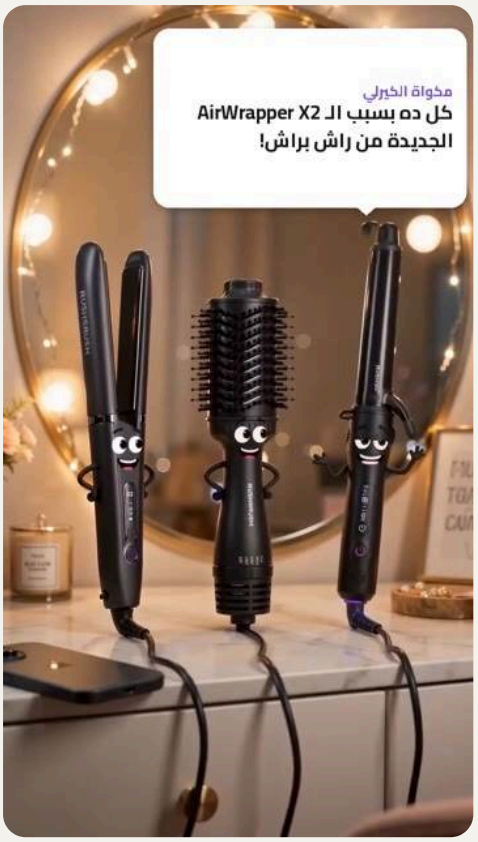
Case study 05 · RUSHBRUSH Black Friday · Egypt

The Tools Talk Back
Arabic version



3M
Views

16 sec
Length

9:16 vertical
Format

2
Scenes

The goal

Rebuild the talking-tools idea for the Egyptian audience and use it to launch the new AirWrapper X2.

The idea

The same three tools, but now they are old tools left in a drawer and jealous of the new AirWrapper X2. They speak in Egyptian Arabic with AI voices, and the joke ends inside the store where the owner is buying the new one.

Tools

Nano Banana · Seedance · Veo · ElevenLabs · After Effects · Premiere Pro

The edit

Second by second



0.1s
Hook

The straightener complains: «بقالي كتير مركون في الدرج.. نسيتني خالص؟»

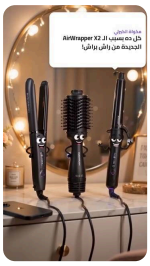
Why: A funny complaint in local dialect is something Egyptians recognise instantly. Humour in their own language stops the scroll faster than a translated ad.



3.5s
Character 2

The brush laughs: «وأنا كمان! محدش سمع لي صوت من زمان»

Why: The second tool agrees and makes the joke bigger. Two voices make it feel like a real conversation, not a pitch.



6.8s
Reveal

The curler explains: it is all because of the new AirWrapper X2.

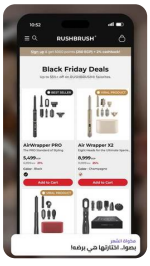
Why: The product name arrives as the punchline. The old tools sell the new product for us, which feels funnier and more honest than praising it directly.



8.5s
Twist

The owner sits down with her phone.

Why: A human moment gives the story a turn and leads naturally to where the purchase happens.



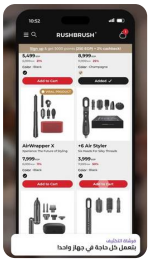
10.2s
Cut · Store

Into the app: «بصوا.. اختارتها هي برضه!»

Why: The only cut, timed with the line. The tools keep commenting over the store screens, so the shopping part still feels like part of the story.

The edit

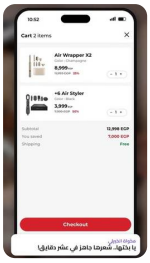
Second by second (continued)



11.9s
Benefit

«بتعمل كل حاجة في جهاز واحد!»

Why: The key selling point, one device for everything, is said by the competitors themselves, while the product is being added to the cart.



15.2s
Checkout

Cart with the saving: «يا بختها.. شعرها جاهز في عشر دقايق!»

Why: The last line promises a result, ready hair in ten minutes, on top of the checkout screen with the saving. Benefit, price and next step in one frame.

Behind the scenes

How it was made

1

Script in Egyptian Arabic

Rewrote the story around the new AirWrapper X2 with short, local, funny lines.

2

Voices in ElevenLabs

Gave each tool its own AI voice so the characters feel different.

3

Visuals in Nano Banana, Seedance and Veo

Built the vanity scene and tools, then animated them into motion.

4

After Effects and Premiere Pro

Animated faces and Arabic speech bubbles, built the app screens, and timed every line to the voice.

Takeaways

Why it worked

- Local dialect and humour feel made for Egypt, not translated.
- The old tools sell the new product, which is funnier and more believable.
- Voices plus captions work with and without sound.
- The story ends on the checkout screen with the saving.
- Reusing a proven format cut production time and still beat the original.

3M views

The Arabic version beat the English original by one million views.