

INSPIRING CREATIVITY

The Cannes Lions Festival is the world's only truly global meeting place for creative professionals in the communications industry.

IMPORTANT INFORMATION
In 2012 Cannes Lions is taking place two weeks earlier than normal **3 - 9 June 2012**

Winners / Cyber Lions

- Film Lions
- Press Lions
- Outdoor Lions
- Media Lions
- Direct Lions

- Cyber Lions
- Radio Lions
- Promo & Activation Lions
- Titanium and Integrated Lions
- Design Lions

- PR Lions
- Film Craft Lions
- Grand Prix for Good
- Creative Effectiveness Lions

- Special Awards
- Young Lions

Grand Prix Gold Silver Bronze Shortlist All Entries

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YOUR MOM HATES DEAD SPACE 2

Type of Entry:
Category:
Title:
Advertiser/Client:
Product/Service:
Entrant Company:
Advertising/Web Design Agency:

Viral Advertising
Viral Marketing
YOUR MOM HATES DEAD SPACE 2
ELECTRONIC ARTS
DEAD SPACE 2
DRAFTFCB San Francisco, USA
DRAFTFCB San Francisco, USA

Creative Credits

Name	Company	Position
Tony Vazquez	DraftFCB San Francisco	Creative Director
Colin McRae	DraftFCB San Francisco	Creative Director
Justin Hargraves	DraftFCB San Francisco	Art Director
Eric Molina	DraftFCB San Francisco	Copywriter
Tom O'Keefe	DraftFCB Chicago	Executive Creative Director North America
Dustin Shekell	Electronic Arts	Senior Advertising Manager
Dana Marineau	Electronic Arts	Advertising Director
Shawn Conly	Electronic Arts	Vice President/Advertising and Consumer Insights
Carolyn Feinstein	Electronic Arts	General Vice President of Consumer Marketing
Isaac Clemens	DraftFCB San Francisco	Account Director
Mary FlorCruz	DraftFCB San Francisco	Planning Director
Jeremy Arth	DraftFCB San Francisco	Producer
Mike Squibb	DraftFCB San Francisco	Integrated Designer
Dominic Whittles	DraftFCB San Francisco	President
Eric Townley	DraftFCB San Francisco	Account Supervisor
Aushlee Cummins	DraftFCB San Francisco	Assistant Account Executive
Tim Brooks	Beast Editorial San Francisco	Editor
Kevin Jardin	Beast Editorial San Francisco	Editor
Connor McDonald	Beast Editorial San Francisco	Editor
Charles Jensen	Go Film	Director

Brief Explanation:

We had a simple idea, based on thousands of years of human history: If moms hate



something, 18-year-olds are going to love it. Standing out from hundreds of other violent, graphic video games isn't easy. So how could we get a generation of cynical gamers to pay attention? We didn't show them the game. We showed it to their moms, and secretly filmed all 200 of them reacting to the most graphic and violent footage Dead Space 2 had to offer. The theory was confirmed. They hated it. And 18-year-olds loved it.