



2007 AWARD WINNERS

AEIM and MI6 congratulate the winners of the second annual MI6 Awards competition:

Category	Entry Title	Company	Award
Print/Packaging			
Print Ad	Hitman Blood Money	Petrol	Gold
Print Ad	Red Steel Wii "You Suck Sensei" Spread Ad	Ubisoft	Silver
Print Campaign	Marvel Ultimate Alliance	Ignited Minds	Gold
Print Campaign	Tony Hawk's Project 8 Print Campaign	Trailer Park For Activision	Silver
Copywriting (Print)	Red Steel Wii "You Suck Sensei" Copywriting (Print)	Ubisoft	Gold
Outdoor/Environmental/Transit Advertising	Xbox 360 Gears of War "Wenner"	Microsoft	Gold
Outdoor/Environmental/Transit Advertising	Xbox 360 Gears of War Stencils	Microsoft	Silver
Product Packaging (Original)	Resistance: Fall of Man Consumer Packaging	Art Machine, Insomniac Games, SCEA	Gold
Product Packaging (Original)	Saints Row-Product Packaging (Original)	THQ	Silver
Product Packaging (Special Edition)	Xbox 360 Gears of War	Microsoft	Silver
Product Packaging (Special Edition)	Lost Planet Limited Edition	Petrol	Gold
Packaging Key Art	Xbox 360 Gears of War	Microsoft	Gold
Packaging Key Art	Tom Clancy's Rainbow Six Vegas Pack Art	Ubisoft	Silver
Advertising Key Art	Marvel Ultimate Alliance Multi-page Key Art	Ignited Minds	Gold
Advertising Key Art	Tony Hawk's Project 8 Advertising Key Art	Trailer Park For Activision	Silver
In-Store Display	Marvel Ultimate Alliance Best Buy Tower Displays	Activision	Silver
In-Store Display	Dance Dance Revolution Supernova Toys-R-Us Times Square Display	Konami Digital Entertainment, Inc.	Gold
Standee Display	Viva Pinata Standee	Origin LLC	Gold
Standee Display	Final Fantasy Xii Standee	Petrol	Silver
Overall POP Display Campaign	Gears of War	LGraphico/Midnight Oil Creative	Gold
Overall POP Display Campaign	Gears of War Pop Display	Xbox	Silver
Promotional/Buzz Items	Castlevania 20th Anniversary Retail Gift-with-Purchase Promotion	Konami Digital Entertainment, Inc.	Gold
Promotional/Buzz Items	Dance Dance Revolution Burger King Premium Promotion	Konami Digital Entertainment, Inc.	Silver
Logo Design (Print)	Xbox 360 Gears of War	Microsoft	Gold
Logo Design (Print)	Play B3yond	Origin Studios	Silver
Poster	Jak X 22x28 Poster	Petrol	Gold
Poster	Lost Planet Poster	Petrol	Silver
Promotional Kit/Sales Kit	Multi-title Activision Holiday Next Gen Leader Buyer Mailer	Activision	Silver
Promotional Kit/Sales Kit	God of War 2 Sales Kit	Petrol	Gold
Interactive			
Interactive Media Promotional Game	Heroes of Might & Magic V Minigame	Tap Interactive/Ubisoft	Gold
Interactive Media Promotional Game	Scarface: The World is Yours Viral Promotion	Vivendi Games/Ayzenberg/Varitalk	Silver
In-Game Advertising	CSI: 3 Dimensions of Murder	GM Planworks; Play (A Division of Denuo)	Gold
In-Game Advertising	Pontiac Virtual NCAA® Final 4®	GM Planworks; Play (A Division of Denuo)	Silver

Category	Entry Title	Company	Award
Web/On-Line			
On-Line Banner	Marvel Ultimate Alliance "Vastness"	Ignited Minds	Silver
On-Line Banner	Xbox 360 Viva Pinata "Dance Off"	Microsoft	Gold
On-Line Advertising Campaign	EA Games: Sims Life Stories	Freestyle Interactive	Gold
On-Line Advertising Campaign	Full Auto "Trailer" & "Mini Movies: Destruction, Multi-Player and Un-Wreck"	Hammer Creative	Silver
Product Website	EA Sports: Maddenoliday	Freestyle Interactive	Gold
Product Website	Xbox 360 Gears of War "Inside the Head of a Hero"	Microsoft	Silver
PR/Events			
Trade Show Booth	Activision E3	Ignited Minds	Silver
Trade Show Booth	Gamespot E3	Ignited Minds	Gold
PR/Event or Activity	The Masters of Fantasy Art – A Tribute to Keith Parkinson	Sony Online Entertainment	Silver
PR/Event or Activity	4th Annual THQ Superstar Challenge	THQ	Gold
PR Campaign	Call of Duty 3	Activision	Silver
PR Campaign	Madden NFL 07	Electronic Arts – Tiburon	Gold
Marketing/Brand Management			
Overall Marketing Campaign	Madden NFL 07 - Overall Marketing Campaign	Electronic Arts – Tiburon	Silver
Overall Marketing Campaign	Tony Hawk's Project 8 Campaign	Trailer Park For Activision	Gold
Most Innovative Marketing Strategy	Madden NFL 07 - Overall Marketing Campaign	Electronic Arts – Tiburon	Silver
Most Innovative Marketing Strategy	"Tom Clancy's Rainbow Six Vegas Save-Vegas" Viral Campaign	Ubisoft	Gold
Interactive Experience Promotion	Guitar Hero 2 Demo Program	Activision	Silver
Interactive Experience Promotion	Test Drive Unlimited Spot Maker	Atari, Inc.	Gold
TV/Video/Cinematic			
Branding/Image Ad	World of Warcraft "Office Space" 30: Second TV Spot	Blizzard Entertainment	Silver
Branding/Image Ad	Xbox 360 "Cops & Robbers"	McCann-Erickson, San Francisco	Gold
Product Television Ad	Xbox 360 Gears Of War "Mad World"	McCann-Erickson, San Francisco	Gold
Product Television Ad	Xbox 360 Viva Pinata "Genie"	McCann-Erickson, San Francisco	Silver
Product Theatrical Ad	Xbox 360 Gears of War "Mad World"	McCann-Erickson, San Francisco	Gold
Product Theatrical Ad	Lost Planet Run to the Hills" :60"	Trailer Park for CAPCOM	Silver
Product Promotion Trailer	Bioshock X06 Trailer	2K and Blur Studios	Silver
Product Promotion Trailer	Assassin's Creed E3 Trailer	Ubisoft	Gold
Editing	Xbox 360 Gears of War "Mad World"	McCann-Erickson, San Francisco	Gold
Editing	Assassin's Creed E3 Trailer – Editing	Ubisoft	Silver
Directing (Live Action)	Xbox 360 "Cops & Robbers"	McCann-Erickson, San Francisco	Gold
Directing (Live Action)	Xbox 360 Viva Pinata "Genie"	McCann-Erickson, San Francisco	Silver
Directing (Cinematic)	Xbox 360 Gears of War "Mad World"	McCann-Erickson, San Francisco	Gold
Directing (Cinematic)	Assassin's Creed E3 Trailer – Directing	Ubisoft	Silver
Sound Design	Xbox 360 "Cops & Robbers"	McCann-Erickson, San Francisco	Silver
Sound Design	Xbox 360 Halo 3 "Starry Night"	McCann-Erickson, San Francisco	Gold
Logo Design (On-Air)	Warner Bros. Games Logo	1741 Films & Trailer Park For W.B.I.E.	Silver
Logo Design (On-Air)	"Tom Clancy's Rainbow Six Vegas" Logo	Ubisoft	Gold
Copywriting (On-Air)	Games For Windows Flight Simulator X "Instructions"	McCann-Erickson, San Francisco	Silver
Copywriting (On-Air)	Xbox 360 Viva Pinata "Genie"	McCann-Erickson, San Francisco	Gold
Sales Presentation (Video)	Activision: Next-Gen	Activision/The Ant Farm	Silver
Sales Presentation (Video)	Xbox 360 Banjo Kazooie "Announce"	Microsoft	Gold
Making of/Special Features	Call of Duty 3 Making of	Activision/The Ant Farm	Gold
Making of/Special Features	Road To Respect: Making of "The Sopranos" Video Game	HBO	Silver
In-Game Cinematic	World in Conflict Seattle Invasion	Vivendi Games	Gold
Cinematic Campaign	Company of Heroes – Cinematic Campaign	THQ	Gold