

VITA

Benjamin Kratzin
Director

Belonging to a generation whose attention is no longer caught by conventional commercials, Ben always had the vision to transform the advertising world into something you would enjoy consuming. Strongly influenced by games, comics and anime he loves to see how life has the possibility to be reshaped through stories of heroes and leading figures. Employing these stories in a commercial allows for an authentic identification with the product and brand.

Creating relatable main characters played an important role in his Esports and game ads for Mercedes, Cyberpunk 2077, ALDI Gaming and Rocket League which was later well received by their broad and fast-growing fanbase.

Even today, epic fictional worlds are one of the most difficult sceneries to build and to show believably on-screen.

Also, blockbusters with big budgets often fail to make them believable. Years of trial and error helped him to solve this challenge by finding the balance between practical effects, post-production and the emotional connection which is paramount to bringing life into these worlds.

Working as a VFX Supervisor on projects with Mercedes, Fujitsu, Audi, BMW and Porsche, as well as directing in collaboration with Framestore, was the perfect place to employ these techniques to elevate their commercials to the next level. This led to the creative development of a sequence for Marvel's Ant-Man. The technical and organizational complexity of executing commercials on feature film standards led him to develop technical approaches and multiple software solutions for the post-production as well as production workflows.

Panasonic is only one of the examples where he's been technically directing multiple complex genres involving action scenes with explosions, fire, and complex high-speed night rain scenes in one spot. This required orchestrating multiple departments on tight schedule constraints.

His visions and way to create epic fictional worlds - rich in detail, grounded, and believable while pioneering on the edge of technology to achieve the most emotional and photorealistic version of the client's vision are characterized by epic cinematic compositions, the highly dynamic camera moves as well as dramatic lighting and emotional storytelling.

All his passion brought him into Esports, genre-driven work, game trailers and entertainment where he now feels at home.

By today, Ben shot award-winning films and commercials all around the globe for studios like Marvel, game franchises like Assassins Creed or Just Cause, and brands like Cadillac, the German army, Blackmagic Design, and Amazon.