

2012 PROMAXBDA **GAME MARKETING AWARDS**

FINALIST LIST

****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.*

SHARPEST LIVE ACTION AWARD - BEST ENGINEERING

CALL OF DUTY: MODERN WARFARE 3, "THE VET AND THE NOOB"
72ANDSUNNY

FORZA MOTORSPORT 4 "ENDANGERED SPECIES"
MICROSOFT XBOX

MICHAEL
DEUTSCH

PURITY FIRST TRAILER (DEUS EX: HUMAN REVOLUTION)
SQUARE ENIX

RAGE BLAKE GRIFFIN ONLINE TRAILER
THE ANT FARM

THE ELDER SCROLLS V: SKYRIM - TV LIVE ACTION COMMERCIAL
BETHESDA SOFTWORKS, AKQA AND LOGAN

BEST USE OF SOUND

ASSASSIN'S CREED REVELATIONS INTERNATIONAL TV30
THE ANT FARM

BATTLEFIELD 3 "MY LIFE"
ELECTRONIC ARTS

CALL OF DUTY: MODERN WARFARE 3, "THE VET AND THE NOOB"
72ANDSUNNY

RAGE TRAILER 1 "WASTELAND"
THE ANT FARM

BATTLEFIELD 3 'IS IT REAL?'
ELECTRONIC ARTS

THE ELDER SCROLLS V - SKYRIM
DEFACTO SOUND & BETHESDA SOFTWORKS

BEST COPYWRITING FOR STATIC MEDIA OR ONLINE

ACE COMBAT: ASSAULT HORIZON

PETROL

BATTLEFIELD 3 'ABOVE AND BEYOND THE CALL'

ELECTRONIC ARTS

UNCHARTED 3: DRAKE'S DECEPTION

PETROL

CALL OF DUTY: MODERN WARFARE 3 - SOAP'S FIELD MANUAL

ARMED MIND (NOTE: ILLUSTRATION WAS HANDLED BY ARMED MIND'S PARTNER AGENCY, PETROL)

INFINITY BLADE 2 HEADLINE

LIQUID ADVERTISING AND EPIC GAMES

SAINTS ROW: THE THIRD

PETROL

BEST COPYWRITING FOR A VIDEO ASSET

BULLETSTORM: DUTY CALLS

ELECTRONIC ARTS

CABELA'S BIG GAME HUNTER 2012 "BRODY" TRAILER

ACTIVISION PUBLISHING, INC AND NOODLEHAUS

HOUSE OF THE DEAD – 'STRIPPERS' TRAILER

MAVERICK MEDIA LTD.

PURITY FIRST TRAILER (DEUS EX: HUMAN REVOLUTION)

SQUARE ENIX

RAGE BLAKE GRIFFIN ONLINE TRAILER

THE ANT FARM

SKYLANDERS SPYRO'S ADVENTURE, "MENACE"

72ANDSUNNY

BEST PRODUCT LOGO DESIGN

BATMAN ARKHAM CITY - LOGO RUN

WB GAMES AND HAMMER CREATIVE

CALL OF DUTY ELITE LOGO

ACTIVISION AND DOJO

RAGE RUINS LOGO

BETHESDA SOFTWORKS/THE ANT FARM

CONTINUED ON NEXT PAGE...

ROCKSMITH - LOGO
UBISOFT AND CUTWATER

SAINTS ROW THE THIRD
THQ AND HAMAGAMI/CARROLL, INC.

THE ELDER SCROLLS V: SKYRIM - LOGO
BETHESDA SOFTWAREWORKS AND AKQA

BEST KEY ART

BATMAN: ARKHAM CITY
PETROL

RAGE RUINS AND HERO KEY ART
BETHESDA SOFTWAREWORKS/THE ANT FARM

SKYLANDERS SPYRO'S ADVENTURE CHARACTER ILLUSTRATIONS
ACTIVISION PUBLISHING, INC AND HAMAGAMI/CARROLL, INC.

METRO: LAST LIGHT
PETROL

THE ELDER SCROLLS V: SKYRIM - KEY ART SUITE
BETHESDA SOFTWAREWORKS, AKQA AND MEDUZARTS

TWISTED METAL
PETROL

BEST WEBSITE FOR A PRODUCT

GEARS OF WAR 3 "WALL OF BROTHERHOOD"
MICROSOFT XBOX

GEARS OF WAR 3 WEBSITE
BLITZ

METAL GEAR SOLID
PETROL

POKÉMON RUMBLE BLAST
JVST + THE POKÉMON COMPANY INTERNATIONAL

SAINTS ROW 3 WEBSITE
BLITZ

THE ELDER SCROLLS V: SKYRIM - ELDERSROLLS.COM
BETHESDA SOFTWAREWORKS AND AKQA

BEST ONLINE ADVERTISING CAMPAIGN

DRIVER: SAN FRANCISCO ONLINE MARKETING CAMPAIGN

LIQUID ADVERTISING AND UBISOFT

EA SPORTS: MADDEN NFL 12

HEAT

RAGE ONLINE ADS

BETHESDA SOFTWORKS/THE ANT FARM

RED FACTION: ARMAGEDDON

PETROL

SKYLANDERS SPYRO'S ADVENTURE, DIGITAL BANNERS

72ANDSUNNY

THE ELDER SCROLLS V: SKYRIM - ONLINE ADVERTISING CAMPAIGN

BETHESDA SOFTWORKS AND AKQA

BEST COMMUNITY-BASED WEB EXPERIENCE

EA SPORTS: MADDEN NFL 12: SMACK SHACK

HEAT

EVE ONLINE "EVE IS REAL" MICROSITE

AYZENBERG GROUP AND CCP GAMES

GEARS OF WAR 3: BROTHERS TO THE END

AKQA

GLOBAL RESISTANCE

SONY COMPUTER ENTERTAINMENT AMERICA, INSOMNIAC GAMES & SOAP CREATIVE

HALO: COMBAT EVOLVED ANNIVERSARY "LIVING MONUMENT"

MICROSOFT XBOX

WORLD'S BIGGEST PACMAN

MICROSOFT, NAMCO BANDAI & SOAP CREATIVE

BEST ONLINE TAKE-OVER/ROAD BLOCK/RICH MEDIA UNIT

DRIVER: SAN FRANCISCO TAKEOVER

LIQUID ADVERTISING AND UBISOFT

RAGE

THE ANT FARM

RAYMAN ORIGINS KAL PENN YOUTUBE MASTHEAD

FAMOUS INTERACTIVE & UBISOFT

CONTINUED ON NEXT PAGE...

RED FACTION: ARMAGEDDON

PETROL

STAR WARS

DRAFTFCB SAN FRANCISCO

THE ELDER SCROLLS V: SKYRIM - VOICE SHATTER TAKEOVER

BETHESDA SOFTWAREWORKS AND AKQA

BEST USE OF ONLINE MEDIA OR USE OF ONLINE SOCIAL MEDIA MARKETING

EA SPORTS: MADDEN NFL 12: SMACK SHACK

HEAT

GEARS OF WAR 3: BROTHERS TO THE END

AKQA

GLOBAL RESISTANCE

SONY COMPUTER ENTERTAINMENT AMERICA, INSOMNIAC GAMES & SOAP CREATIVE

SIMS SOCIAL

DRAFTFCB SAN FRANCISCO

TRANSFORMERS: PRIME DAYS

ACTIVISION PUBLISHING, INC. & SOAP CREATIVE

XBOX ACCESSORIES "HI MOMA"

MICROSOFT XBOX

OUTSTANDING OVERALL MARKETING CAMPAIGN OF THE YEAR

BATTLEFIELD 3 MULTI-MEDIA NATIONAL CAMPAIGN

ELECTRONIC ARTS

EA SPORTS: FIFA SOCCER 12

HEAT

FORZA MOTORSPORT 4 MARKETING CAMPAIGN

MICROSOFT XBOX

GT ACADEMY

OMD U.S.

LONG LIVE PLAY

DEUTSCH

THE ELDER SCROLLS V: SKYRIM - MARKETING CAMPAIGN

BETHESDA SOFTWAREWORKS AND AKQA

OUTSTANDING OVERALL MARKETING CAMPAIGN - GENERAL ENTERTAINMENT

DANCE CENTRAL 2 "DANCE2GETHER" VIDEO CAMPAIGN
G-NET

2011 JUST DANCE CAMPAIGN
UBISOFT

INFINITY BLADE 2 VIDEO CAMPAIGN
G-NET

SIMS 3 PETS
DRAFTFCB SAN FRANCISCO

ROCKSMITH - MARKETING CAMPAIGN
UBISOFT

KINECT VIDEO CAMPAIGN
G-NET

THINKING OUTSIDE OF THE BOX AWARD - MARKETING

APB RELOADED "BE ALL YOU CAN'T BE" WITH YOUTUBE STARS
AYZENBERG GROUP AND [A]LIST GAMES

CALL OF DUTY: MODERN WARFARE 3 - SOAP'S FIELD JOURNAL
PETROL

CALL OF DUTY: XP
NCOMPASS INTERNATIONAL

**EA SPORTS LAUNCHES INTEGRATED CAMPAIGN TO SUPPORT MADDEN NFL 12 COVER VOTE WITH
ESPN'S SPORTSNATION**
EA SPORTS/ESPN

JEEP WRANGLER CALL OF DUTY: MW3
GLOBALHUE

MARVEL VS. CAPCOM 3: FATE OF TWO WORLDS ULTIMATE BATTLE MANUAL
CAPCOM ENTERTAINMENT

MOST EFFECTIVE BUZZ MARKETING/PROMOTION

CALL OF DUTY: XP
NCOMPASS INTERNATIONAL

**EA SPORTS LAUNCHES INTEGRATED CAMPAIGN TO SUPPORT MADDEN NFL 12
COVER VOTE WITH ESPN'S SPORTSNATION**
EA SPORTS/ESPN

CONTINUED ON NEXT PAGE...

RAGE FPS RUSSIA VIRAL
BETHESDA SOFTWORKS

STAR WARS: THE OLD REPUBLIC FREEZE MOB
ELECTRONIC ARTS

STAR WARS™: THE OLD REPUBLIC™ - TIMES SQUARE FREEZE MOB
F360

WORLD'S BIGGEST PACMAN
MICROSOFT, NAMCO BANDAI & SOAP CREATIVE

BEST LIMITED EDITION OR COLLECTOR'S EDITION

CALL OF DUTY XP PATCHES
MIDNIGHT OIL CREATIVE / LAGRAPHICO

WARHAMMER 40,000: SPACE MARINE COLLECTOR'S EDITION
THQ AND HAMAGAMI/CARROLL, INC.

CALL OF DUTY XP REDEMPTION KIT
MIDNIGHT OIL CREATIVE / LAGRAPHICO

FORZA MOTORSPORT 4 LIMITED COLLECTOR'S EDITION
MICROSOFT STUDIOS, TURN 10, TOP GEAR

GEARS OF WAR 3 EPIC EDITION
MICROSOFT STUDIOS, EPIC GAMES

STAR WARS: THE OLD REPUBLIC COLLECTOR'S EDITION
EA AND HAMAGAMI/CARROLL, INC.

BEST SWAG

CALL OF DUTY XP PATCHES
MIDNIGHT OIL CREATIVE / LAGRAPHICO

LEGO® STAR WARS® III: THE CLONE WARS™ “HOLIDAY PROMOTIONAL ITEM”
LUCASARTS

THE SKYRIM PLUSH HELMET
BETHESDA SOFTWORKS

CALL OF DUTY XP REDEMPTION KIT
MIDNIGHT OIL CREATIVE / LAGRAPHICO

LEGO® STAR WARS® III: THE CLONE WARS™ “POP-UP”
LUCASARTS

SARF INDUSTRIES AUGMENTED ARM SLEEVES (DEUS EX: HUMAN REVOLUTION)
SQUARE ENIX

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

BULLETSTORM: DUTY CALLS

ELECTRONIC ARTS

CALL OF DUTY: MODERN WARFARE 3 E3 2011

THE ANT FARM

CALL OF DUTY: XP

NCOMPASS INTERNATIONAL

EA SPORTS NHL 12 LEGENDS UNVEIL

ELECTRONIC ARTS

LITTLE BIG PLANET 2 - HISTORY OF GAMES

MAVERICK MEDIA LTD.

ROCKSMITH - "GUITAR BABY!"

CUTWATER AND UBISOFT

STANDOUT PRINT ADVERTISEMENT

DE BLOB 2 TEASER POSTER

THQ AND HAMAGAMI/CARROLL, INC.

DOUBLE-PAGE, VERTICAL SPREAD OF RAGE RUINS

BETHESDA SOFTWORKS/THE ANT FARM

RAGE RUINS

THE ANT FARM

ROCKSMITH PRINT AD - CHIMP ROCK

UBISOFT AND CUTWATER

SIMS ACQUISITION- DREAM DATE/WORST NIGHTMARE

DRAFTFCB SAN FRANCISCO

WE'RE NOT IN AZEROTH...

TRION WORLDS

STANDOUT PRINT CAMPAIGN

4 PAGE LEGENDS AD

UBISOFT / CUTWATER

DISNEY UNIVERSE E3 MOCK MOVIE POSTERS

AYZENBERG GROUP AND DISNEY

CONTINUED ON NEXT PAGE...

DUNGEON SIEGE III PRINT AD CAMPAIGN
MIDNIGHT OIL CREATIVE / LAGRAPHICO

HOMEFRONT
PETROL

KINECT PRINT CAMPAIGN
MICROSOFT XBOX

THE ELDER SCROLLS V: SKYRIM - PRINT & OUTDOOR CAMPAIGN
BETHESDA SOFTWORKS AND AKQA

STANDOUT OUTDOOR ADVERTISING

BATTLEFIELD 3 OUT-OF-HOME CAMPAIGN
ELECTRONIC ARTS

CUT THE ROPE INTERACTIVE OUTDOOR
LIQUID ADVERTISING AND EA MOBILE

HOMEFRONT
PETROL

LEGENDS BILLBOARDS
UBISOFT / CUTWATER

RAYMAN ORIGINS SAN DIEGO COMIC CON OUTDOOR ADVERTISING
PEREIRA AND O'DELL & UBISOFT

THE ELDER SCROLLS V: SKYRIM - HOTEL FIGUEROA
BETHESDA SOFTWORKS AND AKQA

STANDOUT OVERALL POP DISPLAY

SKYLANDERS INTERACTIVE DIORAMA DISPLAY
MIDNIGHT OIL CREATIVE / LAGRAPHICO

BATMAN: ARKHAM CITY
ORIGIN LLC

ROCKSMITH GUITAR CENTER DEMO STATION
MIDNIGHT OIL CREATIVE / LAGRAPHICO

SKYRIM STANDEE
ORIGIN LLC

SKYLANDERS PORTAL OF POWER INTERACTIVE DISPLAY
MIDNIGHT OIL CREATIVE / LAGRAPHICO

FORZA MOTORSPORTS 4 PREPACK
ORIGIN LLC

BEST PRODUCT PACKAGING

DE BLOB 2 PACKAGING

THQ AND HAMAGAMI/CARROLL, INC.

HALO: COMBAT EVOLVED ANNIVERSARY

MICROSOFT XBOX

HOMEFRONT

PETROL

ROCKSMITH PACKAGING

UBISOFT

SKYLANDERS SPYRO'S ADVENTURE EXPANSION PACK

ACTIVISION PUBLISHING, INC AND HAMAGAMI/CARROLL, INC.

SYNDICATE PACKAGING

ELECTRONIC ARTS / IGNITION PRINT

BEST LIMITED EDITION, SPECIAL EDITION OR COLLECTOR'S EDITION PACKAGING

DC UNIVERSE™ ONLINE COLLECTOR'S EDITION

SONY ONLINE ENTERTAINMENT

GEARS OF WAR 3 LIMITED EDITION

MICROSOFT STUDIOS, EPIC GAMES

ROCKSMITH - GUITAR BUNDLE

UBISOFT

SAINTS ROW THE THIRD COLLECTOR'S EDITION

THQ AND HAMAGAMI/CARROLL, INC.

TEKKEN HYBRID LIMITED EDITION

NAMCO BANDAI GAMES

THE ELDER SCROLLS V: SKYRIM - COLLECTOR'S EDITION PACKAGING

BETHESDA SOFTWORKS AND AKQA

BEST SHOWING AT A TRADE EVENT

"THE BIOWARE BASE" OUR MASS EFFECT 3 PRESENCE AT COMIC-CON

BIOWARE / EA

ACTIVISION AT E3

IGNITED/ACTIVISION

GEARS OF WAR 3 E3 WINDOW DISPLAY

ORIGIN LLC

CONTINUED ON NEXT PAGE...

PLANTS VS. ZOMBIES: DISCO ZOMBIES
LIQUID ADVERTISING AND POPCAP GAMES

SKYLANDERS AT TOY FAIR
IGNITED/ACTIVISION

TWISTED METAL
PETROL

OUTSTANDING TV OR THEATRICAL AD

BATTLEFIELD 3 'IS IT REAL?'
ELECTRONIC ARTS

GEARS OF WAR 3 "INTO DUST"
MICROSOFT XBOX

GET BLAKE IN RAGE - :30 VERSION
BETHESDA SOFTWAREWORKS/THE ANT FARM

LEGENDS TV AD :30
UBISOFT

MICHAEL
DEUTSCH

SAINTS ROW: THE THIRD - CG SPOT
PETROL

OUTSTANDING TV OR THEATRICAL AD CAMPAIGN

CABELA'S BIG GAME HUNTER 2012
72ANDSUNNY

CALL OF DUTY: BLACK OPS REZURRECTION - ZOMBIE LAB
ACTIVISION AND TBWA\CHIAT\DAY

CALL OF DUTY: MODERN WARFARE 3
THE ANT FARM

EA SPORTS: MADDEN NFL 12
HEAT

**LEGO® STAR WARS® III: THE CLONE WARS™ "CHARGE" TV, "LITTLE CLONE TROOPER" TV,
AND "DOOR SLAM" TV**
LUCASARTS, GOODNESS MANUFACTURING

MARIO & SONIC AT THE LONDON 2012 OLYMPIC GAMES
SEGA

FUNNIEST VIDEO ASSET

BULLETSTORM: DUTY CALLS

ELECTRONIC ARTS

GET BLAKE IN RAGE - 1:30 ONLINE VIRAL

BETHESDA SOFTWORKS/THE ANT FARM

LEGO® STAR WARS® III: THE CLONE WARS™ 'CHARGE' TV SPOT

LUCASARTS, GOODNESS MANUFACTURING

ROCKSMITH - "GUITAR BABY!"

CUTWATER AND UBISOFT

XBOX ACCESSORIES "GAME CHAIR"

MICROSOFT XBOX

LEGO® STAR WARS® III: THE CLONE WARS™ "LITTLE CLONE TROOPER" TV SPOT

LUCASARTS, GOODNESS MANUFACTURING

OUTSTANDING PROMOTIONAL TRAILER

BATTLEFIELD 3 "MY LIFE"

ELECTRONIC ARTS

DEAD ISLAND ANNOUNCEMENT TRAILER

AXIS ANIMATION / DEEP SILVER

FORZA 4 LAUNCH TRAILER

MICROSOFT XBOX

LITTLE BIG PLANET 2 - HISTORY OF GAMES

MAVERICK MEDIA LTD.

PURITY FIRST TRAILER (DEUS EX: HUMAN REVOLUTION)

SQUARE ENIX

THE OFFICIAL SKYRIM TRAILER

BETHESDA SOFTWORKS

BEST GAME FOOTAGE TRAILER

LITTLE BIG PLANET 2 - HISTORY OF GAMES

MAVERICK MEDIA LTD.

ASSASSIN'S CREED REVELATIONS MULTIPLAYER TRAILER 1 "PRESTIGE"

THE ANT FARM

BATTLEFIELD 3 "MY LIFE"

ELECTRONIC ARTS

CONTINUED ON NEXT PAGE...

UFC UNDISPUTED 3 ROSTER VIDEO
THQ AND NOODLEHAUS

CRYSIS 2 - MULTIPLAYER TRAILER
MAVERICK MEDIA LTD.

CALL OF DUTY: MODERN WARFARE 3 LAUNCH :60
THE ANT FARM

BEST LONG FORMAT PROMOTIONAL CONTENT

APB RELOADED "BE ALL YOU CAN'T BE" TRAILER
AYZENBERG GROUP AND [A]LIST GAMES

FORZA MOTORSPORT 4 "ENDANGERED SPECIES"
MICROSOFT XBOX

GTTV PRESENTS: BATTLEFIELD 3 OPERATION GRIDIRON
SPIKE TV

KINECT SPORTS NETWORK
AKQA

GEARS OF WAR 3 "INTO THE WICKED WORKSHOP"
MICROSOFT XBOX

SKYLANDERS SPYRO'S ADVENTURE, "MENACE"
72ANDSUNNY

BEST CO-BRANDING AND VIDEO ASSET

AC REVELATIONS MEETS WORKAHOLICS
UBISOFT / COMEDY CENTRAL

CALL OF DUTY: MODERN WARFARE 3 GAMESTOP IN GAME PERKS
THE ANT FARM

GAMESTOP TV AD
UBISOFT

GTTV PRESENTS GAMESTOP INSIDE ACCESS
SPIKE TV

LEGO HARRY POTTER YEARS 5-7 BLU-RAY GAME COMBO
WARNER BROS. WORLDWIDE TELEVISION MARKETING, CREATIVE SERVICES ON-AIR

MORTAL KOMBAT "GOD OF WAR" TRAILER
AYZENBERG GROUP AND WARNER BROS.
