

The logo for MI6, consisting of the letters 'MI6' in a bold, white, sans-serif font on a dark grey rectangular background.

MASTERING
THE
MOMENTUM.



4TH ANNUAL CONFERENCE, APRIL 8, 2009, SAN FRANCISCO

2009 MI6 AWARDS FINALISTS

OUTSTANDING TV OR THEATRICAL AD

Fable II "Destiny"
Microsoft Xbox

Guitar Hero: World Tour – "Risky Business / Athletes"
Activision / DDB

Lips "Take on Me"
Microsoft Xbox

NFS Undercover
Electronic Arts

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

OUTSTANDING TV OR THEATRICAL CAMPAIGN

Far Cry 2
Ubisoft & The Ant Farm

Fusion Fall On-Air Campaign
Freestyle Collective

Guitar Hero: World Tour – "Risky Business"
Activision / DDB

NBA 2K9 - The Other Season
2K Sports

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

OUTSTANDING PROMOTIONAL TRAILER

Far Cry 2 "Who's Who Trailer"
Ubisoft & The Ant Farm

Gears of War 2 "Rendezvous"
Microsoft Xbox

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

Fallout 3 Teaser Trailer
Bethesda Softworks

Continued...

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

BEST WRAPPING - PRODUCT PACKAGING

Iron Man
Petrol

Shaun White Snowboarding Packaging
Ignition Print for Ubisoft

Wrath of the Lich King Standard Edition
Blizzard Entertainment, Inc

WANTED-Weapons of Fate Packaging
Ignition Print for WBIE/Universal

Kung Fu Panda Console Packaging
Hamagami/Carroll

STANDOUT PRINT ADVERTISEMENT

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

CASH
Draftfcb West

The Club
Petrol

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

See You On The Mountain
Cutwater

STANDOUT PRINT CAMPAIGN

Fallout 3 DC Metro Takeover
Bethesda Softworks / AKQA

FusionFall Launch Campaign
Cartoon Network- Creative Services Dept

Warhammer Online Launch Campaign
Electronic Arts and Freestyle Interactive

Devil May Cry 4
Capcom/Petrol

Sonic Unleashed
Petrol

OVERALL POP DISPLAY (SINGLE OR CAMPAIGN)

Gears of War 2 (Standee)
Origin LLC

Fable II (Print)
Xbox

Gears of War 2 (Print)
Xbox

Fable II (Standee)
Origin LLC

Ninja Gaiden II (Standee)
Origin LLC

MOST CLICKABLE WEBSITE FOR A PRODUCT

Bioshock PS3
2K Games

Fallout 3 PrepareForTheFuture.com
Bethesda Softworks / AKQA

Gears of War 2 "Last Day"
Microsoft Xbox

Shaun White Snowboarding Experience
Ubisoft / AKQA

Zack and Wiki
Petrol

MOST CLICKABLE WEBSITE FOR A PRODUCT - CASUAL GAMING

Ben10 Alien Force Game Creator
Cartoon Network New Media

Call of Duty Headquarters
2Advanced Studios

DGamer Website
Deadline

The de Blob Website
Ayzenberg Group

Imagine Town
WDDG/Ubisoft

BEST ONLINE ADVERTISING CAMPAIGN

Alone In The Dark
Petrol

Enemy Territory: Quake Wars - Stroyent Campaign
Activision / DDB

Continued...

Tomb Raider Underworld Online Ad Campaign
JVST, Inc.

Warhammer Online Launch Campaign
TriplePoint

Fallout 3 Online Advertising Campaign
Bethesda Softworks / AKQA

BEST ONLINE AD UNIT

Guitar Hero: On Tour Decades - Poster Ad
Activision / DDB

Kung Fu Panda – "Pork Bun Launcher"
Activision / DDB

Okami
Petrol

Tomb Raider Underworld HD Take-Over
JVST, Inc.

The Witcher
Petrol

BEST ONLINE TAKE-OVER/ROAD BLOCK

Call of Duty: World at War - Flamethrower" Burnthrough"
Activision / DDB

Prince of Persia Rich Media Roadblock
Ubisoft / AKQA

Tomb Raider Underworld HD Take-Over
JVST, Inc.

Walle Amazon Takeover
Deadline

OUTSTANDING OVERALL MARKETING CAMPAIGN

Fallout 3
Bethesda Softworks

Gears of War
Microsoft Xbox

Shaun White Snowboarding
Ubisoft Entertainment

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

You're in the Movies
Microsoft Xbox

THINKING OUTSIDE OF THE BOX AWARD - MARKETING

Gears of War 2 "COG Tags"
Microsoft Xbox

Qore - Reaching Gamers Directly Through Their Consoles
Future US

Suicide Is Born!
TNA Wrestling

TNA Virtual Superstar
TNA Wrestling

Dead Space - No Known Survivors
Electronic Arts

SHARPEST EDGE AWARD - BEST EDITING

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

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

Far Cry 2 "Who's Who Trailer"
Ubisoft & The Ant Farm

Bike Hero
Droga5

Killzone 2: Making of episode 2
Maverick Media

SHARPEST EYE AWARD - BEST DIRECTING

Bike Hero
Droga5

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

Fallout 3 "Jimmy and the Fat Man"
Bethesda Softworks / AKQA

LBP In- Game Movie
Maverick Media

Resident Evil 5 Viral Video #1
Ayzenberg Group

BEST USE OF MUSIC

Bike Hero
Droga5

CA\$H
DraftfcB West

Continued...

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

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

Ubisoft "It's About Ener-G"
Noiselab Music

SHARPEST PEN AWARD - BEST COPYWRITING/TV OR THEATRICAL

Call of Duty: "World at War Reveal Trailer"
Activision & The Ant Farm

Eat Lead: The Return of Matt Hazzard - Announce Teaser
D3P & Hammer Creative

Fallout 3 "Jimmy and the Fat Man"
Bethesda Softworks / AKQA

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

Resistance 2 "Stillman Trailer"
The Ant Farm

BEST PRODUCT LOGO DESIGN

Dead Space Motion Logo
EA and Hammer Creative

Diablo 3 Animated Logo
Blizzard Entertainment, Inc

Madden NFL 20th Anniversary Logo
Electronic Arts

Shaun White Snowboarding logos
Cutwater

BEST KEY ART

Fallout 3 Hero Shot
Bethesda Softworks / AKQA

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

Gears of War 2
Microsoft Xbox

Shaun White Snowboarding Key Art
Ignition Print for Ubisoft

WANTED-Weapons of Fate Key Art
Ignition Print for WBIE

BEST ADVER-GAME

Doritos: The Quest
Davie Brown Entertainment

Eggos Kitchen - Shockwave.com
MTV Networks

Madagascar: Escape 2 Africa Flash Mini-Game Demo
Activision

T-Mobile Skate Park - AddictingGames
MTV Networks

3-Cup WALL-E Widget
Deadline

BEST VIDEO

Dead Space TV Special - Sci. vs. Fi: The Science of Fear
g-NET

Enemy Territory: Quake Wars – “Stroyent / Projectile Dysfunction”
Activision / DDB

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

James Bond: Quantam of Solace “Great Lengths”
Activision & The Ant Farm

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

MOST EFFECTIVE VIRAL MARKETING/PROMOTION

Bike Hero
Droga5

EndWar Parrot Video
Eyestorm Productions

Hawx Black Box Teaser
Ubisoft / AKQA

NFS Undercover
Electronic Arts

BEST CHOTCHKIE

Enemy Territory: Quake Wars - Stroyent T-Shirt
Activision / DDB

Fallout 3 Vault Dweller's Survival Guide
Bethesda Softworks / AKQA

Gears of War 2 COG Tag
Microsoft Xbox

Continued...

Madden NFL 09 20th Anniversary Reebok Shoes
Electronic Arts

MLB 2K8
2K Sports

DON'T YOU WISH YOU'D THOUGHT OF THIS - MISCELLANEOUS

CASH
DraftfcB West

Enemy Territory: Quake Wars - Stroyent Campaign
Activision / DDB

Fallout 3 PAX Experience
Bethesda Softworks / AKQA

Guitar Hero Tour Bus Promotional Kit
Midnight Oil Creative / LAgraphico

Rayman Raving Rabbids Ringtone Creator
Ubisoft/ Liquid Advertising

BEST LIMITED EDITION OR COLLECTORS EDITION PACKAGING - OVERALL

Call of Duty World at War Collector's Edition
Activision/Petrol

Gears of War Limited Edition Packaging
Microsoft Xbox

Madden NFL 09 20th Anniversary SKU
Electronic Arts

Saints Row II CE Packaging
Petrol

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

**Please note, due to select categories being judged at a later date, the finalists/winners in those categories will be announced at the awards show. Also note that the finalists are chosen based on level of scoring and therefore not all categories have the same number of finalists.*