



19TH ANNUAL

D SHOW

JUNE 11, 2026 | GEM THEATRE

DETROIT, MI

WELCOME TO THE 19TH ANNUAL D SHOW

It's been almost a year since we celebrated our resilience, creativity and community in the Detroit advertising world. I hope that in these past 12 months, you gained some new industry friends, maybe cultivated some fresh perspective and made even more cool work. From the looks of this year's entry lists, you definitely nailed that last one.

Because this is my last year as (co) Chair of the D Show, I wanted to take up a little space to show some gratitude. What an incredible honor it has been collaborating with the D Council, with Adcraft Detroit and with this community to put on the 2026 D Show. I've been a creative at MRM Detroit for almost 10 years. I don't typically get to link up with creatives outside these four walls to make impactful, gorgeous stuff. The D Show did that for me. Thanks to the entire crew, to the Council, to the Adcraft Board, to the judges, to my co-chair Jay Norman and to YOU. You let me be myself in all of this. It's an experience and a lesson I'll carry with me for the rest of my ad career here in Detroit. You don't have to be anyone else to do a good job, but you do have to be the most fearless version of yourself to do a great job.

Cheers to everyone who made something last year and to everyone who's brave enough to do it again this year.

~ **Caitlin Pasqualone**, 2026 D Council Chairperson and Creative Director, MRM Detroit



Christina Anderson
Executive Producer,
Cutters Studio



Sarah Bills
Creative Director,
Lafayette American



Bruna Camargo
Head of Social,
Lafayette American



Sanja Dardagan
Associate Creative Director,
VML



Stacy Gisinski
Executive Producer,
Fusion92



Chris Handyside
Creative Director,
Monks



Avery Johnson
Marketing & Social
Strategist, Adcraft Detroit



Shannon Lapanowski
Director,
Adcraft Detroit



Cynthia Lee
Event and Project
Manager, Adcraft Detroit



Louis Lyne
Creative Editor
Cutters Studios



Justin Norman
Co-Founder & CEO,
Verse + Hook



Caitlin Pasqualone
Creative Director,
MRM



Jaime Pescia
VP Global & Brand Engagement,
Little Caesars



Rick Portwood
CEO & Chairman,
Display Group



Stephen Timblin
Executive Creative Director,
SMZ Advertising



Nora Urbanski
Director / Producer
Seventy 7 Productions



Michael Yessian
Partner / Head of Production,
Yessian



Sam Sefton
Professor of Practice,
Advertising & PR,
Michigan State University

TABLE OF CONTENTS

Page	1	D Council Welcome
Page	4	Table of Contents
Page	6	D Show Judges
Page	8	D Show Credits
Page	10	D Show Sponsors
Page	16	Audio Marketing
Page	18	Born In Detroit
Page	20	Branded Entertainment
Page	22	Craft
Page	26	Creative B2B Campaign
Page	28	Creative Use Of
Page	30	CRM
Page	32	Detroit Love
Page	33	D-Versity
Page	34	Digital
Page	37	Experiential
Page	38	Integrated Campaign
Page	40	Low Budget
Page	43	Print
Page	44	Social Impact
Page	45	Student
Page	48	Video
Page	52	Best of Show

CONGRATULATIONS

FINALISTS

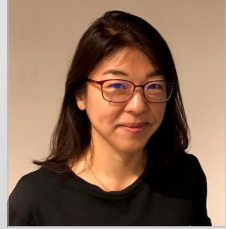
&

WINNERS

THE D SHOW

cutterstudios

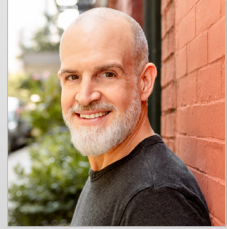
19TH ANNUAL
D SHOW
JUDGE 2026



SHOKO AKUTAGAWA
Executive Producer



ADDISON BORN
Executive Producer,
byhook



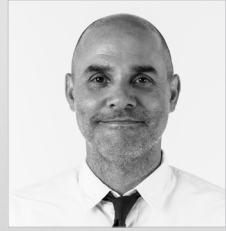
RICK BIOLSI
Managing Partner
Bartley & Dick



TOM CHRISTMANN
Partner, CMO,
TINY



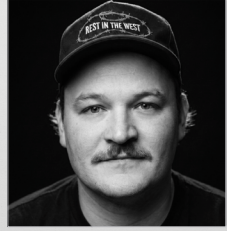
HOPE FARLEY
Executive Producer,
Adolescent Content



GERRY GRAF
Co-Founder, CCO,
Slap Global



BENJAMIN GROSS
Creative Director,
Mindgruve



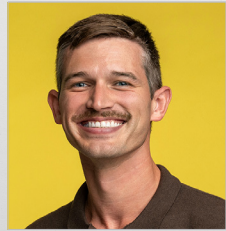
JESSE LANGER
Creative Director,
McCann NYC



MJ LAZCANO
Creative Director,
BARU marketing + media



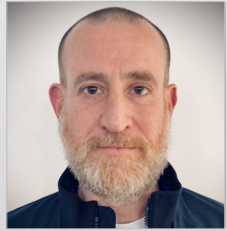
DELLA MATTHEW
SVP, ECD
Critical Mass



JACK MCCREE
Producer,
Disney



LIZ NEWMAN
VP, Group Creative Director,
August Jackson



MIKE ROVNER
Partner,
TINY



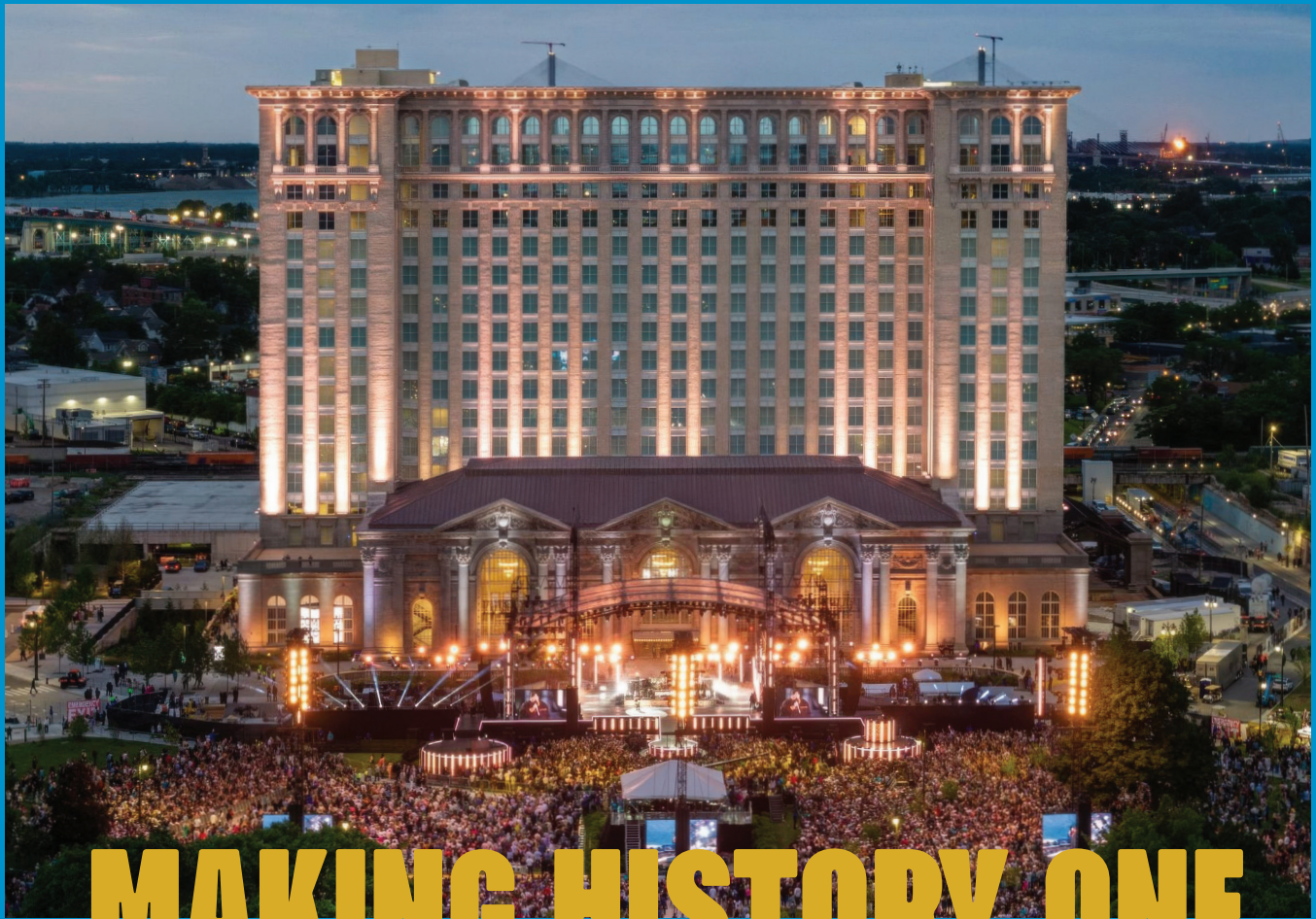
MICHAEL STOOPACK
President, Partner,
TINY



MIKAR STOVALL
Senior Partner,
FleishmanHillard



MATTHEW WILSON
Senior Producer,
BarkleyOKRP



MAKING HISTORY ONE EVENT AT A TIME

When Michigan Central Station reopened its doors to the public for the first time in decades, **Display Group** was proud to help bring that moment to life.

Our designers, fabricators, technicians, project managers, and production crews worked side by side to build, light, furnish, and run one of the city's most high-profile cultural moments in recent memory.

Our in-house teams coordinated large-scale staging and AV production, designed furniture layouts for VIP events, and managed all logistics for a full slate of community programming. We scheduled food trucks, supported performers, produced scenic elements, and made sure every detail was ready before the doors opened each day. Being nominated for D Show awards is an honor, but the real reward was the chance to help write a new chapter in the story of a Detroit icon.

Want to bring that same level of creativity, detail, and teamwork to your next project? Call us at 313-965-3344 to get started.



DISPLAY GROUP

displaygroup.com

2026 D SHOW CREDITS

D SHOW CO-CHAIR

Caitlin Pasqualone

D SHOW CO-CHAIR

Justin Norman

SHOW CREDITS:

FLAVOR DETROIT

Scott Stephens
Paul Williams
Keith Slawinski
Kristen Sadlocha

ANOTHER COUNTRY DETROIT

Josh Condon
Joe Philips

CUTTERS EDITORIAL

Louis Lyne
Nils Arrington

CUTTERS STUDIOS DETROIT

Kym Tripp
Tim Horvath
Cristina Anderson

VIDEO

Clark Attebury
Mike Shimmel
Sara Smith
Joseph Productions

EVENT ELEMENTS BY DISPLAY GROUP

Rick Portwood
Anthony Whitlock

2026 D SHOW THEME:

VML

Sanja Dardagan
Lynn Simoncini
Chad Woolums

VERSE & HOOK

Justin Norman
Joe Zimmer
Monica Dubray

ANNOUNCER (VOG)

Allen Michael Jones

PHOTOGRAPHERS

Stephen Crosson
Cyrus Tetteh

ENTRY/JUDGING PLATFORM

Drew McKinnon, Iceberg

AWARDS

Alex Delvecchio Ent LLC | AIA Affiliate

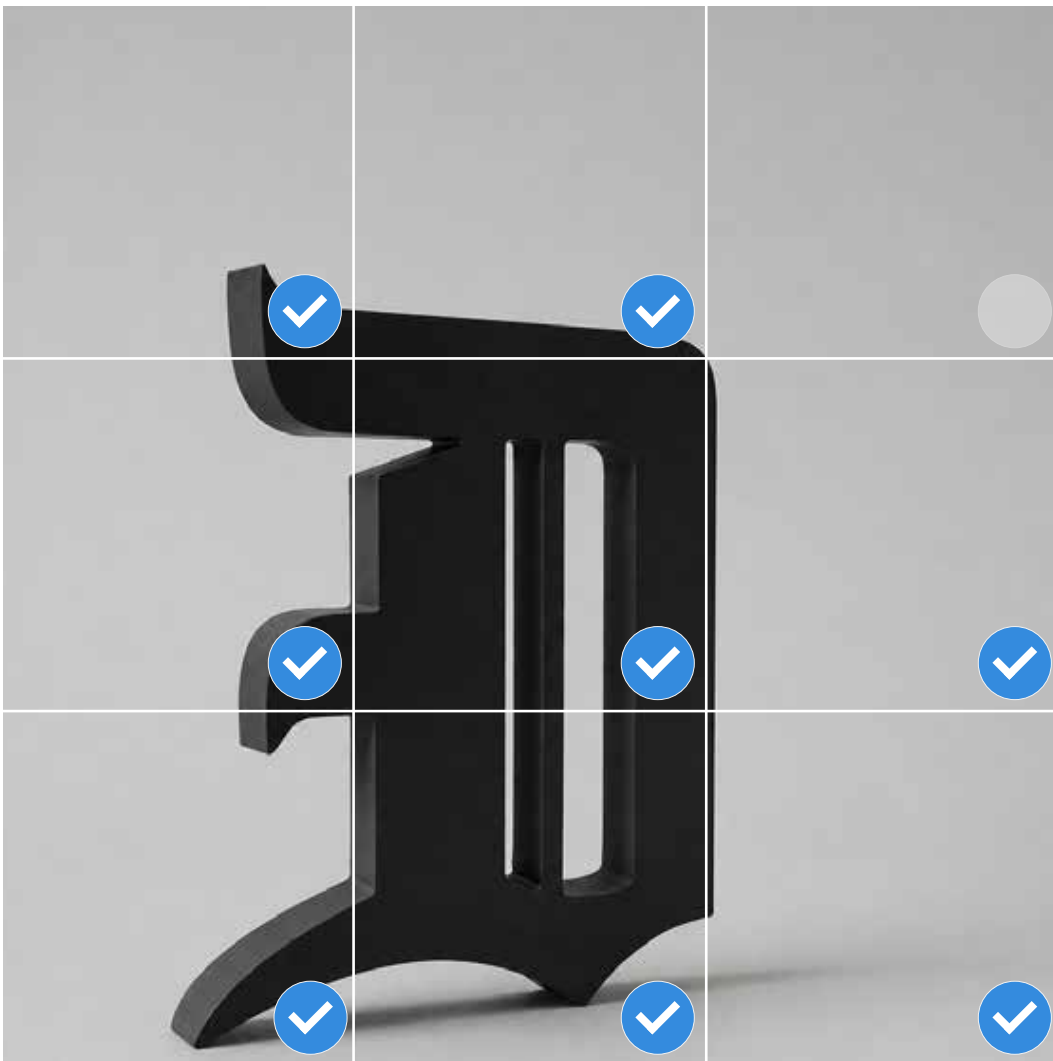
DIGITAL PROGRAM

Sarah Bills
Caitlin Pasqualone
Fusion 92 Studio
Hogarth

THEDSHOW.ORG

Sanja Dardagan

Prove you're human. Select all the places where it's proof Detroit creativity can't be automated.



VERIFY

Congratulations to the 2026 winners and nominees.

MRM

RAPP 

2026 D SHOW SPONSORS

PRESENTING PARTNER

Cutters Studios
Display Group

GOLD PARTNERS

TripleLift

SILVER PARTNERS

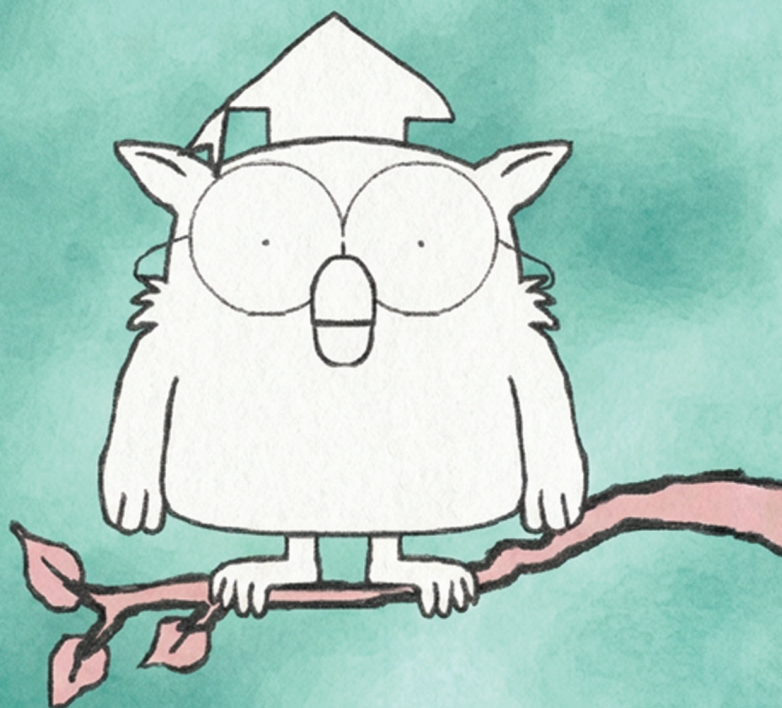
Doner
Lafayette American
Ludwig+
McKinney
Mediahub WW
MRM
razorfish
Rocket
Sigg + Co
Verse+Hook
WPP

BRONZE PARTNERS

McCann Detroit / Campbell Ewald
Nephew
SMZ
Yahoo



How many D Show awards
does it take to get to the
center of Detroit creativity?



As many as it takes.

DONER

**Detroit
has always
had a thing
for metal.**

Congrats to all the deserving winners.

BUILT ON CREATIVITY. DRIVEN BY IMPACT.

TripleLift proudly congratulates the winners of the **2026 D Show** and celebrates the creativity, craftsmanship, and innovation shaping what's next.



SIGG + CO. TO DO LIST:

- Find clients
- Move into office space
- Create thousands of pieces of content in a ridiculously short amount of time
- Cry a little
- Get nominated for our first D show award
- Congratulate all of the nominees
- Sleep

SIGG+CO
siggandcompany.com

SEE YOU NEXT YEAR.

**VERSE
+
HOOK**

VERSEANDHOOK.COM

Tonight's winners. Brought to you by the First Amendment.

Congratulations all the creators, storytellers and
radical thinkers who exercise free speech.



LUDWIG+



Creativity has always had a home in Detroit.

Nights like this are an unmistakable
reminder of just how much talent
lives here.

From everyone at Rocket's Dream Factory,
thanks for letting us celebrate the creative
community with you.

We're so proud to be your neighbor.
And even prouder to be part of a city
that keeps raising the bar for all of us.

 **Rocket**





See you at the afters.

(you know which one to go to, right?)

LAFAYETTE AMERICAN



*So proud of you!!
XOXO,
Mom*

THE BEST STUFF IS ALWAYS MADE WITH LOVE.

Congrats to this year's winners,
from your friends at **WPP**

AUDIO MARKETING

Nominee and Silver Winner



TITLE: Jeep "LL Cool J Reveal Partnership"

AGENCY: Ikonik Commercial Group

CLIENT: Ven Johnson Law

PRODUCTION: UNR

DIRECTOR: Anthony Garth

PRODUCER: Jorie Kopy

FINISH: TUG

EDITOR: John Grosjean

ASST EDITOR: Nick Barone

FINISHER: Kevin Jones

COLOR: Siggy Ferstl/Company 3

AUDIO MIXER: Dan Verlinde

PRODUCER: Stacy Langdon

JEEP BRAND CHIEF EXECUTIVE OFFICER: Bob Broderdorf

HEAD OF CREATIVE SERVICES, MARKETING NA: Randy Ortiz

HEAD OF ADVERTISING, JEEP BRAND: John Millar

JEEP BRAND MANAGER: David Herkowitz

EVP, GROUP ACCOUNT DIRECTOR: Kerrin Kramer

EVP, GROUP ACCOUNT DIRECTOR: Nick Coyne

VP, ACCOUNT DIRECTOR: Alex Drader

ACCOUNT EXECUTIVE: Darren Allen

ASSOCIATE DIRECTOR, PM: Anna Hemker

PROJECT MANAGER: Kelli Dorsey

PRODUCT SPECIALIST: Christopher Siminski

LEGAL COUNSEL: David Navarre

EVP, EXECUTIVE CREATIVE DIRECTOR: Gary Pascoe

ECD, CREATIVE DIRECTOR: Brad Emmett

ECD, CREATIVE DIRECTOR: Robert Legato

CREATIVE DIRECTOR: Andrew Wright

CREATIVE DIRECTOR: Duffy Patten

CREATIVE DIRECTOR: Bob Havlena

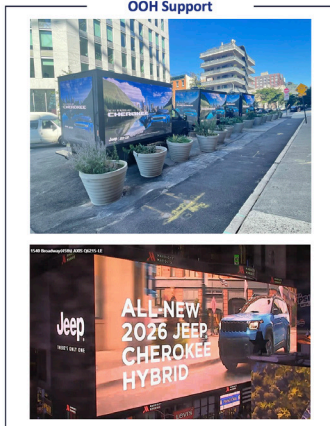
EVP, DIRECTOR OF INTEGRATED PRODUCTION: Jennie Hochthanner

SENIOR INTEGRATED PRODUCER: Mike Stark

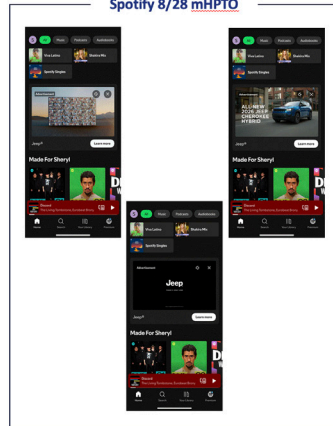
EXECUTIVE MUSIC PRODUCER: Jon Moshier

EVP, BUSINESS AFFAIRS: Sheryll Kollin

OOH Support



Spotify 8/28 mHPTO



Best of Category Winner + Black D Winner



TITLE: OnStar "Tell Me What Happened" Podcast

AGENCY: Campbell Ewald

CLIENT: General Motors / OnStar

EXECUTIVE DIRECTOR OF CUSTOMER ENGAGEMENT, GM:
Laura Thornton

HEAD OF MARKETING, ONSTAR: Caley Hill

ONSTAR BRAND STRATEGY MANAGER: Ashlee Ciaramitaro

GLOBAL ASSISTANT MARKETING MANAGER: Armand
Jordan

DIGITAL SERVICES ENGAGEMENT LEAD: Brenna Stanecki-
Hutchins

PRESIDENT MW DETROIT: Belinda Leworthy

CHIEF CLIENT OFFICER: Colin Padden

CHIEF EXECUTIVE OFFICER: Kari Shimmel

EXECUTIVE CREATIVE DIRECTOR: Jim Millis

CREATIVE DIRECTOR: Jess Bush

CREATIVE DIRECTOR: Megan Anton

ASSOCIATE EDITORIAL DIRECTOR: Ryan White

SENIOR ART DIRECTOR/DESIGNER: Adam Flor

SENIOR ART DIRECTOR: Christian Ross

COPYWRITER: Amilia Velasquez

DIRECTOR INTEGRATED STRATEGY: Ana Everett

SENIOR SOCIAL & DIGITAL STRATEGIST: Jonathan
Corchado

STRATEGIST: Alexis Bomar

DIRECTOR INTEGRATED PRODUCTION: Martha Torre Carter

INTEGRATED PRODUCER: Christina El Haddad

GROUP ACCOUNT DIRECTOR: Caitlin Kelly

ACCOUNT DIRECTOR: Sarah Davis

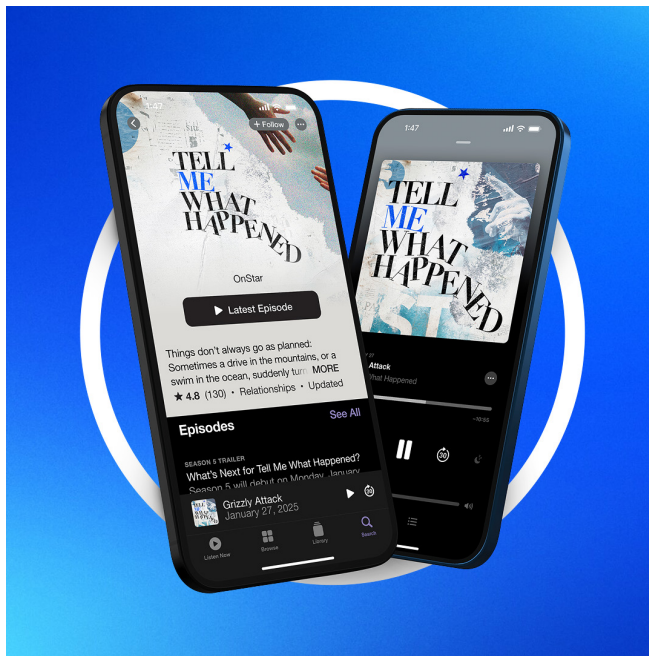
SENIOR ACCOUNT SUPERVISOR: Megan Carson

SENIOR PROGRAM BUSINESS MANAGER: Mary Carlington

EXECUTIVE PRODUCER: Jennifer Sunnerton

SHOWRUNNER/WRITER: Jeff Blundell

PRODUCER: Marshall Whitseed



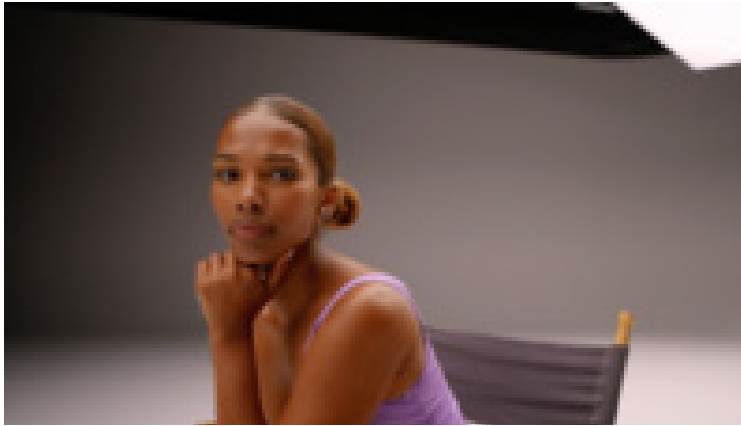
BORN IN DETROIT

Nominee and Silver Winner

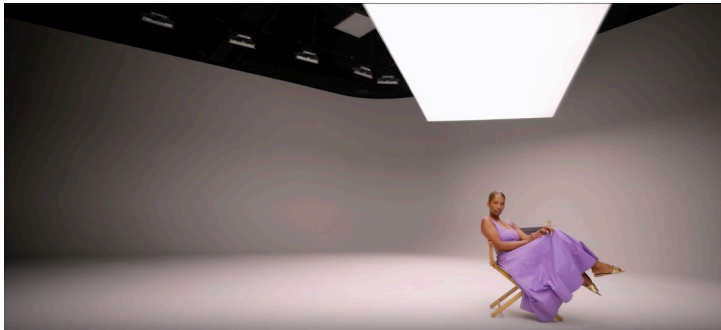


TITLE: Ven Johnson Law Short Documentary
AGENCY: Ikonik Commercial Group
CLIENT: Ven Johnson Law
CREATIVE DIRECTOR: Holly Q
WRITER: Josh Bartlett
PRODUCTION COMPANY: Black Sedan
DIRECTOR: Brad Phillips
POST PRODUCTION: Ron Rose Productions
POST SUPERVISOR: Chris Rose
EDITOR: Matt Hallowell
COLOR: Christiaan Meyer
AUDIO: Chip Kipps

Best of Category Winner + Black D Winner



TITLE: The Lip Bar
AGENCY: Easy Tiger Productions, Inc
CLIENT: Endeavor - Great Lakes Region
PRODUCER / DIRECTOR OF PHOTOGRAPHY: Meagan Stockemer
PRODUCER / DIRECTOR: Tony Sacco
PRODUCER: Diana Callaghan
EDITOR: Rob Henry
AUDIO MIXER: Hugh Holesome
CAMERA ASSISTANT: Syd Ostrander
PRODUCTION ASSISTANT: Serena Varner



BRANDED ENTERTAINMENT

Nominee and Silver Winner



TITLE: Rockin' Protein - In Good Taste
AGENCY: Campbell Ewald
CLIENT: Rockin' Protein by Shamrock Farms
CHIEF EXECUTIVE OFFICER: Kari Shimmel
CHIEF CLIENT OFFICER: Colin Padden
CHIEF CREATIVE OFFICER: Silmo Bonomi
ACCOUNT DIRECTOR: Shari Baran
CREATIVE DIRECTOR: Ben Klassman
CREATIVE DIRECTOR: Phil Wood
DIRECTOR INTEGRATED PRODUCTION: Martha Torre Carter
SENIOR INTEGRATED PRODUCER: Christina El-Haddad
SENIOR INTEGRATED STRATEGIST: Olivia Newman
SENIOR COPYWRITER: Tyler Long
ART DIRECTOR: Kayla Firth
ASSOCIATE CREATIVE DIRECTOR, DESIGN: Thao Le
SENIOR COPYWRITER: Mia Godwin
JUNIOR ART DIRECTOR: Dianna Higaki
MANAGER, PROGRAM MANAGEMENT & AWARDS DIRECTOR: Lindsey Krasny
SENIOR ACCOUNT SUPERVISOR: Rachael Burchart
DIRECTOR OF BUSINESS AFFAIRS: Kelly Maines
SENIOR TALENT MANAGER: Ashley Edwards
SENIOR TALENT MANAGER: Monet De La Paz
MEDIA SUPERVISOR: Hunter Geltzeiler
MEDIA PLANNER: Ana Deluta
ASSOCIATE MEDIA DIRECTOR, SOCIAL: Josh Valdez
DIRECTOR, ANALYTICS: Nicole Strasz
MANAGER, ANALYTICS: HADLEY ROY
PRODUCTION AND POST-PRODUCTION: First Fight
EXECUTIVE PRODUCER: Anthony Bommarito
DIRECTOR: Zeke Anders
EDITOR: Bryan Schlam
POST PRODUCER: Taylor Stanislawski
VICE PRESIDENT - BRAND MANAGEMENT, SHAMROCK FARMS: Catherine Duregger
SENIOR DIRECTOR OF INTEGRATED MARKETING, SHAMROCK FARMS: Blake Atkinson

Best of Category Winner + Black D Winner



TITLE: Pretzel Crust Island
 AGENCY: Mediahub Worldwide / McKinney
 CLIENT: Little Caesars
 CMO, LITTLE CAESARS: Greg Hamilton
 VP, GLOBAL CREATIVE & BRAND ENGAGEMENT, LITTLE CAESARS: Jaime Pescia
 ADVERTISING MANAGER, LITTLE CAESARS: Nicole Yurich
 ASST. BRAND MANAGER, LITTLE CAESARS: Emily Stevens
 DIRECTOR, PAID MEDIA, LITTLE CAESARS: Joe Alleruzzo
 PAID MEDIA MANAGER, LITTLE CAESARS: Nina Will
 DIRECTOR, COMMUNICATIONS, LITTLE CAESARS: Jill Proctor
 COMMUNICATIONS MANAGER, LITTLE CAESARS: Hannah Szalay
 SVP BUSINESS LEAD, MEDIAHUB: Jaclyn Gaughan
 SVP, STRATEGY, MEDIAHUB: Alan Fox
 SVP, INVESTMENTS, MEDIAHUB: Cassie Adato
 VP, DIRECTOR, MEDIAHUB: Aileen Kolon
 ASSOC. DIRECTOR, MEDIAHUB: Kristen McCarty
 DIRECTOR, INVESTMENTS, MEDIAHUB: Hunter Callender
 DIRECTOR, INVESTMENTS, MEDIAHUB: Luis Tamayo
 SUPERVISOR, INVESTMENTS, MEDIAHUB: Caroline Witts
 SUPERVISOR, INVESTMENTS, MEDIAHUB: Marielle Abel
 DIRECTOR, R+D, MEDIAHUB: Alexis Westin
 SENIOR MEDIA CREATIVE, MEDIAHUB: Doug Leasure
 ASST. MEDIA CREATIVE, MEDIAHUB: Larry Hester
 DIRECTOR, PROGRAMMATIC, MEDIAHUB: Sarah Bentley
 SVP, PAID SOCIAL, MEDIAHUB: Stephen Brandow
 ASSOC. DIRECTOR, PAID SOCIAL, MEDIAHUB: Federico Lemmen
 MANAGER, PAID SOCIAL, MEDIAHUB: Daniel Partovi
 MANAGER, PAID SOCIAL, MEDIAHUB: Ashaunte Hoey
 CO-CCO, MCKINNEY: Lyle Yetman
 CO-CCO, MCKINNEY: Omid Amidi
 GROUP CREATIVE DIRECTOR, MCKINNEY: Jameson Rossi
 GROUP CREATIVE DIRECTOR, MCKINNEY: Andrew Williams

ASSOCIATE CREATIVE DIRECTOR, MCKINNEY: Jamie Steentofte
 ASSOCIATE CREATIVE DIRECTOR, MCKINNEY: Knowlton Bourne
 GROUP ACCOUNT DIRECTOR, MCKINNEY: Maggie Dietz
 ACCOUNT SUPERVISOR, MCKINNEY: Reid Tuomala
 ACCOUNT SUPERVISOR, MCKINNEY: Darby Kersten
 GROUP STRATEGY DIRECTOR, MCKINNEY: Kerry O'Connor
 STRATEGY DIRECTOR, MCKINNEY: Reed Willig
 STRATEGIST, MCKINNEY: Hallie Humbert
 SOCIAL STRATEGY DIRECTOR, MCKINNEY: Kathleen Wisnewski
 SENIOR SOCIAL STRATEGIST, MCKINNEY: Maggie Boulton
 SOCIAL STRATEGIST, MCKINNEY: Gabri Mays
 PROJECT MANAGER, MCKINNEY: Jamie DelGrosso
 EXECUTIVE DIRECTOR, PRODUCTION, MCKINNEY: Kara O'Halloran
 SENIOR PRODUCER, MCKINNEY: Nick Brenton
 DIRECTOR OF BUSINESS AFFAIRS, MCKINNEY: Laura Gearino
 EXECUTIVE PRODUCER, MCKINNEY: Ben Newmark
 ASSOC. DIRECTOR, MEDIAHUB: Kristen McCarty

Nominee and Silver Winner – Cinematography



TITLE: Room to Dream
 AGENCY: Rocket Dream Factory
 CLIENT: Rocket
 DIRECTOR: Luke Steppey
 CREATIVE DIRECTOR: Sean Pavleshyn
 EXECUTIVE CREATIVE DIRECTOR: Rego Marquiss
 SVP, BRAND MARKETING, PARTNERSHIPS AND CREATIVE EXCELLENCE: Peter Giorgi
 SENIOR MARKETING MANAGER: Isoke Nimmons
 PRODUCER: Anthony Whitaker
 COPYWRITER: Mark Adler
 EDITOR: Josh Beebe
 MUSIC COMPOSER: David Chapdelaine
 DIRECTOR OF PHOTOGRAPHY: Adam Madrzyk
 CHIEF MARKETING OFFICER: Jonathan Mildenhall
 VP, SPORTS AND ENTERTAINMENT MARKETING: Doug Buser

Nominee and Silver Winner – Editing



TITLE: The Little Entrepreneur
 AGENCY: Hudson Rouge, A VML Company
 CLIENT: Lincoln
 GLOBAL CHIEF CREATIVE OFFICER: Jon Pearce
 GROUP CREATIVE DIRECTOR: Luke Partridge
 CREATIVE DIRECTOR, SOCIAL: Todd Houlette
 CREATIVE DIRECTOR: Emlyn Allen
 ART DIRECTOR: Grace Bastyr
 SENIOR COPYWRITER: Jon Gruber
 HEAD OF INTEGRATED PRODUCTION: Mary-Ellen Verrusio
 EXECUTIVE PRODUCER: Mary-Ellen Verrusio
 ASSOCIATE PRODUCER: Marisa Rossi

STILLS PRODUCER: Loni Pont
 BUSINESS MANAGER: Holly Woodmansee
 SENIOR TALENT MANAGER: Angela Martin
 CHIEF EXECUTIVE OFFICER: Michael Stefanski
 GROUP ACCOUNT DIRECTOR: Gary Rosowski
 ASSOCIATE ACCOUNT DIRECTOR: Bryan Coole
 CHIEF STRATEGY OFFICER: Ted Gott
 ASSOCIATE DIRECTOR OF STRATEGY: Julia Stern
 PRODUCTION COMPANY: STINK
 DIRECTOR: Tom Green
 EXECUTIVE PRODUCER: Mungo Maclagan
 LINE PRODUCER: Mark Hall
 DIRECTOR OF PHOTOGRAPHY: Daniel Voldheim
 EDITORIAL COMPANY: Whitehouse Post
 EXECUTIVE PRODUCER: Ryan Smith
 EDITOR: Russell Icke
 POST/ VFX COMPANY: ARC Creative
 EXECUTIVE PRODUCER: Sally Wnek
 PRODUCER: Ryan Smith
 MUSIC/ORIGINAL: Share a Little Light
 MUSIC COMPANY: Mophonics
 COMPOSER/ARTIST: Astræa
 CREATIVE DIRECTOR/ EP: Kristoffer Roggemann
 PRODUCER: Christina Mihaljevic
 AUDIO FINISHING: Heard City
 POST ENGINEER/ MIXER: Mike Vitacco
 PRODUCER: Lianna Rosenberg
 SOUND DESIGN COMPANY: Heard City
 COMPOSER/ ENGINEER: Mike Vitacco
 PRODUCER: Lianna Rosenberg

Nominee and Silver Winner – Graphic Design



TITLE: Fantastic Four Pizza Boxes
 AGENCY: Little Caesars Creative
 CLIENT: Little Caesars
 CVP, GLOBAL CREATIVE & BRAND ENGAGEMENT:
 Jaime Pescia
 CREATIVE DIRECTOR: Susan Berry
 CREATIVE MANAGER: James Devlin
 SR DESIGNER: Carrie Boileau
 ILLUSTRATOR: Marvel Studios
 CMO: Greg Hamilton

Nominee and Silver Winner – Motion Post



TITLE: Lincoln Navigator Launch 'Mic Drop'
 AGENCY: Hudson Rouge, A VML Company
 CLIENT: Lincoln
 CHIEF CREATIVE OFFICER: Jon Pearce
 GROUP CREATIVE DIRECTOR: Luke Partridge
 CREATIVE DIRECTOR: Howard Collinge
 ART DIRECTOR: Grace Bastyr
 SOCIAL COPYWRITER: Shareen Stanfa
 EXECUTIVE PRODUCER: John Cline

HEAD OF INTEGRATED PRODUCTION: Mary-Ellen Verrusio
 SENIOR STILLS PRODUCER: Loni Pont
 BUSINESS MANAGER: Holly Woodmansee
 SENIOR TALENT MANAGER: Angela Martin
 CEO: Michael Stefanski
 CHIEF STRATEGY OFFICER: Janet Oak
 GROUP ACCOUNT DIRECTOR: Tamara Taylor, Mark Ruiz,
 Kelsey Quinn
 PRODUCTION COMPANY: Smuggler
 DIRECTOR: Adam Berg
 PRODUCTION CO EXEC PRODUCER: Carlin Wilson Webb
 LINE PRODUCER: Luigi Rossi
 DIRECTOR OF PHOTOGRAPHY: Pat Skola
 EDITORIAL COMPANY: Cosmo Street
 EDITORIAL EXEC. PRODUCER: Anne Lai
 POST PRODUCER: Karen Hennigan
 EDITOR: Paul Hardcastle
 VFX FINISHING COMPANY: Preymaker
 VFX LEAD: Angus Wall
 FINISHING PRODUCER: Jacob Weeks
 COLOR GRADE COMPANY: Trafik
 COLOR GRADE ARTIST: Mark Gethin

Nominee and Silver Winner – Original Music



TITLE: Rhapsody in Flight
AGENCY: Yessian / 72 And Sunny
CLIENT: United Airlines
COMPOSER: Eric Stamile
MANAGING DIRECTOR: Marlene Bartos
GLOBAL HEAD OF CREATIVE DEVELOPMENT: Jerry Krenach
CREATIVE PRODUCER: Nick von Zumwalt
PRODUCER: Jessica Cory-Glowacki
HEAD OF PRODUCTION: Michael Yessian
CHIEF CREATIVE OFFICER: Brian Yessian

Nominee and Silver Winner – Sound Design



TITLE: Backstreet Boys at The Sphere
AGENCY: Yessian / Silent House
CLIENT: Backstreet Boys
DIRECTOR OF SOUND DESIGN: Jeff Dittenber
SOUND DESIGNER: Ben Lantz
SOUND DESIGNER: Mike Baluha
SOUND DESIGNER: Jacob Wolfe
CHIEF CREATIVE OFFICER: Brian Yessian
HEAD OF PRODUCTION: Michael Yessian
GLOBAL CREATIVE DIRECTOR: Gerard Smerek

Best of Category Winner



TITLE: Jurassic Trail Rated
 AGENCY: Highdive
 CLIENT: Jeep
 GLOBAL CHIEF MARKETING OFFICER, STELLANTIS: Olivier François
 CHIEF EXECUTIVE OFFICER, JEEP BRAND, JEEP: Bob Broderhof
 HEAD OF CREATIVE SERVICES, JEEP: Randy Ortiz
 HEAD OF JEEP ADVERTISING, NORTH AMERICA: Nicole Pesale
 JEEP BRAND ADVERTISING: David Herkowitz
 CO-FOUNDER/CCO, HIGHDIVE: Chad Broude
 CO-FOUNDER/CCO, HIGHDIVE: Mark Gross
 EXECUTIVE CREATIVE DIRECTOR, HIGHDIVE: Nathan Monteith
 SENIOR ART DIRECTOR, HIGHDIVE: Sydney Cohen
 SENIOR COPYWRITER, HIGHDIVE: Jordan Fishel
 GROUP ACCOUNT DIRECTOR, HIGHDIVE: Kaley Lambeth
 ACCOUNT DIRECTOR, HIGHDIVE: Melody To
 ACCOUNT SUPERVISOR, HIGHDIVE: Azia Perkins
 HEAD OF PRODUCTION, HIGHDIVE: Jen Passaniti
 EXECUTIVE PRODUCER, HIGHDIVE: Lindsay Vetter
 PRODUCER, HIGHDIVE: Abby Merhar
 DIRECTOR OF BUSINESS AFFAIRS, HIGHDIVE: Kelley Beaman
 DIRECTOR, COMMUNITY FILMS: Jeff Tomsic
 EDITOR, 1986 STUDIOS: Andrew Maggio
 EXECUTIVE PRODUCER, 1986 STUDIOS: Mike Trivisonno
 CREATIVE DIRECTOR, ILM: David Vickery
 VFX SUPERVISOR, ILM: Grady Cofer
 SOUND DESIGNER, ANOTHER COUNTRY: Peter Erazmus



CREATIVE B2B CAMPAIGN

Nominee and Silver Winner



TITLE: Loud Little Voices
 AGENCY: TILT
 CLIENT: Children's Hospital Association
 CHIEF CREATIVE OFFICER: Shanky Das
 CREATIVE DIRECTOR - WRITER: Jeff Warner
 DESIGN DIRECTOR: K'Kio Hardin
 DESIGNER: Roman Suliteanu
 CEO: Lawrence James
 CREATIVE SERVICES MANAGER: Kathy Kakoz
 ASSOCIATE CREATIVE DIRECTOR: Kevin Honegger
 DIRECTOR OF PRODUCTION: Dennis McCullough
 DIRECTOR OF BRAND STRATEGY: Megan Kapalla
 PRODUCTION MANAGER: Tatyana Luneva-Evenchik
 PRODUCTION SERVICES MANAGER: Meghan Steingold
 SENIOR ACCOUNT DIRECTOR: Scott Brakora
 SENIOR BRAND STRATEGIST: Caralynn Belza
 DESIGN FIRM: Mad Design
 MOTION DESIGN STUDIO: Smog
 ANIMATION STUDIO: Spiders & Sparrows

KEEPING KIDS SAFE
 Firearm Injury Prevention Efforts at Children's Hospitals

EVERY ACTION COUNTS

Out of reach. Out of harm.
 Children's health begins with their safety.

Every day, children across the United States face dangers that should never touch their lives — none more devastating or irreversible than gun violence. Whether in their homes, schools, or neighborhoods, firearms pose a stark threat to the safety and well-being of our youngest and certainly most vulnerable. As the number of incidents continues to rise, so too does the urgency for sage action. Protecting children must begin with ending their environments — especially those closest to them — free from the reach of any gun. No child should have to live in fear or a weapon meant to, before all, protect.

“Every child deserves to feel safe in schools, in hospitals, and safe under the law.” — JOHN DOE

Where firearm injury prevention work sits within respondents' organizational charts**

CEO/Therapist/Chief of Staff	~85%
Medical Director	~65%
Community Health / Wellness	~45%
Government Relations / Advocacy	~35%

*Data from 27 hospitals. **Most hospitals are included in more than one category.

SAFETY FIRST

Children's hospitals offer evidence-based, community-informed approaches to reduce effective firearm injury prevention in their patient populations they serve. These efforts are collaborative and equally interdisciplinary involving an array of institutional and community-based stakeholders. Only one children's hospital provided information about where most firearm injury prevention sits within their organizational chart.

Of these, 19 hospitals (44.5%) have multidisciplinary and committee, taskforce, or team dedicated to addressing firearms violence. These efforts are some mix of collaborative and equally interdisciplinary involving a variety of institutional and community stakeholders. Twenty children's hospitals provided information about where most firearm injury prevention sits within their organizational charts. Of these, hospitals (44.5%) do have a multidisciplinary committee, taskforce, or team dedicated to addressing firearms violence.

CALL CONGRESS
 Raise your voice to support child-focused gun safety laws.

SPREAD THE WORD
 Text 505-91-2222 to remain up-to-date on news.

LEARN MORE
 Read our books at childrenshospitals.org/safety

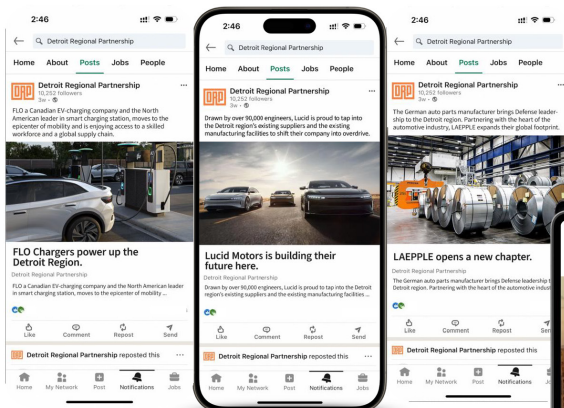
We don't need more headlines, we need policies that protect kids before tragedy strikes.

These efforts are a collaborative and equally interdisciplinary involving a mix of Children's Hospital's own evidence-based, community-informed approaches to reduce effective firearm injury prevention across care initiatives to the patient populations they serve. These efforts are collaborative and equally interdisciplinary involving a wide array of institutional and community stakeholders. Twenty children's hospitals provided information about where most firearm injury prevention sits within their organizational charts. Of these, 12 hospitals (44.5%) have a multidisciplinary committee, taskforce or team.

Best of Category Winner + Black D Winner

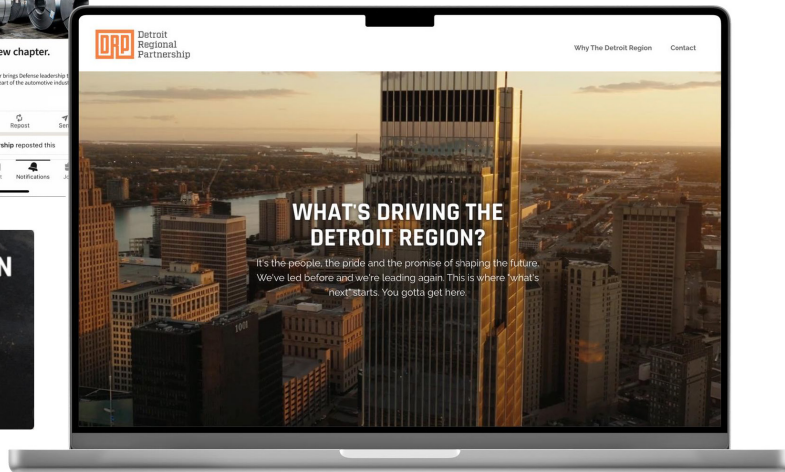
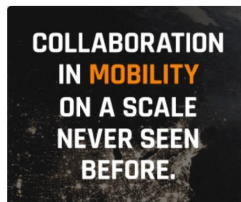
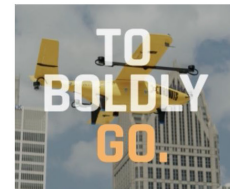


TITLE: Detroit
 AGENCY: Hart
 CLIENT: Detroit Regional Partnership
 CREATIVE DIRECTOR / WRITER: Mark Canavan
 SENIOR ART DIRECTOR: Layne Perry
 EXECUTIVE CREATIVE DIRECTOR: Randy Phipps
 ACCOUNT DIRECTOR: Scott Cooley
 DIRECTOR: Nick Army
 DIRECTOR OF PHOTOGRAPHY: Rob Wagner
 AGENCY PRODUCER: Mat Karlovec
 EDITOR: Brian Dickman



**WE'VE DONE THE SCOUTING FOR YOU.
 9,000+ INDUSTRIAL ACRES VETTED AND VERIFIED.**

**IT'S EASIER TO WIN THE RACE
 WITH A 90,000 ENGINEER HEAD START.**



CREATIVE USE OF

Nominee and Silver Winner – Media



TITLE: Little Caesars Pretzel Crust Island

AGENCY: Mediahub Worldwide / McKinney

CLIENT: Little Caesars

CMO, LITTLE CAESARS: Greg Hamilton

VP, GLOBAL CREATIVE & BRAND ENGAGEMENT, LITTLE CAESARS: Jaime Pescia

ADVERTISING MANAGER, LITTLE CAESARS: Nicole Yurich

ASST. BRAND MANAGER, LITTLE CAESARS: Emily Stevens

DIRECTOR, PAID MEDIA, LITTLE CAESARS: Joe Alleruzzo

PAID MEDIA MANAGER, LITTLE CAESARS: Nina Will

DIRECTOR, COMMUNICATIONS, LITTLE CAESARS: Jill Proctor

COMMUNICATIONS MANAGER, LITTLE CAESARS: Hannah Szalay

SVP BUSINESS LEAD, MEDIAHUB: Jaclyn Gaughan

SVP, STRATEGY, MEDIAHUB: Alan Fox

SVP, INVESTMENTS, MEDIAHUB: Cassie Adato

VP, DIRECTOR, MEDIAHUB: Aileen Kolon

ASSOC. DIRECTOR, MEDIAHUB: Kristen McCarty

DIRECTOR, INVESTMENTS, MEDIAHUB: Hunter Callender

DIRECTOR, INVESTMENTS, MEDIAHUB: Luis Tamayo

SUPERVISOR, INVESTMENTS, MEDIAHUB: Caroline Witts

SUPERVISOR, INVESTMENTS, MEDIAHUB: Marielle Abel

DIRECTOR, R+D, MEDIAHUB: Alexis Westin

SENIOR MEDIA CREATIVE, MEDIAHUB: Doug Leasure

ASST. MEDIA CREATIVE, MEDIAHUB: Larry Hester

DIRECTOR, PROGRAMMATIC, MEDIAHUB: Sarah Bentley

SVP, PAID SOCIAL, MEDIAHUB: Stephen Brandow

ASSOC. DIRECTOR, PAID SOCIAL, MEDIAHUB: Federico Lemmen

MANAGER, PAID SOCIAL, MEDIAHUB: Daniel Partovi

MANAGER, PAID SOCIAL, MEDIAHUB: Ashaunte Hoey

CO-CCO, MCKINNEY: Lyle Yetman

CO-CCO, MCKINNEY: Omid Amidi

GROUP CREATIVE DIRECTOR, MCKINNEY: Jameson Rossi

GROUP CREATIVE DIRECTOR, MCKINNEY: Andrew Williams

ASSOCIATE CREATIVE DIRECTOR, MCKINNEY: Jamie Steentofte

ASSOCIATE CREATIVE DIRECTOR, MCKINNEY: Knowlton Bourne

GROUP ACCOUNT DIRECTOR, MCKINNEY: Maggie Dietz

ACCOUNT SUPERVISOR, MCKINNEY: Reid Tuomala

ACCOUNT SUPERVISOR, MCKINNEY: Darby Kersten

GROUP STRATEGY DIRECTOR, MCKINNEY: Kerry O'Connor

STRATEGY DIRECTOR, MCKINNEY: Reed Willig

STRATEGIST, MCKINNEY: Hallie Humbert

SOCIAL STRATEGY DIRECTOR, MCKINNEY: Kathleen Wisnewski

SENIOR SOCIAL STRATEGIST, MCKINNEY: Maggie Boulton

SOCIAL STRATEGIST, MCKINNEY: Gabri Mays

PROJECT MANAGER, MCKINNEY: Jamie DelGrosso

EXECUTIVE DIRECTOR, PRODUCTION, MCKINNEY: Kara O'Halloran

SENIOR PRODUCER, MCKINNEY: Nick Brenton

DIRECTOR OF BUSINESS AFFAIRS, MCKINNEY: Laura Gearino

EXECUTIVE PRODUCER, MCKINNEY: Ben Newmark

Nominee and Silver Winner – PR



TITLE: Denny's Sticky Kicks
 AGENCY: FINN Partners
 CLIENT: Denny's
 ASSOCIATE CREATIVE DIRECTOR: Kirby Harris
 ASSOCIATE CREATIVE DIRECTOR: Tommy Simon
 EXECUTIVE CREATIVE DIRECTOR: Peter Levin
 SENIOR PARTNER: Alev de Costa
 SENIOR ACCOUNT EXECUTIVE: Ally Telfor
 SENIOR SOCIAL CONTENT CREATOR: Ben Nesvig
 SENIOR PARTNER: Desta Roy
 ASSOCIATE VICE PRESIDENT: Greg Rusert
 SENIOR PARTNER: Greg Swan
 SENIOR ACCOUNT EXECUTIVE: Hannah Peterson
 ASSOCIATE CREATIVE DIRECTOR: Joe Orlando
 ACCOUNT COORDINATOR: Mae Ida Bryan
 ACCOUNT SUPERVISOR: Matt Igelski
 VICE PRESIDENT: Taylor Trovillion
 VICE PRESIDENT: Sarah Bauman
 ASSOCIATE VICE PRESIDENT: Sean Gagnier
 ACCOUNT EXECUTIVE: Melina Schaefer

Nominee and Silver Winner – Technology



TITLE: Santa In Space
 AGENCY: Campbell Ewald
 CLIENT: OnStar
 EXECUTIVE DIRECTOR OF CUSTOMER ENGAGEMENT, GM: Laura Thornton
 HEAD OF MARKETING, ONSTAR: Caley Hill
 ONSTAR BRAND STRATEGY MANAGER: Ashlee Ciaramitaro
 DIGITAL SERVICES ENGAGEMENT LEAD, ONSTAR: Branna Stanecki-Hutchins
 GLOBAL ASSISTANT MARKETING MANAGER: Armand Jordan
 PRESIDENT MW DETROIT: Belinda Leworthy
 CHIEF EXECUTIVE OFFICER: Kari Shimmel

EXECUTIVE CREATIVE DIRECTOR: Jim Millis
 CHIEF CLIENT OFFICER: Colin Padden
 CREATIVE DIRECTOR: Jess Bush
 CREATIVE DIRECTOR: Megan Anton
 ASSOCIATE EDITORIAL DIRECTOR: Ryan White
 DIRECTOR INTEGRATED STRATEGY: Ana Everett
 SENIOR SOCIAL & DIGITAL STRATEGIST: Jonathan Corchado
 SENIOR STRATEGIST: Alexis Bomar
 DIRECTOR INTEGRATED PRODUCTION: Martha Torre Carter
 ASSISTANT CHANNEL STRATEGY MANAGER, MOBILE APPS: Jared Johnson
 INTEGRATED PRODUCER: Jerry Levenson
 SENIOR ART PRODUCER: Ari Firsten
 GROUP ACCOUNT DIRECTOR: Caitlin Kelly
 ACCOUNT DIRECTOR: Sarah Davis
 SENIOR ACCOUNT SUPERVISOR: Megan Carson
 SENIOR ACCOUNT EXECUTIVE: Nick Morales
 SENIOR TALENT MANAGER: Monet De La Paz
 SENIOR PROGRAM BUSINESS MANAGER: Mary Carlington
 DIRECTOR BUSINESS AFFAIRS: Kelly Maines
 SINGING SERPENT EXECUTIVE PRODUCER: Dennis Culp
 VOICEOVER TALENT: Dennis Culp
 SINGING SERPENT SOUND DESIGNER: Jonathan Fuhrer
 SINGING SERPENT CREATIVE DIRECTOR: Jon Spencer
 SINGING SERPENT MANAGING DIRECTOR: Glen Galloway
 SINGING SERPENT ASSOCIATE PRODUCER: Beks Johnson
 SANTA IN SPACE AUTHOR: Adam Rubin
 SANTA IN SPACE ILLUSTRATOR: Laura Watson

Nominee and Silver Winner – Media



TITLE: CRM-IRL
 AGENCY: Atomic Honey
 CLIENT: Casamara Club
 MANAGING DIRECTOR: Dario Chiarini
 MULTIMEDIA COORDINATOR: Anika Jop
 MARKETING COORDINATOR: Elizabeth Burgess

CRM-IRL:
 The Anti-Algorithm That Made Metro Detroit
Sip, Stay, and Join the Club

OVERVIEW:

Sure, we love a good automation flow. But Casamara Club didn't need another email open — it needed a mouth open.

In a world where "engagement" usually means a thumb twitch, we redefined CRM as **Customer Relationship Moments; face-to-face, flavor-first, and perfectly timed at the point of purchase.**

STRATEGIC INSIGHT:

IRL CRM = Sampling x Education x Conversion x Retail Advocacy

Instead of nurturing leads with drip campaigns, we nurtured taste buds.

Atomic Honey activated a boots-on-the-ground tasting program across Metro Detroit and Ann Arbor, **transforming priority retail and on-premise accounts into live relationship hubs.**

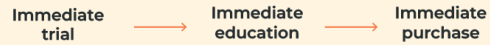
Brand ambassadors didn't just pour, they:

- Told the botanical story
- Guided first-time NA explorers
- Equipped retail staff to become full-fledged Casamara champions

Every sample was a handshake. Every conversation was a data point. Every second sip was the conversion event.

EXECUTION:

No QR codes. No landing pages. No "circle back next quarter."



By showing up where decisions actually happen — aisle-side and menu-side — we didn't just build consumer loyalty.

We built distributor confidence and retailer pull-through simultaneously.

RESULTS:

- Triple-digit sales growth
- New on-premise menu placements
- Strengthened distributor relationships
- A fast-growing base of repeat buyers actively seeking Casamara (the ultimate CRM KPI)

All delivered on a modest budget that would barely cover a single programmatic test flight.



Because while digital CRM keeps the conversation going, **IRL CRM starts the relationship.**

Casamara didn't just gain customers. It gained members.

Best of Category Winner + Black D Winner



TITLE: Ford Mobile Services
 AGENCY: VML / GTB
 CLIENT: Ford Motor Company
 GLOBAL CHIEF CREATIVE OFFICER (VML): Debbi Vandeven
 CHIEF CREATIVE OFFICER, GLOBAL ACCOUNTS (VML): Jason Xenopoulos
 CHIEF CREATIVE OFFICER, FORD NORTH AMERICA (VML): Bob Guisgand
 EXECUTIVE CREATIVE DIRECTOR (VML): Susan Mersch
 GROUP CREATIVE DIRECTOR/ART DIRECTOR (VML): Matt Swanson
 CREATIVE DIRECTOR/COPYWRITER (VML): Dan Weber
 ASSOCIATE CREATIVE DIRECTOR/ART DIRECTOR (VML): Sanja Dardagan
 ASSOCIATE CREATIVE DIRECTOR/COPYWRITER (VML): Nate Strong
 HEAD OF PRODUCTION, NORTH AMERICA (VML): Kurt Kulas
 EXECUTIVE PRODUCER (GTB): Patrick Witt
 EXECUTIVE PRODUCER (GTB): Susan Rabaut
 EXECUTIVE PRODUCER (GTB): Jennifer Pearse
 SENIOR INTEGRATED PRODUCER (GTB): Andy Halleck
 EXECUTIVE DIRECTOR/CLIENT ENGAGEMENT (VML): Tom Downey
 DIRECTOR, ACCOUNT MANAGER (VML): Tony Volante
 SR, PROJECT MANAGEMENT (VML): Nataly Shepard
 SENIOR DIRECTOR, CONSUMER MARKETING (FORD MOTOR COMPANY): Michael Cope
 U.S. MARKETING COMMUNICATIONS RETAIL SERVICE MARKETING LEAD (FORD MOTOR COMPANY): Andrea Howard
 HEAD OF RETAIL OWNERSHIP MARKETING (FORD MOTOR COMPANY): Bryant Craft
 SERVICE MARKETING MANAGER (FORD MOTOR COMPANY): Tony Mayette
 OWNERSHIP MARKETING SPECIALIST (FORD MOTOR COMPANY): Gerald Perry
 PRODUCTION COMPANY: Local Boy
 DIRECTOR & EDITORIAL & VFX: The Dekka Brothers
 PRODUCTION COMPANY: Taproot Pictures
 DIRECTOR: Danny Corey
 EDITORIAL (CO3 ATLANTA): Matt Barron
 VFX (CO3 LA): Jason Frank
 COLOR (SEXTON COLORS): Patrick Sexton
 COLOR (CO3 ATLANTA): Parker Jarvie
 MUSIC: Universal Music
 SOUND DESIGN & MIX (NOISE): Mike Regan
 SOUND DESIGN & MIX (RESONANT REALM): Kyle Campbell
 MIX (BLEND PRODUCTIONS): Jason Kuehn

DETROIT LOVE

Nominee and Silver Winner



TITLE: Room to Dream
AGENCY: Rocket Dream Factory
CLIENT: Rocket
DIRECTOR: Luke Steppey
CREATIVE DIRECTOR: Sean Pavleshyn
COPYWRITER: MARK ADLER
EXECUTIVE CREATIVE DIRECTOR: Rego Marquiss
SVP, BRAND MARKETING, PARTNERSHIPS AND CREATIVE EXCELLENCE: Peter Giorgi
SENIOR MARKETING MANAGER: Isoke Nimmons
CHIEF MARKETING OFFICER: Jonathan Mildenhall
PRODUCER: Anthony Whitaker
VP, SPORTS AND ENTERTAINMENT MARKETING: Doug Buser

Best of Category Winner + Black D Winner



TITLE: Hudson Reflection Series
AGENCY: Woodward Original
CLIENT: Bedrock
WRITER/DIRECTOR: Ariel Ellis
SERIES CREATORS: Ariel Ellis & Rory McHarg
STORY PRODUCER: Sam Mikalonis
PRODUCER: Stevie Ansara
DIRECTOR OF PHOTOGRAPHY: Dimitrius Ramirez
SET DESIGN: Pat Bird
EDITORS: Joseph Talbot, Larissa Hanna, Josh Beebe, Tayion Williams
POST PRODUCER: Carly Atto
VFX: MutinyFX
COLOR: Addison Brown
SOUND DESIGN/MIX: Mike Regan
COMPOSER: David Chapdelaine

Nominee and Silver Winner

TITLE: Why Do We Fight?
 AGENCY: IKONIK Commercial Group
 CLIENT: Ven Johnson Law
 CREATIVE DIRECTOR: Holly Q
 WRITER: Josh Bartlett
 PRODUCTION COMPANY: Black Sedan
 DIRECTOR: Brad Phillips
 POST PRODUCTION: Ron Rose Productions
 POST SUPERVISOR: Chris Rose
 EDITOR: Matt Hallowell
 COLOR: Christiaan Meyer
 AUDIO: Chip Kipps
 VOICEOVER: Josh Bartlett

Best of Category Winner + Black D Winner

TITLE: Brought To You By The First Amendment
 AGENCY: LUDWIG+
 CLIENT: Freedom Forum
 CEO: Barbara Yolles Ludwig
 CHIEF CREATIVE OFFICER: Bill Ludwig
 HEAD OF CLIENT SERVICE / GROUP MARKETING
 DIRECTOR: Gail Rafferty
 CREATIVE DIRECTOR: Steve Platto
 SR. ART DIRECTOR: Amanda Dalka
 ART DIRECTOR: Sean Carbary
 CREATIVE DIRECTOR: David Plafchan
 HEAD OF INTEGRATED MEDIA MARKETING: Ted Allen
 TALENT MANAGER: Kathi Strace
 EDITOR: Stewart Shevin
 SENIOR MARKETING MANAGER: Madison Forbes
 CEO: Jan Neuharth
 CHIEF DIGITAL OFFICER: Doug Neil
 SR. DIGITAL DIRECTOR: AJ Neuharth-Keusch
 MARKETING DIRECTOR: Maddy Ploger
 SOCIAL MEDIA MANAGER: Anthony Juarez

Nominee and Silver Winner – OLA



TITLE: The Ultimate Redemption - Two Comebacks in 1 Week
AGENCY: Razorfish
CLIENT: Stellantis / Ram
CHIEF CREATIVE OFFICER: Brian Carley
SVP/EXECUTIVE CREATIVE DIRECTOR: Paul Amelchenko
VP/GROUP CREATIVE DIRECTOR: Brent Slone
VP/GROUP CREATIVE DIRECTOR: Frank Gomez
SEO SUPERVISOR: Danny Fraser
CREATIVE DIRECTOR: Tyler Smith
GROUP ACCOUNT DIRECTOR: Jerome Moore
EXECUTIVE PRODUCER: Matt Caruana
SVP, BRAND EXPERIENCE: Elizabeth Campbell

Nominee and Silver Winner – Social Media



TITLE: Cat Pu No. 2
AGENCY: Whisker
CLIENT: Whisker
HEAD OF CREATIVE: Joe Ciccarelli
CREATIVE DIRECTOR: Sonny Boyce
SR. COPYWRITER: Taylor Petersen
SR. DESIGNER: Maddi Lelli
VIDEOGRAPHER & EDITOR: Jaxen Klein
PHOTOGRAPHER: Joe Eddy
BRAND MANAGER: Raquel Werner
SOCIAL MEDIA STRATEGIST: Adriel Pfaff

Nominee and Silver Winner – Website

TITLE: GMC Homepage Redesign

AGENCY: MRM

CLIENT: General Motors / GMC

EVP, CHIEF CREATIVE OFFICER: Jeff Cruz

CREATIVE DIRECTOR: Caitlin Pasqualone

CREATIVE DIRECTOR: Rachel Schusterbauer

ASSOCIATE CREATIVE DIRECTOR: Michael Guest

ASSOCIATE CREATIVE DIRECTOR: Dwayne Jaskulka

SENIOR ART DIRECTOR: Nick Lawler

SENIOR COPYWRITER: Julie Fosco

SENIOR DIGITAL CONTENT ARTIST: Alec Helwig

EVP, BUSINESS LEADERSHIP: Jennifer Kohler

SVP, GROUP ACCOUNT DIRECTOR: Joey Groh

VP, ACCOUNT DIRECTOR: Jen Bernstein

ACCOUNT EXECUTIVE: Abby Parsons

ASSOCIATE DIRECTOR, PROGRAM MANAGEMENT:
Shelby Kepler

DIRECTOR, PROGRAM MANAGEMENT: Katie VanBuhler

PROGRAM MANAGER: Shelby Mocerì

SENIOR PROJECT MANAGER: Brendan Crocker

SVP, DIRECTOR STRATEGY: Anna Podsiadlo

SENIOR STRATEGIST: Haley Reid

SENIOR STRATEGIST: Shawn Byron

DIRECTOR, USER EXPERIENCE: Michael Propp

SENIOR UX ARCHITECT: Laura Fuson

SENIOR U ARCHITECT: Tina Tourikis

SENIOR CONTENT MANAGER: Lauren Myres

MANAGER, PRODUCT INFORMATION SPECIALIST: Todd Paglia

SENIOR PRODUCT INFORMATION SPECIALIST: Ian Maguire

Best of Category Winner + Black D Winner



TITLE: Jeep Grand Wagoneer "The Family SUV"
 AGENCY: Highdive
 CLIENT: Jeep
 EGLOBAL CHIEF MARKETING OFFICER, STELLANTIS: Olivier François
 CHIEF EXECUTIVE OFFICER, JEEP BRAND, JEEP: Bob Broderhof
 HEAD OF CREATIVE SERVICES, JEEP: Randy Ortiz
 HEAD OF ADVERTISING, JEEP NORTH AMERICA, JEEP: John Millar
 CO-FOUNDER/CCO, HIGHDIVE: Chad Broude
 CO-FOUNDER/CCO, HIGHDIVE: Mark Gross
 EXECUTIVE CREATIVE DIRECTOR, HIGHDIVE: Nathan Monteith
 CREATIVE DIRECTOR (ART), HIGHDIVE: Rick Ewing
 CREATIVE DIRECTOR (WRITER), HIGHDIVE: Jeremy Adams
 JUNIOR ART DIRECTOR, HIGHDIVE: Sydney Nitschke
 COPYWRITER, HIGHDIVE: Kelsey Williams
 HEAD OF PRODUCTION, HIGHDIVE: Jen Passaniti
 EXECUTIVE PRODUCE, HIGHDIVE: Lindsay Vetter
 EXECUTIVE PRODUCER, HIGHDIVE: Jenny Hoffman
 DIRECTOR OF BUSINESS AFFAIRS, HIGHDIVE: Kelley Beaman
 SENIOR CREATIVE EDITOR & DIRECTOR, 1986 STUDIOS: Carlos Lowenstein
 MANAGING DIRECTOR, 1986 STUDIOS: Larissa Berringer
 VFX SUPERVISOR, 1986 STUDIOS: Randy McEntee
 GROUP ACCOUNT DIRECTOR, HIGHDIVE: Kaley Lambeth
 ACCOUNT DIRECTOR, HIGHDIVE: Kelly Maise

"Square Business: Jeep Uses Off-Center Humor To Reveal 2025 Grand Wagoneer" BY MEDIA POST
 "Jeep" Leans Into "Sex Appeal" With New Grand Wagoneer Campaign" BY PIPPA HERRICK
 "Lisa Shalinger Gets Dirty in Jeep Grand Wagoneer Reveal" BY REEL CHICAGO
 "When Jeep Got Down and Dirty: Lisa Shalinger's 'Family SUV' Pitch for the 2025 Grand Wagoneer" BY THE MARKETING MAGAZINE

592,195,563
 EARNED MEDIA IMPRESSIONS
36.2MM
 VIDEO VIEWS
177K
 VISITS TO JEEP.COM, SPENDING THE DAILY AVERAGE BY 89%.

"I have never in my life laughed at a car ad before but I did with this one. Great job Jeep!"
 "Never thought I'd watch a car commercial till the end... or consider buying a Jeep. Until now."
 "This NEEDS to be a Super Bowl ad"

"MAYBE THE BEST COMMERCIAL EVER MADE."
 Jeep x HIGHDIVE

BACKGROUND: The full size SUV space is a sea of identical messaging about off-road capability and convenience. As "the proper SUV", the Jeep brand is known for its ruggedness. But to launch its new luxury, Jeep Grand Wagoneer, we also need to show off the SUV's softer, family-focused features.

IDEA: Since the Jeep brand is known for outdoor adventures, we made the Jeep Grand Wagoneer about indoor adventures. And positioned the SUV's luxurious features and conveniences not just for the family, but for THE family too. We chatted on a call that called the Jeep Grand Wagoneer the "best car to have sex in", and teamed up with comedian Lisa Shalinger to pitch the idea to Jeep marketing executives. Lisa confirms while she doesn't yet work for Jeep, she does know what "sex (and) suggests rebranding the vehicle as a Shopper" wagon. The film is complete with a full series of scenes based in fantasy.

Nominee and Silver Winner



TITLE: Ram TRX Reveal Launch Event
 AGENCY: Doner
 CLIENT: Ram
 RAM BRAND CHIEF EXECUTIVE OFFICER: Timothy Kuniskis
 SVP, NA BRAND ADVERTISING, RAM: Nate Beulow
 HEAD OF CREATIVE SERVICES, MARKETING NA, RAM: Randy Ortiz
 VP RAM BRAND MARKETING: Nick Coyne
 HEAD OF ADVERTISING, RAM BRAND: Lindsay Fifelski
 RAM BRAND MANAGER: Lindsey Hart
 EVP, GROUP ACCOUNT DIRECTOR, DONER: Kerrin Kramer
 SVP, ACCOUNT DIRECTOR, DONER: Paul Smith
 ACCOUNT DIRECTOR, DONER: Emily Bahs
 ACCOUNT EXECUTIVE, DONER: Darren Allen
 ASSOCIATE DIRECTOR, PM, DONER: Anna Hemker
 PROJECT MANAGER, DONER: Kelli Dorsey

PRODUCT SPECIALIST, DONER: Christopher Siminski
 EVP, EXECUTIVE CREATIVE DIRECTOR, DONER: Gary Pascoe
 CREATIVE DIRECTOR, DONER: Andrew Wright
 CREATIVE DIRECTOR, DONER: Duffy Patten
 EVP, DIRECTOR OF INTEGRATED PRODUCTION, DONER: Jennie Hochthanner
 SENIOR INTEGRATED PRODUCER, DONER: Meredith Grimm
 EXECUTIVE MUSIC PRODUCER, DONER: Jon Moshier
 EVP, BUSINESS AFFAIRS, DONER: Sheryll Kollin
 SENIOR BUSINESS MANAGER, DONER: Dawn Malenfant
 SENIOR TALENT MANAGER, DONER: Kendra Goolsby
 DIRECTOR, SLIMEFORCE: Ozan Biron
 EXECUTIVE PRODUCER, SLIMEFORCE: Trevor Cawood
 SENIOR PRODUCER, SLIMEFORCE: David Wolfson
 CINEMATOGRAPHER, SLIMEFORCE: **Tim Thompson**
 SENIOR EDITOR, THE UNDERGROUND: John Grosjean
 ASSISTANT EDITOR, THE UNDERGROUND: Nick Barone
 DIRECTOR OF STUDIO/EP, THE UNDERGROUND: Stacy Langdon
 AUDIO ENGINEER, THE UNDERGROUND: John Garstecki
 FINISH ARTIST, THE UNDERGROUND: Michael McClelland
 FINISH ARTIST, HOLDFAST POST: Kevin Jones
 VFX PRODUCER, BLACKSMITH: Colin Moneymaker
 VFX PRODUCER, FRAMESTORE: Carolyn Martin
 COLORIST, COMPANY 3: Siggie Ferstl
 SENIOR COLOR PRODUCER, SHORT FORM, COMPANY 3: Matt Moran

Best of Category Winner + Black D Winner



TITLE: USA Pavilion Expo 2025 Osaka
 AGENCY: Yessian / BRC Imagination Arts
 CLIENT: USA Pavilion
 COMPOSER: Mark Chu
 DIRECTOR OF SOUND DESIGN: Jeff Dittenber
 SOUND DESIGNER: Ben Lantz
 SOUND DESIGNER: Jacob Wolfe
 AUDIO MIXER: Scott Gatteno
 AUDIO MIXER: Gerard Smerek
 PRODUCER: Jessica Glowacki
 GLOBAL HEAD OF CREATIVE DEVELOPMENT: Jerry Krenach
 CHIEF CREATIVE OFFICER: Brian Yessian
 HEAD OF PRODUCTION: Michael Yessian

INTEGRATED CAMPAIGN

Nominee and Silver Winner



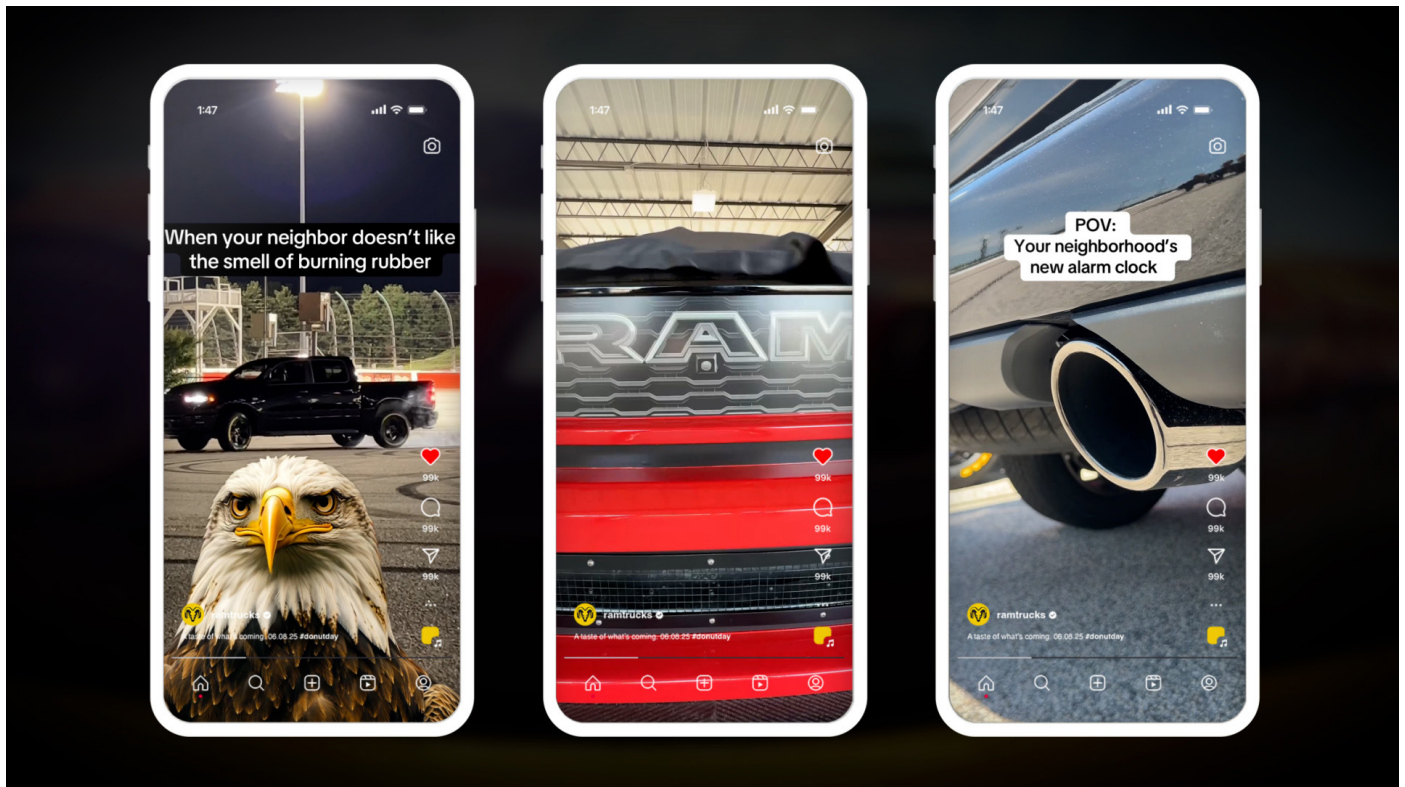
TITLE: Little Caesars Fantastic Four Partnership
AGENCY: Little Caesars Creative / Marvel Studios
CLIENT: Little Caesars
CMO: Greg Hamilton
VP, GLOBAL CREATIVE & BRAND ENGAGEMENT: Jaime Pescia
CREATIVE DIRECTOR: Susan Berry
SENIOR WRITER & PRODUCER / MARVEL STUDIOS: Evan Aronson
DIRECTOR, CREATIVE MARKETING PARTNERSHIPS / MARVEL STUDIOS: Andy Staub
DIRECTOR, CREATIVE PRODUCTION: Gary Savone

ADVERTISING MANAGER: Nicole Yurich
CREATIVE MANAGER: James Devlin
CREATIVE MANAGER: Brandon Garrison
CREATIVE MANAGER: Mark Cooke
SR DESIGNER: Carrie Boileau
SR DESIGNER: Katie Abitheira
SR DESIGNER: Kiley Weber
WRITER: Kristin Wicks
DESIGNER: Max Majoros
DESIGNER: Jaden Payne
DESIGNER: Craig Jablonski
DESIGNER: Sama Hashmeih
ANIMATOR: Glenn Parsons
CREATIVE OPERATIONS SPECIALIST: Patrica Kredo
ASSISTANT BRAND MANAGER: Emily Stevens
SVP BUSINESS LEAD / MEDIA HUB: Jaclyn Gaughan
SVP STRATEGY / MEDIA HUB: Alan Fox
SENIOR STRATEGIST / MEDIA HUB: Amanda Portis
VP, MEDIA DIRECTOR / MEDIA HUB: Aileen Kolon
MEDIA DIRECTOR / MEDIA HUB: Lauren Grubb
ASSOC. DIRECTOR / MEDIA HUB: Kristin McCarty
DIRECTOR / MEDIA HUB: Alexis Westin
SENIOR MEDIA CREATIVE / MEDIA HUB: Doug Leasure
ASSISTANT MEDIA CREATIVE / MEDIA HUB: Larry Hester
ASSISTANT MEDIA CREATIVE / MEDIA HUB: Cassie Adato
DIRECTOR, INVESTMENTS / MEDIA HUB: HUNTER CALLENDER
DIRECTOR, INVESTMENTS / MEDIA HUB: Luis Tamayo
SUPERVISOR INVESTMENTS / MEDIA HUB: Caroline Witts
SUPERVISOR INVESTMENTS / MEDIA HUB: Marielle Abel
DIRECTOR PROGRAMMATIC / MEDIA HUB: Sarah Bentley
ASSOCIATE DIRECTOR, PAID SOCIAL / MEDIA HUB: Federico Lemmen
MANAGER, PAID SOCIAL / MEDIA HUB: Daniel Partovi
MANAGER, PAID SOCIAL / MEDIA HUB: Ashaunte Hoey
DIRECTOR PAID MEDIA: Joe Alleruzzo
PAID MEDIA MANAGER: Nina Will
VP, BRAND MARKETING: Mike Martin
NATIONAL DIRECTOR BRAND STRATEGY: Carly Keidel
DIRECTOR, BRAND ACTIVATION: Liane Jobin
BRAND MANAGER: Andrea Rodriguez
BRAND ACTIVATION MANAGER: Norm Roelfs

Best of Category Winner + Black D Winner



TITLE: The Ultimate Redemption - Two Comebacks in 1 Week
AGENCY: Razorfish
CLIENT: Stellantis / Ram
CHIEF CREATIVE OFFICER: Brian Carley
SVP/EXECUTIVE CREATIVE DIRECTOR: Paul Amelchenko
VP/GROUP CREATIVE DIRECTOR: Brent Slone
VP/GROUP CREATIVE DIRECTOR: Frank Gomez
SEO SUPERVISOR: Danny Fraser
CREATIVE DIRECTOR: Tyler Smith
GROUP ACCOUNT DIRECTOR: Jerome Moore
EXECUTIVE PRODUCER: Matt Caruana
SVP, BRAND EXPERIENCE: Elizabeth Campbell



LOW BUDGET

Nominee and Silver Winner – Audio



TITLE: Bright Side Dental
AGENCY: Hart
CLIENT: Bright Side Dental
COPYWRITER: Mark Canavan

Nominee and Silver Winner – Integrated



TITLE: Cat Pu No. 2
AGENCY: Whisker
CLIENT: Whisker
HEAD OF CREATIVE: Joe Ciccarelli
CREATIVE DIRECTOR: Sonny Boyce
SR. COPYWRITER: Taylor Petersen
SR. DESIGNER: Maddi Lelli
VIDEOGRAPHER & EDITOR: Jaxen Klein
PHOTOGRAPHER: Joe Eddy
BRAND MANAGER: Raquel Werner
SOCIAL MEDIA STRATEGIST: Adriel Pfaff

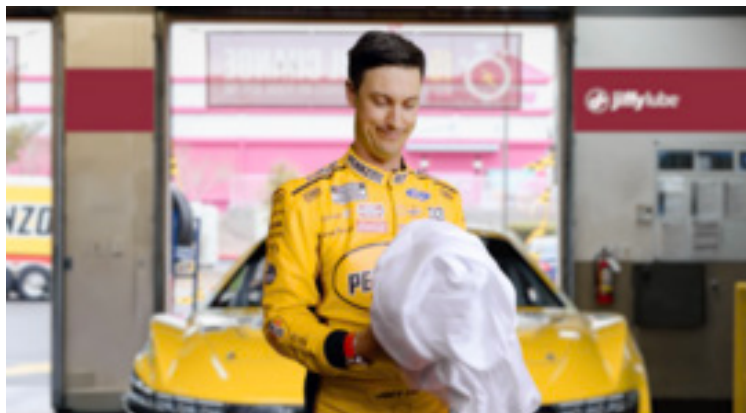
Nominee and Silver Winner – Print



TITLE: Protecting Michigan's Legacy
AGENCY: Fusion92
CLIENT: Michigan Wildlife Council
EXECUTIVE CREATIVE DIRECTOR: Greg Auer
CREATIVE DIRECTOR: Jay Fetterman
EXECUTIVE PRODUCER: Stacy Gizinski
SENIOR COPYWRITER: Sam Healy
ART DIRECTOR: Sam Talanges
SENIOR BUSINESS AFFAIRS AND TALENT MANAGER: Hank Robbins
GROUP ACCOUNT DIRECTOR: Sam Labadie
ACCOUNT SUPERVISOR: Nick Perusha
PRODUCTION COMPANY: Free Age
POST PRODUCTION: Free Age
EXECUTIVE PRODUCER - FREE AGE: Jim Toscano
PHOTOGRAPHER: Travis Goodin
RETOUCHING: Brian Niedbala

MEDIA PARTNER: Talon
CREATIVE PARTNER: Moonshine Creative
PR PARTNER: Blue Whale PR
PR PARTNER: Raven

Nominee and Silver Winner – Social



TITLE: Faster Than Joey Logano
AGENCY: Doner
CLIENT: Jiffy Lube
EXECUTIVE CREATIVE DIRECTOR: Justin Bilicki
CREATIVE DIRECTOR: Carla Butwin
ASSOCIATE CREATIVE DIRECTOR: Dylan Lang
ASSOCIATE CREATIVE DIRECTOR: Dan Colburn
ACCOUNT DIRECTOR: Bridget Coppola
AGENCY PRODUCER: Greg Kort
ACCOUNT DIRECTOR: Nick Coyne
EDITOR: John Grosjean
DIRECTOR: Justin Bilicki

LOW BUDGET

Nominee and Silver Winner – TV/Video/Moving Picture



TITLE: Columbus Blue Jackets: Pick Up Game
AGENCY: SMZ
CLIENT: Columbus Blue Jackets
V.P. DIRECTOR OF MOTION CONTENT: Joel Bienefeld
PRODUCER: Joey Nadon
ASSOCIATE CREATIVE DIRECTOR: Jeff Martin
ASSOCIATE CREATIVE DIRECTOR: Michael O'Connell
VICE CHAIR/CLIENT DIRECTOR: Debbie Michelson
ACCOUNT MANAGER: Melissa Couture
PRESIDENT & CEO: Jamie Michelson
EXECUTIVE CREATIVE DIRECTOR: Stephen Timblin
DIRECTOR: Nick Vansen

Best of Category Winner + Black D Winner



TITLE: Merry Boxmas
AGENCY: Whisker
HEAD OF CREATIVE: Joe Ciccarelli
CREATIVE DIRECTOR: Sonny Boyce
DIRECTOR / EDITOR: Motke Dapp
SR. COPYWRITER: Taylor Petersen
SR. COPYWRITER: Sydney Fine
SR. DESIGNER: Maddi Lelli
JR. ART DIRECTOR: Julia Hosang
SOCIAL MEDIA STRATEGIST: Adriel Pfaff
PR LEAD: Kayla Kalinski
WEB / DIGITAL MANAGER: Clemence Servonnat
CMO: Hew Loyd

Nominee and Silver Winner



TITLE: Michigan Ross LA Downtown Campus Announcement
OOH

AGENCY: Fusion92

CLIENT: University of Michigan Ross School of Business

EXECUTIVE CREATIVE DIRECTOR: Greg Auer

GROUP CREATIVE DIRECTOR: Jason Danielewicz

SENIOR ART DIRECTOR: Brooke Bender

SENIOR COPYWRITER: Sarah Ellison

VP, ACCOUNT DIRECTOR: Monica Jakubiak

PROJECT MANAGER: Morgan Montgomery

STUDIO PRODUCTION: Brian Niedbala

UM ROSS - CHIEF MARKETING OFFICER: Jennifer Monaghan

UM ROSS - BRAND DIRECTOR: Gabe Peterson

UM ROSS - BRAND MANAGER: Rick Scott

UM ROSS - CREATIVE DIRECTOR: Doug Blanchard

Best of Category Winner + Black D Winner



TITLE: Lincoln Navigator, 'Direct Mail Foldout'

AGENCY: Hudson Rouge, A VML Company

CLIENT: Lincoln

CHIEF CREATIVE OFFICER: Jon Pearce

CREATIVE DIRECTOR, ART: Barry Cole

CREATIVE DIRECTOR, COPY: Mike Davis

PHOTOGRAPHER: Luke Partridge

COPYWRITER: Leah Kane

ACCOUNT DIRECTOR: Brad Carse

ACCOUNT MANAGER: Madisyn Earehart

PROJECT MANAGER: Gavin McNamee

STRATEGIST: Keenan Ellsberry

PRODUCER: Ruben Ramen

PRODUCER: Wendy Swamba

PRODUCER: Jason Blades

SOCIAL IMPACT

Nominee and Silver Winner



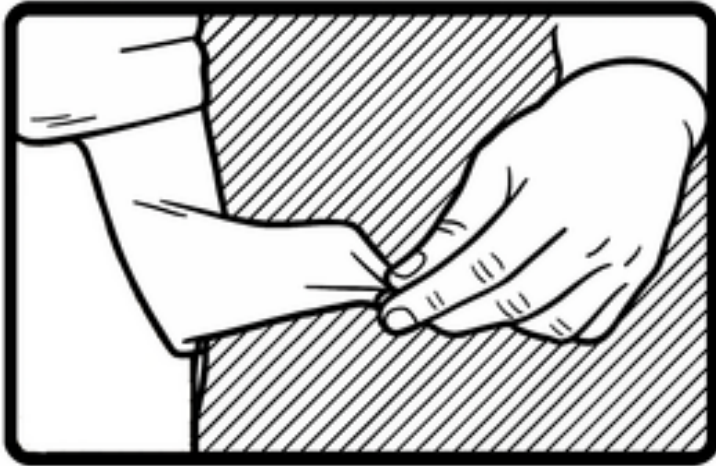
TITLE: What I Didn't Know
AGENCY: Woodward Original
CLIENT: Innocence Project
DIRECTOR: Ariel Ellis
POST PRODUCER: Carly Atto
EDITOR: Davis Nixon
COMPOSER: Louis Weeks
VOCALIST: Anesha Birchett-Moody
SOUND DESIGN/MIX: Mike Regan
COLOR: TRAFIK

Best of Category Winner + Black D Winner



TITLE: Farm to School Lunch Across America
AGENCY: WTP Pictures
CLIENT: The Henry Ford
PRODUCTION COMPANY: WTP Pictures
PRODUCER: Jesse Ford
DIRECTOR: Sean King O'Grady
EXECUTIVE PRODUCER: Molly Borman
EXECUTIVE PRODUCER: Christy Sherding
EXECUTIVE PRODUCER: Spence Medford

Nominee and Silver Winner – Integrated



TITLE: Lint Fashion Brand
AGENCY: Michigan State University
CLIENT: Lint
CREATIVE: Jacob McMichael

Nominee and Silver Winner – Print



TITLE: Twicecream Package Design
AGENCY: Michigan State University
CLIENT: Twicecream
GRAPHIC DESIGNER: Emmalee Hudecek

Nominee and Silver Winner – Social



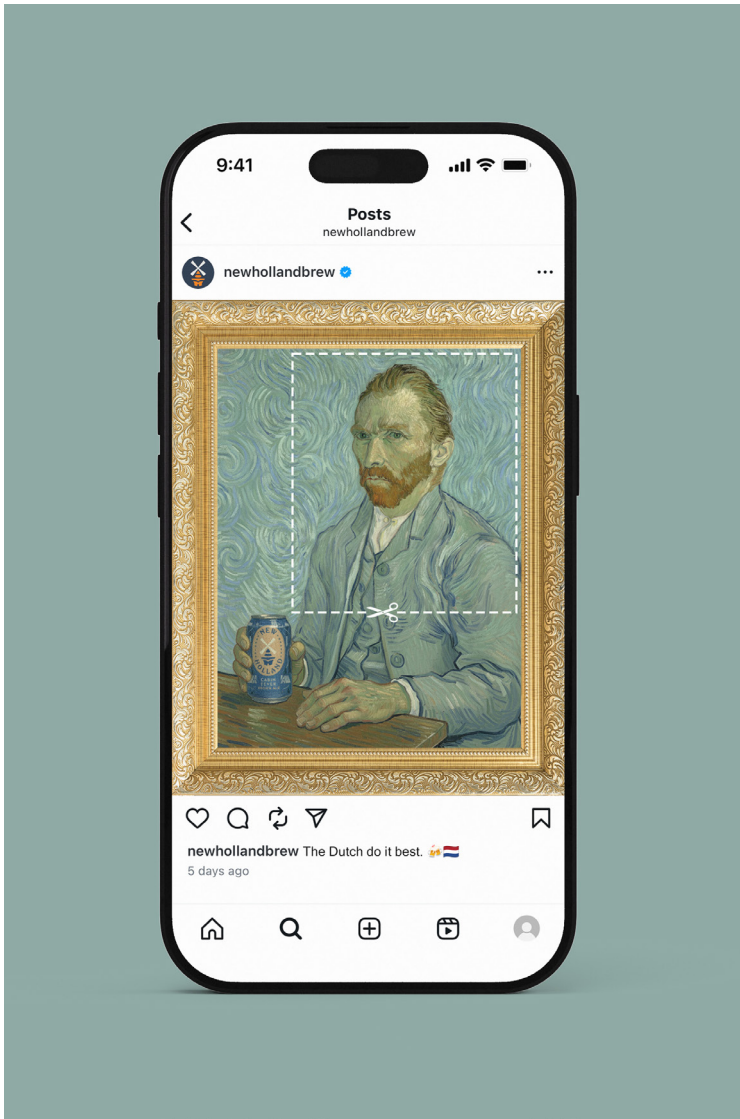
TITLE: HoliD.I.Y. Dollar Tree Social Campaign
AGENCY: Michigan State University
CLIENT: Dollar Tree
ART DIRECTOR: Trentyn Geiger
COPYWRITER: Maria Murphy
CREATIVE STRATEGIST: Alva (Phuc) Nguyen

Nominee and Silver Winner – Video



TITLE: No One Listens Like You
AGENCY: Michigan State University
CLIENT: Spotify
DIRECTOR: David Hagerstrom
DIRECTOR: Annika Russell

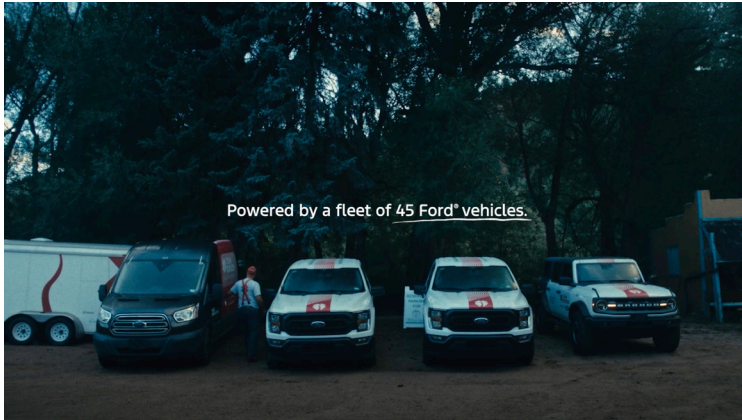
Best of Category Winner + Black D Winner



TITLE: New Holland Social Media Campaign
AGENCY: Michigan State University
CLIENT: New Holland
CREATIVE DIRECTOR: Natalie Chaplin

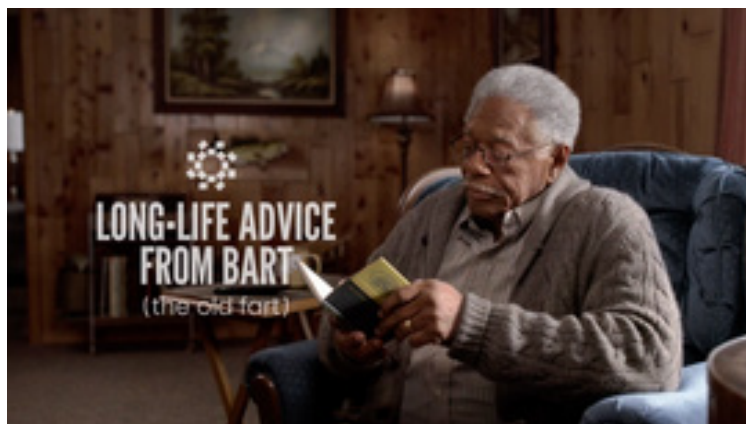
TV/VIDEO/MOVING PICTURE

Nominee and Silver Winner – Non-Broadcast/Digital – :60 and Over



TITLE: Jurassic Trail Rated
AGENCY: Highdive
CLIENT: Jeep
GLOBAL CHIEF MARKETING OFFICER, STELLANTIS: Olivier François
CHIEF EXECUTIVE OFFICER, JEEP BRAND, JEEP: Bob Broderhof
HEAD OF CREATIVE SERVICES, JEEP: Randy Ortiz
HEAD OF JEEP ADVERTISING, NORTH AMERICA: Nicole Pesale
JEEP BRAND ADVERTISING: David Herkowitz
CO-FOUNDER/CCO, HIGHDIVE: Chad Broude
CO-FOUNDER/CCO, HIGHDIVE: Mark Gross
EXECUTIVE CREATIVE DIRECTOR, HIGHDIVE: Nathan Monteith
SENIOR ART DIRECTOR, HIGHDIVE: Sydney Cohen
SENIOR COPYWRITER, HIGHDIVE: Jordan Fishel
GROUP ACCOUNT DIRECTOR, HIGHDIVE: Kaley Lambeth
ACCOUNT DIRECTOR, HIGHDIVE: Melody To
ACCOUNT SUPERVISOR, HIGHDIVE: Azia Perkins
HEAD OF PRODUCTION, HIGHDIVE: Jen Passaniti
EXECUTIVE PRODUCER, HIGHDIVE: Lindsay Vetter
PRODUCER, HIGHDIVE: Abby Merhar
DIRECTOR OF BUSINESS AFFAIRS, HIGHDIVE: Kelley Beaman
DIRECTOR, COMMUNITY FILMS: Jeff Tomsic
EDITOR, 1986 STUDIOS: Andrew Maggio
EXECUTIVE PRODUCER, 1986 STUDIOS: Mike Trivisonno
CREATIVE DIRECTOR, ILM: David Vickery
VFX SUPERVISOR, ILM: Grady Cofer
SOUND DESIGNER, ANOTHER COUNTRY: Peter Erazmus

Nominee and Silver Winner – Non-Broadcast/Digital Under :60



TITLE: Bart the Old Fart
 AGENCY: Doner
 CLIENT: Hackensack Meridian Health
 VP, CREATIVE DIRECTOR: Brian Nelson
 VP, CREATIVE DIRECTOR: Anthony Karagosian
 ASSOCIATE CREATIVE DIRECTOR: Megan Williamson
 SENIOR ART DIRECTOR: Max Cullen

EVP, EXECUTIVE CREATIVE DIRECTOR: Brad Emmett
 PRODUCER: Elizabeth Leonard Labadie
 EVP, DIRECTOR OF INTEGRATED PRODUCTION: Jennie Hochthanner
 EVP, MANAGING DIRECTOR HEALTHCARE: Pete Spender
 VP, ACCOUNT DIRECTOR: Melissa Zelinski
 SENIOR ACCOUNT MANAGER: Christopher Malek
 SENIOR PROJECT MANAGER: Jason Nummer
 SVP, STRATEGY DIRECTOR: Julie Murray
 ASSOCIATE STRATEGY DIRECTOR: Kayce Holland
 EVP, BUSINESS AFFAIRS: Sheryll Kollin
 SENIOR BUSINESS MANAGER: DAWN MALENFANT
 SENIOR TALENT MANAGER: Kendra Goolsby
 PRODUCTION COMPANY: Unreasonable Studios
 SVP, CHIEF MARKETING OFFICER: Opeyemi Oluwole
 VP, BRAND STRATEGY: Andrea Addesso
 VP, MARKETING SERVICE LINES AND HOSPITALS: Donna Sellmann
 MARKETING DIRECTOR: Daniel Cramer
 MANAGER, BRAND STRATEGY: Gina Hersch
 MANAGER, MARKETING: Michele Scialabba

Nominee and Silver Winner – TV/Broadcast :60 and Over



TITLE: Lincoln Navigator Launch, 'Mic Drop
 AGENCY: Hudson Rouge, A VML Company
 CLIENT: Lincoln
 CHIEF CREATIVE OFFER: Jon Pearce
 GROUP CREATIVE DIRECTOR: Luke Partridge
 CREATIVE DIRECTOR: Howard Collinge
 ART DIRECTOR: Grace Bastyr
 SOCIAL COPYWRITER: Shareen Stanfa
 EXECUTIVE PRODUCER: John Cline

HEAD OF INTEGRATED PRODUCTION: Mary-Ellen Verrusio
 SENIOR STILLS PRODUCER: Loni Pont
 BUSINESS MANAGER: Holly Woodmansee
 SENIOR TALENT MANAGER: Angela Martin
 CEO: Michael Stefanski
 CHIEF STRATEGY OFFICER: Janet Oak
 GROUP ACCOUNT DIRECTOR: Tamara Taylor, Mark Ruiz, Kelsey Quinn
 PRODUCTION COMPANY: Smuggler
 DIRECTOR: Adam Berg
 PRODUCTION EXECUTIVE PRODUCER: Carlin Wilson Webb
 LINE PRODUCER: Luigi Rossi
 DIRECTOR OF PHOTOGRAPHY: Pat Skola
 EDITORIAL COMPANY: Cosmo Street
 EDITORIAL EXEC PRODUCER: Anne Lai
 POST PRODUCER: Karen Hennigan
 EDITOR: Paul Hardcastle
 COLOR GRADE COMPANY: Trafik
 COLOR GRADE ARTIST: Mark Gethin
 VFX FINISHING COMPANY: Preymaker
 VFX LEAD: Angus Wall
 FINISHING PRODUCER: Jacob Weeks

Nominee and Silver Winner – TV/Broadcast Under :60



TITLE: Little Caesars Taste Like Whoa!

AGENCY: McKinney

CLIENT: Little Caesars

CCO / MCKINNEY: Lyle Yetman

EXECUTIVE CREATIVE DIRECTOR / MCKINNEY: Will Dean

GROUP CREATIVE DIRECTOR / MCKINNEY: Jameson Rossi

GROUP CREATIVE DIRECTOR / MCKINNEY: Andrew Williams

GROUP CREATIVE DIRECTOR / MCKINNEY: Will Chambliss

CREATIVE DIRECTOR / MCKINNEY: Jenn MacFarlane

VP, GLOBAL CREATIVE & BRAND ENGAGEMENT / LITTLE CAESARS: Jaime Pescia

CMO / LITTLE CAESARS: Greg Hamilton

ADVERTISING MANAGER / LITTLE CAESARS: Nicole Yurich

PRESIDENT / MCKINNEY: Gretchen Walsh

CHIEF STRATEGY OFFICER / MCKINNEY: Jasmine Dadlani

GROUP ACCOUNT DIRECTOR / MCKINNEY: Maggie Dietz

ACCOUNT SUPERVISOR / MCKINNEY: Reid Tuomala

ACCOUNT SUPERVISOR / MCKINNEY: Maggie Baird

EXECUTIVE DIRECTOR, PRODUCTION / CYLNDR STUDIOS: Kara O'Halloran

GROUP STRATEGY DIRECTOR / MCKINNEY: Kerry O'Connor

STRATEGY DIRECTOR / MCKINNEY: Reed Willig

DIRECTOR OF BUSINESS AFFAIRS CYLNDR STUDIOS: Laura Gearino

SENIOR PRODUCER CYLNDR STUDIOS: Alex Lao

CEO / MOXIE: Robby Fernandez

DIRECTOR / MOXIE: Frank Todaro

PRODUCER / MOXIE: Laura Heflin

DP / MOXIE: Neil Shapiro

VP BRAND MARKETING / LITTLE CAESARS: Mike Martin

NATIONAL DIRECTOR BRAND STRATEGY / LITTLE CAESARS: Carly Keidel

GLOBAL DIRECTOR, CONSUMER INSIGHTS & ANALYTICS / LITTLE CAESARS: Andrea Rodriguez

GLOBAL DIRECTOR, CONSUMER INSIGHTS & ANALYTICS / LITTLE CAESARS: Kate Shinabarger

Best of Category Winner + Black D Winner



TITLE: Jeep Grand Wagoneer "The Family SUV"
 CLIENT: Highdive
 AGENCY: Jeep
 GLOBAL CHIEF MARKETING OFFICER, STELLANTIS: Olivier François
 CHIEF EXECUTIVE OFFICER, JEEP BRAND, JEEP: Bob Broderhof

HEAD OF CREATIVE SERVICES, JEEP: Randy Ortiz
 HEAD OF ADVERTISING, JEEP NORTH AMERICA, JEEP: John Millar
 CO-FOUNDER/CCO, HIGHDIVE: Chad Broude
 CO-FOUNDER/CCO, HIGHDIVE: Mark Gross
 EXECUTIVE CREATIVE DIRECTOR, HIGHDIVE: Nathan Monteith
 CREATIVE DIRECTOR (ART), HIGHDIVE: Rick Ewing
 CREATIVE DIRECTOR (WRITER), HIGHDIVE: Jeremy Adams
 JUNIOR ART DIRECTOR, HIGHDIVE: Sydney Nitschke
 COPYWRITER, HIGHDIVE: Kelsey Williams
 HEAD OF PRODUCTION, HIGHDIVE: Jen Passaniti
 EXECUTIVE PRODUCE, HIGHDIVE: Lindsay Vetter
 EXECUTIVE PRODUCER, HIGHDIVE: Jenny Hoffman
 DIRECTOR OF BUSINESS AFFAIRS, HIGHDIVE: Kelley Beaman
 SENIOR CREATIVE EDITOR & DIRECTOR, 1986 STUDIOS: Carlos Lowenstein
 MANAGING DIRECTOR, 1986 STUDIOS: Larissa Berringer
 VFX SUPERVISOR, 1986 STUDIOS: Randy McEntee
 GROUP ACCOUNT DIRECTOR, HIGHDIVE: Kaley Lambeth
 ACCOUNT DIRECTOR, HIGHDIVE: Kelly Maise

"Risque Business: Jeep Uses Off-Color Humor To Reveal 2026 Grand Wagoneer"
BY MEDIA POST

"Jeep® Leans Into 'Sex Appeal' With New Grand Wagoneer Campaign"
BY MOPAR INSIDERS

"Iliza Shlesinger Gets Dirty in Jeep Grand Wagoneer Reveal"
BY REEL CHICAGO

"When Jeep Got Down and Dirty: Iliza Shlesinger's 'Family SUV' Pitch for the 2026 Grand Wagoneer"
BY THE MARKETING MAGAZINE

592,195,563
EARNED MEDIA IMPRESSIONS

36.2MM
VIDEO VIEWS

177K
VISITS TO JEEP.COM,
SPIKING THE DAILY AVERAGE
BY 885%

"THE BEST CAR TO HAVE SEX IN"

Jeep X HIGHDIVE

"MAYBE THE BEST COMMERCIAL EVER MADE."

BACKGROUND: The full size SUV space is a sea of identical messaging about comfort, cargo and convenience. As "the original SUV", the Jeep brand is known for its ruggedness. But to launch its new luxurious Jeep Grand Wagoneer, we also need to show off the SUV's softer, family-focused features.

IDEA: Since the Jeep brand is known for outdoor adventure, we made the Jeep Grand Wagoneer about indoor adventures. And positioned the SUV's luxurious features and roominess not just for the family, but to MAKE a family too. We cited an online article that called the Jeep Grand Wagoneer the "best car to have sex in", and teamed up with comedian Iliza Shlesinger to pitch the idea to Jeep marketing executives. Iliza confesses while she doesn't yet work for Jeep, she does know what sells (sex) and suggests rebranding the vehicle as a Shaggin' Wagon. The film is complete with a full series of scenes based in fantasy.

"I have never in my life laughed at a car ad before but I did with this one. Great job Jeep!"

"Never thought I'd watch a car commercial till the end... or consider buying a Jeep. Until now."

"This NEEDS to be a Super Bowl ad!"

BEST OF SHOW WINNER

Own
the
Dream.



 Rocket

TITLE: Own the Dream
AGENCY: Rocket
CLIENT: Rocket
CHIEF MARKETING OFFICER: Jonathan Mildenhall
SVP, BRAND MARKETING, PARTNERSHIPS AND CREATIVE EXCELLENCE: Peter Giorgi
EXECUTIVE CREATIVE DIRECTOR: Rego Marquiis
VP, MARKETING EXCELLENCE, CHIEF OF STAFF: Rachel Clark
CHIEF COMMUNICATIONS OFFICER: Aaron Emerson
CHIEF MEDIA OFFICER: Jeff Hughes
GROUP CREATIVE DIRECTOR: Jason Jakubiak
DIRECTOR, SPECIAL PROJECTS: Katie Braue
SVP, KNOWLEDGE AND DATA INSIGHTS AND INSPIRATION: Sarah Tarraf
SENIOR DIRECTOR OF OPERATIONS: Amanda Kent
SENIOR DIRECTOR, SOCIAL MEDIA AND BRANDED CONTENT: Jasmine Atherton
SENIOR DIRECTOR OF MARKETING: Andrea Morris
VP, SPORTS AND ENTERTAINMENT MARKETING: Doug Buser
DIRECTOR, MARKETING: Brandon Peters
DIRECTOR, MARKETING: Diego Rios
DIRECTOR, MARKETING: Kirsten Kowalyk
MARKETING DIRECTOR: Fred Ehle
MARKETING MANAGER: Chelsea Kelly
SR. MARKETING MANAGER: Isoke Nimmons
SR. PROJECT MANAGER: Blair Barnett
EXECUTIVE PRODUCER: John van Osdol
GROUP CREATIVE DIRECTOR: Clare Meridew
ART DIRECTOR: Eli Lindauer
CONTENT CREATOR: Luke Steppey
CONTENT CREATOR: Ryan Wright
SVP, BRAND MEDIA: Lisa Richert
SR. DIRECTOR, DIGITAL MARKETING: Dwight Pirtle
SR. BRAND CONTENT MANAGER: Jodi Ascenzo
PRINCIPAL COUNSEL: Ayat Nizam
SR. BUSINESS AFFAIRS MANAGER: Kim Lehman
LEAD STRATEGIST: Taylor Lavalli



Go ahead. Touch it.



Congrats to everyone who left their mark on the D and made us proud.

razorfish



adcraft
DETROIT