

18TH ANNUAL



JUNE 26, 2025 | GEM THEATRE | DETROIT, MI

# WELCOME TO THE 18TH ANNUAL D SHOW

No matter in what corner of Detroit advertising you reside, you felt the wallop that was last year. No need to sugarcoat it. That happened. But what happened after? We got it together. We came together. And now we're going to celebrate making it through – together. This is what Motor City grit is all about.

On behalf of Adcraft Detroit and the D Council, welcome to the 2025 D Show.

Truly so many impressive ideas came to life last year. Thank you to everyone who entered something that made them proud. An incredibly cool and talented panel of judges from across the industry applied their expertise to select the best of our best. I'm grateful for the time they spent getting to know what Detroit advertising is capable of. Each year we rally and set the bar higher and higher. 2024 was no different.

So, in that spirit of resilience in creativity and community, I'd like to propose the next challenge for you all: pay Detroit first. Keep the D Show a celebration of what we make here together. You don't need to look far to find talented, good folks who can make your idea sing. As we square up for what's next, link arms with your people (maybe a few new ones, too), and show 'em what rising from the ashes is all about. That's grit and that's how we roll.

~ **Caitlin Pasqualone**, 2025 D Council Chairperson



**Caitlin Pasqualone**  
Creative Director,  
MRM



**Louis Lyne**  
Creative Director,  
Cutters Studios



**Chris Handyside**  
Creative Director,  
Monks



**Rick Portwood**  
President,  
Display Group



**Jaime Pescia**  
VP, Global Creative & Brand  
Engagement, Little Caesars



**Sanja Dardagan**  
Associate Creative Director,  
VML



**Karen Cathel**  
EVP/ECD,  
Doner



**Jay Norman**  
Creative Director,  
Spotify



**Nora Urbanski**  
Director/Producer,  
Seventy 7 Productions



**Fran Westbrooks**  
President and Managing  
Partner of Boulevard



**Michael Yessian**  
Partner/Head of Production,  
Yessian Music



**Rory McHarg**  
ECD,  
Woodward Original



**Susie Campo**  
VP, Group Creative Director,  
Fusion92



**Stephen Timblin**  
Executive Creative Director,  
SMZ Advertising



**Lauren Hustek**  
Executive Director,  
Adcraft Detroit

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CONGRATULATIONS

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FINALISTS

&

WINNERS

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THE D SHOW

**cutters**studios

18TH ANNUAL  
**D** SHOW  
JUDGE 2025



**GERRI ANGELO**  
Senior Executive Producer, R&R Partners



**DEVIN BERKO**  
Senior Producer, Disney



**JOSH BUDD**  
Chief Creative Officer, Citizen Relations



**CHRISTIAN COLASUONNO**  
Executive Producer



**CAITLIN DELVILLANO**  
Music Creative Supervisor, ESPN



**TRACY GRANDSTAFF**  
SVP Creative Content,  
NBC Entertainment Marketing



**B.C. LEDOUX**  
Chief Creative Officer / Managing Partner,  
Noble Studios



**TODD LEMMON**  
Partner / Creative Director, Lemmon/Hughes



**LISA LILJEGREN**  
Dir. of Sponsorships, Group Sales & VIP Experiences  
Pabst Theater Group



**DAN MARGULIS**  
Global ECD & Partner, FleishmanHillard



**STEVE ROSS**  
Head of Production, Allstate



**KAETHE SICKO**  
Senior Principal Creative Content Manager,  
Gen Digital, Inc.



**DAVID SUAREZ**  
Founder / Co-CCO, Bandits & Friends



**CHRIS WALKER**  
SVP ECD, FCB Chicago

Heavy.  
Hard to carry.



Worth every stare. Congrats to the big winners.

LAFAYETTE AMERICAN

# 2025 D SHOW CREDITS

## **D SHOW CHAIR**

Caitlin Pasqualone

## **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

Candace Ruszkiewicz-Thompson

Mike Shimmel

Sara Smith

### **DIGITAL PROGRAM**

Susie Campo

Fusion 92 Studio

### **2025 D SHOW THEME**

#### **VML**

Sanja Dardagan

Dan Weber

Amy Wolfe

Nate Strong

Anita Solomon

Vic Quattrin

## **HOGARTH**

Anne Brinich

Dave McWilliams

Frank Ciolino

Jaclyn Caris

Jacob Woodworth

Karinna Klocko

Ann Evans

## **2025 BAND**

Rory McHarg

Yorg Kerasiotis

T-Money Green's Roadwork

Featuring Monica Notaro

## **ANNOUNCER (VOG)**

Allen Michael Jones

## **PHOTOGRAPHERS**

Stephen Crosson

Devon Johnson

## **THEDSHOW.ORG**

Sanja Dardagan

Caitlin Pasqualone

## **ENTRY/JUDGING PLATFORM**

Drew McKinnon, Iceberg

Lauren Hustek, Adcraft

## **AWARDS**

Alex Delvecchio Ent LLC | AIA Affiliate

Lauren Hustek

## **POSTER PRINTING**

Johnnie On the Spot

## **ADDITIONAL SUPPORT AND MANY THANKS TO ADCRAFT DETROIT**

Lauren Hustek

Debbie Abdelnour

Avery Johnson



# 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](http://displaygroup.com)

# 2025 D SHOW SPONSORS

## **PRESENTING PARTNER**

Cutters Studios

## **GOLD PARTNERS**

Display Group  
Publicis Collective

## **DIVERSITY IN THE D SPONSOR**

WPP

## **SILVER PARTNERS**

HUGE  
Lafayette American  
McCann World Group  
McKinney  
SMZ  
Seventy 7 Productions  
WPP

## **BRONZE PARTNERS**

Doner  
D/CAL  
Reprise Post  
SMZ  
Yahoo



# The proof is in the Grit.

Grit isn't just strength—it's resilience, perseverance, and determination to rise—no matter how hard you fall. And if there's one place that defines grit, it's Detroit.

We've been through it all—the good, the bad, and the real, real ugly. And yet,

we're still here—always rebuilding, always innovating.

We're not scared to get our hands dirty; honestly, we're not sure what the alternative looks like. Detroit digs deeper, always emerging better than we started. Grit doesn't quit. And neither will we.

Congratulations to this year's winners and nominees.

**MRM**  
DETROIT

**McCANN**  
DETROIT

Advertising is dead.  
Long live advertising.



Huge

Now. Next. First.

REIMAGINING  
POST-PRODUCTION

FULL-SERVICE | DETROIT-BASED | POST-PRODUCTION  
[REPRISEPOST.COM](http://REPRISEPOST.COM)

REPRISE  
POST



# Congrats.



Here's an unbranded, uncopylefted,  
unlicensed and undisclosed drink on us.

**DONER**

# DIVERSITY IN THE D SCHOLARSHIP AND MENTORSHIP PROGRAM

Adcraft Detroit in partnership with the Detroit marketing community is committed to supporting diversity within the Detroit marketing industry. Through our Diversity in the D program, we support minority Juniors and Seniors by providing them with mentorship, financial support, and experience gained through internships.

- College Senior Year: \$5000 Scholarship + Mentorship
- 10-week paid internship to be completed during Senior year

Scholarship funding, mentorship and internship is provided for this 1-year program by a sponsoring advertising agency or production company. Thank you to VML for sponsoring our scholarship program this year!

## ABOUT VML

VML is a global creative company specializing in brand experience, commerce and technology, and customer experience. At VML, we are a beacon of innovation and growth in an ever-evolving world. Our heritage is built upon more than 300 years of combined experience and expertise, where creativity meets technology, and diverse perspectives ignite inspiration.

From the entire team at VML, a heartfelt congratulations to the 2025 awardee, Kiaira May. It's our honor to sponsor this year's Diversity in the D award and present you with this exciting opportunity.



**Kiaira May**  
Wayne State University  
Class of 2015

To learn more about Diversity in the D, visit [www.adcraft.org](http://www.adcraft.org). If you are interested in sponsoring, please contact Lauren Hustek, Adcraft Executive Director, at [lauren@adcraft.org](mailto:lauren@adcraft.org).

McKinney

We are  
**d-lighted** to be  
in such great  
company.

(See what we did there)

may the  
cocktails go  
down,

all hail the

motor city

and your  
number  
come up.

**D/CAL**

Detroit / Chicago / San Diego

# AUDIO MARKETING

## Nominee and Silver Winner

**CHALLENGE**  
Lincoln is a luxury auto brand that typically appeals to senior citizens, but they had an opportunity to reach a younger audience through a song that became a viral YouTube hit.  
Rather than give in to the consumer's demand for instant gratification, we withheld it, compelling them to go in search of the information they deserved.

**INSIGHT**  
The launch spots for the all-new Nautilus were missing from the credits of the viral track with no name or credited artist, making it virtually unlistenable. This sent Lincoln on a mission to find the right channels for answers.

We let the intrigue build and just as the conversation peaked, we dropped the full track on Spotify and Lincoln.com. Once we had our new audience hooked, we sent them engaged with additional track details, including a 3D visualization, a 3D showroom song experience, and digital brand ambassadors who could tell them what opportunities to do what they love best: dig deeper.

**RESULTS**  
+311% JUMP IN SITE TRAFFIC      +14.6% SALES INCREASE

**AdAge**  
LINCOLN NAUTILUS HYBRID  
NAUTILUS LINE OF AMERICA'S  
20 HOTTEST MODELS OF 2024

**TITLE:** The Subversive Score

**CLIENT:** Lincoln

**AGENCY:** Hudson Rouge, A VML Company

**CHIEF CREATIVE OFFICER:** Jon Pearce

**SENIOR ART DIRECTOR:** Guillermina Cruz

**SENIOR COPYWRITER:** Jaclyn Ling

**HEAD OF INTEGRATED PRODUCTION:** Mary Ellen Verrusio

**EXECUTIVE PRODUCER:** John Cline

**SENIOR ART PRODUCER:** Loni Pont

**BUSINESS MANAGER:** Holly Woodmansee

**SENIOR TALENT MANAGER:** Angela Martin

**CHIEF EXECUTIVE OFFICER:** Michael Stefanski

**GROUP ACCOUNT DIRECTOR:** Tamara Taylor

**CHIEF STRATEGIC OFFICER:** Janet Oak

**CHANNEL STRATEGIST:** Julia Stern

**PRODUCTION COMPANY:** Reset

**DIRECTOR:** Sebastian Strasser

**EXECUTIVE PRODUCER:** Dave Morrison

**DIRECTOR OF PHOTOGRAPHY:** Hoyte van Hoytema

**EDITORIAL COMPANY:** Whitehouse

**POST PRODUCER:** Eric Shoen

**EDITOR:** Adam Marshall

**COLOR GRADE COMPANY:** Lipstick

**VFX FINISHING COMPANY:** Lipstick

**FINISHING PRODUCER:** Stefan Susemil

**MUSIC/ORIGINAL:** Heavy Duty

**CREATIVE DIRECTOR/ EXECUTIVE PRODUCER:** Zach Pilinkoff

**AUDIO FINISHING:** Heard City

**POST ENGINEER/ MIXER :** Mike Vitacco

**PRODUCER:** Liana RosenberG

## Best of Category Winner + Black D Winner

**VO:** Arriving in the Alfa Romeo Tonale is a bit different than just showing up.  
**VO:** Showing up.  
**SFX:** CAT MEOWING  
**VO:** Arriving with style in Tonale.  
**SFX:** TIGER ROARING  
**VO:** Showing up.  
**SFX:** LIGHT RAINFALL  
**VO:** Showing up.  
**SFX:** THUNDERSTORM  
**VO:** The Alfa Romeo Tonale. Master the art of arrival.

**TITLE:** Alfa Romeo: Arrive in Sound and Style

**CLIENT:** Stellantis - Alfa Romeo

**AGENCY:** Huge

**GROUP CREATIVE DIRECTOR:** John Stoll

**CREATIVE DIRECTOR:** Freddy Orlando

**CLIENT PARTNERSHIP:** Ashley Portelli

**ASSOCIATE CREATIVE DIRECTOR, COPY:** Lauren Bunker

**ASSOCIATE CREATIVE DIRECTOR, ART:** Chuck Vroom

**SENIOR PROJECT MANAGER:** Amber Christy

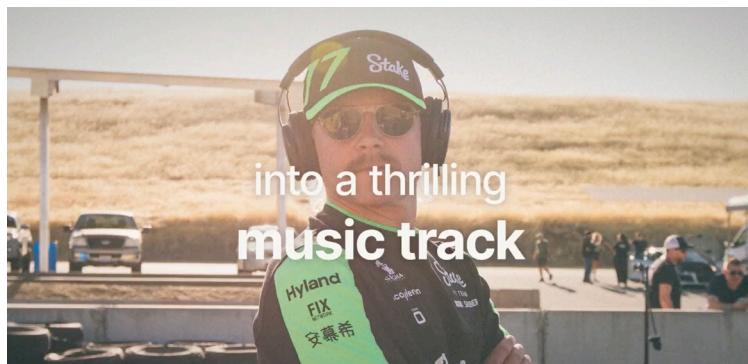
**SENIOR COPYWRITER:** Andrew Beckman

**SENIOR ART DIRECTOR:** Nicole Hartshorn

**SENIOR STRATEGIST:** Christel Pang

**ANALYTICS LEAD:** Kimberly Son

## Nominee and Silver Winner



**TITLE:** Flight of the Valterri

**CLIENT:** Jack Morton Worldwide (Agency)/Hyland (Brand)

**AGENCY:** Green Sky Detroit (Production House)

**DIRECTOR:** Adam Green

**PRODUCER:** Sarah Zientarski

**AGENCY ACCOUNT DIRECTOR:** Erin Marsh

**AGENCY HEAD OF PRODUCTION:** Steve Schiller

**AGENCY SR. PRODUCER:** Veronica Rogalla

**AGENCY SR. CREATIVE DIRECTOR:** Anne Moore

**AGENCY CREATIVE DIRECTOR:** Jeremy Sherard

**AGENCY PROJECT ASSOCIATE:** Jaclyn Cauley

**AGENCY DESIGNER:** Nick Janeczko

**BRAND CREATIVE DIRECTOR:** Michelle Goldsmith

**BRAND GLOBAL MANAGER:** Christie Prenger

**POST PRODUCTION:** Deep Vibe

**MUSIC COMPOSITION:** HiFi

**ASSISTANT CAMERA:** Jordan Glaeser

**FPV DRONE:** Andres Blibeche

**GAFFER:** Felix Mendoza III

**GRIP:** Garrett Rogets

**AUDIO RECORDER:** Stanley Chan

**PA:** Joseph Pascual

**PA:** Patrick Egan

**DIRECTOR OF PHOTOGRAPHY:** Adam Green

## Nominee and Silver Winner



**TITLE:** 18 Million Person Test Drive

**CLIENT:** GMC HUMMER EV

**AGENCY:** Huge

**GROUP DIRECTOR, CLIENT PARTNERSHIP:** Jackie Burrous

**GROUP CREATIVE DIRECTOR:** Patrick Lendum

**CREATIVE DIRECTOR:** Freddy Orlando

**ASSOCIATE CREATIVE DIRECTOR:** Josh Broecker

**ASSOCIATE DIRECTOR, STRATEGY:** Michael LaVallee

**SENIOR PROGRAM MANAGER:** Sarah Whitmore

**STUDIO:** Cutters Studio

# B2B CAMPAIGN

Best of Category Winner + Black D Winner



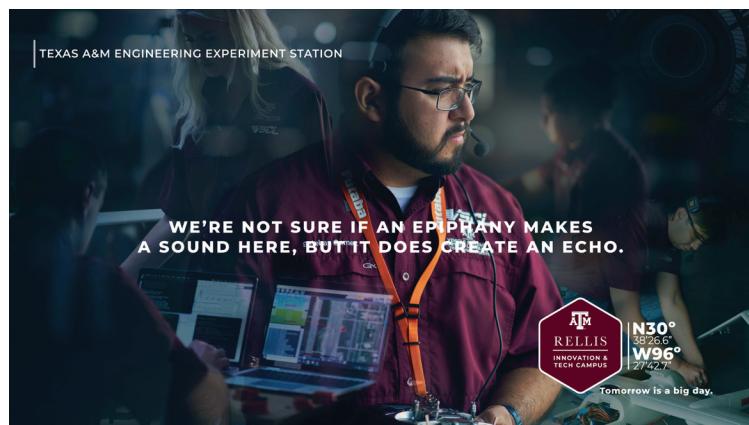
TITLE: Tomorrow is a big day.

CLIENT: Texas A&M, RELLIS

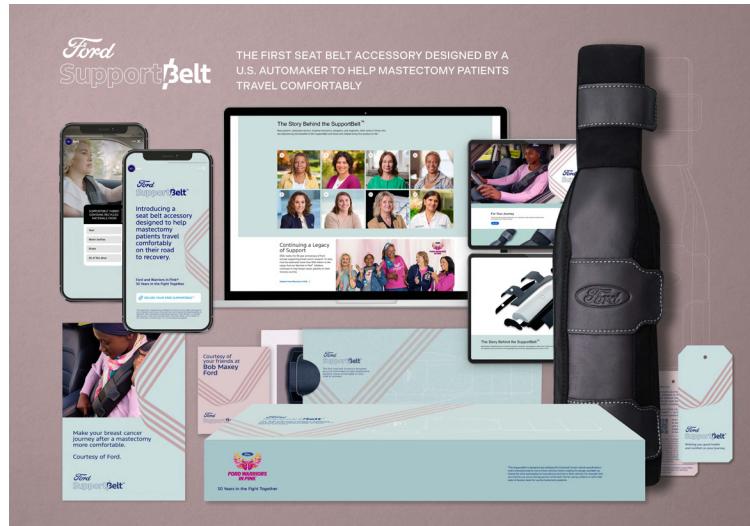
AGENCY: Unlikely Story

CHIEF CREATIVE OFFICER/WRITER: Chuck Meehan

EXECUTIVE CREATIVE DIRECTOR/ART DIRECTOR:  
Rich Wakefield



## Nominee and Silver Winner



**TITLE:** SupportBelt

**CLIENT:** Ford Motor Company

**AGENCY:** VML

**GLOBAL CHIEF CREATIVE OFFICER (VML):** Debbi Vandeven

**CHIEF CREATIVE OFFICER, NORTH AMERICA (VML):** Jason Xenopolous

**CHIEF CREATIVE OFFICER (VML):** Ryan McManus

**EXECUTIVE CREATIVE DIRECTOR (VML):** Sue Mersch

**CREATIVE DIRECTOR (VML):** Chad Woomuls

**CREATIVE DIRECTOR (VML):** Lynn Simoncini

**ART DIRECTOR (VML):** Marina Ferraz

**EXECUTIVE DIRECTOR, STRATEGY (VML):** Colleen Cleary

**MANAGING DIRECTOR (VML):** Tom Downey

**ACCOUNT DIRECTOR (VML):** Lauren Coyne

**CHIEF CREATIVE OFFICER, FORD NORTH AMERICA (VML):** Bob Guisgand

**EXECUTIVE PRODUCER (VML):** Patrick Witt

**PRESIDENT WPP FORD (WPP):** Beau Smith

**HEAD OF US OWNER MARKETING (FORD MOTOR COMPANY):** Bethany Cristof

**HEAD OF US MARKETING (FORD MOTOR COMPANY):** Phil O'Conner

**GLOBAL CHIEF MARKETING OFFICER (FORD MOTOR COMPANY):** Lisa Materazzo

**MARKETING COMMS STRATEGY MANAGER (FORD MOTOR COMPANY):** Scott Denby

**PRODUCT MANAGER (FORD MOTOR COMPANY):** Emily Obert

**EXPERIENCE DESIGNER (FORD MOTOR COMPANY):** Chris Klein

**PRODUCT DESIGNER (FORD MOTOR COMPANY):** Rima Shkoukani

**DIRECTOR, INTEGRATED MARKETING (FORD MOTOR COMPANY):** Michael Cope

**CONSUMER STRATEGY MANAGER (FORD MOTOR COMPANY):** Kelsey Gerken

**MANUFACTURING COMPANY:** Lear Corporation

**SALES DIRECTOR (LEAR CORPORATION):** John Nedwick

**ENGINEERING DIRECTOR (LEAR CORPORATION):** Diana Eblenkamp

**GLOBAL TRIM & SEAT DESIGN MANAGER (LEAR CORPORATION):** Jeanette Puig-Pey

**MEDIA AGENCY:** Mindshare

**MANAGING DIRECTOR (MINDSHARE):** Curt Jakson

**PRODUCTION COMPANIES:** Hogarth, Nice Shoes, Seventy7 Productions

**DESIGNER (HOGARTH):** Basia Rochon

**SENIOR PRINT PRODUCER (HOGARTH):** Amanda Tomei

**SENIOR STUDIO PRODUCER (HOGARTH):** Robert Rose

**VIDEOGRAPHER EDITOR (HOGARTH):** Shaun Walla

**EP PRODUCTION/POST STUDIO (HOGARTH):** Erik Iverson

**LEAD CREATIVE EDITOR (HOGARTH):** Josh Charlson

**SENIOR MOTION GRAPHIC DESIGNER (HOGARTH):** Shane Hawkins

**SENIOR CREATIVE EDITOR (HOGARTH):** Lisa Mogul

**SENIOR MOTION DESIGNER (HOGARTH):** Jessica Nicholas

**COLORIST (HOGARTH):** Rick Unger

**FLAME ARTIST & FINISHER (HOGARTH):** Steve Sweik

**LEAD ASSISTANT EDITOR (HOGARTH):** Izadora Dau

**DIRECTOR (SEVENTY7 PRODUCTIONS):** Nora Urbanski

**DIRECTOR OF PHOTOGRAPHY (SEVENTY7 PRODUCTIONS):** Marc Ruiz

**PRODUCER (SEVENTY7 PRODUCTIONS):** Mike Hartman

**MUSIC / SOUND COMPANY:** Gold Sound

**LEAD AUDIO ENGINEER (GOLD SOUND):** Bryan Gold

**EXECUTIVE PRODUCER (GOLD SOUND):** Paula Gold

**MUSIC COMPANY:** Howling Music

**COMPOSER (HOWLING MUSIC):** Matthew Fisher

**COMPOSER (HOWLING MUSIC):** Evan Hull

**MANAGING DIRECTOR (HOWLING MUSIC):** David Grow

**EXECUTIVE PRODUCER (HOWLING MUSIC):** Brittany Gutierrez

**PROJECT MANAGER (HOWLING MUSIC):** Kevin Hodgkins

**PR AGENCY:** Burson

**CHIEF COMMUNICATIONS OFFICER, WPP FORD (BURSON):** Dan Susong

**ACCOUNT SUPERVISOR (BURSON):** Kaitlyn Leo

**SENIOR VICE PRESIDENT (BURSON):** Bodhi Satya Basu Thakur

**ASSOCIATE DIRECTOR (BURSON):** Bretlyn Royce

**MANAGING DIRECTOR, GLOBAL CREATIVE OPERATIONS (VML):** Nora Farley

**CREATIVE OPERATION DIRECTOR, NA (VML):** Tabor Theriot

**CREATIVE AWARDS COORDINATOR, NA (VML):** Robin King

# BORN IN DETROIT

## Nominee and Silver Winner



TITLE: Butterfly Superhighway  
CLIENT: Monarch Butterflies  
AGENCY: Lafayette American  
WEBSITE PARTNER: Echo Charlie

## Best of Category Winner + Black D Winner



TITLE: Don't Visit Flint  
CLIENT: University of Michigan  
AGENCY: Tibbs Inc.  
EXECUTIVE PRODUCER: Ryan Wiese  
DIRECTOR: Brandon Rottman  
EDITOR: Josh Beebe



## Nominee and Silver Winner



**TITLE:** My Drive. My City. My Show

**CLIENT:** Detroit Auto Show

**AGENCY:** Lovio George

**VICE PRESIDENT & CREATIVE DIRECTOR:** John George

**PRODUCTION COMPANY:** Reprise Post

**PHOTOGRAPHER:** Stephen McGee Films

**DIRECTOR:** Davis Nixon

**CINEMATOGRAPHY:** Eugene WilsoN

**EDITORS:** Davis Nixon and Nikki Finn

## Best of Category Winner + Black D Winner



**EVP, CHIEF CREATIVE OFFICER:** Jeff Cruz

**SVP, GROUP ACCOUNT DIRECTOR:** Liza Roach

**SVP, GROUP CREATIVE DIRECTOR:** Tiffany Moy-Miller

**CREATIVE DIRECTOR:** David Bierman

**ASSOCIATE CREATIVE DIRECTOR:** Corey Krause

**ASSOCIATE CREATIVE DIRECTOR:** Krystle Lilliestierna

**SENIOR COPYWRITER:** Chelsea Benninger

**SENIOR COPYWRITER:** Hillary Gawlik

**SENIOR COPYWRITER:** Patty Hillman

**SENIOR ART DIRECTOR:** Courtney Carabell

**SENIOR ART DIRECTOR:** Alex Kim

**SENIOR ART DIRECTOR:** Katie Nagi

**SENIOR ART DIRECTOR:** Naz Teimoorian

**ART DIRECTOR:** Dom Funchess

**VP, ACCOUNT DIRECTOR:** Michael Stanford

**VP, STRATEGY DIRECTOR:** Anne Catherine Dargis

**EXECUTIVE PRODUCER:** Mark Nicholas

**SENIOR BROADCAST PRODUCER:** Antonia DelDuco

**VP, GROUP DIRECTOR, INTEGRATED PRODUCTION:** Pat Telesco

**MANAGEMENT SUPERVISOR:** Colleen Callahan

**MANAGEMENT SUPERVISOR:** Cody Duvall

**SR. ACCOUNT EXECUTIVE:** Brandon Reynolds

**ACCOUNT EXECUTIVE:** Ryan Matyniak

**ACCOUNT EXECUTIVE:** Jack Wright

**ACCOUNT COORDINATOR:** Joy Lee

**CREATIVE TECHNOLOGIST:** Brad Zylman

**DIRECTOR, CRAFT STUDIOS:** Katie Thompson

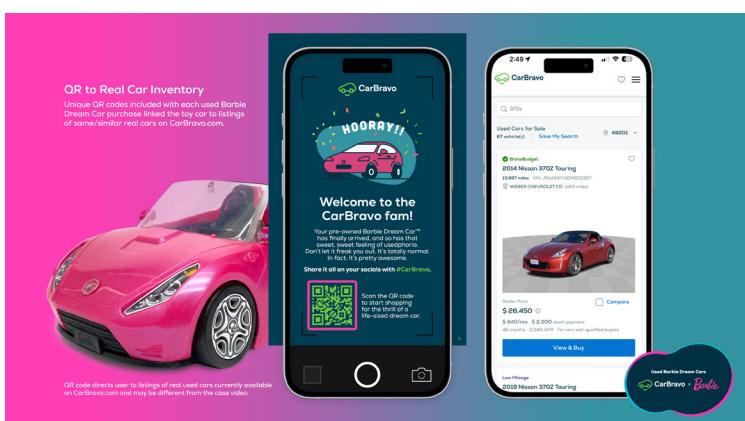
**EDITOR:** Katie Barkel

**AUDIO ENGINEER:** John D'Agostini

**CREATIVE DIRECTOR, WEBER SHANDWICK:** Michael Young

**SENIOR ART DIRECTOR:** Jake Broglie

**SENIOR COPYWRITER:** Sierra Christman



**TITLE:** Used Barbie Dream Cars

**CLIENT:** General Motors/CarBravo

**AGENCY:** MRM

**GLOBAL CHIEF CREATIVE OFFICER, MCCANN**  
**WORLDPGROUP:** Javier Campopiano

**EVP, GLOBAL CHIEF CREATIVE OFFICER:** Ronal Ng

**GLOBAL CEO:** Grant Theron

# CRAFT

## Nominee and Silver Winner – Cinematography



**TITLE:** Michigan Lottery - Harvest Season  
**CLIENT:** Michigan Lottery  
**AGENCY:** Seventy 7 Productions with SMZ  
**ADVERTISING AGENCY:** SMZ  
**EVP/GROUP ACCOUNT DIRECTOR:** Pam Renusch  
**EVP/EXECUTIVE CREATIVE DIRECTOR:** Stephen Timblin  
**VP/DIRECTOR OF BROADCAST PRODUCTION:** Joel Bienenfeld  
**ASSOCIATE CREATIVE DIRECTOR/DESIGN:** Scott Rogers  
**ART DIRECTOR:** Bridget Djordjeski  
**PRODUCTION & POST COMPANY:** Seventy 7 Productions  
**DIRECTOR/DP:** Marc Ruiz  
**PRODUCER/EDITOR:** Nora Urbanski  
**PRODUCTION MANAGER:** Chris Winston  
**PRODUCTION COORDINATOR:** Mike Hartman

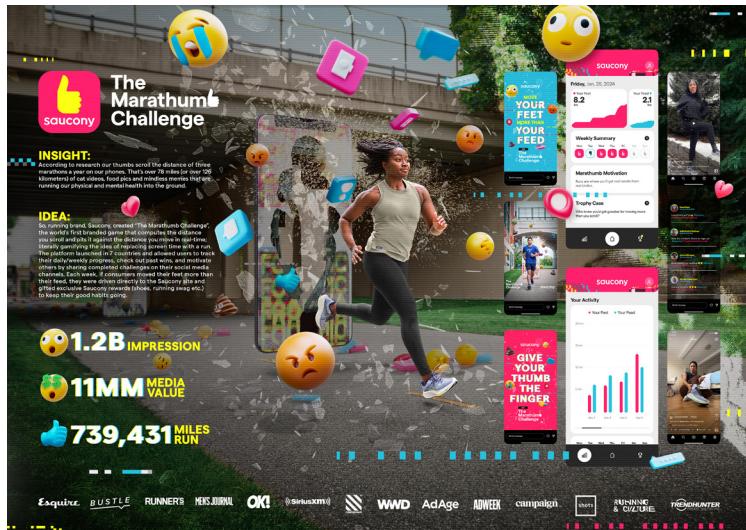
## Nominee and Silver Winner – Editing



**TITLE:** Skipped Exits  
**CLIENT:** Lincoln  
**AGENCY:** Hudson Rouge, A VML Company  
**CHIEF CREATIVE OFFICER:** Jon Pearce  
**GROUP CREATIVE DIRECTOR:** Luke Partridge  
**CREATIVE DIRECTOR- COPY:** Luke Flynn  
**SENIOR ART DIRECTOR:** Grace Bastyr  
**HEAD OF INTEGRATED PRODUCTION:** Mary Ellen Verrusio  
**EXECUTIVE PRODUCER:** Mary Ellen Verrusio  
**SENIOR ART PRODUCER:** Loni Pont  
**BUSINESS MANAGER:** Ken Dumm  
**SENIOR TALENT MANAGER:** Angela Martin

**CHIEF EXECUTIVE OFFICER:** Michael Stefanksi  
**GROUP ACCOUNT DIRECTOR:** Tamara Taylor  
**EXECUTIVE DIRECTOR OF STRATEGY:** Janet Oak  
**ASSOCIATE DIRECTOR OF STRATEGY:** Julia Stern  
**PRODUCTION COMPANY:** PrettyBird  
**DIRECTOR:** Salomon Lighelm  
**EXECUTIVE PRODUCER:** Jeanne Stawiarski  
**LINE PRODUCER:** Ed Callaghan  
**DIRECTOR OF PHOTOGRAPHY:** Oliver Miller  
**EDITORIAL COMPANY:** Cosmo Street Editorial  
**EXECUTIVE PRODUCER:** Anne Lai  
**EDITOR:** Mark Potter  
**POST/VFX COMPANY:** Preymaker  
**FINISHING PRODUCER:** Melanie Wickham  
**VFX LEAD:** Ruben Vanderbroek; Edward Lopez; Lisa Ryan Smith  
**COLOR GRADE COMPANY:** Rare Medium  
**COLOR GRADE ARTIST:** Mikey Rossiter  
**PRODUCER:** Heath Raymond  
**MUSIC/ORIGINAL:** Bel Epoque and Now  
**MUSIC COMPANY:** The Crystal Creative  
**CREATIVE DIRECTOR/EP:** Tommy Phelan / Chad North  
**AUDIO FINISHING:** Heard City  
**POST ENGINEER/MIXER :** Mike Vitacco / Evan Mangiamelli  
**PRODUCER:** Liana Rosenberg  
**SOUND DESIGN COMPANY:** Heard City / Cosmo Street  
**COMPOSER/ENGINEER :** Mike Vitacco / Mark Potter

## Nominee and Silver Winner – Motion Post (CGI, FX, Color)



TITLE: Marathumb Challenge

CLIENT: Saucony

AGENCY: Doner

CHIEF CREATIVE OFFICER: Colin Jeffery

EVP, EXECUTIVE CREATIVE DIRECTOR: Justin Bilicki

GROUP CREATIVE DIRECTOR: Jeff Beck

CREATIVE DIRECTOR: Liam Soren

ASSOCIATE CREATIVE DIRECTOR: Dylan Lang

ASSOCIATE CREATIVE DIRECTOR: Apple Xenos

ASSOCIATE DESIGN DIRECTOR: Christopher Kelley

EVP, DIRECTOR OF INTEGRATED PRODUCTION: Jennie Hochthanner

SENIOR BROADCAST PRODUCER: Domenic Caruso

INTEGRATED STUDIO PRODUCTION DIRECTOR: Jessica Shamma

EVP, GROUP ACCOUNT DIRECTOR: Wendy DeWindt

SENIOR ACCOUNT EXECUTIVE: Maddie Sager

PROJECT MANAGEMENT DIRECTOR: Kate Smith

PROJECT MANAGER: Sarah Whitton

PRESIDENT: Ben Grossman

ASSOCIATE DIRECTOR OF STRATEGY: Alex DeMuth

CREATIVE DIRECTOR: Angelo Patrona

ART PRODUCER: James LaMoreaux

RETOUCHING DIRECTOR: Matt Sommerfield

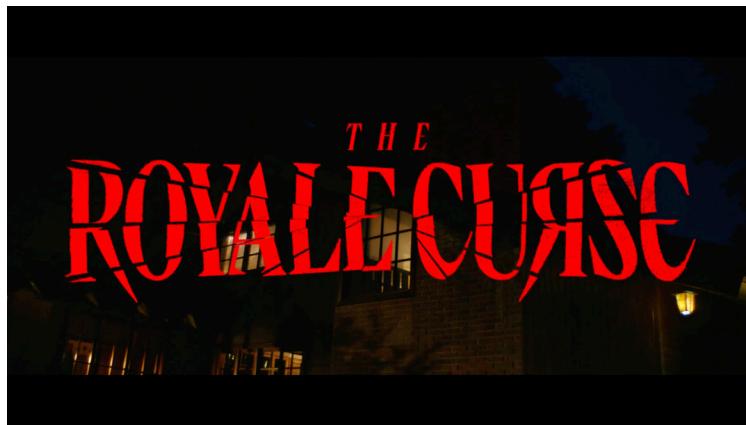
PRINT PRODUCTION DIRECTOR: Doug Thomson

SENIOR PRODUCTION DESIGNER: Greg Parsons

SENIOR TALENT MANAGER: James Jakubiec

SVP, DIRECTOR OF STUDIO OPERATIONS: Jennifer Rhodes

## Nominee and Silver Winner – Sound Design



TITLE: The Royale Curse

CLIENT: Supercell Oy - Clash Royale

AGENCY: DAVID New York

MUSIC AND SOUND DESIGN: Yessian Music

COMPOSER: Andy Grush

DIRECTOR OF SOUND DESIGN: Jeff Dittenber

SOUND DESIGNER/ENGINEER: Mike Baluha

EXECUTIVE CREATIVE DIRECTOR: Matt Nelson

CCO/PARTNER: Brian Yessian

HEAD OF PRODUCTION: Michael Yessian

CREATIVE DIRECTOR: Pedro Sattin, Sebastien Rouviere

HEAD OF PRODUCTION: Brenda Morrison Fell

EXECUTIVE PRODUCER: Debi Rubbiani

ASSOCIATE PRODUCER: Sophie Freid

PRODUCTION COMPANY: Eleanor

DIRECTOR: Kelsey Taylor

EP / PRESIDENT: Sophie Gold

HEAD OF PRODUCTION: Rochelle Savory

PRODUCER: Rita Le Roux

EDITOR: Dawson Taylor, Luke Thorpe

POST PRODUCER: Rochelle Savory, Jennifer Gee

VFX: Noise Studios

COLOR: Trafik

COLORIST: Dimitri Zola

# CRAFT

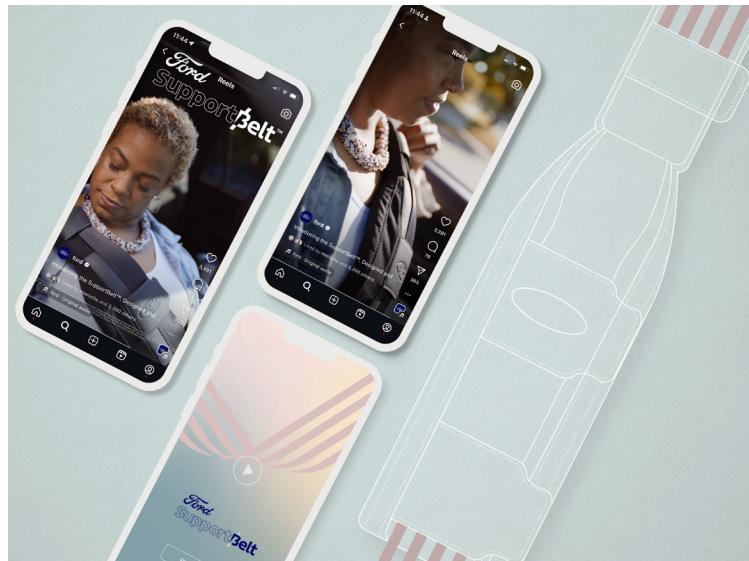
## Nominee and Silver Winner – Original Music



**TITLE:** Skipped Exits  
**CLIENT:** Lincoln  
**AGENCY:** Hudson Rouge, A VML Company  
**CHIEF CREATIVE OFFICER:** Jon Pearce  
**GROUP CREATIVE DIRECTOR:** Luke Partridge  
**CREATIVE DIRECTOR- COPY:** Luke Flynn  
**SENIOR ART DIRECTOR:** Grace Bastyr  
**HEAD OF INTEGRATED PRODUCTION:** Mary Ellen Verrusio  
**EXECUTIVE PRODUCER:** Mary Ellen Verrusio  
**SENIOR ART PRODUCER:** Loni Pont  
**BUSINESS MANAGER:** Ken Dumm  
**SENIOR TALENT MANAGER:** Angela Martin

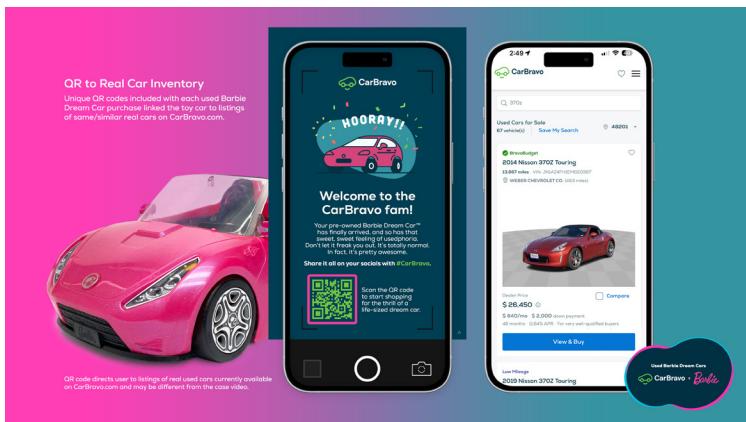
**CHIEF EXECUTIVE OFFICER:** Michael Stefanksi  
**GROUP ACCOUNT DIRECTOR:** Tamara Taylor  
**EXECUTIVE DIRECTOR OF STRATEGY:** Janet Oak  
**ASSOCIATE DIRECTOR OF STRATEGY:** Julia Stern  
**PRODUCTION COMPANY:** PrettyBird  
**DIRECTOR:** Salomon Lighelm  
**EXECUTIVE PRODUCER:** Jeanne Stawiarski  
**LINE PRODUCER:** Ed Callaghan  
**DIRECTOR OF PHOTOGRAPHY:** Oliver Miller  
**EDITORIAL COMPANY:** Cosmo Street Editorial  
**EXECUTIVE PRODUCER:** Anne Lai  
**EDITOR:** Mark Potter  
**POST/VFX COMPANY:** Preymaker  
**FINISHING PRODUCER:** Melanie Wickham  
**VFX LEAD:** Ruben Vanderbroek; Edward Lopez; Lisa Ryan Smith  
**COLOR GRADE COMPANY:** Rare Medium  
**COLOR GRADE ARTIST:** Mikey Rossiter  
**PRODUCER:** Heath Raymond  
**MUSIC/ORIGINAL:** Bel Epoque and Now  
**MUSIC COMPANY:** The Crystal Creative  
**CREATIVE DIRECTOR/EP:** Tommy Phelan / Chad North  
**AUDIO FINISHING:** Heard City  
**POST ENGINEER/ MIXER :** Mike Vitacco / Evan Mangiamelli  
**PRODUCER:** Liana Rosenberg  
**SOUND DESIGN COMPANY:** Heard City / Cosmo Street  
**COMPOSER/ ENGINEER :** Mike Vitacco / Mark Potter

## Best of Category Winner + Black D Winner – Graphic Design



**TITLE:** SupportBelt  
**CLIENT:** Ford Motor Company  
**AGENCY:** VML  
**MANAGING DIRECTOR DETROIT; GLOBAL HEAD OF DESIGN:** Christine Jones  
**EXECUTIVE DESIGN DIRECTOR, NA:** Anne Brinich  
**ASSOCIATE DESIGN DIRECTOR:** Basia Rochon  
**CLIENT ENGAGEMENT DIRECTOR:** Ann Evans  
**CLIENT ENGAGEMENT DIRECTOR:** Michael Ward  
**DIRECTOR ART PRODUCTION:** David Lowe  
**SENIOR PRINT PRODUCER:** Amanda Tomei  
**EXECUTIVE CREATIVE DIRECTOR | VML:** Sue Mersch  
**CREATIVE DIRECTOR | VML:** Lynn Simoncini  
**CREATIVE DIRECTOR | VML:** Chad Woolums

## Nominee and Silver Winner



**TITLE:** Used Barbie Dream Cars

**CLIENT:** General Motors/CarBravo

**AGENCY:** MRM

**GLOBAL CHIEF CREATIVE OFFICER, MCCANN**  
**WORLDCROUP:** Javier Campopiano

**EVPGLOBAL CHIEF CREATIVE OFFICER:** Ronal Ng

**GLOBAL CEO:** Grant Theron

**EVPCHEF CREATIVE OFFICER:** Jeff Cruz

**SVPGROUP ACCOUNT DIRECTOR:** Liza Roach

**SVPGROUP CREATIVE DIRECTOR:** Tiffany Moy-Miller

**CREATIVE DIRECTOR:** David Bierman

**ASSOCIATE CREATIVE DIRECTOR:** Corey Krause

**ASSOCIATE CREATIVE DIRECTOR:** Krystle Lilliestierna

**SENIOR COPYWRITER:** Chelsea Benninger

**SENIOR COPYWRITER:** Hillary Gawlik

**SENIOR COPYWRITER:** Patty Hillman

**SENIOR ART DIRECTOR:** Courtney Carabell

**SENIOR ART DIRECTOR:** Alex Kim

**SENIOR ART DIRECTOR:** Katie Nagi

**SENIOR ART DIRECTOR:** Naz Teimoorian

**ART DIRECTOR:** Dom Funchess

**VP, ACCOUNT DIRECTOR:** Michael Stanford

**VP, STRATEGY DIRECTOR:** Anne Catherine Dargis

**EXECUTIVE PRODUCER:** Mark Nicholas

**SENIOR BROADCAST PRODUCER:** Antonia DelDuco

**VP, GROUP DIRECTOR, INTEGRATED PRODUCTION:** Pat Telesco

**MANAGEMENT SUPERVISOR:** Colleen Callahan

**MANAGEMENT SUPERVISOR:** Cody Duvall

**SR. ACCOUNT EXECUTIVE:** Brandon Reynolds

**ACCOUNT EXECUTIVE:** Ryan Matyniak

**ACCOUNT EXECUTIVE:** Jack Wright

**ACCOUNT COORDINATOR:** Joy Lee

**CREATIVE TECHNOLOGIST:** Brad Zylman

**DIRECTOR, CRAFT STUDIOS:** Katie Thompson

**EDITOR:** Katie Barkel

**AUDIO ENGINEER:** John D'Agostini

**CREATIVE DIRECTOR, WEBER SHANDWICK:** Michael Young

**SENIOR ART DIRECTOR:** Jake Broglie

**SENIOR COPYWRITER:** Sierra Christman

## Nominee and Silver Winner



**TITLE:** Fiat Vs Cybertruck

**CLIENT:** Fiat

**AGENCY:** Doner

**EVPCHEF CREATIVE DIRECTOR:** Gary Pascoe

**CREATIVE DIRECTOR:** Andrew Wright

**CREATIVE DIRECTOR:** Jim Amicucci

**EVPGROUP ACCOUNT DIRECTOR:** Nick Coyne

**VP, ACCOUNT DIRECTOR:** Alex Drader

**ASSOCIATE DIRECTOR, PM:** Anna Hemker

**PROJECT MANAGER:** Kelli Dorsey

**DIRECTOR OF INTEGRATED PRODUCTION:** Jennie Hochthanner

**EXECUTIVE INTEGRATED PRODUCER:** Mike Albert

**EXECUTIVE MUSIC PRODUCER:** Jon Moshier

**SENIOR MUSIC PRODUCER:** Madeline Dowling

**SENIOR BUSINESS MANAGER:** Dawn Malenfant

**SENIOR TALENT MANAGER:** Kendra Goolsby

**POST STUDIO:** Office of Development & Design (ODD)

**GLOBAL CMO- STELLANTIS:** Olivier Francois

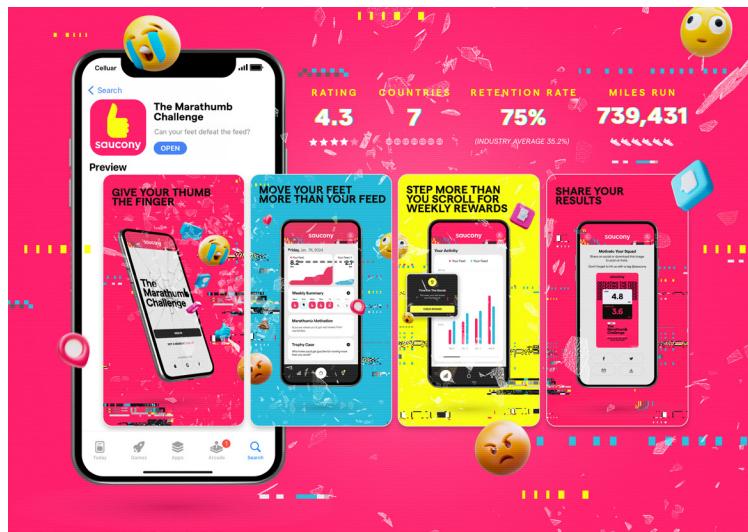
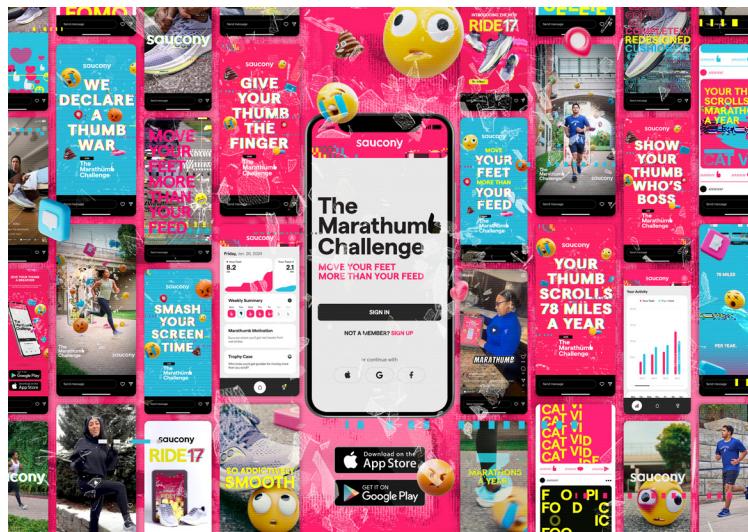
**HEAD OF BRAND ADVERTISING (C,D,F,AR):** John Millar

**GLOBAL ADVERTISING & BRAND CONTENT:** Chelsea Holland

**VP, ME INTEGRATED PRODUCTION:** Mike Stark

# CREATIVE USE OF

## Best of Category Winner + Black D Winner



TITLE: Marathumb Challenge

CLIENT: Saucony

AGENCY: Doner

CHIEF CREATIVE OFFICER: Colin Jeffery

EVP, EXECUTIVE CREATIVE DIRECTOR: Justin Bilicki

GROUP CREATIVE DIRECTOR: Jeff Beck

CREATIVE DIRECTOR: Liam Soren

ASSOCIATE CREATIVE DIRECTOR: Dylan Lang

ASSOCIATE CREATIVE DIRECTOR: Apple Xenos

ASSOCIATE DESIGN DIRECTOR: Christopher Kelley

EVP, DIRECTOR OF INTEGRATED PRODUCTION: Jennie Hochthanner

SENIOR BROADCAST PRODUCER: Domenic Caruso

INTEGRATED STUDIO PRODUCTION DIRECTOR: Jessica Shamma

EVP, GROUP ACCOUNT DIRECTOR: Wendy DeWindt

SENIOR ACCOUNT EXECUTIVE: Maddie Sager

PROJECT MANAGEMENT DIRECTOR: Kate Smith

PROJECT MANAGER: Sarah Whitton

PRESIDENT: Ben Grossman

ASSOCIATE DIRECTOR OF STRATEGY: Alex DeMuth

CREATIVE DIRECTOR: Angelo Patrona

ART PRODUCER: James LaMoreaux

RETOUCHING DIRECTOR: Matt Sommerfield

PRINT PRODUCTION DIRECTOR: Doug Thomson

SENIOR PRODUCTION DESIGNER: Greg Parsons

SENIOR TALENT MANAGER: James Jakubiec

SVP, DIRECTOR OF STUDIO OPERATIONS: Jennifer Rhodes

## Nominee and Silver Winner

Same Search Filters for Barbie site and CarBravo.com  
You could search and filter Used Barbie Dream Cars (toy cars) by make, body style and color just like our real full-size vehicles.

Vehicle Details Page  
We listed Used Barbie Dream Cars (toy cars) just like our real full-size vehicles.

Used Barbie Dream Cars  
CarBravo x Barbie

Barbie was having a moment. She was EVERYWHERE. But her pink popularity came with a price: used Barbie Dream Cars (toy cars) selling on resale sites for thousands of dollars. So, we knew we had to do something. So, we started working on the moment to sell overpriced Barbie Dream Cars, we had to do what's right for our buyers – even used toy cars – everywhere.

As a result, we created the first ever used Barbie Dream Cars. CarBravo makes on fair and honest prices for ALL used cars – yes, even toy ones. So, after getting the green light from Mattel, we bought a full fleet of overpriced used Barbie toy cars and listed them on CarBravo.com. And guess what? They sold out in 24 hours. So, you could search, filter and buy used toy cars for fair and honest prices. Just like you could search, filter and buy used toy cars – everywhere.

With each delivery, custom QR codes in the packaging connected every used toy Dream Car to listings of the same or similar real-life vehicles on CarBravo.com. And the results had clients tickled pink:

- Barbie Car Inventory SOLD OUT
- 1 Toy Car Sold Every 10 Real Car Views
- Best Sales Month Ever
- \$2.3M real inventory added to Barbie email list recipients\*
- 32% increase in opinion and satisfaction of CarBravo\*

\*Source: Adweek Analytics • # Source: Adweek, CarBravo Used Vehicle Sales Report • # Source: Used Vehicle Sales Report • # Source: Used Vehicle Trending Study • # Source: Mattel Health & Wellness Study

TITLE: Used Barbie Dream Cars

CLIENT: General Motors/CarBravo

AGENCY: MRM

GLOBAL CHIEF CREATIVE OFFICER, MCCANN  
WORLDPGROUP: Javier CampopianoEVP, GLOBAL CHIEF CREATIVE OFFICER: Ronal Ng  
GLOBAL CEO: Grant Theron

EVP, CHIEF CREATIVE OFFICER: Jeff Cruz

SVP, GROUP ACCOUNT DIRECTOR: Liza Roach

SVP, GROUP CREATIVE DIRECTOR: Tiffany Moy-Miller  
CREATIVE DIRECTOR: David Bierman

ASSOCIATE CREATIVE DIRECTOR: Corey Krause

ASSOCIATE CREATIVE DIRECTOR: Krystle Lilliestierna

SENIOR COPYWRITER: Chelsea Benninger

SENIOR COPYWRITER: Hillary Gawlik

SENIOR COPYWRITER: Patty Hillman

SENIOR ART DIRECTOR: Courtney Carabell

SENIOR ART DIRECTOR: Alex Kim

SENIOR ART DIRECTOR: Katie Nagi

SENIOR ART DIRECTOR: Naz Teimoorian

ART DIRECTOR: Dom Funchess

VP, ACCOUNT DIRECTOR: Michael Stanford

VP, STRATEGY DIRECTOR: Anne Catherine Dargis

EXECUTIVE PRODUCER: Mark Nicholas

SENIOR BROADCAST PRODUCER: Antonia DelDuco

VP, GROUP DIRECTOR, INTEGRATED PRODUCTION: Pat Telesco  
MANAGEMENT SUPERVISOR: Colleen Callahan

MANAGEMENT SUPERVISOR: Cody Duvall

SR. ACCOUNT EXECUTIVE: Brandon Reynolds

ACCOUNT EXECUTIVE: Ryan Matyniak

ACCOUNT EXECUTIVE: Jack Wright

ACCOUNT COORDINATOR: Joy Lee

CREATIVE TECHNOLOGIST: Brad Zylman

DIRECTOR, CRAFT STUDIOS: Katie Thompson

EDITOR: Katie Barkel

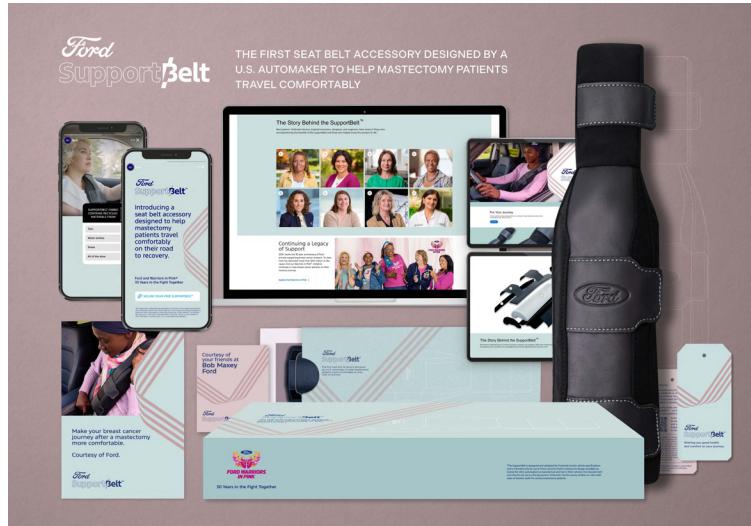
AUDIO ENGINEER: John D'Agostini

CREATIVE DIRECTOR, WEBER SHANDWICK: Michael Young

SENIOR ART DIRECTOR: Jake Broglio

SENIOR COPYWRITER: Sierra Christman

## Best of Category Winner + Black D Winner



TITLE: SupportBelt  
CLIENT: Ford Motor Company

AGENCY: VML

GLOBAL CHIEF CREATIVE OFFICER (VML): Debbi Vandeven  
CHIEF CREATIVE OFFICER, NORTH AMERICA (VML): Jason Xenopolous

CHIEF CREATIVE OFFICER (VML): Ryan McManus

EXECUTIVE CREATIVE DIRECTOR (VML): Sue Mersch

CREATIVE DIRECTOR (VML): Chad Woolums

CREATIVE DIRECTOR (VML): Lynn Simoncini

ART DIRECTOR (VML): Marina Ferraz

EXECUTIVE DIRECTOR, STRATEGY (VML): Colleen Cleary

MANAGING DIRECTOR (VML): Tom Downey

ACCOUNT DIRECTOR (VML): Lauren Coyne

CHIEF CREATIVE OFFICER, FORD NORTH AMERICA (VML):  
Bob Guisgand

EXECUTIVE PRODUCER (VML): Patrick Witt

PRESIDENT WPP FORD (WPP): Beau Smith

HEAD OF US OWNER MARKETING (FORD MOTOR COMPANY):  
Bethany Cristof

HEAD OF US MARKETING (FORD MOTOR COMPANY): Phil  
O'Conner

GLOBAL CHIEF MARKETING OFFICER (FORD MOTOR  
COMPANY): Lisa Materazzo

MARKETING COMMS STRATEGY MANAGER (FORD MOTOR  
COMPANY): Scott Denby

PRODUCT MANAGER (FORD MOTOR COMPANY): Emily Obert

EXPERIENCE DESIGNER (FORD MOTOR COMPANY): Chris  
Klein

PRODUCT DESIGNER (FORD MOTOR COMPANY): Rima  
Shkoukani

DIRECTOR, INTEGRATED MARKETING (FORD MOTOR  
COMPANY): Michael Cope

CONSUMER STRATEGY MANAGER (FORD MOTOR  
COMPANY): Kelsey Gerken

MANUFACTURING COMPANY: Lear Corporation

SALES DIRECTOR (LEAR CORPORATION): John Nedwick

ENGINEERING DIRECTOR (LEAR CORPORATION): Diana  
Eblenkamp

GLOBAL TRIM & SEAT DESIGN MANAGER (LEAR  
CORPORATION): Jeanette Puig-Pey

MEDIA AGENCY: Mindshare

MANAGING DIRECTOR (MINDSHARE): Curt Jakson

PRODUCTION COMPANIES: Hogarth, Nice Shoes, Seventy7  
Productions

DESIGNER (HOGARTH): Basia Rochon

SENIOR PRINT PRODUCER (HOGARTH): Amanda Tomei

SENIOR STUDIO PRODUCER (HOGARTH): Robert Rose

VIDEOGRAPHER EDITOR (HOGARTH): Shaun Walla

EP PRODUCTION/POST STUDIO (HOGARTH): Erik Iverson

LEAD CREATIVE EDITOR (HOGARTH): Josh Charlson

SENIOR MOTION GRAPHIC DESIGNER (HOGARTH): Shane  
Hawkins

SENIOR CREATIVE EDITOR (HOGARTH): Lisa Mogul

SENIOR MOTION DESIGNER (HOGARTH): Jessica Nicholas

COLORIST (HOGARTH): Rick Unger

FLAME ARTIST & FINISHER (HOGARTH): Steve Sweik

LEAD ASSISTANT EDITOR (HOGARTH): Izadora Dau

DIRECTOR (SEVENTY7 PRODUCTIONS): Nora Urbanski

DIRECTOR OF PHOTOGRAPHY (SEVENTY7 PRODUCTIONS):  
Marc Ruiz

PRODUCER (SEVENTY7 PRODUCTIONS): Mike Hartman

MUSIC / SOUND COMPANY: Gold Sound

LEAD AUDIO ENGINEER (GOLD SOUND): Bryan Gold

EXECUTIVE PRODUCER (GOLD SOUND): Paula Gold

MUSIC COMPANY: Howling Music

COMPOSER (HOWLING MUSIC): Matthew Fisher

COMPOSER (HOWLING MUSIC): Evan Hull

MANAGING DIRECTOR (HOWLING MUSIC): David Grow

EXECUTIVE PRODUCER (HOWLING MUSIC): Brittany  
Gutierrez

PROJECT MANAGER (HOWLING MUSIC): Kevin Hodgkins

PR AGENCY: Burson

CHIEF COMMUNICATIONS OFFICER, WPP FORD (BURSON):  
Dan Susong

ACCOUNT SUPERVISOR (BURSON): Kaitlyn Leo

SENIOR VICE PRESIDENT (BURSON): Bodhi Satya Basu  
Thakur

ASSOCIATE DIRECTOR (BURSON): Bretlyn Royce

MANAGING DIRECTOR, GLOBAL CREATIVE OPERATIONS  
(VML): Nora Farley

CREATIVE OPERATION DIRECTOR, NA (VML): Tabor Theriot

CREATIVE AWARDS COORDINATOR, NA (VML): Robin King

## Nominee and Silver Winner



**TITLE:** Movement  
**CLIENT:** Movement Electronic Music Festival  
**AGENCY:** Octagon Haus  
**DIRECTOR:** Luke Jaden  
**DIRECTOR OF PHOTOGRAPHY:** Jonathan Patterson & Jackson Clark  
**PRODUCER:** Diane Michelle  
**EDITOR:** Sebastian Zottoff  
**POST PRODUCTION:** Rock Paper Scissors

## Nominee and Silver Winner



**TITLE:** My Drive. My City. My Show  
**CLIENT:** Detroit Auto Show  
**AGENCY:** Lovio George  
**VICE PRESIDENT & CREATIVE DIRECTOR:** John George  
**PRODUCTION COMPANY:** Reprise Post  
**PHOTOGRAPHER:** Stephen McGee Films  
**DIRECTOR:** Davis Nixon  
**CINEMATOGRAPHY:** Eugene Wilson  
**EDITORS:** Davis Nixon and Nikki Finn

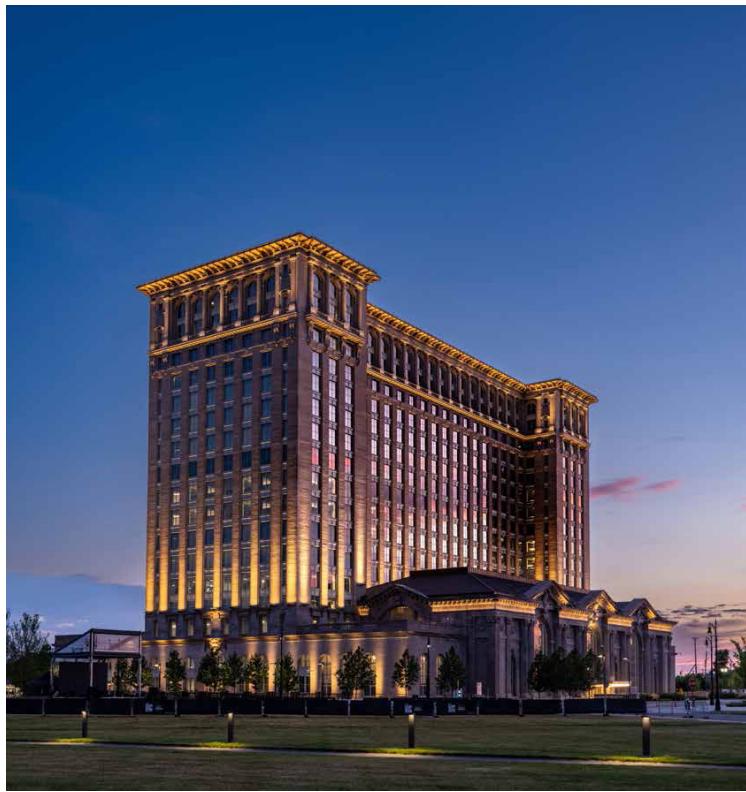
## Nominee and Silver Winner



**TITLE:** Pure Michigan - Sam's Selects  
**CLIENT:** Pure Michigan  
**AGENCY:** MMGY  
**PRODUCTION COMPANY:** Hudson Artists  
**POST PRODUCTION:** Hudson Artists  
**CREATIVE EDITOR:** Rich Smith  
**SOUND DESIGNER:** Spencer Hall  
**FINISHING:** Kelsey Ross  
**EXECUTIVE PRODUCER:** Wiebke Engel  
**MANAGING DIRECTOR:** Kristin Redman  
**DIRECTOR:** Brett Warkentien

# DETROIT LOVE

Best of Category Winner + Black D Winner



TITLE: The Station

CLIENT: Ford Motor Company

AGENCY: Lafayette American

WRITER: Toby Barlow

PROGRAM DIRECTOR: Liz Boone

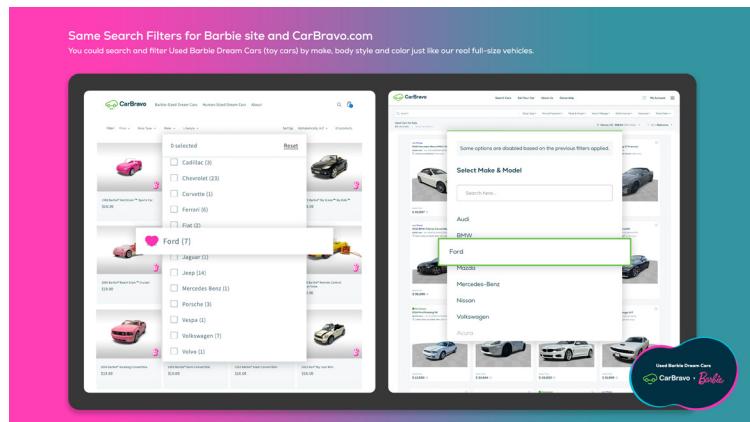
PRINCIPAL PHOTOGRAPHY: Stephen McGee

WRITER: Stephen Henderson

WRITER: Bill Ford

EDITOR: David Brown

## Nominee and Silver Winner



**TITLE:** Used Barbie Dream Cars

**CLIENT:** General Motors/CarBravo

**AGENCY:** MRM

**GLOBAL CHIEF CREATIVE OFFICER, MCCANN**  
**WORLDCROUP:** Javier Campopiano

**EVP, GLOBAL CHIEF CREATIVE OFFICER:** Ronald Ng

**GLOBAL CEO:** Grant Theron

**EVP, CHIEF CREATIVE OFFICER:** Jeff Cruz

**SVP, GROUP ACCOUNT DIRECTOR:** Liza Roach

**SVP, GROUP CREATIVE DIRECTOR:** Tiffany Moy-Miller

**CREATIVE DIRECTOR:** David Bierman

**ASSOCIATE CREATIVE DIRECTOR:** Corey Krause

**ASSOCIATE CREATIVE DIRECTOR:** Krystle Lilliestierna

**SENIOR COPYWRITER:** Chelsea Benninger

**SENIOR COPYWRITER:** Hillary Gawlik

**SENIOR COPYWRITER:** Patty Hillman

**SENIOR ART DIRECTOR:** Courtney Carabell

**SENIOR ART DIRECTOR:** Alex Kim

**SENIOR ART DIRECTOR:** Katie Nagi

**SENIOR ART DIRECTOR:** Naz Teimoorian

**ART DIRECTOR:** Dom Funchess

**VP, ACCOUNT DIRECTOR:** Michael Stanford

**VP, STRATEGY DIRECTOR:** Anne Catherine Dargis

**EXECUTIVE PRODUCER:** Mark Nicholas

**SENIOR BROADCAST PRODUCER:** Antonia DelDuco

**VP, GROUP DIRECTOR, INTEGRATED PRODUCTION:** Pat Telesco

**MANAGEMENT SUPERVISOR:** Colleen Callahan

**MANAGEMENT SUPERVISOR:** Cody Duvall

**SR. ACCOUNT EXECUTIVE:** Brandon Reynolds

**ACCOUNT EXECUTIVE:** Ryan Matyniak

**ACCOUNT EXECUTIVE:** Jack Wright

**ACCOUNT COORDINATOR:** Joy Lee

**CREATIVE TECHNOLOGIST:** Brad Zylman

**DIRECTOR, CRAFT STUDIOS:** Katie Thompson

**EDITOR:** Katie Barkel

**AUDIO ENGINEER:** John D'Agostini

**CREATIVE DIRECTOR, WEBER SHANDWICK:** Michael Young

**SENIOR ART DIRECTOR:** Jake Broglie

**SENIOR COPYWRITER:** Sierra Christman

## Nominee and Silver Winner



**TITLE:** Cadillac CELESTIQ Public Page Revamp

**CLIENT:** General Motors/Cadillac

**AGENCY:** MRM

**EVP, CREATIVE CREATIVE OFFICER:** Jeff Cruz

**SVP, GROUP CREATIVE DIRECTOR:** Tiffany Moy-Miller

**CREATIVE DIRECTOR:** Caitlin Pasqualone

**ASSOCIATE CREATIVE DIRECTOR:** Danielle Wilson

**ASSOCIATE CREATIVE DIRECTOR:** Jen Hansen

**ASSOCIATE USER EXPERIENCE ARCHITECT:** Nina McDaniels

**SENIOR ART DIRECTOR:** Anna Del Valle

**SENIOR DIGITAL CONTENT ARTIST:** Robin Coker

**EVP, BUSINESS LEADERSHIP:** Paulette Adams

**VP, ACCOUNT EXECUTIVE:** Helen Kawka

**ACCOUNT SUPERVISOR:** Jana Klaus

**DIRECTOR, CUSTOMER EXPERIENCE STRATEGY:** Chris Moritz

**SENIOR STRATEGIST:** Jennifer Green

**DIRECTOR, USER EXPERIENCE:** Michael Proppe

**PRODUCT UI DESIGNER:** Elizabeth Moroz

**SENIOR CONTENT MANAGER:** Joseph Lyons

**CONTENT MANAGER:** Pam Viloria

**PROGRAM MANAGER:** Hilary Riddell

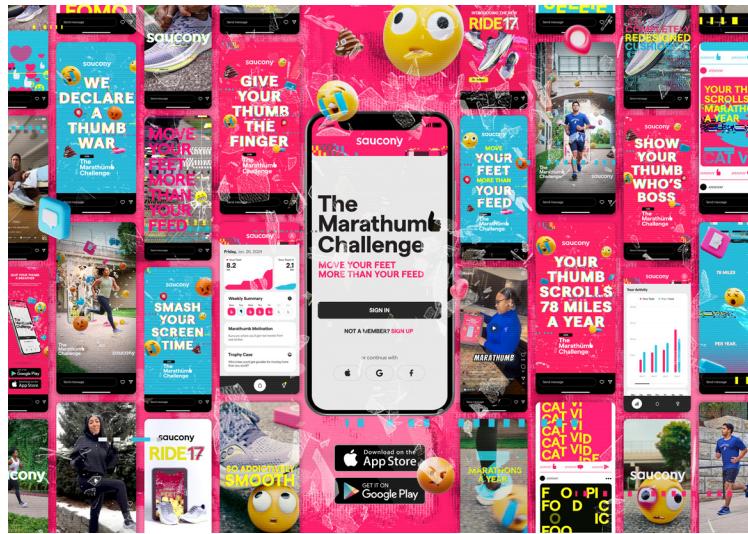
**DIRECTOR, PROGRAM MANAGEMENT:** Amy Mier Logan

**SENIOR PRODUCT INFORMATION SPECIALIST:** Kaitlan Landry

**ASSOCIATE DIRECTOR, PROGRAM MANAGEMENT:** Brad Sanders

# DIGITAL

## Nominee and Silver Winner



TITLE: Marathumb Challenge

CLIENT: Saucony

AGENCY: Doner

CHIEF CREATIVE OFFICER: Colin Jeffery

EVP, EXECUTIVE CREATIVE DIRECTOR: Justin Bilicki

GROUP CREATIVE DIRECTOR: Jeff Beck

CREATIVE DIRECTOR: Liam Soren

ASSOCIATE CREATIVE DIRECTOR: Dylan Lang

ASSOCIATE CREATIVE DIRECTOR: Apple Xenos

ASSOCIATE DESIGN DIRECTOR: Christopher Kelley

EVP, DIRECTOR OF INTEGRATED PRODUCTION: Jennie Hochthanner

SENIOR BROADCAST PRODUCER: Domenic Caruso

INTEGRATED STUDIO PRODUCTION DIRECTOR: Jessica Shamma

EVP, GROUP ACCOUNT DIRECTOR: Wendy DeWindt

SENIOR ACCOUNT EXECUTIVE: Maddie Sager

PROJECT MANAGEMENT DIRECTOR: Kate Smith

PROJECT MANAGER: Sarah Whitton

PRESIDENT: Ben Grossman

ASSOCIATE DIRECTOR OF STRATEGY: Alex DeMuth

CREATIVE DIRECTOR: Angelo Patrona

ART PRODUCER: James LaMoreaux

RETOUCHING DIRECTOR: Matt Sommerfield

PRINT PRODUCTION DIRECTOR: Doug Thomson

SENIOR PRODUCTION DESIGNER: Greg Parsons

SENIOR TALENT MANAGER: James Jakubiec

SVP, DIRECTOR OF STUDIO OPERATIONS: Jennifer Rhodes

## Best of Category Winner + Black D Winner



TITLE: Little Caesars P.U.F.F.Y. Fest

CLIENT: Little Caesars

AGENCY: McKinney

CO-CHIEF CREATIVE OFFICER / MCKINNEY: Lyle Yetman

HEAD OF ART & DESIGN / MCKINNEY: Will Dean

VP, GLOBAL CREATIVE / LITTLE CAESARS: Jaime Pescia

GROUP CREATIVE DIRECTOR / MCKINNEY: Andrew Williams

GROUP CREATIVE DIRECTOR / MCKINNEY: Jameson Rossi

ASSOCIATE CREATIVE DIRECTOR / MCKINNEY: Knowlton Bourne

ASSOCIATE CREATIVE DIRECTOR / MCKINNEY: Jamie Steentofte

CHIEF MARKETING OFFICER / LITTLE CAESARS: Greg Hamilton

CHIEF STRATEGY OFFICER / MCKINNEY: Jasmine Dadlani

GROUP STRATEGY DIRECTOR / MCKINNEY: Kerry O'Conner

ASSOCIATE STRATEGIST / MCKINNEY: Rolang Piocuda

GROUP CLIENT DIRECTOR / MCKINNEY: Maggie Deitz

ACCOUNT SUPERVISOR / MCKINNEY: Reid Tuomala

PRODUCER / CYLNDR: Savanna Stephens

SENIOR PRODUCER / CYLNDR: Alex Lao

ACCOUNT MANAGER / MCKINNEY: Maggie Baird

SOCIAL STRATEGY DIRECTOR / MCKINNEY: Briel Waxman

SENIOR SOCIAL STRATEGIST / MCKINNEY: Maggie Boulton

INFLUENCER MARKETING MANAGER / CYLNDR: Lauren Sakosky

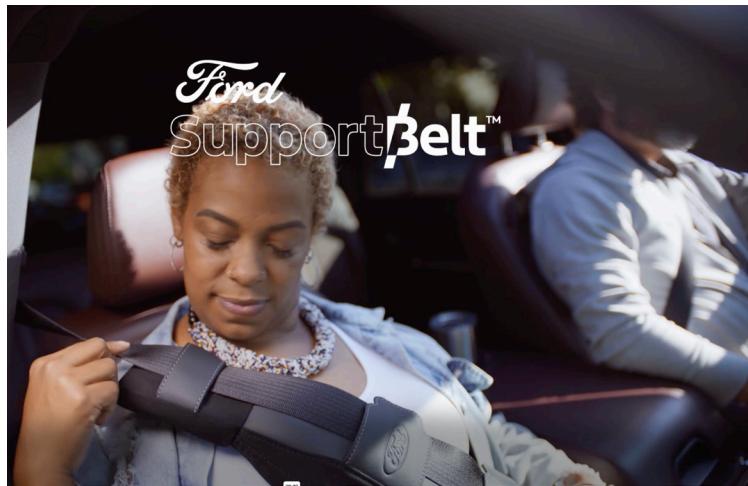
ASSOCIATE CREATIVE DIRECTOR, SOCIAL / CYLNDR: Matt Johnson

COMMUNITY MANAGER / MCKINNEY: Gabri Mays

CREATIVE DIRECTOR / LITTLE CAESARS: Susan Berry

ASSISTANT BRAND MANAGER, SOCIAL / LITTLE CAESARS: Emily Stevens

## Nominee and Silver Winner



TITLE: SupportBelt

CLIENT: Ford Motor Company

AGENCY: VML

GLOBAL CHIEF CREATIVE OFFICER (VML): Debbi Vandeven

CHIEF CREATIVE OFFICER, NORTH AMERICA (VML): Jason Xenopolous

CHIEF CREATIVE OFFICER (VML): Ryan McManus

EXECUTIVE CREATIVE DIRECTOR (VML): Sue Mersch

CREATIVE DIRECTOR (VML): Chad Wolums

CREATIVE DIRECTOR (VML): Lynn Simoncini

ART DIRECTOR (VML): Marina Ferraz

EXECUTIVE DIRECTOR, STRATEGY (VML): Colleen Cleary

MANAGING DIRECTOR (VML): Tom Downey

ACCOUNT DIRECTOR (VML): Lauren Coyne

CHIEF CREATIVE OFFICER, FORD NORTH AMERICA (VML): Bob Guisgand

EXECUTIVE PRODUCER (VML): Patrick Witt

PRESIDENT WPP FORD (WPP): Beau Smith

HEAD OF US OWNER MARKETING (FORD MOTOR COMPANY): Bethany Cristof

HEAD OF US MARKETING (FORD MOTOR COMPANY): Phil O'Conner

GLOBAL CHIEF MARKETING OFFICER (FORD MOTOR COMPANY): Lisa Materazzo

MARKETING COMMS STRATEGY MANAGER (FORD MOTOR COMPANY): Scott Denby

PRODUCT MANAGER (FORD MOTOR COMPANY): Emily Obert

EXPERIENCE DESIGNER (FORD MOTOR COMPANY): Chris Klein

PRODUCT DESIGNER (FORD MOTOR COMPANY): Rima Shkoukani

DIRECTOR, INTEGRATED MARKETING (FORD MOTOR COMPANY): Michael Cope

CONSUMER STRATEGY MANAGER (FORD MOTOR COMPANY): Kelsey Gerken

MANUFACTURING COMPANY: Lear Corporation

SALES DIRECTOR (LEAR CORPORATION): John Nedwick

ENGINEERING DIRECTOR (LEAR CORPORATION): Diana Eblenkamp

GLOBAL TRIM & SEAT DESIGN MANAGER (LEAR CORPORATION): Jeanette Puig-Pey

MEDIA AGENCY: Mindshare

MANAGING DIRECTOR (MINDSHARE): Curt Jakson

PRODUCTION COMPANIES: Hogarth, Nice Shoes, Seventy7 Productions

DESIGNER (HOGARTH): Basia Rochon

SENIOR PRINT PRODUCER (HOGARTH): Amanda Tomei

SENIOR STUDIO PRODUCER (HOGARTH): Robert Rose

VIDEOGRAPHER EDITOR (HOGARTH): Shaun Walla

EP PRODUCTION/POST STUDIO (HOGARTH): Erik Iverson

LEAD CREATIVE EDITOR (HOGARTH): Josh Charlson

SENIOR MOTION GRAPHIC DESIGNER (HOGARTH): Shane Hawkins

SENIOR CREATIVE EDITOR (HOGARTH): Lisa Mogul

SENIOR MOTION DESIGNER (HOGARTH): Jessica Nicholas

COLORIST (HOGARTH): Rick Unger

FLAME ARTIST & FINISHER (HOGARTH): Steve Sweik

LEAD ASSISTANT EDITOR (HOGARTH): Izadora Dau

DIRECTOR (SEVENTY7 PRODUCTIONS): Nora Urbanski

DIRECTOR OF PHOTOGRAPHY (SEVENTY7 PRODUCTIONS): Marc Ruiz

PRODUCER (SEVENTY7 PRODUCTIONS): Mike Hartman

MUSIC / SOUND COMPANY: Gold Sound

LEAD AUDIO ENGINEER (GOLD SOUND): Bryan Gold

EXECUTIVE PRODUCER (GOLD SOUND): Paula Gold

MUSIC COMPANY: Howling Music

COMPOSER (HOWLING MUSIC): Matthew Fisher

COMPOSER (HOWLING MUSIC): Evan Hull

MANAGING DIRECTOR (HOWLING MUSIC): David Grow

EXECUTIVE PRODUCER (HOWLING MUSIC): Brittany Gutierrez

PROJECT MANAGER (HOWLING MUSIC): Kevin Hodgkins

PR AGENCY: Burson

CHIEF COMMUNICATIONS OFFICER, WPP FORD (BURSON): Dan Susong

ACCOUNT SUPERVISOR (BURSON): Kaitlyn Leo

SENIOR VICE PRESIDENT (BURSON): Bodhi Satya Basu Thakur

ASSOCIATE DIRECTOR (BURSON): Bretlyn Royce

MANAGING DIRECTOR, GLOBAL CREATIVE OPERATIONS (VML): Nora Farley

CREATIVE OPERATION DIRECTOR, NA (VML): Tabor Theriot

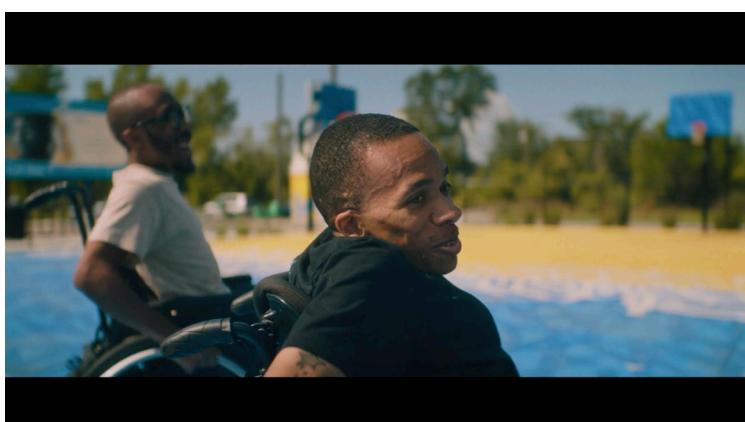
CREATIVE AWARDS COORDINATOR, NA (VML): Robin King

# D-VERSITY

## Best of Category Winner + Black D Winner



TITLE: NF Forward Strength and Honor - Devin  
CLIENT: NF Forward  
AGENCY: Woodward Original  
DIRECTOR: Ariel Ellis  
EXECUTIVE CREATIVE DIRECTOR: Rory McHarg  
EXECUTIVE PRODUCER: Nate Segall  
EXECUTIVE PRODUCER: Jonathan Braue  
EXECUTIVE PRODUCER: Joseph Talbot  
PRODUCER: Stevie Ansara  
EDITOR: Larissa Hanna  
DIRECTOR OF PHOTOGRAPHY: Dimitrius Ramirez  
POST PRODUCTION PRODUCER: Carly Atto



## Nominee and Silver Winner



**TITLE:** Michigan Central Station: Re-Grand Opening  
**CLIENT:** Michigan Central Station Children's Endowment Initiative  
**AGENCY:** Display Group  
**ACCOUNT EXECUTIVE:** Megan Nissen



## Nominee and Silver Winner



**TITLE:** Little Caesars P.U.F.F.Y. Fest

**CLIENT:** Little Caesars

**AGENCY:** McKinney

**CO-CHIEF CREATIVE OFFICER / MCKINNEY:** Lyle Yetman

**HEAD OF ART & DESIGN / MCKINNEY:** Will Dean

**VP, GLOBAL CREATIVE / LITTLE CAESARS:** Jaime Pescia

**GROUP CREATIVE DIRECTOR / MCKINNEY:** Andrew Williams

**GROUP CREATIVE DIRECTOR / MCKINNEY:** Jameson Rossi

**ASSOCIATE CREATIVE DIRECTOR / MCKINNEY:** Knowlton Bourne

**ASSOCIATE CREATIVE DIRECTOR / MCKINNEY:** Jamie Steentofte

**CHIEF MARKETING OFFICER / LITTLE CAESARS:** Greg Hamilton

**CHIEF STRATEGY OFFICER / MCKINNEY:** Jasmine Dadlani

**GROUP STRATEGY DIRECTOR / MCKINNEY:** Kerry O'Conner

**ASSOCIATE STRATEGIST / MCKINNEY:** Rolang Piocuda

**GROUP CLIENT DIRECTOR / MCKINNEY:** Maggie Deitz

**ACCOUNT SUPERVISOR / MCKINNEY:** Reid Tuomala

**PRODUCER / CYLNDR:** Savanna Stephens

**SENIOR PRODUCER / CYLNDR:** Alex Lao

**ACCOUNT MANAGER / MCKINNEY:** Maggie Baird

**SOCIAL STRATEGY DIRECTOR / MCKINNEY:** Briel Waxman

**SENIOR SOCIAL STRATEGIST / MCKINNEY:** Maggie Boulton

**INFLUENCER MARKETING MANAGER / CYLNDR:** Lauren Sakosky

**ASSOCIATE CREATIVE DIRECTOR, SOCIAL / CYLNDR:** Matt Johnson

**COMMUNITY MANAGER / MCKINNEY:** Gabri Mays

**CREATIVE DIRECTOR / LITTLE CAESARS:** Susan Berry

**ASSISTANT BRAND MANAGER, SOCIAL / LITTLE CAESARS:** Emily Stevens

# EXPERIENTIAL

## Best of Category Winner + Black D Winner



TITLE: SupportBelt

CLIENT: Ford Motor Company

AGENCY: VML

GLOBAL CHIEF CREATIVE OFFICER (VML): Debbi Vandeven

CHIEF CREATIVE OFFICER, NORTH AMERICA (VML): Jason Xenopolous

CHIEF CREATIVE OFFICER (VML): Ryan McManus

EXECUTIVE CREATIVE DIRECTOR (VML): Sue Mersch

CREATIVE DIRECTOR (VML): Chad Wolums

CREATIVE DIRECTOR (VML): Lynn Simoncini

ART DIRECTOR (VML): Marina Ferraz

EXECUTIVE DIRECTOR, STRATEGY (VML): Colleen Cleary

MANAGING DIRECTOR (VML): Tom Downey

ACCOUNT DIRECTOR (VML): Lauren Coyne

CHIEF CREATIVE OFFICER, FORD NORTH AMERICA (VML): Bob Guisgand

EXECUTIVE PRODUCER (VML): Patrick Witt

PRESIDENT WPP FORD (WPP): Beau Smith

HEAD OF US OWNER MARKETING (FORD MOTOR COMPANY): Bethany Cristof

HEAD OF US MARKETING (FORD MOTOR COMPANY): Phil O'Conner

GLOBAL CHIEF MARKETING OFFICER (FORD MOTOR COMPANY): Lisa Materazzo

MARKETING COMMS STRATEGY MANAGER (FORD MOTOR COMPANY): Scott Denby

PRODUCT MANAGER (FORD MOTOR COMPANY): Emily Obert

EXPERIENCE DESIGNER (FORD MOTOR COMPANY): Chris Klein

PRODUCT DESIGNER (FORD MOTOR COMPANY): Rima Shkoukani

DIRECTOR, INTEGRATED MARKETING (FORD MOTOR

COMPANY): Michael Cope

CONSUMER STRATEGY MANAGER (FORD MOTOR COMPANY): Kelsey Gerken

MANUFACTURING COMPANY: Lear Corporation

SALES DIRECTOR (LEAR CORPORATION): John Nedwick

ENGINEERING DIRECTOR (LEAR CORPORATION): Diana Eblenkamp

GLOBAL TRIM & SEAT DESIGN MANAGER (LEAR CORPORATION): Jeanette Puig-Pey

MEDIA AGENCY: Mindshare

MANAGING DIRECTOR (MINDSHARE): Curt Jakson

PRODUCTION COMPANIES: Hogarth, Nice Shoes, Seventy7 Productions

DESIGNER (HOGARTH): Basia Rochon

SENIOR PRINT PRODUCER (HOGARTH): Amanda Tomei

SENIOR STUDIO PRODUCER (HOGARTH): Robert Rose

VIDEOGRAPHER EDITOR (HOGARTH): Shaun Walla

EP PRODUCTION/POST STUDIO (HOGARTH): Erik Iverson

LEAD CREATIVE EDITOR (HOGARTH): Josh Charlson

SENIOR MOTION GRAPHIC DESIGNER (HOGARTH): Shane Hawkins

SENIOR CREATIVE EDITOR (HOGARTH): Lisa Mogul

SENIOR MOTION DESIGNER (HOGARTH): Jessica Nicholas

COLORIST (HOGARTH): Rick Unger

FLAME ARTIST & FINISHER (HOGARTH): Steve Sweik

LEAD ASSISTANT EDITOR (HOGARTH): Izadora Dau

DIRECTOR (SEVENTY7 PRODUCTIONS): Nora Urbanski

DIRECTOR OF PHOTOGRAPHY (SEVENTY7 PRODUCTIONS): Marc Ruiz

PRODUCER (SEVENTY7 PRODUCTIONS): Mike Hartman

MUSIC / SOUND COMPANY: Gold Sound

LEAD AUDIO ENGINEER (GOLD SOUND): Bryan Gold

EXECUTIVE PRODUCER (GOLD SOUND): Paula Gold

MUSIC COMPANY: Howling Music

COMPOSER (HOWLING MUSIC): Matthew Fisher

COMPOSER (HOWLING MUSIC): Evan Hull

MANAGING DIRECTOR (HOWLING MUSIC): David Grow

EXECUTIVE PRODUCER (HOWLING MUSIC): Brittany Gutierrez

PROJECT MANAGER (HOWLING MUSIC): Kevin Hodgkins

PR AGENCY: Burson

CHIEF COMMUNICATIONS OFFICER, WPP FORD (BURSON): Dan Susong

ACCOUNT SUPERVISOR (BURSON): Kaitlyn Leo

SENIOR VICE PRESIDENT (BURSON): Bodhi Satya Basu Thakur

ASSOCIATE DIRECTOR (BURSON): Bretlyn Royce

MANAGING DIRECTOR, GLOBAL CREATIVE OPERATIONS (VML): Nora Farley

CREATIVE OPERATION DIRECTOR, NA (VML): Tabor Theriot

CREATIVE AWARDS COORDINATOR, NA (VML): Robin King

## Nominee and Silver Winner



TITLE: NDPA - The Clothes They Wore

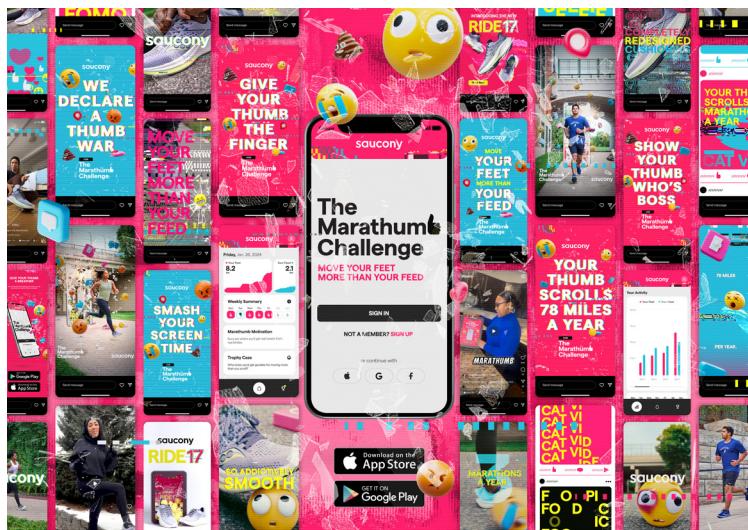
CLIENT: NDPA

AGENCY: Doner

CEO: David DeMuth

CHIEF CREATIVE OFFICER: Colin Jeffery  
 EVP, EXECUTIVE CREATIVE DIRECTOR: Justin Bilicki  
 CREATIVE DIRECTOR: Anthony Moceri  
 CREATIVE DIRECTOR: Alex Drukas  
 GROUP CREATIVE DIRECTOR: Jeff Beck  
 EXECUTIVE PRODUCER: Pamela Shelby  
 PRODUCER: Greg Kort  
 PRODUCER: Brian Altman  
 DIRECTOR: Roy Ritchie  
 COLOR: Cathel Color  
 MUSIC: Storefront Music  
 SENIOR EDITOR: Tony Guastella  
 SENIOR EDITOR: John Grosjean  
 EDITOR: Tanner Perkins  
 SENIOR FINISH EDITOR: Scott Bakkila  
 AUDIO ENGINEER: Clint Stuart  
 PHOTOGRAPHER: Roy Ritchie  
 MEDIA PARTNER: Talon  
 CREATIVE PARTNER: Moonshine Creative  
 PR PARTNER: Blue Whale PR  
 PR PARTNER: Raven

## Best of Category Winner + Black D Winner



TITLE: Marathumb Challenge

CLIENT: Saucony

AGENCY: Doner

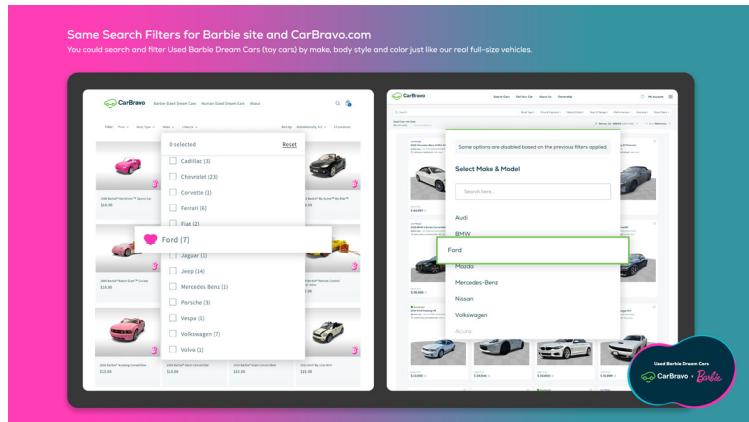
CHIEF CREATIVE OFFICER: Colin Jeffery

EVP, EXECUTIVE CREATIVE DIRECTOR: Justin Bilicki

GROUP CREATIVE DIRECTOR: Jeff Beck  
 CREATIVE DIRECTOR: Liam Soren  
 ASSOCIATE CREATIVE DIRECTOR: Dylan Lang  
 ASSOCIATE CREATIVE DIRECTOR: Apple Xenos  
 ASSOCIATE DESIGN DIRECTOR: Christopher Kelley  
 EVP, DIRECTOR OF INTEGRATED PRODUCTION: Jennie Hochthanner  
 SENIOR BROADCAST PRODUCER: Domenic Caruso  
 INTEGRATED STUDIO PRODUCTION DIRECTOR: Jessica Shamma  
 EVP, GROUP ACCOUNT DIRECTOR: Wendy DeWindt  
 SENIOR ACCOUNT EXECUTIVE: Maddie Sager  
 PROJECT MANAGEMENT DIRECTOR: Kate Smith  
 PROJECT MANAGER: Sarah Whitton  
 PRESIDENT: Ben Grossman  
 ASSOCIATE DIRECTOR OF STRATEGY: Alex DeMuth  
 CREATIVE DIRECTOR: Angelo Patrona  
 ART PRODUCER: James LaMoreaux  
 RETOUCHING DIRECTOR: Matt Sommerfield  
 PRINT PRODUCTION DIRECTOR: Doug Thomson  
 SENIOR PRODUCTION DESIGNER: Greg Parsons  
 SENIOR TALENT MANAGER: James Jakubiec  
 SVP, DIRECTOR OF STUDIO OPERATIONS: Jennifer Rhodes

# LOW BUDGET

## Nominee and Silver Winner - Integrated



TITLE: Used Barbie Dream Cars

CLIENT: General Motors/CarBravo

AGENCY: MRM

GLOBAL CHIEF CREATIVE OFFICER, MCCANN

WORLDCROUP: Javier Campopiano

EVP, GLOBAL CHIEF CREATIVE OFFICER: Ronal Ng

GLOBAL CEO: Grant Theron

EVP, CHIEF CREATIVE OFFICER: Jeff Cruz

SVP, GROUP ACCOUNT DIRECTOR: Liza Roach

SVP, GROUP CREATIVE DIRECTOR: Tiffany Moy-Miller

CREATIVE DIRECTOR: David Bierman

ASSOCIATE CREATIVE DIRECTOR: Corey Krause

ASSOCIATE CREATIVE DIRECTOR: Krystle Lilliestierna

SENIOR COPYWRITER: Chelsea Benninger

SENIOR COPYWRITER: Hillary Gawlik

SENIOR COPYWRITER: Patty Hillman

SENIOR ART DIRECTOR: Courtney Carabell

SENIOR ART DIRECTOR: Alex Kim

SENIOR ART DIRECTOR: Katie Nagi

SENIOR ART DIRECTOR: Naz Teimoorian

ART DIRECTOR: Dom Funchess

VP, ACCOUNT DIRECTOR: Michael Stanford

VP, STRATEGY DIRECTOR: Anne Catherine Dargis

EXECUTIVE PRODUCER: Mark Nicholas

SENIOR BROADCAST PRODUCER: Antonia DelDuco

VP, GROUP DIRECTOR, INTEGRATED PRODUCTION: Pat Telesco

MANAGEMENT SUPERVISOR: Colleen Callahan

MANAGEMENT SUPERVISOR: Cody Duvall

SR. ACCOUNT EXECUTIVE: Brandon Reynolds

ACCOUNT EXECUTIVE: Ryan Matyniak

ACCOUNT EXECUTIVE: Jack Wright

ACCOUNT COORDINATOR: Joy Lee

CREATIVE TECHNOLOGIST: Brad Zylman

DIRECTOR, CRAFT STUDIOS: Katie Thompson

EDITOR: Katie Barkel

AUDIO ENGINEER: John D'Agostini

CREATIVE DIRECTOR, WEBER SHANDWICK: Michael Young

SENIOR ART DIRECTOR: Jake Broglie

SENIOR COPYWRITER: Sierra Christman

## Nominee and Silver Winner - Integrated



TITLE: NDPA - The Clothes They Wore

CLIENT: NDPA

AGENCY: Doner

CEO: David DeMuth

CHIEF CREATIVE OFFICER: Colin Jeffery

EVP, EXECUTIVE CREATIVE DIRECTOR: Justin Bilicki

CREATIVE DIRECTOR: Anthony Moceri

CREATIVE DIRECTOR: Alex Drukas

GROUP CREATIVE DIRECTOR: Jeff Beck

EXECUTIVE PRODUCER: Pamela Shelby

PRODUCER: Greg Kort

PRODUCER: Brian Altman

DIRECTOR: Roy Ritchie

COLOR: Cathel Color

MUSIC: Storefront Music

SENIOR EDITOR: Tony Guastella

SENIOR EDITOR: John Grosjean

EDITOR: Tanner Perkins

SENIOR FINISH EDITOR: Scott Bakkila

AUDIO ENGINEER: Clint Stuart

PHOTOGRAPHER: Roy Ritchie

MEDIA PARTNER: Talon

CREATIVE PARTNER: Moonshine Creative

PR PARTNER: Blue Whale PR

PR PARTNER: Raven

## Nominee and Silver Winner - Print



**TITLE:** NDPA - The Clothes They Wore

**CLIENT:** NDPA

**AGENCY:** Doner

**CEO:** David DeMuth

**CHIEF CREATIVE OFFICER:** Colin Jeffery

**EVP, EXECUTIVE CREATIVE DIRECTOR:** Justin Bilicki

**CREATIVE DIRECTOR:** Anthony Moceri

**CREATIVE DIRECTOR:** Alex Drukas

**GROUP CREATIVE DIRECTOR:** Jeff Beck

**EXECUTIVE PRODUCER:** Pamela Shelby

**PRODUCER:** Greg Kort

**PRODUCER:** Brian Altman

**DIRECTOR:** Roy Ritchie

**COLOR:** Cathel Color

**MUSIC:** Storefront Music

**SENIOR EDITOR:** Tony Guastella

**SENIOR EDITOR:** John Grosjean

**EDITOR:** Tanner Perkins

**SENIOR FINISH EDITOR:** Scott Bakkila

**AUDIO ENGINEER:** Clint Stuart

**PHOTOGRAPHER:** Roy Ritchie

**MEDIA PARTNER:** Talon

**CREATIVE PARTNER:** Moonshine Creative

**PR PARTNER:** Blue Whale PR

**PR PARTNER:** Raven

## Nominee and Silver Winner - Social



**TITLE:** Ramon's Wisdom

**CLIENT:** Benchmark Beverages

**AGENCY:** Unlikely Story

**CHIEF CREATIVE OFFICER/WRITER:** Chuck Meehan

**EXECUTIVE CREATIVE DIRECTOR/ART DIRECTOR:**  
Rich Wakefield

# LOW BUDGET

## Best of Category Winner + Black D Winner



TITLE: NDPA - The Clothes They Wore

CLIENT: NDPA

AGENCY: Doner

CEO: David DeMuth

CHIEF CREATIVE OFFICER: Colin Jeffery

EVP, EXECUTIVE CREATIVE DIRECTOR: Justin Bilicki

CREATIVE DIRECTOR: Anthony Moceri

CREATIVE DIRECTOR: Alex Drukas

GROUP CREATIVE DIRECTOR: Jeff Beck

EXECUTIVE PRODUCER: Pamela Shelby

PRODUCER: Greg Kort

PRODUCER: Brian Altman

DIRECTOR: Roy Ritchie

COLOR: Cathel Color

MUSIC: Storefront Music

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EDITOR: Tanner Perkins

SENIOR FINISH EDITOR: Scott Bakkila

AUDIO ENGINEER: Clint Stuart

PHOTOGRAPHER: Roy Ritchie

MEDIA PARTNER: Talon

CREATIVE PARTNER: Moonshine Creative

PR PARTNER: Blue Whale PR

PR PARTNER: Raven

## Nominee and Silver Winner



TITLE: Less Regret

CLIENT: Fort Worth Brewery

AGENCY: Unlikely Story

CHIEF CREATIVE OFFICER/WRITER: Chuck Meehan

EXECUTIVE CREATIVE DIRECTOR/ART DIRECTOR: Rich Wakefield

DESIGNER: Ania Czyprunski

## Best of Category Winner + Black D Winner



TITLE: The Station

CLIENT: Ford Motor Company

AGENCY: Lafayette American

WRITER: Toby Barlow

PROGRAM DIRECTOR: Liz Boone

PRINCIPAL PHOTOGRAPHY: Stephen McGee

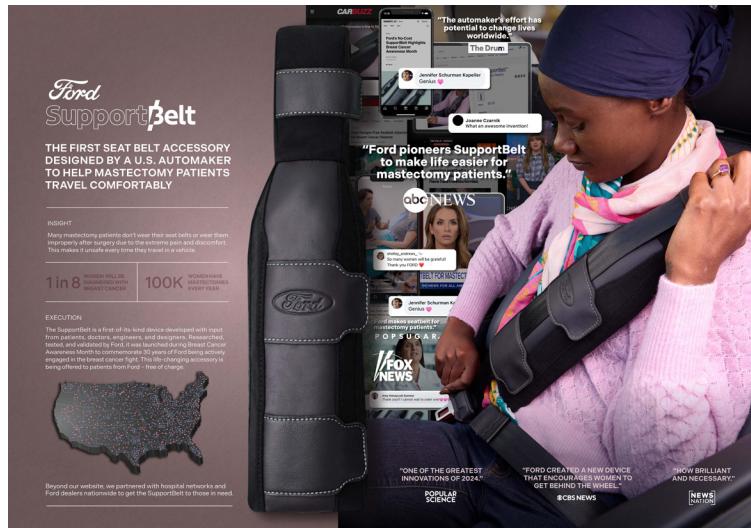
WRITER: Stephen Henderson

WRITER: Bill Ford

EDITOR: David Brown

# SOCIAL IMPACT

## Nominee and Silver Winner



**TITLE:** SupportBelt

**CLIENT:** Ford Motor Company

**AGENCY:** VML

**GLOBAL CHIEF CREATIVE OFFICER (VML):** Debbi Vandeven  
**CHIEF CREATIVE OFFICER, NORTH AMERICA (VML):** Jason Xenopolous

**CHIEF CREATIVE OFFICER (VML):** Ryan McManus

**EXECUTIVE CREATIVE DIRECTOR (VML):** Sue Mersch

**CREATIVE DIRECTOR (VML):** Chad Woombs

**CREATIVE DIRECTOR (VML):** Lynn Simoncini

**ART DIRECTOR (VML):** Marina Ferraz

**EXECUTIVE DIRECTOR, STRATEGY (VML):** Colleen Cleary

**MANAGING DIRECTOR (VML):** Tom Downey

**ACCOUNT DIRECTOR (VML):** Lauren Coyne

**CHIEF CREATIVE OFFICER, FORD NORTH AMERICA (VML):** Bob Guisgand

**EXECUTIVE PRODUCER (VML):** Patrick Witt

**PRESIDENT WPP FORD (WPP):** Beau Smith

**HEAD OF US OWNER MARKETING (FORD MOTOR COMPANY):** Bethany Cristof

**HEAD OF US MARKETING (FORD MOTOR COMPANY):** Phil O'Conner

**GLOBAL CHIEF MARKETING OFFICER (FORD MOTOR COMPANY):** Lisa Materazzo

**MARKETING COMMS STRATEGY MANAGER (FORD MOTOR COMPANY):** Scott Denby

**PRODUCT MANAGER (FORD MOTOR COMPANY):** Emily Obert

**EXPERIENCE DESIGNER (FORD MOTOR COMPANY):** Chris Klein

**PRODUCT DESIGNER (FORD MOTOR COMPANY):** Rima Shkoukani

**DIRECTOR, INTEGRATED MARKETING (FORD MOTOR COMPANY):** Michael Cope

**CONSUMER STRATEGY MANAGER (FORD MOTOR COMPANY):** Kelsey Gerken

**MANUFACTURING COMPANY:** Lear Corporation

**SALES DIRECTOR (LEAR CORPORATION):** John Nedwick

**ENGINEERING DIRECTOR (LEAR CORPORATION):** Diana Eblenkamp

**GLOBAL TRIM & SEAT DESIGN MANAGER (LEAR CORPORATION):** Jeanette Puig-Pey

**MEDIA AGENCY:** Mindshare

**MANAGING DIRECTOR (MINDSHARE):** Curt Jakson

**PRODUCTION COMPANIES:** Hogarth, Nice Shoes, Seventy7 Productions

**DESIGNER (HOGARTH):** Basia Rochon

**SENIOR PRINT PRODUCER (HOGARTH):** Amanda Tomei

**SENIOR STUDIO PRODUCER (HOGARTH):** Robert Rose

**VIDEOGRAPHER EDITOR (HOGARTH):** Shaun Walla

**EP PRODUCTION/POST STUDIO (HOGARTH):** Erik Iverson

**LEAD CREATIVE EDITOR (HOGARTH):** Josh Charlson

**SENIOR MOTION GRAPHIC DESIGNER (HOGARTH):** Shane Hawkins

**SENIOR CREATIVE EDITOR (HOGARTH):** Lisa Mogul

**SENIOR MOTION DESIGNER (HOGARTH):** Jessica Nicholas

**COLORIST (HOGARTH):** Rick Unger

**FLAME ARTIST & FINISHER (HOGARTH):** Steve Sweik

**LEAD ASSISTANT EDITOR (HOGARTH):** Izadora Dau

**DIRECTOR (SEVENTY7 PRODUCTIONS):** Nora Urbanski

**DIRECTOR OF PHOTOGRAPHY (SEVENTY7 PRODUCTIONS):** Marc Ruiz

**PRODUCER (SEVENTY7 PRODUCTIONS):** Mike Hartman

**MUSIC / SOUND COMPANY:** Gold Sound

**LEAD AUDIO ENGINEER (GOLD SOUND):** Bryan Gold

**EXECUTIVE PRODUCER (GOLD SOUND):** Paula Gold

**MUSIC COMPANY:** Howling Music

**COMPOSER (HOWLING MUSIC):** Matthew Fisher

**COMPOSER (HOWLING MUSIC):** Evan Hull

**MANAGING DIRECTOR (HOWLING MUSIC):** David Grow

**EXECUTIVE PRODUCER (HOWLING MUSIC):** Brittany Gutierrez

**PROJECT MANAGER (HOWLING MUSIC):** Kevin Hodgkins

**PR AGENCY:** Burson

**CHIEF COMMUNICATIONS OFFICER, WPP FORD (BURSON):** Dan Susong

**ACCOUNT SUPERVISOR (BURSON):** Kaitlyn Leo

**SENIOR VICE PRESIDENT (BURSON):** Bodhi Satya Basu Thakur

**ASSOCIATE DIRECTOR (BURSON):** Bretlyn Royce

**MANAGING DIRECTOR, GLOBAL CREATIVE OPERATIONS (VML):** Nora Farley

**CREATIVE OPERATION DIRECTOR, NA (VML):** Tabor Theriot

**CREATIVE AWARDS COORDINATOR, NA (VML):** Robin King

## Nominee and Silver Winner



**TITLE:** Detroit Junior Roller Derby - Project Play 2024

**CLIENT:** Project Play Southeast Michigan

**AGENCY:** Detroit Roller Derby

**DIRECTOR:** Danielle Grow

**EDITOR:** Nikki Finn

**CO-EDITOR:** Elsa Nilaj

**CINEMATOGRAPHER:** Dimitrius Ramirez

**CINEMATOGRAPHER:** Sean Mouton

**CINEMATOGRAPHER:** Jeff Tabb

**AUDIO:** Savannah Grammatico

**1ST ASSISTANT CAMERA:** Katie Koenigsknecht

**1ST ASSISTANT CAMERA:** Luke Nelson

**GAFFER:** Trevor Stevens

**GAFFER:** Jake Gottman

## Best of Category Winner + Black D Winner



**TITLE:** NDPA - The Clothes They Wore

**CLIENT:** NDPA

**AGENCY:** Doner

**CEO:** David DeMuth

**CHIEF CREATIVE OFFICER:** Colin Jeffery

**EVP, EXECUTIVE CREATIVE DIRECTOR:** Justin Bilicki

**CREATIVE DIRECTOR:** Anthony Moceri

**CREATIVE DIRECTOR:** Alex Drukas

**GROUP CREATIVE DIRECTOR:** Jeff Beck

**EXECUTIVE PRODUCER:** Pamela Shelby

**PRODUCER:** Greg Kort

**PRODUCER:** Brian Altman

**DIRECTOR:** Roy Ritchie

**COLOR:** Cathel Color

**MUSIC:** Storefront Music

**SENIOR EDITOR:** Tony Guastella

**SENIOR EDITOR:** John Grosjean

**EDITOR:** Tanner Perkins

**SENIOR FINISH EDITOR:** Scott Bakkila

**AUDIO ENGINEER:** Clint Stuart

**PHOTOGRAPHER:** Roy Ritchie

**MEDIA PARTNER:** Talon

**CREATIVE PARTNER:** Moonshine Creative

**PR PARTNER:** Blue Whale PR

**PR PARTNER:** Raven



# STUDENT

## Nominee and Silver Winner



TITLE: Detroit Lions: The Grind Is Yours

CLIENT: Detroit Lions

AGENCY: College for Creative Studies

ART DIRECTOR, COPYWRITER, MOTION DESIGNER:  
Natalie Bazydlo

ART DIRECTOR, MOTION DESIGNER: Julia Hosang

ART DIRECTOR, GRAPHIC DESIGNER: Destiny Smith

## Nominee and Silver Winner



TITLE: New Holland Tangerine Space Machine Print ads

CLIENT: New Holland

AGENCY: Michigan State University

STUDENT: Jacob McMichaelg

## Nominee and Silver Winner



TITLE: Umama

CLIENT: Umama

AGENCY: Michigan State University

ART DIRECTOR: Kelly Hickey

GRAPHIC DESIGNER: Kallan Ruhala

## Nominee and Silver Winner



TITLE: For the Long Haul  
 CLIENT: Converse  
 AGENCY: College for Creative Studies  
 ART DIRECTOR: Julia Hosang  
 ART DIRECTOR: Sofia Mellado-Fritz

## Best of Category Winner + Black D Winner

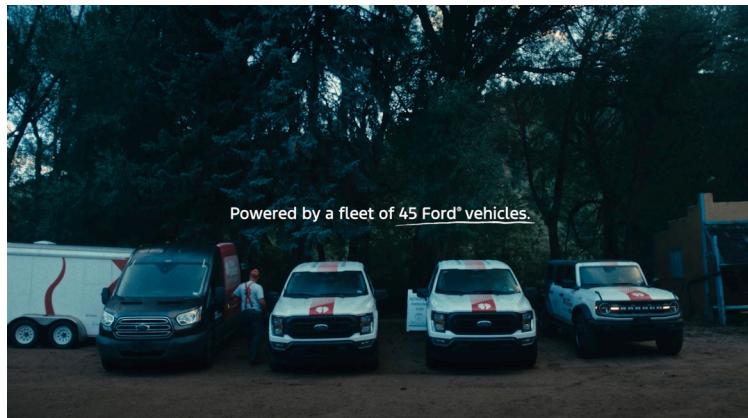


TITLE: Ring: The Great and Powerful  
 CLIENT: Amazon Ring  
 AGENCY: College for Creative Studies  
 ART DIRECTOR, COPYWRITER: Natalie Bazydlo  
 ART DIRECTOR, COPYWRITER: Kayla Zanger  
 CINEMATOGRAPHER: CJ Villaflor  
 SOUND DESIGNER: Andrew Iacobelli  
 SOUND RECORDIST: Raina Yarbrough  
 GAFFER: Brendan Thornton



# TV/VIDEO/MOVING PICTURE

## Nominee and Silver Winner



**TITLE:** To The Limit - Team Rubicon  
**CLIENT:** Ford  
**AGENCY:** Wieden + Kennedy NY  
**POST PRODUCTION:** Hiatus  
**EDITOR:** Shane Ford  
**COLORIST:** Paul Yacono  
**MUSIC COMPOSITION / SOUND DESIGN:** Modular Forms  
**COMPOSITING:** Readymade VFX  
**MOTION DESIGN:** Semi:Formal  
**MANAGING DIRECTOR, POST PRODUCTION:** Laura Hochthanner  
**PRODUCER, AGENCY:** Marieme Sall  
**CREATIVE DIRECTOR:** Jake Thompson  
**CREATIVE DIRECTOR:** Alex McClelland  
**ART DIRECTOR:** Robert Blair  
**COPYWRITER:** Cara Hanson  
**PRODUCTION COMPANY:** Pulse Films  
**DIRECTOR:** Nico Poalillo  
**DOP:** Paul Theodoroff  
**EXECUTIVE PRODUCER, PRODUCTION:** Casey Engelhardt

## Nominee and Silver Winner



**TITLE:** What's in a name?  
**CLIENT:** Ryder  
**AGENCY:** Unlikely Story  
**CREATIVE DIRECTOR / WRITER:** Rich Tlapek  
**CHIEF CREATIVE OFFICER / WRITER:** Chuck Meehan

## Nominee and Silver Winner



**TITLE:** Corvette ZR1 Top Speed Announcement

**CLIENT:** General Motors // Chevrolet

**AGENCY:** Weber Shandwick

**EVP, CLIENT EXPERIENCE:** Derek Chappo

**VP, CLIENT EXPERIENCE:** Chelsea Kubasiak

**SENIOR MANAGER, CLIENT EXPERIENCE:** Nikki Nasceif

**VP, PRODUCTION:** Nate Kostegian

**SVP, PRODUCTION:** Chris Coole

**DIRECTOR, STRATEGY:** Louis Bilotta

**ASSOCIATE CREATIVE DIRECTOR:** Taylor Garish

**SENIOR COPYWRITER:** Brady Fredericksen

**SENIOR EDITOR:** Zen Grey

**PRODUCTION COMPANY:** Porch House

**PROJECT MANAGER:** Amanda Mac

**ASSISTANT MARKETING MANAGER, SOCIAL MEDIA - CHEVROLET:** Christine Philips

**EXECUTIVE DIRECTOR, CHEVROLET COMMUNICATIONS:** Chad Lyons

**GM PRESIDENT:** Mark Ruess

**SR. COMMUNICATIONS MANAGER, CHEVROLET COMMUNICATIONS GROUP:** Trevor Thompkins

**ADVERTISING AND MARKETING MANAGER, PERFORMANCE:** Megan Dalley

**ASSISTANT MARKETING MANAGER - PERFORMANCE AND CARS:** Jackie Vanderheyden

## Nominee and Silver Winner



**TITLE:** Little Caesars Peanut Butter & Jelly Man

**CLIENT:** Little Caesars

**AGENCY:** McKinney

**CO-CHIEF CREATIVE OFFICER / MCKINNEY:** Lyle Yetman

**HEAD OF ART & DESIGN / MCKINNEY:** Will Dean

**VP, GLOBAL CREATIVE / LITTLE CAESARS:** Jaime Pescia

**GROUP CREATIVE DIRECTOR / MCKINNEY:** Andrew Williams

**GROUP CREATIVE DIRECTOR / MCKINNEY:** Jameson Rossi

**ASSOCIATE CREATIVE DIRECTOR / MCKINNEY:** Knowlton Bourne

**ASSOCIATE CREATIVE DIRECTOR / MCKINNEY:** Jamie Steentofte

**CHIEF MARKETING OFFICER / LITTLE CAESARS :** Greg Hamilton

**CHIEF STRATEGY OFFICER / MCKINNEY:** Jasmine Dadlani

**GROUP STRATEGY DIRECTOR / MCKINNEY:** Kerry O'Conner

**ASSOCIATE STRATEGIST / MCKINNEY:** Rolang Piocuda

**GROUP CLIENT DIRECTOR / MCKINNEY:** Maggie Deitz

**ACCOUNT SUPERVISOR / MCKINNEY:** Reid Tuomala

**HEAD OF PRODUCTION / CYLNDR:** Kara O'Halloran

**SENIOR PRODUCER / CYLNDR:** Alex Lao

**ACCOUNT MANAGER / MCKINNEY:** Maggie Baird



# TV/VIDEO/MOVING PICTURE

## Nominee and Silver Winner



TITLE: Castle

CLIENT: Ford Motor Companies

AGENCY: VML

GLOBAL CHIEF CREATIVE OFFICER (VML): Debbi Vandeven

CO-CHIEF CREATIVE OFFICER, US (VML): Jason Xenopolous

CHIEF CREATIVE OFFICER, FORD NA (VML): Ryan McManus

CHIEF CREATIVE OFFICER, FORD NA (VML): Bob Guisgand

EXECUTIVE CREATIVE DIRECTOR (VML): Sue Mersch

GROUP CREATIVE DIRECTOR (VML): Matt Swanson

CREATIVE DIRECTOR (VML): Dan Weber

ASSOCIATE CREATIVE DIRECTOR (VML): Sanja Dardagan

ASSOCIATE CREATIVE DIRECTOR (VML): Nate Strong

HEAD OF PRODUCTION, NORTH AMERICA (VML): Kurt Kulas

SENIOR AGENCY PRODUCER (GTB): Jennifer Pearse

EXECUTIVE DIRECTOR, CLIENT ENGAGEMENT (VML): Tom Downey

DIRECTOR, CLIENT ENGAGEMENT (VML): Tony Volante

SENIOR PROJECT MANAGER (VML): Nataly Condit

PRODUCTION COMPANY: Local Boy

EXECUTIVE PRODUCER: Scott Dodoro

DIRECTOR: The Deka Brothers

EDITORIAL/VFX: Local Boy, The Deka Brothers

COLOR: Patrick Sexton

SOUND DESIGN / MUSIC: The Deka Brothers

MIX: Blend Productions, Jason Kuehn

HEAD OF US INTERACTIVE MARKETING, FORD BLUE & MODEL E (FORD MOTOR COMPANY): Bethany Cristof

U.S. MARKETING COMMUNICATIONS RETAIL SERVICE

MARKETING LEAD (FORD MOTOR COMPANY): Andrea Howard

OWNERSHIP MARKETING MANAGER, CONTENT (FORD MOTOR COMPANY): Dan Gray

RETAIL MARKETING MANAGER (FORD MOTOR COMPANY): Ben Honingford

## Nominee and Silver Winner



TITLE: Go Wherever Do Whatever

CLIENT: Stellantis- Jeep

AGENCY: Highdive

CHIEF CREATIVE OFFICER, CO-FOUNDER: Mark Gross

CHIEF CREATIVE OFFICER, CO-FOUNDER: Chad Broude

EXECUTIVE CREATIVE DIRECTOR: Nathan Monteith

GROUP CREATIVE DIRECTOR: Jorge Pomareda

GROUP CREATIVE DIRECTOR: Casey Stern

SENIOR ART DIRECTOR: Gaby Strnad

SENIOR COPYWRITER: Frank Viglione

HEAD OF PRODUCTION: Jen Passaniti

EXECUTIVE PRODUCER: Lindsay Vetter

SENIOR PRODUCER: Nicole Schofield

PRODUCER: Abby Merhar

GROUP ACCOUNT DIRECTOR, PARTNER: Kaley Lambeth

ACCOUNT DIRECTOR: Melody To

ACCOUNT SUPERVISOR: Azia Perkins

ACCOUNT EXECUTIVE: Delaney O'Tuel

DIRECTOR OF BUSINESS AFFAIRS: Kelley Beaman

VEHICLE SPECIALIST: Christopher Bailey

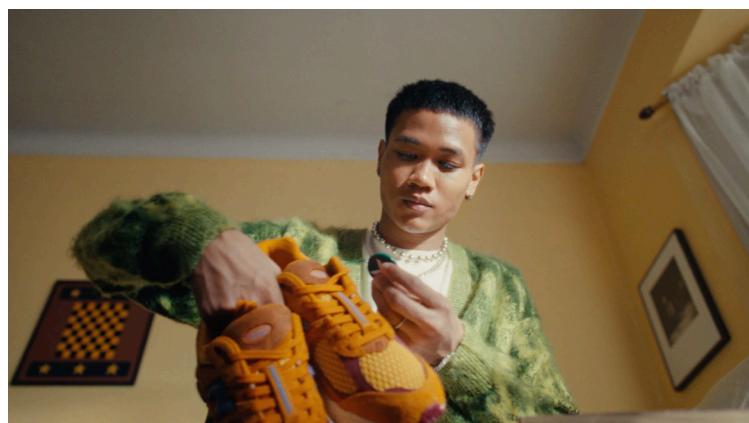
## Nominee and Silver Winner



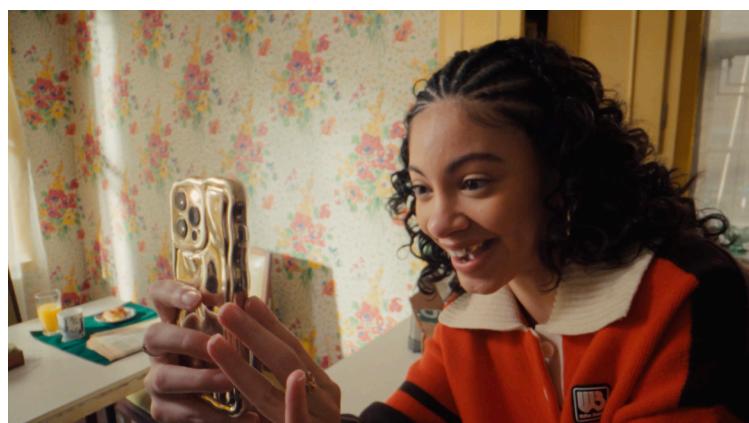
**TITLE:** Ram JJ Watt  
**CLIENT:** Ram  
**AGENCY:** Doner  
**RAM BRAND CHIEF EXECUTIVE OFFICER:** Timothy Kuniskis  
**RAM ADVERTISING MANAGER:** Lindsey Hart  
**V.P. RAM MARKETING & COMMUNICATIONS:** Nate Beulow  
**HEAD OF ADVERTISING, RAM BRANDS:** Lindsay Fifelski

**EXECUTIVE CREATIVE DIRECTOR:** Gary Pascoe  
**EVP GROUP ACCOUNT DIRECTOR:** Kerrin Kramer  
**SVP ACCOUNT DIRECTOR:** Paul Smith  
**VP PRODUCER:** Mike Albert  
**ASSOCIATE CREATIVE DIRECTOR:** Guillermo Gonzalez  
**CREATIVE DIRECTOR:** Bob Havlena  
**EVP, DIRECTOR OF INTEGRATED PRODUCTION:** Jennie Hochthanner  
**SVP DIRECTOR BUSINESS:** Sheryll Kollin  
**DIRECTOR OF THE UNDERGROUND STUDIO:** Stacy Langdon  
**SENIOR CREATIVE EDITOR:** John Grosjean  
**SENIOR FINISHING EDITOR:** Scott Bakkila  
**AUDIO ENGINEER:** Dan Verlinde  
**SENIOR ASSISTANT:** Nick Barone  
**SENIOR BUSINESS MANAGER:** Dawn Malenfant  
**SENIOR TALENT MANAGER:** Kendra Goolsby  
**ASSOCIATE CREATIVE DIRECTOR:** Madison Johnson  
**ASSOCIATE DIRECTOR, PM:** Anna Hemker  
**PROJECT MANAGER:** Kelli Dorsey  
**ACCOUNT EXECUTIVE:** Darren Allen  
**PRODUCT SPECIALIST:** Christopher Siminski

## Best of Category Winner + Black D Winner

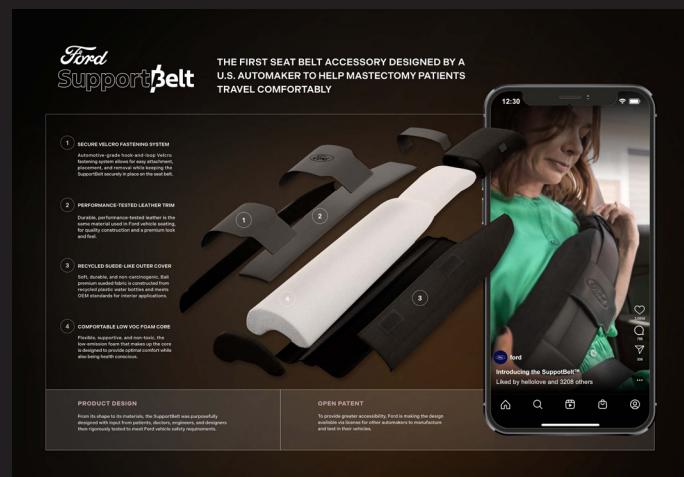
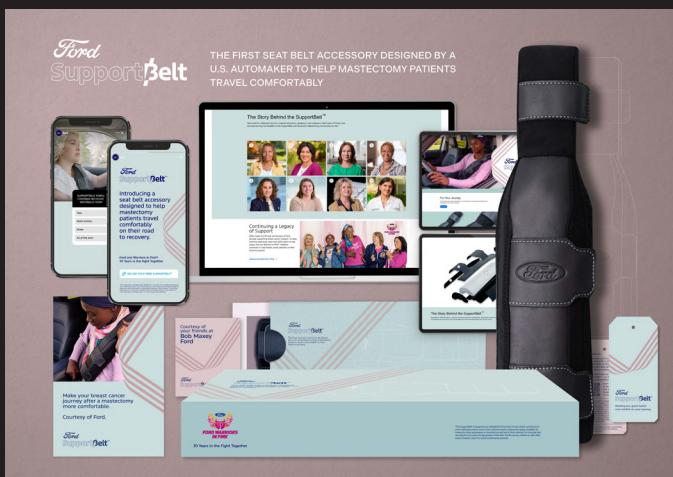


**TITLE:** Cinderella  
**CLIENT:** StockX  
**AGENCY:** Lafayette American  
**CHIEF CREATIVE OFFICER:** Toby Barlow  
**EXECUTIVE CREATIVE DIRECTOR:** Doug Patterson  
**CREATIVE DIRECTOR:** Sarah Bills  
**ASSOCIATE CREATIVE DIRECTOR:** Philip Bator  
**ART DIRECTOR:** Craig Hedges  
**EXECUTIVE PRODUCER:** Amy Abbott  
**PRODUCTION COMPANY:** m ss ng p eces  
**DIRECTOR:** Thuan Tran  
**EDITOR:** Talia Pasqua  
**MUSIC SUPERVISION:** Chris Clark  
**TYPOGRAPHIC DESIGN:** Siyana Studios  
**CLIENT CREATIVE DIRECTOR:** Jamie Delaney



# BEST OF SHOW WINNER

## Best of Show



TITLE: SupportBelt

CLIENT: Ford Motor Company

AGENCY: VML

GLOBAL CHIEF CREATIVE OFFICER (VML): Debbi Vandeven  
CHIEF CREATIVE OFFICER, NORTH AMERICA (VML): Jason Xenopolous

CHIEF CREATIVE OFFICER (VML): Ryan McManus

EXECUTIVE CREATIVE DIRECTOR (VML): Sue Mersch

CREATIVE DIRECTOR (VML): Chad Wolums

CREATIVE DIRECTOR (VML): Lynn Simoncini

ART DIRECTOR (VML): Marina Ferraz

EXECUTIVE DIRECTOR, STRATEGY (VML): Colleen Cleary

MANAGING DIRECTOR (VML): Tom Downey

ACCOUNT DIRECTOR (VML): Lauren Coyne

CHIEF CREATIVE OFFICER, FORD NORTH AMERICA (VML):  
Bob Guisgand

EXECUTIVE PRODUCER (VML): Patrick Witt

PRESIDENT WPP FORD (WPP): Beau Smith

HEAD OF US OWNER MARKETING (FORD MOTOR COMPANY):  
Bethany Cristof

HEAD OF US MARKETING (FORD MOTOR COMPANY): Phil  
O'Conner

GLOBAL CHIEF MARKETING OFFICER (FORD MOTOR  
COMPANY): Lisa Materazzo

MARKETING COMMS STRATEGY MANAGER (FORD MOTOR  
COMPANY): Scott Denby

PRODUCT MANAGER (FORD MOTOR COMPANY): Emily Obert

EXPERIENCE DESIGNER (FORD MOTOR COMPANY): Chris  
Klein

PRODUCT DESIGNER (FORD MOTOR COMPANY): Rima  
Shkoukani

DIRECTOR, INTEGRATED MARKETING (FORD MOTOR  
COMPANY): Michael Cope

CONSUMER STRATEGY MANAGER (FORD MOTOR  
COMPANY): Kelsey Gerken

MANUFACTURING COMPANY: Lear Corporation

SALES DIRECTOR (LEAR CORPORATION): John Nedwick

ENGINEERING DIRECTOR (LEAR CORPORATION): Diana  
Eblenkamp

GLOBAL TRIM & SEAT DESIGN MANAGER (LEAR  
CORPORATION): Jeanette Puig-Pey

MEDIA AGENCY: Mindshare

MANAGING DIRECTOR (MINDSHARE): Curt Jaksen

PRODUCTION COMPANIES: Hogarth, Nice Shoes, Seventy7  
Productions

DESIGNER (HOGARTH): Basia Rochon

SENIOR PRINT PRODUCER (HOGARTH): Amanda Tomei

SENIOR STUDIO PRODUCER (HOGARTH): Robert Rose

VIDEOGRAPHER EDITOR (HOGARTH): Shaun Walla

EP PRODUCTION/POST STUDIO (HOGARTH): Erik Iverson

LEAD CREATIVE EDITOR (HOGARTH): Josh Charlson

SENIOR MOTION GRAPHIC DESIGNER (HOGARTH): Shane  
Hawkins

SENIOR CREATIVE EDITOR (HOGARTH): Lisa Mogul

SENIOR MOTION DESIGNER (HOGARTH): Jessica Nicholas

COLORIST (HOGARTH): Rick Unger

FLAME ARTIST & FINISHER (HOGARTH): Steve Sweik

LEAD ASSISTANT EDITOR (HOGARTH): Izadora Dau

DIRECTOR (SEVENTY7 PRODUCTIONS): Nora Urbanski

DIRECTOR OF PHOTOGRAPHY (SEVENTY7 PRODUCTIONS):  
Marc Ruiz

PRODUCER (SEVENTY7 PRODUCTIONS): Mike Hartman

MUSIC / SOUND COMPANY: Gold Sound

LEAD AUDIO ENGINEER (GOLD SOUND): Bryan Gold

EXECUTIVE PRODUCER (GOLD SOUND): Paula Gold

MUSIC COMPANY: Howling Music

COMPOSER (HOWLING MUSIC): Matthew Fisher

COMPOSER (HOWLING MUSIC): Evan Hull

MANAGING DIRECTOR (HOWLING MUSIC): David Grow

EXECUTIVE PRODUCER (HOWLING MUSIC): Brittany  
Gutierrez

PROJECT MANAGER (HOWLING MUSIC): Kevin Hodgkins

PR AGENCY: Burson

CHIEF COMMUNICATIONS OFFICER, WPP FORD (BURSON):  
Dan Susong

ACCOUNT SUPERVISOR (BURSON): Kaitlyn Leo

SENIOR VICE PRESIDENT (BURSON): Bodhi Satya Basu  
Thakur

ASSOCIATE DIRECTOR (BURSON): Bretlyn Royce

MANAGING DIRECTOR, GLOBAL CREATIVE OPERATIONS  
(VML): Nora Farley

CREATIVE OPERATION DIRECTOR, NA (VML): Tabor Theriot

CREATIVE AWARDS COORDINATOR, NA (VML): Robin King



HERE'S TO EVERYONE  
WHO DUG DEEP AND  
STRUCK GOLD.

CONGRATULATIONS TO ALL THE WINNERS.  
FROM YOUR FRIENDS AT WPP

# Congratulations to all the 2025 D Show finalists and winners.



Listen.  
Think.  
Do.

**smz**  
ADVERTISING

# OVERKILL

is underrated

SEVENTY7PRODUCTIONS PRESENTS IN ASSOCIATION WITH THE D SHOW  
A HUGE CONGRATULATIONS TO ALL OF TONIGHT'S WINNERS  
'OVERKILL IS UNDERRATED' A MANTRA AND PHILOSOPHY STARRING  
NORA URBANSKI MARC RUIZ CHRIS WINSTON MIKE HARTMAN

OH, COME ON,  
THIS WAS DAMN FUNNY  
D SHOW AWARDS 2023

SEVENTY7

[seventy7productions.com](http://seventy7productions.com)

# CONGRATS TO ALL THE WINNERS

Yahoo continues to support Adcraft Detroit, especially the D Show. This year's theme, "Detroit Grit" is stronger than ever and it's great to be a part of the celebration.

**yahoo!**



adcraft  
DETROIT