



**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



**hannon 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	Detroit Love
Page	31	D-Versity
Page	32	Digital
Page	35	Experiential
Page	36	Integrated Campaign
Page	38	Low Budget
Page	41	Print
Page	42	Social Impact
Page	43	Student
Page	46	Video
Page	50	Best of Show

CONGRATULATIONS

---

FINALISTS

&

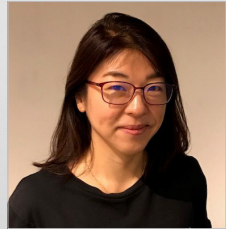
WINNERS

---

THE D SHOW

**cutter**studios

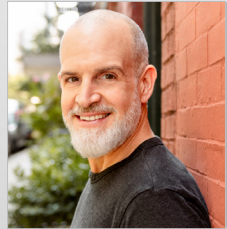
19TH ANNUAL  
**D SHOW**  
JUDGE 2026



**SHOKO AKUTAGAWA**  
Executive Producer



**ADDISON BORN**  
Executive Producer,  
byhook



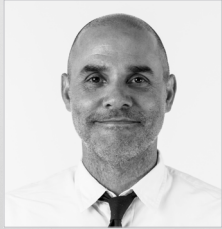
**RICK BIOLSI**  
Managing Partner  
Bartley & Dick



**TOM CHRISTMANN**  
Partner, CMO,  
TINY



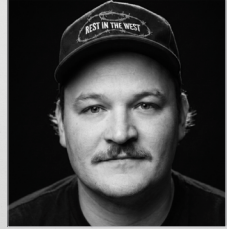
**HOPE FARLEY**  
Executive Producer,  
Adolescent Content



**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



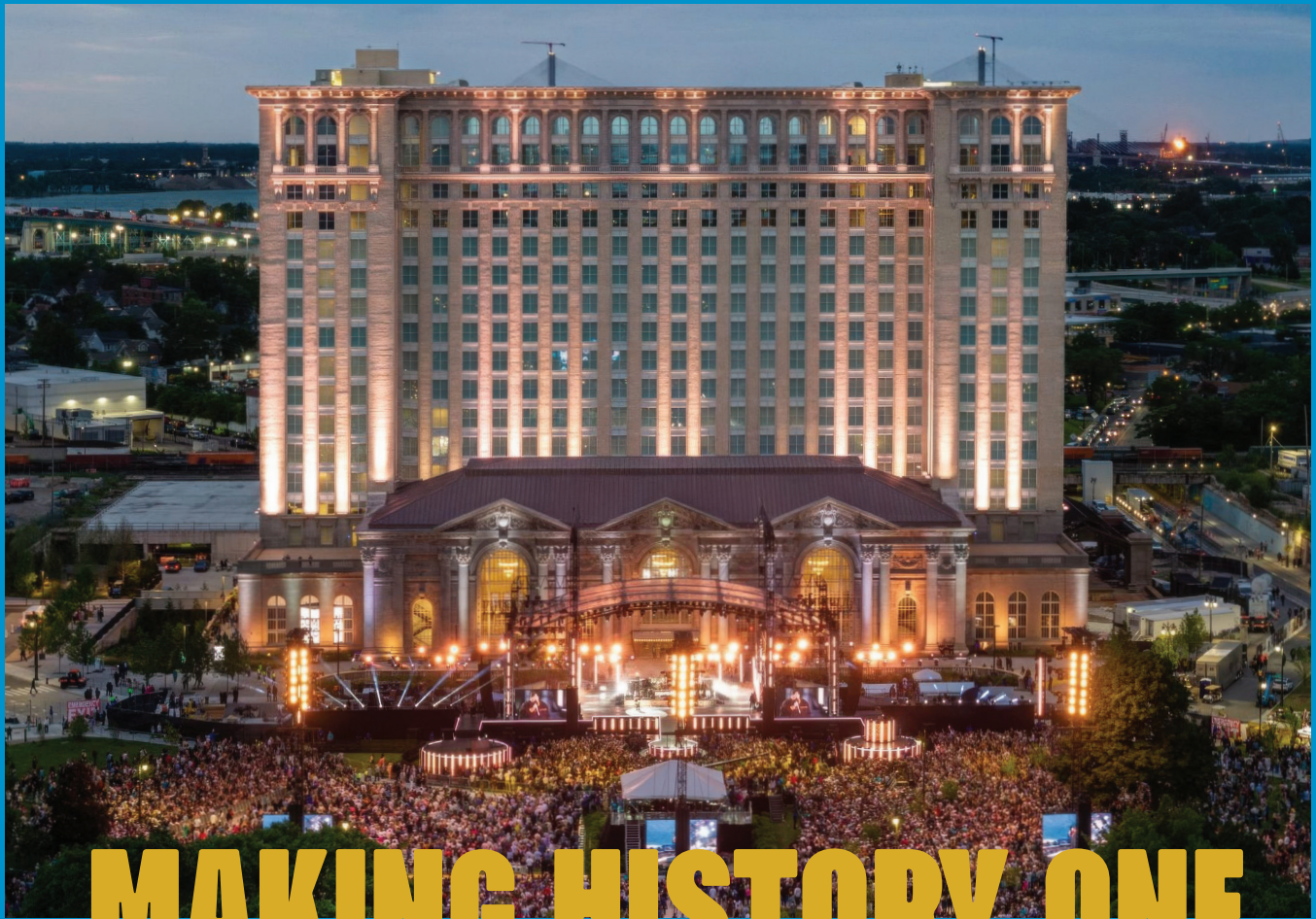
**MICHAEL STOOPACK**  
President, Partner,  
TINY



**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](https://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

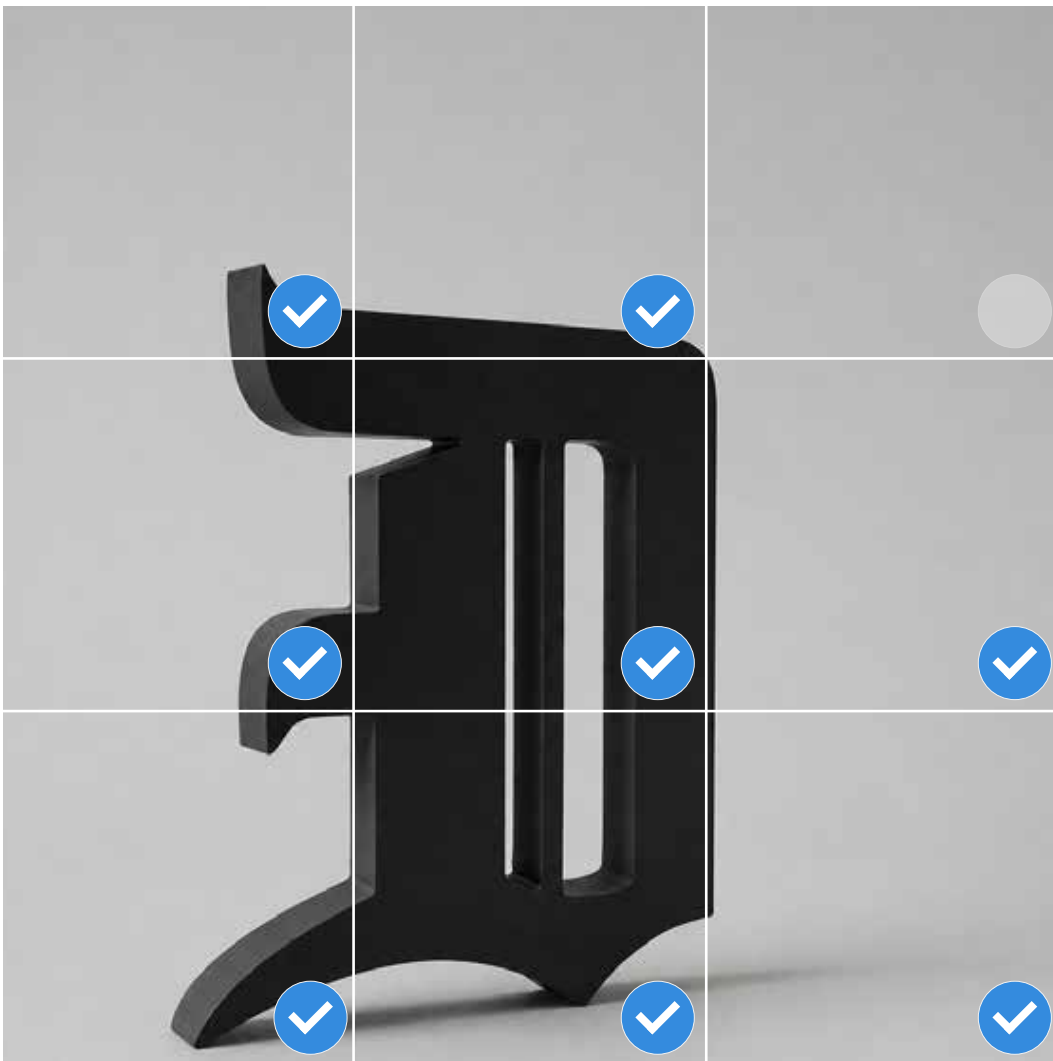
Fusion 92 Studio

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

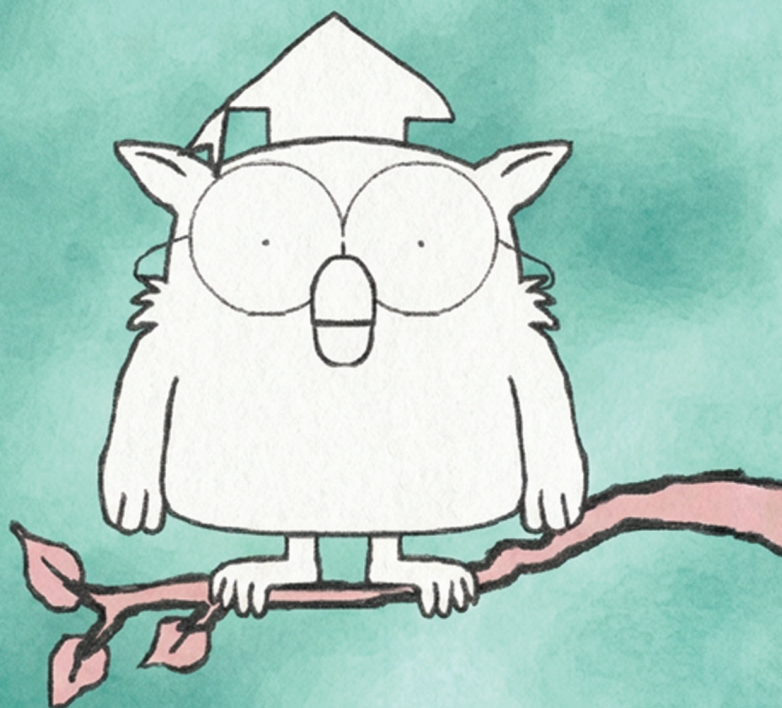
Doner  
Lafayette American  
Ludwig+  
McKinney  
Mediahub WW  
MRM  
razorfish  
Rocket  
Sigg + Co  
Verse+Hook  
WPP

## 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

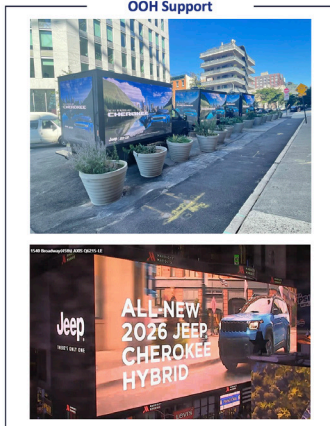
EVP, DIRECTOR OF INTEGRATED PRODUCTION: Jennie Hochthanner

SENIOR INTEGRATED PRODUCER: Mike Stark

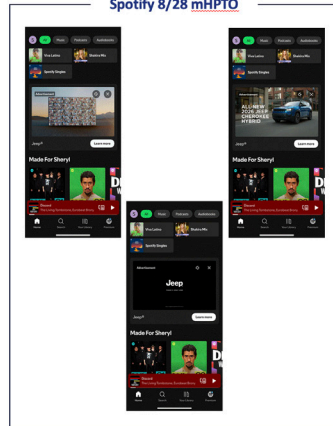
EXECUTIVE MUSIC PRODUCER: Jon Moshier

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

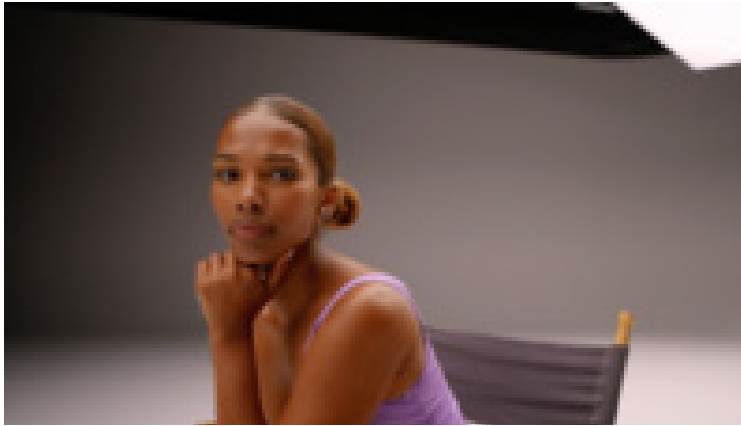
POST SUPERVISOR: Chris Rose

EDITOR: Matt Hallowell

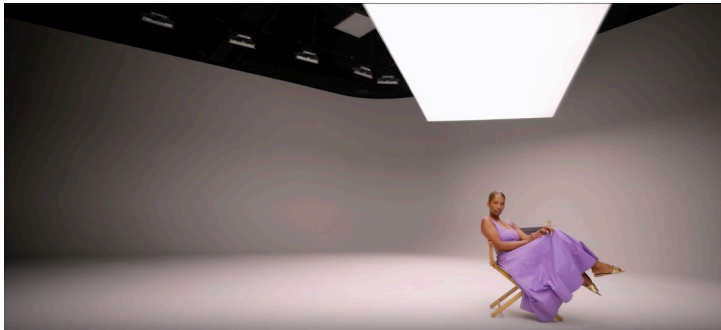
COLOR: Christiaan Meyer

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 be used on them.

**“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	100%
Medical Director	~85%
Community Health / Wellness	~75%
Government Relations / Advocacy	~65%

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

**SAFETY FIRST**

Children's hospitals offers evidence-based, community-informed approaches to reduce effective firearm injury prevention in their patient populations they serve. These efforts are collaborative and equity interdisciplinarily involving an array of institutional and community-based stakeholders. Only one children's hospital provided information about where most firearm injury prevention sit 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 multi-site collaborative and equity interdisciplinarily involving a variety of institutional and equity 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 dedicated to addressing firearms violence.

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

**SPREAD THE WORD**  
 Text 505-81-2222 to remain up-to-date on news.

**LEARN MORE**  
 Read our books at [childrenshospitals.org/equity](http://childrenshospitals.org/equity)

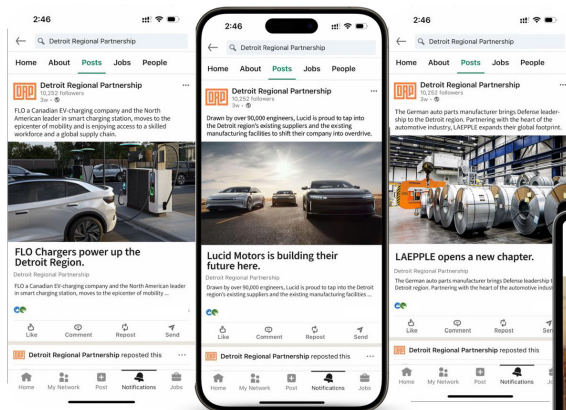
*We don't need more headlines, we need policies that protect kids before tragedy strikes.*

These efforts are a collaborative and equity interdisciplinarily involving a variety of institutional and equity 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**

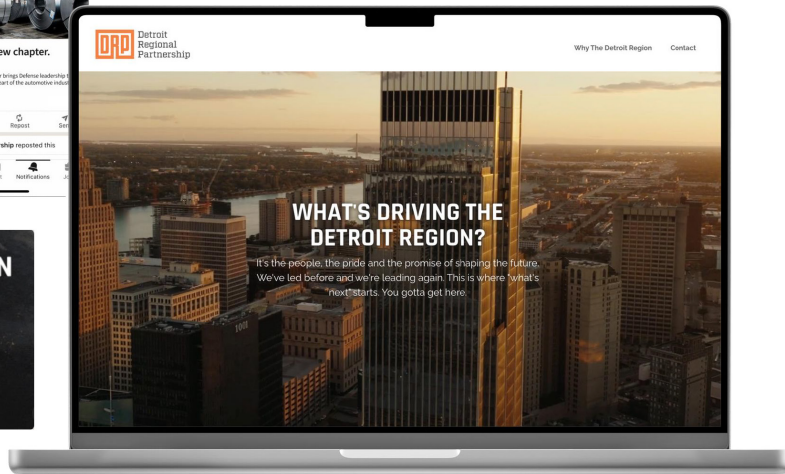
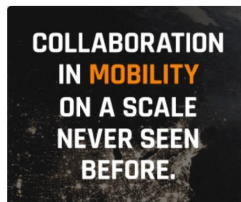
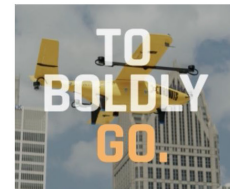


TITLE: Detroit  
 AGENCY: Hart  
 CLIENT: Detroit Regional Partnership  
 CREATIVE DIRECTOR / WRITER: Mark Canavan  
 SENIOR ART DIRECTOR: Layne Perry  
 EXECUTIVE CREATIVE DIRECTOR: Randy Phipps  
 ACCOUNT DIRECTOR: Scott Cooley  
 DIRECTOR: Nick Army  
 DIRECTOR OF PHOTOGRAPHY: Rob Wagner  
 AGENCY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

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

# 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 Maize

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

"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 PUPAR HUBBERS  
 "Lisa Shalinger Gets Dirty in Jeep Grand Wagoneer Review" BY REEL CHICAGO  
 "When Jeep Got Down and Dirty: Lisa Shalinger's 'Family SUV' Pitch for the 2025 Grand Wagoneer" BY THE MARKETING MAGAZINE

"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 comfort, cargo 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 amenities not just for the family, but for 1986. 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 Shoggy" Wagoneer. 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



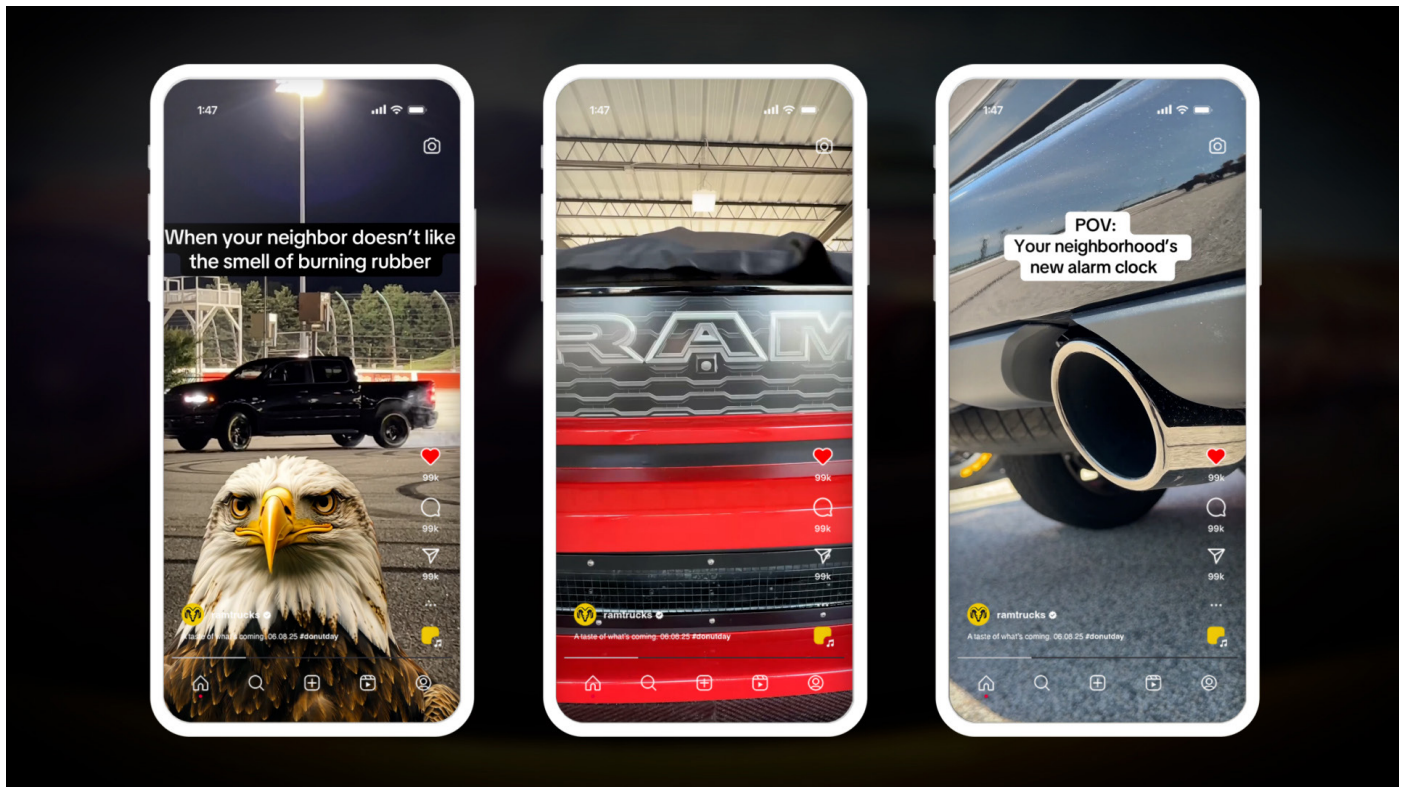
TITLE: Little Caesars Fantastic Four Partnership  
AGENCY: Little Caesars Creative / Marvel Studios  
CLIENT: Little Caesars  
CMO: Greg Hamilton  
VP, GLOBAL CREATIVE & BRAND ENGAGEMENT: Jaime Pescia  
CREATIVE DIRECTOR: Susan Berry  
SENIOR WRITER & PRODUCER / MARVEL STUDIOS: Evan Aronson  
DIRECTOR,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

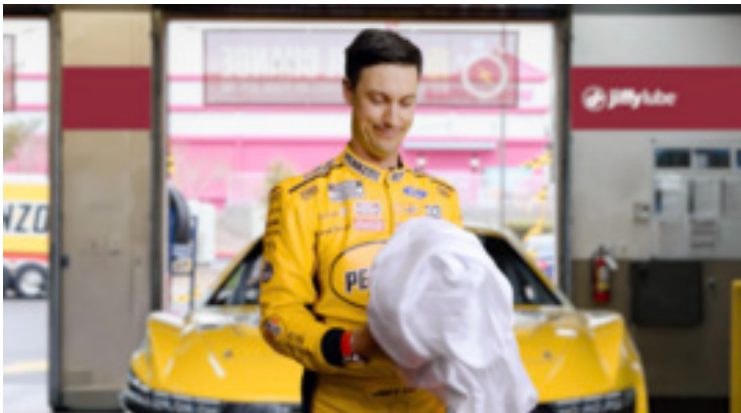
## Nominee and Silver Winner – Print



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



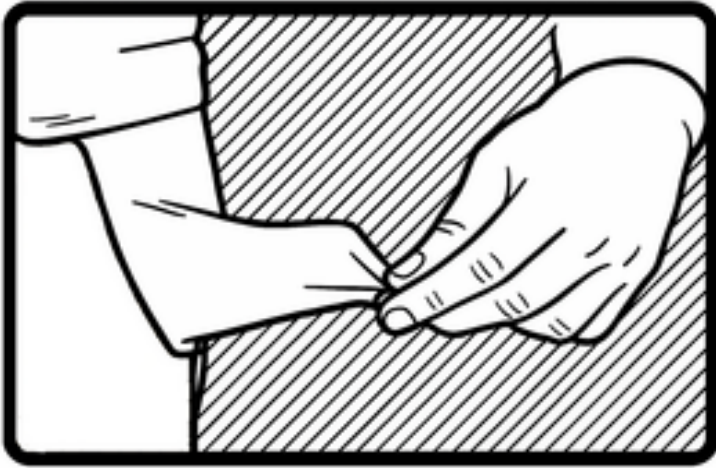
TITLE: What I Didn't Know  
AGENCY: Woodward Original  
CLIENT: Innocence Project  
DIRECTOR: Ariel Ellis  
POST PRODUCER: Carly Atto  
EDITOR: Davis Nixon  
COMPOSER: Louis Weeks  
VOCALIST: Anesha Birchett-Moody  
SOUND DESIGN/MIX: Mike Regan  
COLOR: TRAFIK

## 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



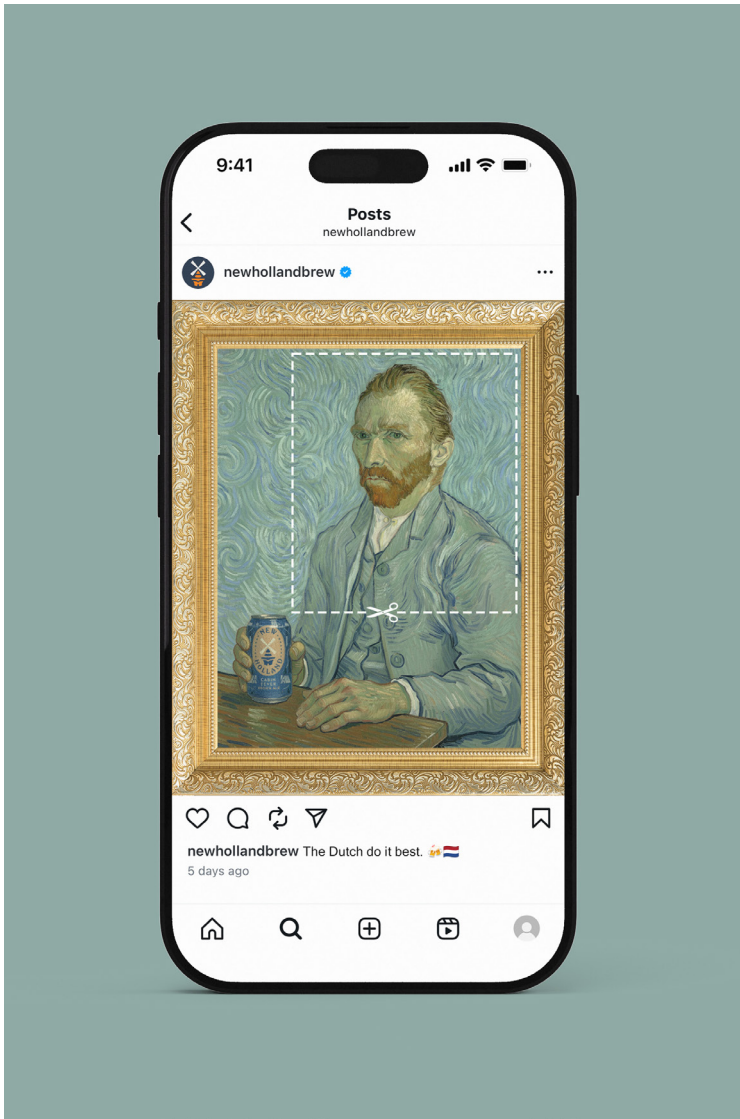
TITLE: HoliD.I.Y. Dollar Tree Social Campaign  
AGENCY: Michigan State University  
CLIENT: Dollar Tree  
ART DIRECTOR: Trentyn Geiger  
COPYWRITER: Maria Murphy  
CREATIVE STRATEGIST: Alva (Phuc) Nguyen

## Nominee and Silver Winner – Video



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

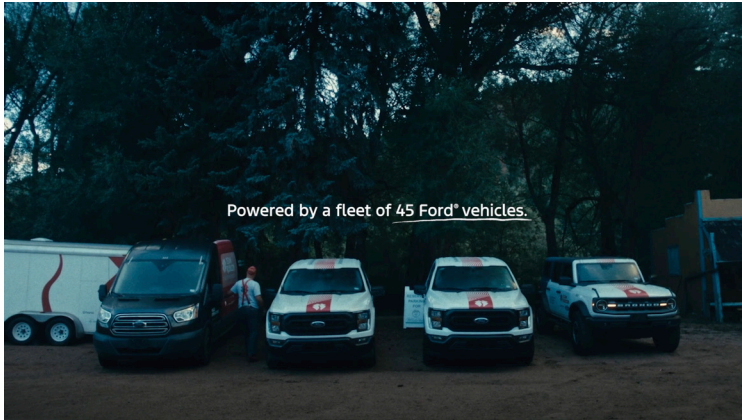
Best of Category Winner + Black D Winner



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

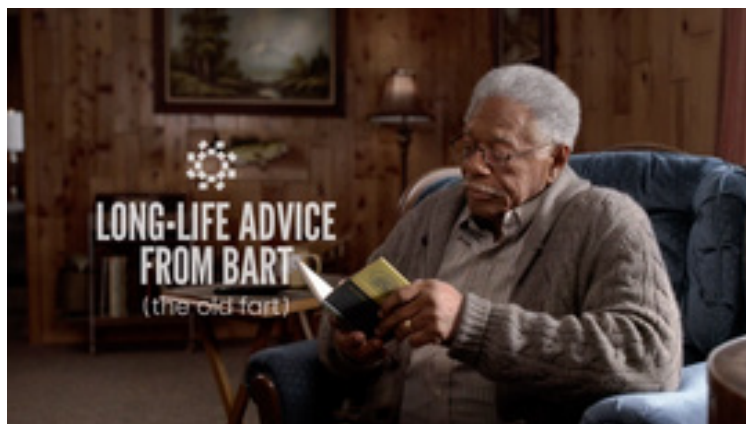
# TV/VIDEO/MOVING PICTURE

## 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

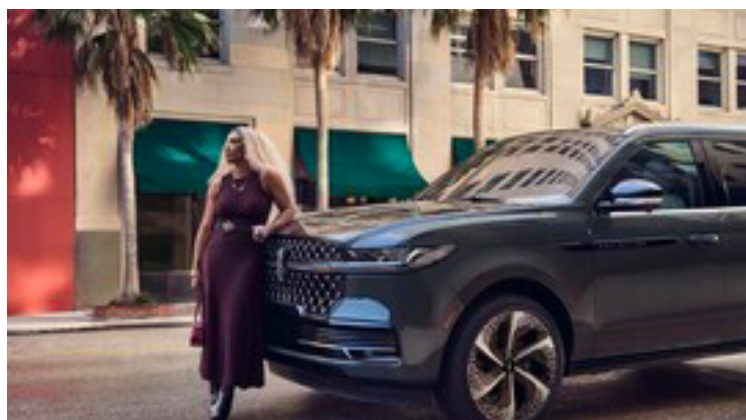
**Nominee and Silver Winner – Non-Broadcast/Digital Under :60**



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 Adesso  
 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