



DEAD ISLAND TEASER TRAILER

RUSHES SOHO SHORTS 2011

THE BROADCAST DESIGN CATEGORY



Country: UK

Running Time: 3m 7s

Director: Stu Aitken

Producer: Andrew Pearce

Production Company: Axis Animation

Short Synopsis: A holiday in paradise turns to hell, when a family is attacked by a horde of maniac zombies.

Long Synopsis: We released this trailer for Deep Silver's upcoming computer game, Dead Island on IGN and then YouTube. It became an overnight global phenomenon.

- In the first night, became the most talked about thing on worldwide Twitter
- In the first 48 hours, it's received 2m tweets, 3m YouTube views and 1.7m IGN views
- Got 9.8 / 10 review (one of the highest rated game trailers of all time)
- Was 4th most viewed video on YouTube
- Was 9th most searched for term on Google
- Got incredible critical reception from industry
- Client is releasing the music track on iTunes
- Client has sold the film rights of the game

www.axisanimation.com

www.sohoshorts.com