WERKMEISTER MEDIA

>> Dave Ardito <<

Youtube views in total: **2.9** billion

ABOUT

REACH

Dave Ardito (born in Bavaria in 1988) is a Spanish-Italian director, screen-writer, actor and influencer. He received several awards for his short films.

Ardito has also been nominated for two Pitch to Screen Awards in the Best Short Film and Best Editor categories. Since 2020, he has been very successful on social media as a creator on TikTok, among others.
He mainly uses themes and motifs from well-known anime and relates them to everyday situations.

over **8.7 million**
Follower
over **120 million**
Views

over **10.1 million**
Follower
over **90 million**
Views

over **8.7 million**
Follower
over **120 million**
Views

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» I am the Real Life Anime Character, my passion is to transmit Anime into real life. **«**

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United States of America	1,9	million
Germany // Austria // Switzerland	6,0	million
United Kingdom	2,6	million
Asia & South America	7,6	million
Rest of Europe	1,9	million

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Process

- You tell us which product you want to advertise.

- We ask Dave about his interest.

- Lead time: approx. 6 weeks

- Creation period: approx. 4 weeks

- Inform your followers on your platforms and look forward to millions of reactions!
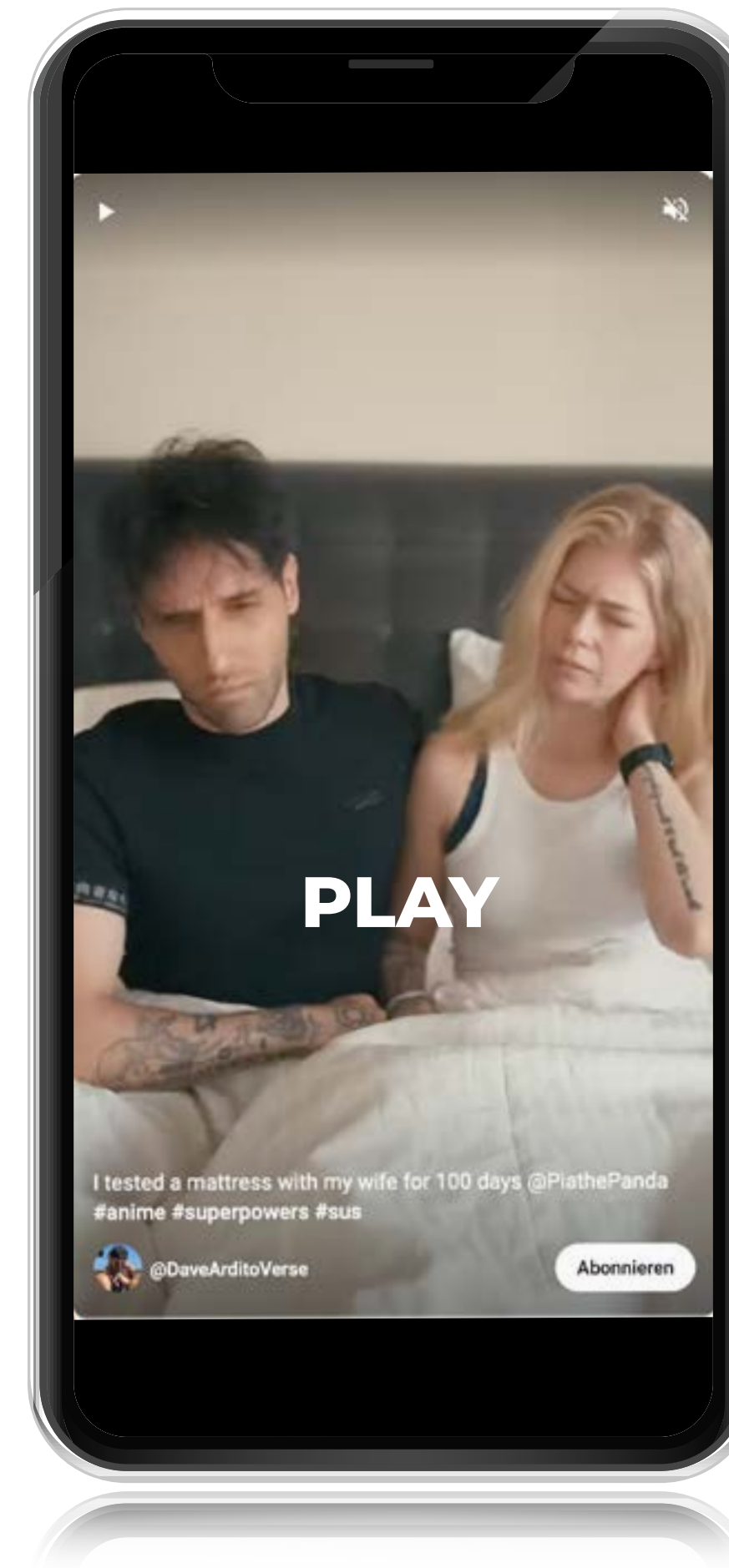
VIDEO FOR THE CUSTOMER BODYGUARD

👁 > **20 mio.** VIEWS

👍 > **1.0 mio.** LIKES

💬 > **6 k** COMMENTS

Big Brother Mode – Path of Exile 2

Core Idea:

The video plays with a familiar and nostalgic situation that almost all millennials (and many subsequent generations of gamers) have experienced: The little brother fails at a game, the big brother comes along and takes over – as saviour, mentor and 'pro'. We combine this classic motif with the epic possibilities of Path of Exile 2 and take it to a modern, cinematic-viral level through VFX/CGI.

Storyline:

A little brother plays Path of Exile 2, dying again and again against difficult boss enemies.The big brother enters the room, wordlessly, but with the unspoken **'I'll save you' moment**.

As he reaches for the controller, the world changes: The controller transforms into a sword. The living room is seamlessly transformed into the dark world of Path of Exile 2 through CGI.

The big brother now appears himself – as a Druid Class. He unleashes spectacular skills: A volcano erupts beneath the boss, lightning strikes and inflicts multiple damage.

At the climax, he transforms into a giant bear, lets out a thunderous battle cry and stomps on the ground, wiping out several enemies in an epic wave of destruction. Just as he heroically changes back into his warrior form, he is suddenly killed from behind by another monster.

Big Brother Mode – Path of Exile 2

Punchline:

The illusion breaks – both brothers sit silently next to each other on the sofa again.

Little brother: **'You suck, bro.'** – Big brother: **'Shut up.'**

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Tonality & Style:

A mixture of nostalgia, humour and epic VFX action. Perfectly tailored for social media: easy-to-understand hook, fast pacing, big visual payoff.

Parodic, but with respect for the game: the skills and transformations are taken directly from the Druid class and are immediately recognisable to fans.

The concept combines emotional everyday experiences ('big brother takes over') with the spectacular features of Path of Exile 2.

Core Idea:

The video takes up an iconic, humorous scenario that almost everyone is familiar with: the fear of turning off the lights at night and running up the stairs. This meme motif ('the demons come when you turn off the lights') has gone viral many times – we now link it to epic Druid action from Path of Exile 2, combined with a strong contrast between heroic imagination and embarrassing everyday reality.

Storyline:

Dave stands at the light switch at the bottom of the stairs late at night The last light is still on.

Imagination:

He appears fearless and confident, looking up the dark staircase. With a heroic gesture, he turns off the light. In slow motion, countless dark hands reach out for him from the darkness. Instead of showing fear, the scene transforms: His clothes morph into epic Path of Exile 2 armour. He draws a powerful weapon, lightning rains down, monsters are destroyed.

A larger enemy or an entire army of shadows rises. He unleashes volcanoes and finally transforms into a bear. With a battle cry and a stomp, he wipes out the enemies in a gigantic wave of destruction.

Reality:

Cut back to the real world. Dave is still standing in front of the stairs – but this time sweating, nervous, completely unheroic.

He turns off the light and sprints up the stairs in panic. Halfway up, he stumbles and falls out of the frame. Ends with a small, embarrassingly humorous „fart & groan" sound as a comedic punchline.

Tonal and style:

Contrast between epic dark fantasy staging (CGI/VFX as in the game) and silly, relatable reality. First charged with cinematic music, then abruptly broken into ridicule.

Fits perfectly into the meme and TikTok format: quickly understandable, high recognition potential, strong comedic twist.

The concept combines two success factors: viral everyday meme & spectacular staging of the Path of Exile 2 Druid Class. This makes it widely viral, appeals to gamers and non-gamers alike, and playfully links the brand to an extremely relatable moment.

Please contact us for further advertising opportunities or editorial integration:

Nuremberg Metropolitan Region
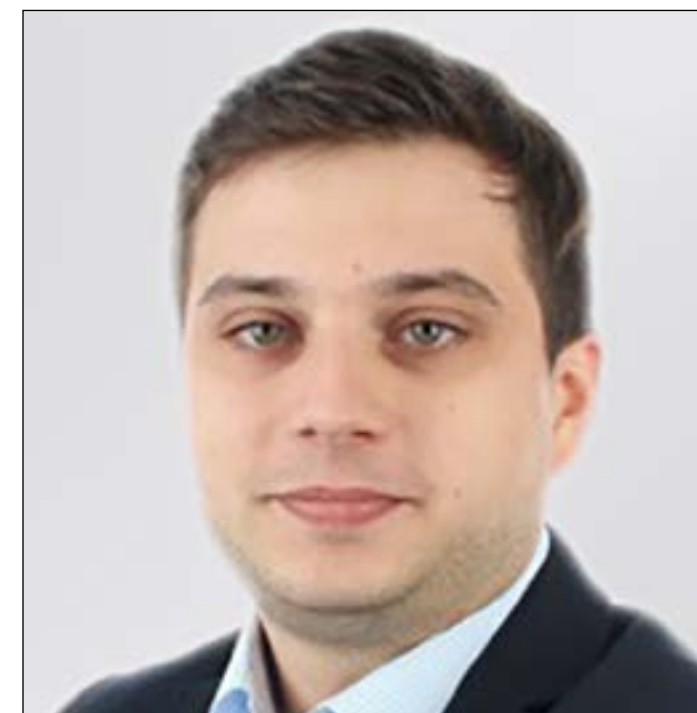
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