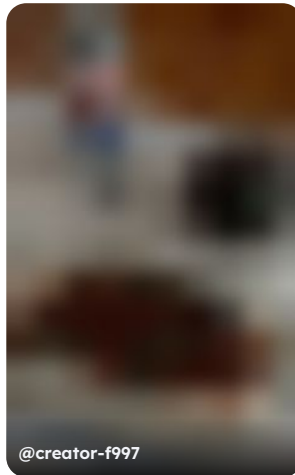
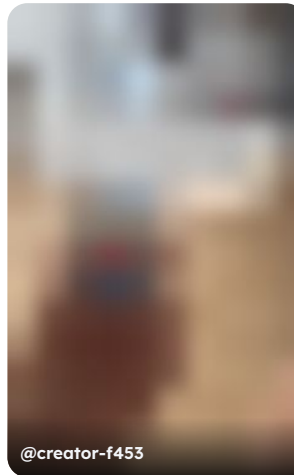
@creator-f511 Story text: 'Sponsored by Brand F and a crisps brand', #collab #brand-f-campaign-3.

CAMPAIGN

Gift and product posts (Brand F sugar-free variant, Brand F Turkey gift)

Jul–Oct 2026

@creator-f997's Story read 'Real gourmets drink Brand F'; @creator-f453 thanked Brand F Turkey for a gift. Whether these were paid is unclear from the Stories.



@creator-f997 Brand F sugar-free Story; slogan-like on-screen text.

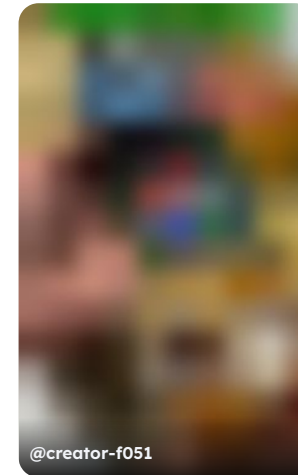
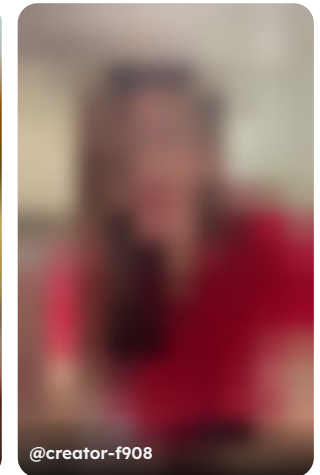
@creator-f453 Thanks for a brand gift; food-and-drink account with 253,536 followers.

CAMPAIGN

Organic tastings (returning Brand F flavour, strawberry cola)

Aug–Sep 2026

@creator-f051 tried the returning Brand F flavour with a 'Not an ad or collab' note; @creator-f908 praised a strawberry cola bought at the supermarket in a Story.



@creator-f051 The period's most viewed Brand F post (81,291), unpaid.

@creator-f908 A daily-Story tasting opening with 'Saw it at the supermarket'.

Brand F · strategy, creative and communication

small sample · findings are indicative

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Every real creator posted once; the 3 accounts posting 2+ times are all news or deal accounts.
- Leading faces are mid and macro: @creator-f392 (561,743), @creator-f077 (339,946), @creator-f453 (253,536), @creator-f511 (197,874).
- 35.7% of accounts are micro, 21.4% nano; median followers 44,892, but this count includes news and deal accounts.
- Categories are scattered: lifestyle 21.4%, sport 14.3%, food & drink 14.3%; no recurring creator team is visible.
- Excluding news and deals, 3 accounts also posted Brand E in the period (@creator-f051, @creator-f574, @creator-f242); none of their Brand F posts is paid.

CREATIVE APPROACH

- Of 23 posts, 30.4% are tastings/reviews, 21.7% information/education, 13% events; most information posts come from news accounts.
- Product mostly in the background (47.8%), in hand only 17.4%; in football Stories Brand F is part of the stadium experience.
- 52.2% of posts show no person (news, deals, stadium footage); creators talking on camera 26.1%.
- Unpaid tastings hook on curiosity about new or returning tastes: the returning Brand F flavour, strawberry cola.

COMMUNICATION LANGUAGE

Campaign tags and sponsorship notes on the paid side; sincere, understated praise in spontaneous tastings.

“No exaggeration, this cola is really good.”

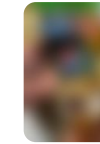
“Real gourmets drink Brand F”

“Home again today, sponsored by Brand F and a crisps brand”

“Wondering about cola and strawberry? It works.”

- Campaign language travels in tags: #brand-f-campaign-1, #brand-f-campaign-2, #brand-f-campaign-3.
- Unpaid posts say so openly: ‘Not an ad or collab’, ‘There is no #ad in this video.’
- Deal accounts also use #ad; the tag does not mean a paid collaboration with Brand F.

STANDOUT CREATIVES



@creator-f051

Most viewed Brand F Reel (81,291, 780 likes), unpaid; describes the returning Brand F flavour with lime and no sugar.



@creator-f077

Brand placement in the transfer agenda on a football media account; the period's only openly paid Reel.

PLATFORM AND FORMAT

- Mix: 39.1% feed posts, 30.4% Reels, 30.4% Stories; 8 of 9 feed posts come from news accounts.
- 4 of 7 Reels are from a deal account (28–146 views); hence median Reels views are only 146.
- Sponsorship and gift signals sit in Stories: the football competition, sugar-free and gift posts in a 24-hour format.
- A deal account shares Brand F with an online marketplace price and a WhatsApp channel link; price visibility, not brand work.

CONTENT STRUCTURES

- Tasting Reel: show product → compare with flavours tried before → sugar-free and acidity note → ‘Curious to read your comments.’
- Match Story: stadium and fan footage → sponsorship note → @brand-f-2, @other-brand-1 tags.
- Story tasting: product in the daily flow → ‘Saw it at the supermarket’ → reaction → next topic.

DATA NOTE

- Small sample: 23 posts, 11 on the creator side. Percentages rest on single posts; do not generalise.
- Stories have no text or engagement data; paid status can only be read from on-screen text and tags.
- The 180-day series shows busier weeks in June (week of 29 June: 7 posts); these fall outside the 90-day analysis.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

@brand-f-2 8

@brand-f 1

TOP HASHTAGS · CONTENT

#brand-e-2 1

#brand-f 1

#brand-f-campaign-1 1

#brand-f-campaign-2 1

#cola 1

#drink 1

News and deal accounts excluded.

Brand G

small sample · findings are indicative

Numbers, creative selection and summary

CONTENT · 90 D

12

last 30 d: 6

CREATORS

9

last 30 d: 4

FORMAT

0% · 67% · 33%

story · reels · post

MEDIAN REELS VIEWS

93.4K

n = 8 Reels

MEDIAN ER

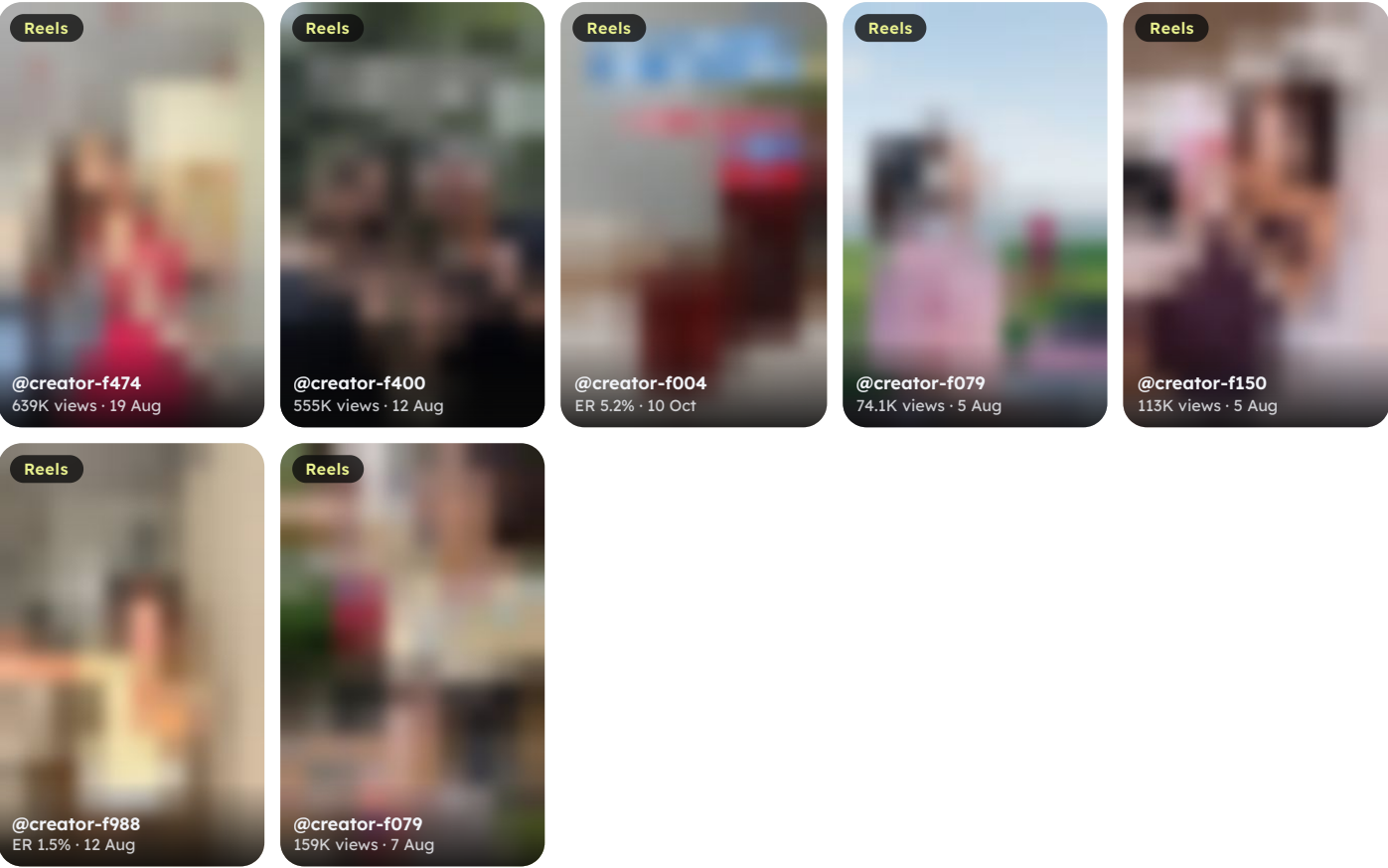
0.20%

posts+Reels, n = 10

AD DISCLOSURE

67%

posts+Reels, n = 12 · co-authored 0%



SUMMARY

Brand G's visible creator work is one summer wave: #brand-g-tag-1 and #brand-g-tag-2 on 5-19 Aug, in 'we're hooked' language.

- In 90 days, 12 items from 9 accounts; 4 are industry news (33.3%), 1 is a deal post. That leaves 7 creator items.
- 6 of these 7 tag @brand-g and disclose #ad/#collab; all on 5-19 Aug, for the pomegranate (@brand-g-line-1) and yellow-cola flavours.
- Most viewed: @creator-f474's pomegranate Reels (638,892) and @creator-f400's moving-house video with the yellow cola (554,720).
- The last 30 days have 6 items but none is paid creator work: 4 news, 1 deal, 1 independent review.
- The post-August silence may suggest a shift to other channels or untracked accounts; the data does not confirm it.

MOST ACTIVE ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@creator-f079	Beauty	310K	2
@creator-f008	newsUnclear	49.3K	2
@creator-f006	newsArts & media	8,660	2
@creator-f400	Arts & media	478K	1
@creator-f150	Fashion & style	390K	1

Brand G · campaigns and collaborations

small sample · findings are indicative

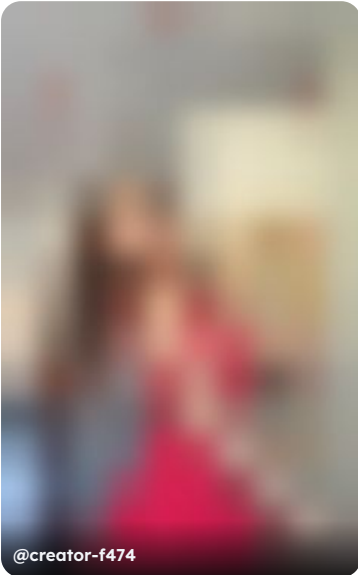
Campaigns that stood out in the period, with example content

CAMPAIGN

#brand-g-tag-1: pomegranate flavour launch

Aug 2026

@creator-f474, @creator-f079 and @creator-f150 framed the new pomegranate flavour as 'we're hooked'; @creator-f988 mixed both: 'part yellow, part pomegranate'.



@creator-f474



@creator-f079

@creator-f474 Most viewed (638,892); before/after edit opening with 'before I met it'.

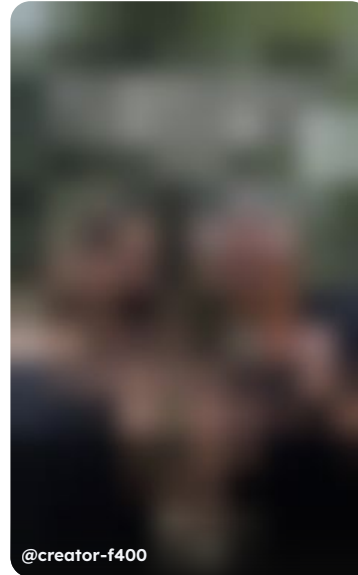
@creator-f079 Joke about escaping a dull setting; the flavour's name on screen.

CAMPAIGN

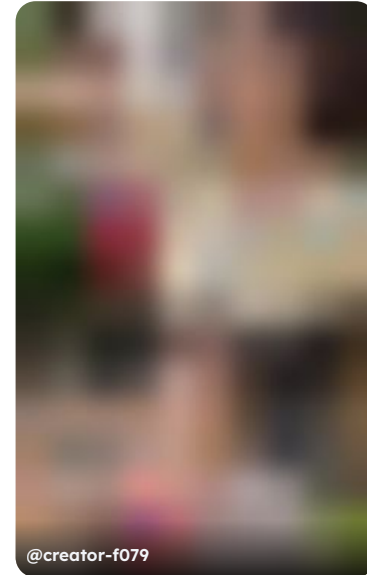
#brand-g-tag-2: 'epic' yellow cola

Aug 2026

The same wave covered the yellow cola; @creator-f400 put it in a moving-house series, @creator-f079 in a first-person street sketch.



@creator-f400



@creator-f079

@creator-f400 Placement in a series ('moving out of a big city, part 8'); 554,720 views, 139 comments.

@creator-f079 Sketch about meeting someone hooked on the same thing; 158,910 views.

Brand G · strategy, creative and communication

small sample · findings are indicative

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Paid faces are mostly macro: @creator-f400 (477,563), @creator-f150 (389,681), @creator-f079 (310,141); mid: @creator-f474 (232,905); micro: @creator-f988 (12,965).
- No ambassador set-up: only @creator-f079 posted twice; the other creators made one Reels each.
- Categories are fashion, beauty and lifestyle; 48.5% of the audience is 18–24 and 62.4% female.
- No co-authored post with the brand account; Instagram's paid-partnership label on only 2 items (16.7%).
- @creator-f079 and @creator-f150 also posted Brand A content this period; news and deals aside, no creators shared with Brand E.

PLATFORM AND FORMAT

- Of 12 items, 66.7% are Reels and 33.3% feed posts; no Stories. All 4 feed posts are industry news.
- Median Reels views 93,398; paid Reels range from 9,977 to 638,892.
- The paid wave fits within 5–19 Aug; the week of 3 Aug peaks with 3 items.
- Global Halloween campaigns appear only as news on industry accounts; they are not creator work in Turkey.

CREATIVE APPROACH

- 50% of 12 items are daily-life videos; tasting/review only 16.7%. The product is part of the moment, not the taste.
- Product mostly in hand (58.3%); creator's face visible and talking (50%). Setting: home (41.7%) and street (25%).
- Humour and sketches dominate (playful tone 41.7%); summer context 41.7%. The Halloween share (25%) comes from news accounts.
- Shared idea 'being hooked': each creator adapts the same line to their own scene (makeover, encounter, escape, sharing).

CONTENT STRUCTURES

- Before/after: 'before I met it' caption → change with the product → 'we're hooked' close (@creator-f474).
- Sketch: everyday scene (walk, dull setting) → product → same line repeated (@creator-f079).
- Series placement: episode 8 of a moving story → yellow cola offered to workers → 'our must-have' (@creator-f400).
- Little speech; several Reels voice the same 'hooked' line, so a shared audio may have been used.

COMMUNICATION LANGUAGE

Young, witty, over-the-top love language; one shared line ('we're hooked') adapted to different scenes.

"Hooked on makeovers like this!"

"POV: on a walk you bump into someone hooked on the same thing"

"Try it too, you'll be hooked!"

"We're all hooked on this taste."

- Disclosure mostly follows the '#ad with @brand-g' pattern; @creator-f988 uses #collab.
- Soft call to action: 'Try it asap', 'You try it too'; no discount code or link.
- Sole independent voice is critical: @creator-f004 says 'there's no pomegranate in it' and questions the ingredients.

DATA NOTE

- Very small sample: 12 items, 7 from creators. Findings describe single examples, not an overall strategy.
- Deal and news accounts also tag @brand-g or @brand-g-2; a tag alone is no proof of collaboration.
- No Stories found; if Brand G runs Story-led work, it may sit on accounts we do not track.

STANDOUT CREATIVES



@creator-f474

Highest views (638,892); makes the 'makeover' idea concrete with a before/after edit.



@creator-f400

Places the brand in an ongoing series; most likes and comments (6,469 likes, 139 comments).



@creator-f004

The only independent review: praises the taste but says 'there's no pomegranate in it'; ER 5.2%.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

@brand-g 4

TOP HASHTAGS · CONTENT

#brand-g-tag-1 4

#brand-g-tag-2 4

#brand-g-2 2

#creator-f004 1

#new 1

#pomegranate 1

News and deal accounts excluded.

Brand H

small sample · findings are indicative

Numbers, creative selection and summary

CONTENT · 90 D

9

last 30 d: 0

CREATORS

2

last 30 d: 0

FORMAT

22% · 78% · 0%

story · reels · post

MEDIAN REELS VIEWS

5,709

n = 7 Reels

MEDIAN ER

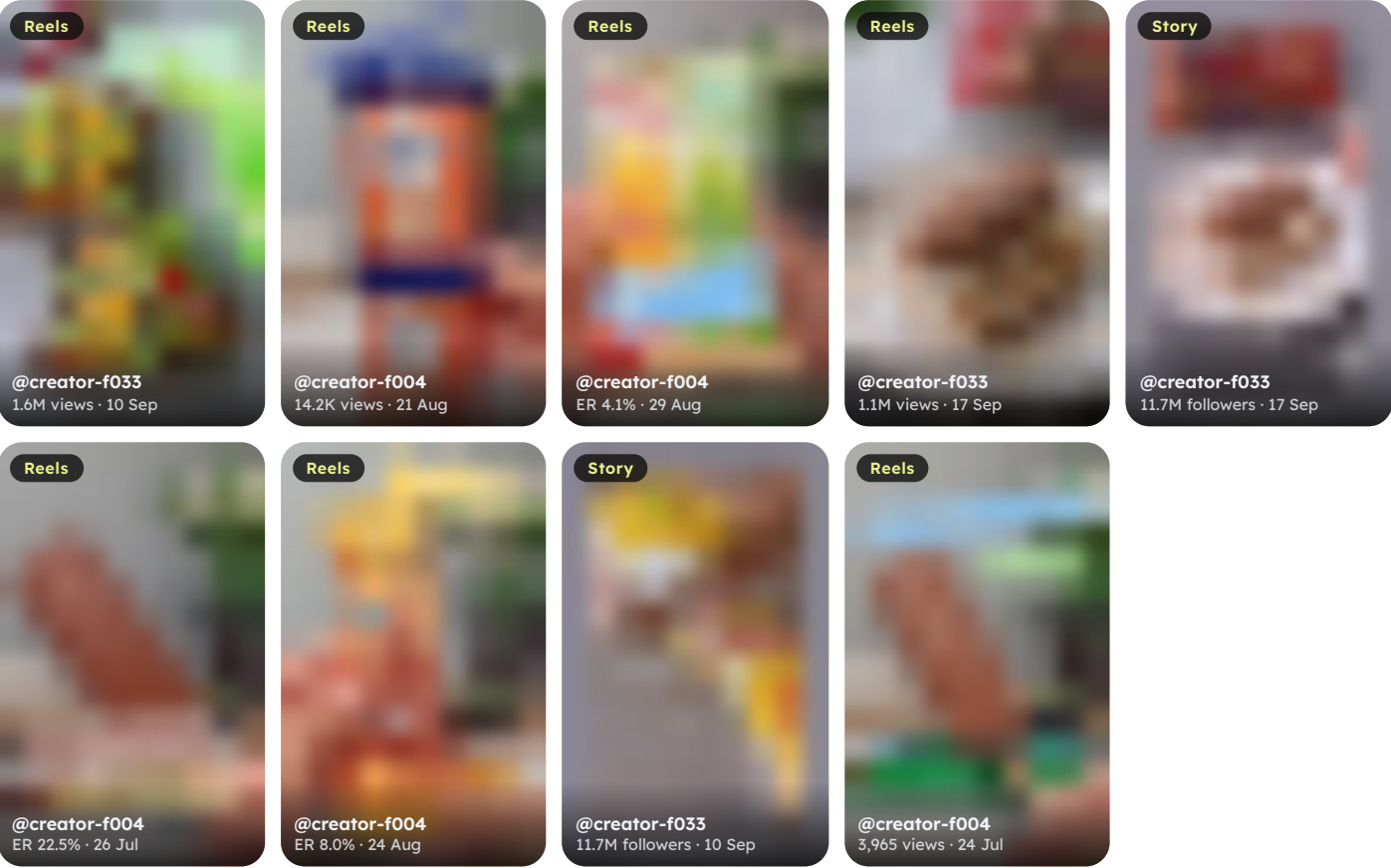
4.10%

posts+Reels, n = 5

AD DISCLOSURE

86%

posts+Reels, n = 7 · co-authored 22%



SUMMARY

Brand H's footprint is two accounts: a paid co-authored post with a mega recipe account, gifted and self-bought reviews by a micro tester.

- In 90 days, 9 items from only 2 accounts; nothing in the last 30 days, last post on 17 Sep.
- @creator-f033 (11.7M followers) shared fruit sorbet and almond-bar recipes in co-authored posts with @brand-h: 1.56M and 1.10M views.
- @creator-f004 (15,762) rated Brand H products in 5 Reels: 2 gifted ('free #ad'), 3 self-bought.
- All items are at home, product in hand; 55.6% tasting/review, 44.4% recipes.
- Such low visibility may point to reliance on other channels or untracked accounts; ice-cream seasonality may also play a part.

MOST ACTIVE ACCOUNTS			
ACCOUNT	CATEGORY	FOLLOWERS	ITEMS
@creator-f004	Lifestyle	15.8K	5
@creator-f033	Food & drink	11.7M	4

Brand H · campaigns and collaborations small sample · findings are indicative

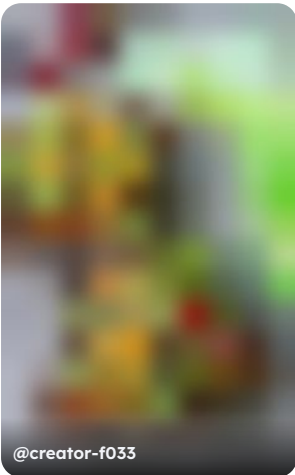
Campaigns that stood out in the period, with example content

CAMPAIGN

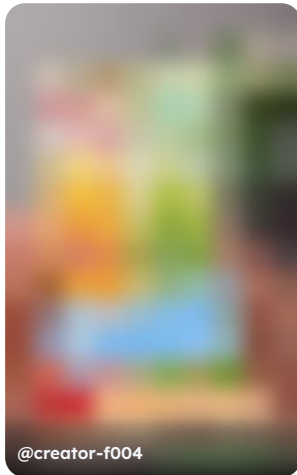
Brand H fruit sorbet series (#brand-h-tag-3)

Aug–Sep 2026

@creator-f033 made a fruit salad with sorbet under #collab; @creator-f004 tried the gifted series (@brand-h-line-2) and singled out mango.



@creator-f033



@creator-f004

@creator-f033 Most viewed Brand H item (1,561,795); the '26% fruit purée' message sits inside the recipe.

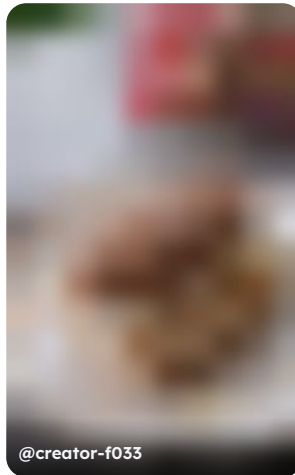
@creator-f004 Gifted product, 'free #ad' note; rates mango and green apple separately.

CAMPAIGN

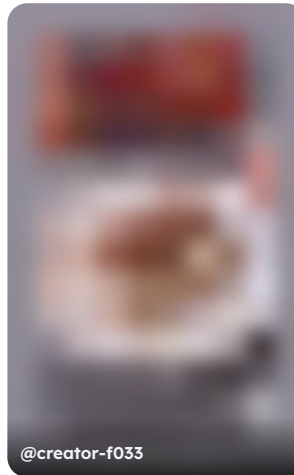
Brand H almond bar (#brand-h-tag-2)

Sep 2026

@creator-f033 used the almond bar (@brand-h-line-1) to finish an ice-cream tiramisu; the same content ran as Reels and a Story.



@creator-f033



@creator-f033

@creator-f033 1,097,801 views; stresses European chocolate and almonds.

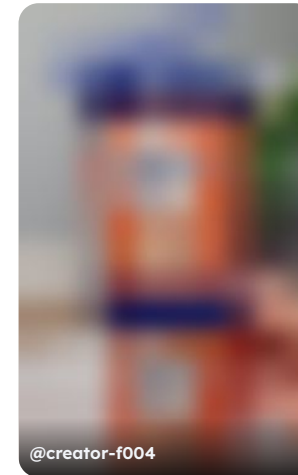
@creator-f033 Story of the same recipe; '@brand-h #collab' on screen.

CAMPAIGN

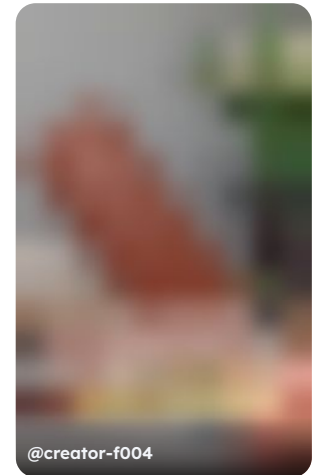
Co-branded ice creams: two lines, a biscuit brand

Jul–Aug 2026

@creator-f004 rated co-branded ice creams (a chocolate-bar line, a biscuit brand), self-bought at Retailer 1 and an app, commenting on price.



@creator-f004



@creator-f004

@creator-f004 'Not worth 250, worth 150' price critique; most viewed review (14,250).

@creator-f004 Brand B chocolate-bar line; highest ER (22.5%), 'This is not an #ad or collab'.

Brand H · strategy, creative and communication small sample · findings are indicative

Influencer strategy, creative approach, communication language and standout creatives

INFLUENCER STRATEGY

- Two-tier set-up: one mega recipe account (@creator-f033, 11,706,989) and one micro product tester (@creator-f004, 15,762).
- Paid work only on the mega account: 2 Reels with the paid-partnership label, co-authored with @brand-h; repeated as Stories.
- Gifts came via @sampling-platform-1 (another ice cream, the fruit series); @creator-f004 flags them with 'free #ad' and #gifted.
- @creator-f004 also tried Brand D, Brand B and Brand G in the period; a general product tester, not a Brand H ambassador.
- The follower-weighted audience is mostly @creator-f033's: 88.4% female, 55% aged 25–34.

PLATFORM AND FORMAT

- Of 9 items, 7 are Reels and 2 Stories; the Stories repeat the mega account's paid recipes.
- Reels views are two-tier: recipes 1.56M and 1.10M, reviews 926 to 14,250; median 5,709.
- ER is high on the small account (chocolate bar 22.5%, other ice cream 8.0%); median 4.1% (excl. 2 hidden-like items).
- Brand H is absent on deal/news accounts; prices only in self-bought reviews (Retailer 1, a quick-commerce app).

CREATIVE APPROACH

- Of 9 items, 55.6% are tasting/review, 44.4% recipes; all at home, product in hand every time.
- In recipes ice cream is a dessert ingredient: fruit salad with sliced sorbet, tiramisu with the almond bar.
- Reviews show only hands (55.6%); pack in close-up, score and price in the caption.
- Summer context (44.4%) and new product (44.4%) weigh equally.

CONTENT STRUCTURES

- Recipe Reels: need hook ('hot weather', 'for summer') → step-by-step prep → Brand H product as finishing touch → comment question.
- Review Reels: pack close-up → where bought and for how much → taste verdict → score (7/10 to 10/10).
- The mega account ran both recipes as Reels and as Stories (10 and 17 Sep).

COMMUNICATION LANGUAGE

Informative and feature-led in recipes; friendly in reviews, giving scores and questioning price.

"Brand H's fruit ice creams in green apple and mango, made with 26% fruit purée"

"For those who crave coffee in hot weather, their new addiction: ice-cream tiramisu."

"You're too good for this market"

"Not worth 250, worth 150 to me"

- Paid uses #collab and @brand-h; gifted uses 'free #ad' and #gifted; self-bought says 'This is not an #ad or collab'.
- Concrete product language: '26% fruit purée', 'European chocolate', 'roasted almond pieces'.
- Soft call to action: 'Try it now' and a comment question in recipes; a score out of 10 in reviews.

DATA NOTE

- Very small sample: 9 items, 2 accounts. Findings describe these two accounts, not Brand H's strategy.
- The #ad count misleads: 'no ad' lines also carry the tag; only @creator-f033's 2 Reels and 2 Stories are paid.
- The chocolate-bar and coconut items are tagged Brand B; they may also count under Brand B.

STANDOUT CREATIVES



@creator-f033

1,561,795 views; works the product feature (26% fruit purée) into the recipe narration.



@creator-f004

Self-bought; openly criticises the price yet says 'worth a try', mixing critique and recommendation.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENT

@brand-h 9

TOP HASHTAGS · CONTENT

#brand-h-tag-1 7

#creator-f004 5

#brand-b-2 2

#brand-h 2

News and deal accounts excluded.

Additional insights

Patterns from rival activity that enrich the analysis; supporting data below each.

SHARED CREATORS ARE REVIEWERS, NOT PAID FACES

Shared accounts between direct rivals are few; most are supermarket reviewers who buy and score. Shared paid faces are rare: @creator-f065 on Brand D's biscuit and Brand C's pistachio lines, @creator-f060 on Brand B and Brand C. Brand G shares no accounts with Brand F or Brand E.

Brand D–Brand B 7, Brand D–Brand C 7, Brand B–Brand C 9, Brand E–Brand F 3 shared creators; @creator-f001 Brand B 35, Brand D 18, Brand C 6; @creator-f004 Brand B 11, Brand H 5, Brand D 4, Brand G 1 items.

AN ORGANIC REVIEW CULTURE AND PRICE CRITICISM

Supermarket reviewers open with 'I bought it myself' and name the price and store; criticism comes as often as praise. These accounts are small, but new products are tested here first and they touch several rivals at once.

The pistachio line's 575 TL price is questioned (@creator-f001); at Brand H 'not worth 250, worth 150'; for Brand G's pomegranate flavour 'no pomegranate in it'; organic share Brand B 35.8%, Brand D 33.6%, Brand C 18.7%.

STORIES AND REELS DO DIFFERENT JOBS

At Brand A, Stories spread the gift box while scripted paid Reels sketches bring views. Brand E uses Stories little. Stories have no public metrics, so the reach of Story-led work cannot be measured.

In the Brand A sample, 315 of 392 Stories are unboxings and 61 of 101 Reels are paid collaborations; Story share Brand A 90.1%, Brand B 64.3%, Brand D 51.4%, Brand C 50.3%, Brand E 13.1%.

TALKING FACES AND SHARED SCRIPT LINES

Fewer than half of Brand A videos have speech; box shots and on-screen text lead. At the other big brands two-thirds or more of videos have speech. In paid work, the same slogan line is repeated by different creators.

Videos with speech: Brand A 45.2%, Brand C 66.7%, Brand B 67.3%, Brand D 68.8%, Brand E 74.5%; 'fruit on the bottom and on top' (Brand D), '5 glasses' (Brand A), 'we're hooked' (Brand G).

DISCLOSURE PRACTICE: 'FREE AD' MEANS GIFTED

Reviewers who get gifted products write 'free #ad'; those who buy themselves say 'not an ad'. Disclosure is mostly a caption tag; Instagram's paid-partnership label is hardly used, and deal accounts also write #ad.

'free #ad': @creator-f004, @creator-f050, @creator-f014; paid-partnership label Brand A 1 (0.1%), Brand B 2 (1.0%), Brand C 2 (1.1%), Brand D 2 (1.4%), Brand E 3 (2.8%).

AGENCIES AND DEAL/NEWS ACCOUNTS AMPLIFY VISIBILITY

Agency tags are common on Brand A boxes; Brand H gifts come through a product sampling platform. Deal and news accounts re-share brands; they are not collaborations but make shelf prices and promotions visible.

@agency-1 tagged on 553 of Brand A's 1,143 items, plus @agency-2, @agency-3, @agency-4; @sampling-platform-1 at Brand H; @creator-f003 26 items across 5 brands, @creator-f008 16 across 5; news share Brand F 34.8%, Brand G 33.3%.

Opportunities

Areas where your brand can stand apart, drawn from rivals' influencer activity.

OPPORTUNITIES FOR YOUR BRAND

- 1 A true ambassador model is unclaimed: rivals' most frequent posters are reviewers or a single sponsorship (@creator-f002); for your brand, own a numbered, regular series with 3–5 mid-tier creators.
- 2 An exclusive roster is possible: few accounts are shared across rivals, 94.6% of Brand A's pool is only at Brand A; for your brand, pick 50–250K-follower accounts unseen at rivals, avoid multi-brand faces.
- 3 Feed the reviewer network early: @creator-f004, @creator-f001, @creator-f007 score rival products with prices; for your brand, transparent 'free ad' tasting kits and a ready price/value message.
- 4 Only Brand E uses co-authored posts at scale (17.8%; 0.4–10.9% at other big brands), the paid-partnership label is under 3%; for your brand, co-authoring with the brand account adds reach and measurability.
- 5 Retail collaboration gap: only Brand B co-authors with a chain (@retailer-1, 6 items); for your brand, a 'what I found on the shelf' format with another chain. Store scenes: Brand D 13.0%, Brand C 14.5%.
- 6 Participation and timing: 70–92% of items have no call to action; add 'which one?' choices and comment games; most brands post most on Thu–Fri afternoons, Saturday quieter at 9.5–14.5%.

Glossary and method notes

Terms used in the report and how they are calculated.

GLOSSARY

Content item	A feed post, Reel or Story that names a brand, tags a brand account or uses a brand hashtag.
Creator	A tracked account that posted the content; brand accounts excluded.
Follower tier	Nano <10K · Micro 10–50K · Mid 50–250K · Macro 250K–1M · Mega 1M+.
Repeat creator	An account that posted the same brand 2+ times in the period.
Ad disclosure	A declared ad tag on a feed post or Reel: #ad, #collab, #promo (Turkish #reklam, #işbirliği, #tanıtım), including 'free #ad' on gifted products, excluding posts noted 'not an ad' or 'bought it myself'. Not proof of payment.
Co-authored	Content published jointly by two accounts with Instagram's co-author feature.
Paid partnership	Instagram's 'Paid partnership' label.
Views	Reels play count (gross plays, not unique reach); not available for feed posts or Stories.
ER	(likes + comments) / followers, in percent; median over feed posts and Reels; hidden-like posts excluded.
Shared creators	Accounts that posted both brands in the period; news and deal accounts excluded. Not audience overlap.
News / deal account	Accounts sharing industry news or discounts; flagged separately.

METHOD NOTES

- Period 23 Jul–20 Oct 2026 (90 days), Instagram only; universe is the ~12k Turkish creators Starlecta tracks, not all of Instagram; volumes are lower bounds.
- Brands matched by account mention (@), hashtag and caption text, sub-brands included; news and deal accounts separated, not counted as collaborations.
- Automated image/frame and speech-to-text analysis on 1,132 unique items; Brand A Stories sampled 400 of 1,030; 253 of 362 Reels from video, rest from cover; ~1% unclassified.
- Stories have no public metrics; the disclosure rate on non-Story items counts declared paid and gifted ('free #ad') collaborations together, excluding 'not an ad' notes.
- Brand F (23), Brand G (12), Brand H (9) are small samples: percentages rest on single items; do not generalise.
- Timestamps were read as Turkey time (UTC+3).
- Items naming more than one brand were counted for each brand; totals can exceed the item count.
- Joint posts published on several accounts with the same caption and time are one row per account.
- Audience splits are estimates, averaged with creators' follower counts as weights.