

2010 MI6 AWARDS WINNERS

GOLD AWARD WINNERS

OUTSTANDING TV OR THEATRICAL AD

EA Sports – “JOY”:60 TV
EA Sports

CREDITS

Steve Stone, *Creative Director* – Heat
Warren Cockrel, *Copywriter* – Heat
Anna Rowland, *Art Director* – Heat

OUTSTANDING TV OR THEATRICAL AD – CAMPAIGN

Assassin’s Creed 2: 2009 TV Campaign
Cutwater

Credits

Chuck McBride, *Chief Creative Director* – Cutwater
Fabio Costa, *Creative Director* – Cutwater
Jennifer Golub, *Executive Producer* – Cutwater
Jay Lorenzini, *Art Director* – Cutwater
Eric Boyd, *Copywriter* – Cutwater
Bill Spangler, *Producer* – Cutwater
Jason Bedecarre – Cutwater

FUNNIEST TV THEATRICAL AD OR VIDEO ASSET

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

Credits

72 and Sunny, *Agency*

OUTSTANDING PROMOTIONAL TRAILER

SpecOPs - The Line
M. Brambilla of The Ebeling Group

Credits

Marco Brambilla, *Director/Creative Director/Writer/Editor* – X&Co
Vivian Rosenthal, *Producer* – Tronic
Greg Gobbi, *Creative Director* – 2k Games

Bjork, *Musician*
2k Games, *Client*
Tronic, *Production Company*
Q Department, *Sound Designer /Mix*

NBA 2K10
2K Sports, Take-Two Interactive

Credits
72 and Sunny, *Agency*

BEST LONG FORMAT PROMOTIONAL CONTENT

Assassin's Creed II: Lineage Episode 1 (Segment)
Ubisoft

Credits
Brady Watkins, *Marketing* – Ubisoft
Danny Ruiz, *Marketing* – Ubisoft

OUTSTANDING OVERALL MARKETING CAMPAIGN – INTEGRATED

Real Racing GTI
AKQA

Credits
Ginny Golden, *Creative Director* – AKQA
Jefferson Liu, *Art Director* – AKQA
Eric Lohman, *Senior Designer* – AKQA
Jon Lee, *Senior Copywriter* – AKQA
Jon Reiling, *Flash Designer* – AKQA
John Deschner – AKQA
Jonathan Hum – AKQA
Laura Breines – AKQA
Sarah Cheffy – AKQA
Douglas Smith – AKQA

Assassins Creed II Integrated Campaign
Ubisoft

Credits
Brady Watkins, *Marketing* – Ubisoft

OUTSTANDING OVERALL MARKETING CAMPAIGN – CASUAL GAME

Free Realms Overall Marketing Campaign
Sony Online Entertainment

Credits
Laura Naviaux, *Vice President* - Sony Online Entertainment
Candace Brenner, *Global Brand Manager* - Sony Online Entertainment
Matt Penfield, *Global Brand Manager* - Sony Online Entertainment
Anthony Royce, *Global Brand Manager* - Sony Online Entertainment
Andy Giles - ATTIK Global
Oliver Ralph - ATTIK Global

THINKING OUTSIDE OF THE BOX AWARD – MARKETING

Assassin's Creed 2 - Twitter Experience Ubisoft / Red Interactive

Credits

Caroleen Beatty, *Producer* – Ubisoft
Brady Watkins, *Marketing* – Ubisoft
Danny Ruiz, *Marketing* – Ubisoft
Tony Key, *SVP* – Ubisoft

Dante's Inferno: Highway to Hell Electronic Arts

Credits

Phil Marineau, *Marketing* – Electronic Arts
Rony Chammas, *Marketing* – Electronic Arts
Alonso Velasco, *Marketing* – Electronic Arts
Ken Epstein, *Marketing* – Electronic Arts
Wieden Kennedy – Wieden + Kennedy

BEST LIMITED EDITION OR COLLECTORS PROMOTION

NBA 2K10 Anniversary Edition 2K Sports

Credits

72 and Sunny, *Agency*

STAND OUT PRINT ADVERTISEMENT

Assassin's Creed 2: Rip Your Head Off Cutwater

Credits

Chuck McBride, *Chief Creative Director* – Cutwater
Fabio Costa, *Creative Director* – Cutwater
Devin Gillespie, *Art Director* – Cutwater
Derek Syzmal, *Junior Copywriter* – Cutwater
Justine Shockett, *Art Buyer* – Cutwater
Peter Collins, *Studio Artist* – Cutwater
Miriam Lee – Cutwater
Jason Bedecarre – Cutwater

STANDOUT PRINT CAMPAIGN

Assassin's Creed 2: 2009 Print Campaign Cutwater

Credits

Chuck McBride, *Chief Creative Director* – Cutwater

STANDOUT PRINT OUTDOOR/ENVIRONMENTAL/TRANSIT ADVERTISING

NBA 2K10
2K Sports, Take-Two Interactive

Credits
72 and Sunny, Agency

STANDOUT OVERALL POP DISPLAY SINGLE OR CAMPAIGN

Prototype Retail Standee
Midnight Oil Creative/Activision/Blizzard

Credits
None Listed

BEST PRODUCT PACKAGING

Aion
NCsoft /Ignited

Credits
Damian Fraticelli, *Creative Director* – Ignited
Oogie Lee, *Creative Director* – Ignited
Joe Suppasit, *Designer* – Ignited
Mike Bryan, *Illustrator* – Ignited

Batman Arkham Asylum Collector's Edition
Eidos Interactive

Credits
Karl Stewart, *Director* – Eidos Interactive

BEST LIMITED EDITION, SPECIAL EDITION OR COLLECTORS EDITION PACKAGING

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

Credits
Philip Foster, *Art Director* – Hamagami/Carroll, Inc.
Ryan Barnachea, *Designer* – Hamagami/Carroll, Inc.
Geoff Carroll – Activision
Byron Beede – Activision
Joe Korsmo – Activision
Richard Kriegal – Infinity Ward

BEST USE OF ANIMATION OR MOTION GRAPHICS ON A WEBSITE

The Beatles: Rock Band
Microsoft Xbox

Credits
AKQA, Agency

BEST WEBSITE FOR A PRODUCT

BioShock 2 Website
2K Games, Take-Two Interactive & ROKKAN

Credits

Gabe Abarcar – 2K Games

BEST WEBSITE FOR A PRODUCT – CASUAL GAME

CSI Deadly Intent Video Game
Nomadic

Credits

Michelle Hoffman, *Art Director* – Nomadic
Dave Hoffman, *Senior Copywriter* – Nomadic
Eric Horgan, *Programmer* – Nomadic
Paul Sucharski, *Flash Designer* – Nomadic
Alissa Costello, *Production Artist* – Nomadic
Thom Schillinger, *CAD Designer* – Nomadic
Tim Washburn, *Creative Director* – Nomadic
Scott Wheeler, *Senior Programmer* – Nomadic
Jenn Moreira – Nomadic
Rebecca Seitz – Nomadic
Sophie Lin – Nomadic

BEST ONLINE ADVERTISING CAMPAIGN

Halo 3: ODST
Microsoft Xbox

Credits

AKQA, *Agency*

BEST ONLINE ADVERTISING CAMPAIGN – CASUAL GAME

DJ Hero Online Campaign
Activision and Crispin Porter + Bogusky

Credits

None Listed

BEST ONLINE AD UNIT

EA SPORTS Tiger Woods PGA TOUR 10 - Virtual Par 5
EA SPORTS

Credits

Steve Stone, *Creative Director* – Heat
Chris Gatewood, *Creative Director* – Freestyle Interactive
Andrew Schmeling, *Creative Director* – Freestyle Interactive
Dan Van der Hei, *Copywriter* – Freestyle Interactive
Gabe Ruane, *Art Director* – Freestyle Interactive
Moxie Wanderlust, *Animator, Sound Designer* – Freestyle Interactive
Daryl Katz, *Producer* – Freestyle Interactive

Dana Marineau – Electronic Arts
Dustin Shekell – Electronic Arts

BEST USE OF ONLINE MEDIA

Assassin's Creed 2: Teaser Campaign
AKQA for Ubisoft

Credits

Ed Davis – AKQA
Brendan DiBona, *Executive Director* – AKQA
Michael Powell, *Creative Director* – AKQA
John Whitlock, *Art Director* – AKQA
Matt Herzog, *Senior Programmer* – AKQA
Zack Dolin, *Senior Programmer* – AKQA
Jon Reiling – AKQA

SHARPEST EDGE AWARD – BEST EDITING

No More Heroes 2 "Revenge" Trailer
g-NET

Credits

Michael Micholic – Ubisoft
David Moodie, *Creative Director* – g-NET
John Rosenberg – g-NET
David Getson – g-NET

SHARPEST EYE AWARD – BEST DIRECTING

SpecOPs - The Line
M. Brambilla of The Ebeling Group

Credits

Marco Brambilla, *Director/Writer/Editor* – X&Co
Vivian Rosenthal, *Producer* – Tronic
Greg Gobbi, *Creative Director* – 2k Games
Bjork, *Musician*
2k Games, *Client*
Tronic, *Production Company*
Q Department, *Sound Designer*

BEST USE OF SOUND

Modern Warfare 2 – Teaser
Activision / The Ant Farm

Credits

None Listed

BEST COPYWRITING FOR TV, THEATRICAL OR VIDEO ASSET

Modern Warfare 2 - Infamy Trailer
The Ant Farm

Credits

Activision, *Client*

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

Credits
None Listed

BEST KEY ART

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

Credits
Alan Hunter, *Creative Director* – Petrol Advertising
Ben Granados, *Vice President* – Petrol Advertising

Darksiders
THQ and Petrol Advertising

Credits
Alan Hunter, *Creative Director* – Petrol Advertising
Ben Granados, *Vice President* – Petrol Advertising

Dragon Age Origins
BLT & Associates for Electronic Arts

Credits
None Listed

BEST VIDEO

Borderlands Best Video
2K Games, Take-Two Interactive

Credits
None Listed

DJ Hero - VJ Mashup
Activision / The Ant Farm

Credits
None Listed

MOST EFFECTIVE VIRAL MARKETING/PROMOTION

Dante's Inferno: Highway to Hell
Electronic Arts

Credits
Phil Marineau, *Marketing* – Electronic Arts
Rony Chammas, *Marketing* – Electronic Arts
Alonso Velasco, *Marketing* – Electronic Arts

Ken Epstein, *Marketing* – Electronic Arts
Dennis Yu, *Marketing* – Electronic Arts
Wieden Kennedy – Wieden + Kennedy

BEST SWAG

Resident Evil: Darkside Chronicles t-shirt
JVST

Credits

James Song, *Creative Director* – JVST
Nino Dedenroth *Copywriter* – JVST
Michael Tran, *Marketing* – JVST

MOST EFFECTIVE BUZZ CREATION

Resident Evil: Darkside Chronicles t-shirt
JVST

Credits

James Song, *Creative Director* – JVST
Nino Dedenroth *Copywriter* – JVST
Michael Tran, *Marketing* – JVST

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

Resident Evil: The Darkside Chronicles
JVST

Credits

James Song, *Creative Director* – JVST
Nino Dedenroth *Copywriter* – JVST
Roderick van Gelder, *Producer* – JVST
Thibaut Delille, *Flash Designer* – JVST

BEST WORK NEVER SEEN

Dante's Inferno: Circle of Lust
Electronic Arts

Credits

Phil Marineau, *Marketing* – Electronic Arts
Rony Chammas, *Marketing* – Electronic Arts
Alonso Velasco, *Marketing* – Electronic Arts
Ken Epstein, *Marketing* – Electronic Arts
Eric Baldwin, *Creative Director* – Wieden + Kennedy
Brian Murphy, *Copywriter* – Wieden + Kennedy
Eric Baldwin, *Art Director* – Wieden + Kennedy

SILVER AWARD WINNERS

OUTSTANDING TV OR THEATRICAL AD

Halo 3: ODST
Microsoft Xbox

Credits
T.A.G, Agency

Metallica Business TV
Activision and Crispin Porter + Bogusky

Credits
None Listed

OUTSTANDING TV OR THEATRICAL AD CAMPAIGN

Modern Warfare 2 – Campaign
Activision / The Ant Farm

Credits
None Listed

Resident Evil 5 - 5 Part Viral Flashback Video Series
Ayzenberg Group

Credits
Mike Webster, *Director* – Capcom Entertainment
Mona Hamilton, *SVP* – Capcom Entertainment
Steve Fowler, *Vice President* – Ayzenberg Group
James Kim, *Associate Producer* – Ayzenberg Group
Gary Goodman, *Creative Director* – Ayzenberg Group

FUNNIEST TV THEATRICAL AD OR VIDEO ASSET

Borderlands
2K Games, Take-Two Interactive

Credits
Gearbox Software
Trailer Park, Agency

NHL 2K10
2K Games, Take-Two Interactive

Credits
72 and Sunny, Agency

OUTSTANDING PROMOTIONAL TRAILER

Assassin's Creed II E3 Trailer (2009)
Ubisoft

Credits

Brady Watkins, *Marketing* – Ubisoft

Borderlands
2K Games, Take-Two Interactive

Credits

Gearbox Software

Star Wars: The Force Unleashed 2 Announce Trailer
LucasArts

Credits

Mary Bihr, *Vice President* – LucasArts
Peter Kingsly, *Executive Director* – LucasArts
Roger Evoy, *Creative Director* – LucasArts
Rob Cowles, *Marketing* – LucasArts
Steve Ervin, *Art Director* – LucasArts
Tim Miller – Blur Studio
Dave Wilson – Blur Studio
Corey Butler – Blur Studio
Mandy Sim – Blur Studio
Leo Olebe, *Managing Director* – BioWare
James Ohlen, *Creative Director* – BioWare
Jeff Dobson, *Art Director* – BioWare

WET "Shot At Love"
Creative Monster Productions/Bethesda Softworks/Ayzenberg

Credits

Jamie Sterba, *Director* – Creative Monster Productions
Kevin Sarnoff, *Dir. Of Photography* – Creative Monster Productions
Scott Flor, *Executive Producer* – Creative Monster Productions
Theresa Marth, *Producer* – Creative Monster Productions
Blake Firstman, *Creative Director* – Ayzenberg
Annie Hards, *Producer* – Ayzenberg
Clark Crozer, *Copywriter* – Ayzenberg
Jack Collier, *Copywriter* – Ayzenberg
Chris Scheer, *Editor* – Ayzenberg

BEST LONG FORMAT PROMOTIONAL CONTENT

Star Wars: The Old Republic "Deceived" E3 Trailer
LucasArts

Credits

Mary Bihr, *Vice President* – LucasArts
Peter Kingsly, *Executive Director* – LucasArts
Roger Evoy, *Creative Director* – LucasArts
Rob Cowles, *Marketing* – LucasArts

Steve Ervin, *Art Director* – LucasArts
Tim Miller – Blur Studio
Dave Wilson – Blur Studio
Corey Butler – Blur Studio
Mandy Sim – Blur Studio
Leo Olebe, *Managing Director* – BioWare
James Ohlen, *Creative Director* – BioWare
Jeff Dobson, *Art Director* – BioWare

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

Mountain Dew - World of Warcraft Game Fuel
Blizzard Entertainment

Credits

David Lubars, *Creative Director* – BBDO
Mike Smith, *Creative Director* – BBDO
Adam Reeves, *Creative Director* – BBDO
Marcel Yunes, *Art Director* – BBDO
Amy Wertheimer, *Executive Producer* – BBDO

OUTSTANDING OVERALL MARKETING CAMPAIGN - INTEGRATED

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

Credits

None Listed

More Fun Time
Microsoft Xbox

Credits

T.A.G., *Agency*
AKQA, *Agency*

OUTSTANDING OVERALL MARKETING CAMPAIGN – CASUAL GAME

Just Dance Marketing Campaign
Nomadic

Credits

Greg Orłowski, *Art Director* – Nomadic
Dave Hoffman, *Senior Copywriter* – Nomadic
Tim Washburn, *Creative Director* – Nomadic
Paul Riehle, *Designer* – Nomadic
Kevin Kaminsky – Nomadic
Jenn Moreira – Nomadic
Sophie Lin – Nomadic
Scott Wheeler, *Senior Programmer* – Nomadic
Alissa Costello, *Production Artist* – Nomadic
Wynn Burton, *Designer* – Nomadic
Stephen Wildrick, *Flash Designer* – Nomadic

Your Shape featuring Jenny McCarthy
Ubisoft

Credits

Brian Tippie, *Art Director* – Ubisoft
Sharon Ortiz, *Copywriter* – Ubisoft
Michelle Barta, *Associate Producer* – Ubisoft
Chris Norris, *Manager* – Ubisoft
Trisha Greenberg, *Marketing* – Ubisoft
Emily Ong, *Associate Producer* – Ubisoft
Scott Sappenfield, *Manager* – Ubisoft
Michael Hammond, *Creative Director* – Ubisoft
Renelly Morell – Ubisoft
Christina Flucke – Ubisoft
Whitni Radar – Pea Brain
Carol Wong – Yu + Co

THINKING OUTSIDE OF THE BOX AWARD - MARKETING

CSI Deadly Intent Video Game
Nomadic

Credits

Michelle Hoffman, *Art Director* – Nomadic

Dave Hoffman, *Senior Copywriter* – Nomadic
Eric Horgan, *Programmer* – Nomadic
Paul Sucharski, *Flash Designer* – Nomadic
Alissa Costello, *Production Artist* – Nomadic
Thom Schillinger, *CAD Designer* – Nomadic
Tim Washburn, *Creative Director* – Nomadic
Kevin Kaminsky – Nomadic
Jenn Moreira – Nomadic
Rebecca Seitz – Nomadic
Sophie Lin – Nomadic

Star Wars: The Clone Wars Republic Heroes
LucasArts

Credits

Mary Bihl, *Vice President* – LucasArts
Peter Kingsly, *Executive Director* – LucasArts
Roger Evoy, *Creative Director* – LucasArts
Brooks Brown, *Producer* – LucasArts
Gavin Leung, *Marketing* – LucasArts
Paul Keister, *Creative Director* – Goodness Manufacturing
Brian Rekasis – Goodness Manufacturing
Bryan Reugebrink – Goodness Manufacturing
Chris Colinsky – Whittman Hart
Brian Flaherty – Whittman Hart

BEST LIMITED EDITION OR COLLECTORS PROMOTION

Activision Bakugan Battle Brawlers, Limited Naga Collectible DS Edition: A Big Splash
Activision Publishing Inc / GdB

Credits

Wayne Thompson, *Art Director* – GdB

Doug deGroot, *Creative Director/Copywriter* – GdB
Tom Gabriel, *Creative Director* – GdB
Steve Chase, *Director* – Curious Pictures
Tim Taylor, *Editor* – Fischer Edit
Brett Buckley – GdB
Curious Pictures, *Production Company*
Modern Music, *Sound Designer*
Fischer Edit, *Visual Effects/Audio Mixer*
Jake Parker, *Flame Artist*

STANDOUT PRINT ADVERTISEMENT

Aion Elyos Wings Tease
NCsoft /Ignited

Credits

Garrett Jones, *Art Director* – Ignited
Emily Zaborniak, *Copywriter* – Ignited
Sam Helpland, *Producer* – Ignited
Annie Choi, *Producer* – Ignited
Michael Slatkin – Ignited
Meduzarts Studio, *Key Art Agency*

STANDOUT PRINT CAMPAIGN

Aion "World Divided"
NCsoft /Ignited

Credits

Garrett Jones, *Art Director* – Ignited
Emily Zaborniak, *Copywriter* – Ignited
Sam Helpland, *Producer* – Ignited
Annie Choi, *Producer* – Ignited
Michael Slatkin – Ignited
Meduzarts Studio, *Illustrator*

STANDOUT PRINT OUTDOOR/ENVIRONMENTAL/TRANSIT ADVERTISING

The Sims 3
Electronic Arts

Credits

Jed Alger, *Creative Director* – Wieden + Kennedy
Aaron Allen, *Creative Director* – Wieden + Kennedy
Ben Carter, *Art Director* – Wieden + Kennedy
Matthew Carey, *Copywriter* – Wieden + Kennedy
Greg Radich, *Illustrator* – Wieden + Kennedy
Mark Lundgren, *Illustrator* – Wieden + Kennedy
Paul Levy, *Designer* – Wieden + Kennedy

STANDOUT OVERALL POP DISPLAY SINGLE OR CAMPAIGN

Halo Wars Standee
Origin LLC

Credits

Abigail Harris – Microsoft

BEST PRODUCT PACKAGING

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

Credits

Ryan Barnachea, *Designer* – Hamagami/Carroll, Inc

Philip Foster, *Art Director* – Hamagami/Carroll, Inc

Geoff Carroll – Activision

Byron Beede – Activision

Joe Korsmo – Activision

Richard Kriegler – Infinity Ward

BEST LIMITED EDITION, SPECIAL EDITION OR COLLECTORS EDITION PACKAGING

Batman Arkham Asylum Collector's Edition
Eidos Interactive

Credits

Karl Stewart, *Director* – Eidos Interactive

Uncharted 2: Among Thieves [Fortune Hunter's Edition]
Trailer Park Video Games & Sony Computer Entertainment

Credits

None Listed

BEST SHOWING AT A TRADE EVENT

Assassins Creed II : E3 Outdoor Banner
Ubisoft

Credits

Brady Watkins, *Marketing* – Ubisoft

BEST USE OF ANIMATION OR MOTION GRAPHICS ON A WEBSITE

Marvel Ultimate Alliance 2
Activision & Soap Creative

Credits

Carlson Choi – Activision

Vicharin Vadakan – Activision

Soap Creative, *Agency*

BEST WEBSITE FOR A PRODUCT

The Beatles: Rock Band
Microsoft Xbox

Credits
AKQA, *Agency*

BEST WEBSITE FOR A PRODUCT – CASUAL GAME

Tony Hawk RIDE Website
Activision and Streetwise

Credits
Ryan Okum, *President* – Streetwise
Eileen Jackson, *Vice President* – Streetwise
Bryan Burris, *Designer* – Streetwise
Aaron Eng, *Manager* – Streetwise

UbiWorld
WDDG

Credits
James Baker, *Executive Director* – WDDG
Courtney Baker, *Managing Director* – WDDG
Philip Frantzis, *Producer* – WDDG
Lauren Shea, *Producer* – WDDG
Jon Schmidt, *Senior Programmer* – WDDG
Patrick Early, *Senior Programmer* – WDDG
James Hutchinson, *Creative Director* – WDDG
Katarzyna Zendarska – WDDG
Justin Landskron – Ubisoft
Sam Lu – Ubisoft
Severin Sauliere – Ubisoft
Tatiana Fausey – Ubisoft
Izaac Russo – Ubisoft
Elaine Chan – Ubisoft

BEST ONLINE ADVERTISING CAMPAIGN

Operation Flashpoint: Dragon Rising
Liquid Advertising

Credits
Tom Marostica – Liquid Advertising
Marlo Huang – Liquid Advertising
Chris Gillette – Liquid Advertising
Mark Turosz, *Marketing* – Codemaster
Dave Miller, *Marketing* – Codemaster
Brad Schlachter, *Marketing* – Codemaster

BEST ONLINE ADVERTISING CAMPAIGN – CASUAL GAME

Cartoon Network TKO Cartoon Network Digital

Credits

Randall Coston, *Producer* – Cartoon Network
Paul Cottrell, *Programmer* – Cartoon Network
Bob Gordon, *Programmer* – Cartoon Network
Andy Makely, *Programmer* – Cartoon Network
Alan Moore, *Copywriter* – Cartoon Network
Andre Moore, *Animator* – Cartoon Network
Chris Nicholson, *Producer* – Cartoon Network
Noel Saabye, *Animator* – Cartoon Network
Jeremy Vanhoozer, *Art Director* – Cartoon Network

Maria Vito, *Illustrator* – Cartoon Network
Shelli Crouse, *Senior Designer* – Cartoon Network
Dwayne Tatum, *Graphic Designer* – Cartoon Network
Bryan Turner, *Editor* – Cartoon Network
Tim Meany – Cartoon Network
Brad Merritt – Cartoon Network

BEST ONLINE AD UNIT

Halo 3: ODST "Brothers" Microsoft Xbox

Credits

AKQA, *Agency*

Ubisoft Rabbids Roadblock & Home Page Destruction on GamesRadar Future US

Credits

Adam Krause, *Manager* – Ubisoft
David Handog, *Manager* – Ubisoft
Rhoda Bueno-Ushijima, *Producer* – Future US-GamesRadar

BEST ONLINE TAKE-OVER/ROAD BLOCK

Assassin's Creed 2: Big Bang Unit AKQA for Ubisoft

Credits

Brendan DiBona, *Executive Director* – AKQA
Michael Powell, *Creative Director* – AKQA
John Whitlock, *Art Director* – AKQA
Khoi Tran, *Senior Designer* – AKQA
Zack Dolin, *Senior Programmer* – AKQA
Jon Reiling – AKQA
Ed Davis – AKQA
Mattie Yaco – AKQA
Andy Haynes – AKQA

BEST USE OF ONLINE MEDIA

Resident Evil: The Darkside Chronicles

JVST

Credits

James Song, *Creative Director* – JVST
Roderick van Gelder, *Producer* – JVST
Danny Jiang, *Flash Designer* – JVST
Thibaut Delille, *Flash Designer* – JVST
Nino Dedenroth, *Copywriter* – JVST

SHARPEST EDGE AWARD – BEST EDITING

Batman Arkham Asylum - Play As The Joker Trailer Eidos Interactive/Hammer Creative/Petrol Advertising

Credits

Karl Stewart, *Director* – Eidos Interactive
Jim Botko, *Director* – Hammer Creative

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

Credits

None Listed

SHARPEST EYE AWARD – BEST DIRECTING

Lips #1 Hits E3 Trailer Microsoft Xbox

Credits

Microsoft Xbox, *Client*
Loaded Pictures, *Agency*

BEST USE OF SOUND

Call of Juarez "Oh Mama" Trailer Music Orange

Credits

Blaise Smith, *Composer* – Music Orange
Michael Lande, *Composer* – Music Orange
Hector Perez, *Composer* – Music Orange

FEAR 2 - Launch Trailer Warner Brothers / The Ant Farm

Credits

None Listed

BEST COPYWRITING FOR PRINT

Elyos Spread
NCsoft /Ignited

Credits

Garrett Jones, *Art Director* – Ignited
Emily Zaborniak, *Copywriter* – Ignited
Sam Helpland, *Producer* – Ignited
Annie Choi, *Producer* – Ignited
Michael Slatkin – Ignited
Meduzarts Studio, *Key Art Agency*

BEST COPYWRITING FOR TV, THEATRICAL OR VIDEO ASSET

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

Credits

None Listed

BEST PRODUCT LOGO DESIGN

Forza Motorsports
Microsoft Xbox

Credits

Ten Gun Design, *Agency*

BEST KEY ART

Assassins Creed II : Key Art
Ubisoft

Credits

Brady Watkins, *Marketing* - Ubisoft

MX vs ATV Reflex
THQ and Petrol Advertising

Credits

Alan Hunter, *Creative Director* – Petrol Advertising
Ben Granados, *Vice President* – Petrol Advertising

BEST GAME CREATED TO PROMOTE A PRODUCT OR BRAND

Marvel Ultimate Alliance 2 - Civil War Online
Activision & Soap Creative

Credits

Carlson Choi – Activision
Vicharin Vadakan – Activision
Soap Creative, *Agency*

BEST BRAND/PRODUCT INTEGRATION IN A GAME

Free Realms Product Integration Sony Online Entertainment

Credits

Laura Naviaux, *Vice President* - Sony Online Entertainment
Candace Brenner, *Global Brand Manager* - Sony Online Entertainment
Matt Penfield, *Global Brand Manager* - Sony Online Entertainment

BEST VIDEO

Halo Wars "Universe Expanded" TV & Web Special g-NET

Credits

Sekou White – Microsoft
David Moodie, *Creative Director* – g-NET
David Getson – g-NET
John Rosenberg – g-NET

MOST CREATIVE NEW PRODUCT ANOUNCEMENT

Darksiders THQ and Petrol Advertising

Credits

Alan Hunter, *Creative Director* – Petrol Advertising
Ben Granados, *Vice President* – Petrol Advertising

MOST EFFECTIVE VIRAL MARKETING/PROMOTION

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

Credits

Elizabeth Tobey – 2K Games
Tm Bass, *Marketing* – 2K Games
Concept Art, *Agency*
PromoGuys, *Agency*

BEST SWAG

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

Credits

Elizabeth Tobey – 2K Games
PromoGuys, *Agency*

MOST EFFECTIVE BUZZ CREATION

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

Credits

None Listed

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

Assassin's Creed II : Lineage Intro Trailer
Ubisoft

Credits

Brady Watkins, Marketing – Ubisoft
Danny Ruiz, Marketing – Ubisoft

BEST WORK NEVER SEEN

MILF Print and Outdoor Campaign
Ubisoft

Credits

Brian Tippie, Art Director – Ubisoft

Sharon Ortiz, Copywriter – Ubisoft
Michael Hammond, Creative Director – Ubisoft
Scott Sappenfield – Ubisoft
Trisha Greenberg – Ubisoft

BRONZE CERTIFICATE WINNERS

OUTSTANDING TV OR THEATRICAL AD

Come Together
RDA

Credits

David Rogan, Creative Director – RDA
Marcel Langeneggar, Director – GARTNER
Alicia Parker, Executive Producer – RDA
Kate Katzenberg, Associate Producer – RDA
Geovany Sosa, Art Director – RDA
Noel Tabora, Art Director – RDA
Ryan Brown, Art Director – RDA
Adrian Lichter, Producer – RDA
Mark Walejko, Line Producer – GARTNER
Daniel Mindel, Dir. Of Photography – GARTNER
Nelson Leonard, Senior Editor – NOW CORP
Tripp McCarthy, Editor – NOW CORP
Don Block – GARTNER
Elaine Behnken – GARTNER
Rich Carter – GARTNER

Worlds Collide TV
Activision and Crispin Porter + Bogusky

Credits
None Listed

OUTSTANDING TV OR THEATRICAL AD CAMPAIGN

World of Warcraft – Mr T “Mohawk Grenade” TV Campaign
Blizzard Entertainment

Credits
None Listed

FUNNIEST TV THEATRICAL AD OR VIDEO ASSET

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

Credits
None Listed

Guitar Hero 5 Naked People Song reveal (Director Cut)
Activision/The Ant Farm

Credits
None Listed

OUTSTANDING PROMOTIONAL TRAILER

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

Credits
None Listed

Halo 3: ODST
Microsoft Xbox

Credits
T.A.G., Agency

Resident Evil: The Darkside Chronicles
JVST

Credits
James Song, *Creative Director* – JVST
Roderick van Gelder, *Producer* – JVST
Danny Jiang, *Flash Designer* – JVST
Thibaut Delille, *Flash Designer* – JVST
Nino Dedenroth, *Copywriter* – JVST

Uncharted 2 – E3 Trailer
Sony Entertainment/The Ant Farm

Credits
None Listed

BEST TRAILER EXCLUSIVELY USING GAME FOOTAGE

Modern Warfare 2 – Infamy Trailer
Activision/The Ant Farm

Credits
None Listed

BEST LONG FORMAT PROMOTIONAL CONTENT

Halo Wars “Universe Expanded” TV & Web Special
g-NET

Credits
David Moodie, *Creative Director* – g-NET
David Getson – g-NET
John Rosenberg – g-NET
Josh Goldberg – Microsoft

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

Assassins Creed 2 UFC Integration
g-NET

Credits
Brady Watkins – Ubisoft
Danny Ruiz – Ubisoft
David Moodie – g-NET
David Getson – g-NET
John Rosenberg – g-NET

Modern Warfare 2 X360 Walmart TV Spot
Activision

Credits
Maria Morian – The Martin Agency

OUTSTANDING OVERALL MARKETING CAMPAIGN - INTEGRATED

The Sims 3 Launch Campaign
Electronic Arts

Credits
Jed Alger, *Creative Director* – Wieden + Kennedy
Aaron Allen, *Creative Director* – Wieden + Kennedy

Ben Carter, *Art Director* – Wieden + Kennedy
Matthew Carey, *Copywriter* – Wieden + Kennedy
Kellie Kalvig, *Creative Director* – Freestyle Interactive
Andrew Schmeling, *Creative Director* – Freestyle Interactive
Rhiannon Bell, *Art Director* – Freestyle Interactive
Jason Muscat – Freestyle Interactive
Ken Epstein – Electronic Arts
Julie Turner – Electronic Arts

OUTSTANDING OVERALL MARKETING CAMPAIGN – CASUAL GAME

DJ Hero Campaign
Activision and Crispin Porter + Bogusky

Ubisoft's Style Lab
Ubisoft Entertainment

Credits

Alexis Bodard, *Marketing* – Ubisoft Ent
Ann Hamilton, *Marketing* – Ubisoft Ent
Karen Louis, *Marketing* – Ubisoft Ent
Michael Hammond, *Creative Director* – Ubisoft Ent
Jasmine Ianneo, *Art Director* – Ubisoft Ent

THINKING OUTSIDE OF THE BOX AWARD - MARKETING

Darksiders - Augmented Reality campaign with Future US
Future US in conjunction with Petrol

Credits

Alan Hunter, *Creative Director* – Petrol
Ben Granados, *Vice President* – Petrol

STANDOUT PRINT ADVERTISEMENT

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

Credits

Philip Foster, *Art Director* – Hamagami/Carroll, Inc.
Ryan Barnachea, *Designer* – Hamagami/Carroll, Inc.
Richard Kriegler – Infinity Ward
Geoff Carroll – Activision
Byron Beede – Activision
Joe Korsmo – Activision

Marvel Ultimate Alliance 2
Hamagami/Carroll, Inc.

Credits

Ryan Ritchie, *Managing Director* – Hamagami/Carroll, Inc.
Oui Sunnananda, *Designer* – Hamagami/Carroll, Inc.
Amber Yeakel, *Production Artist* – Hamagami/Carroll, Inc.
PicturePlane Studio, *Illustrator*

Vicharin Vadakan – Activision
Jee Wook Han – Activision

STANDOUT PRINT CAMPAIGN

Marvel Ultimate Alliance 2 Print Campaign
Ignited / Activision

Credits

Oogie Lee, *Creative Director* – Ignited
Joe Suppasit, *Designer* – Ignited
Roman Fisher, *Illustrator* – Ignited

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

Credits

PJ Pereira, *Creative Director* – Pereira & O'Dell
Rob Lambrechts, *Creative Director* – Pereira & O'Dell
Jason Apaliski, *Art Director* – Pereira & O'Dell
Russell Dodson, *Writer* – Pereira & O'Dell
Brett Beaty, *Art Director* – Pereira & O'Dell
Jeff Ferro, *Executive Producer* – Pereira & O'Dell
Jonathan Matthews, *Producer* – Pereira & O'Dell
Victoria Whitlow, *Music Director* – Pereira & O'Dell
Kelsie Van Deman, *Producer* – Pereira & O'Dell

STANDOUT PRINT OUTDOOR/ENVIRONMENTAL/TRANSIT ADVERTISING

Assassins Creed II: E3 / PAX Environmental Advertising
Ubisoft

Credits

Brady Watkins, *Marketing* – Ubisoft

STANDOUT OVERALL POP DISPLAY SINGLE OR CAMPAIGN

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

Credits

None Listed

Forza Motorsports 3 Standee
Origin LLC

Credits

Abigail Harris – Microsoft

BEST PRODUCT PACKAGING

Prototype

Activision and Petrol Advertising

Credits

Alan Hunter, *Creative Director* – Petrol Advertising
Ben Granados, *Vice President* – Petrol Advertising

BEST LIMITED EDITION, SPECIAL EDITION OR COLLECTORS EDITION PACKAGING

Assasins Creed II Limited Edition

Ubisoft

Credits

Brady Watkins, *Marketing* – Ubisoft
Rebecca Aghakhan-Mooshiabad, *Marketing* – Ubisoft

Dragon Age Origins Collector's Edition

BLT & Associates for Electronic Arts

Credits

None Listed

BEST SHOWING AT A TRADE EVENT

Batman Arkham Asylum E3 2009

Eidos Interactive

Credits

Karl Stewart, *Director* – Eidos Interactive
Ulf Henrikson, *Director* – Scenic Route

BEST WEBSITE FOR A PRODUCT

No More Heroes 2 Video Site

g-NET

Credits

David Moodie, *Creative Director* – g-NET
David Getson – g-NET
John Rosenberg – g-NET
Michael Micholic – Ubisoft
Caroleen Beatty – Ubisoft
Trigger, *Production Company*

BEST WEBSITE FOR A PRODUCT – CASUAL GAME

Blur Video Game Website Activision and 2Advanced Studios

Credits

Elder Jerez Jr., *Art Director* – 2Advanced Studios
Brad Jackson, *Flash Designer* – 2Advanced Studios

Star Wars: The Clone Wars Game Creator Cartoon Network Digital

Credits

Ben Badgett, *Creative Director* – Cartoon Network
Amy Birnbaum, *Producer* – Cartoon Network

Chris Corum, *Designer* – Cartoon Network
Marietta Engle, *Animator* – Cartoon Network
Leyda Hughes, *Art Director* – Cartoon Network
Lawrence Jones, *Senior Programmer* – Cartoon Network
Alan Moore, *Copywriter* – Cartoon Network
Angela Ward, *Senior Programmer* – Cartoon Network

BEST ONLINE ADVERTISING CAMPAIGN

Overlord 2 Liquid Advertising

Credits

Mark Turosz, *Marketing* – Codemasters
Dave Miller, *Marketing* – Codemasters
Brad Schlachter, *Marketing* – Codemasters
Tom Marostica – Liquid Advertising
Alison Hamon – Liquid Advertising
Jose Cardenas – Liquid Advertising
Scott Jonsson – Liquid Advertising
Reth Galura – Liquid Advertising
David Cortez – Liquid Advertising
Marlo Huang – Liquid Advertising
Chris Gillette – Liquid Advertising
Will Akerlof – Liquid Advertising

BEST ONLINE ADVERTISING CAMPAIGN – CASUAL GAME

Free Realms Online Advertising Campaign Sony Online Entertainment

Credits

Candace Brenner, *Global Brand Manager* – Sony Online Entertainment
Laura Naviaux, *Vice President Global Sales/Marketing* – Sony Online Entertainment
Matt Penfield, *Global Brand Manager* - Sony Online Entertainment
Anthony Royce, *Global Brand Manager* - Sony Online Entertainment
Andy Giles - ATTIK Global
Oliver Ralph - ATTIK Global

BEST ONLINE AD UNIT

Border

2K Games, Take-Two Interactive

Credits

Gabe Abarcar – 2K Games, Take-Two Interactive
Gearbox Software

BEST ONLINE TAKE-OVER/ROAD BLOCK

Borderlands on the Net

2K Games, Take-Two Interactive

Credits

Gabe Abarcar – 2K Games, Take-Two Interactive
Gearbox Software

EA GAMES Godfather 2 “Put a Hit on a Hottie” Playboy EA GAMES

Credits

Chris Gatewood, *Creative Director* – Freestyle Interactive
Andrew Schmeling, *Creative Director* – Freestyle Interactive
Dan Van der Hei, *Copywriter* – Freestyle Interactive
Andy Slopsema, *Art Director* – Freestyle Interactive
Alonso Velasco – EA Games

BEST USE OF ONLINE MEDIA

Guitar Hero Smash Hits

Activision and BLITZ Agency

Credits

Matthew Murray, *Art Director* – BLITZ Agency
Stacey Atkinson, *Designer* – BLITZ Agency
Evan Gifford, *Senior Programmer* – BLITZ Agency
Adam Venturella, *Senior Programmer* – BLITZ Agency
Yosef Flomin, *Programmer* – BLITZ Agency
Jennifer Shoemaker, *Producer* – BLITZ Agency
Sarah Bagwell – Crispin Porter + Bogusky
Steve Babcock – Crispin Porter + Bogusky
Conor McCann – Crispin Porter + Bogusky
Jordan Buntain – Crispin Porter + Bogusky
Diego Contraras – Crispin Porter + Bogusky
Rebecca Williams – Crispin Porter + Bogusky
Carlson Choi – Activision
Clinton Wu – Activision
Delphine Pham – Activision

SHARPEST EDGE AWARD – BEST EDITING

Uncharted 2 – E3 Trailer
Sony Entertainment/The Ant Farm

Credits

None Listed

SHARPEST EYE AWARD – BEST DIRECTING

WET "Shot At Love"
Creative Monster Productions/Bethesda Softworks/Ayzenberg

Credits

Jamie Sterba, *Director* – Creative Monster Productions
Kevin Sarnoff, *Dir. Of Photography* – Creative Monster Productions
Scott Flor, *Executive Producer* – Creative Monster Productions

Theresa Marth, *Producer* – Creative Monster Productions
Blake Firstman, *Creative Director* – Ayzenberg
Annie Hards, *Producer* – Ayzenberg

Clark Crozer, *Copywriter* – Ayzenberg
Jack Collier, *Copywriter* – Ayzenberg
Chris Scheer, *Editor* – Ayzenberg

BEST USE OF SOUND

Crackdown 2 “Would You?” Trailer
g-NET

Credits

David Moodie, *Creative Director* – g-NET
David Getson – g-NET
John Rosenberg – g-NET

Judith Young – Microsoft
Taylor Smith – Microsoft
Ian Brillembourg – Microsoft
Michael Stout – Microsoft

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

Credits

None Listed

BEST COPYWRITING FOR TV, THEATRICAL OR VIDEO ASSET

Guitar Hero 5 - Naked People
Activision / The Ant Farm

Credits

None Listed

BEST PRODUCT LOGO DESIGN

Batman Arkham Asylum Logo

Eidos

Credits

Karl Stewart, *Creative Director* – Eidos Interactive
Alan Hunter, *Creative Director* – Petrol Advertising
Ben Granados, *Creative Director* – Petrol Advertising

BEST KEY ART

“Mega Man 10” Key Art

i am 8-bit Productions

Credits

Gerald de Jesus, *Art Director* – i am 8-bit Productions
Jon M. Gibson, *Creative Director* – i am 8-bit Productions
Michael Decastro, *Producer* – i am 8-bit Productions
Mike Schmitt, *Marketing* – Capcom Entertainment

Infamous

Sony and Petrol Advertising

Credits

Alan Hunter, *Creative Director* – Petrol Advertising
Ben Granados, *Vice President* – Petrol Advertising

Star Wars Battlefront: Elite Squadron

Hamagami/Carroll, Inc.

Credits

John Hamagami, *Creative Director* – Hamagami/Carroll, Inc.
Ryan Ritchie, *Managing Director* – Hamagami/Carroll, Inc.
Kris Tibor, *Art Director* – Hamagami/Carroll, Inc.
Steve Ervin – LucasArts

PicturePlane Studio, *Illustrator*

BEST BRAND/PRODUCT INTEGRATION IN A GAME

Doritos in Ghostbusters: The Video Game

Davie Brown Entertainment

Credits

John O’Connell, *Director* – Davie Brown Entertainment

BEST VIDEO

No More Heroes 2 “Toilet Talk”

g-NET

Credits

David Moodie, *Creative Director* – g-NET
David Getson – g-NET

MOST CREATIVE NEW PRODUCT ANNOUNCEMENT

Call of Duty: Modern Warfare 2 Midnight Opening Launch Kit
Midnight Oil Creative/Activision/Blizzard

Credits

None Listed

MOST EFFECTIVE VIRAL MARKETING/PROMOTION

Just Dance Viral Campaign

Nomadic

Credits

Greg Orłowski, *Art Director* – Nomadic
Dave Hoffman, *Senior Copywriter* – Nomadic
Tim Washburn, *Creative Director* – Nomadic
Paul Riehle, *Designer* – Nomadic

Scott Wheeler, *Senior Programmer* – Nomadic
Alissa Costello, *Production Artist* – Nomadic
Wynn Burton, *Designer* – Nomadic

Stephen Wildrick, *Flash Designer* – Nomadic
Kevin Kaminsky – Nomadic
Sophie Lin – Nomadic
Jenn Moreira – Nomadic

Star Wars: The Clone Wars Republic Heroes

LucasArts

Credits

Mary Bihl, *Vice President* – LucasArts
Peter Kingsley, *Executive Director* – LucasArts

Roger Evoy, *Marketing* – LucasArts
Gavin Leung, *Marketing* – LucasArts
Brooks Brown, *Producer* – LucasArts
Paul Keister, *Creative Director* – Goodness Manufacturing

Brian Rekasis – Goodness Manufacturing
Bryan Reugebrink – Goodness Manufacturing

BEST SWAG

Batman Arkham Asylum

Eidos Interactive

Credits

Karl Stewart, *Director* – Eidos Interactive

MOST EFFECTIVE BUZZ CREATIONS

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

Credits
None Listed

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

HeroHQ Achievements + Missions System
Activision & Soap Creative

Credits
Carlson Choi – Activision
Vicharin Vadakan – Activision

BEST WORK NEVER SEEN

The Beatles: Rock Band Print Ads
RDA

Credits
Geovany Sosa, *Art Director* – RDA