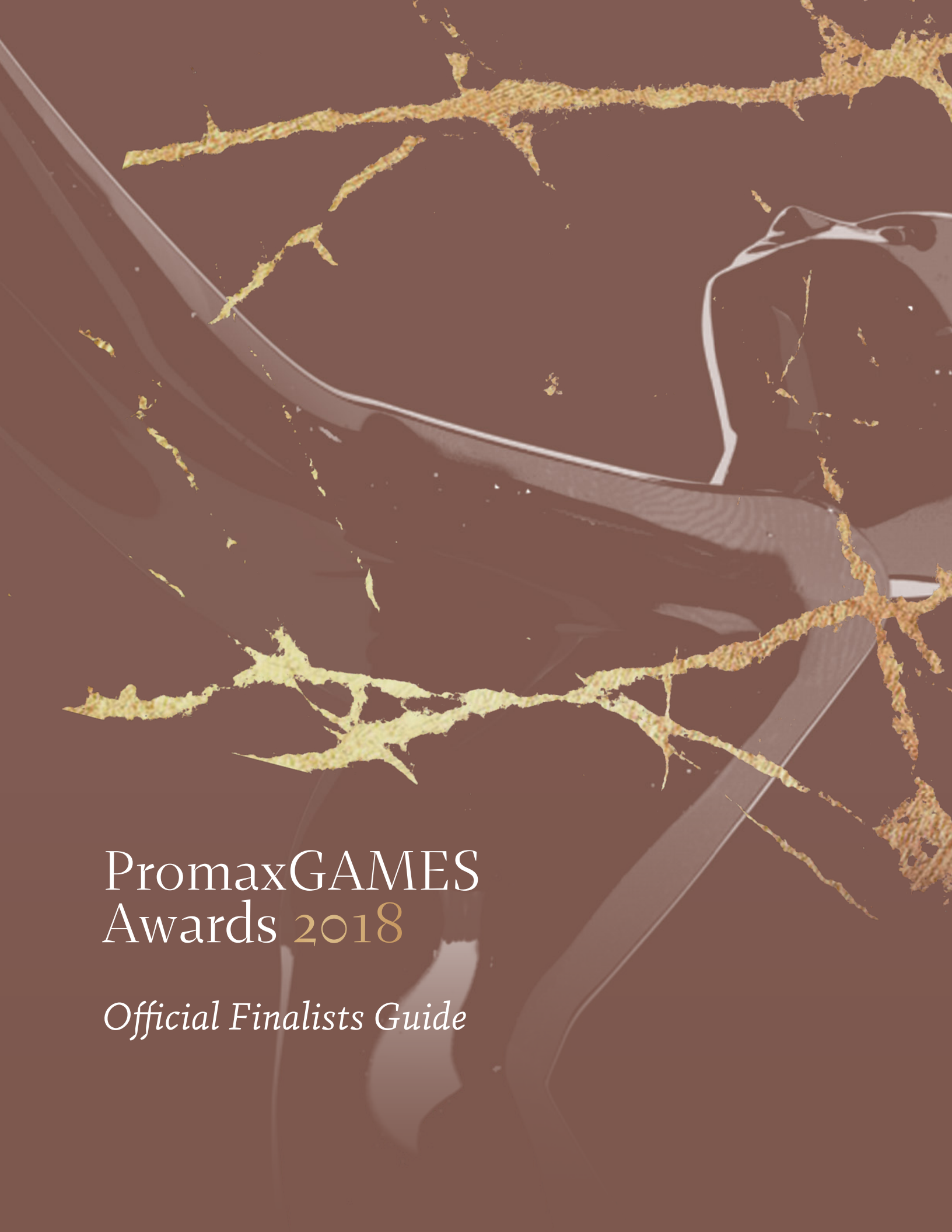

PromaxGAMES Awards 2018

Official Finalists Guide

BEST TV OR THEATRICAL AD

THE SUPER DUPER MINECRAFT MUSICAL
215 MCCANN + PSYOP

CALL OF DUTY: WWII - STORY TRAILER
GNET AGENCY

MLB 17 - THESE GUYS
SONY INTERACTIVE ENTERTAINMENT

TOM CLANCY'S GHOST RECON WILDLANDS "YOU DECIDE"
UBISOFT

FIFA 18: EL TORNADO
ELECTRONIC ARTS

BEST PROMOTIONAL TRAILER

ASSASSIN'S CREED ORIGINS "LEGEND"
BUDDHA JONES

WORLD OF WARCRAFT: BATTLE FOR AZEROTH CINEMATIC
BLIZZARD ENTERTAINMENT

FAR CRY 5: OFFICIAL ANNOUNCE TRAILER
UBISOFT

NEW LEGENDS WILL RISE
72ANDSUNNY

PUBG: "UNKNOWN AIR" LIVE-ACTION SPOT
GNET AGENCY

BEST PROMOTIONAL TRAILER - INDIE GAME

EMBERS OF WAR - LAUNCH TRAILER
LUNAR ANIMATION

EXTINCTION "ANNOUNCE"
ASPECT

RAW DATA "LAUNCH"
BUDDHA JONES

ASTRONEER - COLOR UPDATE TRAILER
SYSTEM ERA SOFTWORKS

OUTLAST TRINITY LAUNCH TRAILER
HAMMER CREATIVE

BEST GAME FOOTAGE TRAILER

PUBG GAME AWARDS MOMENTUM TRAILER
GNET AGENCY

ANNOUNCE TRAILER - ASSASSIN'S CREED ORIGINS
UBISOFT

WOLFENSTEIN II: THE NEW COLOSSUS - GAMESCOM TRAILER
GNET AGENCY

ASSASSIN'S CREED ORIGINS "LEGEND"
BUDDHA JONES

CALL OF DUTY: WWII - REVEAL TRAILER
GNET AGENCY

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BEST LIVE ACTION TRAILER

NEW LEGENDS WILL RISE
72ANDSUNNY

FORZA MOTORSPORT 7: MUSICAL CARS
215 MCCANN

(YOU'VE LOST) THAT ORCN' FEELING
MIXER

FIFA 18: EL TORNADO
ELECTRONIC ARTS

PUBG: "UNKNOWN AIR" LIVE-ACTION SPOT
GNET AGENCY

BEST LONG FORMAT PROMOTIONAL CONTENT

CALL OF DUTY WWII: BROTHERHOOD OF HEROES VIDOC
ASPECT

MLB 17 - THE SHOW SHOW WITH ANTHONY RIZZO
SONY INTERACTIVE ENTERTAINMENT

TOM CLANCY'S GHOST RECON WILDLANDS WAR WITHIN THE CARTEL
UBISOFT

GUILD WARS 2: PATH OF FIRE DEV DIARY, STORY
ARENANET

UBIBLOG OPERATION WHITE NOISE TRAILER
UBISOFT

BEST SHORT FORMAT PROMOTIONAL CONTENT

DESTINY 2 CHARACTER VIDEO SERIES
GNET AGENCY

HALO WARS 2: WAR OF WITS - SOCIAL CONTENT
215 MCCANN

PUBG "UNKNOWN AIR" GAS MASK SPOT
GNET AGENCY

LAUNCH TRAILER - ASSASSIN'S CREED ORIGINS
UBISOFT

H1Z1
PETROL ADVERTISING

FUNNIEST VIDEO

HALO WARS 2: WAR OF WITS - THE SALE
215 MCCANN

TALES FROM THE TOMB - ASSASSIN'S CREED ORIGINS
UBISOFT

FORTNITE - BOOGIE BOMB ANNOUNCE TRAILER
EPIC GAMES, INC.

GRAMPS
HEAT

ME AND MARSHAWN: WE
215 MCCANN

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BEST USE OF MUSIC

JD18 - DESPACITO MUSIC VIDEO - BEST USE OF MUSIC
UBISOFT

THE SUPER DUPER MINECRAFT MUSICAL
215 MCCANN

CINEMATIC TRAILER - ASSASSIN'S CREED ORIGINS
UBISOFT

POKEMON GO - PLANET POKEMON
MAVERICK MEDIA

WOLFENSTEIN II: THE NEW COLOSSUS - GAMESCOM TRAILER
GNET AGENCY

BEST MARKETING CAMPAIGN OF THE YEAR

XBOX GAME PASS - MORE IS BETTER
AYZENBERG GROUP

FFXIV: BEST OVERALL CAMPAIGN
SQUARE ENIX

SHADOW OF WAR CAMPAIGN
HAMMER CREATIVE

WARFRAME: PLAINS OF EIDOLON - LAUNCH CAMPAIGN
DIGITAL EXTREMES LTD.

XBOX ONE X: FEEL TRUE POWER
XBOX

BEST MARKETING CAMPAIGN – CORE GAMES

360 RECAP VIDEO
UBISOFT

FFXIV: BEST OVERALL CAMPAIGN
SQUARE ENIX

FORTNITE - BEST MARKETING CAMPAIGN - CORE
EPIC GAMES, INC.

HALO WARS 2: KNOW YOUR ENEMY
215 MCCANN

WAR OF FACTIONS (BATTLE TIPS, GENERALS, LIVE STREAM, BETA)
UBISOFT

BEST CREATIVE PRE-ORDER PROGRAM

STICK OF TRUTH FREE/W PRE-ORDER
UBISOFT

PERSONA 5 “TAKE YOUR HEART” PREMIUM EDITION
ATLUS

THE DISSIDIA FANTASY FINALS
SQUARE ENIX

FORTNITE - SEARCH FOR SURVIVORS
EPIC GAMES, INC.

YAKUZA 0 “THE BUSINESS” LAUNCH EDITION
SEGA

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Tailored Sponsorships & Brand Activations Available

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BEST OVERALL ADVERTISING CAMPAIGN

FORZA MOTORSPORT 7: MUSICAL CARS
215 MCCANN

FFXIV: BEST OVERALL CAMPAIGN
SQUARE ENIX

STREAMING IS BETTER THIS WAY
MIXER

TALES FROM THE TOMB / LAUNCH TRAILER / COMEDY CENTRAL SPOT
UBISOFT

HALO WARS 2: WAR OF WITS
215 MCCANN

BEST USE OF INFLUENCERS CAMPAIGN

JD18 - ANYTIME, ANYWHERE - BEST INFLUENCER CAMPAIGN
UBISOFT

ME AND MARSHAWN
215 MCCANN

JUST DANCE 2018 - KATY PERRY PARTNERSHIP
UBISOFT

XBOX LIVE SESSIONS
XBOX

WAR OF FACTIONS GENERALS PROGRAM
UBISOFT

BEST PROMOTIONAL LIVE STREAM FOR A GAME

OVERWATCH YULE LOG FEATURING JEFF KAPLAN
BLIZZARD ENTERTAINMENT

MARVEL VS. CAPCOM: INFINITE - WWE X IGN ESPORTS SHOWDOWN - LIVESTREAM
CAPCOM

WAR OF THE FACTIONS LIVE
UBISOFT

MIXER: MIXERWORKS
215 MCCANN

PERSONA 5 "LET US START THE GAME" LIVESTREAM
ATLUS

BEST POP DISPLAY

WALMART DESTINY 2 WOW DISPLAY
JUSTMAN PACKAGING & DISPLAY

ACTIVISION ENDCAP DISPLAY AT BEST BUY
IN-STORE FOCUS LLC

CALL OF DUTY WW2 - WALMART WOW DISPLAY
ACTIVISION

HORIZON ZERO DAWN POP DISPLAY
SIEA CREATIVE DESIGN

PIXEL PALS LIGHT UP COUNTERTOP DISPLAY
BAY CITIES

CELEBRATE YOUR BRAND WITH THE INDUSTRY'S BEST
Tailored Sponsorships & Brand Activations Available

LEARN MORE >

BEST BOX ART (STANDARD GAME VERSION)

CALL OF DUTY: WWII
PETROL ADVERTISING

PERSONA 5 STANDARD EDITION BOX ART
ATLUS

TEKKEN 7
PETROL ADVERTISING

MARIO + RABBIDS KINGDOM BOX ART
UBISOFT

DESTINY 2
PETROL ADVERTISING

BEST BOX ART (LIMITED EDITION, SPECIAL EDITION OR COLLECTOR'S EDITION)

CALL OF DUTY: WWII PS4 BUNDLE
SIEA CREATIVE DESIGN

TEKKEN 7 - COLLECTORS EDITION
PETROL ADVERTISING

STAR WARS BATTLEFRONT II PS4 BUNDLE
SIEA CREATIVE DESIGN

PERSONA 5 "TAKE YOUR HEART" PE
ATLUS

HORIZON ZERO DAWN COLLECTOR'S EDITION
SIEA CREATIVE DESIGN

BEST SHOWING AT A TRADE OR CONSUMER EVENT

BATTLE FOR LORDAERON DIORAMA
BLIZZARD ENTERTAINMENT

CAPCOM AT E3 2017
KENWOOD EXPERIENCES AND CAPCOM USA

SONIC RING JUMP
LIQUID ADVERTISING

NEW YORK COMIC-CON
KABAM

SHADOW OF WAR CONVENTION ORCS
LIQUID ADVERTISING

BEST DIGITAL ADVERTISING CAMPAIGN

XBOX GAME PASS - MORE IS BETTER
AYZENBERG GROUP

HEARTHSTONE
PETROL ADVERTISING

CLASH ROYALE PERFORMANCE MARKETING CAMPAIGN
EYESTORM PRODUCTIONS

YOUTUBE BUMPERS / TALES FROM THE TOMB
UBISOFT

OVERWATCH
PETROL ADVERTISING

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Tailored Sponsorships & Brand Activations Available

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BEST USE OF SOCIAL MEDIA CAMPAIGN

OVERWATCH HAPPY HERO DAYS
BLIZZARD ENTERTAINMENT

FACEBOOK CANVAS UNIT - ASSASSIN'S CREED ORIGINS DEEP-DIVE
UBISOFT

CIVILIZATION VI: RISE AND FALL SOCIAL MEDIA CAMPAIGN
2K

OUTLAST TRINITY TUMBLR
HAMMER CREATIVE

XBOX ONE X: TWITTER MOOD ENGINE
215 MCCANN

BEST USE OF A SOCIAL MEDIA VIDEO ASSET

DESTINY 2 CHARACTER VIDEO SERIES
GNET AGENCY

FORTNITE - BUSH ANNOUNCE TRAILER
EPIC GAMES, INC.

PUBG "LAND, LOOT, SURVIVE" GIF SERIES
GNET AGENCY

XBOX ONE X: FEEL TRUE POWER - DILATE
215 MCCANN

DESTINY 2 101 TRAILER
GNET AGENCY

BEST USE OF SOUND DESIGN

NEW LEGENDS WILL RISE
72ANDSUNNY

CALL OF DUTY WWII - ZOMBIES TRAILER
GNET AGENCY

XBOX ONE X - E3 TRAILER
AYZENBERG GROUP

CALL OF DUTY WWII - REVEAL TRAILER
GNET AGENCY

OUTLAST TRINITY LAUNCH TRAILER
HAMMER CREATIVE

BEST COPYWRITING FOR A MARKETING ASSET

PUBG: "UNKNOWN AIR" LIVE-ACTION SPOT
GNET AGENCY

NEW LEGENDS WILL RISE
72ANDSUNNY

HEARTHSTONE KOBOLDS & CATACOMBS: "INTO THE CATACOMBS" VIDEO SERIES
GNET AGENCY

TALES FROM THE TOMB - ASSASSIN'S CREED ORIGINS
UBISOFT

CLASH ROYALE: "FLASH ROYALE" BRANDED CONTENT SERIES
GNET AGENCY

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Tailored Sponsorships & Brand Activations Available
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BEST EDITING FOR A VIDEO ASSET

DESTINY 2 101 TRAILER
GNET AGENCY

CALL OF DUTY: WWII - ZOMBIES TRAILER
GNET AGENCY

STAR WARS BATTLEFRONT II SINGLE PLAYER ASSET
ELECTRONIC ARTS

CALL OF DUTY WWII - MULTIPLAYER REVEAL TRAILER
GNET AGENCY

CALL OF DUTY WWII - REVEAL TRAILER
GNET AGENCY

BEST CG FOR A VIDEO ASSET

WORLD OF WARCRAFT: BATTLE FOR AZEROTH CINEMATIC
BLIZZARD ENTERTAINMENT

POKEMON GO - PLANET POKEMON
MAVERICK MEDIA

INJUSTICE 2: DUALITY
BATTERY

SKULL & BONES E3 CINEMATIC
UBISOFT

FORTNITE - CINEMATIC TRAILER CG
EPIC GAMES, INC.

BEST KEY ART

THE EVIL WITHIN 2
PETROL ADVERTISING

CALL OF DUTY: WWII
PETROL ADVERTISING

FARPOINT - KEY ART
SONY INTERACTIVE ENTERTAINMENT

THE SECRET WORLD
PETROL ADVERTISING

DESTINY 2
PETROL ADVERTISING

BEST PROMOTIONAL PARTNERSHIP

FINAL FANTASY XIV STORMBLOOD + WWE
SQUARE ENIX

XBOX | TACO BELL
MICROSOFT XBOX

FFXIV: STORMBLOODDRIVE
SQUARE ENIX

FIFA 18 AND COCA COLA: ALEX HUNTER DIGITAL AMBASSADOR
ELECTRONIC ARTS

XBOX & FOOT LOCKER DROP THE POWER CAMPAIGN
MICROSOFT XBOX

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Tailored Sponsorships & Brand Activations Available
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BEST EFFECTIVE BUZZ GENERATING TACTIC

FORTNITE - BATTLE ROYALE ANNOUNCE
EPIC GAMES, INC.

XBOX LIVE SESSION WITH RONDA ROUSEY
XBOX

TALES FROM THE TOMB - ASSASSIN'S CREED ORIGINS
UBISOFT

XBOX ONE X LAUNCH VIP TOUR IN NYC
XBOX

THINKING OUTSIDE OF THE BOX

BATTLE FOR LORDAERON DIORAMA
BLIZZARD ENTERTAINMENT

SONIC RING JUMP
LIQUID ADVERTISING

OVERWATCH YULE LOG FEATURING JEFF KAPLAN
BLIZZARD ENTERTAINMENT

FFXIV: STORMBLOODDRIVE
SQUARE ENIX

TALES FROM THE TOMB - ASSASSIN'S CREED ORIGINS
UBISOFT

FIND OUT WHO WINS ***LIVE*** AT
PromaxGAMES Awards 2018
APRIL 26 | SAN FRANCISCO

GRAB YOUR SEAT >