**TVC TITLE: *“JILKA 5AAD – THE STICKS”***

**Product:** Somtel 5G  
**Duration:** ~90 seconds  
**Tone:** Emotional, Inspirational, Grounded

**SCRIPT BREAKDOWN: SCENES**

**SCENE 1: OFFICE (PRESENT)**

**Location:** Modern office, clean and elegant  
**Visual:** Mid-shot of the **Son**, now a grown professional, seated at his desk, speaking to camera softly. Framed family photo and router in background.

**Dialog:**  
**Son:**  
*"Aabo... Ma xasuusataa maalintii aan doonayay inaan dhaqaajiyo geedkii weynaa  
balse aan awoodi waayey..?"*  
*"I was trying to move that biiig tree trunk… all by myself… but I failed. I just couldn’t do it alone."*

**SCENE 2: FLASHBACK – THE STREAM**

**Location:** Forest stream or shallow river  
**Visual:**  
A young boy struggles to move a heavy log. His **father**, younger then, sits calmly nearby, watching.  
He hands the boy **a stick**.

**Voiceover (Son):**  
*"You gave me a stick and asked me if I could break it… I did."  
somai: waxaad isiisay kaliya ul waanan kala jabiyey*  
**Father (then hands 5 sticks):**  
*"Now break these."  
somali: imaka kala jabi kuwan*  
**VO:**  
*"It was hard."  
somali: aadbay u adkayd*  
**Father hands 10 sticks.**  
*"And that… was impossible!"  
somali: taasina waxay ahyd mid aan macquul ahayn*

**SCENE 3: YOUNG BOYS BUILDING A BRIDGE**

**Location:** Same stream, wider angle  
**Visual:**  
Group of young boys team-lift the log into place over the stream, laughing and crossing it.

**Voiceover:**  
*"That day I learned — when we connect and work together, we become stronger. We can achieve anything."****somali****: maalintaa waxaan bartay markaynu isku tagno, waxaynu noqonaa kuwa awood badan. Wax walbe oo an rabno waan gaadhi karnaa*

**SCENE 4: OFFICE (PRESENT)**

**Visual:**  
The **Son** opens a drawer and pulls out the **bundle of 10 sticks**, now tied with a string.  
He holds them reverently.

**Son:**  
*"I still keep them... to remember. Aabo, times have changed, but the principles are the same. This, is what I do at work."  
  
wali waan haystaa, si aan ugu xaasuusto. Aabo waqtigu wuu is badalay lkn sharciyadu wa kuwii hore uun. Tani wa shaqadayda*

**SCENE 5: NATIONAL VISUAL MONTAGE**

**Voiceover (Son continues):**  
*"We are the bridge that connects...*

* The **port of Berbera** to the towns in **Wajaale**
* **Rural schools** to **universities** in **Hargeisa**, **Borama**, and beyond
* The **shores of Maydh** to the **borders of Ethiopia**
* The **fishermen in Berbera** to the **consumers in Hargeisa**
* The **businesses of Somaliland**… to the **rest of the world**!"\*

**Visuals:**  
Aerial drone footage of:

* Port activities
* School in rural village
* University in session
* Maydh coastline
* Fish market in Hargeisa
* Trucks on trade roads
* Fiber cables, towers, and Somtel workers installing 5G routers

**SCENE 6: VIDEO CALL – STREAM & OFFICE**

**Location A:**  
Father seated on a stone near the same stream, older, holding a tablet  
**Father:**  
*"Tani waa yaab, wiilkaygiiyow… Waxa ay ila tahay inaanu isku meel joogno — halkan Sanaag."*

**Location B:**  
Son in office, smiling warmly  
**Son:**  
*"Maya Aabo… waxaad ila joogtaa halkan – Hargeisa!"*

**SCENE 7: OUTRO GRAPHICS & VOICEOVER**

**Visual:**  
Map of **Somaliland** appears, Somtel 5G coverage **expanding and glowing** across all regions.

**Voiceover:**  
*"Somtel 5G, internet-ka jiilka 5aaad "*

**On Screen Text:**  
"Connect to the future. Connect with Somtel 5G."  
**somali:** ku xidhnow mustaqlka, ku xidhnow internet-ka 5G ee somtel   
**Logo:** Somtel + 5G animated logo  
**Hashtag:** #Jilka5aad

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| --- |
| CAST LIST |
| | **Role** | **Description** | **Qty** | | --- | --- | --- | | Son (Adult) | Late 20s–30s, professional look | 1 | | Father (Older) | Late 60s–70s, wise and warm | 1 | | Young Son | Age 8–10, active, expressive | 1 | | Young Father | Late 30s, calm, authoritative | 1 | | Young Boys | Group of 4–5 for log scene | 5 | | Office Staff (Extras) | Office colleagues (no lines) | 2–3 | | Villagers/Traders (Extras) | Shown in montage | 4–6 |   Total cast needed: ~14–16 |