

GLYNDEBOURNE

18 June 2026

Glyndebourne, the home of world-class opera, is looking for a filmmaker to create a new trailer for its flagship Festival: one that captures what makes the experience unmistakably ours, drives ticket sales and keeps audiences coming back year after year.

From May to August, the Festival attracts over 95,000 audience members from around the world. This trailer will be our primary asset in driving ticket sales for the Festival and needs to make a big impact on our audiences – new and established. And as we spend 98% of our advertising budget on digital marketing it has to work hard in our campaigns too.

Championing opera and the originality of Glyndebourne, this film must feel authentic, free from AI clichés and stand out from our competitors. The opening needs to grab immediate attention. The film should represent the exceptional quality of Glyndebourne on and off stage, and demonstrate that a visit to Glyndebourne is more than just a trip to the opera.

This trailer:

- Should be no longer than 30 seconds.
- Be provided in a variety of formats and lengths optimised for different social platforms
- Will be our hero asset for Festivals 2027-2029; this longevity should be considered in the original planning eg creating versions for each year/season, versions within a season, cutdowns etc.
- Will be featured in both our paid and owned channels.

Our brand

Following a strategic brand review with Pentagram in 2025, this trailer will be the first hero asset of its type commissioned to incorporate our new brand identity.

The trailer should showcase artistic excellence, innovation and the Festival experience.

It will sit alongside the short films made by our in-house Content team who have extensive experience in filmmaking. We have made and used promotional trailers for many years and they are often emulated by others. The last trailer we made can be found [here](#). To stand out in an increasingly competitive digital media landscape, we are looking for something fresh and different.

Up for the challenge?

Expressions of interest are sought from filmmakers with their own crew, production companies and agencies who share our passion for connecting people with extraordinary experiences, and are able to match the creativity and excellence found on (and off) the Glyndebourne stage.

Proposals should include:

1. The creative concept (Treatment): a brief narrative or visual summary of your idea for the trailer, including references for visual style, tone and pacing.
2. Music/audio approach: a brief note on how you plan to utilise music and/or audio.
3. Proven effective advertising experience: 2-3 examples of work used in advertising campaigns.
4. Showreel/relevant work: 2-3 links to previous video campaigns that demonstrate your ability to capture high-end aesthetics and emotional storytelling.

Please include key timelines and an indicative budget for each phase of work. We'd also like to understand who'd be working on this project.

Timeline

W/c 29 June 2026

Virtual Q&A sessions – open conversations for those who'd like to discuss the brief in more detail

Friday 10 July 2026 (5pm)

Deadline for expressions of interest

W/c 20 July 2026

In-person responses to the brief for shortlisted filmmakers

The winning filmmaker should anticipate beginning work as soon as possible after their appointment, which we expect to take place at the end of July. We would like you to experience Festival 2026 and have the opportunity to film during the Festival as necessary.

** Filmmaker – can be an individual filmmaker with their own crew, production company or agency.*

Next steps

To arrange a virtual Q&A, to take place **w/c 29 June**, please contact:
Karen Anderson, Head of Content karen.anderson@glyndebourne.com

Following this, all expressions of interest should be submitted by **10 July** to:
Karen Anderson, Head of Content karen.anderson@glyndebourne.com and
Pascale Zaidel, Head of Marketing pascale.zaidel@glyndebourne.com

More about Glyndebourne

For over 90 years, Glyndebourne has been home to some of the best opera in the world: groundbreaking, award-winning productions crafted with exquisite attention to detail. In 2025, more than 150,000 people experienced a live performance inside its state-of-the-art theatre in the beautiful Sussex countryside. With the second-largest opera programme in the UK, Glyndebourne is a destination for opera lovers everywhere.

And it's unapologetically ambitious. From the uncompromising artistic excellence of the flagship summer Festival, to the innovation in the burgeoning Autumn Season, and a year-round learning and engagement programme running projects designed to spark a lifelong interest in opera.

Find out more at glyndebourne.com