

2024 D Show Categories:

1. Audio Marketing
2. B2B
3. Branded Entertainment
4. Craft* (Cinematography, Editing, Graphic Design, Motion Post, Original Music, Sound Design)
5. Creative Use of Media* (AI, APPS, AR/ VR/ Metaverse, Media)
6. Detroit Love
7. Digital* (OLA, Social, Website)
8. D-Versity
9. Experiential- Events & Activations
10. Integrated Campaign
11. Low Budget* (Integrated, Print, TV/ Video/ Motion Picture)
12. Print
13. Product Innovation
14. Public Relations
15. Social Impact
16. Student* (Integrated, Print, Social, Video)
17. TV/ Video* (Non-Broadcast :60 & longer and :60 & shorter, TV Cinema :60 & longer and :60 & shorter, Online Virtual Video :60 & longer and :60 & shorter)

AUDIO MARKETING

- Leo Burnett for Buick, “Noise”
- RPA Advertising for LAZY BOY, “Long Live the Lazy”

B2B CAMPAIGN

- Mower for Carhartt Company Gear, “It’s more than a uniform. It’s Carhartt.”
- Ludwig+ for Credit Acceptance, “Credit Acceptance”
- Unlikely Story for Texas A&M/Rellis, “Tomorrow is a Big Day”
- VML for Ford Motor Company, Ford Pro Telematics with Dashcam

BRANDED ENTERTAINMENT

- Commonwealth/McCann for Chevrolet, “A Holiday to Remember”
- Doner for Saucony, “The NIL Student Nurse Initiative”
- Leo Burnett for GMC, “GMC Hummer EV – 18 Million Person Test Drive”
- McCann Detroit for U.S. Bank, “Translators”

CRAFT_CINEMATOGRAPHY

- Leo Burnett for GMC, “GMC Canyon Launch - Finding Nowhere”
- Commonwealth/McCann for Chevrolet, “A Holiday to Remember”
- Highdive for Stellantis/Jeep, “Famous for Freedom”
- Leo Burnett for Cadillac, “Renaissance”
- Woodward Original for Shinola, “Shinola - Making an Icon”

CRAFT_EDITING

- Luke Jaden/ Ariana De Simone for Optimus for Zara, “Sisters”
- Cutters Studios for Allstate, “Parking Gate”
- Eightfold with McKinney for ESPN SEC Nation, “Saturdays”
- Woodward Original for Shinola, Shinola - Making an Icon
- Commonwealth/McCann for Chevrolet, “A Holiday to Remember”

CRAFT_GRAPHIC DESIGN

- Commonwealth/McCann for The Filmore, “The National”
- Makerhouse for DraftKings Network, “DraftKings Network”
- Unlikely Story for Fort Brewery, “Fort Brewery - Brand Identity/Packaging”
- Doner for Jon Batiste, “Jon Batiste - World Music Radio”
- JASstudio for NewLeaf, “NewLeaf”

CRAFT_MOTION_POST_CGI-FX-COLOR

- Hudson Rouge for Lincoln, “Lincoln - Full Moon (re-edited)”
- Lunar North for Newlab, “Newlab @ Michigan Central”
- PrePost D for The Martin Agency, “Bud Light Seltzer Truckin' Bubbles VFX”
- Leo Burnett for Cadillac, Renaissance

CRAFT_ORIGINAL MUSIC

- Octagon Haus for Zara Kids, “Delilah Montagu for Sisters”
- Sneak Attack Music for Jordan, “Jordan | Beyond”
- Octagon Haus for Ford Bronco, “Life Elevated / Right Outside Your Door”
- Yessian with BLITZWORKS for The Coca-Cola Company, “Coca-Cola Masterpiece”
- Yessian for Wick, “Wick Epic Breath”

CRAFT_SOUND DESIGN

- Kent Sparling with Bedrock Detroit for Book Tower, “Book Tower”
- Wave Studios for Bose, “Transcendance”
- Yessian with BLITZWORKS for The Coca-Cola Company, “Coca-Cola Masterpiece”
- Woodward Original for Shinola, “Shinola - Making an Icon”
- Yessian with DAVID New York for SUPERCELL, “Clash-O-Ween”

CREATIVE USE OF TECHNOLOGY – AI

- Rebuild Agency for Heroes Circle, “Digital Dojo”
- MRM for JASstudio, “MAX AI”

CREATIVE USE OF TECHNOLOGY_APPS & GAMES

- Ally for Ally, “Ally Arena”
- Doner for The UPS Store, “Main Street Moguls”

CREATIVE USE OF TECHNOLOGY_AR/ VR/ METAVERSE

- MRM for JASstudio, “MRMBot”
- Ally for Ally, “Ally Arena”
- Doner for The UPS Store, “Main Street Moguls”
- MRM for Navy Federal Credit Union, “#NoPlateLeftBehind”

CREATIVE USE OF MEDIA_MEDIA

- Doner for Hackensack Meridian Health, “No More Buts”
- McKinney for Little Caesars, “Little Caesars Burn The Burns”
- Doner for The UPS Store, “Main Street Moguls”
- Hudson Rouge for Lincoln, “Lincoln - Matthew Mcconaughey Road Trip Trending Audio”

DETROIT LOVE

- MMGY Global for Pure Michigan, “Let Fresh Speak Its Truth”
- Woodward Original for Shinola, “Shinola - Making an Icon”
- Bedrock Detroit for Book Tower, Book Tower ‘Reawakened’
- MRM for MRM, “InTheBlk: Shifting the Industry”

DIGITAL_OLA

- MRM for General Motors, “V-Series 20th Anniversary Digital Campaign”
- Hudson Rouge for Lincoln, “Lincoln - Letting Go”
- MRM for General Motors, “Your XT4 Era”

DIGITAL_SOCIAL

- VML for Ford Motor Company, “Men's Only Edition Ford Explorer”
- McKinney for Little Caesars, “Little Caesars The Crust The World Craves”
- Doner for Hungry Howies, “The Missing Slice”
- Hudson Rouge for Lincoln, “Lincoln - Matthew Mcconaughey Road Trip Trending Audio”

DIGITAL_WEBSITE

- Rebuild Agency for Bundled, Bundled Website
- Element5 for Custom Sock Shop, “Custom Sock Shop Rebrand”

D-VERSITY

- Razorfish for Stellantis, “Stellantis Driveability”
- VML for Ford Motor Company, “Men's Only Edition Ford Explorer”
- Tibbs Inc for Stellantis, “LiveForward”
- McCann Detroit for U.S. Bank, “Translators”
- Doner for Chrysler, “Calm Cabins”

EXPERIENTIAL- EVENTS & ACTIVATIONS

- Leo Burnett for Cadillac, “ESCALADE IQ Reveal”

- Doner for the Judson Center, “The Museum of Care”
- Lindsay Exhibit Group for Ally, Ally @ NADA
- Doner for Saucony, The NIL Student Nurse Initiative

INTEGRATED CAMPAIGN

- Highdive for Stellantis/Ram, “Premature Electrification”
- VML for Ford Motor Company, “Men’s Only Edition Ford Explorer”
- Doner for Hungry Howie’s, “The Missing Slice”
- GSD&M for Ram Trucks, “The Power of Four Wheels and Six Strings”

LOW BUDGET - INTEGRATED

- Doner for Hungry Howie’s, “The Missing Slice”
- LUDWIG+ for the Pink Fund, “Eyes Up Here”
- Doner for Saucony, “The NIL Student Nurse Initiative”
- Doner for Hackensack Meridian Health, “No More Buts”

LOW BUDGET – PRINT

- Commonwealth//McCann for The Fillmore, “All Time Low”
- Highdive for Stellantis/Ram, “Off the Grid”
- Commonwealth//McCann for The Fillmore, “The Flaming Lips”
- Commonwealth//McCann for 20 Monroe, “Bad Religion”

LOW BUDGET- TV/VIDEO/MOTION PICTURE

- Optimus for Zara Kids, “Sisters”
- Hudson Rouge – a VML Company- for Lincoln, “Matthew McConaughey Road Trip Trending Audio
- Doner for Hungry Howie’s, “The Missing Slice”
- Woodward Original & Reprise Post for Bell’s Brewery, “Bell’s Brewery: A Two Hearted Tale”

PRINT

- Commonwealth//McCann for the Fillmore, “Bad Religion”
- Factory Detroit Inc. for Michigan Wine Collaborative, “Cool Is Hot”
- Unlikely Story for Texas A&M Rellis, “Tomorrow is a Big Day”
- Doner for Hackensack Meridian Health, “No More Buts”
- Extra Credit Projects for Michigan State University, “MSU 2023 Campus Banners”
- LUDWIG+ for The Pink Fund, “Eyes Up Here”
- Highdive for Stellantis/Jeep, “Off The Grid”

PRODUCT INNOVATION

- Doner for Chrysler, “Calm Cabins”
- Rebuild Agency for Heroes Circle, “Digital Dojo”

PUBLIC RELATIONS

- McCann Detroit for U.S. Bank, “Translators”
- Doner for Hungry Howie’s, “The Missing Slice”
- Doner for Saucony, “The NIL Student Nurse Initiative”
- Weber Shandwick & Commonwealth/McCann for Chevrolet, “One Like None”

SOCIAL IMPACT

- MRM for Navy Federal Credit Union, “#NoPlateLeftBehind”
- Doner for Saucony, “The NIL Student Nurse Initiative”
- Doner for Listerine, “The Whoa Collection”
- Doner for Chrysler, “Calm Cabins”
- Tibbs Inc. for Stellantis, “Live Forward”
- Doner for Hungry Howie’s, “The Missing Slice”

STUDENT/INTEGRATED

- Kayla Matthews & Kiki Farrar, College for Creative Studies for Peta, “Non-Crowded”
- Kayla Matthews, College for Creative Studies for Kraft, “Your Choice”
- Juliana Rabban & Sophie Steinborn, College for Creative Studies for Diablo, “Girls are PlayHers Too”
- Kayla Matthews, College for Creative Studies for Mr. Clean, “Mr. Cleaners”

STUDENT/PRINT

- Kayla Matthews, College of Creative Studies for National Automotive Parts Association, “Getting Older”
- Kiki Farrar, College of Creative Studies for NASA, “A Change of Space”
- Sachiko Robinson, Michigan State University for Land Rover, “Land Rover”
- Gabrielle Blau, Michigan State University for Farmer’s Dog, “Farmer’s Dog”

STUDENT/SOCIAL

- Abby Deibis, Michigan State University for Facebook Marketplace, “Facebook Marketplace”
- Kayla Matthews and Juliana Rabban, College for Creative Studies for ZocDoc, “In Her Head”
- Sachiko Robinson, Michigan State University for Land Rover, “Land Rover”
- Addison Flores and Liv Bertaud, Michigan State University for Tabasco, “Tabasco”
- Kassandra Corrujedo, Michigan State University for Tums, “Tums”

STUDENT/VIDEO

- Juliana Rabban/Sophie Steinborn, College for Creative Studies for Diablo, “Girls are PlayHers Too”

- Conner Japikse/Savannah Hall/Sydney Lane, College for Creative Studies for Ole Smoky Moonshine, “Real Moonshine History”
- Olivia Macdonald, Michigan State University for Sketchers, “Sketchers”
- Anika Jop & Sam Talanges, College for Creative Studies for 1-800-FLOWERS, “1-800-Flowers: For Love For Life For Loss”
- Conner Japikse & Savannah Hall, College for Creative Studies for Trader Joe’s, Trader Joe’s Orange Odyssey

TV/VIDEO/MOVING PICTURE/NON BROADCAST 60 OR LONGER

- Commonwealth McCann for Chevrolet, “A Holiday to Remember”
- Eightfold with Leo Burnett Detroit for Cadillac, CELESTIQ-Makers Story
- McCann Detroit for U.S. Bank, “Translators”
- Leo Burnett Detroit for GMC, “GMC Canyon Finding Nowhere”
- Woodward Original & Reprise Post for Bell’s Brewery, “Bell’s Brewery: A Two-Hearted Tale”
- Doner for Hungry Howie’s, “The Missing Slice”

TV/VIDEO/MOVING PICTURE/NON BROADCAST – 60 AND UNDER

- Doner for Jon Batiste, Jon Batiste- World Music Radio
- Eightfold with McKinney for ESPN SEC Nation, “Saturdays”
- McKinney for Little Caesars, “Little Caesars Lucky Chair” Hudson Rouge-A VML Company for Lincoln, “Lincoln- Full Moon (re-edited)”
- VML for Ford Motor Company, “Men’s Only Edition Ford Explorer”

TV/VIDEO/MOVING PICTURE/TV CINEMA 60 OR LONGER

- Unlikely Story for Texas A&M/Rellis, “Tomorrow is a Big Day”
- Leo Burnett Detroit for GMC, “GMC Hummer EV- Again”

TV/VIDEO/MOVING PICTURE/TV CINEMA 60 AND UNDER

- Highdive for Stellantis/Ram, “Premature Electrification”
- Ludwig+ for Stellantis/Ram, Guinea Pig
- Hudson Rouge- A VML Company for Lincoln, Lincoln Full Moon (re-edited)
- MRM for General Motors, “CarBravo”
- Highdive for Stellantis/Jeep, “Dents”
- Highdive for Stellantis/Jeep, “Electric Boogie”
- Doner for Hungry Howie’s, “The Missing Slice”

TV/VIDEO/MOVING PICTURE/ONLINE VIRTUAL VIDEO 60 AND LONGER

- MMGY Global for Pure Michigan, “Let Fresh Speak It’s Truth”
- Eightfold with PMG for Pennzoil, “Time”
- Commonwealth McCann for Chevrolet, “A Holiday to Remember”
- Doner for Hungry Howie’s, “The Missing Slice”

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

- VML for Ford Motor Company, "Mens Only Edition Ford Explorer"
- Leo Burnett for Cadillac, "Renaissance"
- Leo Burnett Detroit for Buick, "Buick See Her Greatness Watch Me"
- Woodward Original for Shinola, "Shinola-Making an Icon"
- Optimus for Ford Bronco, "Ford Bronco 'Life Elevated'"
- Leo Burnett Detroit for Buick, "Buick See Her Greatness TokDocs"