

2023 16TH ANNUAL D SHOW

Shortlist

AUDIO MARKETING

Leo Burnett for Cadillac, 120th Anniversary Mixtape

Doner for JBL, JBL x Doja

Rocket Central for Rocket Mortgage, Home Made Podcast Season 2

BRANDED ENTERTAINMENT

Rocket Central for Rocket Mortgage, Home Lore Season 1

Doner for The UPS Store, The First Metaverse Small Business Destination

Publicis Collective/Ram Trucks Team for Ram Trucks x Overtime Draft House

Ally for Ally, Milestone Generations

CRAFT - CINEMATOGRAPHY

Commonwealth//McCann for Chevrolet, Mrs. Hayes

Seventy 7 Productions for REGROUP, DTE Light the Way

Tibbs for Weber Shandwick, Cadillac Celestiq

Woodward Original for Cleveland Cliffs, Cleveland Cliffs: Cliffs x Cavs

D/CAL for Uptime Energy Drinks, Your Uptime is Now

CRAFT - EDITING

Hudson for DP+, Karmanos, Ring the Bell

Cutters Studios for High Dive, Stellantis, Jeep Avenger Next Generation

Baseline Post for Cleveland Cliffs, Cliffs x Cavs

Commonwealth//McCann for Chevrolet, Mrs. Hayes

Leo Burnett for GM Powered Solutions, Thunder at the Heart Brand

CRAFT - GRAPHIC DESIGN

Cutters Studios for Highdive, Stellantis, Jeep Avenger Next Generation

Digitas Detroit for Digitas Detroit, Can't Quiet Pride

Leo Burnett for Adcraft Detroit, IRL D Show.

CRAFT - MOTION POST

Cutters Studios for Secret Fort, Navistar, Shift What's Possible

Unger Color for DP+ for Karmanos, Ring the Bell

Commonwealth//McCann for Chevrolet, Mrs. Hayes

Baseline Post for Cleveland Cliffs: Cliffs x Cavs

D/CAL for Gucci x Detroit vs Everybody, Patterns

CRAFT - ORIGINAL MUSIC

Yessian Music for Kaufland, Friendship Knows No Borders
Leo Burnett for GM Powered Solutions, Thunder at the Heart Brand
Yessian for Imagination, Detroit Youth Choir, DYC
Baseline Post for Audetorium, Audetorium Visual Mission Statement

CRAFT - SOUND DESIGN

Cutters Studios for Secret Fort, Navistar, Shift What's Possible
Yessian for Omelet, Google Play - Diablo Immortal.
Campbell Ewald for OnStar, Tell Me What Happened- Season 2

D-VERSITY

Digitas Detroit for Digitas Detroit, Can't Quiet Pride
Boulevard for Stellantis, Where I'm From
Leo Burnett for Buick, See Her Greatness
Ally for Revolt TV & MKTG, Ally - Moguls in the Making
Casanova// McCann for Chevrolet, Let's Talk

DETROIT LOVE

Woodward Original for Detroit Sports Commission, 2024 NFL Draft Announcement: A Boy's Dream
Woodward Original for Audetorium - Audetorium Visual Mission Statement
Woodward Original for Venture 313, Unlocking Detroit's Entrepreneurial Potential
Full View Productions for Visit Detroit, Dear Detroit
SMZ for 313 Presents, Pine Knob Relaunch
D/CAL for Gucci x Detroit vs. Everybody, Patterns
Tibbs for Detroit - Speed/Sound

EXPERIENTIAL - EVENTS/ACTIVATIONS

Weber Shandwick for Chevrolet, Chevy Electric Garage
Leo Burnett for Cadillac, Art of You
TMV Group for Faygo Beverages, Home for the Holidays
Core Marketing Communications for Buddy's Pizza, Buddy's Pizza Restaurant Interior Design

EXPERIENTIAL - LIVE SHOWS

Doner for JBL, JBL x Doja
Commonwealth//McCann for Chevrolet, MLB/Chevy
Commonwealth//McCann for Chevrolet, Detroit Tigers Dance Cam Video
Ally x UnitedMasters for UnitedMasters, Earn Your Masters

INTEGRATED CAMPAIGN

Ludwig+ for Pink Fund, The Other Part of the Fight
McCann Detroit for General Motors, EV-il Takeover
Doner for JBL, JBL x Doja
Little Caesars for McKinney, Detroit Amnesty
Ally for Ally The Milestone Initiative
Leo Burnett for Buick, See Her Greatness
MRM for Cleveland Clinic, Help
D/CAL for Epiphone/Gibson Brands, Epiphone Forever Guitar
TILT for University of California San Francisco Medical Center, Neurology/Part 1
Weber Shandwick for GMC, Hummer EV: Go Big Go Bold
D/CAL for KRK Audio, Studio Anywhere/KRK Audio

CREATIVE USE OF MEDIA

Highdive for Jeep, Wrangler Climbing OOH
Rebuild Agency for Bright Side Dental, Bright Side Dental
McCann Detroit for General Motors, #ScreamItOut Challenge
Leo Burnett for Cadillac, 120th Anniversary Mixtape
Ally for Ally, Snapchat Milestone ARchives Snapchat Experience
Doner for The UPS Store, The First Metaverse Small Business Destination
D/CAL for Kramer Guitars/Gibson Brands, Spotify Enabled Print Ad.

TV/VIDEO/MOTION PICTURE - TV/CINEMA CAMPAIGN

Doner for Stellantis, Chrysler Pacifica, Van Life for Real Life
Doner for JBL, JBL x Doja
Leo Burnett for Buick, See Her Greatness
Highdive for Jeep, Earth Odyssey
Leo Burnett for Cadillac, Color of Emotions
MRM for General Motors, Cadillac "Your EV Life" Video Series
McCann Detroit for General Motors, EV-il Takeover
Weber Shandwick for GMC, Hummer EV Revolution

TV/VIDEO/MOTION PICTURE – TV/CINEMA :30 AND OVER

Leo Burnett for GMC, Call of Duty/GMC HUMMER EV
Highdive for Jeep, Eyes Wide Open
Leo Burnett for GMC, King of CrabWalk
Rocket Central for Rocket Mortgage, SuperBowl Dream House

TV/VIDEO/MOTION PICTURE – TV/CINEMA - :30 OR UNDER- SINGLE

Little Caesars for McKinney, NFL: The Talk
Little Caesars for McKinney, The Lake Giveth
DP+ for Karmanos Cancer Institute, Ring the Bell
Rocket Central for Rocket Mortgage, Rocket Can Screamer

TV/VIDEO/MOVING PICTURE - NON-BROADCAST :60 OR OVER

Leo Burnett Detroit for GM Powered Solutions, Thunder at the Heart Brand
Leo Burnett Detroit for GM Powered Solutions, Thunder at the Heart Marine
Ludwig+ for Pink Fund, The Other Part of the Fight
Commonwealth// McCann for General Motors, Teacher Appreciation
Campbell Ewald for OnStar, Scary Better
Leo Burnett for GMC, Official Vehicle of Nowhere

TV/VIDEO/MOTION PICTURE – ONLINE/VIRTUAL :60 AND OVER

Woodward Original for Audetorium, Audetorium Visual Mission Statement
Ally for Ally x Women’s Sports: Watch the Game, Change the Game
Woodward Original for Cleveland Cavaliers, Gold is Back
MRM for General Motors, First Responder Appreciation

TV/ VIDEO/MOVING PICTURE- ONLINE/VIRTUAL VIDEO :60 AND UNDER

Seventy 7 Productions for Weber Shandwick, Keep Charging On Super Cruise
Little Caesars for McKinney, The Lake Giveth
VMLY&R for Ford, Tell Me Everything

LOW BUDGET - INTEGRATED ALL IN UNDER \$50K

Ludwig+ for Pink Fund, Breast Cancer UnAwareness Month
Ludwig+ for Pink Fund, The Other Part of the Fight
BrandHRT Evolution, Puffer Reds and Converse Regional Marketing Team, Puffer Reds Limited Edition Converse
Little Caesars for McKinney, Detroit Amnesty

LOW BUDGET - TV/VIDEO/MOTION PICTURE - ALL IN UNDER \$50K

Green Sky for GSE/Pepsi, Pepsi Dig In
Ludwig+ for Pink Fund, The Other Part of the Fight
DP+ for Detroit Institute of Arts, Detroit Institute of Arts His Canvases
Leo Burnett for GMC, Epic One-Shot/GMC Denali EV

LOW BUDGET – PRINT ALL IN UNDER \$5K

Commonwealth// McCann for The Filmore, Kid Laroi
Commonwealth// McCann for The Filmore, Banks
Commonwealth// McCann for The Filmore, Alexisonfire
Commonwealth// McCann for The Filmore, Metric
Commonwealth// McCann for the Fillmore, We Came as Romans

PUBLIC RELATIONS

McLean Media for SKYMINT Premium Cannabis, SKYMINT’s Free Weed for a Year PR Campaign
Telemetry Public Relations for IAC Group, Sustainable Automotive Materials Gown
Commonwealth and Weber Shandwick for Chevrolet, Chevy x Sopranos
Ally for Ally, 50/50 Pledge

McCann Detroit for General Motors, #ScreamItOut Challenge

SOCIAL IMPACT

Anomaly & MKTG for Ally, NWSL Primetime-ification

College for Creative Studies for College for Creative Studies, Cumulus Conference Materials

Leo Burnett for Buick, See Her Greatness

Woodward Original for NF Forward, Being Kylie Earle

Reel Clever Films for The Work Department, Project Play Southeast Michigan, Let's Get More Girls in the Game

D/CAL for Lions Club International, United in Kindness

DIGITAL - SOCIAL MEDIA

D/CAL for Kramer Guitars/Gibson Brands, Kramer Season to Shred social campaign

Campbell Ewald for OnStar, OnStar Santa Tracker.

Free Age for Detroit City Distillery, We Make Whiskey.

Leo Burnett for Buick, Logo of the Future

Anomaly for Ally, Lyrically.

McCann Detroit for General Motors, #Screamitoutchallenge

DIGITAL - OLA

MRM for General Motors/Cadillac, "Your EV Life" CRM Campaign

Commonwealth//McCann for Chevrolet, Mrs. Hayes

DIGITAL - WEBSITE

MRM for General Motors, Cadillac Celestiq Teaser Experience

TMV Group for Faygo Beverages, Camp Faygo

TILT for University of California San Francisco Medical Center, Neurology Part 1

Paramount Brand Studio for Stellantis, Ram x Yellowstone Set Tour

PRINT

Extra Credit Projects for Lamar Advertising, George Lois Tribute

Highdive for Jeep, Jeep Grand Cherokee 4xe/NYC Penn Digital

Extra Credit Projects for Sweetwaters Coffee & Tea, Sweetwaters Dragon Eye Promotions

STUDENT - INTEGRATED

Samantha Yono from Michigan State University for Liquid IV, Liquid IV Campaign

Sydney Lane and Anika Jop from Roommate Productions for Goodwill, Make a Difference with GoodPurpose

Kayla Matthews and Sam Talanges from College for Creative Studies for Scotch Tape, Tape Me Back

Cole Guidry and Emily Mata from College for Creative Studies for Lyft, UpLyft

Samantha Yono, Paige Coleman, and Sarah Tieman from Michigan State University for Lego, Lego Thoughts Campaign

Olivia Cranmore from Michigan State University for Ink Spawn, Tattoo Mockup App

STUDENT - PRINT

Kiki Farrar and Sam Talanges from College for Creative Studies for Smash Mallow, Smash Something

Collin Baker from Michigan State University for Porn Hub, Business Time

Samantha Yono from Michigan State University for Samsung, Samsung Intense Zoom

Olivia Cranmore from Michigan State University for Home Depot, Home Depot Sale Ad

Alyssa Sorenson, Eve Geboski, and Sunny Brassell from College for Creative Studies for DoorDash, Screen to Table

Kayla Zanar from College of Creative Studies, Get to the Heart of the Problem

Ross Chowles and Paige Coleman from Michigan State University for Meijer Class Project, Meijer Pet Sale

Nolan Wall from Michigan State University for Play-Doh, Play-Doh Paintings

Max Wegzyn from College for Creative Studies for Awake, Don't Doze Off

STUDENT - SOCIAL

Shelly DeJong and Alexis Bonner from Calvin University Skylight for Verizon, Verizon Truth Carols

Joseph Durr and Collin Baker from Michigan State University for Legos, So Realistic You Almost Missed It

Paige Coleman from Michigan State University for Oxiclean, Oxiclean social media

Samantha Yono from Michigan State University for Cheetos, Cheetos social campaign

Nolan Wall and Dylan Gray from Michigan State University for Call of Duty, Call of Action Warzone

STUDENT - VIDEO

Kayla Matthews, Sophie Steinborn, and Kayla Matthews from College for Creative Studies for Blink, For When You Can't.

Andrea Dunn and Skye Scaglione from College for Creative Studies for Adobe Photoshop, Imagine Something Wonderful.

Mai Nguyen and Juliana Robban from MASJ Production for Duolingo, If We Don't Remind You, Who Will?

Kiki Farrar, Sydney Lane, and Cameron Sanders from College for Creative Studies, BuzzBalls, 15% in 15 Seconds.

Anika Jop and Mai Nguyen from College for Creative Studies for Ebay, Nostalgia for Sale

Owen Drawbaugh and Juliana Rabban from College for Creative Studies for Cuties Citrus, Not So Cutie