The People's Network - TV Commercial Script by Somtel

1. Child: *‘Every day is a new journey,*

Somali: maalin kasta waa safar cusub

***B-rolls:*** Close-close up of a child’s face as he speaks…

***Voiceover:*** *where possibilities take flight/fly.'*

**The Plane (4guys selfie) *dialogue***

1. Actor 1: 'The journey begins, with every connection,

Somali: safarku waxa u uku bilaabmayaa wada xidhiidh

1. Actor 2: ‘every step forward.'

Somali: tallaabo kaste oo an horey u qaadno

**B-rolls:** aerial shot of the city, shots of the war plane, traffics etc.

Actors posing for pictures, one putting one leg forward, close ups etc.

***Voiceover:*** *'We bring you closer to the essentials, to your daily life,*

**The Biyoole Guy: *dialogue***

1. Driver:to the people you serve.'

Somali: dadka aad u adeegto

1. The boyeedaguy**:** 'Connected to what matters... every drop,

Somali: isku xidhnaanshuhu waa waxa muhiimka ah.. Dhibic kasta

1. Boyeeda customer: every message.'

Somali: iyo fariin kasta

**B-rolls:** biyoole guys selling water, filling customer’s cans, mobile money payments, smiles

Street, car driver from window watching biyoole, biyoole guys in streets, deliveries.

*Voiceover: 'In the heart of the market, where tradition meets technology, we connect livelihoods.'*

**Animal Market:** ***dialogue***

1. **Animal market:** 'We trade,

**Somali:** waan ganacsannaa

1. **Customer:** we connect, we build...

**Somali:** wan isku xidhnaa, waan dhisnaa

1. **Slaughter lady**: with every transaction.'

**Somali**: wax kala iibsi kasta.

**B-rolls:** Aerial of the market, sale of animals, sale transactions,

*Voiceover: 'From the peaks of our mountains to the world’s screens, we connect your stories.'*

**Sheihk mountains/Las geel: *dialogue***

1. 'Sharing the beauty of our land,

Somali: inaan ku baahinno quruxda dalkeenna.

1. our stories... with the rest of the world.'

Somali: iyo dhaqankenna adduunka oodhan

**B-rolls:** Aerial view of the mountains**,** guys having fun and taking pictures, cars maneuvering the mountains etc.

* **Older mums watching images of on a screen & smiling,**

*Voiceover: 'From the sea to the shore, we navigate life’s currents together.'*

***Berbera Beach:******dialogue***

1. **Berbera fisherman:** Somtel is with me, guiding every wave.'

**Somali:** Somtel wey ila jirtaa. Iyadoo hagaysa mowjad kasta

*Voiceover: Somtel*

**General Shorts:** ***dialogue***

* Is for Us! (Grocery lady)
* The people! (Old man)
* Is for tomorrow, the Future! (young Kid)
* The Footballer! (Kid playing)
* The farmer! (Female farmer)
* The engineer! (kid in uniform)
* The youtuber, vlogger! (Ergarde/sheikh)
* The entrepreneur! (Grocery / Boyeeda guy)
* Every Somali Person! (Everyone)
* Everyone: 'We are the people’s network.

Somali: waxaannu nahay shirkadda dadweynaha

* **Kids remote: ‘We are Somtel.'**

**Somali: waxannu nahay somtel**

End Music: The music fades, leaving a resonant, hopeful note as the screen fades to black.