**No shortcut
Telekom - 60sec advertisement**by Team Maputo

**Context:**

Bringing up children requires constant attention and care from the very beginning. Parents have to face new and unexpected challenges on a daily basis. The online space is not just useful and essential for children but potentially dangerous as well, therefore creating new challenges for the parents. Adults need to adapt to new technologies, prohibition is impossible and not rewarding.

**Summary:**

In our short film, we glimpse into the life of a family in two different realities. In the first one, parents can control their children through an application whenever they are displeased with their online activities. Although seemingly this is a painless and rapid solution, we can observe that it generates an unhealthy distance between the family members.

In contrast, in the second reality, parents pay genuine attention to their loved ones by sharing the joys and sorrows of the digital world with them. In this family, they discuss and process their experiences together, teaching their children to a more conscious, safe and healthy online life.

**Our Interpretation:**

Although instant solutions are non-existent, we wanted to present how convenient it would be to solve parenting problems just by one touch. By showing this, we suggest that the basic parental guidance often uses banning as a form of solution. We deeply believe that it is the wrong course toward a healthy parent-kid relationship, therefore we are presenting a realisable reality, in which parents are not prohibiting but are integrating the use of technology.