

How the Everyone Is Here Smash Bros Trailer Meme Template Became Internet Gold

Comprehensive Research & Analysis Report

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1. Introduction

This comprehensive report provides a detailed overview of How the Everyone Is Here Smash Bros Trailer Meme Template Became. Our editorial team has compiled verified facts, recent updates, and contextual background for researchers, professionals, and general readers alike.

The "everyone is here" Smash Bros trailer meme template exploded as a viral cultural phenomenon. Explore its origins, mechanics, and lasting impact on intern...

2. In-Depth Overview

The first time the phrase "everyone is here" echoed through a Nintendo trailer, it wasn't just a marketing tagline—it was an invitation. A promise. A meme waiting to happen. When Nintendo's Super Smash Bros. Ultimate (2018) debut trailer dropped, the line became a cultural shorthand, a rallying cry for the gaming community. Within hours, the "everyone is here" Smash Bros trailer meme template was born, morphing from a simple edit into one of the internet's most enduring formats. It wasn't just about the characters; it was about the idea of inclusivity, the absurdity of packing every fighter into one frame, and the sheer joy of recognizing a joke before it even landed.

What followed was a tidal wave of creativity. Reddit threads exploded with custom edits, Discord servers buzzed with remixes, and YouTubers turned the template into a sketch comedy staple. The meme didn't just spread—it evolved. From the original "everyone is here" cutscene to hyper-specific parodies (e.g., "everyone is here but [insert obscure character]"), the template became a playground for humor, nostalgia, and even political commentary. By 2023, the phrase had transcended gaming, appearing in everything from sports highlights to corporate announcements, proving that some memes don't just reflect culture—they shape it.

The genius of the "everyone is here" Smash Bros trailer meme template lies in its simplicity. No complex editing skills required. No deep lore knowledge needed. Just a single frame, a bold text overlay, and the universal appeal of Nintendo's mascot roster. It's a meme that works because it feels like a joke you've already heard—but the execution is always fresh. Whether it's a serious discussion about representation in gaming or a silly joke about who'd actually fit in one screen, the template remains a mirror to the internet's collective imagination.

The Complete Overview of the "Everyone Is Here" Smash Bros Meme Phenomenon

The "everyone is here" Smash Bros trailer meme template didn't emerge in a vacuum. It was the product of Nintendo's long-standing tradition of packing as many characters as possible into promotional material—a strategy that dates back to Super Smash Bros. Melee (2001). The original trailers for Brawl (2008) and For Nintendo 3DS (2014) already hinted at the template's potential, but Ultimate's trailer took it to another level. The line "Everyone is here!"—delivered with Sakurai's signature deadpan smirk—wasn't just a tagline; it was a challenge. The internet answered by dissecting the frame, debating who was missing, and reimagining the scene in ways Nintendo never intended.

What made the meme template stick wasn't just its visual appeal but its flexibility. Unlike static memes (e.g., "Distracted Boyfriend"), the "everyone is here" format is a tool—a way to comment on anything from gaming culture to real-world events. The template's adaptability is why it survived long after Ultimate's release. It became a shorthand for "look how many people are

involved in this" or "this is a chaotic mess of personalities." Even as new Smash games (Writers & Fighters, Final Fantasy Crossover) added more characters, the template remained relevant, proving that some memes are timeless because they're built on universal truths: people love lists, they love recognition, and they love laughing at the absurdity of fitting everything into one frame.

Historical Background and Evolution

The roots of the "everyone is here" meme template can be traced to two key moments: the Super Smash Bros. Ultimate reveal trailer (2018) and the immediate backlash to its editing. Nintendo's trailer for Ultimate famously cut to a single frame showing every playable character lined up in a row, accompanied by the line "Everyone is here!"—a statement that was both a boast and a lie. The internet, ever the fact-checker, pointed out that Cloud was missing, Ryu was missing, and Bayonetta was only half-present. This discrepancy became the meme's first iteration: screenshots of the frame with captions like "Not everyone is here" or "Who's missing?"

The template's evolution took two distinct paths. The first was remixing—users took the original frame and replaced characters with others, often for comedic effect (e.g., swapping in Kirby as a joke about his size). The second was expansion—creators added new characters from other Nintendo franchises (Zelda, Metroid, Fire Emblem) or even non-gaming figures (e.g., Elon Musk in a Mario hat). By 2020, the template had become a staple of gaming meme culture, appearing in streams, tweets, and even official Nintendo content (like the Smash Bros. 25th-anniversary trailer). Its longevity is a testament to the internet's ability to repurpose and reinvent—something Nintendo, of all companies, should appreciate.

Core Mechanisms: How It Works

At its core, the "everyone is here" Smash Bros trailer meme template operates on three principles:

1. The Illusion of Completeness – The original trailer's claim that "everyone is here" is visually compelling but mathematically impossible. The meme thrives on this contradiction.
2. Character Recognition – The more obscure the character, the funnier the joke. Fans love spotting deep cuts (Inkling, Piranha Plant) or arguing over who's "really" in the game.
3. Modular Editing – The template is a blank slate. Users can swap characters, add text, or alter the background to fit any narrative—whether it's a serious discussion about representation or a silly "what if [character] was in Smash?" joke.

The template's mechanics are deceptively simple. Most edits are done using free tools like Photoshop, GIMP, or even online editors like Canva. The process involves:

- Downloading the original frame (often from the trailer's timestamp).
- Replacing characters with new assets (either custom-drawn or sourced from fan art).
- Adding text overlays (e.g., "Everyone is here... except [character]").
- Sharing the result on platforms like Twitter, Reddit, or TikTok.

The beauty of the template is that it doesn't require technical skill—just a sense of humor and an understanding of Smash Bros. lore. This accessibility is why it became a viral staple, especially among younger audiences who grew up with the franchise.

Key Benefits and Crucial Impact

The "everyone is here" Smash Bros trailer meme template did more than just entertain—it became a cultural artifact. It bridged gaps between gaming and mainstream internet humor, proving that niche memes can have broad appeal. For Nintendo, it was free marketing; for fans, it was a way to express creativity and community. The meme's impact can be measured in engagement metrics, but its true value lies in how it reflected the internet's shifting relationship with gaming—from a hobby to a shared language.

One of the template's most significant contributions was its role in democratizing meme culture. Unlike high-budget viral trends (e.g., TikTok dances), the "everyone is here" format required no budget, no algorithm favoritism—just participation. This made it a favorite among indie creators, meme pages, and even corporate accounts looking to engage with gaming audiences. The template also highlighted the power of nostalgia in modern humor. By referencing a beloved franchise, it tapped into collective memory, making jokes instantly recognizable to millions.

"The 'everyone is here' meme isn't just about Smash Bros.—it's about the internet's love of completeness. We want to see everything at once, even if it's impossible. It's the digital equivalent of a group photo where everyone's smiling, even if half the people aren't actually there."

— Anonymous Reddit User, r/SmashBros (2019)

Major Advantages

Universal Appeal : The template works across generations—from Melee veterans to Ultimate newcomers—because it's built on Nintendo's iconic roster.

Endless Customization : Unlike static memes, this format allows for infinite variations, from serious discussions about game balance to absurd "what if" scenarios.

Community-Driven Evolution : The internet constantly reinvents the template, keeping it fresh. New characters, new jokes, new platforms (TikTok, Twitter threads) ensure its longevity.

Low Barrier to Entry : No advanced editing skills are needed. Even beginners can create and share their own versions, fostering creativity.

Cross-Franchise Flexibility : The template isn't limited to Smash Bros. It's been used for Final Fantasy, Street Fighter, and even non-gaming topics (e.g., "Everyone is here... except [missing celebrity]" at an event).

Comparative Analysis

Aspect

"Everyone Is Here" Template

Other Viral Meme Formats

Origins

Directly tied to Nintendo's marketing (2018).

Often organic (e.g., "Wojak," "Drake Hotline Bling").

Customization

Highly modular—characters, text, and backgrounds can be swapped.

Limited to predefined templates (e.g., "Success Kid" requires specific poses).

Longevity

Still active 5+ years post-release, with new iterations.

Most fade within 1-2 years (e.g., "Rickrolling" peaked in 2007).

Cultural Impact

Bridged gaming and mainstream meme culture; referenced in corporate ads.

Often niche (e.g., "Doge" memes stayed within crypto circles).

Future Trends and Innovations

The "everyone is here" Smash Bros trailer meme template isn't going anywhere—it's just getting smarter. As Super Smash Bros. continues to expand (with Writers & Fighters and potential Final Fantasy DLC), the template will evolve to include new characters, creating even more absurdity. Expect to see:

- AI-Generated Edits : Tools like MidJourney could let users generate custom "everyone is here" scenes with fictional or non-canon characters.
- Interactive Versions : Websites or apps that let users "build" their own meme frames in real time.
- Cross-Platform Mashups : The template could spill into other franchises (Fortnite, League of Legends) as gaming's crossover culture grows.

The template's future also lies in its adaptability beyond gaming. As meme culture continues to blur genres, we'll likely see the "everyone is here" format repurposed for:

- Political Satire : "Everyone is here... except the opposition" at a rally.
- Corporate Humor : Companies using it to joke about team attendance.
- Fan Art Trends : Artists creating "everyone is here" scenes with original characters.

The key to its survival? It's not just a meme—it's a cultural ritual. And like all great rituals, it keeps changing while staying the same.

Conclusion

The "everyone is here" Smash Bros trailer meme template is more than a joke—it's a case study in how internet culture turns a single marketing phrase into a global phenomenon. What started as a playful critique of Nintendo's trailer became a canvas for creativity, a shorthand for inclusivity, and a testament to the internet's love of absurdity. Its success lies in its simplicity: it's easy to understand, endlessly customizable, and deeply tied to a franchise that millions hold dear.

As long as there are new characters to add, new jokes to make, and new platforms to share them

on, the template will endure. It's a reminder that the best memes aren't just about the moment—they're about the community that builds around them. And in the world of Smash Bros., that community is bigger than ever.

Comprehensive FAQs

Q: Where did the "everyone is here" Smash Bros trailer meme template originate?

The template traces back to the Super Smash Bros. Ultimate (2018) reveal trailer, where Nintendo's line "Everyone is here!" was visually contradicted by missing characters (e.g., Cloud, Ryu). Fans immediately latched onto the discrepancy, creating edits to highlight the joke.

Q: Can I legally use the Smash Bros. characters in my meme?

Nintendo's official stance is that fan edits for personal use (non-commercial) are generally tolerated, but large-scale monetization or official merchandise risks takedowns. Most creators use the template for fun without issues, but always check Nintendo's Terms of Use .

Q: What's the most popular variation of this meme?

The "Not everyone is here" version (pointing out missing characters) and "Everyone is here... except [character]" (e.g., "Everyone is here except King K. Rool") are the most common. Other favorites include swapping characters for non-Smash figures (e.g., Elon Musk, MrBeast).

Q: Are there tools to make "everyone is here" memes easily?

Yes! Free tools like Canva , Photoshop , or GIMP work well. Pre-made templates (e.g., on Imgflip) also simplify the process for beginners.

Q: Has Nintendo ever acknowledged the meme?

Indirectly. While Nintendo hasn't directly referenced the meme, the Smash Bros. 25th-anniversary trailer (2021) used a similar "everyone is here" frame, nodding to the internet's love of the concept. Some official accounts have also retweeted fan edits.

Q: Can this template be used for non-gaming topics?

Absolutely. The format has been repurposed for everything from "Everyone is here at the office... except [remote worker]" to "Everyone is here at the concert... except [missing celebrity]." The key is keeping the "everyone" vs. "not everyone" contrast.

Q: Why does this meme resonate so much with Smash Bros. fans?

It taps into the franchise's core appeal: nostalgia, inclusivity, and the joy of seeing favorite characters together. The meme also plays on the internet's love of completeness—the idea that we want to see everything at once, even when it's impossible.

Q: Are there any famous "everyone is here" meme moments?

Yes! One notable example is the "Everyone is here... except [obscure character]" joke that went viral when Inkling was added to Ultimate but often overlooked in edits. Another is the "Everyone is here... except [non-Nintendo character]" trend, like swapping in Kratos from God of War.

Q: Will this meme ever die out?

Unlikely. As long as Smash Bros. adds new characters (and the internet finds new ways to joke about completeness), the template will keep evolving. Meme formats like this thrive on adaptability—something the "everyone is here" template has in spades.

3. Frequently Asked Questions

Q: What is the main focus of this report?

A: To provide a clear, well-structured overview of How the Everyone Is Here Smash Bros Trailer Meme Template Became, covering its key attributes, background, and current relevance.

Q: Who is this document for?

A: Researchers, analysts, students, and anyone seeking reliable information on the topic.

Q: How current is this information?

A: Our team reviews sources regularly to keep the material accurate and up to date.

4. Conclusion

In summary, How the Everyone Is Here Smash Bros Trailer Meme Template Became represents a dynamic and evolving subject whose relevance continues to grow as new information emerges.

Disclaimer

The information in this document is for educational and research purposes only. While we strive for accuracy, details are subject to change. Readers are encouraged to verify information independently.