

## Sep-Nov 2008 winner The Tomb Raider Challenge

**Client:** Atari

**Creative Agency:** New Dialogue

**Media Agency:** Ikon  
Communications

**Campaign type:** Banners,  
microsite, rich media, viral

**Industry:** Entertainment

**Website**

[www.tombraiderchallenge.com](http://www.tombraiderchallenge.com)

### Campaign Information

In a bid to attract a wider and more diverse audience to the already popular Tomb Raider game, the agency created a site with a virtual 21 day treasure hunt which used the new Google Earth browser plug-in. Artifacts were then 'hidden' across the world and Playstation 3 prizes were to be won daily.

### Judge's Comment

Fantastic concept, design and attention to detail.

