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## Kobe Takes Over in NBA 2K10 Launch

By Kiran Aditham on Oct 05, 2009 11:26 AM



**Kobe Bryant** FINALLY gets his moment in the spotlight in 72andSunny's new [NBA 2K10 campaign](#), which coincides nicely with the regular season that kicks off in a few weeks.

Never ever one to steal the show, Bryant gets his chance in the spot above to put on a little razzle-dazzle via videogame simulation..because that couldn't possibly happen in real life. **Kanye West**'s 2009 playoff anthem "Amazing" somehow continues to have a shelf life as evidenced by the promo from the Cali agency, who teamed up with LA-based sports branding firm Zambezi to launch the "How Will You Take Over?" effort. The NBA 2K10 campaign also includes print, outdoor and online ads, content films and a Facebook application. See Kobe, modesty *can* pay off.