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**LOS ANGELES**, October 05, 2009 | SHOOT Publicity Wire | --- 72andSunny, the L.A.-based creative powerhouse for worldwide brands such as Nike, Discovery Channel, Xbox 360 and Quiksilver, today announced the launch of a 360° integrated marketing effort for the newest video game from 2K Sports, NBA® 2K10

(<http://2ksports.com/games/nba2k10>). Starring 2009 NBA Finals MVP, Kobe Bryant, the "How Will You Take Over?" themed campaign includes TV spots, print, outdoor and online ads, content films and a Facebook application.

In this campaign, 72andSunny, in collaboration with Zambezi, challenges NBA fans with the line, "How Will You Take Over?", and reflects the agency's philosophy that when targeting a youth audience, it is far more effective to provoke than sell. Says agency partner and creative director Glenn Cole, "The NBA is a culture of challenges, and as the game that gets fans closest to NBA culture, we chose to speak to the imagined NBA player in all of us. Given the authenticity of the game, and the value the audience puts on authenticity, it was a clear choice."

The <http://2ksports.com/games/nba2k10>> NBA 2K10 TV spots feature a new level of state-of-the-art motion capture CGI (working w/ PSYOP), and an evocative, pulse-pounding soundtrack. Print ads are running in XXL, ESPN the Magazine, Dime, Slam, Bounce and Complex. Outdoor and street posters are appearing in Los Angeles, New York and San Francisco, with spectaculars in high traffic areas. The online campaign is poised to earn reach with the core audience with three content films that feature Bryant, 2009 NBA Rookie of the Year - Derrick Rose of the Chicago Bulls, and G4 host Chris Hartwick doing something all gamers are familiar with: talking a lot of smack.

"72andSunny and Zambezi helped us effectively utilize Kobe's star talents across every media platform for NBA 2K10," added Jason Argent, Vice President of Marketing, 2K Sports. "They really ensured that our investment will pay off by creating content that we know our audience is going to want to see and share."



72andSunny announces the launch of integrated marketing effort for the new video game from 2K Sports, NBA® 2K10 ([www.2ksports.com/games/nba2k10](http://www.2ksports.com/games/nba2k10))