

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

**cutter**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

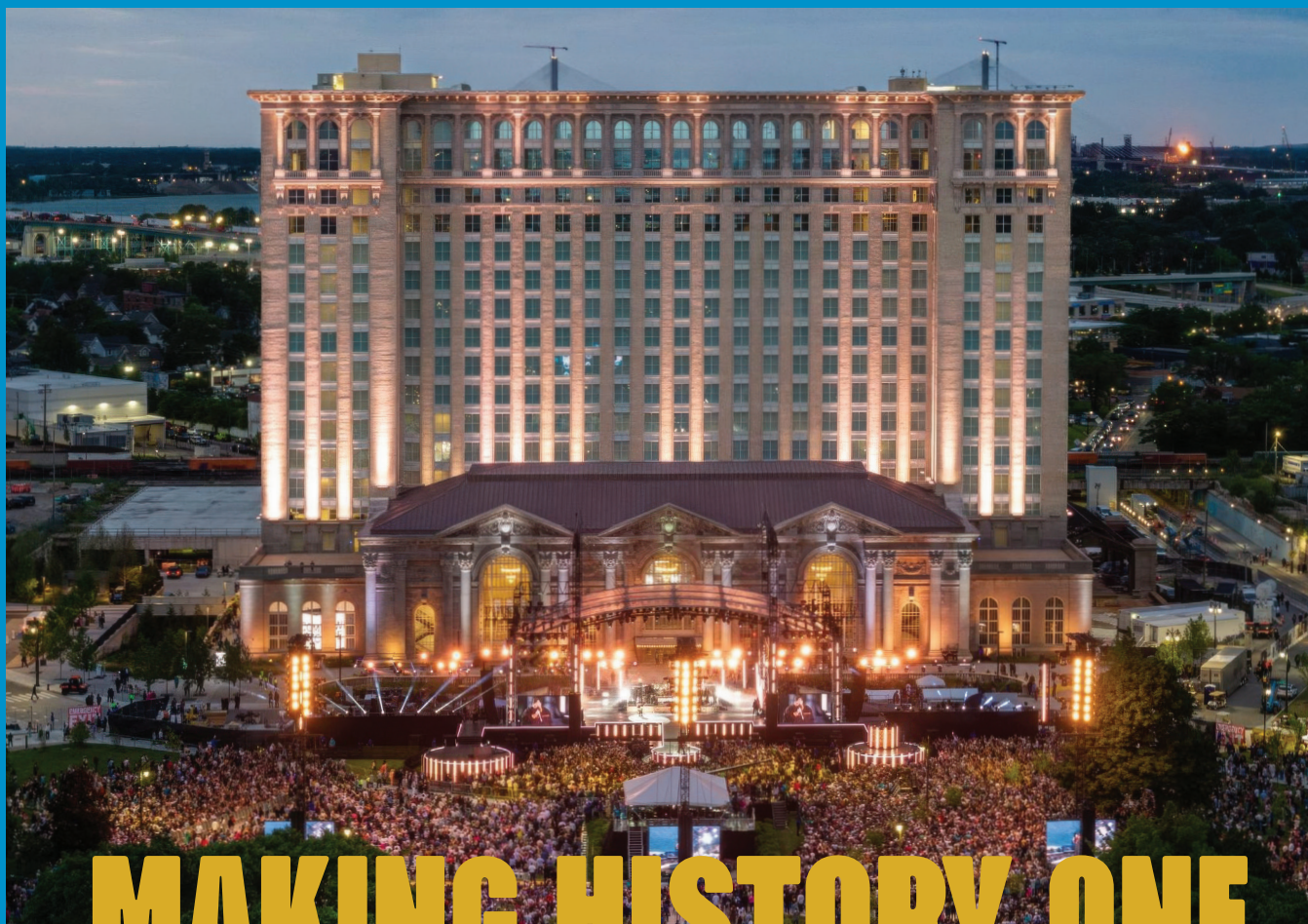
## **POSTER PRINTING**

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](https://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.  
Advertising is dead.  
Long live advertising.



Huge

Now. Next. First.

**REIMAGINING  
POST-PRODUCTION**

FULL-SERVICE | DETROIT-BASED | POST-PRODUCTION  
**REPRISEPOST.COM**

REPRISE  
POST 



# Congrats.



Here's an unbranded, uncopywritten,  
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)



**D/CAL**

Detroit / Chicago / San Diego



# AUDIO MARKETING

## Nominee and Silver Winner



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 Susemili

MUSIC/ORIGINAL: Heavy Duty

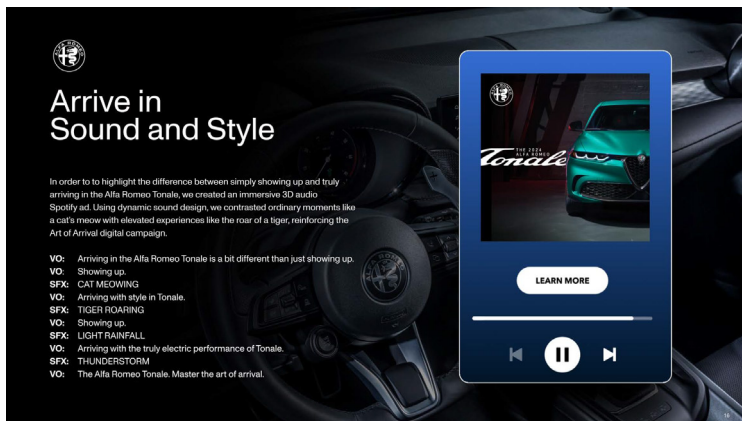
CREATIVE DIRECTOR/ EXECUTIVE PRODUCER: Zach Pilinkoff

AUDIO FINISHING: Heard City

POST ENGINEER/ MIXER : Mike Vitacco

PRODUCER: Liana RosenberG

## Best of Category Winner + Black D Winner



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

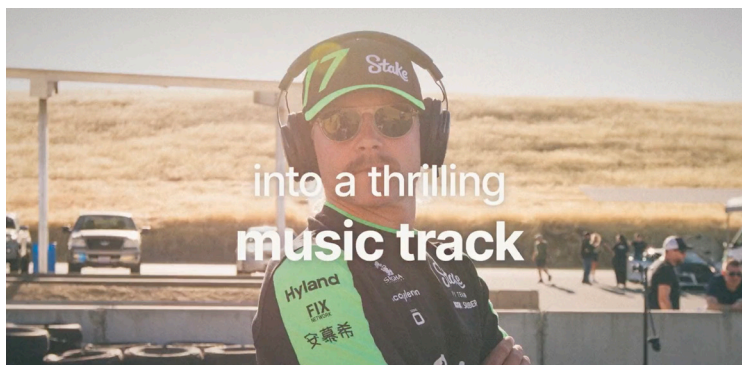
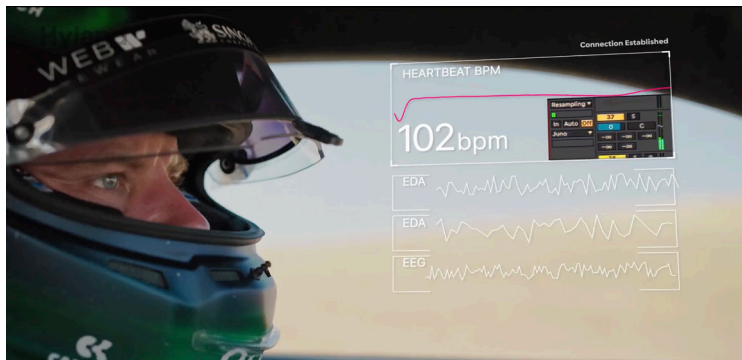
SENIOR ART DIRECTOR: Nicole Hartshorn

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 Blichebe  
 GAFFER: Felix Mendoza III  
 GRIP: Jarrett 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 Lendrum  
 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

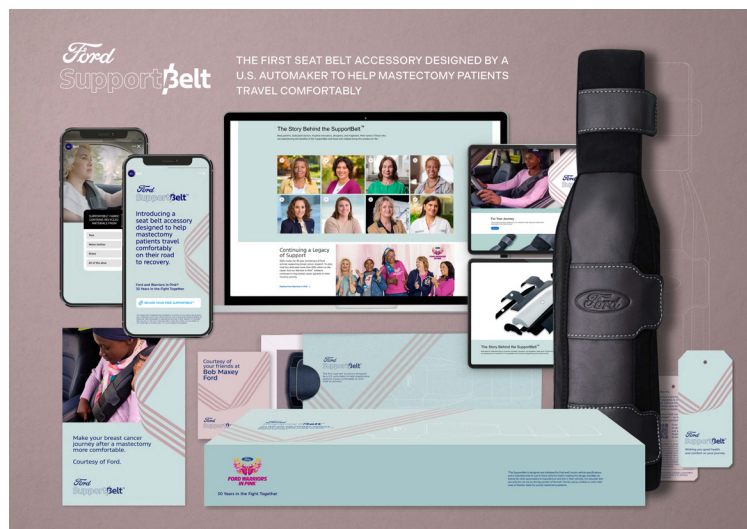
CHIEF CREATIVE OFFICER/WRITER: Chuck Meehan

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 Xenopoulos

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 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



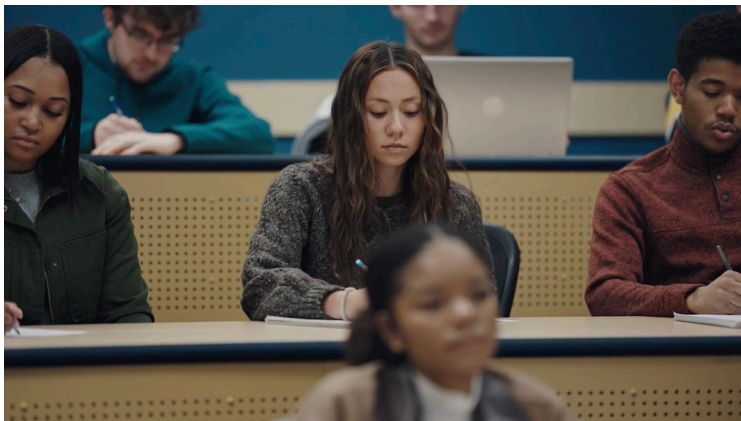
# BORN IN DETROIT

## 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 DeDuco

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

TITLE: Used Barbie Dream Cars

CLIENT: General Motors/CarBravo

AGENCY: MRM

GLOBAL CHIEF CREATIVE OFFICER, MCCANN

WORLDGROUP: Javier Campopiano

EVP, GLOBAL CHIEF CREATIVE OFFICER: Ronal Ng

GLOBAL CEO: Grant Theron

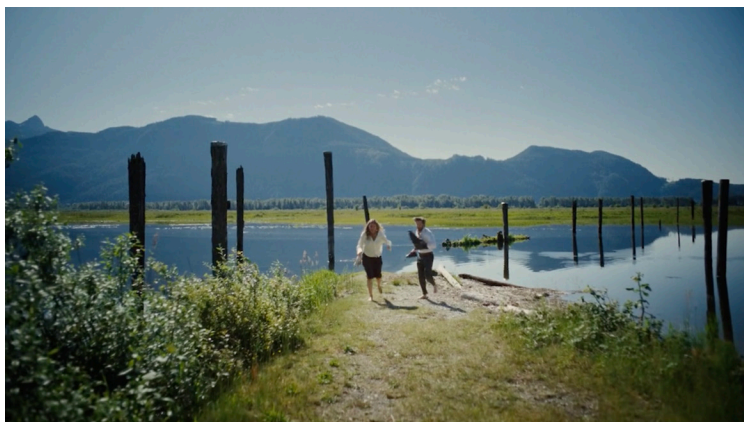


## Nominee and Silver Winner – Cinematography



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

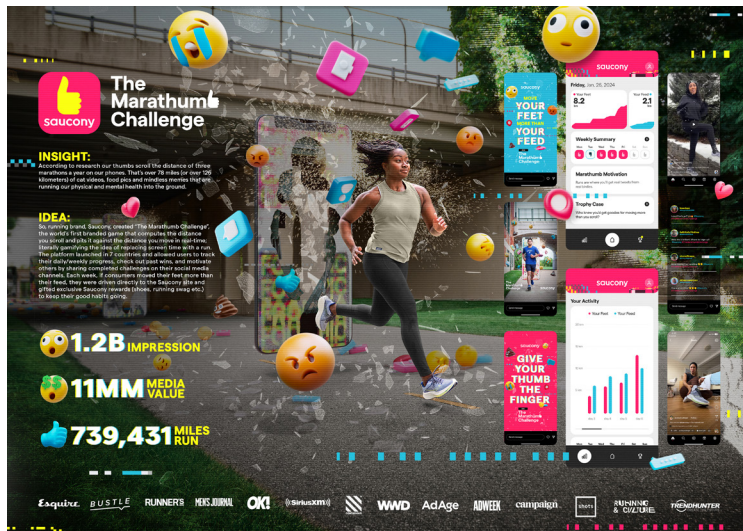
## Nominee and Silver Winner – Editing



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 Stefanski  
 GROUP ACCOUNT DIRECTOR: Tamara Taylor  
 EXECUTIVE DIRECTOR OF STRATEGY: Janet Oak  
 ASSOCIATE DIRECTOR OF STRATEGY: Julia Stern  
 PRODUCTION COMPANY: PrettyBird  
 DIRECTOR: Salomon Ligthelm  
 EXECUTIVE PRODUCER: Jeanne Stawiariski  
 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



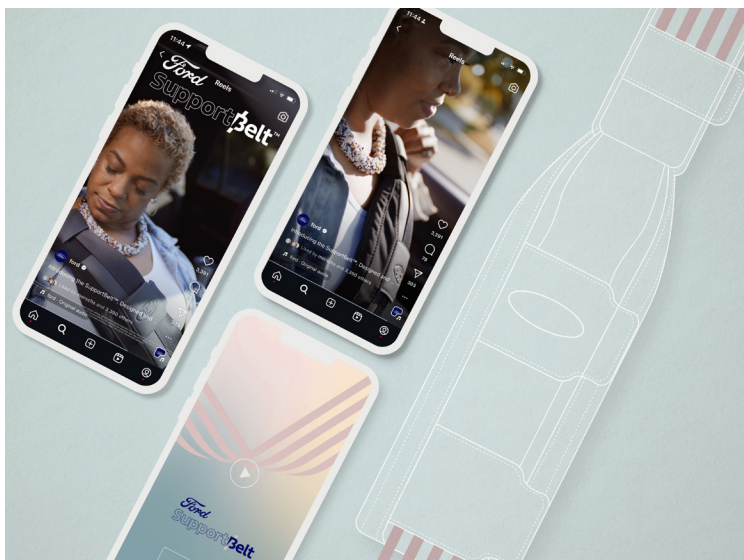
## Nominee and Silver Winner – Original Music



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 Stefanski  
 GROUP ACCOUNT DIRECTOR: Tamara Taylor  
 EXECUTIVE DIRECTOR OF STRATEGY: Janet Oak  
 ASSOCIATE DIRECTOR OF STRATEGY: Julia Stern  
 PRODUCTION COMPANY: PrettyBird  
 DIRECTOR: Salomon Ligthelm  
 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

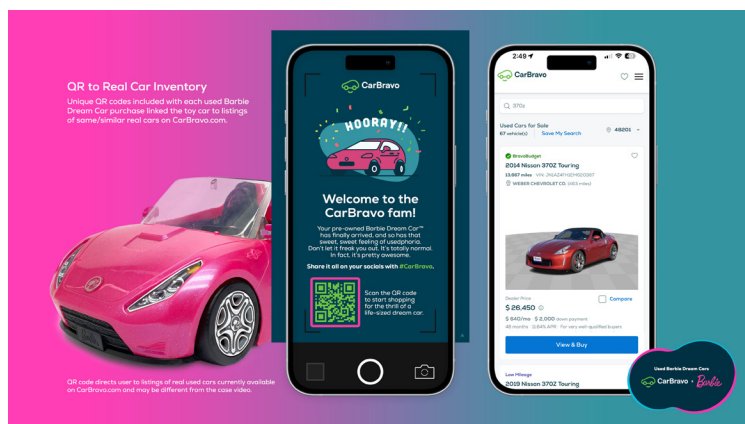
## Best of Category Winner + Black D Winner – Graphic Design



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  
WORLDGROUP: 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 DeDuco  
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

## Nominee and Silver Winner

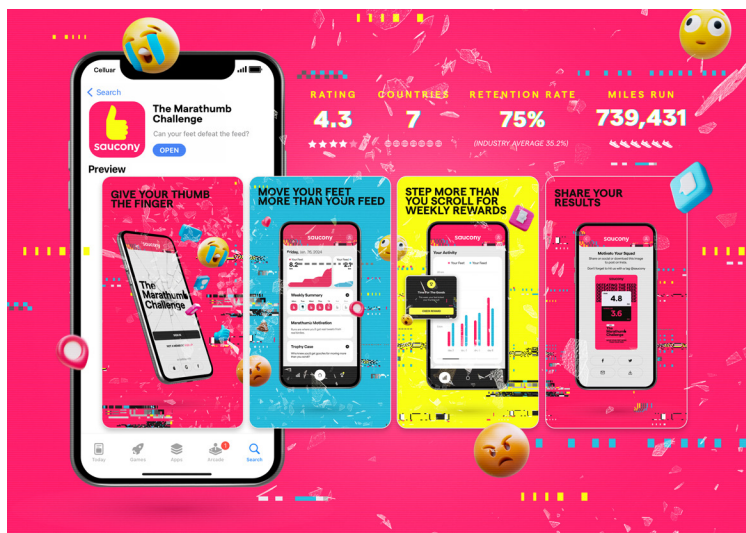
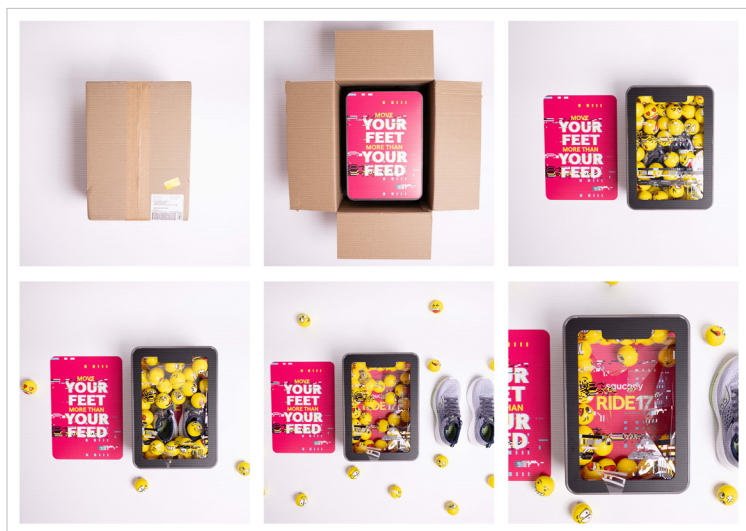
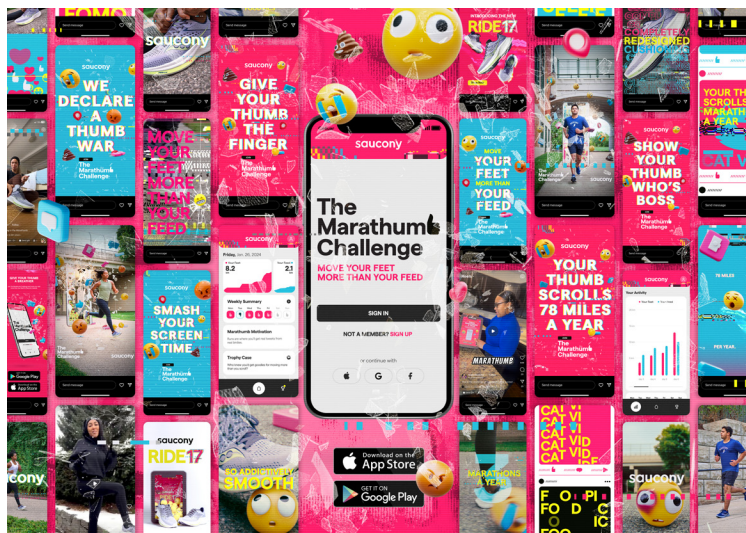


TITLE: Fiat Vs Cybertruck  
CLIENT: Fiat  
AGENCY: Doner  
EVP, EXECUTIVE CREATIVE DIRECTOR: Gary Pascoe  
CREATIVE DIRECTOR: Andrew Wright  
CREATIVE DIRECTOR: Jim Amicucci  
EVP, GROUP ACCOUNT DIRECTOR: Nick Coyne  
VP, ACCOUNT DIRECTOR: Alex Drader  
ASSOCIATE DIRECTOR, PM: Anna Hemker  
PROJECT MANAGER: 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

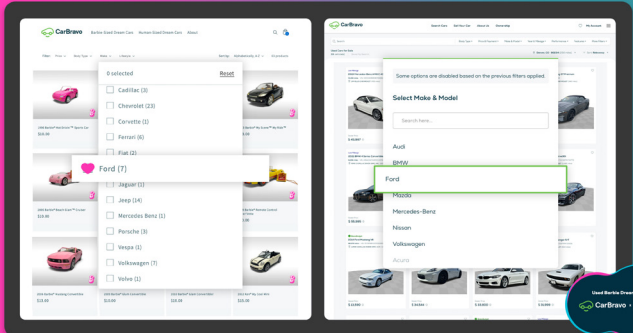
SENIOR TALENT MANAGER: James Jakubiec

SVP, DIRECTOR OF STUDIO OPERATIONS: Jennifer Rhodes

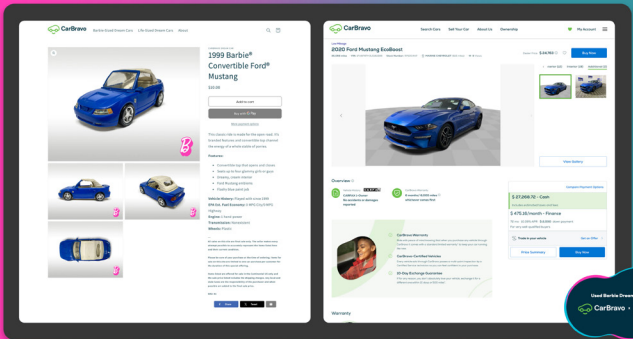


## Nominee and Silver Winner

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 propensity came with a price used Barbie Dream Cars (toy cars) selling on resale sites for money without prices 30+ times more than ours. So when people were calling in on the moment to sell overpriced Barbie Dream Cars, we had to do what's right for our buyers - we sold toy cars - everywhere.

As a new challenger in the U.S. used car market, CarBravo holds on their and lowest prices for ALL used cars - yes, even toy cars. So after getting the green light from Mattel, we bought a full fleet of overpriced used Barbie toy cars and listed them on our e-commerce site designed to mirror the real CarBravo.com. So you could search, filter and buy used toy cars for half the price. Just like our real full-size vehicles.

With each delivery, custom QR codes in our 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 hooked pink.

- Barbie Car Inventory SOLD OUT
- 1 Toy Car Listing = 15 Real Car Views
- Best Sales Month Ever
- \$2.3M real used cars sold to Barbie email recipients
- 32% increase in position and consideration of CarBravo

At CarBravo, we believe everyone has a right to an elevated sales and purchase. Even if that right happens to be pink and plastic and fits in a suitcase. The first real toy car project helped us gain our first sales month over our listing on the site. Plus, lots of parties.

Steve Wilman  
CarBravo Marketing Manager

Client testimonial

© Source: Mattel Marketing | © Source: Marketing CarBravo.com (Barbie Dream Cars) | © Source: Used Barbie Dream Cars (toy cars) | © Source: Barbie Dream Cars (toy cars) | © Source: Barbie Dream Cars (toy cars)

TITLE: Used Barbie Dream Cars

CLIENT: General Motors/CarBravo

AGENCY: MRM

GLOBAL CHIEF CREATIVE OFFICER, MCCANN  
WORLDGROUP: 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 DeDuco

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

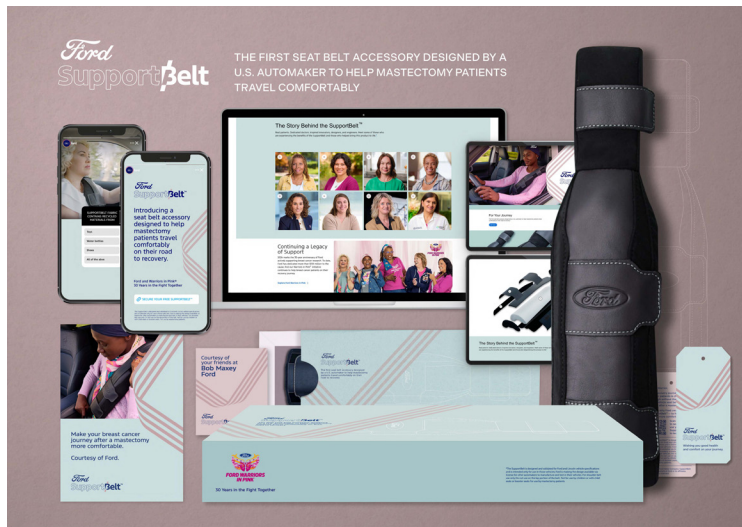
CREATIVE DIRECTOR, WEBER SHANDWICK: Michael Young

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 Xenopoulos

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 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



## 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 Zotoff

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

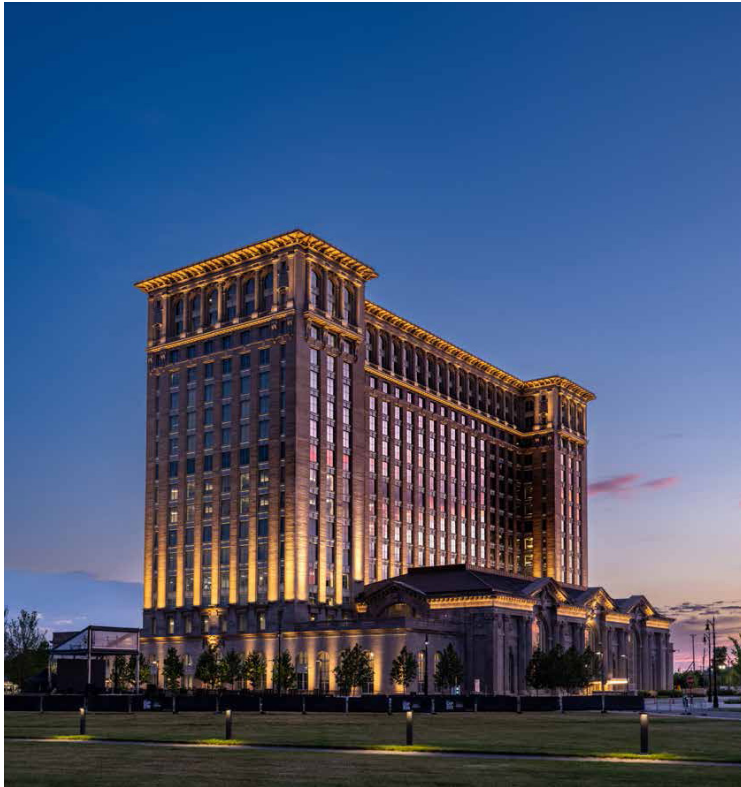
MANAGING DIRECTOR: Kristin Redman

DIRECTOR: Brett Warkentien

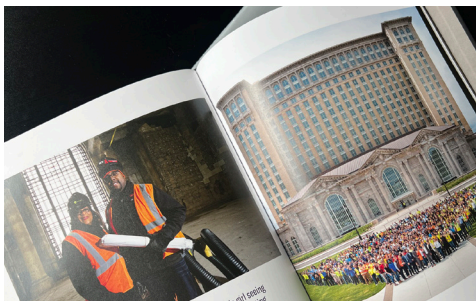


# DETROIT LOVE

**Best of Category Winner + Black D Winner**

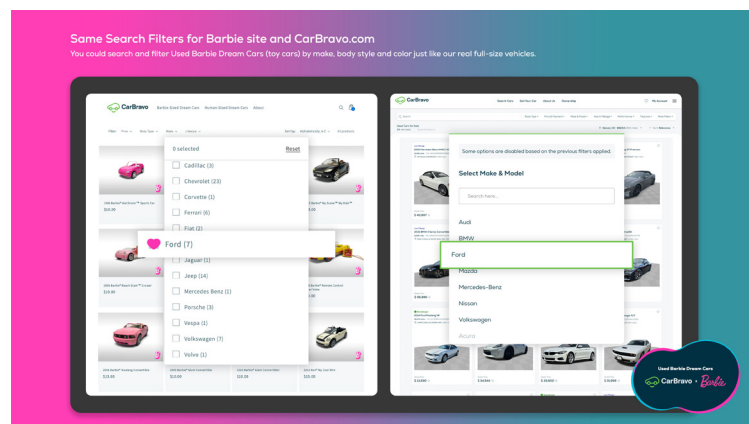


TITLE: The Station  
CLIENT: Ford Motor Company  
AGENCY: Lafayette American  
WRITER: Toby Barlow  
PROGRAM DIRECTOR: Liz Boone  
PRINCIPAL PHOTOGRAPHY: Stephen McGee  
WRITER: Stephen Henderson  
WRITER: Bill Ford  
EDITOR: David Brown





## Nominee and Silver Winner



TITLE: Used Barbie Dream Cars

CLIENT: General Motors/CarBravo

AGENCY: MRM

GLOBAL CHIEF CREATIVE OFFICER, MCCANN

WORLDGROUP: 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 DeDuco

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

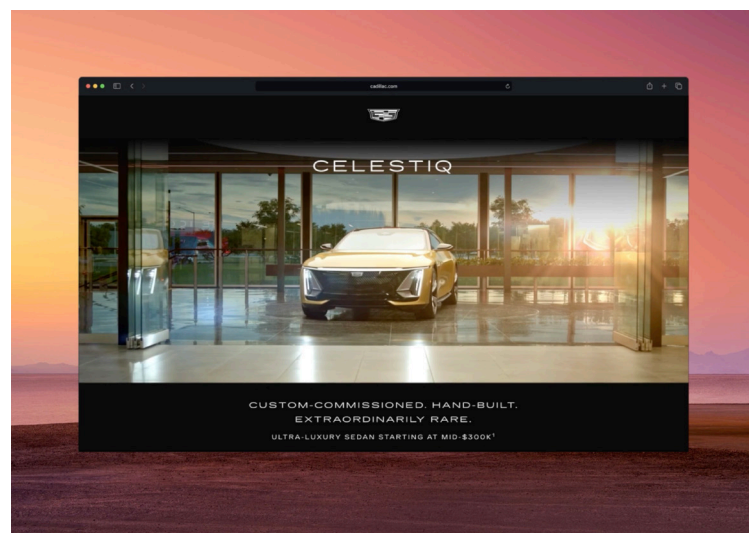
AUDIO ENGINEER: John D'Agostini

CREATIVE DIRECTOR, WEBER SHANDWICK: Michael Young

SENIOR ART DIRECTOR: Jake Broglio

SENIOR COPYWRITER: Sierra Christman

## 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 Propp

PRODUCT UI DESIGNER: Elizabeth Moroz

SENIOR CONTENT MANAGER: Joseph Lyons

CONTENT MANAGER: Pam Vilorio

PROGRAM MANAGER: Hilary Riddell

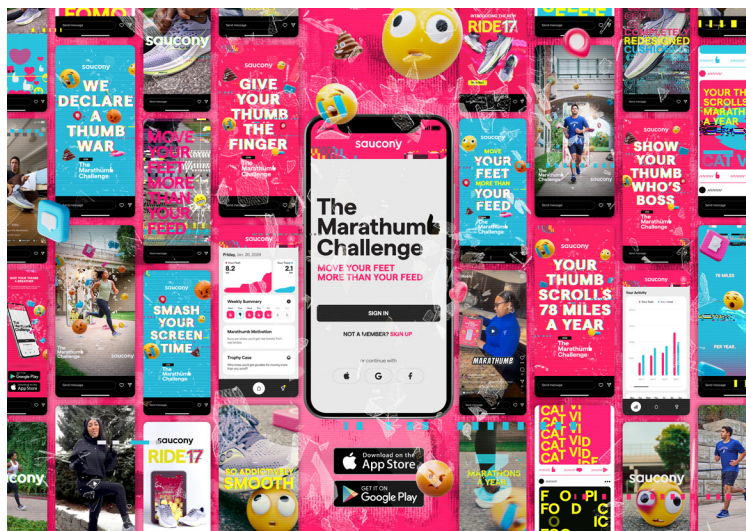
DIRECTOR, PROGRAM MANAGEMENT: Amy Mier Logan

SENIOR PRODUCT INFORMATION SPECIALIST: Kaitlan Landry

ASSOCIATE DIRECTOR, PROGRAM MANAGEMENT: Brad Sanders



## 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

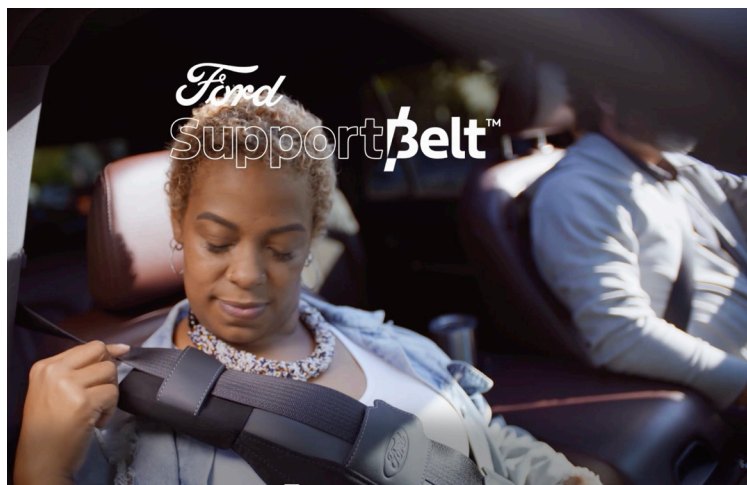


TITLE: Little Caesars P.U.F.F.Y. Fest  
 CLIENT: Little Caesars  
 AGENCY: McKinney  
 CO-CHIEF CREATIVE OFFICER / MCKINNEY: Lyle Yetman  
 HEAD OF ART & DESIGN / MCKINNEY: Will Dean  
 VP, GLOBAL CREATIVE / LITTLE CAESARS: Jaime Pescia  
 GROUP CREATIVE DIRECTOR / MCKINNEY: Andrew Williams  
 GROUP 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 Plocuda  
 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 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 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

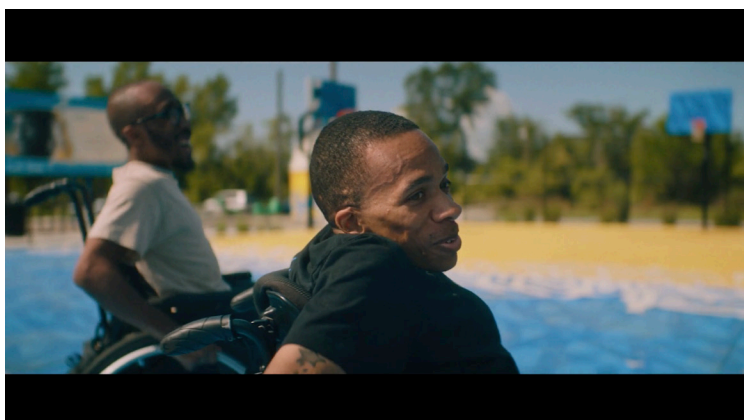
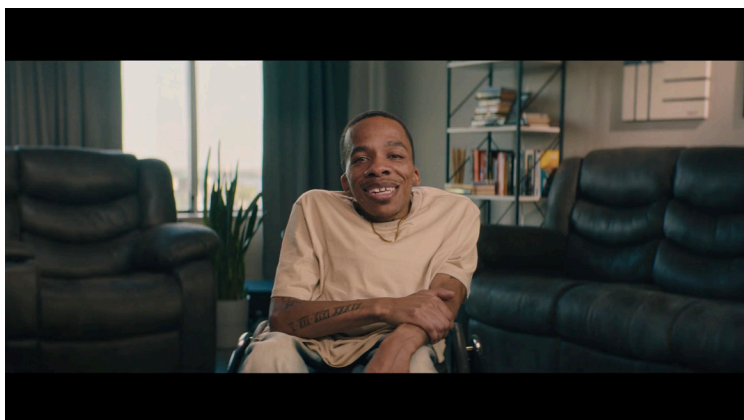
CREATIVE AWARDS COORDINATOR, NA (VML): Robin King



## 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



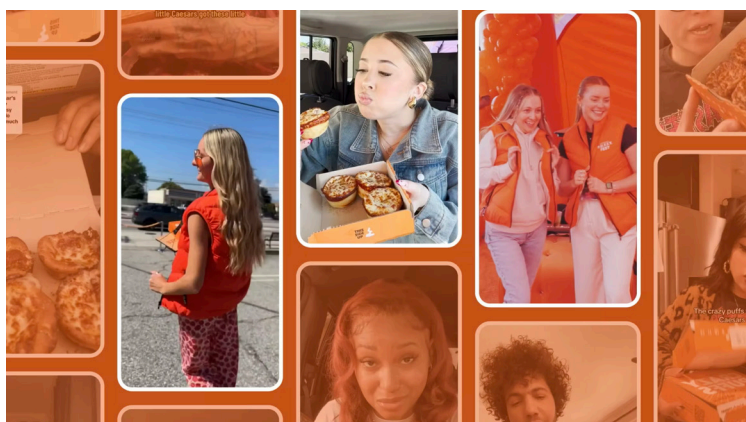


## Nominee and Silver Winner



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



## 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 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  
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 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

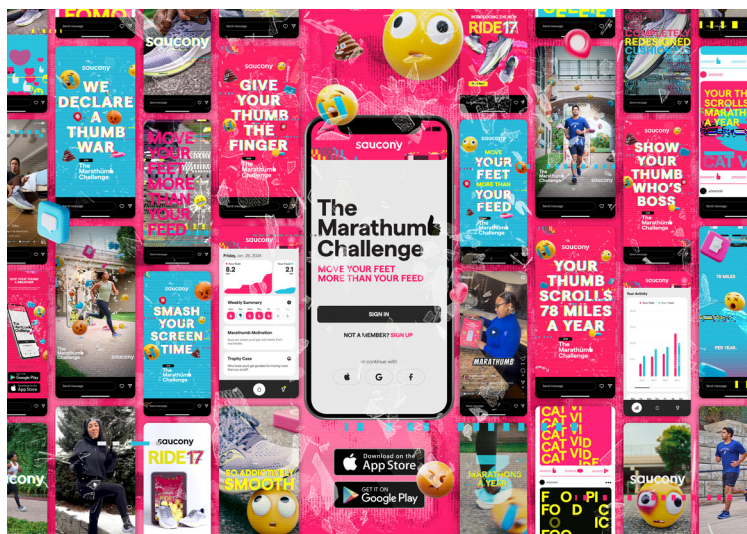
CLIENT: NDPA

AGENCY: Doner

CEO: David DeMuth

CHIEF CREATIVE OFFICER: Colin Jeffery  
EVP, EXECUTIVE CREATIVE DIRECTOR: Justin Bilicki  
CREATIVE DIRECTOR: Anthony Mocer  
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

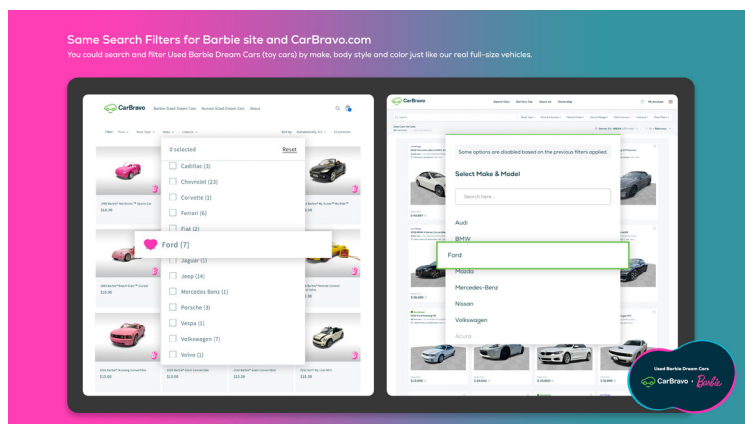
CHIEF CREATIVE OFFICER: Colin Jeffery

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



## Nominee and Silver Winner - Integrated



TITLE: Used Barbie Dream Cars  
 CLIENT: General Motors/CarBravo  
 AGENCY: MRM  
 GLOBAL CHIEF CREATIVE OFFICER, MCCANN  
 WORLDGROUP: 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 DeDuco  
 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

## 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 Mocer  
 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 Mocerì  
 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 Mocerì  
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



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

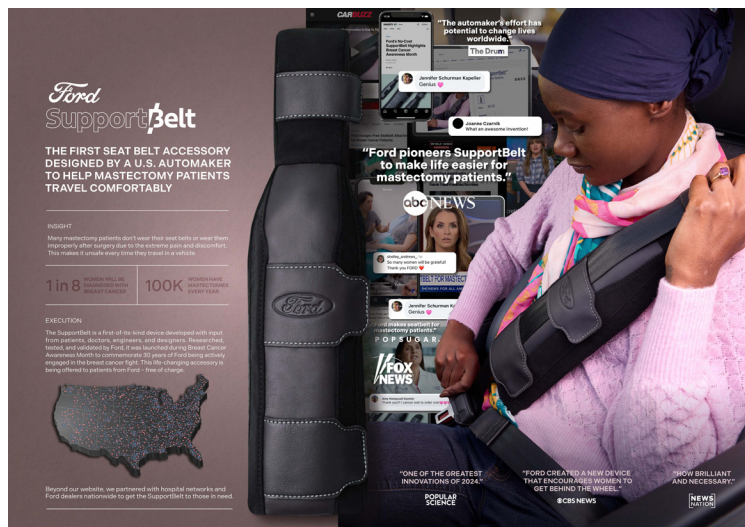


TITLE: The Station  
CLIENT: Ford Motor Company  
AGENCY: Lafayette American  
WRITER: Toby Barlow  
PROGRAM DIRECTOR: Liz Boone  
PRINCIPAL PHOTOGRAPHY: Stephen McGee  
WRITER: Stephen Henderson  
WRITER: Bill Ford  
EDITOR: David Brown



# 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 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 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



## 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 Koenigsnecht  
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 Mocer  
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



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 McMichael

## 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 Villafior

SOUND DESIGNER: Andrew Iacobelli

SOUND RECORDIST: Raina Yarbrough

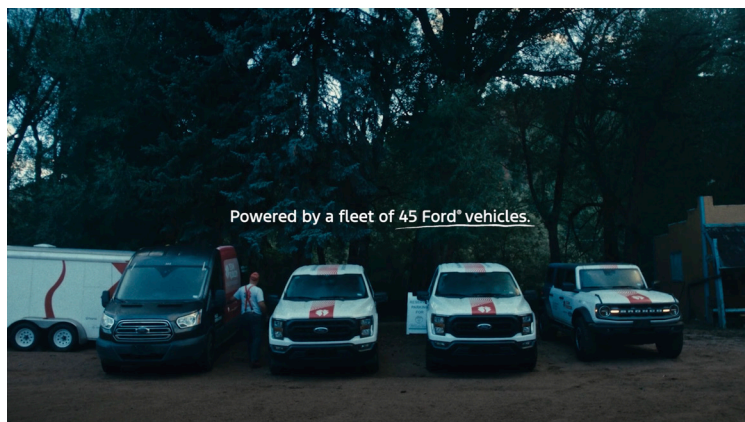
GAFFER: Brendan Thornton





# 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 Plocuda  
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 Company

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

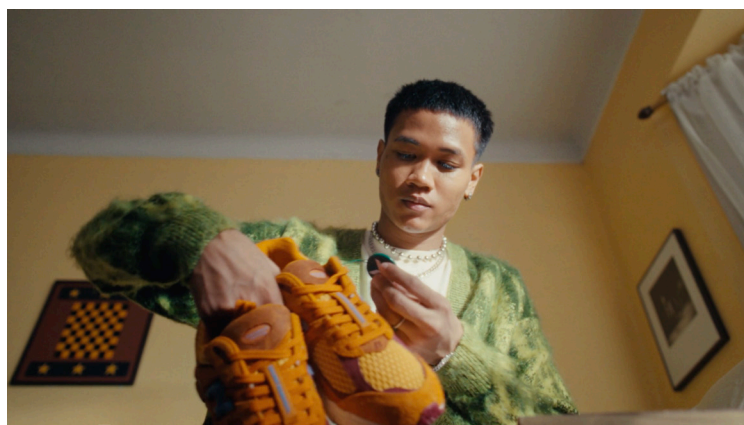
ASSOCIATE DIRECTOR, PM: Anna Hemker

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

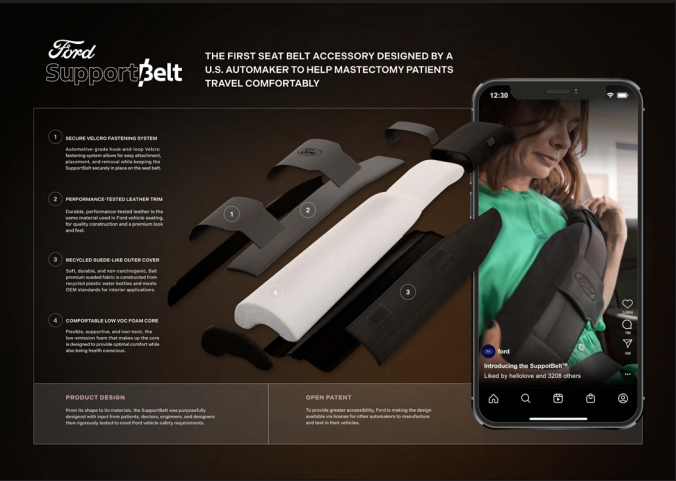
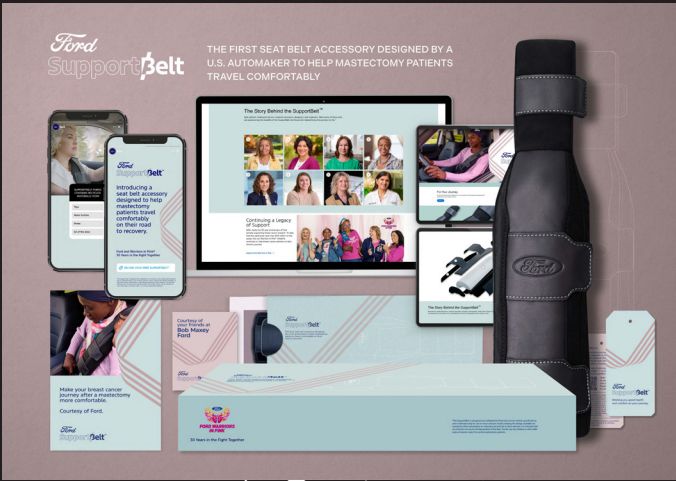
CLIENT CREATIVE DIRECTOR: Jamie Delaney





# 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 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 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 2025

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!**





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DETROIT