



Specsavers

Flickerfest short film brief

everything you need to know

Specsavers

Background

For over 15 years, “Should’ve Gone to Specsavers” has been one of Australia’s most beloved ad campaigns. Now, we’re inviting content directors across the country to become involved.

We’re on the lookout for talented creatives who can deliver an entertaining short film in the spirit of Should’ve’s and leave a lasting impression. Imagine your short film being showcased at Flickerfest’s prestigious Bondi event, followed by a tour of Australian venues throughout 2025.

It’s an incredible opportunity to shine on a national stage and showcase your skills.

What are the production considerations?

The film needs to be shot in or around Melbourne, so please consider scene locations that are appropriate to the city, or otherwise achievable in a studio or set. Our aim is to create a short film that can be shot in a single day, allowing for flexibility in post-production edits.

What are the delivery requirements for this competition?

A script for a 1-minute film. This can be in as much or as little detail as you want, just so long as it gets the idea across. We would also love to see some of your previous work demonstrating your skills as a director.

Also feel free to accompany your script with a storyboard, although it’s not mandatory.

What are our business/marketing objectives?

This is both an acquisition (bring in new customers) and retention (keep existing customers) campaign by creating brand affinity, recognition, and brand love.

- Prompt eye tests
- Engagement with our SHGTS moments
- Drive community talkability and likability

Who is the target audience?

It’s for everyone aged 18–64. We want our films to have broad-reaching appeal, so no one feels left out.

What are the creative considerations of a good SHGTS film?

The “Should’ve gone to Specsavers” concept revolves around a single idea: a person unknowingly finding themselves in a situation because of an error in sight. Our TV commercials should primarily rely on visual humour, with little to no scripted lines from the talent. And remember that for the joke to land, it’s crucial that the hero remains unaware of their mistake.

Another thing that’s really important to note is that we never make fun of individuals. Our goal is to capture the universal experience of making an “error of judgement”.

We want our lead talent to be laughed with, or sympathised with, but never criticised. So just make sure that the positioning in your idea is light-hearted and warm.

Also make sure that your idea ends with the required Should’ve gone to Specsavers tagline and Specsavers logo.

Timings & Budget

The competition opens 1 July and closes in mid-August, with finalists announced in mid-September. Once the winning idea is selected, we’ll commence production in October, with the final film delivered in November 2024.

As for the budget, don’t worry about it. We’ll assign a commercial budget to the winning idea, so that’s a problem for us.

You just
bring the
great idea

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