



## **2025 D Show Categories**

Audio Marketing

B2B

Born in Detroit

Branded Entertainment

Best of Craft:

Cinematography

Editing

Graphic Design

Motion Post

Original Music

Sound Design

Creative Use of:

Media

PR

Technology - AI

Technology - Apps & Games

Technology - AR/ VR/ Meta

CRM

Detroit Love

Best of Digital:

Mobile

Online Advertising

Social media

Website

D-Versity

Experiential

Integrated Campaign

Best of Low Budget:

Audio

Integrated

Print

Social

TV

Print

Social Impact



Best of Student:

Integrated

Print

Social

Video

Best of TV / Video / Motion Picture

TV/ Video/ Motion Picture - NB 60 & over

TV/ Video/ Motion Picture- NB under 60

TV/ Video/ Motion Picture- TV 60 & over

TV/ Video/ Motion Picture- TV under 60



## **2025 D SHOW SHORTLIST**

### **AUDIO MARKETING**

Hudson Rouge, A VML Company for Lincoln, “The Subversive Score”

Huge for Stellantis, “Alfa Romeo: Arrive in Sound and Style”

SMZ for Michigan Lottery, “Cash Pop Launch”

Unlikely Story for Benchmark Beverages, “Spirited Conversations”

### **B2B CAMPAIGN**

Green Sky Detroit with Jack Morton Worldwide for Hyland, “Flight of the Valterri”

Huge for Google Public Sector, “See the everyday in a new way with Google AI for Public Sector”

Unlikely Story for Texas A&M, RELLIS, “Tomorrow is a big day.”

### **BORN IN DETROIT**

Lafayette American for Monarch Butterflies, “Butterfly Superhighway”

Tibbs Inc. for University of Michigan, “Don’t Visit Flint”

VML for Ford Motor Company, “SupportBelt”

### **BRANDED ENTERTAINMENT**

EssenceMediacom & HelloSunshine for Ally, “Side Hustlers”

Doner for Saucony, “Marathumb Challenge”

Lovio George for Detroit Auto Show, “My Drive. My City. My Show.”

Mindshare for Ford Motor Company, “The Off-Road Antidote Outside RX”

MRM for General Motors/Car Bravo, “Used Barbie Dream Cars”

### **CRAFT\_CINEMATOGRAPHY**

DFIRST for Subaru, “Finley”

Octagon Haus for Huggies, “Hemingway”

Seventy 7 Productions with SMZ for Michigan Lottery, “Harvest Season”

Weber Shandwick for General Motors/GMC, “The GMC Crabwalk”



## **CRAFT\_EDITING**

Cutters Studios for Allstate, “Kiss Cam”  
Hudson Rouge, A VML Company for Lincoln, “Skipped Exits”  
Octagon Haus for Carhartt, “Time”  
Optimus for Octagon Haus, “Hemingway”  
Reprise Post for d/Cal, “Pushing Culture feat. Rick Williams”

## **CRAFT\_GRAPHIC DESIGN**

Extra Credit Projects for Sweetwaters Coffee & Tea, “2024 Fall Drink Posters”  
Hart/Rebuild for Bright Side Dental, “Bright Side Bubble”  
Hogarth for Ford Motor Company, “SupportBelt”  
MRM for General Motors/CarBravo, “Used Barbie Dream Cars”  
Unlikely Story for Original 4, “Brand Identity”

## **CRAFT\_MOTION/ POST**

Baseline Post/First Fight for Platinum Equity, “The Road Back: Juan”  
Doner for Saucony, “Marathumb Challenge”  
Weber Shandwick for General Motors/Chevrolet, “The Corvette ZR1 Reveal - Teasers”

## **CRAFT\_ORIGINAL MUSIC**

Alex Tanas Music “Hemingway”  
Hudson Rouge, A VML Company for Lincoln, “Skipped Exits”  
Assembly Sound for 2024 Rocket Mortgage Classic, “Played in Detroit”  
Yessian for Migros, “A Tiny Love Story”

## **CRAFT\_SOUND DESIGN**

Yessian for Supercell Oy - Clash Royale, “The Royale Curse”  
Luke Jaden for Richie Hawtin, “DEX EFX X0X”  
Mischieff for Coors, “Yellowstone”  
Octagon Haus for Huggies, “Hemingway”  
ONE at Optimus for Subaru, “Finley”



## **CREATIVE USE OF MEDIA**

Doner for NDPA, “The Clothes They Wore”

Doner for Ram, “Ram Twisters”

EssenceMediacom & Hello Sunshine for Ally, “Side Hustlers”

Extra Credit Projects for Out of Home Advertising Association of America, “2024 OBIE Award OOH”

Hudson Rouge, A VML Company for Lincoln, “The Subversive Score”

MRM for General Motors/CarBravo, “Used Barbie Dream Cars”

Publicis Collective for Jeep, “Breakout Moment for Jeep with Shaun White”

## **CREATIVE USE OF PR**

Doner for FIAT, “Fiat vs. Cybertruck”

Gail & Rice for Lincoln, “The Sanctuary House: Lincoln Navigator Reveal”

Weber Shandwick for General Motors/Cadillac, “Escalade x Entourage”

## **CREATIVE USE OF TECHNOLOGY\_AI**

### **CREATIVE USE OF TECHNOLOGY\_APPS & GAMES**

### **CREATIVE USE OF TECHNOLOGY\_AR/ VR/ METAVERSE**

Doner for Detroit Zoo, “Water Tower AR”

Doner for Saucony, “Marathumb Challenge”

Huge for Stellantis/Jeep, “Jeep: AI Powered Storytelling”

Smallwindow, “Totabl VR”

## **CRM**

First Fight for Michigan First Credit Union, “First Love”

Hudson Rouge, A VML Company for Lincoln, “Nautilus Direct Mail”

MRM for General Motors/Cadillac, “Escalade IQ Edge CRM Campaign”

MRM for General Motors/CarBravo, “Used Barbie Dream Cars”

VML for Ford Motor Company, “Ownership Built Around You”

VML for Ford Motor Company, “SupportBelt”



## **DETROIT LOVE**

D/CAL, "Detroit Pistons | Do Work"

Display Group for Michigan Central Station, "Re-Grand Opening"

Lafayette American for Ford Motor Company, "The Station"

Lovio George for Detroit Auto Show, "My Drive. My City. My Show."

MMGY Global & Hudson Artists for Pure Michigan, "Sam's Selects"

Octagon Haus for Movement Electronic Music Festival, "Movement"

## **DIGITAL\_MOBILE**

Doner for Saucony, "Marathumb Challenge"

## **DIGITAL\_OLA**

Gorilla Detroit for Stryker, "Power to Save"

Huge for Stellantis/Jeep, "Jeep: Culture Meets Capability"

MRM for General Motors/CarBravo, "Used Barbie Dream Cars"

Seventy 7 Productions with SMZ for Michigan Lottery, "Harvest Season"

## **DIGITAL\_SOCIAL**

Hudson Rouge, A VML Company for Lincoln, "Hands Free Road Trip"

Lafayette American for Mazda USA, "Mazda TikTok"

McKinney for Little Caesars, "P.U.F.F.Y. Fest"

Razorfish for Stellantis/Jeep, "Jeep Classified Briefings"

Unlikely Story for Benchmark Beverages, "Ramon's Wisdom"

## **DIGITAL\_WEBSITE**

Hudson Rouge, A VML Company for Lincoln, "Vehicle Digital Modernization"

MRM for General Motors/Cadillac, "CELESTIQ Public Page Revamp"

## **D-VERSITY**

Hudson Artists for Rocket Mortgage, "A Dreammate Story"

Lafayette American for StockX, "This is Love"

VML for Ford Motor Company, "SupportBelt"

Woodward Original for NF Forward, "NF Forward Strength and Honor - Devin"



## **EXPERIENTIAL – EVENTS & ACTIVATIONS**

Display Group for Michigan Central Station, “Re-Grand Opening”  
McKinney for Little Caesars, “P.U.F.F.Y. Fest”  
VML for Ford Motor Company, “SupportBelt”

## **INTEGRATED CAMPAIGN**

D/CAL for Buddy’s Pizza, “Originality Squared”  
Doner for NDPA, “The Clothes They Wore”  
Doner for Ram, “Ram Twisters”  
Doner for Saucony, “Marathumb Challenge”  
Lovio George for Detroit Auto Show, “My Drive. My City. My Show.”  
MRM for General Motors/CarBravo, “Used Barbie Dream Cars”  
Razorfish for Stellantis/Dodge, “DODGE Detroit Nights - Launch Campaign”  
VML for Ford Motor Company, “SupportBelt”

## **LOW BUDGET – INTEGRATED**

Doner for NDPA, “The Clothes They Wore”  
Emerald Brands for Pleasantrees, “Enjoy More”  
Fusion92 for Detroit Housing Network, “Detroit Housing Network”  
MRM for General Motors/CarBravo, “Used Barbie Dream Cars”

## **LOW BUDGET – PRINT**

AdWater Media for The S.O.N.G. Project, “The S.O.N.G. Project x Coming to America (Detroit Style)”  
Doner for NDPA, “The Clothes They Wore”  
Unlikely Story for Fort Worth Brewery, “Less Regret”

## **LOW BUDGET – SOCIAL**

D/CAL, “Pushing Culture | Rick Williams X D/CAL X Reprise Post”  
Detroit Lions “2024 Schedule Release”  
Fusion92 for Blue Cross Blue Shield of Michigan, “Get ‘Em Checked”  
Unlikely Story for Benchmark Beverages, “Ramon’s Wisdom”  
Weber Shandwick for General Motors/Chevrolet, “Corv-Edit”



## **LOW BUDGET – TV/ VIDEO/ MOTION PICTURE**

Detroit Roller Derby for Project Play Southeast MI, “Detroit Junior Roller Derby - Project Play 2024”

Doner for NDPA, “The Clothes They Wore”

Octagon Haus for Subaru, “Finley”

## **PRINT**

Hart/Rebuild for Detroit Regional Partnership, “Detroit Regional Partnership Annual Report”

Lafayette American for Ford Motor Company, “The Station”

Unlikely Story for Fort Worth Brewery, “Less Regret”

## **SOCIAL IMPACT**

Reprise Post // SCRPTTR for The Yunion, “Detroit Youth Course feat. StockX Authenticator”

Octagon Haus for Moms Demand Action, “September 4th”

Extra Credit Projects for Out of Home Advertising, “Mary Wells Lawrence Tribute”

Woodward Original for NF Forward, “Head & Heart Award 2024”

Detroit Roller Derby for Project Play Southeast MI, “Detroit Junior Roller Derby - Project Play 2024”

VML for Ford Motor Company, “SupportBelt”

Doner for NDPA, “The Clothes They Wore”

## **STUDENT\_INTEGRATED**

Natalie Bazydlo, College for Creative Studies for Detroit Lions, “The Grind Is Yours”

Kikki Farra, College for Creative Studies for NotCo, “Morning Bets”

Max Wegzyn for Velveeta, “Break Out of Your Shell”

Nicole Segura, Michigan State University for Cafe Bustelo, “Stories with Flavor”

Nguyen Minh Phuc (Alva), Michigan State University for Alva & Employers, “Alva Creative Cloud”





## **STUDENT\_PRINT**

Jacob McMichael, “New Holland Tangerine Space Machine Print Ads”

Kelly Hickey, “Umama”

Addison Flores, Michigan State University for Tampax, “Bare Necessities”

Lauren Trombley, Michigan State University for Hello Toothpaste, “Smiles for All: Brush With Kindness”

Michael Jobst, Michigan State University for MSU Transportation, “Michigan State Subway Map”

## **STUDENT\_SOCIAL**

Julia, Hosang, College for Creative Studies for Converse, “For the Long Haul”

Natalie Bazydlo, College for Creative Studies for Detroit Lions, “The Grind Is Yours”

Ellen Young, Michigan State University for Stock X, “StockX Rebrand”

Max Wegzyn, College for Creative Studies for Lays, “Snacking for Love”

## **STUDENT\_VIDEO**

Natalie Bazydlo, College for Creative Studies, “Storytime”

Natalie Bazydlo, College for Creative Studies for Amazon Ring, “Ring: The Great and Powerful”

Natalie Bazydlo, College for Creative Studies for Kiss Nails, “Kiss: Always Press On”

Natalie Bazydlo, College for Creative Studies for Kraft Heinz | Philadelphia, “Philly Medallion”

## **TV/ VIDEO/ MOVING PICTURE/ NON BROADCAST – :60 & OVER**

Doner for Ram, “Ram RHO The Convoy”

First Fight for Michigan First Credit Union, “First Love”

Octagon Haus for Huggies, “Hemingway”

Octagon Haus for Sandy Hook Promise, “Back-2-School”

Octagon Haus for Subaru, “Finley”

Weber Shandwick for General Motors/Chevrolet, “Corvette ZR1 Top Speed Announcement”

Wieden + Kennedy NY for Ford Motor Company, “To The Limit - Team Rubicon”



**TV/ VIDEO/ MOVING PICTURE/ NON BROADCAST – UNDER :60**

Doner for FIAT, “Fiat Vs Cybertruck”

Hudson Rouge, A VML Company for Lobos 1707, “UnDomesticate”

McKinney for Little Caesars, “Peanut Butter & Jelly Man”

Tibbs Inc. for FordPro, “Ford - Freedom of Choice”

VML for Ford Motor Company, “Castle”

**TV/ VIDEO/ MOVING PICTURE – :60 & OVER**

Hudson Rouge, A VML Company for Lincoln, “Skipped Exits”

Highdive for Stellantis/Jeep, “Surpass Yourself”

Highdive for Stellantis/Jeep, “Go Wherever Do Whatever”

Unlikely Story for Ryder, “What’s in a name?”

**TV/ VIDEO/ MOVING PICTURE – UNDER :60**

Doner for Meijer, “Family Favorites”

Doner for Ram, “JJ Watt”

Griffin Archer for Ziebart, “Your Vehicle’s Best Defense”

Lafayette American for StockX, “Cinderella”

McKinney for Little Caesars, “The Kittles”

SMZ for Michigan Lottery, “Harvest Season”

Unlikely Story for Cattleman’s, “A different way to grocery”