

Gold Winners

Best Interactive Media Game

Milk Get the Glass Game/Site
Goodby, Silverstein & Partners

Best New Property Launch - Overall

BioShock Product Website, TV Spots, Print, POP
2K Games

Best New Property Launch - Overall

Assassin's Creed launch campaign
Ubisoft

Best Product Logo Design

BioShock Logo
2K Games

Best Wrapping - Product Packaging

BioShock Limited Edition Package
2K Games

Best Wrapping - Product Packaging

World of Warcraft Expansion: The Burning Crusade Collector's Edition Packaging
Blizzard Entertainment, Inc.

Don't You Wish You'd Thought of This Award - Miscellaneous

Call Of Duty 4: World Leaders
Activision/DDB

Don't You Wish You'd Thought of This Award – Miscellaneous

Xbox 360 Halo 3 Iris" : Module 3"
Microsoft

Most Clickable Website for a Product

Call Of Duty 4: World Leaders
Activision/DDB

Most Clickable Website for a Product

Xbox 360 Halo 3 Believe""
Microsoft

Most Effective Attention Getters

Call Of Duty 4: World Leaders
Activision/DDB

Most Effective Attention Getters

Call Of Duty 4: World Leader Reviews
Activision/DDB

Outstanding Overall Marketing Campaign

BioShock TV (launch), print, POP, packaging, Cult of Rapture website
2K Games

Outstanding Overall Marketing Campaign

Xbox 360 Halo 3
Microsoft

Outstanding TV Ad - Product

Xbox 360 Halo 3 Diorama""
Microsoft

Outstanding TV Campaign - Any

Xbox 360 Halo 3 Believe""
Microsoft

Overall POP Display Campaign

HALO 3
ORIGIN LLC

Overall POP Display Campaign

Halo 3
Xbox

Sharpest Edge Award - Best Editing

Xbox 360 Halo 3 Diorama""
Microsoft

Sharpest Eye Award - Best Directing

Xbox 360 Halo 3 Diorama""
Microsoft

Sharpest Pen Award - Best Copywriting/TV or Theatrical

World of Warcraft Television Ad: Mr. T 'Night Elf Mohawk'
Blizzard Entertainment, Inc.

Standout Print Campaign

Assassin's Creed print campaign
Ubisoft

Silver Winners

Best Interactive Media Game

Xbox 360 Viva Pinata Party Animals Burp Off""
Microsoft

Best Key Art

Xbox 360 Halo 3
Microsoft

Best Key Art

Assassin's Creed key art & logo
Ubisoft

Best New Property Launch - Overall

Xbox 360 Mass Effect

Microsoft

Best Online Advertising Campaign

The Simpsons Game

Hammer Creative & Electronic Arts

Best Online Advertising Campaign

Xbox 360 Halo 3 Believe™

Microsoft

Best Online Banner

Xbox 360 Viva Pinata Party Animals Burp Off™

Microsoft

Best Online Take-Over/Road Block

Assassin's Creed roadblock online banner

Ubisoft/AKQA

Best Product Logo Design

Assassin's Creed logo

Ubisoft

Best use of Special Features - Making Of, etc.

Xbox 360 Halo 3 Making Of™

Microsoft

Best Wrapping - Product Packaging

Enemy Territory: QUAKE WARS Limited Collector's Edition

Hamagami/Carroll, Inc. with Activision

Biggest Trade Show Presence

Win your weight in ramen!

Ubisoft

Don't You Wish You'd Thought of This Award - Miscellaneous

Call Of Duty 4: World Leader Reviews

Activision/DDB

Most Clickable Website for a Product

Xbox 360 Forza Motorsport 2 Racing Institute™

Microsoft

Most Effective Attention Getters

CharlieOscarDelta.com Video Mashup Contest

Activision/StreetWise

Most Effective Attention Seekers

Call of Duty 4 - Campaign

Activision

Most Effective Attention Seekers

Guitar Hero III: Legends of Rock Campaign

Activision

Most Effective Buzz Creation

BioShock Create your own Limited Edition

2K Games

Most Effective Buzz Creation

John Woo Presents Stranglehold Gun Lighters
Midway

Most Innovative Pre-Sell Program

Assassin's Creed Gamestop pre-sell program
Ubisoft

Outstanding Overall Marketing Campaign

MADDEN NFL 08--MARKETING CAMPAIGN
Electronic Arts

Outstanding Overall Marketing Campaign

Assassin's Creed launch campaign
Ubisoft

Outstanding TV Ad - Platform/Console

Xbox 360 Ballooney""
Microsoft

Outstanding TV Ad - Product

Xbox 360 PGR 4 Skid Art""
Microsoft

Outstanding TV Campaign - Any

NBA Street Homecourt
Electronic Arts

Outstanding TV Campaign - Any

Xbox 360 Together""
Microsoft

Overall POP Display Campaign

BioShock Standee, poster, window cling, Big Daddy Statues
2K Games

Sharpest Ear Award - Best Sound Design

World in Conflict - New York Cinematic Video
Vivendi Games

Sharpest Edge Award - Best Editing

BioShock TV Spot - Accolate creative
2K Games

Sharpest Eye Award - Best Directing

Call of Duty 4: Modern Warfare - E3
The Ant Farm/Activision

Sharpest Eye Award - Best Directing

Assassin's Creed Lonely Soul" trailer"
Ubisoft

Sharpest Pen Award - Best Copywriting/TV or Theatrical

Assassin's Creed launch trailer

Ubisoft

Standout Print Advertisement

Xbox 360 Forza Motorsport 2 Scratch 'n Sniff""

Microsoft

Standout Print Advertisement

Assassin's Creed spread ad

Ubisoft

Standout Print Campaign

World in Conflict - America The Beautiful/Battlefield Campaign

Vivendi Games

Thinking Outside of the Box Award - Marketing

Xbox 360 Halo 3 Iris" Campaign"

Microsoft