



GOLD WINNERS

Most Effective Buzz Creation—Casual Gaming

Guitar Hero Tour Bus Promotional Kit
Midnight Oil Creative / LAgraphico

Overall POP Display (Single or Campaign)

Gears of War 2
Origin LLC

Most Clickable Website for a Product—Casual Gaming

Ben10 Alien Force Game Creator
Cartoon Network New Media

Best Limited Edition or Collectors Edition Packaging—Overall

Warhammer Online: Age of Reckoning Collectors Edition
Electronic Arts and Hamagami/Carroll

Best Limited Edition or Collectors Edition Packaging—Overall

Warhammer Online: Age of Reckoning Collectors Edition
Hamagami/Carroll

Most Effective Viral Marketing/Promotion

EndWar Parrot Video
Eyestorm Productions

Most Effective PR Campaign

Maddenpalooza
Electronic Arts

Outstanding TV or Theatrical Ad

Fable II "Destiny"
Microsoft Xbox

Thinking Outside of the Box Award—Marketing

Gears of War 2 "COG Tags"
Microsoft Xbox

Best Chotchkie

Gears of War 2 "COG Tags"
Microsoft Xbox

Best Limited Edition or Collectors Promotion Campaign

World of Warcraft: Wrath of the Lich King Collector's Edition
Blizzard Entertainment, Inc

Outstanding Overall Marketing Campaign

World of Warcraft: Wrath of the Lich King Launch Campaign
Blizzard Entertainment, Inc

Outstanding Promotional Trailer

Fallout 3 Teaser Trailer
Bethesda Softworks

Best Limited Edition or Collectors Promotion

Fallout 3 Collector's Edition
Bethesda Softworks

Standout Print Campaign

Fallout 3 DC Metro Takeover
AKQA

Best Online Advertising Campaign

Fallout 3 Online Advertising Campaign
AKQA

Sharpest Pen Award—Best Copywriting/Print

Fallout 3 Vault Dweller's Survival Guide
AKQA

Best Wrapping—Product Packaging

Shaun White Snowboarding Packaging
Ignition Print for Ubisoft

Standout Print Advertisement

F.E.A.R. 2 Project Origin OXM 8-page Gatefold
Ignition Print for WBIE

Best Key Art

Shaun White Snowboarding Key Art
Ignition Print for Ubisoft

Don't You Wish You'd Thought of This—Miscellaneous

Rayman Raving Rabbids Ringtone Creator
Liquid Advertising

Most Effective Viral Marketing/Promotion

Bike Hero
Droga5

Sharpest Eye Award—Best Directing

Fallout 3 "E3 Trailer"
Bethesda Softworks & The Ant Farm

Best Use of Music

Fallout 3 "E3 Trailer"
Bethesda Softworks & The Ant Farm

SILVER WINNERS

Best Limited Edition or Collectors Promotion Campaign

Saints Row 2 Collector's Edition Packaging
THQ Inc.

Most Effective Buzz Creation—Casual Gaming

Activision World Travel Guide Promotional Kit
Midnight Oil Creative / LAgraphico

Overall POP Display (Single or Campaign)

Fable 2 Standee
Origin LLC

Most Clickable Website for a Product—Casual Gaming

Imagine Town
WDDG

Most Effective Viral Marketing/Promotion

NFS Undercover
Electronic Arts

Outstanding TV or Theatrical Ad

NFS Undercover
Electronic Arts

Standout Print Outdoor/Environmental/Transit Advertising

NBA 2K9
2K Sports

Best Chotchkie

Madden NFL 09 20th Anniversary Reebok Shoes
Electronic Arts

Best Limited Edition or Collectors Edition Packaging—Overall

Madden NFL 09 20th Anniversary SKU
Electronic Arts

Best Product Logo Design

Shaun White Snowboarding Logos
Cutwater

Most Clickable Website for a Product

Gears of War 2 "Last Day"
Microsoft Xbox

Outstanding Promotional Trailer

Gears of War 2 "Rendezvous"
Microsoft Xbox

Outstanding TV or Theatrical Campaign

NBA 2K9—The Other Season
2K Sports

Best Wrapping—Product Packaging

Wrath of the Lich King Standard Edition
Blizzard Entertainment, Inc

Sharpest Pen Award—Best Copywriting/TV or Theatrical

Ozzy Osborne—"Prince of Darkness"
Blizzard Entertainment, Inc

Thinking Outside of the Box Award—Marketing

Suicide is born!
TNA Wrestling

Outstanding TV or Theatrical Campaign

World of Warcraft 2008 "What's your Game?" TV Campaign
Blizzard Entertainment, Inc

Best New Property Launch

Shaun White Snowboarding
Ubisoft Entertainment

Best Key Art

F.E.A.R. 2 Project Origin Key Art
Ignition Print for WBIE

Best Product Logo Design

Diablo 3 Animated Logo
Blizzard Entertainment, Inc

Outstanding Overall Marketing Campaign

Fallout 3
Bethesda Softworks

Most Clickable Website for a Product

Shaun White Snowboarding Experience
AKQA

Best Online Take-Over/Road Block

Prince of Persia Rich Media Roadblock
AKQA

Standout Print Campaign

Warhammer Online Launch Campaign
Electronic Arts and Freestyle Interactive

Best Adver-Game

Doritos: The Quest
Standout Print Advertisement
Davie Brown Entertainment

Best Online Advertising Campaign—Casual Gaming

Rayman Raving Rabbids TV Party
Liquid Advertising

Best Online Ad Unit

Kung Fu Panda—"Pork Bun Launcher"
Activision Publishing, Inc

Don't You Wish You'd Thought of This—Miscellaneous

Enemy Territory: Quake Wars—Stroyent Campaign
Activision Publishing, Inc

Most Effective Viral Community Oriented Campaign

No Known Survivors
Electronic Arts

Best Online Advertising Campaign

Tomb Raider Underworld Online Ad Campaign
JVST, Inc.

Sharpest Eye Award—Best Directing

Bike Hero
Droga5

Best Use of Music

Spider-Man: Web of Shadows "Launch Trailer"
Activision & The Ant Farm

Sharpest Edge Award—Best Editing

Guitar Hero World Tour "Celebrity Video"
Activision & The Ant Farm

Sharpest Edge Award—Best Editing

Call of Duty: World at War Co-Op Trailer
Activision & The Ant Farm

Outstanding Promotional Trailer

Fallout 3 "E3 Trailer"
Bethesda Softworks & The Ant Farm

Most Effective PR Campaign

Guitar Hero World Tour—PR Campaign
Activision

Best Video

Gears of War 2—Developer Video "Touch The Sound"
g-NET

BRONZE WINNERS

Outstanding TV or Theatrical Ad

Lips Take on Me
Microsoft Xbox

Outstanding TV or Theatrical Campaign

Guitar Hero: World Tour - Risky Business
Activision / DDB

Outstanding TV or Theatrical Campaign

Far Cry 2
Ubisoft and The Ant Farm

Outstanding Promotional Trailer

Far Cry 2 Who's Who Trailer
Ubisoft and The Ant Farm

Best New Property Launch

Dead Space Transmedia Campaign
Electronic Arts

Best Wrapping—Product Packaging

Iron Man
Petrol

Best Wrapping—Product Packaging

Kung Fu Panda Console Packaging
Hamagami/Carroll

Standout Print Advertisement

Brothers In Arms 3: Hells Highway Print Ad
Ignition Print for Ubisoft

Standout Print Campaign

FusionFall Launch Campaign
Cartoon Network—Creative Services Dept

Overall POP Display (Single or Campaign)

Ninja Gaiden II Standee Origin LLC

Most Clickable Website for a Product

Bioshock PS3
2K Games

Most Clickable Website for a Product—Casual gaming

The de Blob Website
Ayzenberg Group

Best Online Advertising Campaign

Enemy Territory: Quake Wars—Stroyent Campaign
Activision / DDB

Best Online Advertising Campaign—Casual Gaming

Imagine Town
Ubisoft

Best Online Ad Unit

Okami
Petrol

Best Online Ad Unit

Tomb Raider Underworld HD Take-Over
JVST, Inc.

Best Online Take-Over/Road Block

Tomb Raider Underworld HD Take-Over
JVST, Inc.

Outstanding Overall Marketing Campaign

You're in the Movies
Microsoft Xbox

Outstanding Overall Marketing Campaign—Casual Gaming

FusionFall launch campaign
Cartoon Network

Thinking Outside of the Box Award - Marketing

TNA Virtual Superstar
TNA Wrestling

Sharpest Edge Award—Best Editing

Far Cry 2 Who's Who Trailer
Ubisoft and The Ant Farm

Sharpest Eye Award—Best Directing

Fallout 3 Jimmy and the Fat Man
AKQA

Best Use of Music

Bike Hero
Droga5

Best Use of Music

CASH
Draftfcb West

Sharpest Pen Award—Best Copywriting/TV or Theatrical

Fallout 3 Jimmy and the Fat Man
AKQA

Best Product Logo Design

Madden NFL 20th Anniversary Logo
Electronic Arts

Best Key Art

Fallout 3 Hero Shot
AKQA

Best Adver-Game

3-Cup WallE Widget
Deadline

Best Video

Tomb Raider Underworld: Behind the Scenes Story
Eidos and Hammer Creative

Most Effective Viral Marketing/Promotion

Hawx Black Box Teaser
AKQA

Most Effective Viral Community Oriented Campaign

Eat Lead: The Return of Matt Hazard
D3 Publisher of America

Best Chotchkie

Fallout 3 Vault Dweller's Survival Guide
AKQA

Don't You Wish You'd Thought of This—Miscellaneous

Guitar Hero Tour Bus Promotional Kit
Midnight Oil Creative/LAgraphico

Best Limited Edition or Collectors Edition Packaging—Overall

Gears of War Limited Edition Packaging
Microsoft Xbox

Best Integrated Product Promotional Campaign

Silent Hill Homecoming
Petrol

