

2025 **GEMA AWARDS**
VIDEO GAMES

WINNERS

 2025 GEMA AWARDS
VIDEO GAMES

CONGRATULATIONS!

Dear GEMA Community,

On behalf of the Board of Directors, the GEMA Team and myself, I am honored to congratulate the winners of the 2025 GEMA Video Game Marketing Awards. These awards celebrate the bold creativity, relentless passion, and innovative spirit that define our global entertainment marketing community.

You are the visionaries who transform ideas into immersive worlds, spark conversations across fandoms, and create moments that resonate far beyond the screen. Your work doesn't just promote games – it builds communities, shapes culture, and ignites imagination.

After seven years away, the GEMA Video Game Marketing Awards relaunched this past year, honoring the legacy of the Game Marketing Awards (GMAs) once created under our former banner, Promax, and reimagined for today's dynamic era of entertainment marketing under the inclusive Global Entertainment Marketing Academy.

This year's submissions were truly exceptional. Each campaign demonstrated masterful storytelling, sharp creative instincts, and the courage to push boundaries. Your ingenuity continues to raise the bar for the entire industry.

A heartfelt thank you to our members, sponsors, and partners. Your unwavering support empowers GEMA to spotlight excellence, foster community, and champion the creative leaders driving our industry forward.

To our esteemed judges – your time, insight, and dedication are invaluable. Your thoughtful evaluation ensures that the work honored today reflects the very best of our craft.

As the entertainment marketing landscape evolves, so too will GEMA. We remain steadfast in our mission to celebrate creativity, nurture talent, and stay at the forefront of innovation.

To all of this year's honorees: congratulations on this well-earned recognition. Your work inspires us all, and we look forward to seeing what you create next.

With admiration and excitement,

Stacy La Cotera
President & CEO
The Global Entertainment Marketing Academy of Arts & Sciences

2025 GEMA AWARDS

VIDEO GAMES

BRANDED PARTNERSHIPS



CONSUMER PARTNERSHIP

GOLD WINNER

PIXELS TO PIES. MCDONALD'S & GENSHIN IMPACT FEED FANDOM.

HoYoverse

SILVER WINNER

WORLD OF WARSHIPS: LEGENDS CUSTOMIZED XBOX SERIES X TAKEOFF



INFLUENCER/CONTENT CREATOR PARTNERSHIP

GOLD WINNER

SLIPKNOT X SHIN MEGAMI TENSEI V: VENGEANCE SOCIAL ACTIVATION

Secret Powers

SILVER WINNER

EVERYDAY COMPETITION WITH TEKKEN 8

Create Advertising



IN-GAME INTEGRATION

GOLD WINNER

OVERWOLF ADS AND MONSTER ENERGY

Overwolf Ads

2025 GEMA AWARDS

VIDEO GAMES

DIGITAL/SOCIAL



WEBSITE OR MICROSITE

GOLD WINNER

FINAL FANTASY XIV: DAWNTRAIL LAUNCH CAMPAIGN

We Are Royale

SILVER WINNER

GIANT SKULL | BRAND DEVELOPMENT

We Are Royale



LONG FORM SOCIAL MEDIA VIDEO

GOLD WINNER

TWO MOONS RISING TTRPG ACTUAL PLAY

SQUARE ENIX



SHORT FORM SOCIAL MEDIA VIDEO

GOLD WINNER

INVINCIBLE GAMEPLAY - FUNKO FUSION

UNFOLD

SILVER WINNER

WARHAVEN - NEW SEASON

Buddha Jones

2025 GEMA AWARDS

VIDEO GAMES

DIGITAL/SOCIAL



SOCIAL MEDIA CAMPAIGN

GOLD WINNER

ASSASSIN'S CREED SHADOWS - SOCIAL MEDIA CAMPAIGN

Buddha Jones

SILVER WINNER

PERSONA 3 RELOAD / SEGA

UNFOLD



USE OF INFLUENCER/CONTENT CREATOR

GOLD WINNER

TWO MOONS RISING - TTRPG ACTUAL PLAY

SQUARE ENIX

SILVER WINNER

FINAL FANTASY VII: REBIRTH

UNFOLD

2025 GEMA AWARDS

VIDEO GAMES

EXPERIENTIAL / EVENTS



EVENT/ACTIVATION

GOLD WINNER

ZENLESS ZONE ZERO: SANTA MONICA PIER LAUNCH EVENT
HoYoverse

SILVER WINNER

ZZZ Hollow Experience
Unobtainium

INTEGRATED CAMPAIGN



INTEGRATED CAMPAIGN

GOLD WINNER

CALL OF DUTY: MODERN WARFARE III
Activision, Sledgehammer Games, Infinity Ward, Raven, PETROL Advertising

SILVER WINNER

FINAL FANTASY XIV: DAWNTRAIL LAUNCH CAMPAIGN
We Are Royale

2025 GEMA AWARDS

VIDEO GAMES

KEY ART



KEY ART

GOLD WINNER

THE 400MINI

Once Upon a Time

SILVER WINNER

SKYDANCE'S BEHEMOTH KEY ART

UNFOLD



OUT-OF-HOME

GOLD WINNER

FINAL FANTASY XIV: DAWNTRAIL LAUNCH CAMPAIGN

We Are Royale

 2025 GEMA AWARDS
VIDEO GAMES

PUBLIC RELATIONS/PUBLICITY



PUBLICITY CAMPAIGN

GOLD WINNER

ESPORTS WORLD CUP 2024

The Story Mob

2025 GEMA AWARDS

VIDEO GAMES

VIDEO TRAILERS



BEST TRAILER

GOLD WINNER

VERDANSK LAUNCH TRAILER | CALL OF DUTY: WARZONE

gnet agency

SILVER WINNER

ACTIVISION BLIZZARD KING JOINS XBOX - OFFICIAL TRAILER

gnet



GAMEPLAY TRAILER

GOLD WINNER

MODERN WARFARE III: SEASON 1 WARZONE TRAILER

"URZIKSTAN"

gnet

SILVER WINNER

CALL OF DUTY: BLACK OPS 6 REVEAL TRAILER

gnet



LIVE-ACTION TRAILER

GOLD WINNER

ARMORED CORE VI LETS GET TO WORK

Create Advertising

SILVER WINNER

TEKKEN 8 STORY SO FAR

Create Advertising

2025 GEMA AWARDS

VIDEO GAMES

VIDEO CRAFT



USE OF MUSIC

GOLD WINNER

ACTIVISION BLIZZARD KING JOINS XBOX - OFFICIAL TRAILER
gnet

SILVER WINNER

VERDANSK LAUNCH TRAILER | CALL OF DUTY: WARZONE
gnet agency



SOUND/AUDIO DESIGN

GOLD WINNER

BLUMHOUSE
Once Upon a Time



COPYWRITING

GOLD WINNER

Tekken 8 Story So Far
Create Advertising

SILVER WINNER

STAR WARS OUTLAWS - OFFICIAL GAME OVERVIEW
Buddha Jones

2025 GEMA AWARDS

VIDEO GAMES

VIDEO SPOTS



EDITING

GOLD WINNER

CALL OF DUTY: BLACK OPS 6 - MULTIPLAYER REVEAL TRAILER

gnet agency

SILVER WINNER

MODERN WARFARE III: SEASON 1 WARZONE TRAILER "URZIKSTAN"

gnet



ART DIRECTION

GOLD WINNER

GEARS OF WAR: E-DAY ANNOUNCE TRAILER

gnet

SILVER WINNER

MY BEAUTIFUL DEAD BONES!

Unobtainium



DIRECTING

GOLD WINNER

ACTIVISION BLIZZARD KING JOINS XBOX - OFFICIAL TRAILER

gnet

SILVER WINNER

CALL OF DUTY: BLACK OPS 6 - MULTIPLAYER REVEAL TRAILER

Call of Duty: Black Ops 6 - Multiplayer Reveal Trailer

2025 GEMA AWARDS

VIDEO GAMES

VIDEO SPOTS



VOICE OVER

GOLD WINNER

THE OUTER WORLDS 2 - FIRST GAMEPLAY TRAILER

Buddha Jones



GOLD WINNER

FALLOUT 76: GHOUL WITHIN LAUNCH TRAILER

gnet agency

SILVER WINNER

PERFECT DARK - GAMEPLAY REVEAL TRAILER

Buddha Jones



CINEMATOGRAPHY

GOLD WINNER

VERDANSK LAUNCH TRAILER | CALL OF DUTY: WARZONE

gnet agency

SILVER WINNER

CALL OF DUTY: BLACK OPS 6 - MULTIPLAYER REVEAL TRAILER

gnet agency



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THANK YOU to...

OUR OFFICIAL MEDIA PARTNER

VARIETY

OUR OFFICIAL MUSIC PARTNER

MEGA—
—TRAX



 2025 **GEMA AWARDS**
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THANK YOU to...

THE OFFICIAL VOICE OF THE 2025 GEMA AWARDS

Vanessa James
MEDIA

OUR PRINTING PARTNER

**CLEARIMAGE
PRINTING CO**



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THANK YOU to...

OUR AWARDS OPEN DESIGN PARTNER

LUCIDO

THE OFFICIAL GEMA AWARDS PRODUCTION PARTNER

DotDotDot



THE GLOBAL ENTERTAINMENT
MARKETING ACADEMY OF
ARTS & SCIENCES