



Video Brief #25 - How IgG Food Intolerance Test Works

Project: Food ID **Duration:** 40-45 seconds **Format:**  Social/Organic
Format reference video:  weightloss.mp4

LT footage: **TBD**

PL footage:

Part 1 -  IMG_1810.mov

Part 2 -  IMG_1811.mov

Part 2 -  IMG_1812.mov

Scripts

*IMPORTANT: Please be aware that the recorded footage may differ slightly from the original script provided in the brief. In such cases, **the footage takes priority** — your edits and subtitles should faithfully follow the spoken dialogue and actions as captured on camera, rather than the written script.*

*Ensure that all **subtitles are transcribed directly from the actual footage** to maintain accuracy and authenticity.*

If any major discrepancies arise that affect meaning or narrative flow, please [contact us](#) before proceeding.

Lithuanian

Kaip vyksta IgG maisto netoleravimo tyrimas – ir ką jis parodo? Tyrimas atliekamas iš kraujo. Kraują galite priduoti bet kurioje iš 29 partnerių klinikų visoje Lietuvoje.

Laboratorijoje ieškoma IgG antikūnų prieš daugybę maisto produktų. Rezultatai padeda sudaryti struktūruotą planą – ką verta laikinai eliminuoti ir stebėti pokyčius.

Norint tikslių atsakymų – svarbu žinoti, ką tikrina IgG testas. Sužinok daugiau ir pradėk nuo aiškumo.

Polish

Jak wygląda test IgG na nietolerancję pokarmową – i co pokazuje? To badanie z krwi. Krew możesz oddać w jednej z 29 partnerskich placówek w całej Polsce.

W laboratorium szukamy przeciwciał IgG na dziesiątki składników pokarmowych. Wyniki pomagają ułożyć plan eliminacji i obserwacji – co wykluczyć na próbę, a co zostawić.

Jeśli chcesz trafnych odpowiedzi – warto wiedzieć, co dokładnie bada test IgG. Dowiedz się więcej. Zaczynij od jasnej diagnozy.

English Translation

How does IgG food intolerance test work – and what does it show? The test is done from blood. You can submit blood at any of 29 partner clinics throughout Lithuania.

In the laboratory, IgG antibodies against many food products are searched for. Results help create a structured plan – what's worth temporarily eliminating and monitoring changes.

For accurate answers – it's important to know what IgG test checks. Learn more and start with clarity.



Video Structure

Based on "Expert Explains the Topic" Format - Q&A Style

IMPORTANT: This is a "Doctor replies to a question" format. Add TikTok/Instagram-style "people ask" badge overlay at the beginning.

LT: Ką parodo IgG testas?

PL: Co pokazuje test IgG?

Scene 1: Hook - Question (0-5s) - 12%

LT: Kaip vyksta IgG maisto netoleravimo tyrimas – ir ką jis parodo? **PL:** Jak wygląda test IgG na nietolerancję pokarmową – i co pokazuje? **EN:** How does IgG food intolerance test work – and what does it show?

Editing notes: Add "people ask" badge overlay at start. Educational setup, explaining process.

Scene 2: Test Process (5-15s) - 24%

LT: Tyrimas atliekamas iš kraujo. Kraują galite priduoti bet kurioje iš 29 partnerių klinikų visoje Lietuvoje. **PL:** To badanie z krwi. Krew możesz oddać w jednej z 29 partnerskich placówek w całej Polsce. **EN:** The test is done from blood. You can submit blood at any of 29 partner clinics throughout Lithuania.

Editing notes: Practical information. Emphasize accessibility (29 locations).

Scene 3: What Test Shows (15-32s) - 40%

LT: Laboratorijoje ieškoma IgG antikūnų prieš daugybę maisto produktų. Rezultatai padeda sudaryti struktūruotą planą – ką verta laikinai eliminuoti ir stebėti pokyčius. **PL:** W laboratorium szukamy przeciwciał IgG na dziesiątki składników pokarmowych. Wyniki pomagają ułożyć plan eliminacji i obserwacji – co wykluczyć na próbę, a co zostawić. **EN:** In the laboratory, IgG antibodies against many food products are searched for. Results help create a structured plan – what's worth temporarily eliminating and monitoring changes.

Editing notes: Educational, explaining utility of results.

Scene 4: Soft CTA (32-45s) - 24%

LT: Norint tikslių atsakymų – svarbu žinoti, ką tikrina IgG testas. Sužinok daugiau ir pradėk nuo aiškumo. **PL:** Jeśli chcesz trafnych odpowiedzi – warto wiedzieć, co dokładnie bada test IgG. Dowiedz się więcej. Zacznij od jasnej diagnozy. **EN:** For accurate answers – it's important to know what IgG test checks. Learn more and start with clarity.

Editing notes: Helpful, educational. Not pushy – informative CTA. No hard overlay for organic content.



Subtitles (Required)

Style: Roboto Bold, White text with bold black outline **Timing:** Up to 3 words per card, word-for-word from script **Positioning:** Bottom third of screen, centered

Key emphasis points:

- "IgG" medical term
 - "29 partnerių klinikų" / "29 partnerskich placówek" (accessibility)
-

Visual Elements

Required:

- **Main footage:** Doctor replies to a question (Q&A educational format)
- **Format:** 1080x1920 vertical
- **Background:** Professional consultation setting
- **Camera:** Static, eye level, medium shot
- **Opening overlay:** TikTok/Instagram-style "people ask" badge

Possible Video Edits:

- "People ask" badge at beginning (0-3s)
- Blood sample visual (medical, professional)
- Map showing 29 clinic locations
- Laboratory testing process (brief, not graphic)
- IgG antibodies visualization (simple animation)
- Results report visual
- Elimination plan illustration

Content type: This is educational organic content explaining the testing process. Builds trust by demystifying the test.

Brand Styling (Food ID)

Font: Roboto (Bold for subtitles, Regular for overlays)

Colors:

- Light Mint: #C5F1E8
- Primary Turquoise: #5FE3C0
- Light Yellow: #FFF4B3
- Bright Yellow: #FFD700
- Black: #2D2D2D
- White: #FFFFFF

Deliverables

Video files:

- [FoodID_Brief_25_LT_v2.mp4](#) (1080x1920 vertical)
- [FoodID_Brief_25_PL_v2.mp4](#) (1080x1920 vertical)

Project file: Source project file (.prproj, .fcpx, .aep, or your editor format) with all assets organized

Quick Checklist

- Full word-for-word subtitles (up to 3 words per card)
- "People ask" badge overlay at beginning
- Both LT and PL versions exported
- 29 clinic locations emphasized (accessibility)
- IgG antibody testing explained simply
- Practical utility of results communicated
- Food ID brand colors applied
- Source project file included
- 1080x1920 vertical format confirmed

Questions? <http://t.me/diebutfly>

Format Notes

This video uses **Q&A educational format with "people ask" badge** to explain testing process and build trust.