

**The
David Perry
Challenge #2**

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Complete Numbered

Why games sell!

Gran Turismo 4

Game #: 1

System: PlayStation 2

Genre: Racing

Dev/Pub: Digital Polyphony / SCEA

Box:

- Same logo as prior game from series, on top, nice contrast
- White box, with barely any image.
- Description is just numbers for the game (number of tracks, number of cars, etc.)
- No screenshots whatsoever.

Game:

- Better graphics and physics than previous versions.
- Some new gimmicky elements (photo mode), but main game stays unchanged.
- Same problems with mechanics as in previous games (no damage, and ram into other drivers).

Promotion:

- Demos available at select events.
- Multiple Trailers and gameplay movies.
- E3 presence.

Coverage:

- No interviews.
- Multiple Hands-on.
- Plenty of screenshots and videos.
- Many news/updates.

Other:

- Very popular series.
- Multiple automotive licenses (The biggest amount of cars and variants ever seen).

Pokemon Emerald

Game #: 2

System: Gameboy Advance

Genre: Role Playing Game

Dev/Pub: Game Freak / Nintendo

Box:

- Same type of logo as previous games in series, on top of box, good contrast.
- Box colour related to title (green).
- Description has back story and features, written in childish way to accommodate target audience.
- Screenshots show all facets of gameplay.

Game:

- Very similar to other Pokemon games. New creatures, slightly different story.
- Easy going RPG with some strategy elements.
- Mainly straightforward gameplay.

Promotion:

- E3 Presence
- Few trailers, with gameplay.
- Unable to find TV ad, but possible in conjunction of TV show.

Coverage:

- Small coverage with scattered updates.
- Some hands-on.
- Good amount of movies and screenshots.
- No interviews.

Other:

- Part of a very popular series
- Game universe licensed for TV show, card game, Movies, etc.
- Main Creature (character) always plays important role in story.

MVP Baseball 2005

Game #: 3

System: PlayStation 2, Xbox, GC

Genre: Sports - Baseball

Dev/Pub: EA Sports

Box:

- Same logo as prior games in series and other EA sports games.
- Standard white background with cover athlete.
- Description is only about features, mostly new.
- Screenshots depict new features.

Game:

- Deep management mode.
- Complicated controls, too many variations depending on position.
- Automatic player selection makes for complications when trying to find which player you are controlling.

Promotion:

- No Ad
- Only 1 trailer, but multiple gameplay videos depicting new features.
- No demo.

Coverage:

- Plenty of news/updates.
- Hands-on
- Fair amount of gameplay videos and pictures.
- Developer Interviews.

Other:

- Price of these game have been going down to compete with 2K's baseball game.
- Lost lasting Series.
- MLB license.

Star Wars Episode III: Revenge of the Sith

Game #: 4

System: PlayStation 2, Xbox, Gameboy Advance, DS

Genre: Platformer

Dev/Pub: The Collective / LucasArts

Box:

- Standard Star Wars logo on top of box; nice contrast.
- Predominant dark colours might hide the game.
- Description has some hype text, but mostly features.
- All screenshots are in game.

Game:

- Generic platformer/action game, with no extreme levels.
- Experience upgrades
- Multiple camera problems. No camera control.
- Hidden secrets throughout the levels.

Promotion:

- No Demo.
- Multiple trailers with gameplay footage.
- 4 TV Ads.

Coverage:

- Very little news/updates.
- Developer interview.
- Plenty of images, and gameplay movies

Other:

- Biggest License in History!
- Star Wars characters.

Grand Theft Auto: San Andreas

Game #: 5

System: PlayStation 2, Xbox

Genre: Sandbox

Dev/Pub: Rockstar

Box:

- Logo follows with habits of previous games, nice contrast, on middle of box.
- Image is like on the previous games.
- Description is only back story, no features.
- Nice in-game screenshots.

Game:

- All original elements from the GTA are kept and new ones added.
- Too much swearing.
- Excellent sense of freedom.

Promotion:

- Posters available in urban areas (plastered on building walls).
- Multiple spin-off sites for websites referenced in the game.
- Multiple trailers and gameplay videos.
- Advertising on websites.
- TV ad.

Coverage:

- Large amount of news, but not all related to game.
- No interviews.
- Plenty of screen shots and movies.

Other:

- Very popular series.
- Midnight madness on release day.
- Hot coffee mod hurt sales, and brought forth lawsuits.

God of War

Game #: 6

System: PlayStation 2

Genre: Platformer, Action

Dev/Pub: SCEA

Box:

- Very contrasting logo on top.
- Nice box, with almost no flat colour.
- Almost no description of game, just bonus features.
- In-game screen shots.

Game:

- Larger than life bosses.
- Game is filled with exciting events.
- Plenty of new moves and combos to learn.
- Mini games in boss fights.

Promotion:

- Website ads.
- Multiple trailers & in-game movies.
- Demo available.
- E3 presence.

Coverage:

- Multiple hands-on
- 2 developer interviews
- Multiple news/updates.
- Fair amount of in-game movies and pictures

Other:

- Kratos became a recognizable character

The Legend of Zelda: Minish Cap

Game #: 7

System: Gameboy Advance

Genre: Adventure

Dev/Pub: Capcom / Nintendo

Box:

- Standard Zelda logo with same font and colour. On top of box, good contrast.
- Image on box is character based, but solid beige colour doesn't stand out.
- Description has both back story and features.
- All screenshots are in game and show multiple aspects of the game.

Game:

- A game in the popular style of the SNES Zelda game.
- Excellent puzzles and progression.
- More linear than other games in the series.
- Plenty of secrets and mini-games.

Promotion:

- Nintendo Power Promotion.
- TV ad.
- E3 Presence.

Coverage:

- Not many news pertaining to game.
- A few hands-on.
- No interviews.
- Most pictures and movies added after game release.

Other:

- Character based game (Link, Zelda, Ganon).

Resident Evil 4

Game #: 8

System: Gamecube, PlayStation 2

Genre: Horror Adventure

Dev/Pub: Capcom

Box:

- Different logo than previous games. Good contrast, on top of box.
- Very dark image can make the game hard to find.
- Description has back story plus changes to series.

Game:

- Drastic change to camera and control systems.
- Excellent graphics and atmosphere.
- Smart enemies open doors, climb stairs, etc.

Promotion:

- TV ad.
- Multiple official Trailers with gameplay videos.
- E3 presence.

Coverage:

- Developer Interview.
- Many videos and pictures.
- Multiple previews/hands-on.

Other:

- Very popular horror series.
- Same character as some previous Resident Evil games.

Midnight Club 3: Dub Edition

Game #: 9

System: PlayStation 2, Xbox, PSP

Genre: Racing

Dev/Pub: Rockstar

Box:

- Logo is similar to previous Iterations, good contrast, on top of box.
- Image is pretty dark, but prominent objects stand out very well.
- Description has only features.
- In game Screenshots accompany feature description.

Game:

- Similar to second in series.
- Real cars.
- Special moves, depending which type of car you are driving.
- Multiple different types of races.

Promotion:

- Multiple trailers and gameplay movies.
- E3 presence.

Coverage:

- 2 Developer Interviews.
- Multiple news/updates.
- Most movies added after game release.
- Multiple hands-on, even online.

Other:

- 3rd game in series.
- Dub Magazine License.
- Vehicle license.

Mercenaries

Game #: 10

System: PlayStation 2, Xbox

Genre: Sandbox

Dev/Pub: Pandemic Studios / LucasArts

Box:

- Not very contrasting logo. Nothing to attract the eye. On top of box.
- Image is not particularly indicative of the game.
- Not many Screenshots, not indicative of gameplay.
- Description is only features. Description is copied again below screenshots.

Game:

- Cross between war game and GTA.
- Freedom to do anything
- Multiple different missions, but auxiliary missions are mostly all time based races.
- Different characters to choose from.

Promotion:

- TV ad.
- E3 presence.
- Multiple trailers and gameplay videos.
- Demo available.

Coverage:

- Multiple developer interviews.
- Multiple Hands-on.
- Good amount of pictures and videos.
- Plenty of news/updates.

Other:

- Han Solo and Indiana Jones as unlockable characters

NBA Streets V.3

Game #: 11

System: PlayStation 2, Xbox, Gamecube

Genre: Arcade Basketball

Dev/Pub: EA

Box:

- Logo is different than previous games, on top. Not very contrasting.
- Image is mostly 2 tones, mostly plain looking.
- Descriptions are just features, barely anything.
- In-game screenshots with features text.

Game:

- Good pick up and play mechanics.
- Create a Player/Court/Moves.
- Tutorials.
- Different types of games.

Promotion:

- TV ad.
- Multiple Trailers and Gameplay videos.
- No demo.

Coverage:

- Small amounts of news/update.
- No interviews.
- Hands-on.
- Large amount on pictures, most videos are official.

Other:

- Mario characters on Gamecube Version.
- 3rd game in Series.

Super Mario 64 DS

Game #: 12

System: Nintendo DS

Genre: Platformer

Dev/Pub: Nintendo

Box:

- Standard Mario logo used for all Mario games.
- Image is based on prominent characters in the game.
- Description mostly explains differences of remake.
- Screenshots show gameplay and mini games.

Game:

- Very good remake of the original.
- Plenty of new mini-games.
- Multiplayer.
- Multiple sub levels in each Level.

Promotion:

- E3 presence
- Trailer and gameplay video.

Coverage:

- Good coverage of new features.
- Several hands-on.
- No interviews.
- Plenty of pictures and videos.

Other:

- Was bundled with system for some time.
- Mario characters
- Remake of very successful game.

Need for Speed: Underground 2

Game #: 13

System: PlayStation 2, Xbox, Gamecube, DS, GBA

Genre: Street Racing

Dev/Pub: EA

Box:

- Large Logo, similar to previous version. Nice contrast, on top.
- Image is mostly single colourful object; easy to find.
- Description is just features and numbers.
- Screenshots depict high action gameplay.

Game:

- Free roaming city with secrets to find.
- New types of car (SUV).
- New types of races.

Promotion:

- Demo available.
- Multiple trailers and gameplay videos.

Coverage:

- Developer interviews.
- Hands-on.
- Multiple pictures and videos.
- Many news/updates.

Other:

- Long lasting series in the Need for Speed games, but 2nd in Underground series.
- Licensed cars.

Halo 2

Game #: 14

System: Xbox

Genre: 1st Person Shooter

Dev/Pub: Bungie / Microsoft

Box:

- Similar logo as previous game, low on box. Good contrast.
- Image has recognizable character.
- Description has back story and Features, but very important aspects are not described.
- Screenshots are engine bases, but don't represent gameplay.

Game:

- Essentially the same as the first game.
- New weapons & a few new game mechanics.
- Excellent Multiplayer game.
- Good story, bad level design.

Promotion:

- TV ad.
- E3 presence.
- Multiple trailers and agameplay videos.
- No demo.

Coverage:

- Many, many news/updates.
- Multiple hands-on.
- Multiple Videos and pictures.
- Developer Interviews.

Other:

- Limited edition of game available.
- Follow up to acclaimed game.
- Master Chief Character.

Lego Star Wars

Game #: 15

System: PlayStation 2, Xbox, Gamecube, GBA

Genre: Platformer

Dev/Pub: Traveller's Tales / Eidos

Box:

- Standard Lego and Star Wars Logo used. On top, nicely contrasting.
- Image represents well both licenses used in game.
- Description is all features and explains some interesting aspects of the game.
- Screenshots are representative of the various gameplay aspects.

Game:

- Interesting puzzles using Legos.
- Plenty of characters to play
- Plenty of hidden secrets and unlockables.
- Different styles of play (Shooter, Racer, 3D platformer)

Promotion:

- 2 Trailers and 2 Gameplay videos.
- TV ad.
- No Demo.

Coverage:

- Developer Interview, diary.
- Multiple hands-on.
- Not many videos or pictures.
- Not many updates/news.

Other:

- 2 Popular Licenses.
- Ability to play Episode III prior to release of movie.
- Game released on gamecube later.

Madden 2005

Game #: 16

System: PlayStation 2, Xbox, Gamecube, DS, GBA

Genre: Sports

Dev/Pub: EA

Box:

- Standard logo for series and EA sports titles. At bottom, nice contrast.
- Standard box with cover athlete.
- Descriptions are just features.
- In-game screenshots.

Game:

- Create a play/player/team/fan.
- Historic teams.
- Plenty of franchise options.
- Many ideas stolen from ESPN NFL 2K4.

Promotion:

- TV ad.
- Many, many videos of gameplay and seperatly by platform. Videos of new features.
- E3 Presence.

Coverage:

- Multiple developer interviews.
- Hands-on.
- Multiple features comparing competing game.
- Multiple movies and pictures.

Other:

- Part of yearly series.
- Collector's limited edition package available.

Fight Night Round 2

Game #: 17

System: PlayStation 2, Xbox, Gamecube

Genre: Sports

Dev/Pub: EA

Box:

- Standard EA sports logo. At bottom, nice contrast.
- Image is just cover athlete.
- Description is just features.
- In-game screenshots show features.

Game:

- Nice realism in fights
- Excellent control mimics real movements.
- Solid commentary.
- Good game progression, maybe a little too easy.

Promotion:

- Multiple trailers and movies showing special features.
- E3 presence.

Coverage:

- Not too any news/updates.
- Developer interview.
- Little amount of hands-on.
- Many screen shots, but most movies are official.

Other:

- On gamecube can play as Little Mac from the Punch-Out series.
- Used to be Knockout Kings, now Fight Night series.

Destroy All Humans

Game #: 17

System: PlayStation 2, Xbox

Genre: 3rd Person Shooter

Dev/Pub: Pandemic / THQ

Box:

- Logo in the Style of a 50s movie Poster. Nice contrast on logo, situated on top of box.
- Image really looks like an old 50s Movie.
- Description provides simple back story and game features.
- In-game Screenshots represent special features.

Game:

- Very humorous game.
- Lots of exploration with hidden Items.
- Multiple missions per level.

Promotion:

- Website ads.
- Multiple trailers, but only 1 gameplay video.
- Demo available.
- E3 presence.

Coverage:

- Developer interview.
- Multiple hands-on.
- Fair amount of news/updates.
- Plenty of images and videos.

Other:

- Nothing to note.

Doom 3

Game #: 19

System: Xbox

Genre: 1st Person Shooter

Dev/Pub: Vicarious Visions / Activision

Box:

- Logo is similar to series. On bottom of box, nice contrast. Logo is non symmetrical because of “3”.
- Image shows scary character. easy to spot on shelves.
- Description is mostly hype with barely any back story. Features as subtexts to screenshots.
- Screenshots are in-game.

Game:

- Some of the best graphics on Xbox to date.
- Nothing new brought to the table in this game, just a straight shooter.
- Level design is poor.
- 2 Player co-op.

Promotion:

- No TV ad.
- Demo available.
- Multiple trailers and gameplay videos.
- E3 Presence for 2 years.

Coverage:

- Plenty of developer interviews
- Little amount of Videos and images
- Many news concerning game license to movie, but not on game itself.
- A few hands-on

Other:

- Limited edition package available.
- Part of the series of game that started FPS games and 3D

Conker's Live & Reloaded

Game #: 20

System: Xbox

Genre: Platformer, 3rd Person Shooter

Dev/Pub: Rare / Microsoft

Box:

- Nice contrasting logo, on top of box.
- Intricate image portrays war events.
- Description is both back story and features.
- Screenshots are not particularly representative of gameplay.

Game:

- Same single player game as previous. Some aspects removed/changed.
- New live features added.
- Excellent graphics.
- Filled with dark humour.

Promotion:

- Demo available.
- E3 2004 and 2005 presence.
- Fan site kit.
- Pre-order deal.
- Multiple gameplay movies, only 1 trailer.

Coverage:

- Many videos and images.
- Multiple hands-on of single and multiple player game.
- Many news/updates.
- Developer interview.

Other:

- Conker is now a recognised character.
- Remake of a game originally released on N64.

Juiced

Game #: 22

System: PlayStation 2, Xbox

Genre: Street Racing

Dev/Pub: Juice Games / THQ

Box:

- Logo on top, not too contrasting since yellow on yellow.
- Image is simple but shows the feel of the game.
- Description is features.
- Screenshots show nice cars, but not feel of the game.

Game:

- Different types of races.
- Interesting calendar schedule where you can organise your own events.
- Multiple unlockables.
- Different concepts (special moves, betting on races).

Promotion:

- Multiple trailers and gameplay video.
- Demo available.
- E3 2004 and 2005 presence.

Coverage:

- Many images and screenshots.
- Multiple hands-on.
- Not many news concerning game, more concerning Acclaim shutting down.
- Developer Interview.

Other:

- Game picked up after Acclaim bankruptcy.
- Long development time... game came late into street series.

Forza Motorsport

Game #: 22

System: Xbox

Genre: Racing

Dev/Pub: Microsoft

Box:

- Nice contrasting logo. On top of box.
- Image is fairly simple, provides good feel of intensity of the game.
- Description is game hype and features.
- Screenshots are just cars not representative of gameplay.
- Back of box is a little odd since everything is on an angle.

Game:

- A mix of car customization. A bridge between street racing games and Gran Turismo 4.
- Simulation driving feels really good.
- Multiple difficulty settings, good AI even one you can teach.
- Plenty of vehicles.

Promotion:

- Demo available, not so good compared to game.
- E3 2004 presence.
- Nice comparison video (Game & Real life).

Coverage:

- Multiple developer interviews.
- Multiple hands-on, online also.
- Comparison with GT4.
- Good amount of news/updates.
- Plenty of images and videos.

Other:

- Pushed as the Gran Turismo Killer.

Splinter Cell: Chaos Theory

Game #: 23

System: PlayStation 2, Xbox, Gamecube, DS

Genre: Tactical Espionage

Dev/Pub: Ubisoft

Box:

- Standard logo from series. On top, nice contrast.
- Standard Sidebar also makes game easily identifiable.
- Description is both backstory and new features.
- More screenshots than other games. very representative of gameplay.

Game:

- Very similar to previous versions. Game now features multiple paths, but still feels extremely linear.
- 2 player Coop
- Good light/shade hiding techniques, but sometimes a little unrealistic.

Promotion:

- Promoted with Amon Tobin.
- Demo available.
- 2 TV Ads.
- Multiple Trailers with gameplay.
- E3 2004 presence.

Coverage:

- Multiple Developer Interviews/Diaries.
- QT VR screenshots (3D).
- Multiple Hands-On, multiplayer.
- Many screenshots and videos.

Other:

- Limited Collector's Edition available.
- 3rd game in series.

Medal of Honor: European Assault

Game #: 24

System: PlayStation 2, Xbox, Gamecube

Genre: 1st Person Shooter

Dev/Pub: EA

Box:

- Standard Logo, same as other games in series. on top of box, nicely contrasting.
- Image represents well WWII aspect, but not the game.
- Barely any description, some features and hype text
- Screenshots are representative of game.

Game:

- New elements added to game, but most still need polishing.
- AI is not very good, so strength is in numbers.
- More levels are wide areas. Seems less monotonous/linear.
- Continuous enemy regeneration is a drag.

Promotion:

- TV ad.
- Multiple games movies.
- Few trailers.
- E3 presence.

Coverage:

- Developer interviews.
- Limited amounts of videos and pictures.
- Much less news than other games.
- Hands-on.

Other:

- Part of a series that started back on original playstation.

Madagascar

Game #: 25

System: PlayStation 2, Xbox, Gamecube, DS, GBA

Genre: Platformer

Dev/Pub: Toys for Bob / Activision

Box:

- Nice contrasting logo on top of box.
- Image is colourful with recognisable characters from movie.
- Description is quick synopsis of game, plus features and characters.
- Screenshots show styles of game.

Game:

- Plenty of mini games.
- Multiple characters to play.
- Interesting level design with many hidden items.
- Game for children but interesting for adults too.

Promotion:

- E3 Presence
- 3 Trailers with gameplay.

Coverage:

- Developer interview.
- Very little news/updates.
- Very little hands-on.
- Very little screenshots and movies.

Other:

- Movie License.

Call of Duty: Finest Hour

Game #: 26

System: PlayStation 2, Xbox, Gamecube

Genre: 1st Person Shooter

Dev/Pub: Spark Unlimited / Activision

Box:

- Bland logo, nicely contrasting, on top of box.
- Image is pretty monotone. Shows well WWII combat.
- Description has back story of missions and features.
- Screenshots show most gameplay sequences.

Game:

- Play characters of multiple countries.
- Many weapons and vehicles to use.
- Many objectives per level. Some levels are too long.

Promotion:

- TV ad.
- E3 Presence.
- Multiple Trailers and Gameplay Videos.

Coverage:

- Multiple developer interviews.
- Good amount of pictures and videos.
- Multiple Hands-on.
- Fair amount of news/updates.

Other:

- First game in console series (Previously on PC).

Mario Party 6

Game #: 27

System: Gamecube

Genre: Mini-games

Dev/Pub: Hudson / Nintendo

Box:

- Standard logo, same as previous games in series. Contrasting, but at bottom of box.
- Very colourful image with all main characters.
- Description has back story and new features.
- Screenshots show mostly mini-games.

Game:

- More of the same, not enough levels.
- Changing levels.
- Plenty of unlockables.
- New minigames, microphone games.

Promotion:

- Nothing apart from regular stuff.
- No TV ad.
- No E3 presence.

Coverage:

- Very little news/updates.
- No interviews.
- Fair amount of movies, barely any pictures.
- 1 Hands-on.

Other:

- 6th game in series.
- Has most popular Mario characters.
- Includes Microphone.

Metal Gear 3: Snake Eater

Game #: 28

System: PlayStation 2

Genre: Tactical Espionage

Dev/Pub: Konami

Box:

- Logo follows pattern of series. Contrasting Logo, on top of box.
- Label is mostly two tone, so hard to discern image.
- Description has both back story and new features.
- Screenshots show gameplay style.

Game:

- More emphasis on action while still keeping the espionage feel.
- Excellent story and voice acting.
- Some camera issues.

Promotion:

- E3 2003 2004 presence.
- Multiple Trailers and gameplay movies.
- Demo available.

Coverage:

- Multiple developer interviews.
- Multiple Hands-on.
- Plenty of news/updates.
- Many pictures and movies.

Other:

- Part of series.
- Solid Snake character.

Star Wars: Battlefront

Game #: 29

System: PlayStation 2, Xbox

Genre: 3rd Person Shooter

Dev/Pub: Pandemic / LucasArts

Box:

- Standard Star Wars logo. Contrasting, on top of box.
- Image has intricate design displaying multiple aspects of gameplay.
- Text is game description plus features.
- Screenshots are descriptive of text.

Game:

- Not much of a story, just chaotic warfare.
- Multiple different classes & races to play.
- Excellent multiplayer.
- Plenty of maps.

Promotion:

- Demo available.
- E3 2K4 presence.
- Multiple trailers and gameplay videos for all major areas of the game.

Coverage:

- Good amount of news/updates.
- Many videos and pictures.
- Multiple hands -on.
- Interview.

Other:

- Star wars license, recognizable characters.

Pokemon FireRed

Game #: 30

System: GBA

Genre: Role Playing Game

Dev/Pub: Game Freak / Nintendo

Box:

- Similar Logo to previous Pokemon games. Contrasting and on top.
- Image is standard. Main character and solid colour.
- Description depicts new features.
- Screen shots represent important aspects of the game.

Game:

- Remake of the first ever Pokemon game; some new content
- Solid RPG with multiple types of characters.
- Solid fighting system with fair amount of strategy.

Promotion:

- E3 Presence.
- 1 Trailer with in-game footage.
- Most probably advertised with TV show.

Coverage:

- Interview.
- Multiple movies and pictures.
- Many news/updates.

Other:

- Part of long series of game.
- Big franchise with movies, TV show, card games, etc.
- Wireless adaptor included, but game is slightly more expensive.

NBA Live 2005

Game #: 31

System: PlayStation 2, Xbox, Gamecube

Genre: Racing

Dev/Pub: EA

Box:

- Standard EA sports logo. Contrasting logo at bottom of box.
- Standard image is just cover athlete.
- Description is just features
- Screenshots accompany features.

Game:

- Easy play management
- Less management options than other NBA games.
- Plenty of modes, create a player.

Promotion:

- TV ad.
- E3 presence.
- Multiple trailers and gameplay videos depicting new features.

Coverage:

- Minimal amount of pictures and videos.
- Fair amount of news/updates.
- Not many hands-on.
- Developer interview.

Other:

- long lasting series, with game releases yearly.

Spider Man 2: The Movie

Game #: 32

System: PlayStation 2, PSP, Xbox, Gamecube, DS, GBA

Genre: Sandbox Adventure

Dev/Pub: Treyarch / Activision

Box:

- Logo same as movie. Vertical logo is unusual and hard to spot. good contrast
- image is similar to first game, just face of character
- Description has backstory and features.
- Screenshots accompany features. Nice in-game screenshots.

Game:

- Sandbox style games while still having some mandatory missions.
- Story of the movie.
- Plenty of unlockables.
- Good voice over.

Promotion:

- Multiple Trailers.
- 2 TV spots.
- E3 presence.
- Movies for most characters in game.

Coverage:

- Developer interview.
- Not many hands-on, but good amounts of previews.
- Not too many pictures, fair amount of videos.

Other:

- Movie license.
- Spider-man character / Marvel license.

ESPN NFL 2K5

Game #: 33

System: PlayStation 2, Xbox

Genre: Football

Dev/Pub: Visual Concepts / SEGA

Box:

- Similar logo to previous versions. More contrast, on top.
- Standard image with cover athlete.
- Description is features, plus hype text.
- Good screenshots.

Game:

- Very complete career mode.
- Excellent gameplay.
- Unlockables.
- Great fun online or with friends.

Promotion:

- TV ads.
- Multiple Trailers & gameplay videos for new features.
- E3 2004 presence.

Coverage:

- Not that many updates.
- Many screenshots, fair amount videos.
- Developer interview.

Other:

- ESPN license.
- Yearly series (up to then, now no more).
- Lower price than competition.

Halo

Game #: 34

System: Xbox

Genre: 1st Person Shooter

Dev/Pub: Bungie / Microsoft

Box:

- Nicely contrasting logo, but at bottom of image.
- Main character on image while still having intricate designs in background.
- Description has extensive backstory
- Screen shots are engine based, but do not look to be from actual gameplay
- Screen shots have accompanying features text.

Game:

- Horrible Level design with repetitive environments.
- Strong storytelling.
- Nice graphics.
- Complicated vehicle controls.

Promotion:

- E3 presence
- Multiple trailers, all engine based.
- Recognized as the Killer App for the Xbox. Had much hype.

Coverage:

- Plenty of pictures and movies.
- Plenty of updates/news.
- Multiple Hands-on.
- No interviews.

Other:

- Master chief became a recognized character.

Driv3r

Game #: 35

System: PlayStation 2, Xbox, GBA

Genre: Adventure, Driving

Dev/Pub: Reflections / Atari

Box:

- Same logo style as previous games in series, contrasting at bottom of box.
- Image is mostly twotone so hard to depict complete image. Wasted space on box at the bottom.
- Barely any description/text. Mostly hype from magazines.
- Multiple screenshots; more than the norm.

Game:

- Good narrative with some really nice cutscenes but the game is no good.
- Control is very frustrating, especially when on foot.
- Nice extras where you can make your own movies from replays.

Promotion:

- Multiple trailers and gameplay videos.
- Shorts (actually real life movies.)
- Documentaries.
- E3 presence.

Coverage:

- Interviews.
- Good amount of news/updates.
- Good amount of pictures and videos.
- Multiple Hands-on.

Other:

- Part of an old series from PS1.

Madden 06

Game #: 36

System: PlayStation 2, Xbox, Xbox 360, PSP, DS, Gamecube, GBA

Genre: Football

Dev/Pub: EA

Box:

- Changed logo from previous games in series. Contrasting, but at bottom of box.
- Standard box with cover athlete.
- Description is just new features.
- Screenshots represent new features.

Game:

- New element added to game. Superstar mode.
- Main gameplay stays relatively unchanged with same problems as previous versions.
- Quarterback control is now much more complicated.

Promotion:

- ESPN TV ad.
- Multiple Trailers and gameplay videos.
- No demo.

Coverage:

- Developer Interview.
- NFL player Interview.
- Fair amount of news/features.
- Fair amount of videos, not too many pictures.
- Not many hands-on.

Other:

- Part of a very old yearly series.
- Recent price drop on current generation version.

Nintendogs

Game #: 37

System: DS

Genre: Life Simulation

Dev/Pub: Nintendo

Box:

- Logo on top of box, good contrast. Fitting to game.
- Image is a real picture of a puppy, representing the real factor of game.
- Description has background as to what game is, plus some extra features.
- Screenshots show possibilities and game activities, adequate subtext.

Game:

- Virtual pet simulation
- Voice commands
- Fun activities and plenty of toys.
- Multiple breeds

Promotion:

- 2 TV ads.
- E3 Presence.

Coverage:

- Multiple Hands-on.
- Good news/updates.
- Good amount of videos and pictures.
- No interviews.

Other:

- Special DS release with special game version
- Released as 3 different versions of game (plus bundled version).

Delta Force: Black Hawk Down

Game #: 38

System: PlayStation 2, Xbox

Genre: Tactical Shooter

Dev/Pub: Novalogic / Vivendi Universal

Box:

- Solid block logo, very contrasting, on top on box.
- Mostly twotone box, hard to depict image but shows the war game aspect in urban environment.
- Description has back story and features.
- Screenshots show different aspects of gameplay.

Game:

- Very scripted game and you are taken step by step through a level, and if you move too fast then you need to back track.
- Allows for many people online at once.
- You can give your squad commands.

Promotion:

- Separate Trailer for Xbox and PS2 with gameplay footage.
- E3 presence for multiple years.

Coverage:

- Few news/updates.
- Some Hands-on.
- No interviews.
- Fair amount of screenshots, not many videos.

Other:

- Part of the Delta Force series.
- Ps2 and Xbox versions of the game not the same.

Tiger Woods PGA Tour 06

Game #: 39

System: PlayStation 2, PSP, Xbox, Xbox 360, Gamecube

Genre: Sports

Dev/Pub: EA

Box:

- New logo, but same as other EA sports 06 titles. Contrasting, but at bottom.
- Standard image with Tiger woods.
- Description is all features.
- Screenshots are in game, but different depending on console.

Game:

- Intuitive yet difficult control. Appeals to hard core golf aficionados, but not to casual golf players.
- Interesting experience and level up system.
- Plenty of game modes.

Promotion:

- TV ad.
- Trailer and multiple gameplay videos for new features.

Coverage:

- Multiple developer interviews.
- Multiple hands-on.
- So-so amount news/updates.
- not so many videos or pictures.

Other:

- Part of long lasting series.

Burnout 3

Game #: 40

System: PlayStation 2, Xbox

Genre: Street Racing

Dev/Pub: Criterion / EA

Box:

- Same style as previous games in series. Good contrast, on top of box.
- Image shows well new aspect of game.
- Description is just features.
- Screenshots depict action of game.

Game:

- Very long career mode with different challenges.
- Very exciting feel during the game.
- Crazy Crashes.
- Excellent sense of speed.

Promotion:

- TV ad.
- Trailers for both consoles and gameplay videos.
- E3 presence.

Coverage:

- Plenty of pictures and videos.
- Multiple hands-on.
- Interview.
- Plenty of news/updates.
- 3D pictures (Quicktime VR).

Other:

- Part of high, action extreme crash series.

Star Wars: Battlefront II

Game #: 41

System: PlayStation 2, PSP, Xbox

Genre: 3rd Person Shooter

Dev/Pub: Pandemic / LucasArts

Box:

- Same type of logo as previous game. Good contrast, on top.
- Very similar image to previous, main character has changed.
- Description is just features.
- Screenshots show off new features.

Game:

- A little bit of a story.
- Unlockable challenges.
- More classes, levels and Space battles added.
- More strategy is Galactic conquest mode.

Promotion:

- TV ad.
- E3 presence.
- Trailers and multiple Gameplay videos for many areas.

Coverage:

- Hands-on.
- Not that many news.
- Some videos, good amount of pictures.
- Developer Interviews.

Other:

- Second in series.
- Star wars license and characters.

NBA Live 06

Game #: 42

System: PlayStation 2, Xbox, Xbox 360, Gamecube

Genre: Sport

Dev/Pub: EA

Box:

- Changed Logo from previous versions, but same as other 06 EA sports games. At bottom, contrasting.
- Standard image with cover athlete.
- Description is only features.
- Screenshots show excitement of game.

Game:

- Gameplay stays relatively unchanged.
- Some lag during gameplay.
- AI always seems better for the other team.
- New Dynasty mode.

Promotion:

- Multiple trailers and gameplay video for new features.

Coverage:

- Developer interview.
- Few Hands-on.
- Fair amount of pictures and videos.
- Good amount of news/updates.

Other:

- Part of yearly series.

Mario Kart DS

Game #: 43

System: DS

Genre: Racing

Dev/Pub: Nintendo

Box:

- Nice contrasting Logo on top of box. Different than previous versions.
- Image shows well the type of game, but puts more aspect on adult racing.
- Descriptions is new features of game.
- Screenshots show different modes of play.

Game:

- Unlockable characters/vehicles.
- Missions.
- Very easy online play.
- New play game mechanics.

Promotion:

- E3 2004 2005 presence.
- TV ad + Wi-Fi ad.
- Multiple Trailers.

Coverage:

- Fair amount of video, good amount of pictures.
- Multiple hands-on.
- Multiple interviews.
- Plenty of news/updates.

Other:

- Part of series that started on SNES.
- Mario characters.
- First game to use Wi-Fi.

Tony Hawk American Wasteland

Game #: 44

System: PlayStation 2, Xbox, Xbox 360, Gamecube

Genre: Racing

Dev/Pub: Digital Polyphony / SCEA

Box:

- Different Logo from previous games. Nicely contrasting, but at bottom.
- Pink colour really stands out, but image itself is just Tony Hawk with a board.
- Description is features and hype text.
- Screenshots show new features. Nice Screenshots.

Game:

- Create-a-skater/park/graphics/trick.
- Story mode is pretty straight forward, like previous games. More sandbox style though.
- You can now use bikes.

Promotion:

- Multiple Trailers and Gameplay videos.
- E3 Presence.
- TV ad.

Coverage:

- Developer interviews.
- Hands-on.
- Not many updates.
- Not many pictures or movies.

Other:

- Tony hawk license.
- Part of pretty long series.
- Collector's edition available.

Mario Party 7

Game #: 45

System: Gamecube

Genre: Mini-Games

Dev/Pub: Hudson / Nintendo

Box:

- Standard logo, similar to previous versions. Nice contrast, on top of box.
- Very colourful image with all characters.
- Description has back story.
- Screenshots show new features.

Game:

- Mostly more of the same. A few changes, but not that much.
- New minigames, different settings.
- Plenty of unlockables.

Promotion:

- E3 2005 presence
- Nothing else.

Coverage:

- Not many news/updates.
- Only 1 hands-on.
- Not many videos of pictures.
- No interviews.

Other:

- Part of yearly series
- Mario characters

Call of Duty 2: Big Red One

Game #: 46

System: PlayStation 2, Xbox, Gamecube

Genre: 1st Person Shooter

Dev/Pub: Treyarch / Activision

Box:

- Similar logo to other games in series. More contrast, logo on top of box.
- More colour on image shows well war theme.
- Description has back story and features
- Screenshots show different aspects of game.

Game:

- Similar to first game but varied gameplay.
- Weak AI with scripted emplacements for defence. Members of you own team open doors and turn their backs to the Enemies, then stay there.
- Too much hard scripting, everything is dictated with no space is left for improvisation by the player.

Promotion:

- E3 presence.
- Multiple Trailers & gameplay videos.

Coverage:

- Multiple Developer Interview.
- Not too many news.
- Only 1 Hands-on.
- A few pictures, not too many movies.

Other:

- Part of Series
- Collector's edition available.

Need for Speed: Most Wanted

Game #: 47

System: PlayStation 2, PSP, Xbox, Xbox 360, Gamecube, DS, GBA

Genre: Street Racing

Dev/Pub: EA

Box:

- Same main logo as other games. Nice contrast on top of box.
- Image shows racing feel with police presence.
- Description is Features and in-game content.
- Screenshots look like they are pre-rendered or from best possible version.

Game:

- Only addition seems to be the Police presence in the game.
- Driving around the city becomes useless since there are no hidden spaces to go to.
- Multiple upgrades and cars.
- Pink slip races.

Promotion:

- Multiple Trailers and gameplay videos for new features.
- Demo Available - not so good.

Coverage:

- Developer interviews.
- Good amount of videos & pictures.
- Multiple Hands-on.

Other:

- Need for speed series. 3rd in underground series.
- Vehicle licenses.

Grand Theft Auto: Liberty Stories

Game #: 48

System: PSP

Genre: Sandbox

Dev/Pub: Rockstar

Box:

- Similar Logo to as other games in series. Nice contrast, in middle of box.
- Image on box is similar to previous games.
- Description is just back story. More story than previous games.
- Screenshots show gameplay.

Game:

- Goes back to the roots of GTA 3 with a story about known characters.
- Same freedom to do anything, plus some new extra minigames.
- Graphics are nice, but there is some ghosting from the rapid movements.

Promotion:

- Multiple In-game Trailers
- No demo.

Coverage:

- Many news/updates
- Developer interviews
- Fair amount of videos and pictures
- Multiple Hands on

Other:

- Very popular series.

Soul Calibur III

Game #: 49

System: PlayStation 2

Genre: Fighter

Dev/Pub: Namco

Box:

- Different logo than previous in the series. Not very contrasting, but on top.
- Image is mostly in blue tones with recognizable characters. New character takes center stage in very contrasting colour.
- Description has back story and features.
- Screenshots show new features.

Game:

- Plenty of different modes, even a RTS type mode.
- New characters with almost all previous characters.
- Plenty of unlockables.
- Character creation.

Promotion:

- Pre-order program (bonus shirts).
- TV ad.
- Trailer
- Multiple gameplay and feature movies.
- E3 2005 presence

Coverage:

- Developer Interview
- Many pictures and videos
- A few hands-on
- Good amount of news/updates.

Other:

- Part of well recognised weapon based fighter series

Dragon Ball Z: Budokai Tenkaichi

Game #: 50

System: PlayStation 2

Genre: Fighter

Dev/Pub: Spike / Atari

Box:

- Standard DragonBallZ logo. Other part of logo previous to other versions. Nice contrast, on top of box.
- Image has main characters.
- Description is only features.
- Screenshots show gameplay.

Game:

- Multiple characters to play.
- Gameplay can be considered to be a little too fast, with some difficult control.
- Multiple modes of play.
- Unlockables.

Promotion:

- E3 2005 presence
- Trailers and gameplay videos

Coverage:

- Developer interviews
- Multiple Hands-on
- Good amount of movies & pictures.
- Little amount of news/updates.

Other:

- 3rd in a series.
- DragonBall Z for world, story and characters.