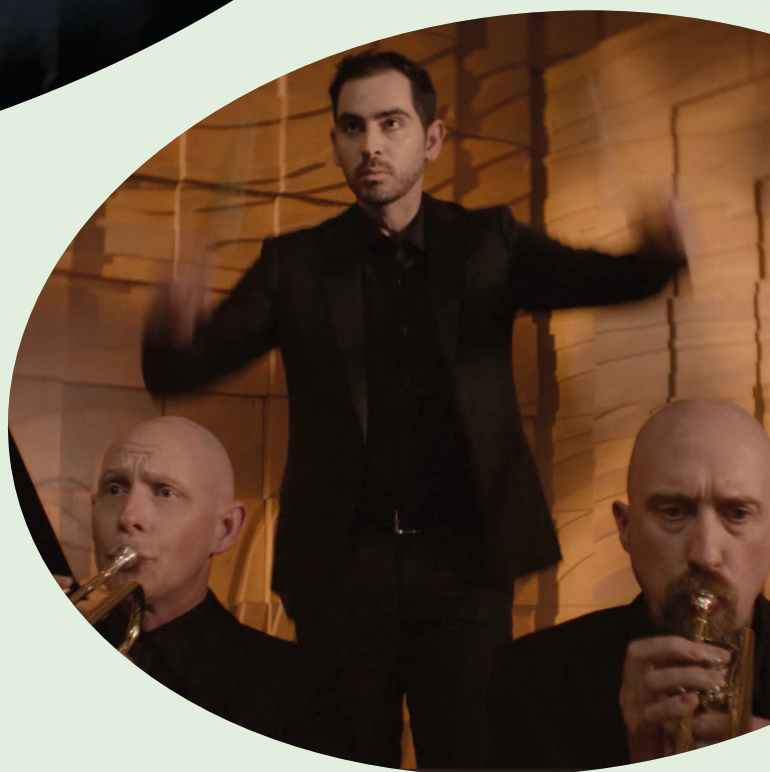




Specsavers

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 filmmakers across the country to become involved. We’re on the lookout for talented creatives who can deliver a completed 30 second short film in the spirit of a Should’ve Gone to Specsavers TVC and leave a lasting impression.

We’ll be critiquing all of the entries and announcing five finalists who will all be showcased at Flickerfest’s prestigious Bondi event. We will throw it to the public and ask them to vote on their favourite to see which of our five finalists is the major prize winner. All of the finalists may have the opportunity to be showcased on the national stage via paid media for the duration of 2026. 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 written, filmed and produced by you and your team. The sky is the limit when it comes to how creative your film can be. For any questions on the final film format please reach out to Flickerfest.

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. The aims of this film will be to:

- Prompt eye test bookings
- Encourage 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 a sight error. 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.

Please include our templated end frame to end your film with. This will feature the required Should’ve Gone to Specsavers tagline, Specsavers and Flickerfest logos. This can be downloaded from the Flickerfest website.

Timings & Budget

The competition opens 1 August 2025 and closes on 1 December 2025, with finalists announced in mid-December 2025. The five finalists will be shown during the 2026 Flickerfest Festival period in Bondi and voting will open to the public during this time. The grand prize winner will be announced once public voting has closed and announced at the conclusion of the festival on 1st February 2026.

We look forward to seeing our brand come to life through your creative ideas!

**Should’ve
gone to
Specsavers!**

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