

# 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.

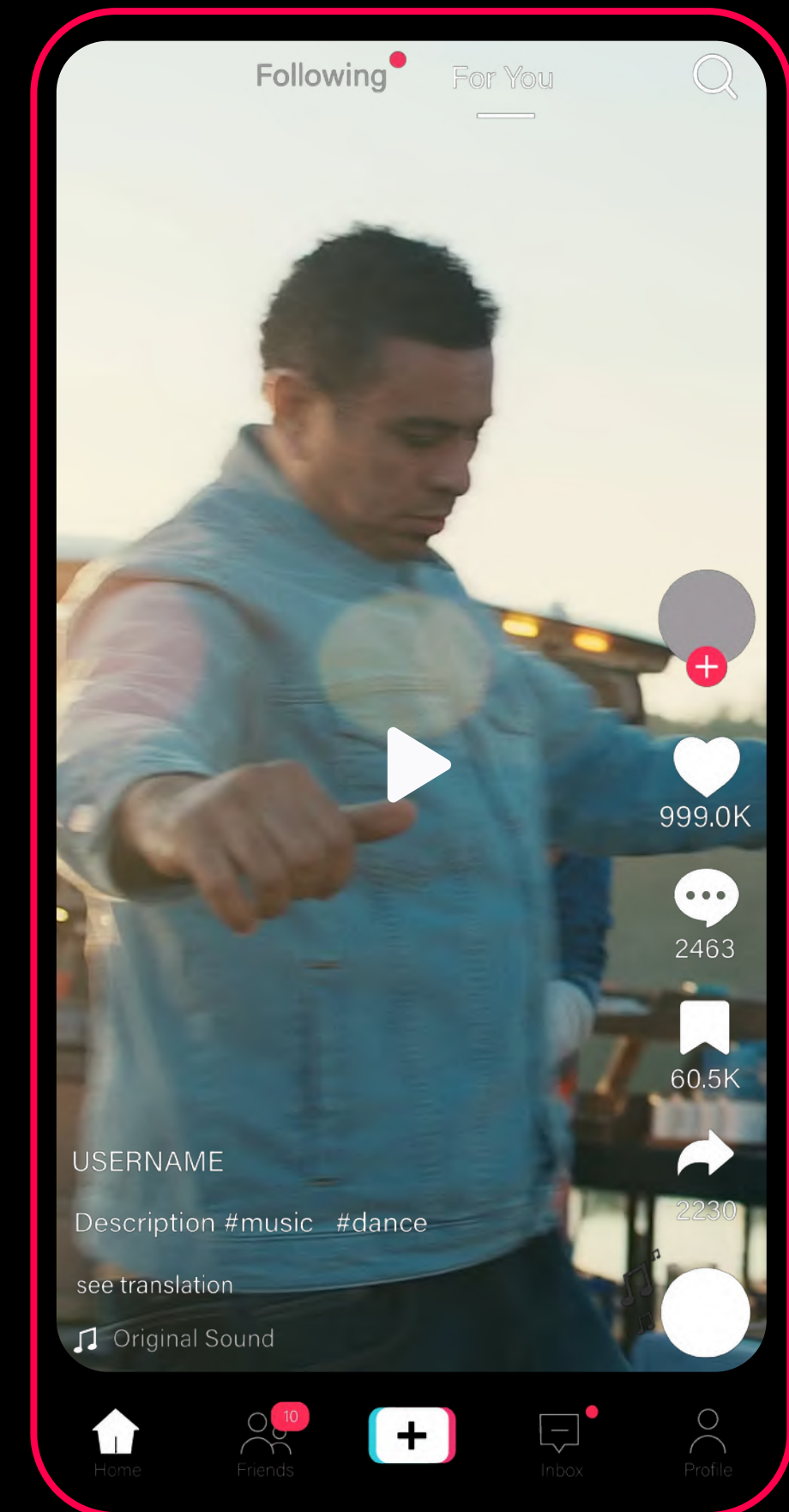
**If everyone can repeat it, drivers can't escape it.**



# TikTok is where a sound becomes a conversation.



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

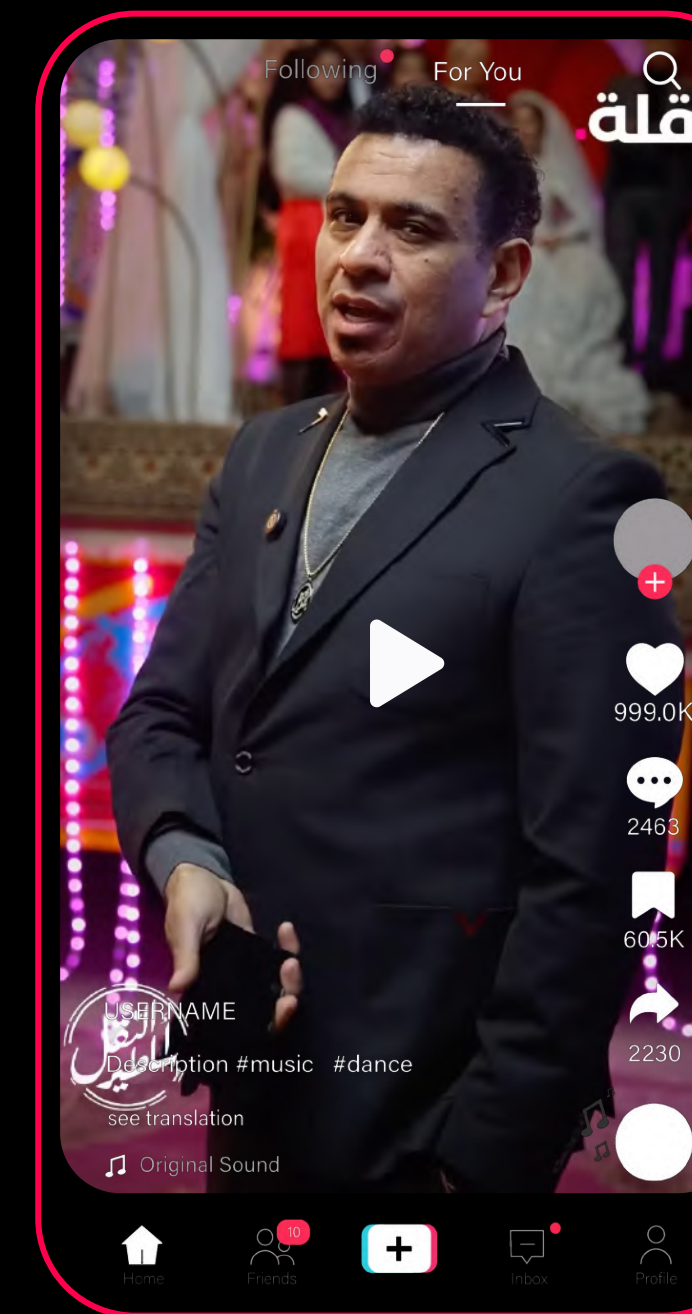
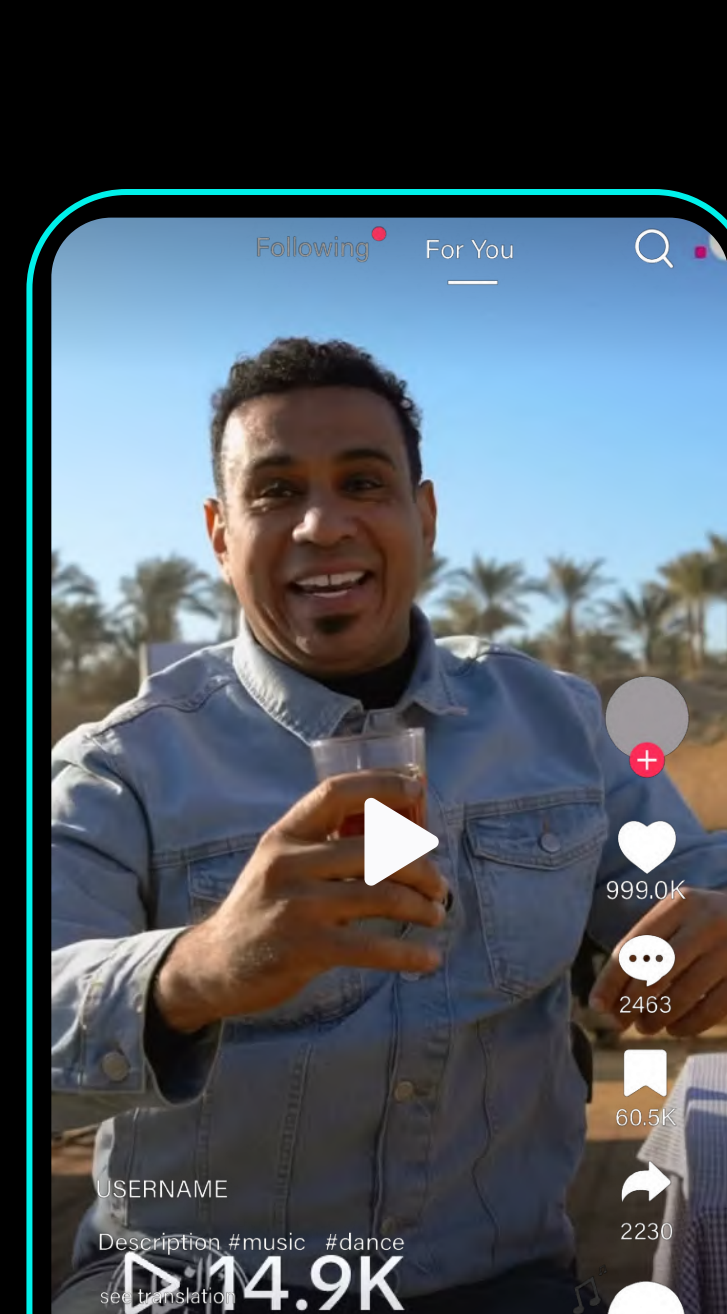
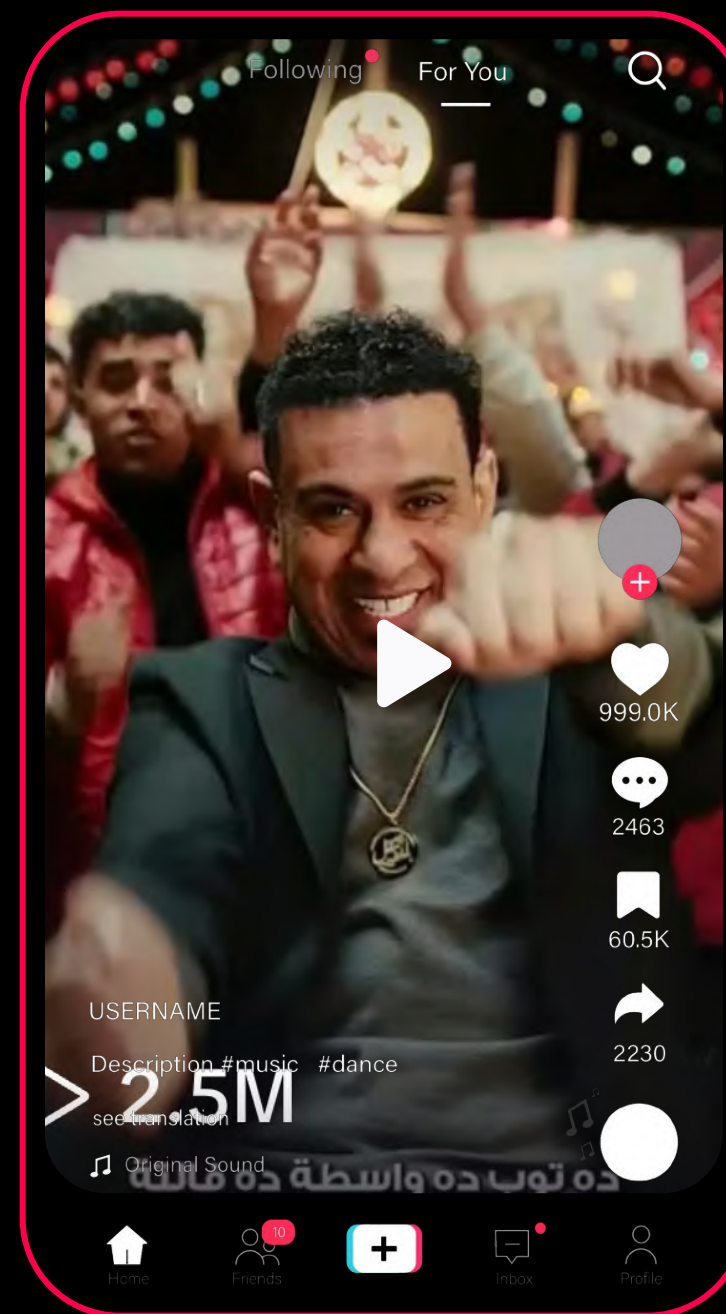
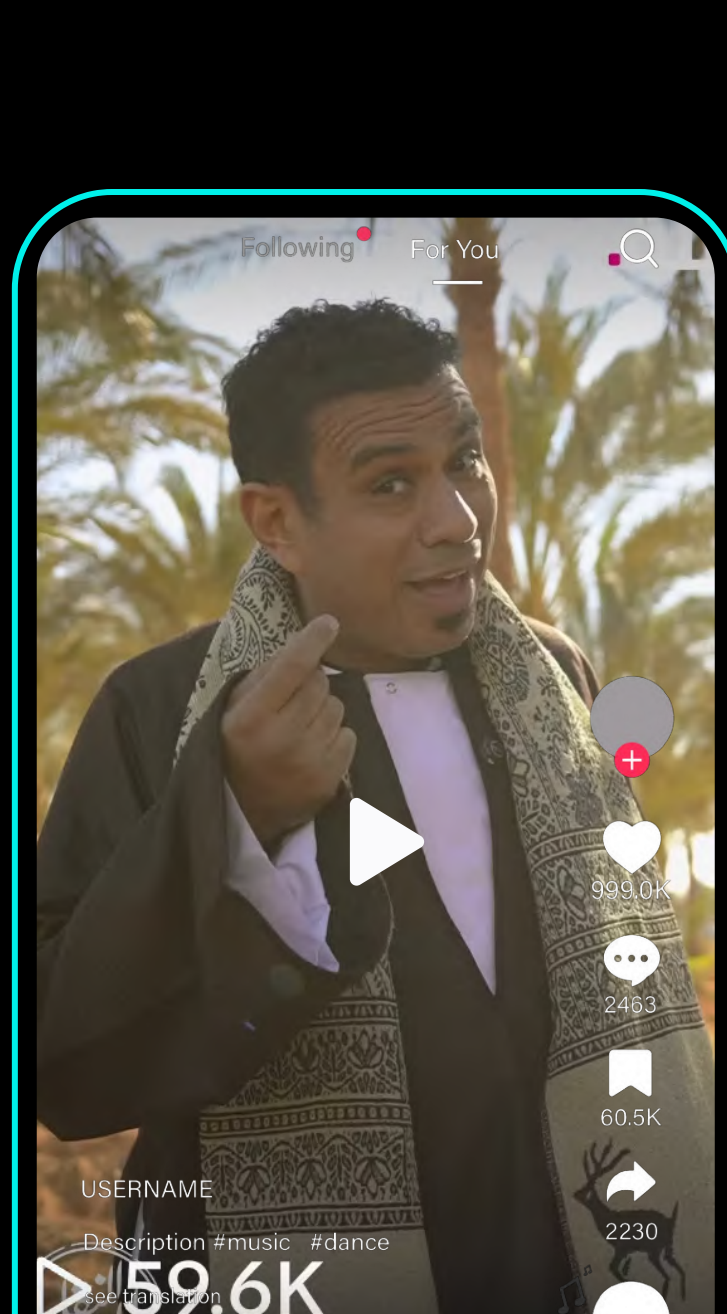
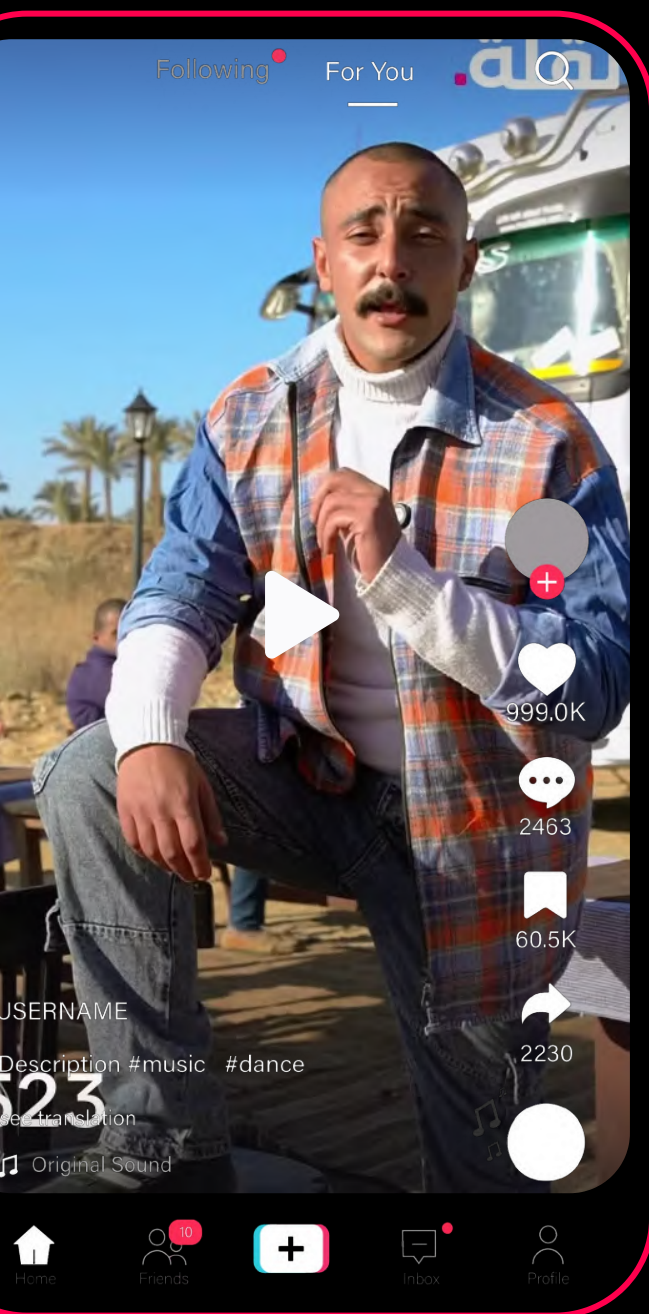




# And we did exactly that.

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 ورفايع من مدينة نصر إلى بدر

5-3 Reply



Nora shaeira

اساطير النقل 💪

4-21 Reply



محمود بدوي

احلي نقله ❤️❤️

5-16 Reply



ناقلة ... هتعمل في حياتك نقله



شقة ٧٠ م بس نينجا اوى 🍀🍀



لخدمات النقل 🇪🇬🇸🇦🇵🇸 الدولي##



عربيات مصر بقت عالمية##



مشاهدات 100 مليون## ترند##



ملحوظه العميل كلمنا قبل##



نضافه وتجهيز فرع فارسيكور



كفر الزيات



اسمع الاغنية وادخل في المودال##



جاسر بالك 01121160409##



كريستو ملك البطيخ##



الخبر على حضراتكم صباح##



ناقلة ... هتعمل في حياتك نقله



احل مصر



احل مصر



احل مصر



احل مصر



احل مصر



Sherif Maarouf

كيفية تسجيل سيارات

4-28 Reply



Sheko Beko

الليثي واحد بس 🌟❤️

4-19 Reply



محمد التابعي

احلي نقله ❤️

4-18 Reply



أحمد حسني

الاغنيه تحفه

4-26 Reply



BoGy

ازاي اسجل ف التطبيق أنا معايا عربيه

4-19 Reply



ASmaa AShraf

ينفع العفش يروح من الصعيد للقاهرة وكام المبلغ

4-19 Reply



TikTok specific results ( April - June)

# One sound. National salience.



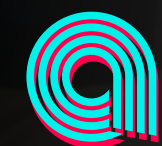
**+49.5M Views**



**+143K Interactions**

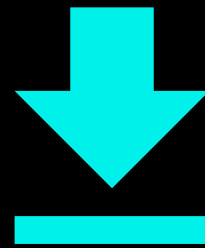


**+31K Followers**



**+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 group of men are celebrating on a stage. In the center, a man in a red suit is dancing. To his right, another man in a light-colored suit is also dancing. On the far right, a man in a red jacket is clapping. On the left, a man in a grey jacket is clapping. In the background, there is a large, ornate, golden throne or decorative structure. The scene is festive, with confetti visible in the air.

A sound by the drivers, for the drivers.

# Naqla - For The Legends Of The Road.

