

Project Notes

TLDR

Something like this cannot be one shot by nano banana and requires tooling to enable users to edit things like captions, clip length, speed of narration, etc.

<https://www.facebook.com/ads/library/?id=1602398940915069>

Basic Requirements

1. User can either insert a script or draft one in collaboration with the AI tool. User should sign off before AI uses the script
2. User should be able to insert reference images or video link
 1. Tool should use a pre-selected set of 11Labs voices
3. **There should be a suite of pre-existing product recordings or screenshots that will be included in the final result so that we do not need to take a chance on the AI properly generating these components with each pass.**
4. AI should ideally generate multiple variants of the final concept with parallel processes
5. Light UI similar to iMovie or CapCut to allow user to edit components of the output
 1. User should be able to edit components like caption size, font, etc.
 1. The text should not be built on the video with AI, but done afterwards.
There are probably APIs for this.
 2. Ideally clips can be trimmed, but this is not necessary
 3. Ability to speed entire video + narration up or down
6. Videos must be able to be downloaded with systematic naming conventions
 1. UserEnteredName-#
 2. In an ideal world, these can be directly exported to GDrive, but this is not a requirement

Video musts

1. ~20 seconds
2. On-screen captions
3. 9:16 aspect ratios BUT all key elements must be in the center square (
 1. 1080x1080 square

things to note:

FAL can extract video frames → this could form the basis of a pipeline where ref videos are torn down

Video Teardown

Generated by FAL:

Video Analysis: Health/Hormone Awareness Ad (Function Health App)

Segment Breakdown (0:27 - 0:45)

Frame 1 (0:27) - Opening Hook

- White paper-cut silhouette of a woman's head in profile
- Teal/blue textured background
- Text labels floating around: **sleep, mood, brain, metabolism, heart, bones**
- Center text: "**your hormones are shifting**"
- Visual metaphor: body systems affected by hormonal changes

Frame 4 (0:30) - Transition Graphic

- Two dark navy silhouettes facing each other (mirror image)
- Cream/beige background
- Text: "**It's the start**"
- Minimalist, clean design

Frame 6 (0:32) - Elaboration

- Same dual silhouette concept but now golden/illuminated

- Intricate tree/neuron patterns inside the heads (symbolizing brain/body connection)

- Dark blue background

- Full text: "**It's the start of truly knowing yourself**"

Frame 8-9 (0:34-0:35) - Call to Action

- 3D rendered golden clipboard with paper

- Background shows scrolling medical terms: *Albumin, ALP, Alzheimer's Risk, Ovarian Reserve, Ferritin, Hormone, Allergies, Food*

- Bold text: "**TIME TO TAKE CONTROL**"

- Human body silhouette with visible internal systems

Frame 11-12 (0:37-0:38) - Product Demo

- Woman's hand holding smartphone against golden sunset backdrop

- **Function Health app** displayed on screen

- Text overlay: "**ARM YOURSELF WITH YOUR DATA**"

- App showing **Thyroid** category with:

- Thyroxine (T4) Free

- Thyroid-Stimulating Hormone (TSH) - with trend graph showing values (1.36, 1.2, 1.32) over Aug 24 - May 25

- Triiodothyronine (T3) Free

- Thyroglobulin Antibodies (TgAb)

- Thyroid Peroxidase Antibodies (TPO)

- Clinician Notes section

Frame 14 (0:40) - Dashboard Overview

- Full app interface with warm brown/sepia tones

- **Action Plan** section with expandable categories:

- Foods to enjoy

- Foods to limit

- Self care
- Supplements

- Health Metrics Dashboard:

- 147 Biomarkers (131 In Range, 24 Out of Range, 31 Improving)
- Biological Age: **43** (5 years younger than chronological)
- Lead: 1.2 mcg/dL
- hs-CRP: 0.7 mg/dL

Frame 16-19 (0:42-0:45) - Closing Visual

- Elegant blue and white porcelain teacup with gold trim
- Warm amber tea being poured from decorative teapot
- Teal/turquoise background
- Final message: "**PUT YOUR HEALTH FIRST**"
- Calming, self-care imagery to reinforce the wellness message

Summary

This is an advertisement for **Function Health**, a health testing/monitoring app. The narrative arc:

1. **Problem statement** (0:27): Your hormones are shifting, affecting sleep, mood, brain, metabolism, heart, bones
2. **Positioning** (0:30-32): This is an opportunity for self-discovery
3. **Solution** (0:34-35): Take control with data
4. **Product demo** (0:37-40): Function app tracks 147+ biomarkers including thyroid panels, provides action plans, biological age tracking
5. **Closing** (0:42-45): Self-care imagery reinforcing "put your health first"

Minimalist Teardown:

Script (start at 0:27).

Your hormones are shifting, shaping all aspects of your life.

00:27

But this isn't the beginning of the end.

00:29

It's the start of truly knowing yourself.

00:32

Embrace your strength.

00:33

It's time to take control.

00:35

Get the right support.

00:36

Arm yourself with your data.

00:38

Follow a plan tailored to you.

00:40

It's time to put your health first.

Video notes: Text animates in word-by-word synced to voiceover, silhouettes morph smoothly into each other, objects rotate gently into frame with subtle depth, and lifestyle footage uses slow pans and pours to create a calm, deliberate pacing throughout. Narrator is a calm female voice with a British accent.

Images:







