**JILKA – SOMTEL**

**Title: “The Disconnected House”**

**Duration:** 45 seconds  
**Style:** Investigative parody, cinematic, warm undertone  
**Setting:** A typical Somali home—family inside, eerily quiet — no devices working

**TVC Concept:**

**[0:00 – 0:05]**  
*Wide shot of a quiet house. Yellow police tape reads: “NO SIGNAL.”*  
Two serious **investigators** arrive at the front door — trench coats, notepads, serious faces.

**Detective 1 (grim tone):**  
*"Family of five. Zero bars. No messages. No hope."*

**[0:06 – 0:15]**  
*They step inside. The living room looks tense — the dad’s phone stuck loading, the mom’s video call frozen mid-expression, the teenager tapping the screen in frustration. A little boy looks confused at a tablet that won’t load YouTube.*

**Detective 2 (checking device):**  
*"No network. Not even 3G. It’s like this place was cut off from the world..."*

**[0:16 – 0:25]**  
*Detective 1 pulls out a sleek silver case. Inside: a* ***Somtel 5G SIM card****.*

**Detective 1 (quietly, like unveiling evidence):**  
*"Let’s try this."*

**[0:26 – 0:30]**  
*They insert the SIM into the father’s phone. A moment of silence... then — PING!*  
*The signal bars shoot up. “5G” appears. Notifications pour in. TikTok opens. Video call reconnects. Music plays.*

**[0:31 – 0:38]**  
*The family starts reacting with joy — the teen cheers, the mom laughs, dad shakes his head smiling. The detectives nod.*

**Detective 2 (smirks):**  
*"Case closed. 5G was all that was missing!."*

**[0:39 – 0:45]**  
*Closing frame:*  
**Somtel 5G SIM – The Missing Piece**

**Main Cast (8 Actors)**

1. **Detective 1** (Female lead investigator)
2. **Detective 2** (Partner, delivers "Case closed")
3. **Father**
4. **Mother**
5. **Teenager**
6. **Young Child 1** (Age 4-7)
7. **Young Child 2** (Age 4-7, sibling)
8. **Background Cop** (Silent officer)