



GAME MARKETING AWARDS 2016

promaxbda

OFFICIAL FINALISTS GUIDE

THANK YOU

TO OUR 2016 GAME MARKETING AWARDS JUDGES & JURY

SARAH ANDERSON
2K

JASON COVEY
MIDNIGHT OIL

ED DAVIS
AKQA

DAVID GETSON
GNET

TONY KEY
UBISOFT

MIKE SILBOWITZ
SQUARE ENIX

ROB TROY
ANTFARM

BEN ABT
OMD

SEAN BAPTISTE
ADULT SWIM GAMES

TOM BASS
TILTING POINT

JULIA BEMBENEK
HAMMER CREATIVE

TAINA BERARDI
DAYBREAK GAME COMPANY

ALINA BIEGLOVA
JUTIFUL LTD.

KENDALL BOYD
BLIZZARD ENTERTAINMENT

CANDACE BRENNER
DAYBREAK GAME COMPANY

RICH BRIGGS
CRYSTAL DYNAMICS

DUSTIN BURG
ELECTRONIC ARTS

LYNDA CHEN
SONY INTERACTIVE ENTERTAINMENT

DERRICK CHEN
MODCO MEDIA

CHELSCHEY CLAYTON
OMD

BEN CONRAD
NCSOFT

JOANNA CRONK
MAXUS GLOBAL

ERIC DANIELS
KINGDOM GAMES

SIMONE DEOCARES-LENGYEL
ACTIVISION

ANDREW DONAHUE
KILLER TRACKS

JOEL EBY
POP

RICH ELMORE
ACTIVISION PUBLISHING

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GARCIA CAPCOM

DAMIAN GARCIA
SQUARE ENIX

TONY GEORGE
LUDOMADE

AMIR GHAREAGHADJE
OMD

LAUREN GILLIAN
CONNOR SPORTS

JOSH GOLDBERG
2K

DAN GOLDENBERG
ACTIVISION BLIZZARD

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KABAM INC.

BRETT HOCKER
HAMMER CREATIVE

LUKE ICENHOWER
ELECTRONIC ARTS

CALLIE JENKINS
KABAM INC.

ERIK JENSEN
BLIZZARD ENTERTAINMENT

SAM KENNEDY
EDELMAN

BENJAMIN KINNEY
KONAMI DIGITAL ENTERTAINMENT INC.

MATT KNOLES
2K

CHRISTOPHER KOENIG
MAXYS

CAROL LEE
KONAMI DIGITAL ENTERTAINMENT INC.

JUSTIN MANFREDI
ACTIVISION

REBECCA MARKARIAN
AYZENBERG GROUP

DANIEL MCCONNELL
MICROSOFT

JOSEPH MCNEELY
EMPOWERING MEDIA TEAM (DENTSU
AEGIS NETWORK)

ALEXEY MENSHIKOV
BEATSHAPERS LTD

RENELLY MOREL
TANGIBLE MEDIA

LISA MORIWAKI
MEDIA STORM

CHERYL NEBELSIECK
MICROSOFT

DAN PANTUMSINCHAI
CAPCOM USA

JIM PASCOE
THE REFINERY

SWAPNIL PATEL
MCKINNEY

LISA PENDSE
UBISOFT

STEVE PERKINS
BETHESDA SOFTWAREWORKS

BARBARA PICKERING
HP INC.

REBECCA POTTER
HARMONIX

WILL POWERS
DEEP SILVER

KYLE RAMOS
MIDNIGHT OIL

JOHN ROSENBERG
GNET

MICHAEL RUDIN
ARMED MIND

SCOTT SALTER
SIMPLE FILMS, INC

MIKE SALVO
ZENITH MEDIA

JUSTIN SCOTT
MIDNIGHT OIL

RYAN SCOTT
ELECTRONIC ARTS

DUSTIN SHEKELL
ELECTRONIC ARTS

GENEVIEVE ST-ONGE
SQUARE ENIX MONTREAL

HANK STRONG
MODUS OPERANDI

KIM THOMPSON
MEDIAVEST

BRUNO TIBURCIO
THUNDER LOTUS GAMES

STORM TUSSEY
WEBROOT

CHRIS VAN HOOK
SQUARE ENIX

KEVIN VANVALKENBURGH
THE TOMBRAS GROUP

RICH WATTS
ORIGIN STUDIOS, INC.

SIMON WATTS
NEXON AMERICA, INC.

MATTHEW WEISSINGER
UBISOFT

TRACY WILLIAMS
WARNER BROS. INTERACTIVE

DENNIS YU
MAXUS GLOBAL



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UPDATE YOUR CREDITS BY MAY 20
AT **AWARDS.PROMAXBDA.ORG**



OUTSTANDING TV OR THEATRICAL AD

FALLOUT 4 - "THE WANDERER" TV SPOT
GNET & BETHESDA SOFTWAREWORKS

FORZA MOTORSPORT 6 - LEGACY
MICROSOFT XBOX

LEGEND OF THE LAST LAVA PUP
PSYOP

MORTAL KOMBAT X TV SPOT
WARNER BROS. INTERACTIVE ENTERTAINMENT / BATTERY

PRIMAL INFLUENCER TESTIMONIAL
UBISOFT

STAR WARS BATTLEFRONT TV60
EA AND ANT FARM

FUNNIEST VIDEO ASSET

DESTINY: THE TAKEN KING REFER-A-FRIEND TRAILER
ANT FARM

FALLOUT 4 SPECIAL: STRENGTH
BETHESDA SOFTWAREWORKS, AKQA

HELL YEAH TANKS: FATHER & SON
WARGAMING.NET

LEGO STAR WARS: THE FORCE AWAKENS TRAILER
PLASTIC WAX

MADDEN: THE MOVIE
HEAT & ELECTRONIC ARTS

TOY SOLDIERS: WAR CHEST - "BATTLE DESK"
VIBE CREATIVE

WORLD OF TANKS JAPANESE ART SCHOOL
WARGAMING.NET

OUTSTANDING PROMOTIONAL TRAILER

BORDERLANDS THE HANDSOME COLLECTION - ANNOUNCE TRAILER
2K

FALLOUT 4 OFFICIAL TRAILER
BETHESDA SOFTWAREWORKS, BETHESDA GAME STUDIOS

GREAT SCOTT
WARNER BROS. INTERACTIVE ENTERTAINMENT / HAMMER CREATIVE

HOMEFRONT: THE REVOLUTION "THANK YOU" TRAILER
ONE+K

RAINBOW SIX SIEGE IDRIS ELBA "SIEGE THE DAY" TRAILER
UBISOFT

STAR WARS™: THE OLD REPUBLIC™ – KNIGHTS OF THE FALLEN EMPIRE "SACRIFICE" TRAILER
ELECTRONIC ARTS – BIOWARE

OUTSTANDING PROMOTIONAL TRAILER – MOBILE GAMES

FALLOUT SHELTER ANNOUNCEMENT TRAILER
BETHESDA SOFTWAREWORKS, AKQA

MARVEL AVENGERS ACADEMY: CHARACTER TRAILER
AYZENBERG

MARVEL PUZZLE QUEST: FIND YOUR INNER SUPER HERO
LIQUID ADVERTISING X D3 GO!

STAR WARS: COMMANDER EXPANSION TRAILER
ANT FARM

TAICHI PANDA - GAME TRAILER
SNAIL GAMES & PETROL ADVERTISING

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BEST GAME FOOTAGE TRAILER

ASSASSIN'S CREED SYNDICATE: JACK THE RIPPER
CREATE ADVERTISING GROUP

CALL OF DUTY: BLACK OPS III – LAUNCH GAMEPLAY TRAILER
GNET

FALLOUT 4 OFFICIAL TRAILER
BETHESDA SOFTWARES, BETHESDA GAME STUDIOS

NEVERENDING NIGHTMARES
HTTP://KERTGARTNER.COM

QUANTUM BREAK TIME IS POWER TRAILER
AYZENBERG

RISE OF THE TOMB RAIDER - "MAKE YOUR MARK" TRAILER
GNET & XBOX

BEST LONG FORMAT FEATURING PROMOTIONAL CONTENT

FABLE LEGENDS WINDOWS 10 DOCUMENTARY
AYZENBERG

GEARS OF WAR: ULTIMATE EDITION - GEARS INK
MICROSOFT XBOX

GUITAR HERO TV STAR
ACTIVISION

HALO 5 MISTER CHIEF REQ SYSTEM TUTORIAL
AYZENBERG

MADDEN: THE MOVIE
HEAT & ELECTRONIC ARTS

RAINBOW SIX SIEGE IDRIS ELBA "LAWS OF SIEGE" FEATURETTES
UBISOFT

BEST SHORT FORMAT FEATURING PROMOTIONAL CONTENT

ASSASSIN'S CREED SYNDICATE STORY TRAILER
UBISOFT

ASSASSIN'S CREED SYNDICATE TWINS TRAILER
UBISOFT

CALL OF DUTY:BLACK OPS III "EMBERS"
ELASTIC

HITMAN
ELASTIC

JUST CAUSE 3: CHAOS COUNTDOWN
SQUARE ENIX & WOVEN DIGITAL

QUANTUM BREAK CAST ANNOUNCEMENT
AYZENBERG

BEST LIVE ACTION PROMOTIONAL CONTENT

BECOME MORE POWERFUL
HEAT & ELECTRONIC ARTS

FALLOUT 4 - "THE WANDERER" LAUNCH SPOT
GNET & BETHESDA SOFTWARES

LEGO DIMENSIONS ANNOUNCE TRAILER
WARNER BROS. INTERACTIVE ENTERTAINMENT / HAMMER CREATIVE / PLASTIC WAX

RAINBOW SIX SIEGE "SIEGE THE DAY" & "LAWS OF SIEGE" CAMPAIGN
UBISOFT

TOY SOLDIERS: WAR CHEST - "BATTLE DESK"
VIBE CREATIVE

WWE 2K16 - ARNOLD SCHWARZENEGGER/TERMINATOR PRE-ORDER TRAILER
2K

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BEST USE OF MUSIC IN A PROMOTIONAL PIECE

BATTLEFIELD HARDLINE LAUNCH TRAILER
EA AND ANT FARM

DESTINY: THE TAKEN KING REFER-A-FRIEND TRAILER
ANT FARM

DIVISION OFFICIAL 2015 E3 TRAILER
ANT FARM

FALLOUT 4 - "THE WANDERER" LAUNCH SPOT
GNET & BETHESDA SOFTWAREWORKS

RISE OF THE TOMB RAIDER - "LEGEND WITHIN" TV SPOT
GNET & XBOX

RISE OF THE TOMB RAIDER - "MAKE YOUR MARK" TRAILER
GNET & XBOX

OUTSTANDING OVERALL MARKETING CAMPAIGN OF THE YEAR (ALL INCLUSIVE)

CALL OF DUTY: BLACK OPS 3
*72ANDSUNNY / GNET / AKQA / EDELMAN / OMD / PETROL / MIDNIGHT OIL / NCOMPASS / ANT FARM / PMK*BNC*

FALLOUT 4 CAMPAIGN
BETHESDA SOFTWAREWORKS, BETHESDA GAME STUDIOS, AKQA, FEARLESS MEDIA

HALO 5: GUARDIANS #HUNTTHETRUTH GLOBAL INTEGRATED CAMPAIGN
TWOFIFTEENMCCANN

JUST DANCE 2016 MARKETING CAMPAIGN
UBISOFT

MADDEN NFL 16
EA SPORTS & HEAT

RISE OF THE TOMB RAIDER
MICROSOFT XBOX

OUTSTANDING OVERALL MARKETING CAMPAIGN - CORE GAMES (SPORTS, ACTION, ETC.)

CALL OF DUTY: BLACK OPS 3
*72ANDSUNNY / GNET / AKQA / EDELMAN / OMD / PETROL / MIDNIGHT OIL / NCOMPASS / ANT FARM / PMK*BNC*

DESTINY TAKEN KING
*72ANDSUNNY / ANT FARM / AKQA / PETROL / OMD / EDELMAN / PMK*BNC*

FALLOUT 4 CAMPAIGN
BETHESDA SOFTWAREWORKS, BETHESDA GAME STUDIOS, AKQA, FEARLESS MEDIA

HALO 5: GUARDIANS #HUNTTHETRUTH GLOBAL INTEGRATED CAMPAIGN
TWOFIFTEENMCCANN

JUST CAUSE 3 - OUTSTANDING OVERALL MARKETING CAMPAIGN - CORE GAMES
SQUARE ENIX AMERICA

RISE OF THE TOMB RAIDER
MICROSOFT XBOX

OUTSTANDING OVERALL MARKETING CAMPAIGN - RATED 'E' GAMES

DISNEY INFINITY 3.0
ICHI WORLDWIDE

JUST DANCE 2016 MARKETING CAMPAIGN (E10+)
UBISOFT

LEGO DIMENSIONS CAMPAIGN
BATTERY

LEGO(R) DIMENSIONS
WARNER BROS. INTERACTIVE ENTERTAINMENT

PLANTS VS. ZOMBIES: GARDEN WARFARE 2 - OVERALL MARKETING CAMPAIGN
POPCAP, EA & PETROL ADVERTISING

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BEST USE OF ESPORTS

CALL OF DUTY® CHAMPIONSHIP 2015
NCOMPASS INTERNATIONAL

H1Z1 ESPORTS
DAYBREAK GAMES

HEROES OF THE DORM
BLIZZARD ENTERTAINMENT

MKX / ESL PRO LEAGUE
WARNER BROS. INTERACTIVE ENTERTAINMENT / ESL / MACHINIMA

RAINBOW SIX SIEGE THE SIEGE GAMES
UBISOFT

MOST CREATIVE PRE-ORDER PROGRAM

BATMAN ARKHAM KNIGHT - HARLEY
WARNER BROS. INTERACTIVE ENTERTAINMENT

BATTLEBORN PRE-ORDER FIGURINES
2K

CALL OF DUTY: BLACK OPS III: THE RACE FROM REVEAL TO BETA
OMD, ZERO CODE

JUST CAUSE 3 - WIN AN ISLAND
SQUARE ENIX AMERICA AND MIDNIGHT OIL

MORTAL KOMBAT X - GORO
WARNER BROS. INTERACTIVE ENTERTAINMENT

WWE 2K16 - ARNOLD SCHWARZENEGGER AS THE TERMINATOR
2K

OUTSTANDING OVERALL ADVERTISING CAMPAIGN

FALLOUT 4 CAMPAIGN
BETHESDA SOFTWORKS, BETHESDA GAME STUDIOS, AKQA, FEARLESS MEDIA

FORZA MOTORSPORT 6 “WHAT WE’VE BEEN RACING TOWARD”
TWOFIFTEENMCCANN

HALO 5: GUARDIANS #HUNTTHETRUTH GLOBAL INTEGRATED CAMPAIGN
TWOFIFTEENMCCANN

JC3: OVERALL AD CAMPAIGN
LIQUID ADVERTISING X SQUARE ENIX

MADDEN NFL 16
EA SPORTS & HEAT

RISE OF THE TOMB RAIDER
MICROSOFT XBOX

XBOX JUMP AHEAD CAMPAIGN
AYZENBERG

STANDOUT OUTDOOR ADVERTISING

DEUS EX: MANKIND DIVIDED - AUG AWARE WILD POSTINGS
SQUARE ENIX & KENWOOD EXPERIENCES

FALLOUT 4 OUTDOOR ADVERTISING
BETHESDA SOFTWORKS, AKQA, FEARLESS MEDIA

HALO 5: GUARDIANS - TRAITOR BILLBOARDS
MICROSOFT XBOX

JUST CAUSE 3: 00H
LIQUID ADVERTISING X SQUARE ENIX

RISE OF THE TOMB RAIDER - SURVIVAL BILLBOARD
MICROSOFT XBOX

TIMES SQUARE TAKEOVER
WARNER BROS. INTERACTIVE ENTERTAINMENT

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BEST USE OF INFLUENCERS INTEGRATION

ASSASSIN'S CREED SYNDICATE AND DEVIN SUPERTRAMP
UBISOFT

DUDE PERFECT AND RAINBOW SIX SIEGE
UBISOFT

GUITAR HERO TV STAR
ACTIVISION

JUST DANCE 2016 SNAPCHAT PARTNERSHIP
UBISOFT

RAINBOW SIX SIEGE ACADEMY
MAVERICK MEDIA

THE WITCHER 3: WILD HUNT - CONAN O'BRIEN'S CLUELESS GAMER
CD PROJEKT RED

BEST INFLUENCERS CAMPAIGN FOR A VIDEO GAME

H1Z1 ESPORTS
DAYBREAK GAMES

JUST CAUSE 3: CHAOS COUNTDOWN
SQUARE ENIX & WOVEN DIGITAL

JUST DANCE 2016 & MEGHAN TRAINOR
UBISOFT

PRIMAL INFLUENCER CAMPAIGN
UBISOFT

RISE OF THE TOMB RAIDER ORIGINAL ART SERIES
XBOX

BEST PR CAMPAIGN

JUST DANCE 2016 MEGHAN TRAINOR PR CAMPAIGN
UBISOFT

METAL GEAR SOLID V: THE PHANTOM PAIN
KONAMI

MORTAL KOMBAT X KOMBAT KONFRONATIONS
WARNER BROS. INTERACTIVE ENTERTAINMENT

THE WITCHER 3: WILD HUNT PR CAMPAIGN
CD PROJEKT RED

TOM CLANCY'S RAINBOW SIX SIEGE CELEBRITY TALENT PR CAMPAIGN
UBISOFT

WWE 2K16 PR CAMPAIGN
2K

BEST PROMOTIONAL LIVE STREAM FOR A GAME

AMD/STAR WARS BATTLEFRONT: NERD HQ LIVESTREAM
AMD, NERD MACHINE & PETROL ADVERTISING

CALL OF DUTY: BLACK OPS III: THE RACE FROM REVEAL TO BETA
OMD, ZERO CODE

H1Z1 INVITATIONAL
DAYBREAK GAMES

HALO 5 LIVE
MICROSOFT XBOX

RISE OF THE TOMB RAIDER - SURVIVAL BILLBOARD STREAM
MICROSOFT XBOX

SIEGE DAY
UBISOFT

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OUTSTANDING OVERALL MARKETING CAMPAIGN – MOBILE GAMES

FALLOUT SHELTER CAMPAIGN

BETHESDA SOFTWARES, AKQA, FEARLESS MEDIA

PAC-MAN 256 - GLOBAL MOBILE CAMPAIGN

MAVERICK MEDIA

TAICHI PANDA CAMPAIGN

SNAIL GAMES & PETROL ADVERTISING

WAR DRAGONS MOBILE CAMPAIGN

POCKET GEMS & PETROL ADVERTISING

STANDOUT OVERALL POP DISPLAY

FALLOUT 4 VAULT BOY STATUES

BETHESDA SOFTWARES, AKQA

GUITAR HERO LIVE INTERACTIVE DISPLAY

ACTIVISION AND IN-STORE FOCUS

LEGO DIMENSIONS

WARNER BROS. INTERACTIVE ENTERTAINMENT

SKYLANDERS SUPERCHARGERS INTERACTIVE DISPLAY

ACTIVISION AND IN-STORE FOCUS

STAR WARS BATTLEFRONT MOBILE

ELECTRONIC ARTS AND MIDNIGHT OIL

STAR WARS BATTLEFRONT STANDEE

ELECTRONIC ARTS AND MIDNIGHT OIL

BEST BOX ART (STANDARD GAME VERSION)

BATMAN ARKHAM KNIGHT

WARNER BROS. INTERACTIVE ENTERTAINMENT

BORDERLANDS HANDSOME COLLECTION

2K

FAR CRY PRIMAL BOX ART

UBISOFT

GUITAR HERO LIVE - STANDARD BUNDLE

ACTIVISION, FREESTYLE GAMES & PETROL ADVERTISING

THE WITCHER 3: WILD HUNT

CD PROJEKT RED

XCOM 2 BOX ART

2K & PETROL

BEST LIMITED EDITION, SPECIAL EDITION OR COLLECTOR'S EDITION

BORDERLANDS HANDSOME COLLECTION CLAPTRAP IN A BOX - GENT

2K

CALL OF DUTY: BLACK OPS III - THE JUGGERNOG EDITION

ACTIVISION, TREYARCH & PETROL ADVERTISING

FALLOUT 4 PIP-BOY EDITION

BETHESDA SOFTWARES, AKQA, THINKGEEK

JUST CAUSE 3 COLLECTOR'S EDITION

SQUARE ENIX

MORTAL KOMBAT X COARSE EDITION

WARNER BROS. INTERACTIVE ENTERTAINMENT

STARCRAFT II: LEGACY OF THE VOID COLLECTOR'S EDITION

BLIZZARD ENTERTAINMENT

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BEST SHOWING AT A TRADE OR CONSUMER EVENT

2K AT E3 2015

FREDDIE GEORGES PRODUCTION GROUP

ASSASSIN'S CREED EXPERIENCE

UBISOFT

HALO 5: GUARDIANS - E3 HOLOLENS WARZONE EXPERIENCE

MICROSOFT XBOX

JUST CAUSE 3 - FLY LIKE RICO WIND TUNNEL

SQUARE ENIX AMERICA AND MIDNIGHT OIL

SQUARE ENIX E3 2015

SQUARE ENIX & KENWOOD EXPERIENCES

SQUARE ENIX EXPERIENCE

SQUARE ENIX

BEST RETAIL MARKETING CAMPAIGN

CALL OF DUTY: BLACK OPS III - BEST OVERALL RETAIL MARKETING CAMPAIGN

ACTIVISION AND MIDNIGHT OIL

FINAL FANTASY TYPE-0 - RETAIL CAMPAIGN

SQUARE ENIX

JUST CAUSE 3 RETAIL MARKETING CAMPAIGN

SQUARE ENIX

JUST DANCE 2016 - AMAZON & ONE DIRECTION PARTNERSHIP

UBISOFT

PRIMAL RETAIL MARKETING

UBISOFT

UBISOFT GOLD EDITIONS

UBISOFT

BEST DIGITAL ADVERTISING CAMPAIGN

BLOODBORNE DIGITAL CAMPAIGN

SONY COMPUTER ENTERTAINMENT AMERICA & PETROL ADVERTISING

HALO 5: GUARDIANS "BULLET INTERACTIVE" & "HALO VISUALIZER"

TWOFIFTEENMCCANN

JC3 DIGITAL CAMPAIGN

SQUARE ENIX

MADDEN NFL 16

EA SPORTS & HEAT

RISE OF THE TOMB RAIDER - SKY ABOVE/EARTH BELOW/FIRE WITHIN

MICROSOFT XBOX

RISE OF THE TOMB RAIDER - SURVIVAL BILLBOARD

MICROSOFT XBOX

BEST USE OF SOCIAL MEDIA CAMPAIGN

CALL OF DUTY HACK IN BLACK

EDELMAN

DEUS EX: MANKIND DIVIDED - PROJECT CKP

EIDOS-MONTRÉAL

FINAL FANTASY TYPE 0 HD - ACTIVE TWITTER BATTLE

SQUARE ENIX AMERICA AND MIDNIGHT OIL

GEARS OF WAR ULTIMATE - GEARS INK

MICROSOFT XBOX

GUITAR HERO TV STAR

ACTIVISION

SONIC THE HEDGEHOG SOCIAL MEDIA

AYZENBERG

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OUTSTANDING USE OF A SOCIAL MEDIA VIDEO ASSET

ASSASSIN'S CREED SYNDICATE MEGA BLOKS VIDEO
UBISOFT

BREAK THE FPS LOGIC WITH RAINBOW SIX SIEGE
UBISOFT

I NEVER ASKED FOR THIS!
SQUARE ENIX

MADDEN: THE MOVIE
HEAT & ELECTRONIC ARTS

ONE DIRECTION & JUST DANCE 2016
UBISOFT

SONIC THE HEDGEHOG MOTIVATED BY SHIA LABEOUF!
AYZENBERG

BEST USE OF SOUND DESIGN

HALO 5: GUARDIANS "THE HUNT BEGINS"
TWOFIFTEENMCCANN

HUNT THE TRUTH
AYZENBERG

LEGO MARVEL AVENGERS LAUNCH TRAILER
HAMMER CREATIVE

MAD MAX LAUNCH TRAILER
WBIE AND ANT FARM

RAINBOW SIX SIEGE IDRIS ELBA "SIEGE THE DAY" TRAILER
UBISOFT

STAR WARS BATTLEFRONT
ELECTRONIC ARTS & DICE

BEST COPYWRITING FOR A MARKETING ASSET

BEYOND KOMBAT
EDELMAN LA

FALLOUT 4 SPECIAL: STRENGTH
BETHESDA SOFTWARES, AKQA

HOMEFRONT: THE REVOLUTION "THANK YOU" TRAILER
ONE+K

HUNT THE TRUTH
AYZENBERG

RAINBOW SIX SIEGE IDRIS ELBA "SIEGE THE DAY" TRAILER
UBISOFT

XBOX INNOVATION GUY
AYZENBERG

BEST EDITING FOR A VIDEO ASSET

BATTLEFIELD HARDLINE LAUNCH TRAILER
EA AND ANT FARM

DOOM E3 ANNOUNCE TRAILER
GNET & BETHESDA SOFTWARES

NEED FOR SPEED
ELECTRONIC ARTS & GHOST GAMES

RAINBOW SIX SIEGE IDRIS ELBA "SIEGE THE DAY" TRAILER
UBISOFT

RISE OF THE TOMB RAIDER - "DESCENT INTO LEGEND" TRAILER
GNET & XBOX

STAR WARS BATTLEFRONT TV60
EA AND ANT FARM

TOY SOLDIERS: WAR CHEST - "BATTLE DESK"
VIBE CREATIVE

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BEST CG FOR A VIDEO ASSET

ASSASSIN'S CREED SYNDICATE E3 CG TRAILER
UBISOFT

DEUS EX: MANKIND DIVIDED - CELEBRATION TRAILER
SQUARE ENIX

FATHER TO SON
WARNER BROS. INTERACTIVE ENTERTAINMENT

LEGO DIMENSIONS "ENDLESS AWESOME" LAUNCH TRAILER
BATTERY

LEGO DIMENSIONS ANNOUNCE TRAILER
WARNER BROS. INTERACTIVE ENTERTAINMENT / HAMMER CREATIVE / PLASTIC WAX

THE WITCHER 3: WILD HUNT - A NIGHT TO REMEMBER
CD PROJEKT RED

BEST PRODUCT LOGO DESIGN

BATMAN ARKHAM KNIGHT
WARNER BROS. INTERACTIVE ENTERTAINMENT

CALL OF DUTY: BLACK OPS 3 MNEMONIC
ANT FARM

DESTINY: THE TAKEN KING MNEMONIC
ANT FARM

FALLOUT 4 LOGO
BETHESDA SOFTWORKS, AKQA

PLANTS VS. ZOMBIES: GARDEN WARFARE 2 - LOGO
POPCAP, EA & PETROL ADVERTISING

THE WITCHER 3: WILD HUNT
CD PROJEKT RED

BEST KEY ART

BATMAN ARKHAM KNIGHT
WARNER BROS. INTERACTIVE ENTERTAINMENT

DEUS EX: AUG AWARE PROPAGANDA WILD POSTINGS
SQUARE ENIX & KENWOOD EXPERIENCES

DRAGON AGE: INQUISITION PRIMARY KEY ART
HAMAGAMI/CARROLL, INC.

RAINBOW SIX SIEGE KEY ART
UBISOFT

STAR WARS: BATTLEFRONT KEY ART
HAMAGAMI/CARROLL, INC.

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CALL OF DUTY HACK IN BLACK
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RISE OF THE TOMB RAIDER - SURVIVAL BILLBOARD
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