



2026 D SHOW SHORTLIST

AUDIO MARKETING

- // Campbell Ewald for General Motors OnStar, "Tell Me What Happened Podcast"
- // Doner for Jeep, "LL Cool J Reveal Partnership"
- // SMZ for The Michigan Lottery, "Detroit Tigers"

BORN IN DETROIT

- // Easy Tiger Productions, Inc for Endeavor - Great Lakes Region, "The Lip Bar"
- // IKONIK Commercial Group for Ven Johnson Law, "Short Documentary"

BRANDED ENTERTAINMENT

- // Campbell Ewald for Rockin' Protein by Shamrock Farms, "In Good Taste"
- // Doner for Jeep, "LL Cool J Reveal Partnership"
- // McKinney & Mediahub Worldwide for Little Caesars, "Pretzel Crust Island"
- // Razorfish for Stellantis/Jeep, "How Jeep Took Back Off-Roading"
- // WTP Pictures for The Henry Ford, "Farm to School Lunch Across America"

CRAFT_CINEMATOGRAPHY

- // Hart for Detroit Regional Partnership, "Detroit Get Here"
- // Hudson Rouge, A VML Company, for Lincoln, "Lincoln Navigator Launch 'Mic Drop'"
- // Rocket Dream Factory for Rocket, "Room to Dream"
- // Seventy 7 Productions with Monks for Chevrolet, "2026 Corvette ZR1X Performance"
- // Woodward Original for Cleveland Cavaliers, "City Edition Jersey"

CRAFT_EDITING

- // Cutters for Allstate, "Big Rock"
- // Hudson Rouge, A VML Company, for Lincoln, "The Little Entrepreneur"
- // Cutters for McCann Detroit and Kinetic Internet, "Problem"
- // Cutters for MMGY and Visit Detroit, "Born Bold"
- // Cutters for Ted Segers, "Cop"



CRAFT_GRAPHIC DESIGN

- // Detroit Design Guild for The Fillmore, “Pixies”
- // Doner for Ram, “Ram Rebrand”
- // Extra Credit Projects for Sweetwaters Coffee & Tea, “Year of the Snake Illustration”
- // Hart for LitFinancial, “LitFinancial Brand Identity”
- // Little Caesars Creative for Little Caesars, “Fantastic Four Pizza Boxes”

CRAFT_MOTION/POST

- // Highdive for Jeep, “Jurassic Trail Rated”
- // Hudson Rouge, A VML Company, for Lincoln, “Lincoln Navigator Launch ‘Mic Drop’”
- // Hudson Rouge, A VML Company, for Lincoln, “Lincoln Nautilus ‘Spring Fever’”

CRAFT_ORIGINAL MUSIC

- // Yessian for BBDO New York and LIV Golf, “A Few Thoughts”
- // Doner for Captain D’s, “Fish D’lish”
- // Yessian for 72 And Sunny and United Airlines, “Rhapsody in Flight”
- // Yessian for OKRP and WNBA, “Always Playing”
- // Yessian for TBWA/Hakuhodo Tokyo and Uniqlo, “Kids”

CRAFT_SOUND DESIGN

- // Doner for Ram, “Terry Crews Favorite Song”
- // SMZ for The Michigan Lottery, “Detroit Tigers”
- // Yessian for Silent House and Backstreet Boys, “Backstreet Boys at The Sphere”

CREATIVE B2B CAMPAIGN

- // Credit Acceptance, “Dealer Brand Campaign”
- // Hart for Detroit Regional Partnership, “Detroit”
- // Seventy 7 Productions with REGROUP for DTE, “Mmmm”
- // TILT for Children’s Hospital Association, “Loud Little Voices”



CREATIVE USE OF MEDIA

- // LUDWIG+ for Freedom Forum, "Brought to You By the First Amendment"
- // Mediahub Worldwide & McKinney for Little Caesars, "Pretzel Crust Island"
- // Rocket, "Own the Dream"
- // Whisker, "Moment of Relief"

CREATIVE USE OF PR

- // College for Creative Studies, "Detroit Icons Fashion Show"
- // FINN Partners for Denny's, "Denny's Sticky Kicks"
- // Whisker, "Cat Pu No. 2"
- // Whisker, "Merry Boxmas"
- // Whisker, "Miss Muffy's 25th"

CREATIVE USE OF TECHNOLOGY

- // Campbell Ewald for OnStar, "Santa in Space"
- // TILT for UCI Health, "The Nature of Medicine"

CRM

- // Atomic Honey for Casamara Club, "CRM-IRL"
- // VML/GTB for Ford Motor Company, "Ford Mobile Services"

DETROIT LOVE

- // Hart for Detroit Regional Partners, "Detroit Get Here"
- // Lafayette American for InsideOut Literary Arts, "Student Poetry Outdoor"
- // Rocket Dream Factory for Rocket, "Room to Dream"
- // Version Sixteen for Adidas x Snipes, "Spoken Words of the 313"
- // Woodward Original for Bedrock, "Hudson's Reflection Series"



DIGITAL_OLA

- // Highdive for Jeep, "Jeep Grand Wagoneer 'The Family SUV'"
- // Highdive for Jeep, "2026 Jeep Grand Cherokee Reveal - Wild Thoughts"
- // Razorfish for Stellantis/Ram, "The Ultimate Redemption: 2 Comebacks in 1 Week"
- // Razorfish for Stellantis/Ram, "Jeep Cherokee: The Return Nobody Saw Coming"
- // Seventy 7 Productions with REGROUP for DTE, "Resourceful"

DIGITAL_SOCIAL

- // Doner for Poland Spring, "The Unofficial Official Water of St. Paddy's Day"
- // Doner for Ram, "Terry Crews Favorite Song"
- // McKinney for Little Caesars, "Ides of March"
- // Cutters for Ted Segers, "Made for Social"
- // Whisker, "Cat Pu No. 2"

DIGITAL_WEBSITE

- // MRM for General Motors/Chevrolet, "Chevy Bolt EV Launch"
- // MRM for General Motors/GMC, "Homepage Redesign"

D-VERSITY

- // IKONIK Commercial Group for Ven Johnson Law, "Why Do We Fight?"
- // LUDWIG+ for Freedom Forum, "Brought to You by the First Amendment"

EXPERIENTIAL – EVENTS & ACTIVATIONS

- // Yessian for BRC Imagination Arts and USA Pavilion, "USA Pavilion Expo 2025 Osaka"
- // Display Group for Lions Foundation, "Lions Foundation Experience"
- // Display Group for Money 20/20, "Money 20/20 Fintech Conference"
- // Doner for Ram, "TRX Reveal Launch Event"
- // Highdive for Jeep, "Jeep x Anon Snowshield"



INTEGRATED CAMPAIGN

- // Little Caesars Creative & Marvel Studios for Little Caesars, “Fantastic Four Partnership”
- // Make the Turn for Detroit Auto Show, “My Drive. My City. My Show.”
- // McKinney for Little Caesars, “Taste Like Whoa!”
- // Razorfish for Stellantis/Ram, “The Ultimate Redemption: 2 Comebacks In 1 Week”
- // Rocket Dream Factory/Mirimar for Rocket, “Own the Dream”

LOW BUDGET – AUDIO

- // Hart for Bright Side Dental, “Bright Side Dental”

LOW BUDGET – INTEGRATED

- // College for Creative Studies, “SEO100”
- // Cutters for Ted Segers, “Made for Social”
- // FINN Partners for Denny’s, “Denny’s Sticky Kicks”
- // Fusion92 for Michigan Wildlife Council, “Protecting Michigan’s Legacy”
- // Whisker, “Cat Pu No. 2”

LOW BUDGET – PRINT

- // Fusion92 for Michigan Wildlife Council, “Protecting Michigan’s Legacy”

LOW BUDGET – SOCIAL

- // Doner for Jiffy Lube, “Faster Than Joey Logano”
- // Fusion92 for Michigan Wildlife Council, “Protecting Michigan’s Legacy”
- // Hart for Bright Side Dental, “Bright Side Summer”
- // That Random Agency for Comerica Bank, “Small Business of the Game Social Series”
- // Whisker, “Merry Boxmas”

LOW BUDGET – TV/ VIDEO/ MOTION PICTURE

- // College for Creative Studies, “Detroit Icons Fashion Show”
- // Fusion92 for Michigan Wildlife Council, “Protecting Michigan’s Legacy - Duck”
- // Fusion92 for Michigan Wildlife Council, “Protecting Michigan’s Legacy - Fishing”
- // SIGG + CO for Berens Old Fashioned Brandy, “Please Rotate Your TV”
- // SMZ for Columbus Blue Jackets, “Pick Up Game”



PRINT

- // Hudson Rouge, A VML Company, for Lincoln, "Lincoln Navigator Direct Mail Foldout"
- // Fusion92 for University of Michigan Ross School of Business, "Michigan Ross LA Downtown Campus Announcement OOH"
- // Lafayette American for Studio Museum in Harlem, "Re-Opening OOH"
- // Lafayette American for Yellow Light Donuts, "Scratch & Sniff Outdoor"
- // McCann Detroit for Goodman Acker, "The Wilds OOH"

SOCIAL IMPACT

- // Hart for MATIO, "MATIO"
- // Sparklefurry for Coalition Against Childhood Cancer, "Their Future. Our Fight."
- // Whisker, "Merry Boxmas"
- // Woodward Original for Innocence Project, "What I Didn't Know"
- // WTP Pictures for The Henry Ford, "Farm to School Lunch Across America"

STUDENT_INTEGRATED

- // Michigan State University for Dollar Tree, "HoliD.I.Y. Campaign"
- // Michigan State University for Lansing Airport, "Re-Branding"
- // Michigan State University for Lint, "Lint Fashion Brand"
- // Michigan State University for Nautilink, "Nautilink Integrated Campaign"

STUDENT_PRINT

- // Michigan State University for Audible, "Get An Earful"
- // Michigan State University for Deanston Whisky, "Brand Identity: Album Covers"
- // Michigan State University for Kaiju Fizz, "Kaiju Fizz"
- // Michigan State University for Levi's, "Forever Levi's"
- // Michigan State University for Twiicecream, "Package Design"

STUDENT_SOCIAL

- // Michigan State Spartan Vision for MSU Gymnastics, "Michigan State Gymnastics"
- // Michigan State University for Deanston Whisky, "Classic"
- // Michigan State University for Dollar Tree, "HoliD.I.Y. Campaign"
- // Michigan State University for New Holland, "Social Media Campaign"
- // Michigan State University for Puma, "Soccer is For Everyone"



STUDENT_VIDEO

- // The State News for Michigan State University, "Beyond the Bylines"
- // Michigan State University and Google for Looshi, "Artist's Smoke"
- // Michigan State University for ChatGPT, "Are You Smarter Than ChatGPT?"
- // Michigan State University for Clear Eyes, "From Dry Eyes to Alibis"
- // Michigan State University for Spotify, "No One Listens Like You"

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

- // Doner for The UPS Store, "Verify You Are Human"
- // Hart for Detroit Regional Partners, "Detroit Get Here"
- // Highdive for Jeep, "Jeep Grand Wagoneer 'The Family SUV'"
- // Highdive for Jeep, "Jurassic Trail Rated"
- // Lafayette American, "Studio Museum in Harlem"

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

- // Campbell Ewald for Shamrock Farms, "Premium Supper Announcement"
- // Doner for Hackensack Meridian Health, "Bart The Old Fart"
- // Doner for Ram, "Ram TRX Reveal Resurrection"
- // McKinney for Little Caesars, "Bang for Your Buck"
- // VML/GTB for Ford Motor Company, "Ford Credit Sign Here: Bronco"

TV/ VIDEO/ MOVING PICTURE – :60 & OVER

- // Doner for Jeep, "LL Cool J Influencer :60"
- // Doner for Ram, "Ram TRX Reveal"
- // Doner for The UPS Store, "Verify You Are Human"
- // Hudson Rouge, A VML Company, for Lincoln, "Lincoln 'The Little Entrepreneur'"
- // Hudson Rouge, A VML Company, for Lincoln, "Lincoln Navigator Launch 'Mic Drop'"

TV/ VIDEO/ MOVING PICTURE – UNDER :60

- // Doner for Hackensack Meridian Health, "A Big Thanks"
- // McKinney for Little Caesars, "Floored"
- // McKinney for Little Caesars, "Tastes Like Whoa!"
- // Rocket Dream Factory for Rocket, "Room to Dream"
- // VML/GTB for Ford Motor Company, "Ford Mobile Services: Nap Time"