“The greatest video game trailer of all time!” isn’t a phrase that you hear often. But that title was stamped earlier this year on the DEAD ISLAND trailer (which doesn’t contain actual game footage) that sparked a global phenomenon, attracting millions within its first few days on YouTube (see it below).

It has been a unique experience watching all this mayhem from a fan’s point of view, but what about for those who were involved? You don’t really think about it, but the CGI trailer had to start with real human actors who were later digitized. Fango had the pleasure of catching up with one of those unsung heroes, Drew Horsley, who is credited as the “Badass Dad.“

FANGORIA: Pretend we have no idea what DEAD ISLAND is; would you explain it to us?

DREW HORSLEY: DEAD ISLAND is the massively anticipated zombie computer game from Techland. The announcement trailer in which I play the “Badass Dad” was released on the Internet a month ago to an astounding reception. So far, it has accrued 3.9 million hits on YouTube, had very positive global press coverage and set the computer world alight.

{youtube}ZsqG1bdGtg{/youtube}