

naqla

TikTok Ad Awards 2025



Hi.
We're
naqla.

We connect shippers to
independent drivers.
Fast, fair, and local.

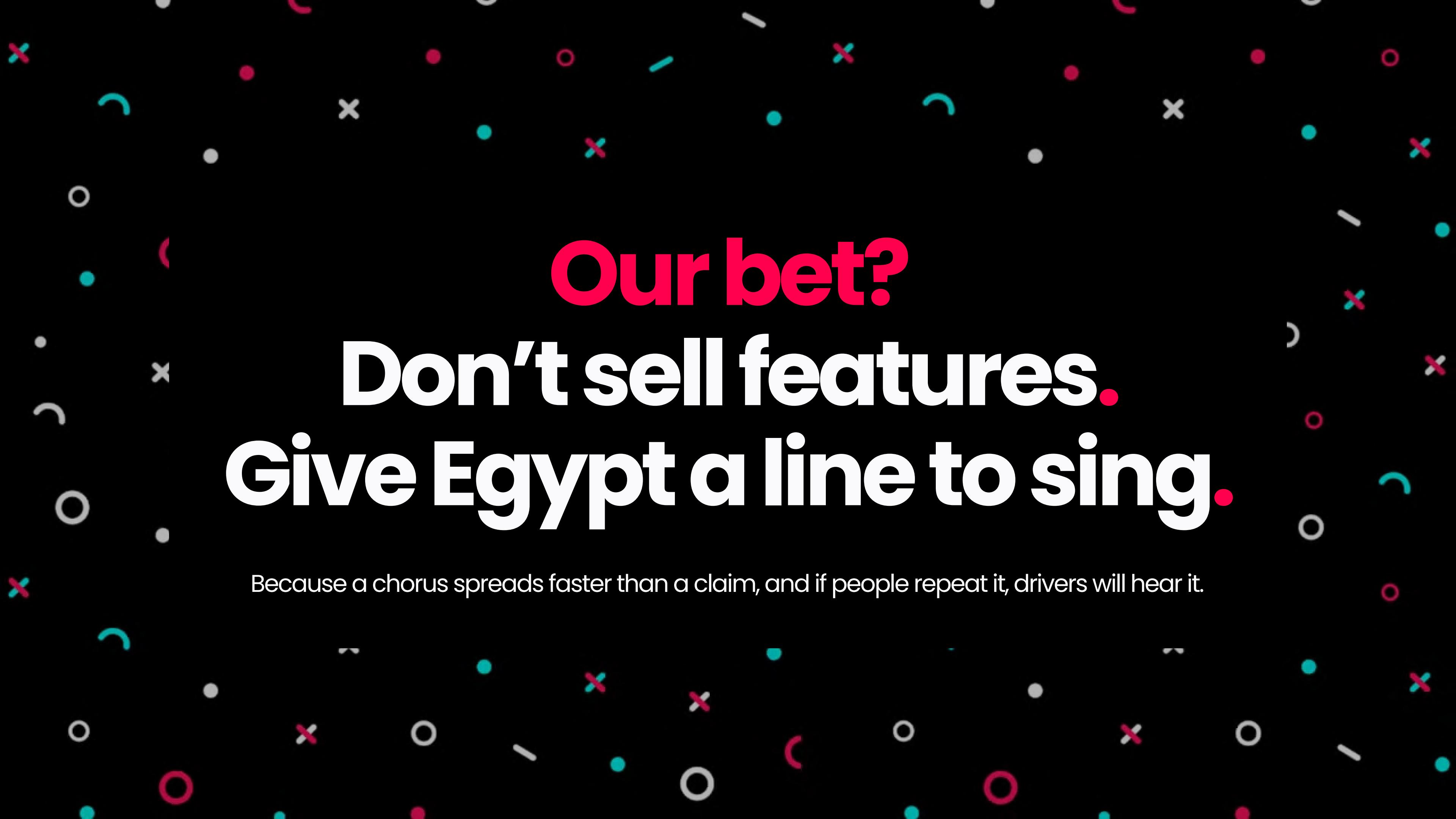
Our **challenge?** Drivers
didn't know us. So we
decided to make **naqla...**
unmissable.

The honest problem

Truck drivers trust people on local cafés, truck convoys, and people they know. Not apps.



**If we wanted attention, we couldn't sound like
a product. We had to be part of their culture.**

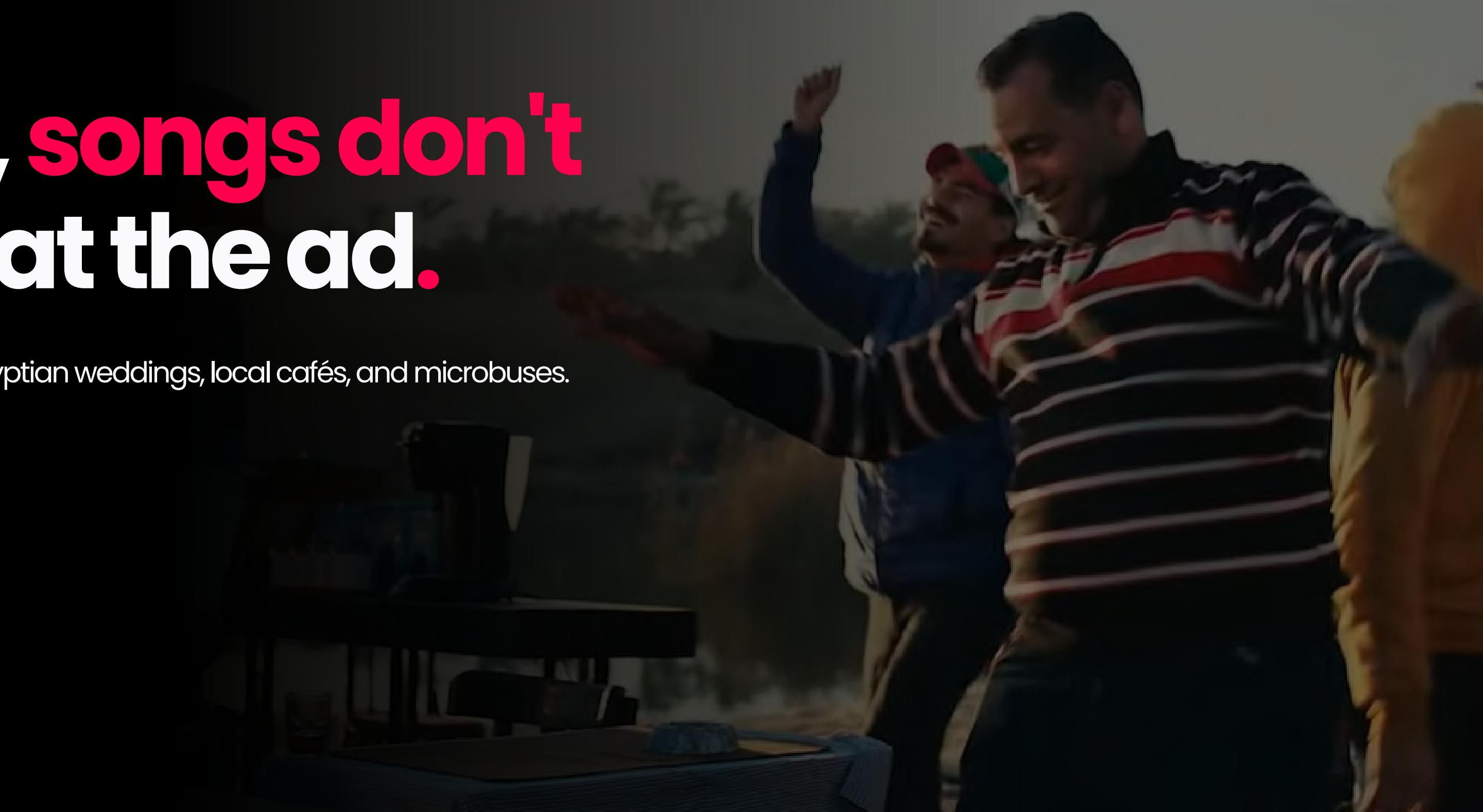


Our bet?
Don't sell features.
Give Egypt a line to sing.

Because a chorus spreads faster than a claim, and if people repeat it, drivers will hear it.

**In Egypt, songs don't
stop at the ad.**

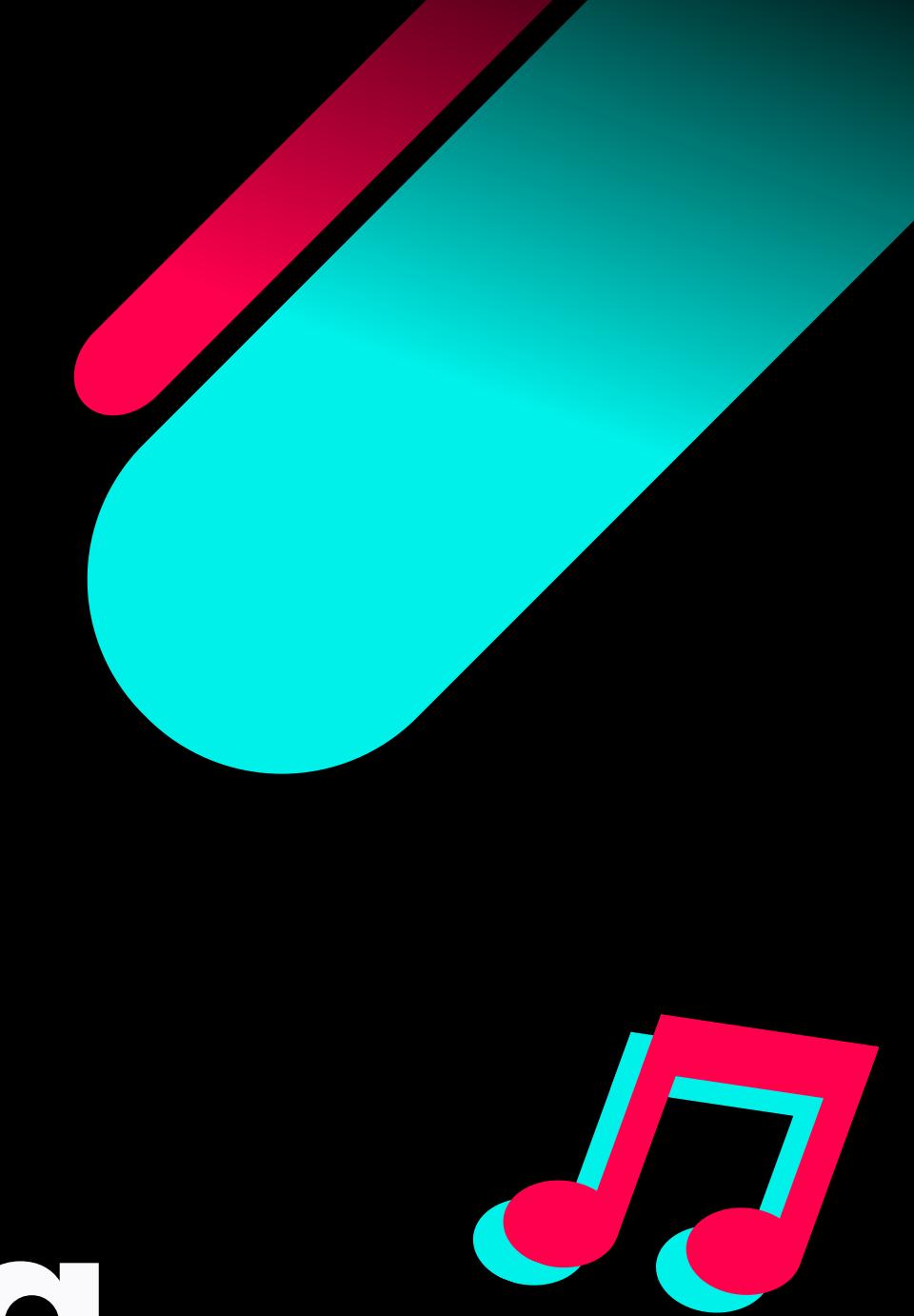
They jump the queue, into Egyptian weddings, local cafés, and microbuses.



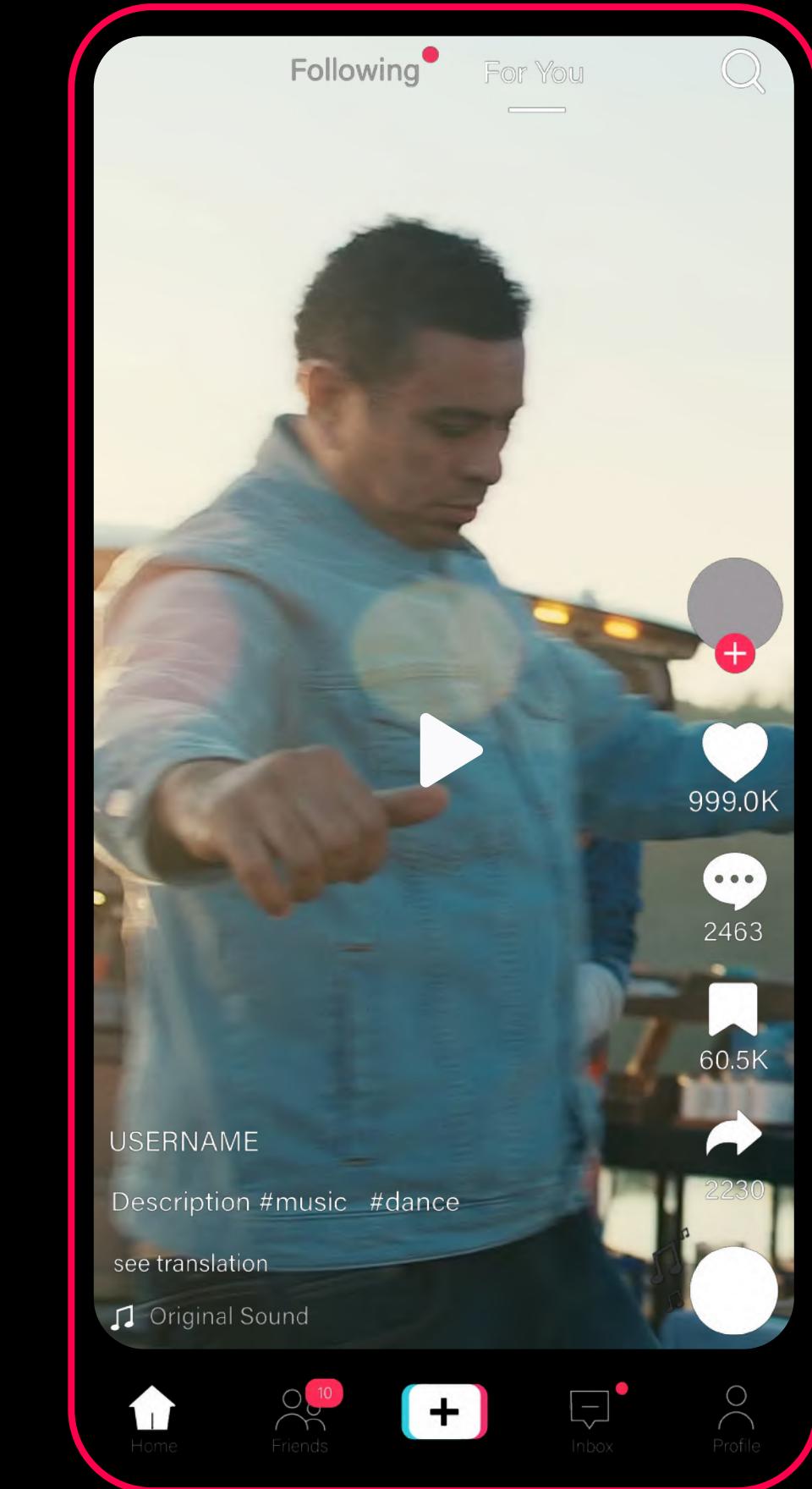
We wanted a hook that lives beyond the screen.

So we wrote a hook Egypt wants to shout: brotherhood, grit, generosity then salted it with driver slang.
If everyone can repeat it, drivers can't escape it.

**TikTok is
where a
sound
becomes a
conversation.**



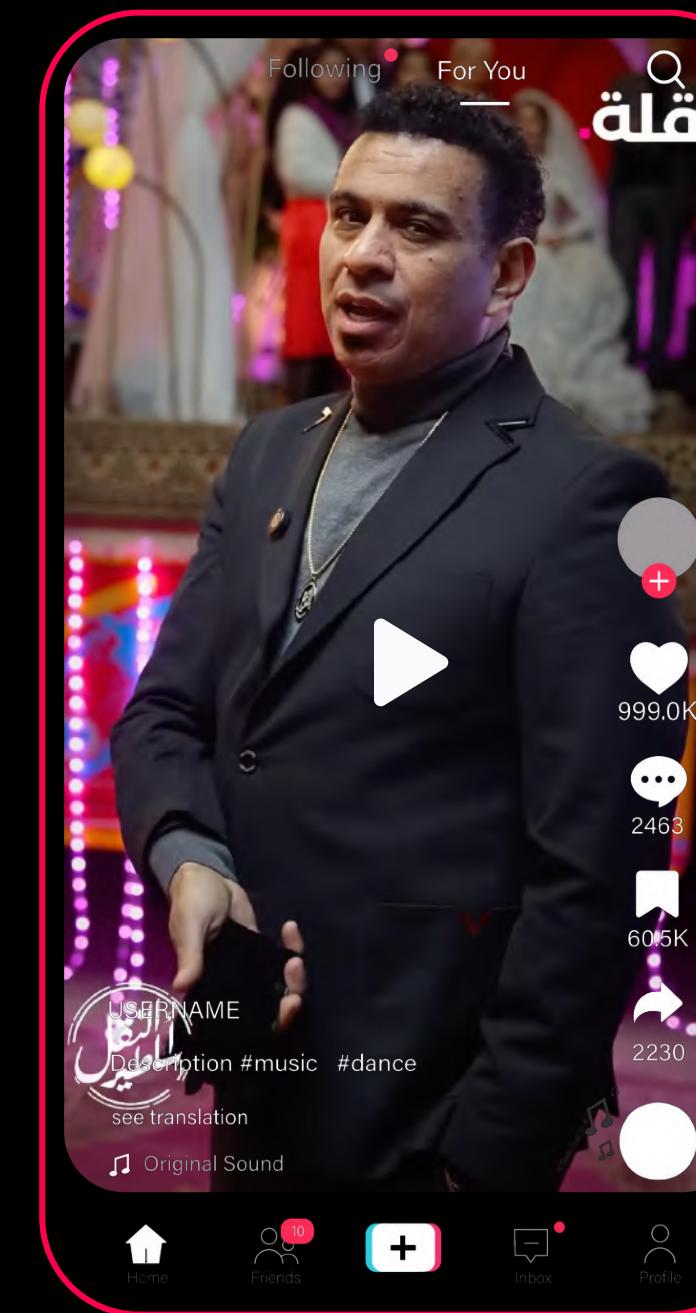
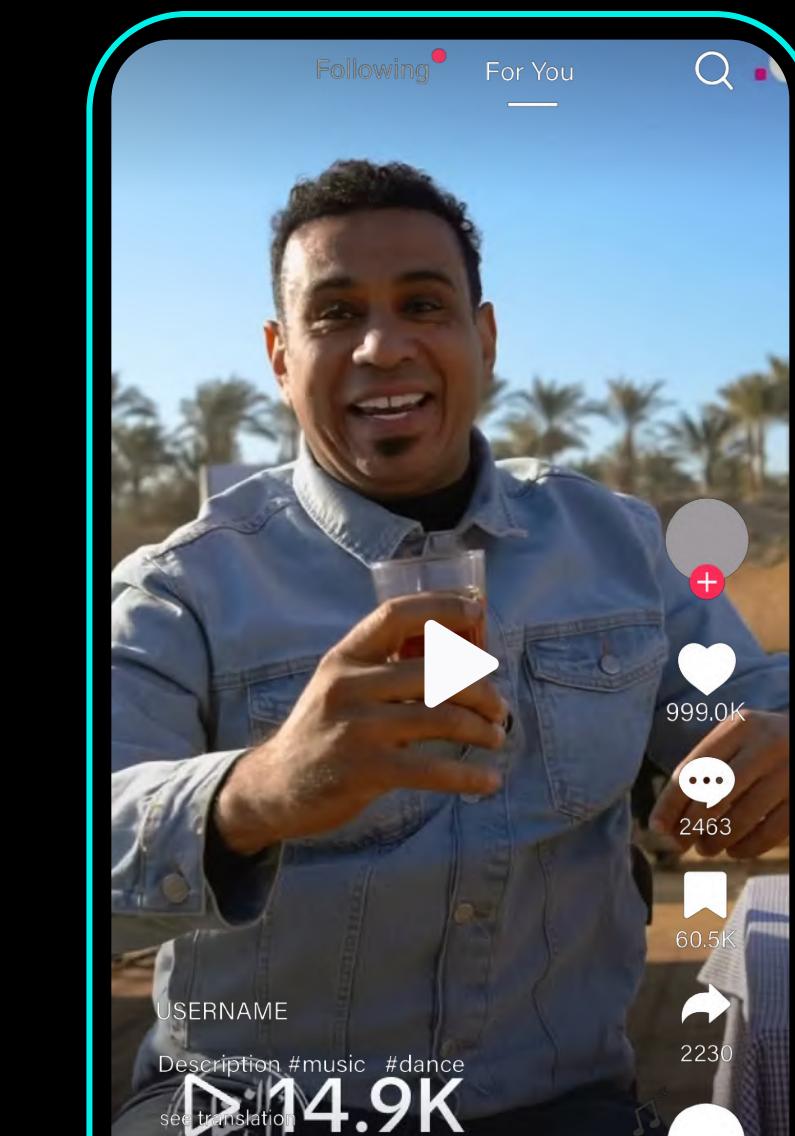
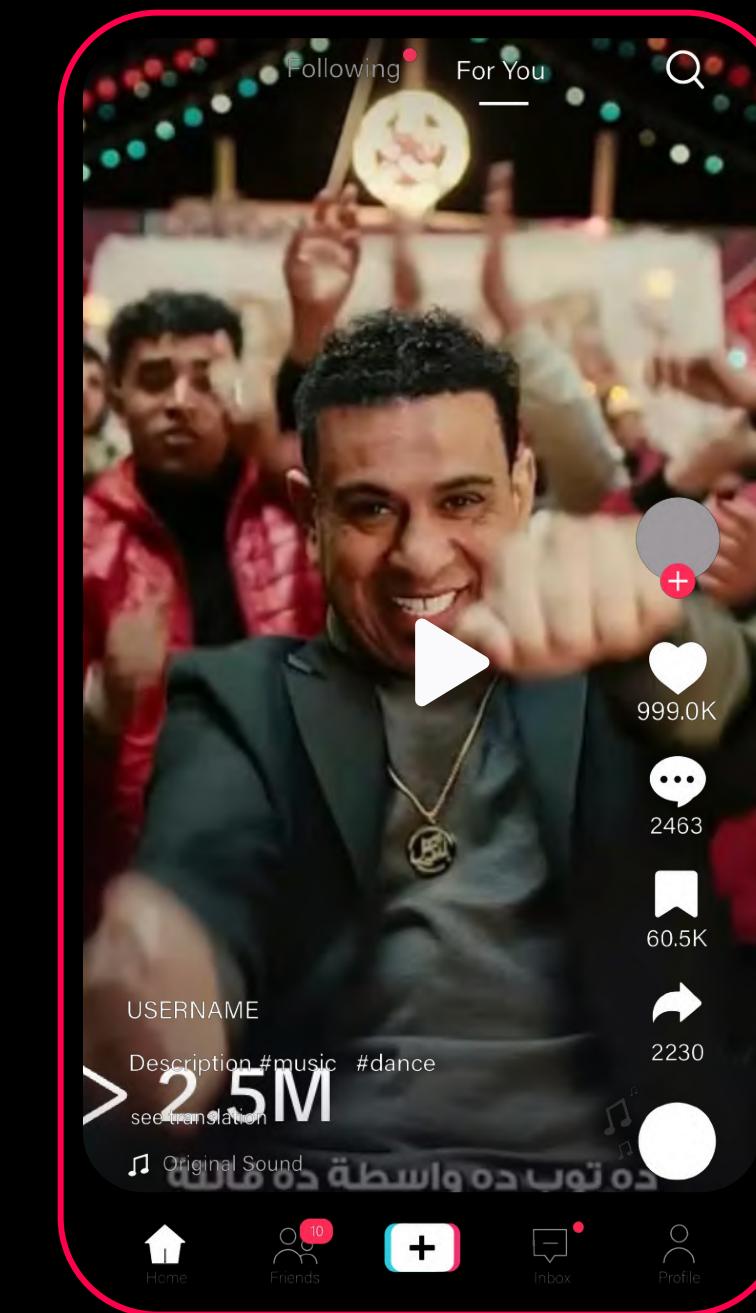
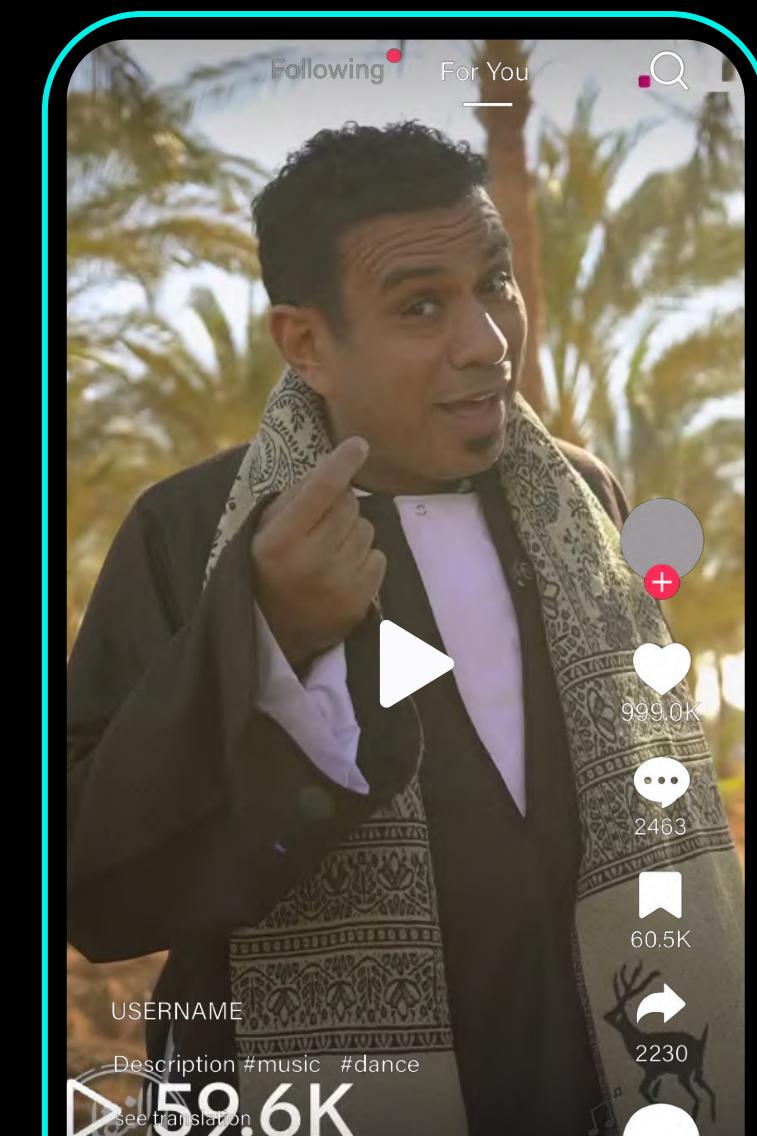
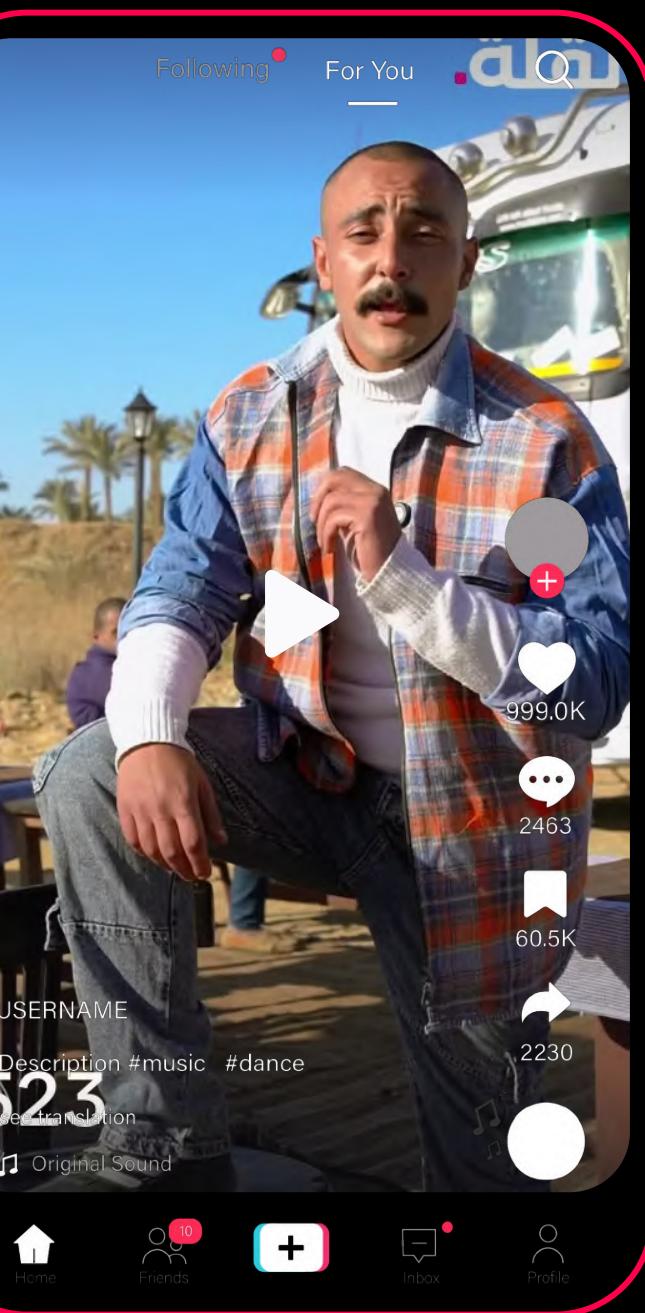
Perfect for launching a chorus that can travel without an instruction manual.



And we did exactly that.

We worked with real drivers to speak in a language they'd actually understand.

Mahmoud El Leithy carried it through three familiar faces: **Café Host, Wedding Singer, Upper Egypt Driver.**

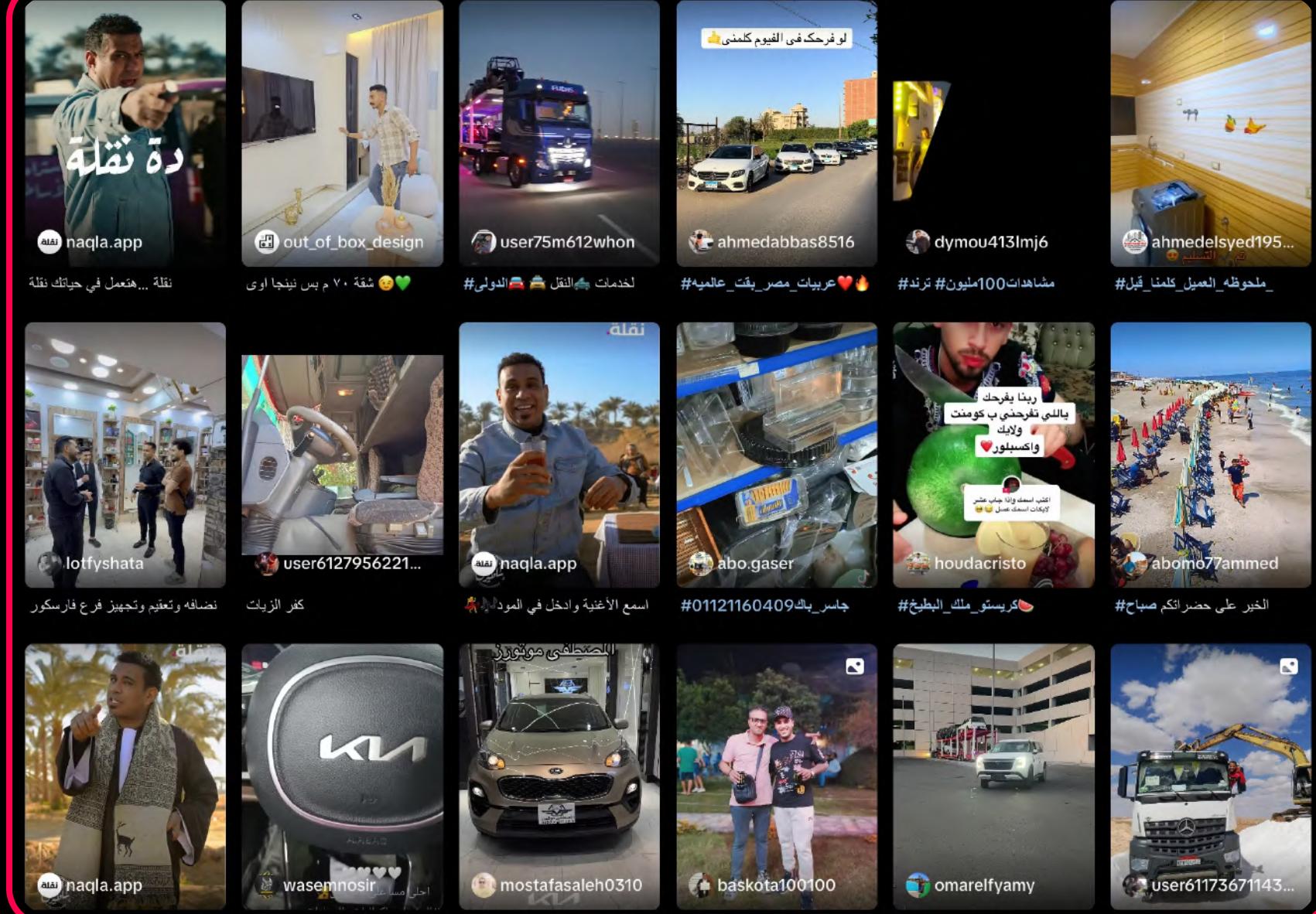


What started as a sound, became a movement.



Amany ayman
الاساطير 🔥🔥🔥

4-18 Reply



Abdelrahman Ali
تكلفة نقل العفش كامل ورفاعي من مدينة نصر إلى بدر

5-3 Reply



Nora shaeira
اساطير النقل 💪

4-21 Reply



محمود بدوي
احلي نقله ❤️❤️

5-16 Reply



BoGy

ازاي اسجل ف التطبيق أنا معايا عرببيه

4-19 Reply



ASmaa AShraf ❤️

ينفع العفش يروح من الصعيد للفاھرة وكم المبلغ

4-19 Reply



Sherif Maarouf
كيفية تسجيل سيارات

4-28 Reply



Sheko Beko
الليثي واحد بس ✨❤️

4-19 Reply



محمد التابعي
احلي نقلة ❤️

4-18 Reply



احمد حسني
الاغنيه تحفه

4-26 Reply

لستي مسرفه رسيت اسحاق وردي
معاملات دخلك. تسطيع ان تسحب
رصيدك كاش في اي وقت.

TikTok specific results (April - June)

One sound. **National** salience.



+49.5M Views



+143K Interactions

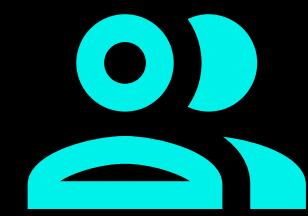
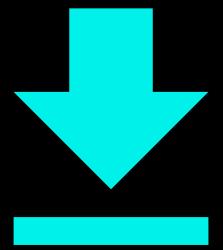


+31K Followers



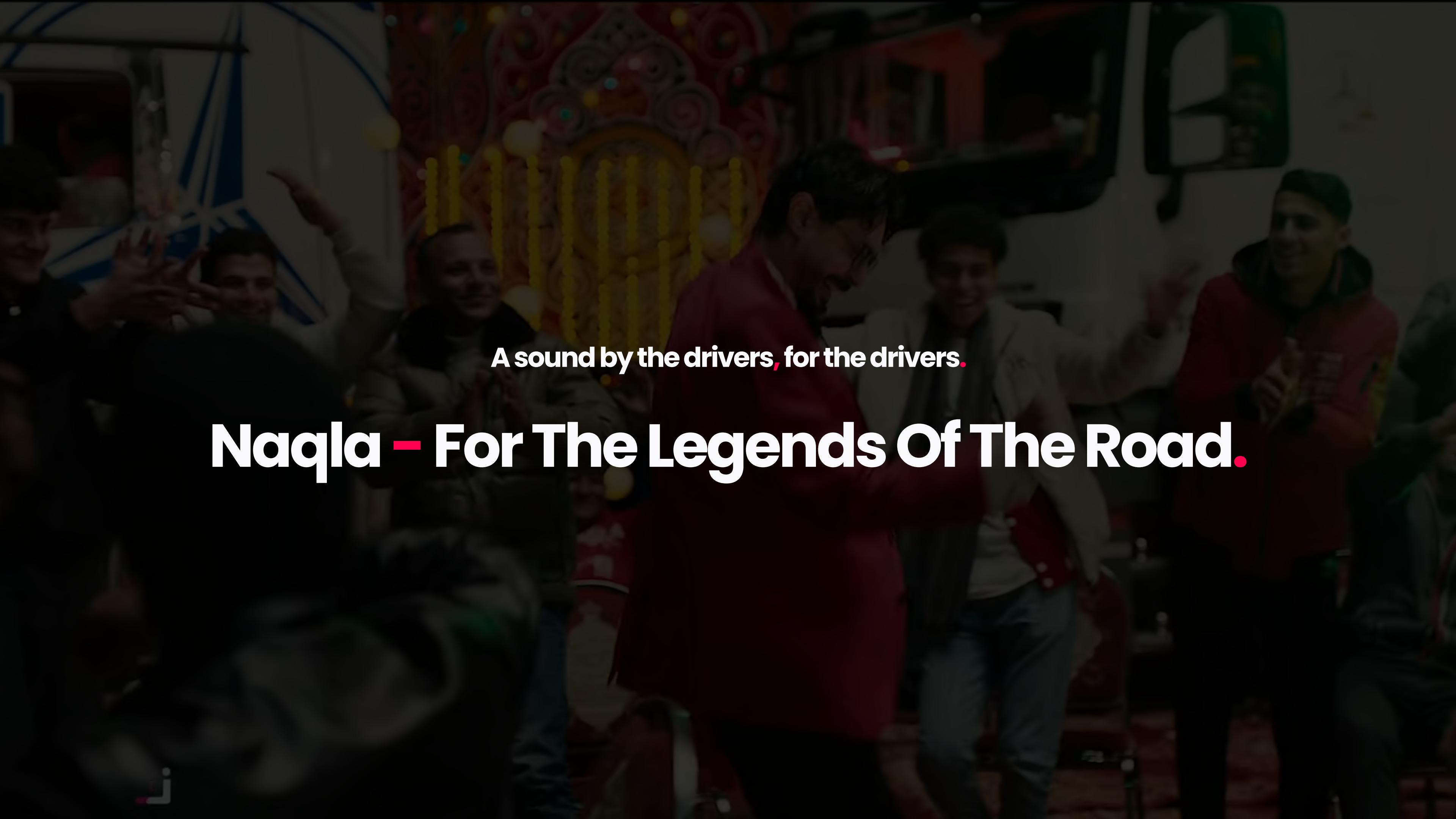
**+130K
Song Streams**

and yes, it moved the **numbers.**



8,540 driver installs
(+243% vs lifetime baseline)

50% of new installers
(returned in-window)

A dark, grainy photograph of a group of truck drivers in a workshop. Some are standing and talking, while others are working on a truck. The background is filled with colorful, patterned decorations, possibly flags or banners, hanging from the ceiling.

A sound by the drivers, for the drivers.

Naqla - For The Legends Of The Road.