

# Mocean Names Scott Hayman Head of Gaming, Expanding on Its Culture-First Model

*The agency behind PlayStation's fastest-selling game launches taps award-winning industry vet who helped build Hammer Creative into a global gaming agency*

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*Scott Hayman | Head of Gaming at Mocean*

[Mocean](#) today named [Scott Hayman](#) Head of Gaming, the latest in a series of moves since launching its See Change™ operating model earlier this year.

Hayman joins Mocean after 24 years at Hammer Creative, where he rose from writer/producer to Head of Global Operations and helped turn a boutique movie-trailer shop into an 80+ person global game marketing agency. He built partnerships with gaming's biggest publishers — Epic Games, Riot Games, Xbox, Bethesda, Electronic Arts, 2K — on franchises from Fortnite and League of Legends to Forza Horizon 6 and Indiana Jones and the Great Circle. “Mocean’s creative track record speaks for itself,” Hayman said. “What excites me is how they combine blockbuster

entertainment marketing with deep brand strategy expertise across a connected pipeline including trailers, key art, social, live events, live-action production, design, and finishing. Bringing that complete, high-level offering to the gaming space was an opportunity I was thrilled to accept.”

Hayman's work will draw on the agency's full capabilities, including Mocean AV, its world-class theatrical trailer group, and Mocean's Brand & Content Studio, which produces campaigns for clients including Samsung, Waymo, The Cheesecake Factory, and North Italia.

“Gamers' devotion runs as deep as the film audiences we've spent decades creating for,” said Adam Rosenblatt, who with Bryan DeDario serves as Co-President of Mocean AV. “We've always been driven by story, character, and emotion,” DeDario added. “We're excited to bring that standard to the gaming landscape.”

The move also marks a natural evolution for Mocean's growing brand work, led by President of

Brand Laura Likos, whose background includes leading agencies and teams on campaigns for Call of Duty, Xbox, Madden NFL, and Dead Rising during her time at 72andSunny and CP+B.

"Our brand team has a deep passion for gaming, and we know the level of strategic rigor required to connect with these audiences," said Likos. "Combining our brand-building foundation with Scott's deep industry expertise enables us to be a full-fledged partner for gaming publishers, from high-level brand positioning to culture-defining execution."

Mocean already has a gaming foundation Hayman will build on: the God of War Ragnarök global launch campaign, resulting in the fastest-selling first-party PlayStation launch ever at 5.1 million copies in five days; Marvel's Spider-Man 2 in-game creator collaboration, helping it become the fastest-selling PlayStation exclusive ever; and record-setting launches for BTS x Cookie Run: Kingdom and Call of Duty: Warzone Mobile.

"Gaming is the biggest entertainment business on the planet, with one of the most opinionated, passionate audiences in culture — you can't fake your way in," said CEO Michael McIntyre. "Our agency is full of diehard gamers, so the passion is already here. Scott brings the track record: two decades of earning that audience's trust by honoring the worlds they love. That's a remarkable combination and I can't wait to see the results. Game on!"

#### About Mocean

Mocean is a culture-first creative agency operating where entertainment and brand meet. Founded in 2000 and headquartered in Los Angeles, the agency has earned 500+ industry awards, including four Emmy nominations and two wins, multiple Grand Clios, honors from One Show, Digiday, and National Addys Best In Show, and three Agency of the Year titles. Its work spans PlayStation, Disney, Waymo, Marvel, Netflix, HBO, Samsung, Riot Games, Chevy, North Italia, and The Cheesecake Factory. Named one of Fast Company's Best Workplaces for Innovators. Learn more at [moceanla.com](https://moceanla.com)

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