

Sven Richter

TZWENTE

Creative & Director

→ Pitch Kit

20 Sep 26

Full Res Images

Clients & Agencies

Intro Texts

Archive







Clients

Alfa Romeo
Amazon
CHRIST
Coca-Cola
Deutsche Bahn
Dr. Oetker
Düsseldorf Marketing
Eurowings
FC Schalke 04
Lidl
InnoGames
JEEP
John Frieda

PENNY
Pioneer
Porsche
P&G
Red Bull
Schaebens
Tonies
toom
TRATON
Volkswagen
WACOM
Zoeva
...

Agencies & Productions

Accenture Song
BBDO
DOJO
Grabarz & Partner
Grey
Ogilvy
Parasol Island
Scholz & Friends
Serviceplan
Thjnk
Warner Bros.
...

About

Sven Richter aka »tzwente« is a film director and concept creative specialised in comedic content with elaborate cinematic style.

As a hybrid creative with more than ten years in the game, he translates the complex challenges of agency-side creation into emotionally authentic, wittingly entertaining, well-crafted content.

You book Sven for his trained eye for comedic lingo and timing, his sensitivity to emotion and his ability to translate complex ideas into well-crafted entertainment.

Curious about all tools and platforms, Sven is a storyteller first – filling all types of screens with authentic and emotional content – believing that only what surprises, sticks. And understanding that creating a »vibe« is telling a story visually.

As a comedian works relentlessly on a bit, Sven works on an idea until it delivers its core message with a light touch and a language that feels effortless.

He takes just as much inspiration from emotional branded short films as from those legendarily funny commercials he used to collect and share in school (once he finally had that Sony Ericsson flip phone that could play them).

Sven learned timing from coming up with funny short films with friends. Armed with his granddad's old DV camcorder and inspired by a hot, brand-new platform called YouTube. And after that early spark grew into a full-blown love

for cinematic storytelling, a film directing degree and years of practice taught him technique.

Right now, he puts that education to work by crafting fictional branded series. And he channels his love for comedy into social content that drops ego completely and focuses on one job only: entertaining.

His unpretentious, hands-on attitude makes him easy to work with.

His sensitivity and humour help him find a brand's core and translate it into work of emotion with twists and well-crafted visuals.

And his versatile experience in creation and film production enables him to switch seamlessly between the client's perspective and the audience's – in any environment.

Also, he knows one or two jokes to tell on set. (Okay ... it's one).

Commercial

After years of working as a hybrid creative on the agency side and passionate filmmaker, I developed a deep understanding of combining both side’s demands into work of honesty, authenticity and effect.

Strategy

As a concept creative, I develop campaigns holistically, from (re)branding to final delivery of assets – switching seamlessly between dreaming of the never-seen and a realistic approach with hands-on attitude.

Social

After years of working as a hybrid creative on the agency side and passionate filmmaker, I developed a deep understanding of combining both side’s demands into work of honesty, authenticity and effect.

To me, »vibe« is also a form of storytelling.

Copy

You couldn’t tell by this website’s introduction texts, but I love the written word and playing with it. For everyone but myself, I enjoy finding the perfect language to deliver a brand’s message in a way that brakes the noise and makes the audience actually listen. I enjoy everything honest and authentic, but I’m exceptionally happy to write jokes, puns and stupid wordplays.

Archive / Range

After 400+ project involvements, I'm confident I've got a fitting case in my archive. Reach out to me for a case that fits your project! 💪

*thx

After all, I'm just in it for the craft. Whether in ideation, on set or both – I am really looking forward to working with you!