

2010 MI6 AWARDS FINALISTS

OUTSTANDING TV OR THEATRICAL AD

Killzone 2
Deutsch / Zoic Studios / Guerrilla Games

NBA 2K10
2K Sports

Halo 3: ODST
Microsoft Xbox

EA SPORTS "Joy" :60 TV
EA SPORTS

Come Together
RDA

World of Warcraft: Mr.T "Mohawk Grenade"
Blizzard Entertainment

OUTSTANDING TV OR THEATRICAL AD CAMPAIGN

More Fun Time
Microsoft Xbox

Modern Warfare 2 – Campaign
Activision / The Ant Farm

Batman Arkham Asylum
Eidos Interactive

Assassin's Creed 2: 2009 TV Campaign
Cutwater

World of Warcraft: Mr. T "Mohawk Grenade" TV Campaign
Blizzard Entertainment

FUNNIEST TV THEATRICAL AD OR VIDEO ASSET

NBA 2K10
2K Sports

World of Warcraft: Mr T "Mohawk Grenade"
Blizzard Entertainment

World of Warcraft: Mr T "Mohawk Scan"
Blizzard Entertainment

NHL 2K10
2K Sports, Take-Two Interactive

Guitar Hero 5 "Naked People Song Reveal" (Director's Cut)
Activision / The Ant Farm

NHL 2K10 Short Trailer
2K Sports, Take-Two Interactive

OUTSTANDING PROMOTIONAL TRAILER

Halo 3: ODST
Microsoft Xbox

Assassin's Creed 2 – TGS Trailer
Ubisoft / The Ant Farm

NBA 2K10
2K Sports

Lips #1 Hits E3 Trailer
Microsoft Xbox

WET "Shot At Love"
Creative Monster Productions

Uncharted 2 – E3 Trailer
Sony Entertainment / The Ant Farm

BEST TRAILER EXCLUSIVELY USING GAME FOOTAGE

Modern Warfare 2 – Infamy Trailer
Activision / The Ant Farm

FEAR 2 – TV :30
Warner Brothers / The Ant Farm

Rage Trailer
Id Software, Electronic Arts and Hammer Creative

Forza 3 Launch Trailer
Microsoft Xbox

WET "Ruby 30" TV
The Ant Farm

Assassin's Creed 2 – TV :30
Ubisoft / The Ant Farm

BEST CO-BRANDING IN A TV, THEATRICAL AD OR VIDEO ASSET

Gears of War: Sacrifice
TNA Wrestling

Assassin's Creed 2 UFC Integration
g-NET

EA SPORTS Madden 10 KFC Promotion
EA SPORTS

Mountain Dew – World of Warcraft Game Fuel
Blizzard Entertainment

OUTSTANDING OVERALL MARKETING CAMPAIGN – INTEGRATED

Real Racing GTI
AKQA

More Fun Time
Microsoft Xbox

I'm Active
Draftfcb San Francisco

Assassin's Creed 2 Integrated Campaign
Ubisoft

The Sims 3 Launch Campaign
Electronic Arts

Borderlands
2K Games, Take-Two Interactive & Trailer Park Video Games

EA SPORTS The Win
EA SPORTS

OUTSTANDING OVERALL MARKETING CAMPAIGN – CASUAL GAME

DJ Hero Campaign
Activision / Crispin Porter + Bogusky

Petz "Caring And Sharing" Campaign
Ubisoft

Just Dance Marketing Campaign
Nomadic

Free Realms Overall Marketing Campaign
Sony Online Entertainment

Ubisoft's Style Lab
Ubisoft Entertainment

Your Shape featuring Jenny McCarthy
Ubisoft

Scribblenauts Launch Campaign
Ignition Creative for WBIE

THINKING OUTSIDE OF THE BOX AWARD – MARKETING

Assassin's Creed 2 – Twitter Experience
Ubisoft (Concept and Execution by Red Interactive for Ubisoft)

Darksiders – Augmented Reality Campaign with Future US
Future US *in conjunction with* Petrol

Call of Duty: Modern Warfare 2 Countdown Clock and Banner Ad Campaign
Midnight Oil Creative/Activision/Blizzard

Dante's Inferno: Highway to Hell
Electronic Arts

CSI Deadly Intent Video Game
Nomadic

Star Wars: The Clone Wars Republic Heroes
LucasArts

STANDOUT PRINT ADVERTISEMENT

Aion Elyos Wings Tease
Ignited

NBA 2K10
2K Sports

Assassin's Creed 2: Rip your Head Off
Cutwater

Marvel Ultimate Alliance 2
Hamagami/Carroll

Spectrobes Origins Magazine Cover Wrap
Disney Interactive Studios and Petrol Advertising

Call of Duty: Modern Warfare 2
Hamagami/Carroll

STANDOUT PRINT CAMPAIGN

Teenage Mutant Ninja Turtles: Smash-Up Posters
Pereira & O'Dell

Aion "World Divided"
Ignited

Prototype
Activision and Petrol Advertising

Marvel Ultimate Alliance 2 Print Campaign
Ignited / Activision

Assassin's Creed 2: 2009 Print Campaign
Cutwater

STANDOUT PRINT OUTDOOR/ENVIRONMENTAL/TRANSIT ADVERTISING

Splinter Cell Conviction
BLT & Associates for Ubisoft

The Sims 3
Electronic Arts

NBA 2K10
2K Sports

Assassin's Creed 2: E3 / PAX Environmental Advertising
Ubisoft

STANDOUT OVERALL POP DISPLAY SINGLE OR CAMPAIGN

Prototype Retail Standee
Midnight Oil Creative/Activision/Blizzard

DJ Hero Retail Marketing Campaign
Midnight Oil Creative/Activision/Blizzard

Halo Wars Standee
Origin LLC

Bakugan: Battle Brawlers Retail Countertop Display and Standee
Midnight Oil Creative/Activision/Blizzard

Forza Motorsport 3 Standee
Origin LLC

BEST PRODUCT PACKAGING

Call of Duty: Modern Warfare 2 Standard Edition
Hamagami/Carroll

Prototype
Activision and Petrol Advertising

Forza 3
Microsoft Xbox

Aion
Ignited

Batman Arkham Asylum Collector's Edition
Eidos Interactive

Assassin's Creed 2: Next Gen Packaging
Ubisoft

BEST LIMITED EDITION, SPECIAL EDITION OR COLLECTORS EDITION PACKAGING

Batman Arkham Asylum Collector's Edition
Eidos Interactive

Dragon Age Origins Collector's Edition
BLT & Associates for Electronic Arts

Star Wars: The Force Unleashed Sith Edition
LucasArts

Call of Duty: Modern Warfare 2 Prestige Edition
Hamagami/Carroll, Inc.

Assassin's Creed 2 Limited Edition
Ubisoft

Uncharted 2: Among Thieves [Fortune Hunters Addition] "A Treasure Worth Hunting"
Trailer Park Video Games & Sony Computer Entertainment

Forza 3 Limited Collector's Edition
Microsoft Xbox

BEST SHOWING AT A TRADE EVENT

Assassin's Creed 2: E3 Outdoor Banner

Ubisoft

Free Realms Showing at a Trade Event
Sony Online Entertainment

Batman Arkham Asylum E3 2009
Eidos Interactive

Activision E3
Ignited / Activision

Star Wars: The Old Republic E 2009
LucasArts

SHARPEST EDGE AWARD - BEST EDITING

Teenage Mutant Ninja Turtles: Smash-Up
yU+co.

Batman Arkham Asylum - Play as the Joker Trailer
Eidos Interactive

No More Heroes 2 "Revenge" Trailer
g-NET

World of Warcraft: Mr. T "Mohawk Scan"
Blizzard Entertainment

World of Warcraft: Mr. T "Mohawk Grenade"
Blizzard Entertainment

Uncharted 2 – E3 Trailer
Sony Entertainment / The Ant Farm

SHARPEST EYE AWARD - BEST DIRECTING

Lips #1 Hits E3 Trailer
Microsoft Xbox

Guitar Hero 5 "Naked People" (Director's Cut)
Activision / The Ant Farm

WET "Shot At Love"
Creative Monster Productions

Guitar Hero 5 – "Skydive"
Activision / The Ant Farm

TRON "Virus" Announce Trailer
The Ant Farm

BEST USE OF SOUND

Call of Duty: Modern Warfare 2 – Launch TV :60
Activision / The Ant Farm

FEAR 2 – Launch Trailer
Warner Brothers / The Ant Farm

Marvel Ultimate Alliance 2 – Launch Trailer
Activision / The Ant Farm

Crackdown 2 "Would You?" Trailer

g-NET

Modern Warfare 2 – Teaser
Activision / The Ant Farm

BEST COPYWRITING FOR TV, THEATRICAL OR VIDEO ASSET

Call of Duty: Modern Warfare 2 - Infamy Trailer
The Ant Farm

World of Warcraft: Mr. T “Mohawk Scan”
Blizzard Entertainment

World of Warcraft: Mr. T “Mohawk Grenade”
Blizzard Entertainment

Guitar Hero 5 – “Naked People”
Activision / The Ant Farm

BEST PRODUCT LOGO DESIGN

Batman Arkham Asylum Logo
Eidos

MySims Logo
Hamagami/Carroll, Inc.

Forza Motorsports
Microsoft Xbox

Konami Karaoke Revolution Logo
Hamagami/Carroll, Inc.

PlayStation PULSE Logo
Siegel+Gale

BEST KEY ART

Star Wars Battlefront: Elite Squadron
Hamagami/Carroll, Inc.

Darksiders
THQ and Petrol Advertising

Dragon Age Origins
BLT & Associates for Electronic Arts

MX vs ATV Reflex
THQ and Petrol Advertising

Infamous
Sony and Petrol Advertising

Assassin's Creed 2 : Key Art
Ubisoft

Call of Duty World at War Map Pack Key Art
Activision and Petrol Advertising

BEST WEBSITE FOR A PRODUCT

BioShock 2 Website

2K Games, Take-Two Interactive & ROKKAN

The Beatles: Rock Band
Microsoft Xbox

No More Heroes 2 Video Site
g-NET

Halo 3: ODST
Microsoft Xbox

Marvel Ultimate Alliance 2
Activision & Soap Creative

Guitar Hero Metallica Website
Activision and BLITZ Agency

BEST WEBSITE FOR A PRODUCT – CASUAL GAME

Blur Video Game Website
Activision and 2Advanced Studios

Charm Girls Club
Deadline

UbiWorld
WDDG

MySims Racing
Deadline

Star Wars: The Clone Wars Game Creator
Cartoon Network Digital

BEST ONLINE ADVERTISING CAMPAIGN

Operation Flashpoint: Dragon Rising
Liquid Advertising

EA SPORTS Madden NFL 10 "Push"
EA SPORTS

Halo 3: ODST
Microsoft Xbox

Overlord 2
Liquid Advertising

Darksiders
THQ and Petrol Advertising

BEST USE OF ONLINE MEDIA

Assassin's Creed 2: Teaser Campaign
AKQA for Ubisoft

Guitar Hero Smash Hits
Activision and BLITZ Agency

EA GAMES The Sims 3 SimSidekick
EA GAMES

Red Faction Guerrilla Video Mash Up

MOST EFFECTIVE VIRAL MARKETING/PROMOTION

BioShock 2 "Something In The Sea"
2K Games, Take-Two Interactive

Guitar Hero 5 – "Naked People"
Activision / The Ant Farm

Dante's Inferno: Highway to Hell
Electronic Arts

Star Wars: The Clone Wars Republic Heroes
LucasArts

Just Dance Viral Campaign
Nomadic

WET
The Ayzenberg Group, Eric Ayzenberg

BEST SWAG

Batman Arkham Asylum
Eidos Interactive

BioShock 2 Best Swag
2K Games, Take-Two Interactive

Dante's Inferno Community Day
Electronic Arts

Resident Evil: Darkside Chronicles t-shirt
JVST

MOST EFFECTIVE BUZZ CREATION

Resident Evil: Darkside Chronicles T-Shirt
JVST

Tony Hawk: Ride Promotional Kit and Vehicle Wrap
Midnight Oil Creative/Activision/Blizzard

Call of Duty: Modern Warfare 2 Countdown Clock
Midnight Oil Creative/Activision/Blizzard

Guitar Hero 5 Promotional Kit
Midnight Oil Creative/Activision/Blizzard

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

Guitar Hero 5 – "Naked People"
Activision / The Ant Farm

Resident Evil: The Darkside Chronicles

JVST

HeroHQ Achievements + Missions System
Activision & Soap Creative

Lips Jukebox
Microsoft Xbox

Assassin's Creed 2: Lineage Intro Trailer
Ubisoft

BEST WORK NEVER SEEN

The Beatles: Rock Band Print Ads
RDA

MILF Print and Outdoor Campaign
Ubisoft

Call of Duty: Modern Warfare 2 "Hummer"
Midnight Oil Creative/Activision/Blizzard

Dante's Inferno: Circle of Lust
Electronic Arts

****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.*