



Happy Sweet Sixteen.

THE 16TH ANNUAL D SHOW




JUNE 1, 2023 | GEM THEATRE | DETROIT, MI





write me an ad for my advertising agency



Looking for an advertising agency that can take your brand to the next level? Look no further than [Your Advertising Agency]!   

Our team of creative professionals is dedicated to crafting unique and effective advertising strategies that will help your brand stand out in today's crowded marketplace. With years of experience and a passion for innovation, we are committed to delivering results that exceed your expectations.

Whether you're looking for a comprehensive brand strategy, a targeted social media campaign, or a cutting-edge video production, we have the expertise and resources to make it happen. And with a focus on collaboration and communication, we work closely with our clients every step of the way to ensure that we are always on the same page.

So if you want an advertising agency that can help you win big, choose [Your Advertising Agency] and let us help you take your brand to the top!

yeah, we're not worried about it.



Go Detroit!

CH
EL
SEA.



Shift the Industry



**WOODWARD
ORIGINAL**

MRM collaborated with Detroit creative production house Woodward Original (tapping director Ariel Ellis) to create a moving film announcing the Detroit agency's new Black affinity group, MRM InTheBlk.

MRM
**In
the
blk**
DETROIT

digitally
financially
personally

**For everything we do,
we're all better off with an ally.**

ally do it right.

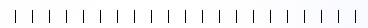


Who will take the cake this year?

Hudson

HudsonArtists.tv

Production / Post-Production / Cake Baking



**Forget writing
the headlines.
Tonight, you are
the headlines.**



The smart and brave will always steal the show.

Congratulations to all the winners from all of us at Campbell-Ewald.





Moonloggers

EDITORIAL & ANIMATION



All-Inclusive. Non-Exclusive. Storytelling.

A diverse team of creative individuals gather on set for their 6:00 am call-time. With their masks on, the crew catch-up with one another while maintaining proper social distancing. There are familiar faces, and plenty of new ones. Damn, it feels good to be back on set.

Just before the sun crests over the horizon, the first shot is up. It doesn't land. The Director takes a brief moment to assess the situation. She talks to the Cinematographer as he adjusts the angle, then walks through the blocking with the

Talent. Each department adjusts accordingly. Old and new, everyone is getting into their grooves as the caffeine kicks in. The scene exudes pure collaboration - there are no lines to be above or below.

The Director gets the "O.K." from Agency and Client and returns to her monitor for last looks. Excitedly, she yells out to the team, "Let's do this!". They nail the second take (and the third for good measure).

The crew crosses frame after frame off of the storyboards.

It's clear this is more than just a job. It's a creative and collaborative process where everyone has a role. The day is wrapped and the gear is packed. You're proud of what you've made, and on the way home wonder, "When will I see my Tibbs family again?"

AMAZING THINGS HAPPEN WHEN YOU LOOK AT THINGS A LITTLE TILTED.

Congratulations to all of tonight's winners.

TLTL

WELCOME TO THE 16TH ANNUAL D SHOW

The D Show is old enough to have a driver's license. 16 years of celebrating the best and brightest of Detroit's creative community. 16 years of gathering to spotlight the astounding imaginative work from agencies, production companies, creators and craftspeople from in and around this remarkable town. Only a global pandemic could give us pause - and even then we pivoted and showed our trademark resilience! So, this year is the D Show's Sweet 16 celebration. Gathering again in person is, indeed, a sweet gift we can no longer take for granted. We hope that you will join all of us in the D Council and raise a toast to the best in all of us.

~ **Chris Handyside**, 2023 D Council Chairperson



Chris Handyside
VP Group Director,
Creative, Leo Burnett



Ryan Wiese
Executive Producer / Director,
Tibbs Inc.



Colin Padden
Chief Client Officer,
Campbell Ewald



Rick Portwood
President,
Display Group



Rick Dennis
Consultant



Susan Mersch
ECD,
VMLY&R



Karen Cathel
EVP/ECD,
Doner



Bela Kogler
Account Director,
GumGum



Maureen Marnon
Executive Producer,
MRM



Wiebke (VB) Engel
Executive Producer,
Hudson Edit



Etta Menlo
EVP, Executive Producer,
Switch Post



Louis Lyne
Creative Director,
Cutters Studios



Brian Yessian
Partner/CCO,
Yessian Music



Susie Campo
Group Creative Director,
DP+/Fusion92



Rory McHarg
ECD,
Woodward Original



Cleveland Thrasher
ACD



Nicky Paradela
Creative Director,
Commonwealth/McCann



LaShonda Allen
Creative Director,
Commonwealth/McCann



Nora Urbanski
Director/Producer,
Seventy7 Productions



Lauren Hustek
Executive Director,
Adcraft

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*Congratulations to all of the finalists and winners.
We are proud to be part of the Detroit community.*



Local boy

LOCALBOY.TV

2023 D SHOW JUDGES



Nina Preuss
Founder/Managing
Director at PREUSS UND
PREUSS/Hamburg



Fuzzy Abideen
EP at Mullen Lowe/
Singapore



KRONCK
Directing duo Jessica
Benzing and Maximilian
Gerlach at KRONCK/
Munich



Miker Stovall
Senior Partner, ECD,
Global Creative
Leadership Team at
FleishmanHillard



**Emily Montgomery
Desmond**
Senior Copywriter at HLK
St. Louis



Brooks Richey
VP, Bank Content Leader



Rouba Asmar
Founder/Executive
Producer at Moreish/
Dubai



Marielle Wilsdorf
CCO at GGH Mullen Lowe/
Hamburg



Matt Olson
Creative Director,
TMA Chicago



Jen Passaniti
HOP, Highdive Chicago



Freddie Richards
HOP, Martin Williams



Kat Gates-Buettner
Creative Director at
Google/New York



Jason Pierce
CCO at VanPierce/Denver



Tricia Hoover
EP, at Martin Agency



Dom Heinrich
SVP, Global Executive
Director Innovation
Design



Corey D Seaton
VP, Group Creative
Director Burrell Dallas

2023 D SHOW CREDITS

D SHOW CHAIR

Chris Handyside

SHOW PRODUCTION

Ryan Wiese, Tibbs Inc.

MOONLINK

Clark Attebury
Kathy Buchanan
Michael Burke
Tony Cecchini
Joe Corbeill
Keith Schembri
Mike Shimmel
Rob Smith
Sara Smith

FLAVOR DETROIT

Scott Stephens
Paul Williams
Keith Slawinski
Kristen Sadlocha

ANOTHER COUNTRY DETROIT

Jeremy Schemm
Josh Condon
Joe Philips

CUTTERS EDITORIAL

Ray Straight

CUTTERS STUDIOS DETROIT

Kym Tripp
Tim Horvath

SHOW HOSTS

Dan John Miller
Tracee Mae Miller

2023 D SHOW THEME

Nicky Paradela
LaShonda Allen

DIGITAL PROGRAM

Susie Campo
Sara Showers

PRE-SHOW PIANO:

Tom Dennis

POST SHOW DJ:

Chris Wolin

THEDSHOW.ORG

Morgan Aerial Parker
Leo Burnett Detroit

ENTRY/JUDGING PLATFORM

Drew McKinnon, Iceberg
Lauren Hustek, Adcraft

ADDITIONAL THANKS

to Adcraft Detroit
Lauren Hustek
Debbie Abdelnour
Avery Johnson



IMAGINATION BY DESIGN

Unleash the potential of Display Group's Creative Collective. From awe-inspiring audiovisual symphonies to breathtaking 3D fabrications, our expertise transforms creative vision into riveting reality. With an expansive repertoire spanning event design, custom fab, lighting, and our in-house broadcast studio, we curate experiences tailored to your creative vision.

Let Display Group be your trusted partner on a journey where innovation and imagination seamlessly intertwine -- freeing you to unlock the full potential of your creativity.

2023 D SHOW SPONSORS

PLATINUM/PRODUCTION PARTNER

Cutters Studios

GOLD PARTNERS

Display Group

SILVER PARTNERS

AFX

Ally Financial

Campbell Ewald

Durable Goods / Rodeo Show

Hudson Edit

Hiatus

Local Boy

Seventy 7 Productions

Tibbs Inc.

Moondoggers

WPP

BRONZE PARTNERS

Chelsea

LUDWIG+

Robert Half

Warner Chappell

Woodward Original

Zara Creative

DIVERSITY IN THE D SPONSOR

Rocket Mortgage

CONGRATULATIONS

FINALISTS

&

WINNERS

THE D SHOW

cutterstudios

NEW YORK CHICAGO LOS ANGELES DETROIT KANSAS CITY TOKYO



CONGRATS TO ALL THE WINNERS.

From a company that started making wire baskets
to one that's grown into a world leader in communications,
never stop following your dreams.

wpp

DURABLE GOODS

Where there is never
too much of a
GOOD thing.



celebrate with us
Guilt Free.

DURABLE GOODS
durablegoods.tv

DIVERSITY IN THE D PROGRAM

The Adcraft Club of 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 launched in 2018, we support female and minority Juniors and Seniors by providing them with mentorship, financial support, and experience gained through internships.

- College Junior Year: \$5,000 Scholarship + Mentorship
- College Senior Year: \$5,000 Scholarship + Mentorship
- 10-week paid internship to be completed during Junior or Senior year

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

ABOUT ROCKET MORTGAGE®

Rocket Mortgage is America's largest mortgage lender and one of Detroit's largest employers. At Rocket, we're committed to always raising our level of awareness and we're obsessed with finding a better way. We believe the highest performing teams require diversity of thought, experience and perspective. To that end, we work to ensure all team members are included, celebrated and supported.

From the entire team at Rocket Mortgage, a heartfelt congratulations to the 2023 - 2024 awardee, Sierra Cheyanne Chisenhall. It's our honor to sponsor this year's Diversity in the D award and present you with this exciting opportunity.



Sierra Cheyanne Chisenhall
College For Creative Studies (CCS)
Class of 2025

To learn more about Diversity in the D, visit www.adcraft.org. If you are interested in sponsoring, please contact Lauren Hustek, Adcraft Executive Director, at lauren@adcraft.org.

ROCKET
Mortgage



SEVENTY7

seventy7productions.com

Congrats to all the winners

AUDIO MARKETING

Nominee and Silver Winner

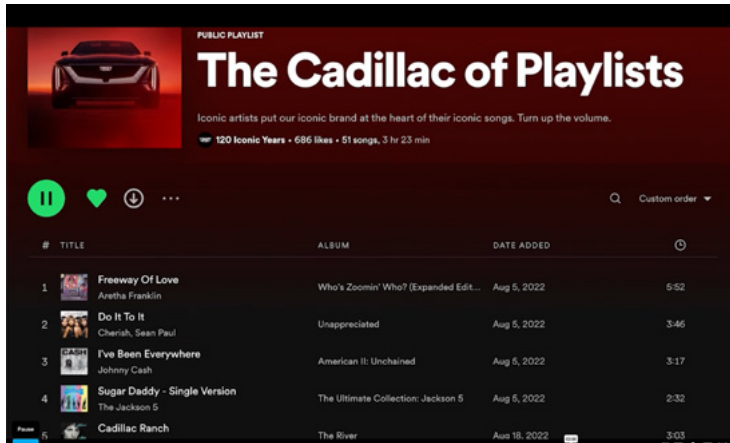


23 min

PLAY ▶

TITLE: Home.Made Podcast Season 2
CLIENT: Rocket Mortgage
AGENCY: Rocket Central
CHIEF MARKETING OFFICER: Casey Hurbis
EDITOR IN CHIEF: Matt Cardwell
EXECUTIVE CREATIVE DIRECTOR: Michael Corbeille
EARNED MEDIA STRATEGIST: Clay Closson
CAMPAIGN MANAGER: Bridget Hillyer
SENIOR DESIGNER: Michael D'Agostini
COPY EDITOR: Sarah Henseler
PROJECT MANAGER: Jess Korbya
PODCAST SERVICES COMPANY: Pacific Content
SHOWRUNNER: Mio Adilman, Pacific Content
STORY EDITOR: Rob Rosentha, Transom
HOST: Stephanie Foo, Self-Employed
PRODUCER: Rehmatullah Sheikh, Pacific Content

Best of Category Winner + Black D Winner



TITLE: Cadillac 120th Anniversary Mixtape
CLIENT: Cadillac
AGENCY: Leo Burnett Detroit
EXECUTIVE CREATIVE DIRECTOR: Craig Crawford
GROUP CREATIVE DIRECTOR: Quoc Lu
SENIOR COPYWRITER: Allie Haroutunian
SENIOR ART DIRECTOR: Austin Ho
EVP, ACCOUNT DIRECTOR: Emily Shahady
SVP, ACCOUNT DIRECTOR: Brian Phelps
ACCOUNT EXECUTIVE: Bryan Coole
EXECUTIVE PRODUCER: Stuart Moutrie
SENIOR PRODUCER: Kayte Walsh
SENIOR PRINT PRODUCER: Laura Ahms
SENIOR PRINT PRODUCER: Sandra Stewart
SENIOR PRODUCTION ARTIST: Darlene Bugaj
SENIOR PRODUCTION ARTIST: Jim Grisnell
COMPLIANCE MANAGER: Lorinda Heide
STRATEGY DIRECTOR: Sam Mertins
VP, DIRECTOR OF DELIVERY SERVICES: Aaron Lambrix
MEDIA, CARAT: Courtney Farmer, Stephanie Schuchard

Nominee and Silver Winner



TITLE: The First Metaverse Small Business Destination
 CLIENT: The UPS Store
 AGENCY: Doner
 CREATIVE: Steve Osterman
 CREATIVE: Kyle Teller
 CREATIVE: Nikita Soklov
 STRATEGY: Henni Sanft
 ACCOUNT: Paul Van Lewen
 ACCOUNT: Karen Cummings
 PROJECT MANAGER: DeMario Sloan
 PROJECT MANAGER: Kate Smith
 STRATEGY: Alex Demuth

Nominee and Silver Winner



TITLE: Home Lore Season 1
 AGENCY: Rocket Central
 CLIENT: Rocket Mortgage
 CHIEF MARKETING OFFICER: Casey Hurbis
 EDITOR IN CHIEF: Matt Cardwell
 EXECUTIVE CREATIVE DIRECTOR: Michael Corbeille
 SR. SECTION EDITOR: Miranda Crace
 CREATIVE STRATEGIST: Rudy Pokorny
 PRODUCER: Kaitlin Fazio
 COPY EDITOR: Sarah Henseler
 COPY EDITOR: Ryan Dandin
 PROJECT MANAGER: Jess Koryba
 STUDIO-AS-A-SERVICE: Made In Network

BRANDED ENTERTAINMENT

Best of Category Winner + Black D Winner

TITLE: Milestone Generations
CLIENT: Ally
AGENCY: Ally



Milestone hero murals by diverse local artists in Charlotte and Detroit.



Static Mural by Abel Jackson (Charlotte)

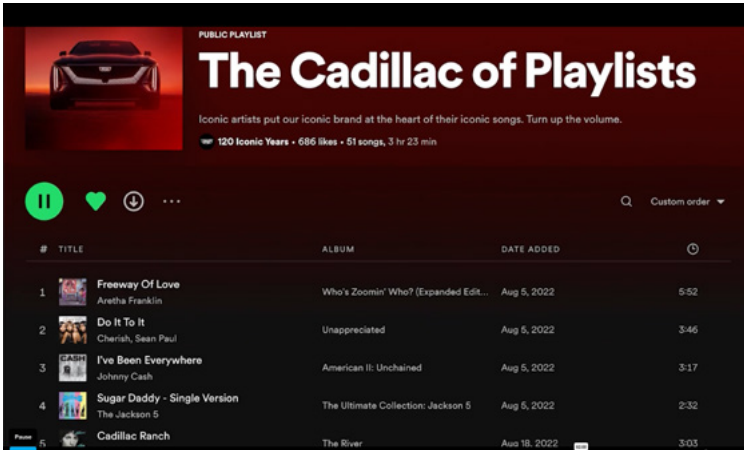
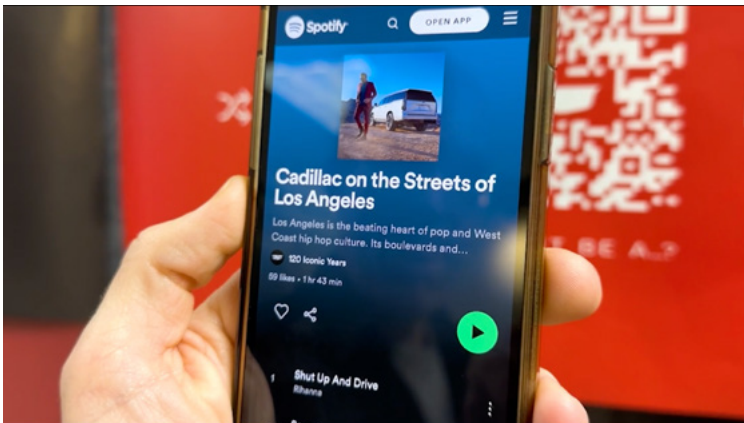


Icon and Rocket Mural by George Nakima (Charlotte)



Static Mural by Jana Corlez (Detroit)

Nominee and Silver Winner



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CREATIVE USE OF MEDIA

Nominee and Silver Winner



TITLE: The First Metaverse Small Business Destination
CLIENT: The UPS Store
AGENCY: Doner
CREATIVE: Steve Osterman
CREATIVE: Kyle Tellier
CREATIVE: Nikita Sokolov
STRATEGY: Henni Sanft
ACCOUNT: Paul Van Lewen
ACCOUNT: Karen Cummings
PROJECT MANAGER: DaMario Sloan
PROJECT MANAGER: Kate Smith
STRATEGY: Alex Demuth

Nominee and Silver Winner



TITLE: Snapchat Milestone AR Experience
CLIENT: Ally

Nominee and Silver Winner



TITLE: Jeep Wrangler Climbing OOH

CLIENT: Jeep

AGENCY: Highdive

JEEP BRAND ADVERTISING MANAGER: Nicole Pesale

JEEP BRAND ADVERTISING MANAGER: Jarrod Dixel

JEEP BRAND ADVERTISING MANAGER: Dave Herkowitz

CO-FOUNDER/CCO: Chad Broude

CO-FOUNDER/CCO: Mark Gross

CREATIVE DIRECTOR: Jorge Pomareda

CREATIVE DIRECTOR: Casey Stern

ART DIRECTOR: Erin Nedelman

COPYWRITER: Tim Flemke

MANAGING PARTNER, ACCOUNT AND STRATEGY LEAD:
Louis Slotkin

PARTNER, LEAD ACCOUNT DIRECTOR: Kaley Lambeth

ACCOUNT SUPERVISOR: Lyndsay Klebba

ACCOUNT EXECUTIVE: Kate Giroux

HEAD OF PRODUCTION, EXECUTIVE PRODUCER: Jen
Passaniti

SENIOR PRODUCER: Steph Cotherman

DIRECTOR OF BUSINESS AFFAIRS: Kelley Beaman

BUSINESS AFFAIRS MANAGER: Joanna Peltier

CREATIVE RETOUCHER: Scott Giannini

PRODUCTION ARTIST: Gregg McGinn

PRODUCER: Jordon Varichak

CREATIVE USE OF MEDIA

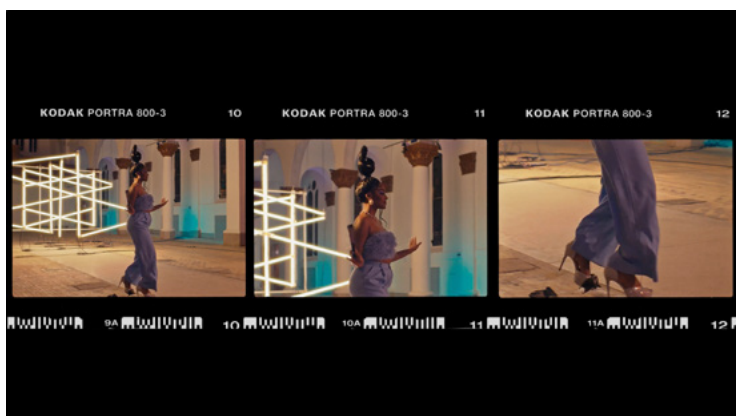
Best of Category Winner + Black D Winner



TITLE: Bright Side Dental
AGENCY: Rebuild Agency
CLIENT: Bright Side Dental
EXECUTIVE CREATIVE DIRECTOR: Mark Canavan
ACCOUNT DIRECTOR: Scott Cooley
SENIOR DESIGNER: Layne Perry
COPYWRITER: Amanda Sullivent



Nominee and Silver Winner



TITLE: Woodward Original for Audetorium - Audetorium
Visual Mission Statement
CLIENT: Audetorium
AGENCY: Woodward Original
DIRECTOR: Ariel Ellis
EXECUTIVE CREATIVE DIRECTOR: Rory McHarg
EXECUTIVE PRODUCER: Jonathan Braue
EXECUTIVE PRODUCER: Joseph Talbot
EXECUTIVE PRODUCER: Nate Segall
PRODUCER: Anthony Bommarito
PRODUCER: Stevie Ansara
DIRECTOR OF PHOTOGRAPHY: Dimitrius Ramirez
EDITOR: Joseph Talbot
ASSOCIATE EDITOR: Larissa Hanna
POST PRODUCTION PRODUCER: Carly Atto
MUSIC COMPOSITION: Che Pope
MUSIC COMPOSITION: Phil Beaudreau
COLOR: Patrick Sexton
SOUND Design: Mike Regan

DETROIT LOVE

Nominee and Silver Winner



TITLE: Woodward Original for Venture 313, Unlocking Detroit's Entrepreneurial Potential
CLIENT: Venture 313
AGENCY: Woodward Original
DIRECTOR: Rory McHarg
DIRECTOR: Ben Deka
DIRECTOR: Julien Deka
EXECUTIVE CREATIVE DIRECTOR: Rory McHarg
EXECUTIVE PRODUCER: Jonathan Braue
EXECUTIVE PRODUCER: Joseph Talbot
PRODUCER: Anthony Bommarito
PRODUCER: Alex Becker
DIRECTOR OF PHOTOGRAPHY: Dimitrius Ramirez
EDITOR: Joseph Talbot
ASSISTANT EDITOR: Larissa Hanna
POST PRODUCTION PRODUCER: Carly Atto
COLOR: Patrick Sexton
SOUND DESIGN: Mike Regan
COMPOSER: David Chapdelaine

Nominee and Silver Winner



TITLE: Tibbs Inc. for Detroit - Speed & Sound
AGENCY: Tibbs Inc.
DIRECTOR: Oksana Mirzoyan
EDITOR: Amanda Marien
EXECUTIVE PRODUCER: Ryan Wiese
PRODUCTION COMPANY: Tibbs Inc.
POST PRODUCTION: Moondoggers

Best of Category Winner + Black D Winner:



TITLE: D/CAL for Gucci x Detroit vs. Everybody, Patterns

CLIENT: Gucci

AGENCY: D/CAL

CREATIVE: D/CAL

DP: Stephen Smith

Nominee and Silver Winner



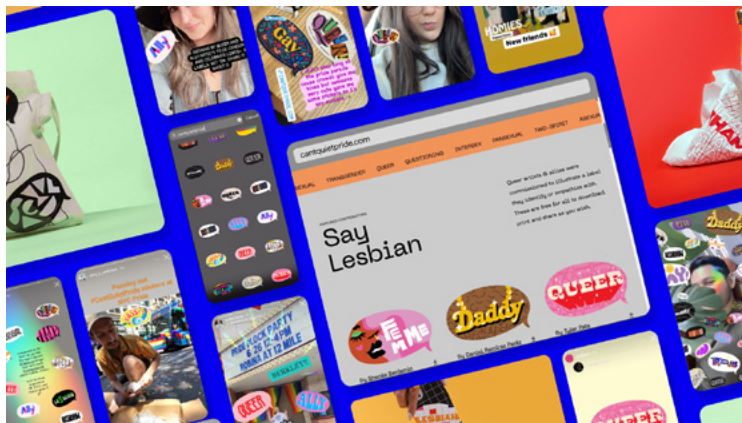
TITLE: Ally's Moguls in the Making
CLIENT: Ally
AGENCY: Revolt TV & MKTG
CMPRO - ALLY: Andrea Brimmer
EXECUTIVE DIRECTOR, BRAND & SPONSORSHIP - ALLY: Bridget Sponsky
SENIOR DIRECTOR, MULTICULTURAL MARKETING - ALLY: Erica Hughes
SENIOR DIRECTOR, CORPORATE CITIZENSHIP - ALLY: Natalie Brown
MULTICULTURAL MARKETING: Indya Davis
VP ACCOUNT DIRECTOR - REVOLT TV: Bree Balogun
SR. DIRECTOR, CREATIVE PRODUCTION - REVOLT TV: Naydea Davis
VP HOSPITALITY & EVENTS - MKTG: Tina Kouchinsky
SR. DIRECTOR INNOVATION & ENTREPRENEURSHIP - TMC: Martin G. Martin
PR - ALLY: Laurie Hurst
PR - ALLY: Cristianna Vazquez
PR - ALLY: Jorge Avellan

Nominee and Silver Winner



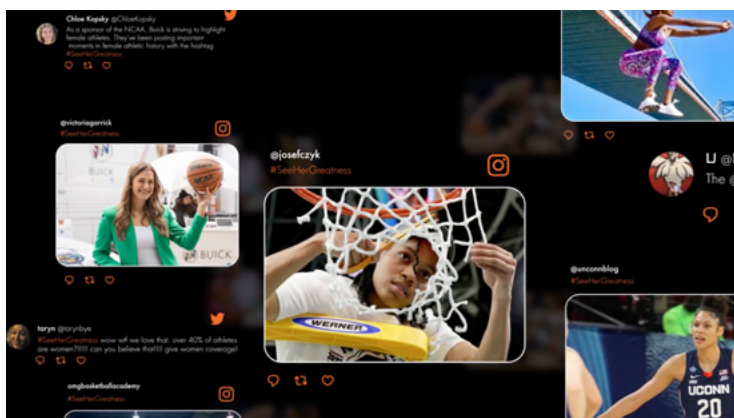
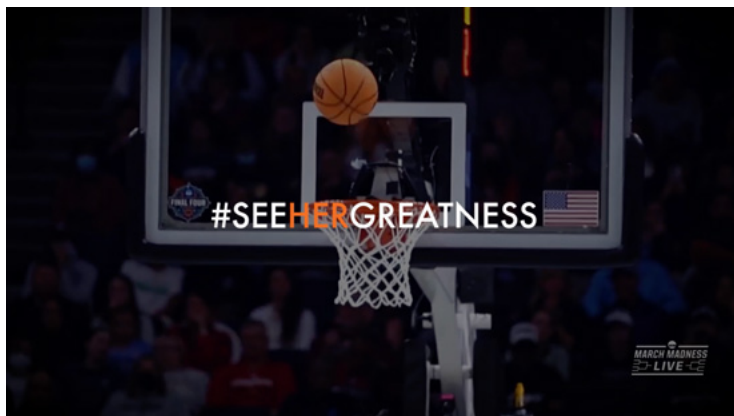
TITLE: Let's Talk
CLIENT: Chevrolet
AGENCY: Casanova//McCann
VP CREATIVE DIRECTOR: Rodrigo Lino
ASSOCIATE CREATIVE COPYWRITER: Hector Hernandez
COPYWRITER: Cesar Davila
AGENCY PRODUCER: Tony Pacheco
GROUP ACCOUNT DIRECTOR: Angela Perez
ACCOUNT SUPERVISOR: Andres Calvachi
ACCOUNT EXECUTIVE: Ana Zuñiga
SOCIAL MEDIA MANAGER: Alejandra Perez
STRATEGY SUPERVISOR: Bruno Corneli
PRODUCTION COMPANY: Shooters Films
POST PRODUCTION: The Maestros
PRESIDENT / CEO: Ingrid Smart
SOCIAL MEDIA MANAGER ASSISTANT: Jazzie Robles
SENIOR ART DIRECTOR: Jenna Convisar

Nominee and Silver Winner



TITLE: Can't Quiet Pride
 CLIENT: Digitas Detroit
 AGENCY: Digitas Detroit
 EVP, CHIEF CREATIVE OFFICER: Atit Shah
 DESIGN LEAD/DESIGNER: Jimmy Allemann
 VP, DIRECTOR, DESIGN: Matt Keeler
 ASSOCIATE DIRECTOR, DESIGN: Ashley Postiff
 ART DIRECTOR/DESIGNER: Darcy Feeley
 COPYWRITER: Chad Fenoglio
 SENIOR DESIGNER: Jaren Tigani
 DESIGNER: Nat Resende
 DESIGNER: Sophe Buzgan
 DESIGNER: Lucy Van Eerde
 DESIGNER: Colin Ricksecker
 DESIGNER: Liz Connaughton
 DESIGNER: Will Shuster
 DESIGNER: Jake Kuzak
 DESIGNER: Andy Gregg
 DESIGNER: Harvey Grace
 DESIGNER: Daniel Ramirez Perez
 DESIGNER: Tyler Pate
 DESIGNER: Lisa Marie Thalhammer
 DESIGNER: Shanee Benjamin
 DESIGNER: Sarah Sumeray
 LEAD EXPERIENCE DESIGNER: Sergey Ryadovoy
 SENIOR EXPERIENCE DESIGNER: Josh Miller
 ASSOCIATE DIRECTOR, EXPERIENCE DESIGN: Lauren Zelanko
 ASSOCIATE DIRECTOR, EXPERIENCE DESIGN: Broke Talbot
 ASSOCIATE DIRECTOR, EXPERIENCE DESIGN: Matt Adams
 ASSOCIATE DIRECTOR, SENIOR PRODUCER: Shivang Chopra
 PRODUCER: Cory Peterson
 PRINT PRODUCER: Kate Geskos
 PRINT PRODUCER: Kara Canole
 SENIOR PRODUCER: Eddie Liguori
 LIVE ACTION DIRECTOR: Mike Bucchino
 LIVE ACTION PRODUCER: Nicole Mundy
 LIVE ACTION PRODUCER: Jordan Balderas
 POST PRODUCER: Michelle Rand
 EDITOR: Douglas Zaner
 ASSOCIATE, BUSINESS AFFAIRS: Jenn Jeudy
 VP GROUP DIRECTOR, PROJECT MANAGEMENT: Omari Francis
 VP, DIRECTOR, TALENT ENGAGEMENT: Lyndsay Cornelius
 SENIOR ASSOCIATE, SOCIAL STRATEGY: Palak Joshi

Best of Category Winner + Black D Winner



TITLE: See Her Greatness - Buick
 CLIENT: Buick
 AGENCY: Leo Burnett Detroit
 EXECUTIVE CREATIVE DIRECTOR: Steve Glinski
 EXECUTIVE CREATIVE DIRECTOR: Tim Thomas
 CREATIVE DIRECTOR: Vinny DeAraujo
 CREATIVE DIRECTOR: Andre Felix
 CREATIVE DIRECTOR: Dan Councilor
 CREATIVE DIRECTOR: Tom Topolewski
 EXECUTIVE PRODUCER: Erik Zaar
 DIRECTOR OF CREATIVE OPERATIONS: Tony Booth
 SENIOR DESIGNER: Stavo Alvarez
 CREATIVE DIRECTOR: Chris Handyside
 DIRECTOR OF INTEGRATED PRODUCTION: Brian Dooley
 DIRECTOR, ACCOUNT SERVICES: Jim Bickers
 MANAGING DIRECTOR: Yanlin Sun
 GROUP ACCOUNT DIRECTOR: Emily Harrington
 ACCOUNT DIRECTOR: Lauren Pesta
 ACCOUNT DIRECTOR: Angela D'Aristotile
 DIRECTOR, STRATEGY: Matt MacDonell
 DIRECTOR, STRATEGY: Julie Wagner
 DIRECTOR, STRATEGY: Roshen Mathew
 GROUP STRATEGY DIRECTOR: Kaylin Scott
 COMMUNITY MANAGEMENT: John Hill
 COMMUNITY MANAGER: Mark Grossi
 ART DIRECTOR: James Bruff
 COPYWRITER: Rich Toltzman
 SENIOR ACCOUNT EXECUTIVE: Natalya Sana
 EDITORIAL: Cutters
 EDITOR, CUTTERS: Kathryn Hempel
 ASSISTANT EDITOR, CUTTERS: Ryann Harrison
 FLAME, CUTTERS: Steve Sweik
 FLAME, CUTTERS: Ann Allen
 GRAPHICS, CUTTERS: Scott Stephens
 COLOR, CUTTERS: Eric Mauer
 EXECUTIVE PRODUCER, CUTTERS: Becky Smialek
 EXECUTIVE PRODUCER, CUTTERS: Heather Richardson
 PRODUCER, CUTTERS: Alison Collins
 SOUND DESIGN: Finger Music & Sound Design
 CREATIVE DIRECTOR, FINGER MUSIC & SOUND DESIGN: Dave Hodge
 PRODUCTION COORDINATOR, FINGER MUSIC & SOUND DESIGN: Jordan Rich
 EXECUTIVE PRODUCER, FINGER MUSIC & SOUND DESIGN: Ewa Miller

Nominee and Silver Winner

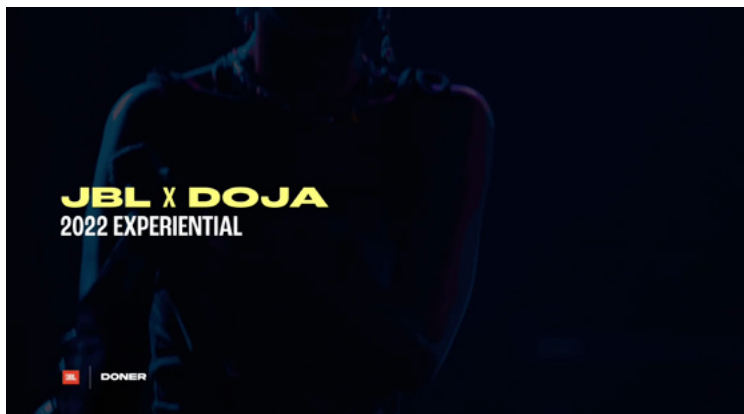


TITLE: Ally Earn Your Leisure and UnitedMasters present - Earn Your Masters
 CLIENT: Ally
 AGENCY: UnitedMasters
 CPRO - ALLY: Andrea Brimmer
 EXECUTIVE DIRECTOR, BRAND & SPONSORSHIP - ALLY: Bridget Sponsky
 SENIOR DIRECTOR, MULTICULTURAL MARKETING - ALLY: Erica Hughes
 EXECUTIVE DIRECTOR, BRAND ENTERPRISE - ALLY: Beth Woodruff
 MULTICULTURAL MARKETING - ALLY: Selim Ayyildiz
 CHIEF REVENUE OFFICER - UNITEDMASTERS: Eden Gorcey
 ACCOUNT MANAGER - UNITEDMASTERS: Allison Cane
 VP CONTENT STRATEGY - UNITEDMASTERS: Jon Wiedman
 SENIOR ACCOUNT MANAGER - UNITEDMASTERS: Jessica King
 EARN YOUR LEISURE: Troy Millings
 EARN YOUR LEISURE: Rashad Bilal
 PR - ALLY: Cristianna Vazquez
 PR - ALLY: Jorge Avellan
 SOCIAL - ALLY: Juli Mixis
 DIRECTOR OF CORPORATE CITIZENSHIP - ALLY: Demetrius Scott
 DIRECTOR OF EVENTS & EXPERIENCE - UNITEDMASTERS: Shazia Abji
 PR - UNITEDMASTERS: Shanice Graves
 CEO - ALLEN LEWIS AGENCY: Jocelyn Coley

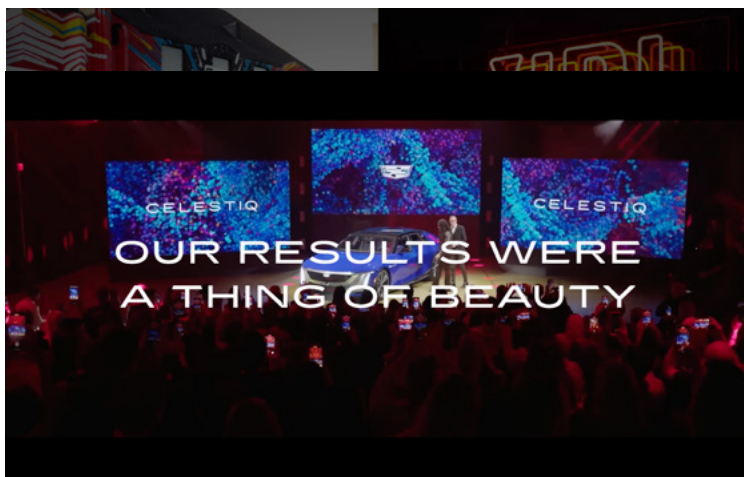
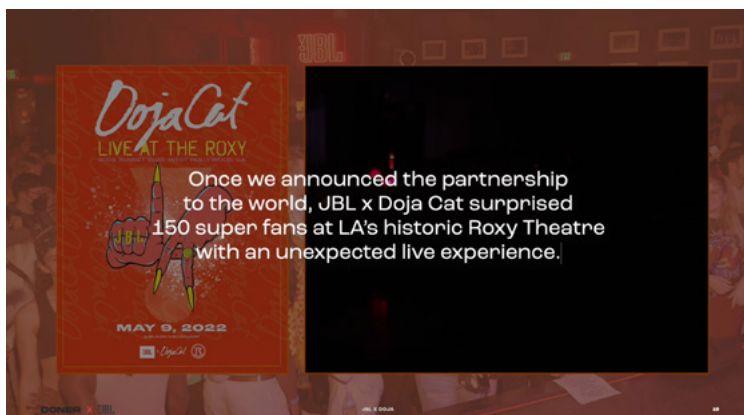


EXPERIENTIAL - LIVE SHOWS

Best of Category Winner + Black D Winner



TITLE: JBL x Doja
CLIENT: JBL
AGENCY: Doner
CREATIVE: Julio Desir Jr.
CREATIVE: Jeffrey Beck
CREATIVE: Mila Bengoa
CREATIVE: Slade Stone
CREATIVE: Dylan Lang
CREATIVE: Apple Xenos
CREATIVE: Shawn Gadley
CREATIVE: Alanna Marshall
CREATIVE: Richard Romero
ACCOUNT: Kevin Weinman
ACCOUNT: Brittney Jelsone
ACCOUNT: Johana Olivera
ACCOUNT: Maddie Sager
ACCOUNT: Courtney McClear
PROJECT MANAGEMENT: Matthew Friedman
STRATEGY: Ryan McKone
STRATEGY: Nick Navetta
PRODUCTION: Jennie Hochthanner
PRODUCTION: Mike Stark
PRODUCTION: Christian Lathers

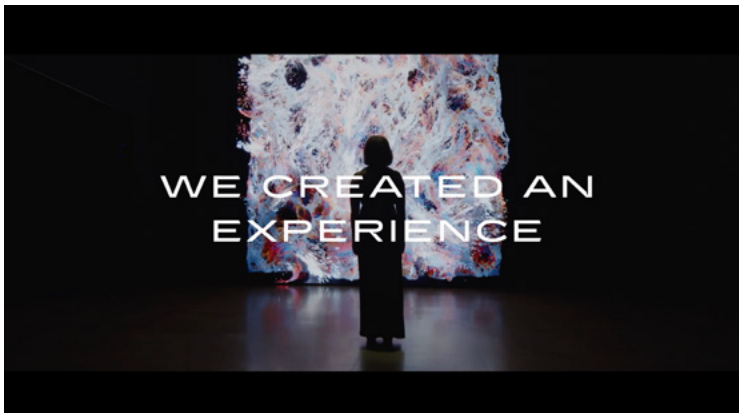


Nominee and Silver Winner



TITLE: Buddy's Pizza Restaurant Interior Design
 CLIENT: Buddy's Pizza
 AGENCY: Core Marketing Communications
 CREATIVE Director: John McGee
 DESIGNER: Ethan Ulrich

Best of Category Winner + Black D Winner



TITLE: Art Of You
 CLIENT: Cadillac
 AGENCY: Leo Burnett Detroit
 EVP, EXECUTIVE CREATIVE DIRECTOR: Craig Crawford
 GROUP CREATIVE DIRECTOR: Stuart O'Neil
 VP, CREATIVE DIRECTOR: Harry Knizknik
 VP, CREATIVE DIRECTOR: Steve Kerry
 CREATIVE DIRECTOR: Marthinus Strydom
 SENIOR ART DIRECTOR: Erika Canfijn
 SENIOR COPYWRITER: Chrissy Deem
 SENIOR DESIGNER: Emily Johnston
 EVP, ACCOUNT DIRECTOR: Emily Johnston
 SVP, ACCOUNT DIRECTOR: Brian Phelps
 ACCOUNT DIRECTOR: David Goulette
 EVP, DIRECTOR OF CREATIVE SERVICES: Tony Booth
 VP, EXECUTIVE PRODUCER: Stuart Moutrie
 SENIOR PRODUCER: Jacob Kiehle
 SENIOR PRODUCER: Kayte Walsh
 ASSISTANT DEPUTY GENERAL COUNCIL: Cynthia Fannon
 COMPLIANCE MANAGER: Lorinda Heide
 SENIOR PROJECT MANAGER: Marissa Hoepner
 PRODUCTION COMPANY: m s s n g p e c e s
 MANAGING PARTNER: Ari Kuschnir
 MANAGING PARTNER: Brian Latt
 MANAGING PARTNER: Kate Oppenheim
 DIRECTOR OF PRODUCTION: Rebecca Davis
 EXPERIENTIAL & IMMERSIVE DIRECTOR: Mike Woods
 EXECUTIVE PRODUCER: Dave Saltzman
 CO-EXECUTIVE PRODUCER: Brian Malott
 HEAD OF IMMERSIVE PRODUCTION: Alex Curran
 CREATIVE TECHNOLOGIST: Will Kanellos
 AI/INTERACTION DESIGN: Hexagram Films
 DIRECTOR: JJ Augustavo
 EXECUTIVE PRODUCER: Edward Grann

INTEGRATED CAMPAIGN

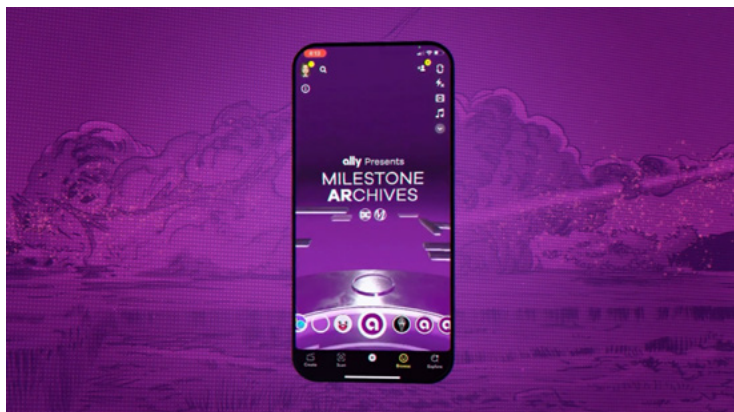
Nominee and Silver Winner



TITLE: Epiphone Forever Guitar
CLIENT: Epiphone/Gibson Brands
AGENCY: D/CAL
CREATIVE: D/CAL



Nominee and Silver Winner



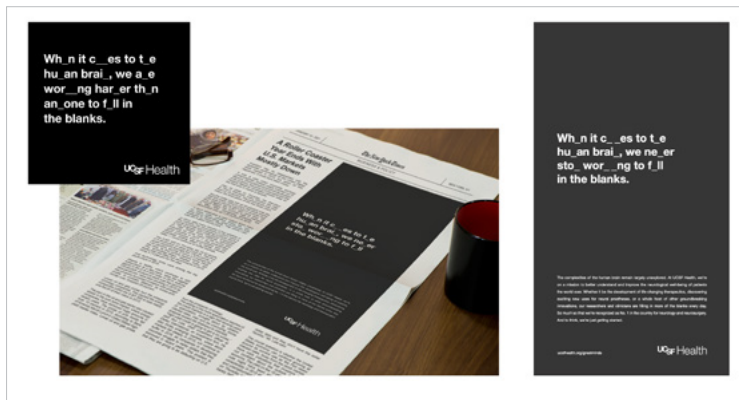
TITLE: The Milestone Initiative
CLIENT: Ally

Nominee and Silver Winner



TITLE: Help.
 CLIENT: Cleveland Clinic
 AGENCY: MRM
 EVP, CHIEF CREATIVE OFFICER: Jeff Cruz
 VP, ACCOUNT DIRECTOR: Crystal Cross
 ASSOCIATE CREATIVE DIRECTOR: Corey Krause
 SENIOR COPYWRITER: Jake Parrett
 SENIOR ART DIRECTOR: Rachel Burt
 SENIOR CONTENT ARTIST: Robin Coker

Nominee and Silver Winner



TITLE: Brain Waves
 CLIENT: University of California San Francisco Medical Center
 AGENCY: TILT
 EXECUTIVE CREATIVE DIRECTOR: Shanky Das
 MANAGING PARTNER: Lawrence James
 COPYWRITER: Jeff Euteneuer
 AWARD SHOW COORDINATORS: Bethany Schnur / Amelia Charamand-Quelas
 ART DIRECTOR: Alan Majewski
 PROJECT MANAGER: Kathy Kakoz
 PRODUCER: Dennis McCullough
 ACCOUNT DIRECTOR: Molly Vos
 ACCOUNT MANAGER: Elena Kovac
 PHOTOGRAPHER: Lians Jadan
 DIRECTOR: Ron Hamad
 DESIGNER: K'kio Hardin

Nominee and Silver Winner



TITLE: The Other Part of the Fight
 CLIENT: Pink Fund
 AGENCY: LUDWIG+
 EXECUTIVE CREATIVE DIRECTOR: Michael Stelmaszek
 CREATIVE DIRECTOR: Steve Platto
 CREATIVE DIRECTOR: Robin Todd
 SENIOR ART DIRECTOR: Amanda Dalka
 COPYWRITER: Gina O'Neill
 ACCOUNT DIRECTOR: Lisa Kozaruk
 ACCOUNT MANAGER: Rachel Kopf
 ACCOUNT COORDINATOR: Lucas Atallah

INTEGRATED CAMPAIGN

Nominee and Silver Winner



TITLE: HUMMER EV: Go Big Go Bold

CLIENT: GMC

AGENCY: Weber Shandwick

CHIEF ENGINEER BATTERY ELECTRIC TRUCK: Alan Oppenheiser

SENIOR PROGRAM MANAGER - BET PROGRAMS GPM - BET

PROGRAM MANAGEMENT: Catherine Glowicki

SENIOR MANAGER & LEAD SOLUTION MANAGER SDV ENTERTAINMENT (INFOTAINMENT) SW: Scott Damman

EXECUTIVE CHIEF ENGINEER ELECTRIFICATION - BET: Josh Tavel

DIRECTOR, VIP MECHATRONIC PLATFORM EXECUTION

ARCHITECTURE & CORE ENABLERS: Mike Colville

LEAD DEVELOPMENT ENGINEER BATTERY ELECTRIC TRUCK, MID SIZE TRUCK AND 9B TEAM: Aaron Pfau

LEAD DEVELOPMENT ENGINEER - VEHICLE PERFORMANCE TEAM BATTERY ELECTRIC TRUCK, MID SIZE TRUCK AND 9B TEAM: Andrew Mitchell

CHAIR AND CHIEF EXECUTIVE OFFICER: Mary Barra

GM PRESIDENT: Mark Reuss

EXECUTIVE DESIGN DIRECTOR GLOBAL CHEVROLET: Phil Zak

DIRECTOR OF DESIGN CHEVROLET AND PERFORMANCE: Rich Scheer

DESIGN TECHNICAL EXPERT | EXTERIOR LIGHTING | CROSS BRANDS CHEVROLET AND PERFORMANCE: Samir Datta

ASSISTANT PRODUCT MANAGER, GLOBAL DIGITAL VEHICLE SHOPPING CX GLOBAL DIGITAL DATA INTEGRATION: Scott Martin

PLANT EXECUTIVE DIRECTOR - FACTORY ZERO DETROIT HAMTRAMCK ASSEMBLY GM FACTORY ZERO: Jim Quick

XIL FUNCTIONAL LEAD VEHICLE DYNAMICS PERFORMANCE AND INTEGRATION CAE METHODS: Maddy Wiles

DIRECTOR, BATTERY CELL SYSTEMS RESEARCH BATTERY CELL SYSTEMS RESEARCH: Mei Cai

DIRECTOR, ELECTRIFICATION STRATEGY ELECTRIFICATION STRATEGY, OUTSIDE SALES AND NEW BUSINESS: Timothy Grewe

PROGRAM ENGINEERING MANAGER: Courtney Lindwurm

GLOBAL BUILD PROGRAM MANAGER GMNA - FST, THORNE: Darryl Thorne

GLOBAL VICE PRESIDENT BUICK & GMC BUICK & GMC - SALES, SERVICE & MARKETING: Duncan Aldred

LEAD VEHICLE DYNAMICS OFF ROAD PERFORMANCE ENGINEER BATTERY ELECTRIC TRUCK, MID SIZE TRUCK AND 9B TEAM: Todd Hubbard

TRAFFIC SAFETY LEAD, ENGINEERING TECH FINANCE, ADMINISTRATION, HR: Gary Moon

VEHICLE PERFORMANCE ENGINEER - CHASSIS CONTROLS - BT1FG/UG/TC+ BATTERY ELECTRIC TRUCK, MID SIZE TRUCK AND 9B TEAM: Kirsten Hanson

CHIEF ENGINEER LUNAR MOBILITY & FUEL CELL DESIGN GROUP FUEL CELL DESIGN INTEGRATION AND COMPONENTS RELEASE: Brent Deep

ELECTRIFICATION RLM DEVELOPMENT ENGINEER CALIBRATION METHODS AND ADVANCED DEVELOPMENT: Felicia Powers

DRE - BT1/BV1/A100 STEERING GEARS CHASSIS STEERING SYSTEMS: Nidhiraj Singh

GMC MARKETING DIRECTOR GMC MARKETING: Rich Latek

CREATIVE DESIGNER CHEVROLET BEV EXTERIOR: Brian Malczewski

VP, STORYTELLING OPERATIONS AND INTERNATIONAL COMMUNICATIONS: Joe Jacuzzi

CMO BUICK AND GMC BUICK & GMC MARKETING: Molly Peck

VP, PRODUCT & BRAND VEHICLE BRAND

COMMUNICATIONS: Michelle Malcho

EXECUTIVE DIRECTOR, CHEVROLET COMMUNICATIONS

CHEVROLET COMMUNICATIONS: Chad Lyons

SENIOR MANAGER, EXECUTIVE COMMUNICATIONS AND CORPORATE STRATEGY EXECUTIVE SPEECHWRITING: Tara Kuhnen

DIRECTOR, BUICK & GMC COMMUNICATIONS BUICK COMMUNICATIONS: Mikhael Farah

SENIOR MANAGER, GMC HUMMER EV COMMUNICATIONS

BUICK COMMUNICATIONS: Nicole Schmitz

SENIOR MANAGER, PLANT COMMUNICATIONS - FACTORY

ZERO & ULTIUM GMNA MANUFACTURING & LABOR

RELATIONS COMMS: Jennifer Korail

EXECUTIVE VICE PRESIDENT: Katie Adams

SENIOR MANAGER, CLIENT EXPERIENCE DIGITAL: Shayne Posteraro

VICE PRESIDENT, INTEGRATED PRODUCTION: Nate Kostegian

GROUP CREATIVE DIRECTOR: Tony Kause

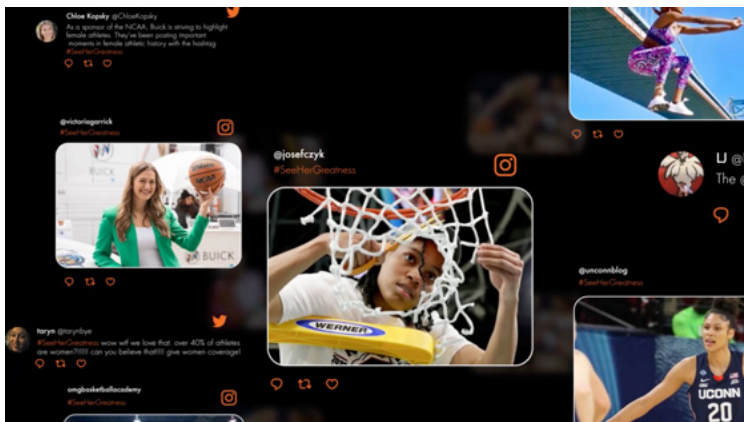
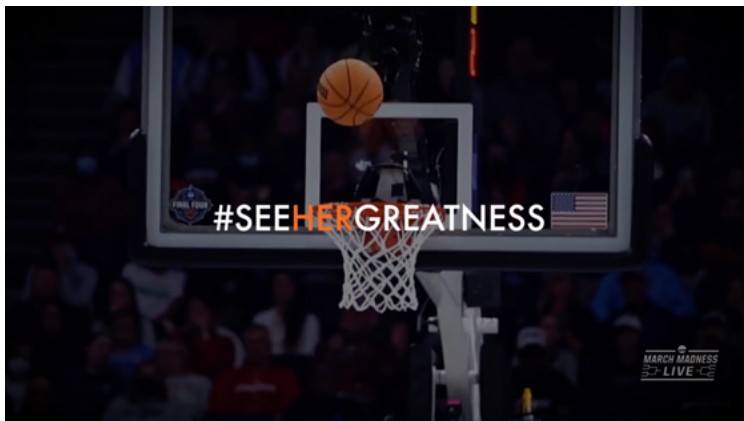
VICE PRESIDENT, INTEGRATED PROJECT MANAGEMENT: Cathy Wagner

SENIOR VICE PRESIDENT, INTEGRATED PROJECT MANAGEMENT: Jim Rossow

SENIOR PROJECT MANAGER: Casey Hampson

PROJECT MANAGER: Lama El-Sebai

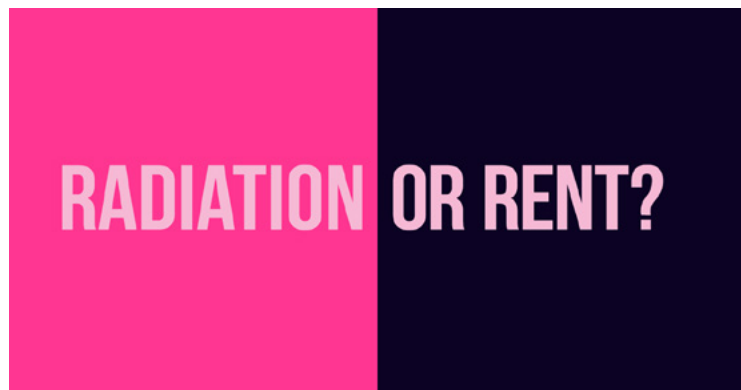
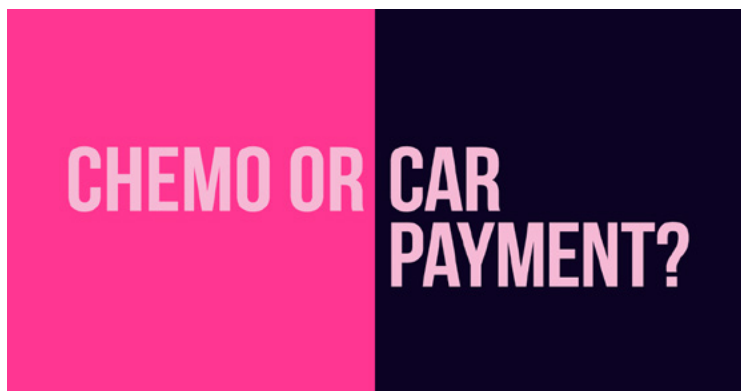
Best of Category Winner + Black D Winner:



TITLE: See Her Greatness - Buick
 CLIENT: Buick
 AGENCY: Leo Burnett Detroit
 EXECUTIVE CREATIVE DIRECTOR: Steve Glinski
 EXECUTIVE CREATIVE DIRECTOR: Tim Thomas
 CREATIVE DIRECTOR: Vinny DeAraujo
 CREATIVE DIRECTOR: Andre Felix
 CREATIVE DIRECTOR: Dan Councilor
 CREATIVE DIRECTOR: Tom Topolewski
 EXECUTIVE PRODUCER: Erik Zaar
 DIRECTOR OF CREATIVE OPERATIONS: Tony Booth
 SENIOR DESIGNER: Stavo Alvarez
 CREATIVE DIRECTOR: Chris Handyside
 DIRECTOR OF INTEGRATED PRODUCTION: Brian Dooley
 DIRECTOR, ACCOUNT SERVICES: Jim Bickers
 MANAGING DIRECTOR: Yanlin Sun
 GROUP ACCOUNT DIRECTOR: Emily Harrington
 ACCOUNT DIRECTOR: Lauren Pesta
 ACCOUNT DIRECTOR: Angela D'Aristotile
 DIRECTOR, STRATEGY: Matt MacDonell
 DIRECTOR, STRATEGY: Julie Wagner
 DIRECTOR, STRATEGY: Roshen Mathew
 GROUP STRATEGY DIRECTOR: Kaylin Scott
 COMMUNITY MANAGEMENT: John Hill
 COMMUNITY MANAGER: Mark Grossi
 ART DIRECTOR: James Bruff
 COPYWRITER: Rich Toltzman
 SENIOR ACCOUNT EXECUTIVE: Natalya Sana
 EDITORIAL: Cutters
 EDITOR, CUTTERS: Kathryn Hempel
 ASSISTANT EDITOR, CUTTERS: Ryann Harrison
 FLAME, CUTTERS: Steve Sweik
 FLAME, CUTTERS: Ann Allen
 GRAPHICS, CUTTERS: Scott Stephens
 COLOR, CUTTERS: Eric Mauer
 EXECUTIVE PRODUCER, CUTTERS: Becky Smialek
 EXECUTIVE PRODUCER, CUTTERS: Heather Richardson
 PRODUCER, CUTTERS: Alison Collins
 SOUND DESIGN: Finger Music & Sound Design
 CREATIVE DIRECTOR, FINGER MUSIC & SOUND DESIGN: Dave Hodge
 PRODUCTION COORDINATOR, FINGER MUSIC & SOUND DESIGN: Jordan Rich
 EXECUTIVE PRODUCER, FINGER MUSIC & SOUND DESIGN: Ewa Miller

LOW BUDGET - INTEGRATED

Nominee and Silver Winner



TITLE: Breast Cancer UnAwareness Month
CLIENT: Pink Fund
AGENCY: LUDWIG+
EXECUTIVE CREATIVE DIRECTOR: Michael Stelmaszek
CREATIVE DIRECTOR: Steve Platto
CREATIVE DIRECTOR: Robin Todd
SENIOR ART DIRECTOR: Amanda Dalka
COPYWRITER: Gina O'Neill
ACCOUNT DIRECTOR: Lisa Kozaruk
ACCOUNT MANAGER: Rachel Kopf
ACCOUNT COORDINATOR: Lucas Atallah
ART DIRECTOR: Catherine LoSchiavo
COPYWRITER: Emily Mata
ART DIRECTOR: David Taylor



TITLE: Puffer Reds Limited Edition Converse
AGENCY: BrandHrt Evolution, LLC
CLIENT: Puffer Reds and Converse Regional Marketing Team
CREATIVE DIRECTOR: Ylondia Portis
PHOTOGRAPHER: Rickey Portis
PHOTOGRAPHY EDITOR: Rickey Portis
VIDEOGRAPHER: Justin Kearney
VIDEO EDITOR: Patrice Scott
PROGRAM MANAGER: Tiana Starks
PROJECT MANAGER: Alexis Copeland



Best of Category Winner + Black D Winner:



TITLE: The Other Part of the Fight

CLIENT: Pink Fund

AGENCY: LUDWIG+

EXECUTIVE CREATIVE DIRECTOR: Michael Stelmaszek

CREATIVE DIRECTOR: Steve Platto

CREATIVE DIRECTOR: Robin Todd

SENIOR ART DIRECTOR: Amanda Dalka

COPYWRITER: Gina O'Neill

ACCOUNT DIRECTOR: Lisa Kozaruk

ACCOUNT MANAGER: Rachel Kopf

ACCOUNT COORDINATOR: Lucas Atallah

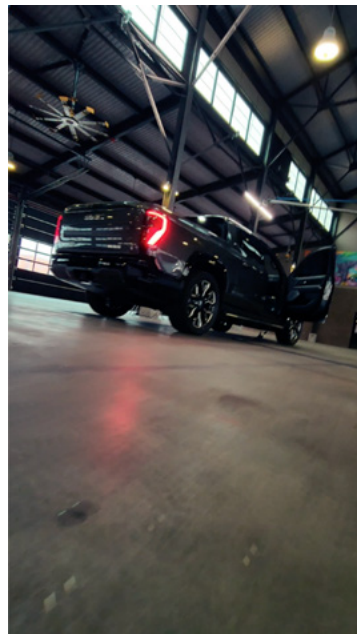
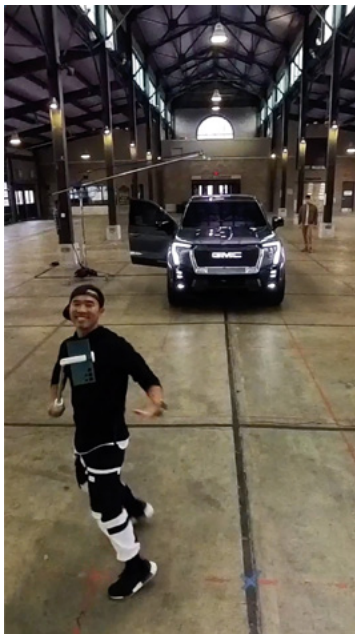
LOW BUDGET - MOVING PICTURE

Nominee and Silver Winner



TITLE: Detroit Institute of Arts His Canvases
CLIENT: Detroit Institute of Arts
AGENCY: DP+/Fusion92
EXECUTIVE CREATIVE DIRECTOR: Greg Farley
CREATIVE DIRECTOR: Jason Danielewicz
DESIGNER: Noura Hadjeba
PRODUCER: Johnathon Hubert-McLennan
DIRECTOR, CLIENT SERVICES: Julia Francke
PRODUCTION COMPANY: We The People
DIRECTOR: Anthony Garth
EDITOR: Josh Beebe
DIA: Christine Kloostra

Nominee and Silver Winner



TITLE: Epic One-Shot - GMC Sierra Denali EV
CLIENT: GMC
AGENCY: Leo Burnett Detroit
EXECUTIVE CREATIVE DIRECTOR: Steve Glinski
EXECUTIVE CREATIVE DIRECTOR: Tim Thomas
SENIOR CREATIVE DIRECTOR: Andy Ozark
SENIOR CREATIVE DIRECTOR: Kevin Pereira
CREATIVE DIRECTOR: Chris Handyside
ASSOCIATE CREATIVE DIRECTOR: Kris Layher
ART DIRECTOR: Morgan Aerial Parker
ART DIRECTOR: Hollie Johnson
ACCOUNT DIRECTOR: Pat Juras
ACCOUNT EXECUTIVE: Lauren Cousineau
DIGITAL STRATEGIST: Kaylin Scott
AGENCY PRODUCER: Erik Zaar
CONTENT CREATOR: Drex Lee
MANAGING DIRECTOR: Yanlin Sun
DIRECTOR, ACCOUNT SERVICES: Jim Bickers
DIRECTOR OF CREATIVE OPERATIONS: Tony Booth
DIRECTOR OF INTEGRATED PRODUCTION: Brian Dooley

Best of Category Winner + Black D Winner:



TITLE: The Other Part of the Fight

CLIENT: Pink Fund

AGENCY: LUDWIG+

EXECUTIVE CREATIVE DIRECTOR: Michael Stelmaszek

CREATIVE DIRECTOR: Steve Platto

CREATIVE DIRECTOR: Robin Todd

SENIOR ART DIRECTOR: Amanda Dalka

COPYWRITER: Gina O'Neill

ACCOUNT DIRECTOR: Lisa Kozaruk

ACCOUNT MANAGER: Rachel Kopf

ACCOUNT COORDINATOR: Lucas Atallah

ART DIRECTOR: David Taylor

COPYWRITER: Emily Mata

EDITOR: Stewart Shevin

PRODUCTION COMPANY: Running with Scissors

LOW BUDGET - PRINT

Nominee and Silver Winner



TITLE: Kid Laroi
CLIENT: The Fillmore
AGENCY: Commonwealth // McCann
DESIGN DIRECTOR: John Vetter
CREATIVE DIRECTOR: Jacob Rosenburg
DESIGNER: Scott Maletz
ACCOUNT/PRODUCER: Brett Dodson

Best of Category Winner + Black D Winner:



TITLE: Alexisonfire
CLIENT: The Fillmore
AGENCY: Commonwealth // McCann
DESIGN DIRECTOR: John Vetter
DESIGNER: Jacob Rosenburg
ACCOUNT/PRODUCER: Brett Dodson

Best of Category Winner + Black D Winner:



TITLE: The Other Part of the Fight
CLIENT: Pink Fund
AGENCY: LUDWIG+
EXECUTIVE CREATIVE DIRECTOR: Michael Stelmaszek
CREATIVE DIRECTOR: Steve Platto
CREATIVE DIRECTOR: Robin Todd
SENIOR ART DIRECTOR: Amanda Dalka
COPYWRITER: Gina O'Neill
ACCOUNT DIRECTOR: Lisa Kozaruk
ACCOUNT MANAGER: Rachel Kopf
ACCOUNT COORDINATOR: Lucas Atallah
ART DIRECTOR: David Taylor
COPYWRITER: Emily Mata
EDITOR: Stewart Shevin
PRODUCTION COMPANY: Running with Scissors

MOVING PICTURE - :30 OR UNDER

Nominee and Silver Winner



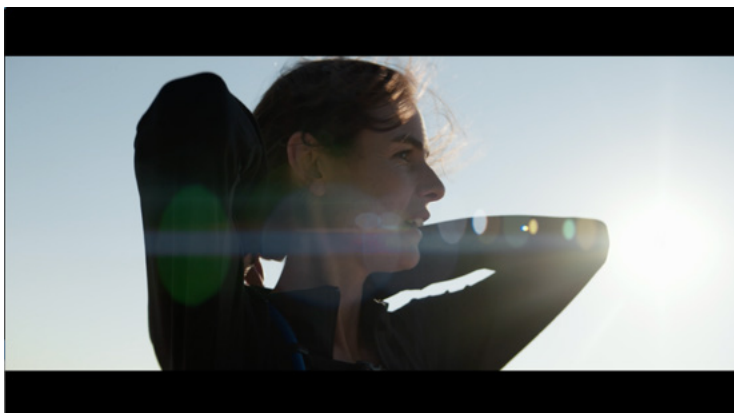
TITLE: NFL: The Talk
CLIENT: Little Caesars
AGENCY: McKinney
CHIEF CREATIVE OFFICER: Jonathan Cude
EXECUTIVE CREATIVE DIRECTOR: Lyle Yetman
VP, GLOBAL CREATIVE & BRAND ENGAGEMENT, LITTLE CAESARS: Jaime Pescia
CREATIVE DIRECTOR: Jameson Rossi; Andrew Williams
ACCOUNT DIRECTOR: Maggie Dietz
ACCOUNT SUPERVISOR: Reid Tuomala
DIRECTOR OF PRODUCTION, CYLNDR: Kara O'Halloran
EXECUTIVE PRODUCER, CYLNDR: Holly Powers
SENIOR PRODUCER, CYLNDR: Alex Lao
DIRECTOR OF BUSINESS AFFAIRS, CYLNDR: Laura Gearino
SENIOR PRODUCTION DESIGNER, CYLNDR: Alison Smitley
CHIEF MARKETING OFFICER, LITTLE CAESARS: Greg Hamilton
BRAND MANAGER, LITTLE CAESARS: Nicole Yurich

Nominee and Silver Winner



TITLE: Rocket Can Screamer
CLIENT: Rocket Mortgage
AGENCY: Rocket Central
CHIEF MARKETING OFFICER: Casey Hurbis
EXECUTIVE CREATIVE DIRECTOR: Michael Corbeille
VP BRAND MARKETING: Michael Martin
CAMPAIGN MANAGER: Meghan England
PROJECT MANAGER: Blair Barnett
EXECUTIVE PRODUCER : Executive Producer
ACD ART: Sean Pavleshyn
ACD COPY: Heath Stauffer
SENIOR CREATIVE STRATEGIST: Jason Patterson
LEAD COPYWRITER: Calli Toman
SENIOR DESIGNER: Rich Chapman
COPY EDITOR: Ryan Dandin

Best of Category Winner + Black D Winner



TITLE: Ring the Bell

CLIENT: Karmanos Cancer Institute

AGENCY: DP+

EXECUTIVE CREATIVE DIRECTOR: Greg Farley

CREATIVE DIRECTOR: Jason Danielewicz

CREATIVE DIRECTOR: Jason Fetterman

SENIOR COPYWRITER: Sam Healy

AGENCY PRODUCER: Dominic Caruso

CLIENT ENGAGEMENT DIRECTOR: Monica Jakubiak

DIRECTOR: Mick Wong Spears and Arrows

EDITOR, HUDSON: Rich Smith

KARMANOS DIRECTOR, MARKETING & COMMUNICATION:
Tamara Collins

MOVING PICTURE - :30+

Nominee and Silver Winner



TITLE: Eyes Wide Open
CLIENT: Jeep
AGENCY: Highdive
SVP, HEAD OF MARKETING STELLANTIS, NA: Marissa Hunter
HEAD OF JEEP ADVERTISING US: Nicole Pesale
VICE PRESIDENT - GLOBAL CONTENT & ADVERTISING (JEEP): Randy Ortiz
JEEP BRAND ADVERTISING MANAGER: Dave Herkowitz
JEEP BRAND ADVERTISING MANAGER: Jarrod Dixel
PRODUCTION GOVERNANCE SPECIALIST: Jim Leinbach
AGENCY GOVERNANCE: Susan Huepenbecker
SENIOR BUYER, SALE & MARKETING: Cornel Charles
APR - BRAND EXECUTIVE PRODUCER: David Quartararo
APR - POST PRODUCTION/VFX SUBJECT MATTER EXPERT: Tommy Murov
APR - PRINT ADVISOR / SENIOR CLIENT OPERATIONS MANAGER: Julie Shepherd
CO-FOUNDER / CHIEF CREATIVE OFFICER: CHAD BROUDE; Mark Gross
GROUP EXECUTIVE CREATIVE DIRECTOR: Nathan Monteith
CREATIVE DIRECTOR: CASEY STERN; Jorge Pomareda
HEAD OF PRODUCTION, EP: Jen Passaniti
EXECUTIVE PRODUCER: ADAM BATTISTA; Carolina Velez
PARTNER, ACCOUNT DIRECTOR: Kaley Lambeth
ACCOUNT DIRECTOR: Martha Carrothers
ACCOUNT SUPERVISOR: Kristen Schneider
DIRECTOR OF BUSINESS AFFAIRS: Kelley Beaman
SENIOR BUSINESS MANAGER: Joanna Peltier
PRODUCTION COMPANY: Tool of North America
DIRECTOR: Wesley Walker

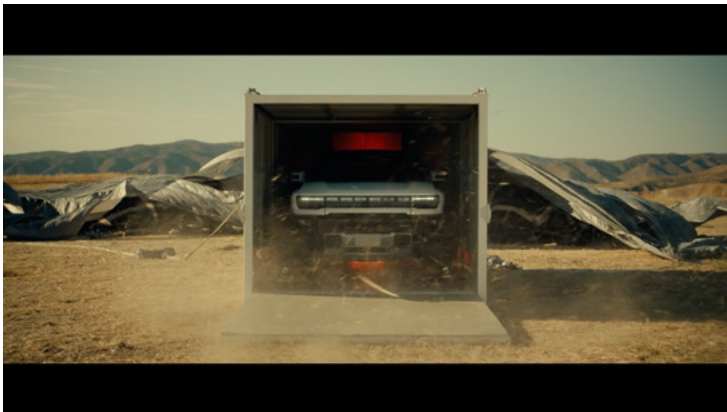
Nominee and Silver Winner



TITLE: King of Crabwalk
CLIENT: GMC HUMMER EV
AGENCY: Leo Burnett Detroit
EXECUTIVE CREATIVE DIRECTOR: Steve Glinski
EXECUTIVE CREATIVE DIRECTOR: Tim Thomas
CREATIVE DIRECTOR, WRITER: Charles Pantland
ASSOCIATE CREATIVE DIRECTOR, ART DIRECTOR: Gary Gottschalk
SENIOR BROADCAST PRODUCER: Meredith Grimm
DIRECTOR, INTEGRATED PRODUCTION: Brian Dooley
DIRECTOR, CREATIVE OPERATIONS: Tony Booth
HEAD OF ART: Simon Fairweather
CREATIVE DIRECTOR: Chris Handyside
ACCOUNT DIRECTOR: Stacey Kogler
MANAGING DIRECTOR: Yanlin Sun
DIRECTOR, ACCOUNT SERVICES: Jim Bickers
DIRECTOR, STRATEGY: Matt MacDonell
ACCOUNT DIRECTOR: Pat Juras
ACCOUNT DIRECTOR: Lauren Pesta
ACCOUNT DIRECTOR: Lauren Cousineau
DIRECTOR, BUSINESS MANAGEMENT/PROJECT MANAGEMENT: Tom Bogner
ASSOCIATE DIRECTOR, PROJECT MANAGEMENT: Jessica Brooks
GROUP STRATEGY DIRECTOR: Kaylin Scott
CHIEF OF STAFF: Roshen Matthew
DIRECTOR, BUSINESS AFFAIRS: Deborah McCauley-Ellis
PRODUCTION COMPANY: The Reserve Label
DIRECTOR, THE RESERVE LABEL: Jacob Rosenberg
EXECUTIVE PRODUCER, THE RESERVE LABEL: Jay Pollak
EXECUTIVE PRODUCER, THE RESERVE LABEL: Ryan Slavin
PRODUCER, THE RESERVE LABEL: Ari Weiner
DIRECTOR OF PHOTOGRAPHY, THE RESERVE LABEL: Jared Fadel
EDITORIAL: Finalcut
U.S. MANAGING DIRECTOR, FINALCUT: Justin Brukman
EXECUTIVE PRODUCER, FINALCUT: Suzy Ramirez
EDITOR, FINALCUT: Chris Amos
PRODUCER, FINALCUT: Taylor Rousseau
VFX: Framestore
DIRECTOR OF PRODUCTION, FRAMESTORE: Carla Attanasio
EXECUTIVE PRODUCER, FRAMESTORE: Dan Roberts
PRODUCER, FRAMESTORE: Meredith Cherniack
COORDINATOR, FRAMESTORE: Jackie Wingo
CREATIVE DIRECTOR, FRAMESTORE: Alex Thomas
VFX SUPERVISOR, FRAMESTORE: Christian Nielsen
COLOR: Company 3
COLORIST, COMPANY 3: Simon Bourne
AUDIO/SOUND DESIGN: Gold Sound
LEAD SOUND DESIGNER, GOLD SOUND: Bryan Gold
SENIOR AUDIO ENGINEER, GOLD SOUND: Clint Stuart

MOVING PICTURE - :30+

Best of Category Winner + Black D Winner



TITLE: Call of Duty
CLIENT: GMC HUMMER EV
AGENCY: Leo Burnett Detroit
EXECUTIVE CREATIVE DIRECTORS: Steve Glinski; Tim Thomas
CREATIVE DIRECTORS: Dan Councilor; Tom Topolewski
ASSOCIATE CREATIVE DIRECTOR: Rich Toltzman
ASSOCIATE CREATIVE DIRECTOR: Kris Layher
DIRECTOR OF INTEGRATED PRODUCTION: Brian Dooley
EXECUTIVE PRODUCER: Erik Zaar
ACCOUNT DIRECTOR: Pat Juras
DIRECTOR, ACCOUNT SERVICES: Jim Bickers
DIRECTOR OF CREATIVE OPERATIONS: Tony Booth
PRODUCTION COMPANY: Reset
DIRECTOR, RESET: Joseph Kazinski
EXECUTIVE PRODUCER, RESET: Michael Garza
PRODUCER, RESET: Aristides McGarry
POST PRODUCTION: Union Editorial
EDITOR, UNION EDITORIAL: Jim Haygood
PRODUCER, UNION EDITORIAL: Joe Ross
VFX: Method Studios
VFX SUPERVISOR, METHOD STUDIOS: Ryan Tudhope
EXECUTIVE PRODUCER, METHOD STUDIOS: Bennett Lieber
SENIOR VFX PRODUCER, METHOD STUDIOS: Chris Decker
CINEMATOGRAPHER: HOYTE van Hoytema
STRATEGIST: Roshen Mathew

Nominee and Silver Winner



TITLE: HUMMER EV: Revolution
 CLIENT: GMC
 AGENCY: Weber Shandwick
 CHIEF ENGINEER BATTERY ELECTRIC TRUCK: Alan Oppenheiser
 SENIOR PROGRAM MANAGER - BET PROGRAMS GPM - BET PROGRAM MANAGEMENT: Catherine Glowicki
 SENIOR MANAGER & LEAD SOLUTION MANAGER SDV ENTERTAINMENT (INFOTAINMENT) SW: Scott Damman
 EXECUTIVE CHIEF ENGINEER ELECTRIFICATION - BET: Josh Tavel
 DIRECTOR, VIP MECHATRONIC PLATFORM EXECUTION ARCHITECTURE & CORE ENABLERS: Mike Colville
 LEAD DEVELOPMENT ENGINEER BATTERY ELECTRIC TRUCK, MID SIZE TRUCK AND 9B TEAM: Aaron Pfau
 LEAD DEVELOPMENT ENGINEER - VEHICLE PERFORMANCE TEAM BATTERY ELECTRIC TRUCK, MID SIZE TRUCK AND 9B TEAM: Andrew Mitchell
 CHAIR AND CHIEF EXECUTIVE OFFICER: Mary Barra
 GM PRESIDENT: Mark Reuss
 EXECUTIVE DESIGN DIRECTOR GLOBAL CHEVROLET: Phil Zak
 DIRECTOR OF DESIGN CHEVROLET AND PERFORMANCE: Rich Scheer
 DESIGN TECHNICAL EXPERT | EXTERIOR LIGHTING | CROSS BRANDS CHEVROLET AND PERFORMANCE: Samir Datta
 ASSISTANT PRODUCT MANAGER, GLOBAL DIGITAL VEHICLE SHOPPING CX GLOBAL DIGITAL DATA INTEGRATION: Scott Martin
 PLANT EXECUTIVE DIRECTOR - FACTORY ZERO DETROIT HAMTRAMCK ASSEMBLY GM FACTORY ZERO: Jim Quick
 XIL FUNCTIONAL LEAD VEHICLE DYNAMICS PERFORMANCE AND INTEGRATION CAE METHODS: Maddy Wiles
 DIRECTOR, BATTERY CELL SYSTEMS RESEARCH BATTERY CELL SYSTEMS RESEARCH: Mei Cai
 DIRECTOR, ELECTRIFICATION STRATEGY ELECTRIFICATION STRATEGY, OUTSIDE SALES AND NEW BUSINESS: Timothy Grewe
 PROGRAM ENGINEERING MANAGER: Courtney Lindwurm
 GLOBAL BUILD PROGRAM MANAGER GMNA - FST, THORNE: Darryl Thorne
 GLOBAL VICE PRESIDENT BUICK & GMC BUICK & GMC - SALES, SERVICE & MARKETING: Duncan Aldred
 LEAD VEHICLE DYNAMICS OFF ROAD PERFORMANCE ENGINEER

BATTERY ELECTRIC TRUCK, MID SIZE TRUCK AND 9B TEAM: Todd Hubbard
 TRAFFIC SAFETY LEAD, ENGINEERING TECH FINANCE, ADMINISTRATION, HR: Gary Moon
 VEHICLE PERFORMANCE ENGINEER - CHASSIS CONTROLS - BT1FG/UG/TC+ BATTERY ELECTRIC TRUCK, MID SIZE TRUCK AND 9B TEAM: KIRSTEN HANSON
 CHIEF ENGINEER LUNAR MOBILITY & FUEL CELL DESIGN GROUP FUEL CELL DESIGN INTEGRATION AND COMPONENTS RELEASE: Brent Deep
 ELECTRIFICATION RLM DEVELOPMENT ENGINEER CALIBRATION METHODS AND ADVANCED DEVELOPMENT: Felicia Powers
 DRE - BT1/BV1/A100 STEERING GEARS CHASSIS STEERING SYSTEMS: Nidhiraj Singh
 GMC MARKETING DIRECTOR GMC MARKETING: Rich Latek
 CREATIVE DESIGNER CHEVROLET BEV EXTERIOR: Brian Malczewski
 VP, STORYTELLING OPERATIONS AND INTERNATIONAL COMMUNICATIONS: Joe Jacuzzi
 CMO BUICK AND GMC BUICK & GMC MARKETING: Molly Peck
 VP, PRODUCT & BRAND VEHICLE BRAND COMMUNICATIONS: Michelle Malcho
 EXECUTIVE DIRECTOR, CHEVROLET COMMUNICATIONS CHEVROLET COMMUNICATIONS: Chad Lyons
 SENIOR MANAGER, EXECUTIVE COMMUNICATIONS AND CORPORATE STRATEGY EXECUTIVE SPEECHWRITING: Tara Kuhnen
 DIRECTOR, BUICK & GMC COMMUNICATIONS BUICK COMMUNICATIONS: Mikhael Farah
 SENIOR MANAGER, GMC HUMMER EV COMMUNICATIONS BUICK COMMUNICATIONS: Nicole Schmitz
 SENIOR MANAGER, PLANT COMMUNICATIONS - FACTORY ZERO & ULTIUM GMNA MANUFACTURING & LABOR RELATIONS COMMS: Jennifer Korail
 EXECUTIVE VICE PRESIDENT: Katie Adams
 SENIOR MANAGER, CLIENT EXPERIENCE DIGITAL : Shayne Posteraro
 VICE PRESIDENT, INTEGRATED PRODUCTION: Nate Kostegian
 GROUP CREATIVE DIRECTOR: Tony Kause
 VICE PRESIDENT, INTEGRATED PROJECT MANAGEMENT: Cathy Wagner
 SENIOR VICE PRESIDENT, INTEGRATED PROJECT MANAGEMENT: Jim Rossow
 SENIOR PROJECT MANAGER: Casey Hampson
 PROJECT MANAGER: Lama El-Sebai

MOVING PICTURE - CAMPAIGN

Nominee and Silver Winner



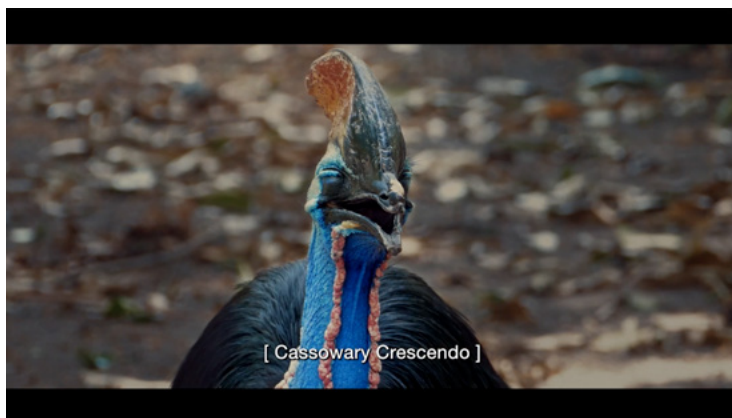
TITLE: Van For Real Life
CLIENT: Stellantis
AGENCY: Doner
ACCOUNT: Nick Coyne, Anna Hemker
STRATEGY: Sean Gagnier
CREATIVE: Graham McCann; Patrick Maravilla; Brandt Lewis
PRODUCTION: Autumn Hines; Mike Albert

Nominee and Silver Winner



TITLE: Color Of Emotions
CLIENT: Cadillac
AGENCY: Leo Burnett Detroit
EVP, EXECUTIVE CREATIVE DIRECTOR: Craig Crawford
GROUP CREATIVE DIRECTOR: Quoc Lu
CREATIVE DIRECTOR: Steve Kerry; Harry Kniznik
VP, EXECUTIVE PRODUCER: Stuart Moutrie
SENIOR PRODUCER: Kayte Walsh
BUSINESS AFFAIRS MANAGER: Jamie Gerich
EVP, ACCOUNT DIRECTOR: Emily Shahady
SVP, ACCOUNT DIRECTOR: Brian Phelps
ACCOUNT DIRECTOR: Kelly Maise
DIRECTOR: Dave Meyers
DIRECTOR OF PHOTOGRAPHY: Scott Cunningham
EDITOR: Alyssa Oh
VFX: Mathematic VFX - Paris
COLORIST: Stefan Sonnenfeld
AUDIO MIXER: JEFF PAYNE; Jordan Metzler
MUSIC COMPANY: Labrinth

Nominee and Silver Winner



TITLE: Earth Odyssey
 CLIENT: Jeep
 AGENCY: Highdive
 GLOBAL CHIEF MARKETING OFFICER, STELLANTIS: Olivier Francois
 SVP, HEAD OF MARKETING STELLANTIS, NA: Marissa Hunter
 HEAD OF JEEP U.S. BRAND ADVERTISING: Randy Ortiz
 JEEP BRAND ADVERTISING MANAGER: Nicole Pesale
 JEEP BRAND ADVERTISING MANAGER: Jarrod Dixel
 CO-FOUNDER/CCO: CHAD BROUDE: Mark Gross
 GROUP CREATIVE DIRECTOR: Nathan Monteith
 CREATIVE DIRECTOR: JORGE POMAREDA: Casey Stern
 MANAGING PARTNER, ACCOUNT AND STRATEGY LEAD: Louis Slotkin
 PARTNER, LEAD ACCOUNT DIRECTOR: Kaley Lambeth
 HEAD OF PRODUCTION, EXECUTIVE PRODUCER: Jen Passaniti
 SENIOR PRODUCER: Lindsay Vetter
 DIRECTOR OF BUSINESS AFFAIRS: Kelley Beaman

BUSINESS AFFAIRS MANAGER: Joanna Peltier
 MUSIC PRODUCER: Larry Pecorella
 PRODUCTION COMPANY: Park Pictures
 DIRECTOR/DP: Lance Acord
 EXECUTIVE PRODUCER: Jackie Kelman Bisbee; Scott Howard
 HEAD OF PRODUCTION: Chelsea Schwiering
 EP/PRODUCER: CAROLINE KOUSIDONIS; Tracy Broaddus
 EDITORIAL: Cutters Chicago
 EXECUTIVE PRODUCER: Heather Richardson
 HEAD OF PRODUCTION: Patrick Casey
 EDITOR: Michael Lippert
 ASSISTANT EDITOR: Emily Tolan
 MUSIC, TALENT & IP SUPERVISION/LICENSING: Creative License 2001: A Space Odyssey (Warner Bros. Entertainment)
 VFX STUDIO: a52
 VFX SUPERVISOR: Raul Sanchez Ortego
 FLAME ARTISTS: MICHAEL VAGLIENTY; Rod Basham
 ONLINE EDITORS: John Valle; Chris Riley
 VFX SET SUPERVISOR: Jesse Monsour
 MATTE PAINTER: Jie Zhou
 PRODUCER: Marco Ragozzino
 HEAD OF PRODUCTION: Drew Rissman
 EXECUTIVE PRODUCERS: Patrick Nugent; Kim Christensen
 MANAGING DIRECTOR: Jennifer Sofio Hall
 COLOR: Primary
 AUDIO: Another Country
 EXECUTIVE PRODUCER: Tim Konn
 PRODUCER: Louise Rider
 SOUND DESIGN/MIX: Peter Erasmus
 SOUND DESIGN: Erik Widmark
 AUDIO ASSISTANT: Brett Rossiter

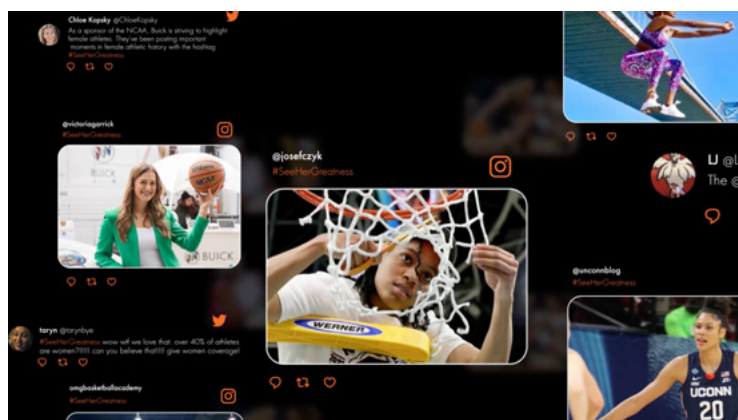
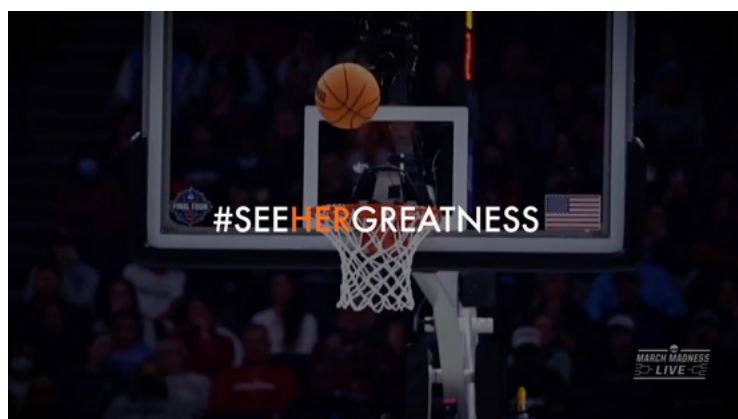
Nominee and Silver Winner



TITLE: EV-il Takeover
 CLIENT: General Motors
 AGENCY: McCann Detroit
 CHIEF CREATIVE OFFICER: Brad Emmett
 CHIEF CREATIVE OFFICER: Chuck Meehan
 EXECUTIVE CREATIVE DIRECTOR: Rob Legato
 CREATIVE DIRECTOR: Michelle Musallam
 CREATIVE DIRECTOR: Nick Marine
 EXECUTIVE PRODUCER: Hafeez Saheed

MOVING PICTURE - CAMPAIGN

Best of Category Winner + Black D Winner



TITLE: See Her Greatness - Buick
CLIENT: Buick
AGENCY: Leo Burnett Detroit
EXECUTIVE CREATIVE DIRECTOR: Steve Glinski
EXECUTIVE CREATIVE DIRECTOR: Tim Thomas
CREATIVE DIRECTOR: Vinny DeAraujo
CREATIVE DIRECTOR: Andre Felix
CREATIVE DIRECTOR: Dan Councilor
CREATIVE DIRECTOR: Tom Topolewski
EXECUTIVE PRODUCER: Erik Zaar
DIRECTOR OF CREATIVE OPERATIONS: Tony Booth
SENIOR DESIGNER: Stavo Alvarez
CREATIVE DIRECTOR: Chris Handyside
DIRECTOR OF INTEGRATED PRODUCTION: Brian Dooley
DIRECTOR, ACCOUNT SERVICES: Jim Bickers
MANAGING DIRECTOR: Yanlin Sun
GROUP ACCOUNT DIRECTOR: Emily Harrington
ACCOUNT DIRECTOR: Lauren Pesta
ACCOUNT DIRECTOR: Angela D'Aristotile
DIRECTOR, STRATEGY: Matt MacDonell
DIRECTOR, STRATEGY: Julie Wagner
DIRECTOR, STRATEGY: Roshen Mathew
GROUP STRATEGY DIRECTOR: Kaylin Scott
COMMUNITY MANAGEMENT: John Hill
COMMUNITY MANAGER: Mark Grossi
ART DIRECTOR: James Bruff
COPYWRITER: Rich Toltzman
SENIOR ACCOUNT EXECUTIVE: Natalya Sana
EDITORIAL: Cutters
EDITOR, CUTTERS: Kathryn Hempel
ASSISTANT EDITOR, CUTTERS: Ryann Harrison
FLAME, CUTTERS: Steve Sweik
FLAME, CUTTERS: Ann Allen
GRAPHICS, CUTTERS: Scott Stephens
COLOR, CUTTERS: Eric Mauer
EXECUTIVE PRODUCER, CUTTERS: Becky Smialek
EXECUTIVE PRODUCER, CUTTERS: Heather Richardson
PRODUCER, CUTTERS: Alison Collins
SOUND DESIGN: Finger Music & Sound Design
CREATIVE DIRECTOR, FINGER MUSIC & SOUND DESIGN: Dave Hodge
PRODUCTION COORDINATOR, FINGER MUSIC & SOUND DESIGN: Jordan Rich
EXECUTIVE PRODUCER, FINGER MUSIC & SOUND DESIGN: Ewa Miller

Nominee and Silver Winner



TITLE: Gold is Back
CLIENT: Cleveland Cavalier
AGENCY: Woodward Original
DIRECTOR: Nate Segall
WRITER: Nate Segall
EXECUTIVE CREATIVE DIRECTOR: Rory McHarg
EXECUTIVE PRODUCER: Anthony Bommarito; Jonathan Braue; Joseph Talbot

Nominee and Silver Winner

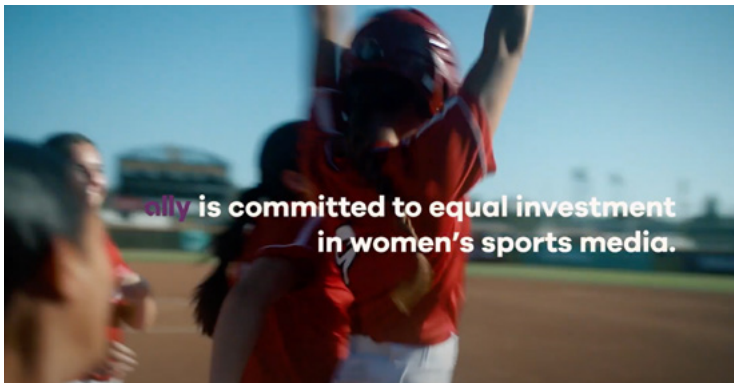


TITLE: Woodward Original for Audetorium - Audetorium Visual Mission Statement
CLIENT: Audetorium
AGENCY: Woodward Original
DIRECTOR: Ariel Ellis
EXECUTIVE CREATIVE DIRECTOR: Rory McHarg
EXECUTIVE PRODUCER: Jonathan Braue
EXECUTIVE PRODUCER: Joseph Talbot
EXECUTIVE PRODUCER: Nate Segall
PRODUCER: Anthony Bommarito
PRODUCER: Stevie Ansara
DIRECTOR OF PHOTOGRAPHY: Dimitrius Ramirez
EDITOR: Joseph Talbot
ASSOCIATE EDITOR: Larissa Hanna
POST PRODUCTION PRODUCER: Carly Atto
MUSIC COMPOSITION: Che Pope
MUSIC COMPOSITION: Phil Beaudreau
COLOR: Patrick Sexton
SOUND Design: Mike Regan



MOVING PICTURE - ONLINE/VIRTUAL :60+

Best of Category Winner + Black D Winner



TITLE: Ally x Women's Sports: Watch the Game, Change the Game

CLIENT: Ally

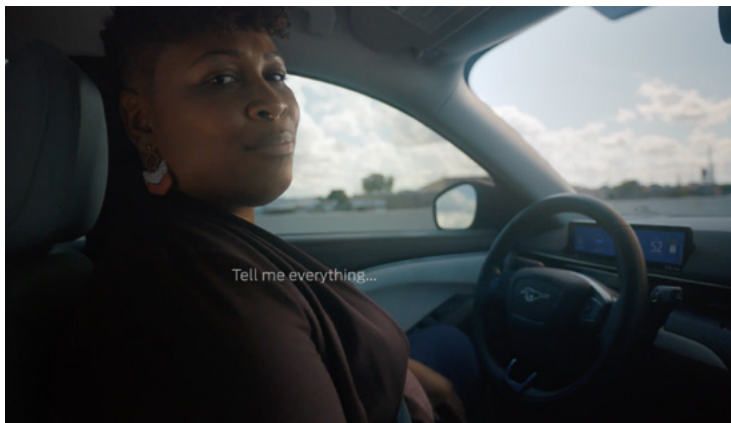
AGENCY: Anomaly & MKTG

Nominee and Silver Winner



TITLE: The Lake Giveth
CLIENT: Little Caesars
AGENCY: McKinney
CHIEF CREATIVE OFFICER: Jonathan Cude
EXECUTIVE CREATIVE DIRECTOR: Lyle Yetman
VP, GLOBAL CREATIVE & BRAND ENGAGEMENT, LITTLE CAESARS: Jaime Pescia
HEAD OF ART & DESIGN: Will Dean
CREATIVE DIRECTOR: Jameson Rossi
CREATIVE DIRECTOR: Andrew Williams
COPYWRITER: Mackenzie Thomas
ART DIRECTOR: Camden Dechert
ACCOUNT DIRECTOR: Maggie Dietz
BRAND MANAGER, LITTLE CAESARS: Nicole Yurich
CHIEF MARKETING OFFICER, LITTLE CAESARS: Jeff Klien
DIRECTOR OF PRODUCTION, CYLNR: Kara O'Halloran
EXECUTIVE PRODUCER, CYLNR: Holly Powers
SENIOR PRODUCER, CYLNR: Alex Lao
DIRECTOR OF BUSINESS AFFAIRS, CYLNR: Laura Gearino
SENIOR PRODUCTION DESIGNER, CYLNR: Alison Smitley

Best of Category Winner + Black D Winner



TITLE: Ownership Marketing/BlueCruise - Tell Me Everything
CLIENT: Ford
AGENCY: VMLY&R
GLOBAL CHIEF CREATIVE OFFICER: Debbi VanDeven
GLOBAL CHIEF CREATIVE OFFICIER : Jason Xenopoulos
NA CHIEF CREATIVE OFFICIER/WPP: Ryan McManus
EXECUTIVE CREATIVE DIRECTOR: Sue Mersch
GROUP CREATIVE DIRECTOR : Carlos Pabon
GROUP CREATIVE DIRECTOR: Tal Shub
CREATIVE DIRECTOR: Dan Weber
CREATIVE DIRECTOR: Todd Ruthven

GROUP CREATIVE DIRECTOR: Matt Swanson
HEAD OF PRODUCTION, NA, WPP | FORD: Kurt Kulas
PRODUCER: Andy Halleck
EXECUTIVE MUSIC PRODUCER: Theresa Notartomaso
MUSIC PRODUCER: Alexandra Allen
PROGRAM DIRECTOR: Emma Beck
EXECUTIVE DIRECTOR, CLIENT ENGAGEMENT: Aleks Niestroj
GROUP ACCOUNT DIRECTOR: Kellie Durocher
PROGRAM DIRECTOR: Emma Beck
ASSOCIATE DIRECTOR CLIENT ENAGAGEMENT: Hannah Shapiro
HEAD OF INTEGRATED MARKETING/FORD: Tim Rafferty
US GLOBAL HEAD OF MEDIA/FORD : Marla Skiko
HEAD OF OWNERSHIP MARKETING/FORD: Bethany Cristof
DIRECTOR/CHELSEA PICTURES: Anna Sandilands
DIRECTOR/CHELSEA PICTURES: Ewan McNicol
FIRST ASSISTANT DIRECTOR/CHELSEA PICTURES: Mike Saffie
LINE PRODUCER/CHELSEA PICTURES: Shanah Blevins
EXECUTIVE PRODUCER/CHELSEA PICTURES: Donna Portaro
EDITOR/ARTS & ACADEMY: Peter Wiedensmith
EDITOR/ARTS & ACADEMY: Tommy Harden
COLORIST/COMPANY 3: Sofie Friis Borup
CREATIVE DIRECTOR/SOUTH MUSIC: Dan Britikin

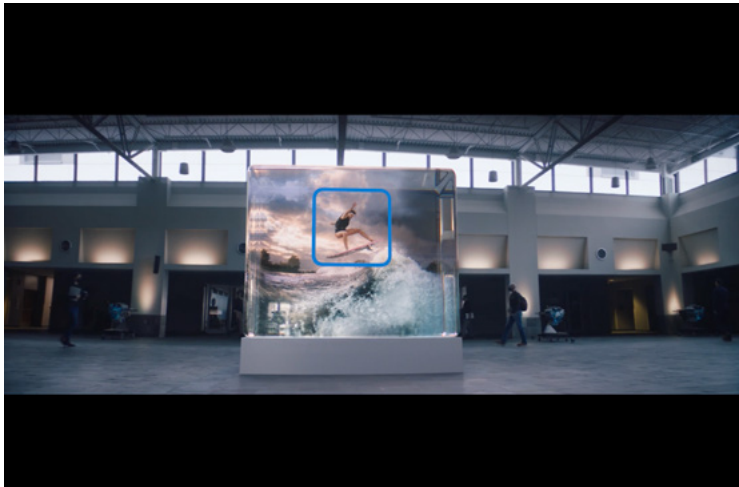
MOVING PICTURE - NON-BROADCAST :60+

Nominee and Silver Winner



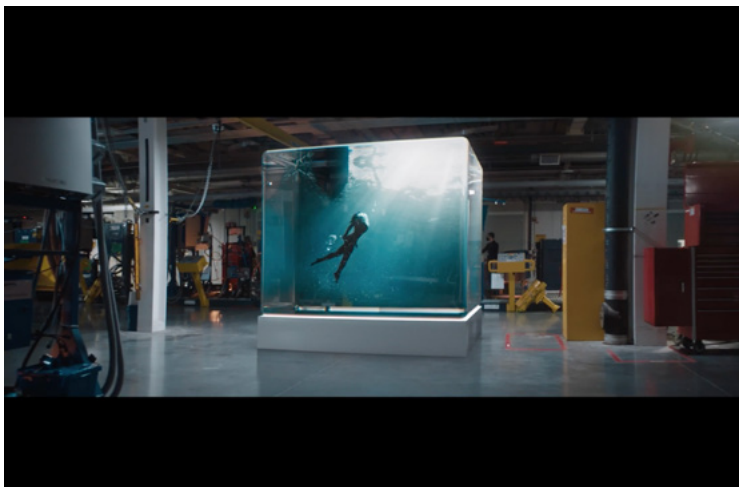
TITLE: Teacher Appreciation
CLIENT: Chevrolet
AGENCY: Commonwealth // McCann
CHIEF CREATIVE OFFICER: Gary Pascoe
GROUP CREATIVE DIRECTOR: Erika Kayuk
CREATIVE DIRECTOR, DIGITAL: Rachel Schusterbauer
ASSOCIATE CREATIVE DIRECTOR: Caitlin Schutter
SR. COPYWRITER: Greg Heaney
ART DIRECTOR: Caitlin Muncy
DIRECTOR, BROADCAST AND ART PRODUCTION: Paul Rensch
EXECUTIVE PRODUCER: Kelly Balagna
PRODUCER: Karen Crissman
GROUP ACCOUNT DIRECTOR: Kalyn Barnum
ACCOUNT SUPERVISOR: Chris Skalsky
SENIOR ACCOUNT EXECUTIVE: Wendy Targus
INTEGRATED PROGRAM MANAGER: Ken Ashburn
DIRECTOR, BUSINESS MANAGEMENT: Julie Peterhans
SENIOR BUSINESS MANAGER: Laura Patnales
PRODUCT INSIGHT & ANALYSIS MANAGER: Ian Maguire
ASSOCIATE DIRECTOR, GLOBAL LEGAL COMPLIANCE: Jeanette Foy
SR. TALENT MANAGER: Jennifer Hopkins

Nominee and Silver Winner



TITLE: Thunder at the Heart Brand
CLIENT: GM Powered Solutions
AGENCY: Leo Burnett Detroit
GROUP CREATIVE DIRECTOR: Jenn Kerasiotis
GROUP ACCOUNT DIRECTOR: Bree Erin Brownlee
SENIOR ART DIRECTOR: Jeremiah Riddell
SENIOR COPYWRITER: Justin Mularski
SENIOR BROADCAST PRODUCER: Patrick Witt
ACCOUNT DIRECTOR: Terrence Wakefield
PRODUCTION COMPANY: Local Boy
DIRECTOR, LOCAL BOY: Josh Hayward
EXECUTIVE PRODUCER, LOCAL BOY: Scott Dodoro
DIRECTOR OF PHOTOGRAPHY, LOCAL BOY: Tommy Daguanno
POST PRODUCTION: Local Boy
EDITOR, LOCAL BOY: Slavka Khuen
ASSISTANT EDITOR, LOCAL BOY: Ryan Betzler
EXECUTIVE PRODUCER, LOCAL BOY: Scott Dodoro
COLOR, COMPANY 3: Nick Metcalf
ORIGINAL MUSIC/COMPOSER, YESSIAN: Charlie Foltz
DIRECTOR OF INTEGRATED PRODUCTION: Brian Dooley
DIRECTOR, ACCOUNT SERVICES: Jim Bickers
DIRECTOR OF CREATIVE OPERATIONS: Tony Booth

Nominee and Silver Winner



TITLE: Thunder at the Heart Marine
CLIENT: GM Powered Solutions
AGENCY: Leo Burnett Detroit
GROUP CREATIVE DIRECTOR: Jenn Kerasiotis
GROUP ACCOUNT DIRECTOR: Bree Erin Brownlee
SENIOR ART DIRECTOR: Jeremiah Riddell
SENIOR COPYWRITER: Justin Mularski
SENIOR BROADCAST PRODUCER: Patrick Witt
ACCOUNT DIRECTOR: Terrence Wakefield
PRODUCTION COMPANY: Local Boy
DIRECTOR, LOCAL BOY: Josh Hayward
EXECUTIVE PRODUCER, LOCAL BOY: Scott Dodoro
DIRECTOR OF PHOTOGRAPHY, LOCAL BOY: Tommy Daguanno
POST PRODUCTION: Local Boy
EDITOR, LOCAL BOY: Slavka Khuen
ASSISTANT EDITOR, LOCAL BOY: Ryan Betzler
EXECUTIVE PRODUCER, LOCAL BOY: Scott Dodoro
COLOR, COMPANY 3: Nick Metcalf
ORIGINAL MUSIC/COMPOSER, YESSIAN: Charlie Foltz
DIRECTOR OF INTEGRATED PRODUCTION: Brian Dooley
DIRECTOR, ACCOUNT SERVICES: Jim Bickers
DIRECTOR OF CREATIVE OPERATIONS: Tony Booth

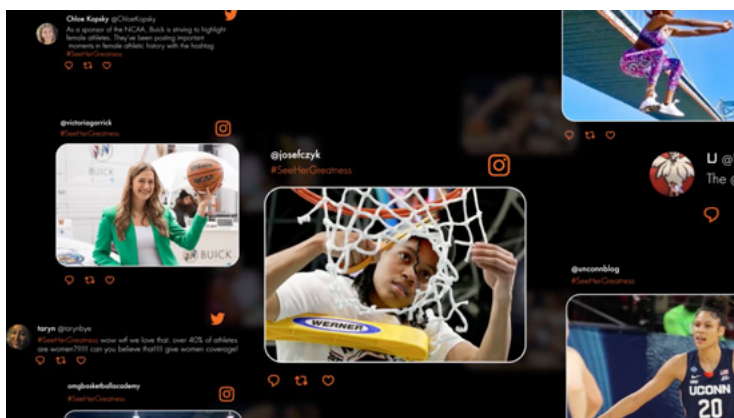
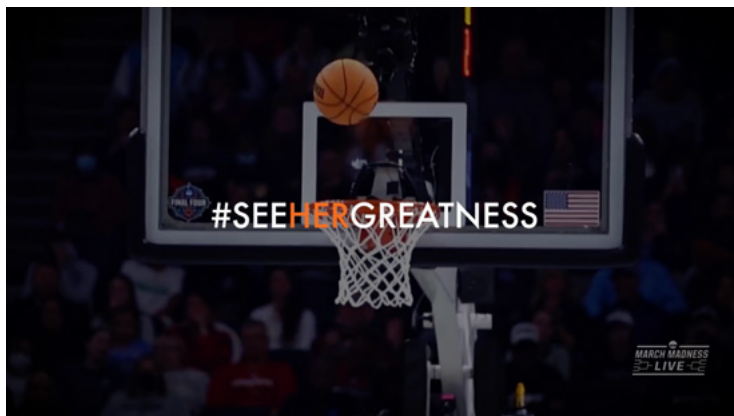
MOVING PICTURE - NON-BROADCAST :60+

Best of Category Winner + Black D Winner:



TITLE: The Other Part of the Fight
CLIENT: Pink Fund
AGENCY: LUDWIG+
EXECUTIVE CREATIVE DIRECTOR: Michael Stelmaszek
CREATIVE DIRECTOR: Steve Platto
CREATIVE DIRECTOR: Robin Todd
SENIOR ART DIRECTOR: Amanda Dalka
COPYWRITER: Gina O'Neill
ACCOUNT DIRECTOR: Lisa Kozaruk
ACCOUNT MANAGER: Rachel Kopf
ACCOUNT COORDINATOR: Lucas Atallah
ART DIRECTOR: David Taylor
COPYWRITER: Emily Mata
EDITOR: Stewart Shevin
PRODUCTION COMPANY: Running with Scissors

Best of Category Winner + Black D Winner



TITLE: See Her Greatness - Buick
 CLIENT: Buick
 AGENCY: Leo Burnett Detroit
 EXECUTIVE CREATIVE DIRECTOR: Steve Glinski
 EXECUTIVE CREATIVE DIRECTOR: Tim Thomas
 CREATIVE DIRECTOR: Vinny DeAraujo
 CREATIVE DIRECTOR: Andre Felix
 CREATIVE DIRECTOR: Dan Councilor
 CREATIVE DIRECTOR: Tom Topolewski
 EXECUTIVE PRODUCER: Erik Zaar
 DIRECTOR OF CREATIVE OPERATIONS: Tony Booth
 SENIOR DESIGNER: Stavo Alvarez
 CREATIVE DIRECTOR: Chris Handyside
 DIRECTOR OF INTEGRATED PRODUCTION: Brian Dooley
 DIRECTOR, ACCOUNT SERVICES: Jim Bickers
 MANAGING DIRECTOR: Yanlin Sun
 GROUP ACCOUNT DIRECTOR: Emily Harrington
 ACCOUNT DIRECTOR: Lauren Pesta
 ACCOUNT DIRECTOR: Angela D'Aristotile
 DIRECTOR, STRATEGY: Matt MacDonell
 DIRECTOR, STRATEGY: Julie Wagner
 DIRECTOR, STRATEGY: Roshen Mathew
 GROUP STRATEGY DIRECTOR: Kaylin Scott
 COMMUNITY MANAGEMENT: John Hill
 COMMUNITY MANAGER: Mark Grossi
 ART DIRECTOR: James Bruff
 COPYWRITER: Rich Toltzman
 SENIOR ACCOUNT EXECUTIVE: Natalya Sana
 EDITORIAL: Cutters
 EDITOR, CUTTERS: Kathryn Hempel
 ASSISTANT EDITOR, CUTTERS: Ryann Harrison
 FLAME, CUTTERS: Steve Sweik
 FLAME, CUTTERS: Ann Allen
 GRAPHICS, CUTTERS: Scott Stephens
 COLOR, CUTTERS: Eric Mauer
 EXECUTIVE PRODUCER, CUTTERS: Becky Smialek
 EXECUTIVE PRODUCER, CUTTERS: Heather Richardson
 PRODUCER, CUTTERS: Alison Collins
 SOUND DESIGN: Finger Music & Sound Design
 CREATIVE DIRECTOR, FINGER MUSIC & SOUND DESIGN: Dave Hodge
 PRODUCTION COORDINATOR, FINGER MUSIC & SOUND DESIGN: Jordan Rich
 EXECUTIVE PRODUCER, FINGER MUSIC & SOUND DESIGN: Ewa Miller

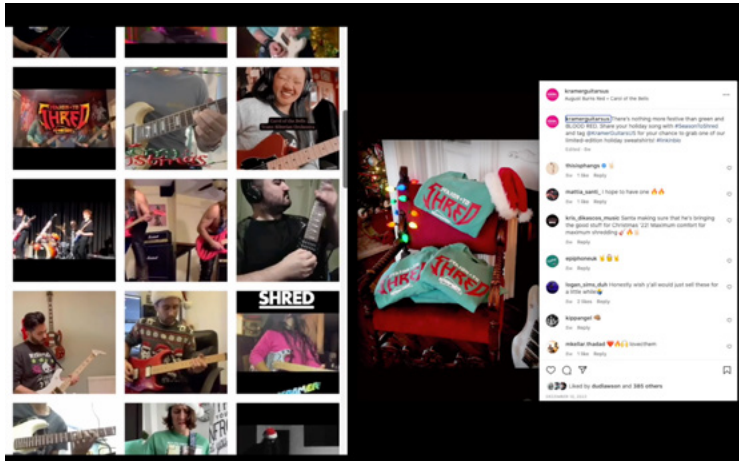
DIGITAL - SOCIAL MEDIA

Nominee and Silver Winner



TITLE: We Make Whiskey
CLIENT: Detroit City Distillery
AGENCY: Free Age (or possibly Cahoots Studio)
EXECUTIVE PRODUCER/DIRECTOR: Jim Toscano
DP/EDITOR: Danny Gianino
GAFFER: Justin Ivory
COLORIST: Rick Unger
ASSISTANT CAMERA: Noah Mendez
PRODUCTION ASSISTANT: Will Hughes
VO TALENT: Peter Carey
WRITER: Michael Forsyth

Nominee and Silver Winner



TITLE: Kramer "Season to Shred" Social Campaign
CLIENT: Kramer Guitars/ Gibson Brands
AGENCY: D/CAL

Nominee and Silver Winner



TITLE: Lyricaly
CLIENT: Ally
AGENCY: Anomaly



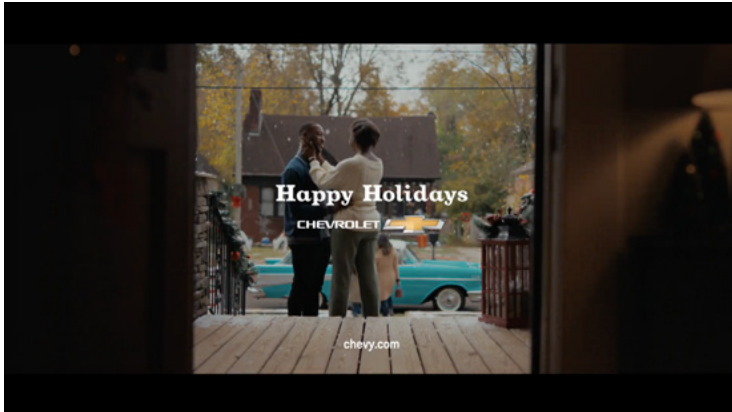
Best of Category Winner + Black D Winner



TITLE: OnStar Santa Tracker
CLIENT: OnStar
AGENCY: Campbell- Ewald
DIRECTOR OF MARKETING, ONSTAR: Laura Thornton
DIGITAL SERVICES ENGAGEMENT & GROWTH MANAGER, ONSTAR: Phil Colley
ASSISTANT MARKETING MANAGER, ONSTAR: Casey Campbell
GLOBAL ASSISTANT MARKETING MANAGER, ONSTAR: Armand Jordan
DIGITAL SERVICES ENGAGEMENT LEAD, ONSTAR: Brenna Stanecki
CHIEF CREATIVE OFFICER, CAMPBELL EWALD: Silmo Bonomi
CHIEF CREATIVE OFFICER, CAMPBELL EWALD: Clarence Bradley
GROUP CREATIVE DIRECTOR, CAMPBELL EWALD: Jim Millis
CREATIVE DIRECTOR, CAMPBELL EWALD: Chris McMahon
ART DIRECTOR, CAMPBELL EWALD: Kayla Firth
JUNIOR ART DIRECTOR, CAMPBELL EWALD: Meredith Whitaker
INTEGRATED STRATEGY GROUP DIRECTOR, CAMPBELL EWALD: Meryl Swagner
SENIOR SOCIAL STRATEGIST, CAMPBELL EWALD: Jonathan Corchado
SENIOR INTEGRATED STRATEGIST, CAMPBELL EWALD: Pietro Martorelli
INTEGRATED PRODUCTION ASSOCIATE DIRECTOR, CAMPBELL EWALD: Martha Carter
EXECUTIVE PRODUCER, CAMPBELL EWALD: Laura McGowan
BUSINESS AFFAIRS MANAGER, CAMPBELL EWALD: Kelly Maines
SENIOR PROGRAM BUSINESS MANAGER, CAMPBELL EWALD: Mary Carlington
BUSINESS MANAGER, CAMPBELL EWALD: Sydney Whitham
TALENT MANAGER, CAMPBELL EWALD: Susan Keeler-Perkins
TALENT SPECIALIST, CAMPBELL EWALD: Ashley Edwards
CHIEF CLIENT OFFICER, CAMPBELL EWALD: Colin Padden
GROUP ACCOUNT DIRECTOR, CAMPBELL EWALD: Caitlin Kelly
ACCOUNT SUPERVISOR, CAMPBELL EWALD: Megan Heiheisel
DIRECTION, LIGHTFARM: Arthur Baden
DIRECTION, LIGHTFARM: Vivi Rodrigues
COORDINATION, LIGHTFARM: Jhonatan Luiz
PRODUCTION, LIGHTFARM: Emelly Santana
PRODUCTION, LIGHTFARM: Mariana Gomes
EXECUTIVE PRODUCTION, LIGHTFARM: Rafael Vallaperde

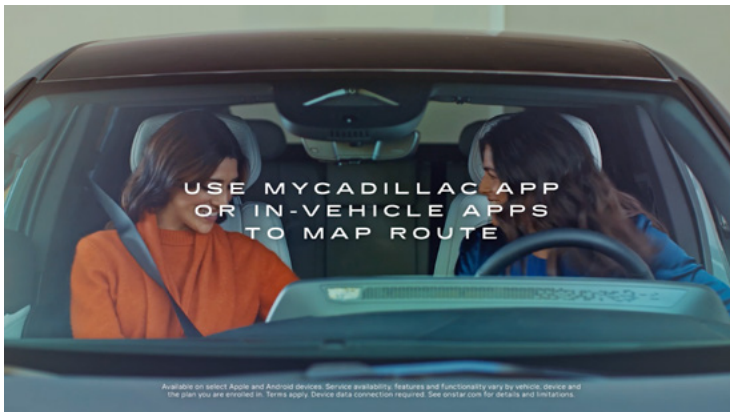
EXECUTIVE PRODUCTION, LIGHTFARM: Gabbo Freire
FILM EDITOR, LIGHTFARM: Daniel Silva
CONCEPT ARTIST, LIGHTFARM: Amilton Macedo
CONCEPT ARTIST, LIGHTFARM: Caio Peral
CONCEPT ARTIST, LIGHTFARM: Mayara Sampaio
CONCEPT ARTIST, LIGHTFARM: Stephanie Arcas
COLOR SCRIPT, LIGHTFARM: Fábio Sanchés
LEAD 3D, LIGHTFARM: Arthur Baden
CHARACTERS MODELING, LIGHTFARM: Henzo Coelho
CHARACTERS MODELING, LIGHTFARM: Marcelo Moraes
CHARACTERS MODELING, LIGHTFARM: Roger Renno
CHARACTERS MODELING, LIGHTFARM: Victor Sant' Anna
PROPS MODELING, LIGHTFARM: Gabriel Acadio
PROPS MODELING, LIGHTFARM: Henzo Coelho
PROPS MODELING, LIGHTFARM: Ozéias Albert
PROPS MODELING, LIGHTFARM: Roger Renno
PROPS MODELING, LIGHTFARM: Victor Sant' Anna
ENVIRONMENTS MODELING, LIGHTFARM: Gabriel Acadio
ENVIRONMENTS MODELING, LIGHTFARM: Marcelo Moraes
ENVIRONMENTS MODELING, LIGHTFARM: Roger Renno
LOOKDEV ARTIST, LIGHTFARM: André Salviato
LOOKDEV ARTIST, LIGHTFARM: Arthur Baden
LOOKDEV ARTIST, LIGHTFARM: Victor Sant' Anna
RIGGING, LIGHTFARM: André Antunes
RIGGING, LIGHTFARM: Diego Hay
RIGGING, LIGHTFARM: Santi Woo
RIGGING, LIGHTFARM: Wesley Nereu
LAYOUT SUPERVISOR, LIGHTFARM: Vivi Rodrigues
LAYOUT ARTIST, LIGHTFARM: Diego Hay
LAYOUT ARTIST, LIGHTFARM: Beatriz Buci
LAYOUT ARTIST, LIGHTFARM: Erin Silva
LAYOUT ARTIST, LIGHTFARM: Felipe Assis
LAYOUT ARTIST, LIGHTFARM: Gabriel Prestes
LAYOUT ARTIST, LIGHTFARM: Guilherme Garcia
LAYOUT ARTIST, LIGHTFARM: Jonas Amorim
LAYOUT ARTIST, LIGHTFARM: Wesley Nereu
SCRIPT DEVELOPER, LIGHTFARM: Guilherme Garcia
ANIMATION DIRECTOR, LIGHTFARM: Vivi Rodrigues
3D ANIMATOR, LIGHTFARM: Diego Hay
3D ANIMATOR, LIGHTFARM: Beatriz Buci
3D ANIMATOR, LIGHTFARM: Erin Silva
3D ANIMATOR, LIGHTFARM: Felipe Assis
3D ANIMATOR, LIGHTFARM: Gabriel Prestes
3D ANIMATOR, LIGHTFARM: Guilherme Garcia
3D ANIMATOR, LIGHTFARM: Jonas Amorim
3D ANIMATOR, LIGHTFARM: Wesley Nereu
SIMULATION, LIGHTFARM: Alex Silva
SIMULATION, LIGHTFARM: André Salviato
POST PRODUCTION, LIGHTFARM: Diogo Vieira
POST PRODUCTION, LIGHTFARM: Juca Caetano
MOTION, LIGHTFARM: Juca Caetano
MUSIC: Shuffle Audio

Nominee and Silver Winner



TITLE: Mrs. Hayes
CLIENT: Chevrolet
AGENCY: Commonwealth// McCann
CHIEF CREATIVE OFFICER, GLOBAL MARKETS: Matt Canzano
GLOBAL MARKETS LEGAL COMPLIANCE MANAGER: Tania Bennett
CREATIVE DIRECTOR: Nick Allen
GROUP ACCOUNT DIRECTOR: Julie Daniels
ACCOUNT DIRECTOR: Kelly Brown
PRODUCT INSIGHTS & ANALYSIS MANAGER: Eric Singer
ASSOCIATE DIRECTOR, GLOBAL LEGAL COMPLIANCE: Jeanette Foy
GLOBAL DIRECTOR OF CONTENT: Jeff Beverly
DIRECTOR OF BROADCAST PRODUCTION: Paul Renusch
EXECUTIVE PRODUCER: Kelly Balagna
DIRECTOR OF BUSINESS MANAGEMENT: Julie Peterhans
TALENT AFFAIRS MANAGER: Jennifer Hopkins
SENIOR PRODUCER: Michael Oik

Best of Category Winner + Black D Winner



TITLE: Cadillac, "Your EV Life" CRM Campaign

CLIENT: General Motors

AGENCY: MRM

EVP, CHIEF CREATIVE OFFICER: Jeff Cruz

SVP, GROUP CREATIVE DIRECTOR: Tiffany Moy-Miller

CREATIVE DIRECTOR: Caitlin Pasqualone

ASSOCIATE CREATIVE DIRECTOR: Nikki DuJardin

ASSOCIATE CREATIVE DIRECTOR: Tia Perry

COPYWRITER: Joe Lamberti

SENIOR ART DIRECTOR: Andrea Shaw

EVP, BUSINESS LEADERSHIP: Paulette Adams

VP, GROUP ACCOUNT DIRECTOR: Cathy Humenik

VP, ACCOUNT DIRECTOR: Helen Kawka

VP, ACCOUNT DIRECTOR: Laura Quinn

MANAGEMENT SUPERVISOR: Adrienne Coletti

ACCOUNT SUPERVISOR: Emily Juskowski

ACCOUNT SUPERVISOR: Jana Klaus

VP, STRATEGY DIRECTOR: Renee Triemstra

DIRECTOR, CUSTOMER EXPERIENCE STRATEGY: Chris Moritz

SENIOR ANALYST, PERFORMANCE & ANALYTICS: Ally Young

USER EXPERIENCE ARCHITECT: Laura Fuson

SENIOR CONTENT MANAGER: Joseph Lyons

PROGRAM MANAGER: Brendan Desmet

PRODUCTION COMPANY: Made By Limbo, respectively M
SSNG P ECES

DIRECTOR: Tobias Nathan

EXECUTIVE PRODUCER: Chris Dodds, respectively Edward
Grann

PRODUCER: Paul Papanek

DIRECTOR OF PHOTOGRAPHY: Tim Thompson

EDITORIAL HOUSE: Cabin Edit

EDITOR: Alvaro Del Val

EDITORIAL SENIOR PRODUCER: Andrea Cantor

COLOR HOUSE: Rare Medium

COLORIST: Stephanie Park

VFX HOUSE: ETHOS studio

FLAME ARTIST: Danielle Fowler

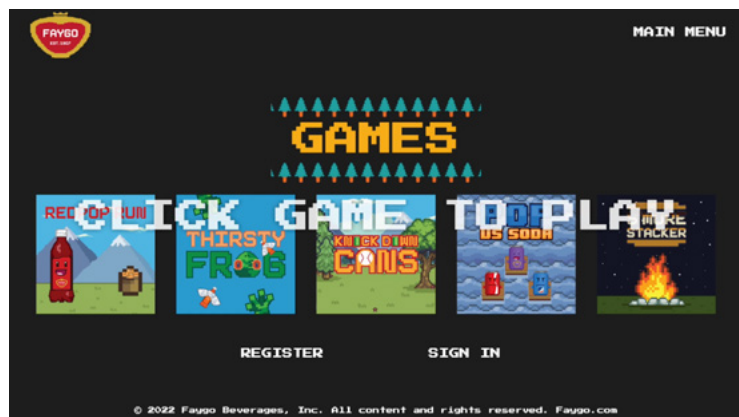
VFX SUPERVISORS: Nicolas Cadorette

VFX SUPERVISORS: Thom Reimerick

Nominee and Silver Winner



TITLE: Camp Faygo
 CLIENT: Faygo Beverages
 AGENCY: TMV Group
 ART DIRECTOR: Justin Scott
 EXECUTIVE CREATIVE DIRECTOR: Todd Gilleland
 CHIEF CREATIVE OFFICER: Bill Morden
 ACCOUNT SUPERVISOR: Joe Morden
 WEBSITE DEVELOPER: Todd Larsh
 WEBSITE DEVELOPER: Lesley Stout



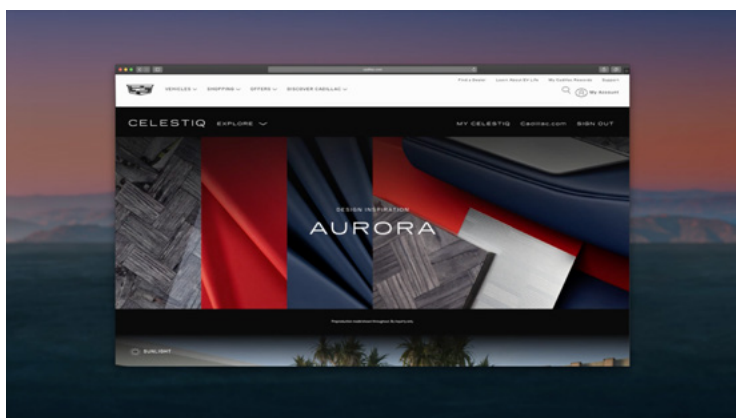
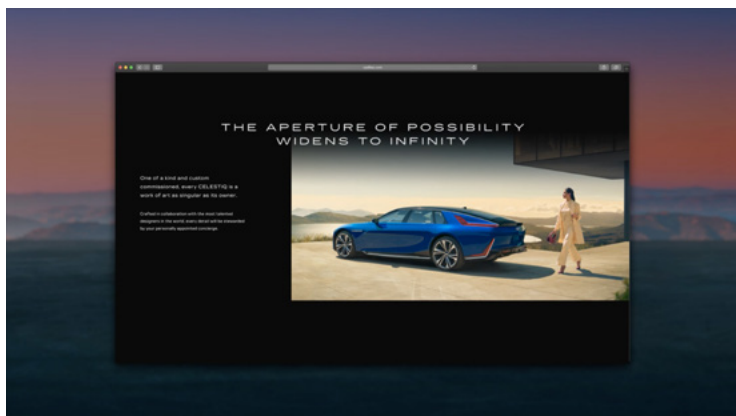
Nominee and Silver Winner



TITLE: Brain Waves
 CLIENT: University of California San Francisco Medical Center
 AGENCY: TILT
 EXECUTIVE CREATIVE DIRECTOR: Shanky Das
 MANAGING PARTNER : Lawrence James
 COPYWRITER: Jeff Euteneuer
 AWARD SHOW COORDINATORS : Bethany Schnur / Amelia Charamand-Quelas
 ART DIRECTOR: Alan Majewski
 PROJECT MANAGER: Kathy Kakoz
 PRODUCER: Dennis McCullough
 ACCOUNT DIRECTOR: Molly Vos
 ACCOUNT MANAGER: Elena Kovac
 PHOTOGRAPHER: Lians Jadan
 DIRECTOR: Ron Hamad
 DESIGNER: K'kio Hardin

DIGITAL - WEBSITE

Best of Category Winner + Black D Winner



TITLE: Cadillac Celestiq Teaser Experience
CLIENT: General Motors
AGENCY: MRM
EVP, CHIEF CREATIVE OFFICER: Jeff Cruz
SVP, GROUP CREATIVE DIRECTOR: Tiffany Moy-Miller
CREATIVE DIRECTOR: Caitlin Pasqualone
ASSOCIATE CREATIVE DIRECTOR: Danielle Wilson
SENIOR COPYWRITER: Frances Kepes
ART DIRECTOR: Danielle McDougal
SR. DIGITAL CONTENT ARTIST: Robin Coker
EVP BUSINESS LEADERSHIP: Paulette Adams
VP, ACCOUNT DIRECTOR: Helen Kawka
ACCOUNT SUPERVISOR: Jana Klaus
DIRECTOR, CUSTOMER EXPERIENCE STRATEGY: Chris Moritz
MANAGER, CONTENT STRATEGY: Janice Monarrez
DIRECTOR, USER EXPERIENCE: Michael Propp
USER EXPERIENCE ARCHITECT: Jinghan Ni
SENIOR CONTENT MANAGER: Joseph Lyons
CONTENT MANAGER: Pam Viloria
PROGRAM MANAGER: Brad Sanders
SR. PRODUCT INFORMATION SPECIALIST: Kaitlan Landry

Best of Category Winner + Black D Winner



TITLE: OnStar Santa Tracker
 CLIENT: OnStar
 AGENCY: Campbell- Ewald
 DIRECTOR OF MARKETING, ONSTAR: Laura Thornton
 DIGITAL SERVICES ENGAGEMENT & GROWTH MANAGER, ONSTAR: Phil Colley
 ASSISTANT MARKETING MANAGER, ONSTAR: Casey Campbell
 GLOBAL ASSISTANT MARKETING MANAGER, ONSTAR: Armand Jordan
 DIGITAL SERVICES ENGAGEMENT LEAD, ONSTAR: Brenna Stanecki
 CHIEF CREATIVE OFFICER, CAMPBELL EWALD: Silmo Bonomi
 CHIEF CREATIVE OFFICER, CAMPBELL EWALD: Clarence Bradley
 GROUP CREATIVE DIRECTOR, CAMPBELL EWALD: Jim Millis
 CREATIVE DIRECTOR, CAMPBELL EWALD: Chris McMahon
 ART DIRECTOR, CAMPBELL EWALD: Kayla Firth
 JUNIOR ART DIRECTOR, CAMPBELL EWALD: Meredith Whitaker
 INTEGRATED STRATEGY GROUP DIRECTOR, CAMPBELL EWALD: Meryl Swagner
 SENIOR SOCIAL STRATEGIST, CAMPBELL EWALD: Jonathan Corchado
 SENIOR INTEGRATED STRATEGIST, CAMPBELL EWALD: Pietro Martorelli
 INTEGRATED PRODUCTION ASSOCIATE DIRECTOR, CAMPBELL EWALD: Martha Carter
 EXECUTIVE PRODUCER, CAMPBELL EWALD: Laura McGowan
 BUSINESS AFFAIRS MANAGER, CAMPBELL EWALD: Kelly Maines
 SENIOR PROGRAM BUSINESS MANAGER, CAMPBELL EWALD: Mary Carlington
 BUSINESS MANAGER, CAMPBELL EWALD: Sydney Whitham
 TALENT MANAGER, CAMPBELL EWALD: Susan Keeler-Perkins
 TALENT SPECIALIST, CAMPBELL EWALD: Ashley Edwards
 CHIEF CLIENT OFFICER, CAMPBELL EWALD: Colin Padden
 GROUP ACCOUNT DIRECTOR, CAMPBELL EWALD: Caitlin Kelly
 ACCOUNT SUPERVISOR, CAMPBELL EWALD: Megan Heiheisel
 DIRECTION, LIGHTFARM: Arthur Baden
 DIRECTION, LIGHTFARM: Vivi Rodrigues
 COORDINATION, LIGHTFARM: Jhonatan Luiz
 PRODUCTION, LIGHTFARM: Emelly Santana
 PRODUCTION, LIGHTFARM: Mariana Gomes
 EXECUTIVE PRODUCTION, LIGHTFARM: Rafael Vallaperde

EXECUTIVE PRODUCTION, LIGHTFARM: Gabbo Freire
 FILM EDITOR, LIGHTFARM: Daniel Silva
 CONCEPT ARTIST, LIGHTFARM: Amilton Macedo
 CONCEPT ARTIST, LIGHTFARM: Caio Peral
 CONCEPT ARTIST, LIGHTFARM: Mayara Sampaio
 CONCEPT ARTIST, LIGHTFARM: Stephanie Arcas
 COLOR SCRIPT, LIGHTFARM: Fábio Sanchés
 LEAD 3D, LIGHTFARM: Arthur Baden
 CHARACTERS MODELING, LIGHTFARM: Henzo Coelho
 CHARACTERS MODELING, LIGHTFARM: Marcelo Moraes
 CHARACTERS MODELING, LIGHTFARM: Roger Renno
 CHARACTERS MODELING, LIGHTFARM: Victor Sant' Anna
 PROPS MODELING, LIGHTFARM: Gabriel Acadio
 PROPS MODELING, LIGHTFARM: Henzo Coelho
 PROPS MODELING, LIGHTFARM: Ozéias Albert
 PROPS MODELING, LIGHTFARM: Roger Renno
 PROPS MODELING, LIGHTFARM: Victor Sant' Anna
 ENVIRONMENTS MODELING, LIGHTFARM: Gabriel Acadio
 ENVIRONMENTS MODELING, LIGHTFARM: Marcelo Moraes
 ENVIRONMENTS MODELING, LIGHTFARM: Roger Renno
 LOOKDEV ARTIST, LIGHTFARM: André Salviato
 LOOKDEV ARTIST, LIGHTFARM: Arthur Baden
 LOOKDEV ARTIST, LIGHTFARM: Victor Sant' Anna
 RIGGING, LIGHTFARM: André Antunes
 RIGGING, LIGHTFARM: Diego Hay
 RIGGING, LIGHTFARM: Santi Woo
 RIGGING, LIGHTFARM: Wesley Nereu
 LAYOUT SUPERVISOR, LIGHTFARM: Vivi Rodrigues
 LAYOUT ARTIST, LIGHTFARM: Diego Hay
 LAYOUT ARTIST, LIGHTFARM: Beatriz Buci
 LAYOUT ARTIST, LIGHTFARM: Erin Silva
 LAYOUT ARTIST, LIGHTFARM: Felipe Assis
 LAYOUT ARTIST, LIGHTFARM: Gabriel Prestes
 LAYOUT ARTIST, LIGHTFARM: Guilherme Garcia
 LAYOUT ARTIST, LIGHTFARM: Jonas Amorim
 LAYOUT ARTIST, LIGHTFARM: Wesley Nereu
 SCRIPT DEVELOPER, LIGHTFARM: Guilherme Garcia
 ANIMATION DIRECTOR, LIGHTFARM: Vivi Rodrigues
 3D ANIMATOR, LIGHTFARM: Diego Hay
 3D ANIMATOR, LIGHTFARM: Beatriz Buci
 3D ANIMATOR, LIGHTFARM: Erin Silva
 3D ANIMATOR, LIGHTFARM: Felipe Assis
 3D ANIMATOR, LIGHTFARM: Gabriel Prestes
 3D ANIMATOR, LIGHTFARM: Guilherme Garcia
 3D ANIMATOR, LIGHTFARM: Jonas Amorim
 3D ANIMATOR, LIGHTFARM: Wesley Nereu
 SIMULATION, LIGHTFARM: Alex Silva
 SIMULATION, LIGHTFARM: André Salviato
 POST PRODUCTION, LIGHTFARM: Diogo Vieira
 POST PRODUCTION, LIGHTFARM: Juca Caetano
 MOTION, LIGHTFARM: Juca Caetano
 MUSIC: Shuffle Audio

Nominee and Silver Winner



TITLE: Jeep Grand Cherokee 4xe/NYC Penn Digital

CLIENT: Jeep

AGENCY: Highdive

HEAD OF JEEP ADVERTISING US: Nicole Pesale

JEEP BRAND ADVERTISING MANAGER: Dave Herkowitz

JEEP BRAND ADVERTISING MANAGER: Jarrod Dixel

CO-FOUNDER / CHIEF CREATIVE OFFICER: Chad Broude

CO-FOUNDER / CHIEF CREATIVE OFFICER: Mark Gross

GROUP EXECUTIVE CREATIVE DIRECTOR: Nathan Monteith

CREATIVE DIRECTOR: Casey Stern

CREATIVE DIRECTOR: Jorge Pomareda

ART DIRECTOR: DEVON HARRIS

COPYWRITER: Paul Swiatek

PRODUCER: Steph Cotherman

PARTNER, GROUP ACCOUNT DIRECTOR: Kaley Lambeth

ACCOUNT DIRECTOR: Martha Carrothers

ACCOUNT SUPERVISOR: Kristen Schneider

EXECUTIVE PRODUCER: James Babiarz

PRODUCER: Mike Trivisonno

CREATIVE DIRECTOR: Patrick Coleman

ART DIRECTOR: Austin Marola

DESIGNER: Brody Davis

DESIGNER: Joshua Michie

DESIGNER: Devin Hayes

EXECUTIVE PRODUCER: James Babiarz

PRODUCER: Mike Trivisonno

DP/EDITOR: Al Benoit

CONTENT PRODUCER: Cheng Liu

PRODUCTION COORDINATOR : Montana Drummond

COLORIST: Joni Brandenburg

COLOR ASSIST: Rachel Phillips

2D ARTIST: Alejandro Taylor

FLAME FINISH: Justin Winkler

FLAME FINISH: Alex Postelnicu

Nominee and Silver Winner



TITLE: Sweetwaters Dragon Eye Promotions
CLIENT: Sweetwaters Coffee & Tea
AGENCY: Extra Credit Projects
CHIEF CREATIVE OFFICER: Rob Jackson
ART DIRECTOR: Rick Iseppi
ART DIRECTOR: Jackie Foss

Best of Category Winner + Black D Winner



TITLE: George Lois Tribute
CLIENT: Lamar Advertising
AGENCY: Extra Credit Projects
CHIEF CREATIVE OFFICER: Rob Jackson
CREATIVE DIRECTOR: Chad Hutchison
ART DIRECTOR: Eric Lowe
ART DIRECTOR: Aaron Sullivan

PUBLIC RELATIONS

Nominee and Silver Winner



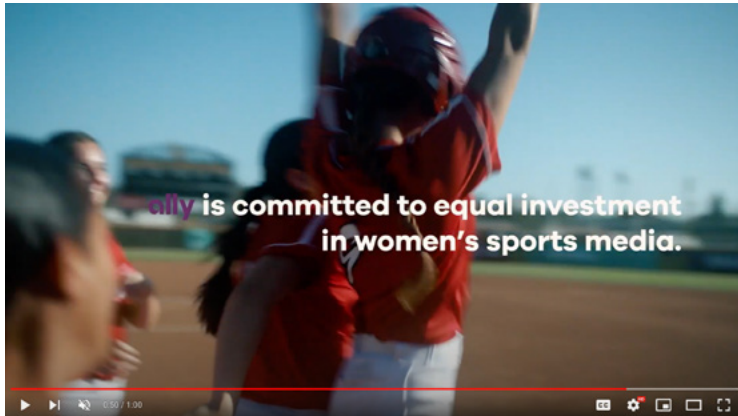
TITLE: SKYMINT's Free Weed for a Year PR Campaign
CLIENT: SKYMINT Premium Cannabis
AGENCY: McLean Media
PR LEAD: Don F. McLean
SKYMINT: Summer Ransom-Cleveland
SKYMINT: Connor Jacobs
SKYMINT: Sarah Bullock

Nominee and Silver Winner



TITLE: IAC Unveils Couture Gown Crafted from Sustainable Automotive Materials for North American International Auto Show Charity Preview
CLIENT: IAC Group
AGENCY: Telemetry Public Relations
PRINCIPAL: Craig Daitch
CREATIVE DIRECTOR: Anthony Morrow
GROUP ACCOUNT DIRECTOR: Kaitlin Jarvis
DIRECTOR OF PHOTOGRAPHY: Carlos Jordan Martinez

Nominee and Silver Winner



TITLE: 50/50 PLEDGE

CLIENT: ALLY

AGENCY: ALLY

ADWEEK

Sports Marketing <https://www.adweek.com/category/sports-marketing/>

Ally Bank Pledges Equal Opportunity Ad Spend for Men's and Women's Sports

The online-only financial app is seeking brand partners to correct a marketing imbalance

By [Rafael Canton](#) | June 23, 2022



Ally is calling on brands to even out ad spend among men's and women's sports.

Credit: Ally

While the gender gap in average wages has been steadily closing, a wide chasm still exists when it comes to men's and women's sports and advertising spend.

Ally Bank is trying to address that disparity in its own way. And the online-only financial institution, which specializes in home and auto lending, aims to influence others to join its solution.

Ally put forth an initiative at last month's espnW summit to reach equal spending in paid advertising across women's and men's sports programming over the next five years.

PUBLIC RELATIONS

Best of Category Winner + Black D Winner



TITLE: Chevy x Sopranos

AGENCY: Commonwealth // Weber Shandwick

CLIENT: CHEVROLET

GROUP CREATIVE DIRECTOR AT WEBER SHANDWICK: Liz Newman

ASSOCIATE CREATIVE DIRECTOR AT WEBER SHANDWICK: Kelsey Webster

ASSOCIATE CREATIVE DIRECTOR AT WEBER SHANDWICK: Ashley Ruen

ASSOCIATE CREATIVE DIRECTOR AT WEBER SHANDWICK: Nate Paulson

SENIOR ART DIRECTOR AT WEBER SHANDWICK: Tim Rocklage

SENIOR DESIGNER AT WEBER SHANDWICK: Gigi Novak

EDITOR/VIDEOGRAPHER AT WEBER SHANDWICK: Zen Grey

VP, PRODUCTION AT WEBER SHANDWICK: Tom Shea

VP, CLIENT EXPERIENCE AT WEBER SHANDWICK: Carrie Feldman

VP, CLIENT EXPERIENCE AT WEBER SHANDWICK: Derek Chappo

CLIENT EXPERIENCE AT WEBER SHANDWICK: Jae Siercks

INTEGRATED MEDIA STRATEGY AT WEBER SHANDWICK: Dave Ladetto

VP, PLATFORM STRATEGY AT WEBER SHANDWICK: Benjie Klein

SENIOR, CLIENT EXPERIENCE AT WEBER SHANDWICK: Nikki Mikolon

PROJECT MANAGER AT WEBER SHANDWICK: Amanda Mac

CHIEF EXECUTIVE OFFICER AT COMMONWEALTH: Grant Theron

CHIEF CREATIVE OFFICER AT COMMONWEALTH: Gary Pascoe

EXECUTIVE CREATIVE DIRECTOR AT COMMONWEALTH: Bob Guisgand

EXECUTIVE CREATIVE DIRECTOR AT COMMONWEALTH: Duffy Patten

CREATIVE OPERATIONS DIRECTOR AT COMMONWEALTH: Miya Petrovic

DIRECTOR OF BROADCAST PRODUCTION AT COMMONWEALTH: Paul Rensch

EXECUTIVE CREATIVE PRODUCER AT COMMONWEALTH: Adam Van Dyke

EXECUTIVE PRODUCER AT COMMONWEALTH: Kelly Balagna

GROUP ACCOUNT DIRECTOR AT COMMONWEALTH: Bill Wilt

COMMERCIAL - DIRECTOR AT PARK PICTURES: David Chase

COMMERCIAL - DIRECTOR OF PHOTOGRAPHY AT PARK PICTURES: Phil Abraham

COMMERCIAL - EXECUTIVE PRODUCER AT PARK PICTURES: Jackie Kelman Bisbee

Commercial - Executive Producer at Park Pictures: Justin Pollock

COMMERCIAL - LINE PRODUCER AT PARK PICTURES: Saul Germaine

GROUP CREATIVE DIRECTOR AT WEBER SHANDWICK: Tony Kause

BTS - CAMERA OP AT FREELANCE: Kyle Repka

BTS - SOUND AT FREELANCE: Dan Lonsdale

BUSINESS OPERATIONS MANAGER: Casey Hampson

Nominee and Silver Winner



TITLE: NF Forward: Being Kylie Earle
AGENCY: Woodward Original
DIRECTOR: Rory McHarg
DIRECTOR OF PHOTOGRAPHY: Dimitrius Ramirez
EXECUTIVE PRODUCER: Jonathan Braue
EXECUTIVE PRODUCER: Joseph Talbot
EDITOR: Larissa Hanna
POST PRODUCTION PRODUCER: Carly Atto
COLOR: Patrick Sexton
SOUND DESIGN: Mike Regan
EXECUTIVE PRODUCER: Nate Segall
PRODUCER: Stevie Ansara
COMPOSER: Zak Engel
COLOR: Patrick Sexton



Nominee and Silver Winner



TITLE: "United in Kindness" | Lions Clubs International
CLIENT: Lions Clubs International
AGENCY: D/CAL

SOCIAL IMPACT

Nominee and Silver Winner



TITLE: Reel Clever Films for The Work Department, Let's Get More Girls In The Game

CLIENT: Project Play Southeast Michigan

AGENCY: The Work Department

PRODUCTION COMPANY: Reel Clever Films

AGENCY PRODUCER: Denise McGeen

CREATIVE DIRECTOR: Libby Cole

DIRECTOR: Eden Sabolboro

PRODUCER: Amanda Tingley

DIRECTOR OF PHOTOGRAPHY: Thaad Sabolboro

1ST AC: Thomas Pawlowski

2ND AC: Sarah Griffith

GAFFER: Darrien Pope

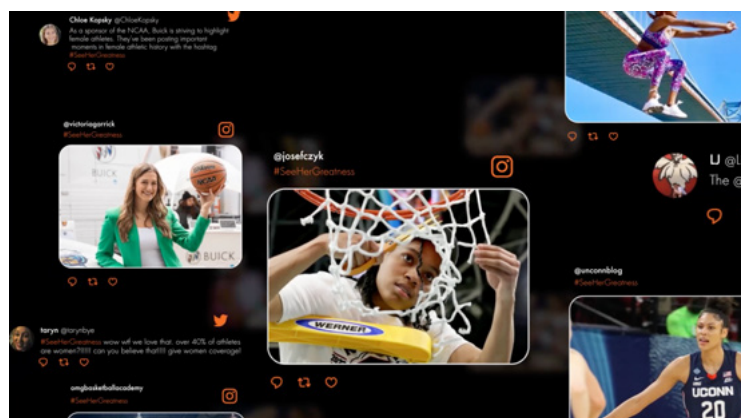
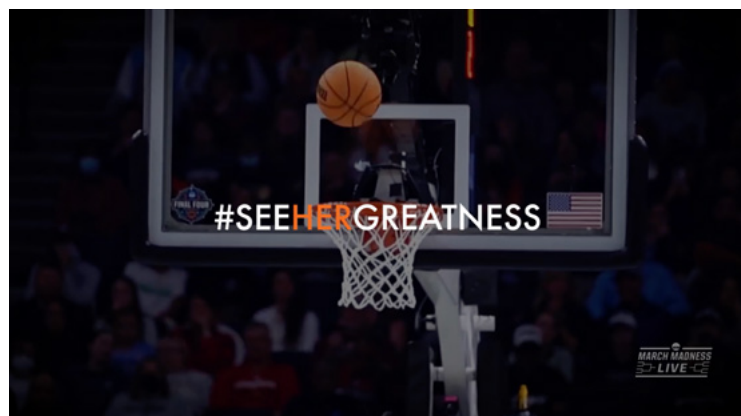
PRODUCTION SOUND: Steve Sholtes

PRODUCTION ASSISTANT: EJ Watson

EDITOR: Seph Tan

MUSIC: Neil Struble

Best of Category Winner + Black D Winner



TITLE: See Her Greatness - Buick
 CLIENT: Buick
 AGENCY: Leo Burnett Detroit
 EXECUTIVE CREATIVE DIRECTOR: Steve Glinski
 EXECUTIVE CREATIVE DIRECTOR: Tim Thomas
 CREATIVE DIRECTOR: Vinny DeAraujo
 CREATIVE DIRECTOR: Andre Felix
 CREATIVE DIRECTOR: Dan Councilor
 CREATIVE DIRECTOR: Tom Topolewski
 EXECUTIVE PRODUCER: Erik Zaar
 DIRECTOR OF CREATIVE OPERATIONS: Tony Booth
 SENIOR DESIGNER: Stavo Alvarez
 CREATIVE DIRECTOR: Chris Handyside
 DIRECTOR OF INTEGRATED PRODUCTION: Brian Dooley
 DIRECTOR, ACCOUNT SERVICES: Jim Bickers
 MANAGING DIRECTOR: Yanlin Sun
 GROUP ACCOUNT DIRECTOR: Emily Harrington
 ACCOUNT DIRECTOR: Lauren Pesta
 ACCOUNT DIRECTOR: Angela D'Aristotile
 DIRECTOR, STRATEGY: Matt MacDonell
 DIRECTOR, STRATEGY: Julie Wagner
 DIRECTOR, STRATEGY: Roshen Mathew
 GROUP STRATEGY DIRECTOR: Kaylin Scott
 COMMUNITY MANAGEMENT: John Hill
 COMMUNITY MANAGER: Mark Grossi
 ART DIRECTOR: James Bruff
 COPYWRITER: Rich Toltzman
 SENIOR ACCOUNT EXECUTIVE: Natalya Sana
 EDITORIAL: Cutters
 EDITOR, CUTTERS: Kathryn Hempel
 ASSISTANT EDITOR, CUTTERS: Ryann Harrison
 FLAME, CUTTERS: Steve Sweik
 FLAME, CUTTERS: Ann Allen
 GRAPHICS, CUTTERS: Scott Stephens
 COLOR, CUTTERS: Eric Mauer
 EXECUTIVE PRODUCER, CUTTERS: Becky Smialek
 EXECUTIVE PRODUCER, CUTTERS: Heather Richardson
 PRODUCER, CUTTERS: Alison Collins
 SOUND DESIGN: Finger Music & Sound Design
 CREATIVE DIRECTOR, FINGER MUSIC & SOUND DESIGN: Dave Hodge
 PRODUCTION COORDINATOR, FINGER MUSIC & SOUND DESIGN: Jordan Rich
 EXECUTIVE PRODUCER, FINGER MUSIC & SOUND DESIGN: Ewa Miller

CRAFT - ORIGINAL MUSIC

Nominee and Silver Winner



TITLE: Audetorium Visual Mission Statement
CLIENT: Audetorium
AGENCY: Baseline Post
DIRECTOR: Ariel Ellis
EXECUTIVE CREATIVE DIRECTOR: Rory McHarg
EXECUTIVE PRODUCER: Jonathan Braue
EXECUTIVE PRODUCER: Joseph Talbot
EXECUTIVE PRODUCER: Nate Segall
PRODUCER: Anthony Bommarito
PRODUCER: Stevie Ansara
DIRECTOR OF PHOTOGRAPHY: Dimitrius Ramirez
EDITOR: Joseph Talbot
ASSOCIATE EDITOR: Larissa Hanna
POST PRODUCTION PRODUCER: Carly Atto
COLOR: Patrick Sexton
MUSIC COMPOSITION: Che Pope
MUSIC COMPOSITION: Phil Beaudreau
SOUND DESIGN: Mike Regan

Nominee and Silver Winner



TITLE: Kaufland - Friendship Knows No Borders
CLIENT: Kaufland
AGENCY: In house
EXECUTIVE PRODUCER AT YESSIAN: Ingmar Rehberg
ARRANGEMENT: Oscar Eckhorst
SOUND DESIGN & MIX: Kamil Wojciechowski & Anton Stein
CREATIVE DIRECTOR: Holger Oehrlich
DIRECTOR: Thomas Garber
PRODUCTION COMPANY: Tony Peterson Film

Best of Category Winner + Black D Winner



TITLE: Detroit Youth Choir
CLIENT: Detroit Youth Choir
AGENCY: Imagination
MUSICAL ARRANGEMENT, PRODUCTION, RECORDING AND MIXING: Yessian Music
ORIGINAL SONG: Guns N' Roses
SONG PRODUCER/EP/MIXER/RECORDING ENGINEER: Gerard Smerek
MUSIC ARRANGEMENT & ADAPTATION: Mark Chu
MUSIC LICENSING SUPERVISOR: Lars Makie
PARTNER/CHIEF CREATIVE OFFICER: Brian Yessian
PARTNER/HEAD OF PRODUCTION: Michael Yessian
ADDITIONAL VOCAL EDITING: Jeff Dittenber
PRO TOOLS ENGINEER: Mike Baluha
PRODUCTION ASSISTANT: Katie Vantine
DYC ARTISTIC DIRECTOR, CHOIR DIRECTOR AND ARRANGEMENT: Anthony White
DYC CHOIR MUSICAL DIRECTOR, LEAD VOCAL AND CHOIR ARRANGEMENT: Donnell Mosley
RAP LYRICS/RAPPER: Indigo Yaj
CONCEPT, CREATIVE & LEAD AGENCY: Imagination
MANAGING DIRECTOR & EXECUTIVE PRODUCER: Alistair Wilson
CHIEF FINANCIAL OFFICER: Rob Bullen
HEAD OF PRODUCTION: Joe Caruso
CREATIVE DIRECTOR: Jonny Elison
ART DIRECTOR: Joey Sheridan
FILM AND EDITORIAL DIRECTOR: Nick Sullivan
FILM EDITOR: Destiny Bruderick
DIRECTOR: Everett Stewart
DIRECTOR OF PHOTOGRAPHY: Get Super Rad
PRODUCER: Naya Moreno
CAMERA OPERATOR: Jeff Tab
ASSISTANT CAMERA OPERATORS: Kyle Adcock & Rick Saliga
PRODUCTION DESIGN: Angie Hartley

CRAFT - SOUND DESIGN

Nominee and Silver Winner



TITLE: Tell Me What Happened Season 2

CLIENT: OnStar

AGENCY: Campbell Ewald

DIGITAL ENGAGEMENT LEAD, ONSTAR: Casey Campbell

DIGITAL SERVICES ENGAGEMENT & GROWTH MANAGER, ONSTAR: Phil Colley

DIGITAL SERVICES ENGAGEMENT LEAD, ONSTAR: Brenna Stanecki

ASSISTANT MARKETING MANAGER, ONSTAR GLOBAL MARKETING: Ian Sherman

LEGAL ASSISTANT, ONSTAR: Jamie Morrison

CHIEF CREATIVE OFFICER, CAMPBELL EWALD: Silmo Bonomi
 CHIEF CREATIVE OFFICER, CAMPBELL EWALD: Clarence Bradley
 EXECUTIVE CREATIVE DIRECTOR, CAMPBELL EWALD: Laura Rogers
 EDITORIAL DIRECTOR, CAMPBELL EWALD: Dan Grantham
 EDITOR, CAMPBELL EWALD: Casey Rosenhaus
 EDITOR, CAMPBELL EWALD: Sam Ellis
 COPY EDITOR, CAMPBELL EWALD: Emily Gauronskas
 GROUP DIRECTOR, INTEGRATED STRATEGY, CAMPBELL EWALD: Meryl Swagner
 ASSOCIATE INTEGRATED STRATEGIST, CAMPBELL EWALD: Jaylen Culp
 SENIOR DESIGNER, CAMPBELL EWALD: Yuen Hom
 DIRECTOR INTEGRATED PRODUCTION: Martha Carter
 CHIEF CLIENT OFFICER, CAMPBELL EWALD: Colin Padden
 ACCOUNT DIRECTOR, CAMPBELL EWALD: Caitlin Kelly
 ACCOUNT EXECUTIVE, CAMPBELL EWALD: Megan Neiheisel
 ACCOUNT EXECUTIVE, CAMPBELL EWALD: Athena Collins
 TALENT MANAGER, CAMPBELL EWALD: Teri Kachler
 SENIOR PROGRAM BUSINESS MANAGER, CAMPBELL EWALD: Mary Carlington
 EXECUTIVE PRODUCER, PACIFIC: Tori Allen
 PRODUCER, PACIFIC: Marshall Whitsed
 SHOWRUNNER, PACIFIC: Jeff Blundell
 SOUND DESIGN, PACIFIC: Gaetan Harris
 AUDIENCE DEVELOPMENT SPECIALIST, PACIFIC: Jennifer Leask

Nominee and Silver Winner



TITLE: Navistar Shift What's Possible

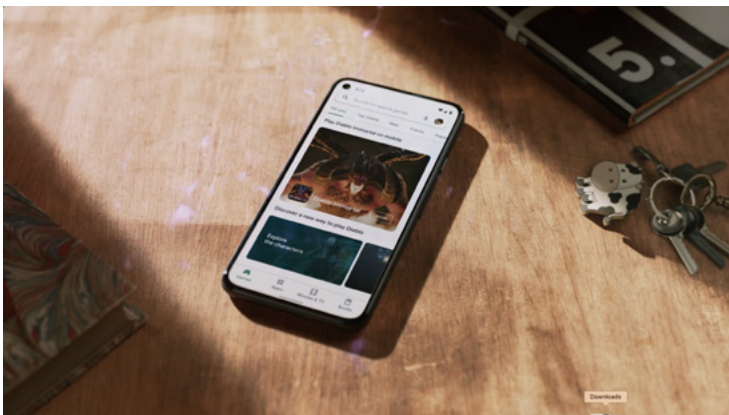
CLIENT: Navistar

AGENCY: Secret Fort

PRODUCTION COMPANY: Dictionary Films

DIRECTOR: Brian Broeckelman
 MANAGING DIRECTOR: Chris Rossiter
 POST PRODUCTION: Cutters Studios
 EDITOR: Kevin O'Brien
 EXECUTIVE PRODUCER: Heather Richardson
 SOUND DESIGN/MIX: Erik Widmark
 EXECUTIVE PRODUCER: Tim Konn
 CREATIVE DIRECTOR: Brian McCauley
 VFX DIRECTOR: Rob Churchill
 UNREAL ENGINE PREVIZ: Rob Churchill
 3D: Thuc Ngvuyen
 3D: Emily Berweiler
 3D: Brian McCauley
 3D: Krzys Pianko
 2D/3D: JD Tecklenberg
 FINISH: Rob Churchill
 COLOR: Brian Higgins
 EXECUTIVE PRODUCER: Kate Smith
 MANAGING DIRECTOR: Neal Cohen

Best of Category Winner + Black D Winner



TITLE: Google Play - Diablo Immortal
 CLIENT: Google Play
 AGENCY: Omelet
 SOUND DESIGN, ORIGINAL MUSIC, AND LICENSED MUSIC: Yessian Music
 SOUND DESIGNERS: Jeff Dittenber & Ben Lantz
 OPENING LOGO SFX: Farin Hoover
 COMPOSER: Marc Jacobs
 EXECUTIVE PRODUCERS: Katie Overcash & David Gold
 CREATIVE DIRECTOR: Andy Grush
 HEAD OF PRODUCTION/PARTNER: Michael Yessian
 CCO/PARTNER: Brian Yessian
 MUSIC SUPERVISOR: Lars Makie
 AGENCY GROUP CREATIVE DIRECTOR: Josh Smutko
 CREATIVE DIRECTOR: Raul Montes
 ACD/WRITER: Jimmy Barker
 HEAD OF PRODUCTION: Zeynep Taslica
 EP/PRODUCER: John Riddle & Dieter Lebbe
 MANAGING DIRECTOR: Andrew Krensky
 GROUP BRAND DIRECTOR: Luke Lamson
 SR. BRAND MANAGER: Irene Chan
 PRODUCTION MANAGER: Erica Hara
 BUSINESS AFFAIRS: Christina Rust
 VFX: Impossible Objects
 EXECUTIVE PRODUCER & DIRECTOR: Joe Sill
 EXECUTIVE PRODUCER: Jerard Anderson
 VIRTUAL PRODUCTION SUPERVISOR & CINEMATOGRAPHER: Luc Delamare
 UNREAL ENGINE TECHNICAL DIRECTOR: Jonathan Yomayuzu
 UNREAL ENGINE OPERATOR: Kevin Stewart
 LIVE ACTION LINE PRODUCER: Eric Ro
 LIVE ACTION PRODUCTION DESIGN: Tye Whipple
 ENVIRONMENT ARTIST: Daichi Sakane
 CHARACTER RIGGING ARTIST: Chris Lesage
 CHARACTER TEXTURE ARTISTS: Abraham Leal Michele Ahn
 CHARACTER ANIMATORS: Joan Borgnó, Alex Alvarez, Tyler Mele, Maxi Kelle, Lennie Graves
 PRODUCER: Emma Nylander
 CREATIVE DIRECTOR: Vincent Wauters
 PRODUCER: Gosia Herman
 COLOR/POST STUDIO: Ethos Studios
 EXECUTIVE PRODUCER: James Drew
 HEAD OF PRODUCTION: Natasha Sattler
 POST PRODUCER: Sarah James
 EDITOR: Brian Reiss
 COLORIST: Kaitlyn Battistelli
 AUDIO MIXING: Lime Studios
 AUDIO MIXER: Joel Waters
 AUDIO ASSISTANT: Collin Thomas
 EXECUTIVE PRODUCER: Susie Boyajan
 SR. PRODUCER: Kayla Phunggian

CRAFT - MOTION POST

Nominee and Silver Winner



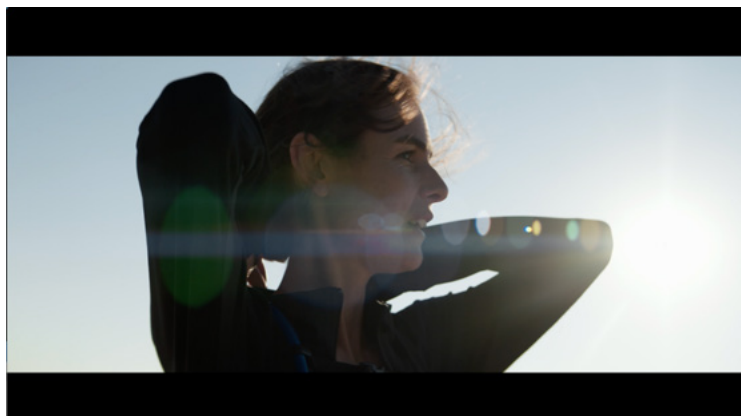
TITLE: Mrs. Hayes
CLIENT: Chevrolet
AGENCY: Commonwealth // McCann
CHIEF CREATIVE OFFICER, GLOBAL MARKETS: Matt Canzano
GLOBAL MARKETS LEGAL COMPLIANCE MANAGER: Tania Bennett
CREATIVE DIRECTOR: Nick Allen
GROUP ACCOUNT DIRECTOR: Julie Daniels
ACCOUNT DIRECTOR: Kelly Brown
PRODUCT INSIGHTS & ANALYSIS MANAGER: Eric Singer
ASSOCIATE DIRECTOR, GLOBAL LEGAL COMPLIANCE: Jeanette Foy
GLOBAL DIRECTOR OF CONTENT: Jeff Beverly
DIRECTOR OF BROADCAST PRODUCTION: Paul Renuch
EXECUTIVE PRODUCER: Kelly Balagna
DIRECTOR OF BUSINESS MANAGEMENT: Julie Peterhans
TALENT AFFAIRS MANAGER: Jennifer Hopkins
SENIOR PRODUCER: Michael Oik

Nominee and Silver Winner



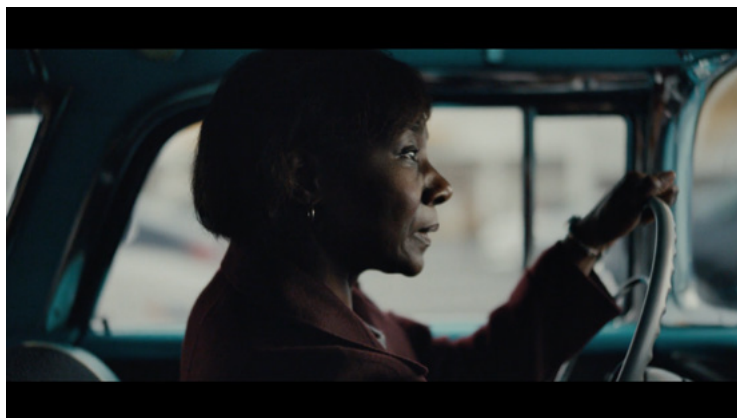
TITLE: Gucci Patterns
CLIENT: Gucci
AGENCY: D/Cal
COLORIST: Rick Unger

Best of Category Winner + Black D Winner



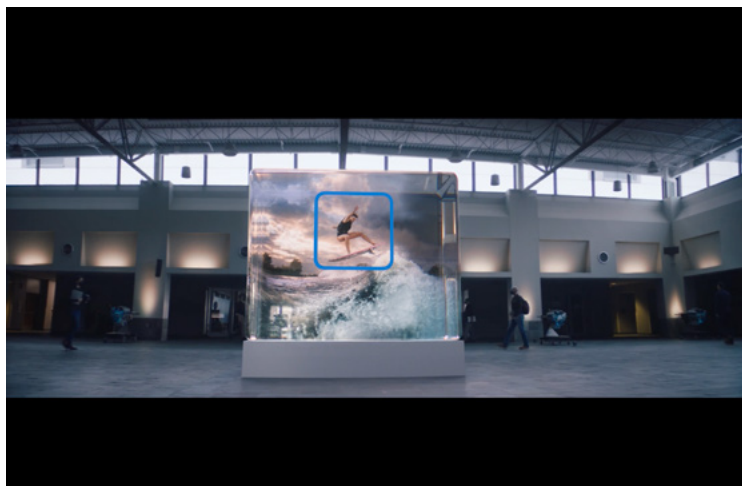
TITLE: Karmanos Cancer Institute
CLIENT: DP+ and Hudon Edit
AGENCY: DP+ and Hudson Edit
COLORIST: Rick Unger

Nominee and Silver Winner



TITLE: Mrs. Hayes
 CLIENT: Chevrolet
 AGENCY: Commonwealth // McCann
 CHIEF CREATIVE OFFICER, GLOBAL MARKETS: Matt Canzano
 GLOBAL MARKETS LEGAL COMPLIANCE MANAGER: Tania Bennett
 CREATIVE DIRECTOR: Nick Allen
 GROUP ACCOUNT DIRECTOR: Julie Daniels
 ACCOUNT DIRECTOR: Kelly Brown
 PRODUCT INSIGHTS & ANALYSIS MANAGER: Eric Singer
 ASSOCIATE DIRECTOR, GLOBAL LEGAL COMPLIANCE: Jeanette Foy
 GLOBAL DIRECTOR OF CONTENT: Jeff Beverly
 DIRECTOR OF BROADCAST PRODUCTION: Paul Renusch
 EXECUTIVE PRODUCER: Kelly Balagna
 DIRECTOR OF BUSINESS MANAGEMENT: Julie Peterhans
 TALENT AFFAIRS MANAGER: Jennifer Hopkins
 SENIOR PRODUCER: Michael Olk

Nominee and Silver Winner



TITLE: Thunder at the Heart Brand
 CLIENT: GM Powered Solutions
 AGENCY: Leo Burnett Detroit
 GROUP CREATIVE DIRECTOR: Jenn Kerasiotis
 GROUP ACCOUNT DIRECTOR: Bree Erin Brownlee
 SENIOR ART DIRECTOR: Jeremiah Riddell
 SENIOR COPYWRITER: Justin Mularski
 SENIOR BROADCAST PRODUCER: Patrick Witt
 ACCOUNT DIRECTOR: Terrence Wakefield
 PRODUCTION COMPANY: Local Boy
 DIRECTOR, LOCAL BOY: Josh Hayward
 EXECUTIVE PRODUCER, LOCAL BOY: Scott Dodoro
 DIRECTOR OF PHOTOGRAPHY, LOCAL BOY: Tommy Daguanno
 POST PRODUCTION: Local Boy
 EDITOR, LOCAL BOY: Slavka Khuen
 ASSISTANT EDITOR, LOCAL BOY: Ryan Betzler
 EXECUTIVE PRODUCER, LOCAL BOY: Scott Dodoro
 COLOR, COMPANY 3: Nick Metcalf
 ORIGINAL MUSIC/COMPOSER, YESSIAN: Charlie Foltz
 DIRECTOR OF INTEGRATED PRODUCTION: Brian Dooley
 DIRECTOR, ACCOUNT SERVICES: Jim Bickers
 DIRECTOR OF CREATIVE OPERATIONS: Tony Booth

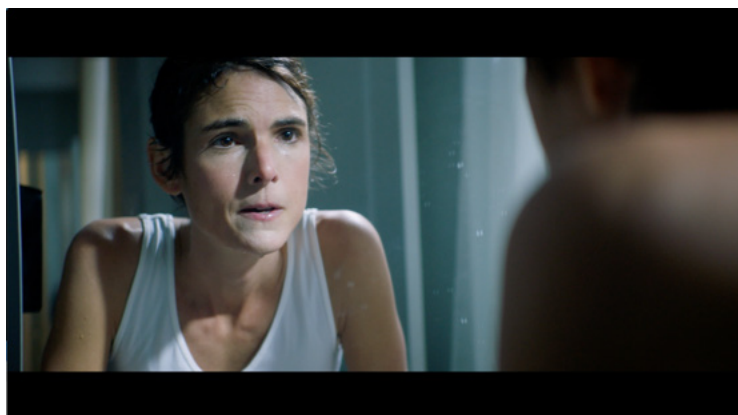
CRAFT - EDITING

Nominee and Silver Winner



TITLE: Jeep Avenger Next Generation
CLIENT: Stellantis/Jeep
AGENCY: Highdive
DIRECTOR: Ben West
POST PRODUCTION: Cutters Studios
EDITOR: Michael Lippert
EXECUTIVE PRODUCER: Heather Richardson
CREATIVE DIRECTOR: Brian McCauley
ASSOCIATE CREATIVE DIRECTOR: Colby Capes
2D: Colby Capes
2D: Matt Trudell
COLOR: Brian Higgins
FINISH: Ryan Esboldt
FINISH: Justin Laurel
EXECUTIVE PRODUCER: Kate Smith
MANAGING DIRECTOR: Neal Cohen
AUDIO: Drew Weir

Best of Category Winner + Black D Winner



TITLE: Karmanos - Ring the Bell
CLIENT: Karmanos
AGENCY: DP+
SENIOR CREATIVE EDITOR: Rich Smith
EDITORIAL COMPANY: Hudson
ASSISTANT EDITOR: Katie Poulos
EP/ MANAGING DIRECTOR: Kristin Redman
EXECUTIVE CREATIVE DIRECTOR: Greg Farley
CREATIVE DIRECTOR: Jason Danielewicz
ASSOCIATE CREATIVE DIRECTOR: Jay Fetterman
SENIOR COPYWRITER: Sam Healy
SENIOR PRODUCER: Domenic Caruso

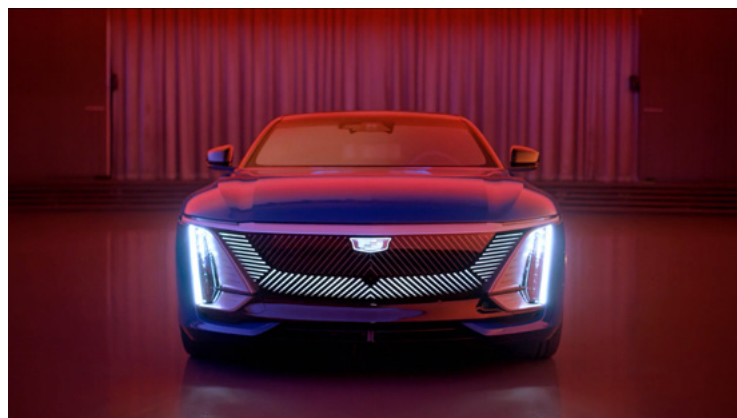


Nominee and Silver Winner



TITLE: Cleveland Cliffs: Cliffs x Cavs
 CLIENT: Cleveland Cliffs
 AGENCY: Woodward Original
 DIRECTOR: Jonathan Braue
 EXECUTIVE CREATIVE DIRECTOR: Rory McHarg
 EXECUTIVE PRODUCER: Jonathan Braue
 EXECUTIVE PRODUCER: Joseph Talbot
 PRODUCER: Alfred Tomaszewski
 PRODUCER: Gina Herhuth
 DIRECTOR OF PHOTOGRAPHY: Geoff George
 2ND UNIT DP: Dimitrius Ramirez
 EDITOR: Joseph Talbot
 POST PRODUCTION PRODUCER: Carly Atto
 SOUND DESIGN: Mike Regan
 COLOR: PATRICK Sexton

Nominee and Silver Winner



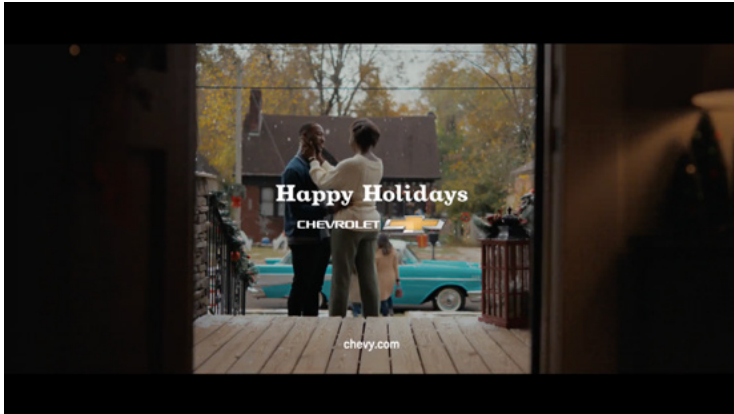
TITLE: Cadillac Celestiq
 CLIENT: Weber Shandwick
 AGENCY: Tibbs Inc.
 DIRECTOR: Amara Untermeyer
 EDITOR: David Crosslin
 EXECUTIVE PRODUCER: Ryan Wiese
 PRODUCTION COMPANY: Tibbs Inc.
 POST PRODUCTION: Moondoggers

Nominee and Silver Winner



TITLE: DTE Light The Way
 CLIENT: DTE
 AGENCY: Seventy 7
 ADVERTISING AGENCY: REGROUP
 SVP CREATIVE DIRECTOR: Rhonda Hule
 CREATIVE DIRECTOR: Ryan Swarz
 VP CLIENT SERVICES DIRECTOR: Karolyn Kozo
 ACCOUNT SUPERVISOR: Asia Griffin
 AGENCY PRODUCER: Roy Edmonds
 PRODUCTION COMPANY: Seventy 7
 DIRECTOR/DP: Marc Ruiz
 PRODUCER: Nora Urbanski
 PRODUCTION MANAGER: Chris Winston
 EDITOR: Patrick Shaughnessy

Best of Category Winner + Black D Winner



TITLE: Mrs. Hayes

CLIENT: Chevrolet

AGENCY: Commonwealth// McCann

CHIEF CREATIVE OFFICER, GLOBAL MARKETS: Matt Canzano

GLOBAL MARKETS LEGAL COMPLIANCE MANAGER: Tania Bennett

CREATIVE DIRECTOR: Nick Allen

GROUP ACCOUNT DIRECTOR: Julie Daniels

ACCOUNT DIRECTOR: Kelly Brown

PRODUCT INSIGHTS & ANALYSIS MANAGER: Eric Singer

ASSOCIATE DIRECTOR, GLOBAL LEGAL COMPLIANCE: Jeanette Foy

GLOBAL DIRECTOR OF CONTENT: Jeff Beverly

DIRECTOR OF BROADCAST PRODUCTION: Paul Rensch

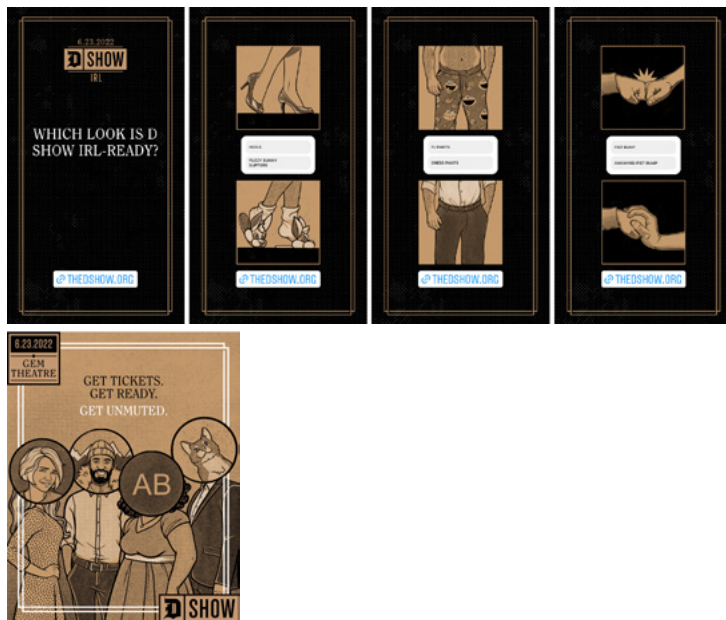
EXECUTIVE PRODUCER: Kelly Balagna

DIRECTOR OF BUSINESS MANAGEMENT: Julie Peterhans

TALENT AFFAIRS MANAGER: Jennifer Hopkins

SENIOR PRODUCER: Michael Oik

Nominee and Silver Winner



TITLE: IRL - 2022 D Show Campaign
 CLIENT: Adcraft
 AGENCY: Leo Burnett Detroit
 CREATIVE DIRECTOR: Chris Handyside
 ASSOCIATE CREATIVE DIRECTOR, ILLUSTRATOR: Allison Hurthibise
 JR. ART DIRECTOR, DESIGNER: Jessica Bonello
 ART DIRECTOR, DESIGNER: Morgan Aerial Parker
 DIRECTOR, ACCOUNT SERVICES: Jim Bickers
 DIRECTOR OF CREATIVE OPERATIONS: Tony Booth

Best of Category Winner + Black D Winner



DESIGNER: Liz Connaughton
 ASSOCIATE DIRECTOR, EXPERIENCE DESIGNER: Brooke Talbot
 ASSOCIATE DIRECTOR, EXPERIENCE DESIGNER: Matt Adams
 ASSOCIATE DIRECTOR, SENIOR PRODUCER: Shivang Chopra
 PRODUCER: Cory Peterson
 PRINT PRODUCER: Kate Geskos
 PRINT PRODUCER: Kara Canole
 SENIOR PRODUCER: Eddie Liguori
 LIVE ACTION DIRECTOR: Mike Bucchino
 LIVE ACTION PRODUCER: Nicole Mundy
 LIVE ACTION PRODUCER: Jordan Balderas
 POST PRODUCER: Michelle Rand
 EDITOR: Douglas Zaner
 ASSOCIATE, BUSINESS AFFAIRS: Jenn Jeudy
 VP. GROUP DIRECTOR, PROJECT MANAGEMENT: Omari Francis
 VP, DIRECTOR, TALENT ENGAGEMENT: Lyndsay Cornelius
 SENIOR ASSOCIATE, SOCIAL STRATEGY: Palak Joshi
 DESIGNER: Will Shuster
 DESIGNER: Jake Kuzak
 DESIGNER: Andy Gregg
 DESIGNER: Harvey Grace
 DESIGNER: Daniel Ramirez Perez
 DESIGNER: Tyler Pate
 DESIGNER: Lisa Marie Thalhammer
 DESIGNER: Shanee Benjamin
 DESIGNER: Sarah Sumeray

EVP, CHIEF CREATIVE OFFICER: Atit Shah
 DESIGN LEAD/DESIGNER: Jimmy Alleman
 VP, DIRECTOR, DESIGN: Matt Keeler
 ASSOCIATE DIRECTOR, DESIGN: Ashley Postiff
 ART DIRECTOR/DESIGNER: Darcy Feeley
 COPYWRITER: Chad Fenoglio
 SENIOR DESIGNER: Jaren Tigani
 DESIGNER: Nat Resende
 DESIGNER: Sophe Buzgan
 DESIGNER: Lucy van Eerde
 DESIGNER: Collin Ricksecker
 LEAD EXPERIENCE DESIGNER: Sergey Ryadovoy
 SENIOR EXPERIENCE DESIGNER: Josh Miller
 ASSOCIATE DIRECTOR, EXPERIENCE DESIGNER: Lauren Zelanko

BEST OF CRAFT

Best of Category Winner + Black D Winner



TITLE: Karmanos - Ring the Bell
CLIENT: Karmanos
AGENCY: DP+
SENIOR CREATIVE EDITOR: Rich Smith
EDITORIAL COMPANY: Hudson
ASSISTANT EDITOR: Katie Poulos
EP/ MANAGING DIRECTOR: Kristin Redman
EXECUTIVE CREATIVE DIRECTOR: Greg Farley
CREATIVE DIRECTOR: Jason Danielewicz
ASSOCIATE CREATIVE DIRECTOR: Jay Fetterman
SENIOR COPYWRITER: Sam Healy
SENIOR PRODUCER: Domenic Caruso

Nominee and Silver Winner



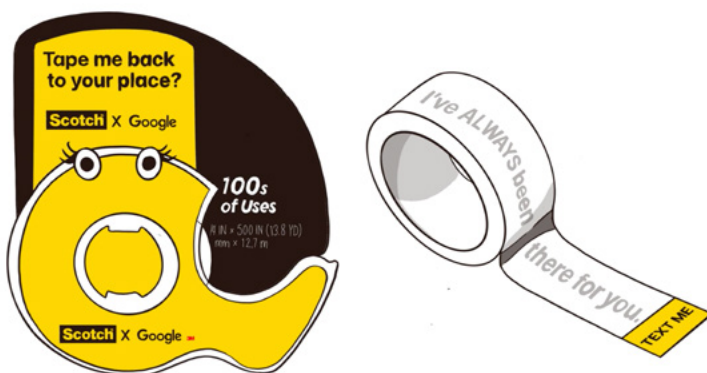
TITLE: Tattoo Mockup App

CLIENT: Ink Spawn

SCHOOL: Michigan State University

ART DIRECTOR: Olivia Cranmore

Nominee and Silver Winner



TITLE: Tape Me Back

CLIENT: Scotch Tape

SCHOOL: College for Creative Studies

ART DIRECTOR AND ANIMATOR: Kayla Matthews

COPYWRITER AND ILLUSTRATOR: Sam Talanges

STUDENT — INTEGRATED

Nominee and Silver Winner



TITLE: Lego Thoughts Campaign

CLIENT: Lego

SCHOOL: Michigan State University

ART DIRECTORS AND COPYWRITERS: Samantha Yono,
Paige Coleman, and Sarah Tieman

Nominee and Silver Winner



TITLE: Make a Difference with GoodPurpose

CLIENT: Goodwill

SCHOOL: College for Creative Studies, Roomate Productions

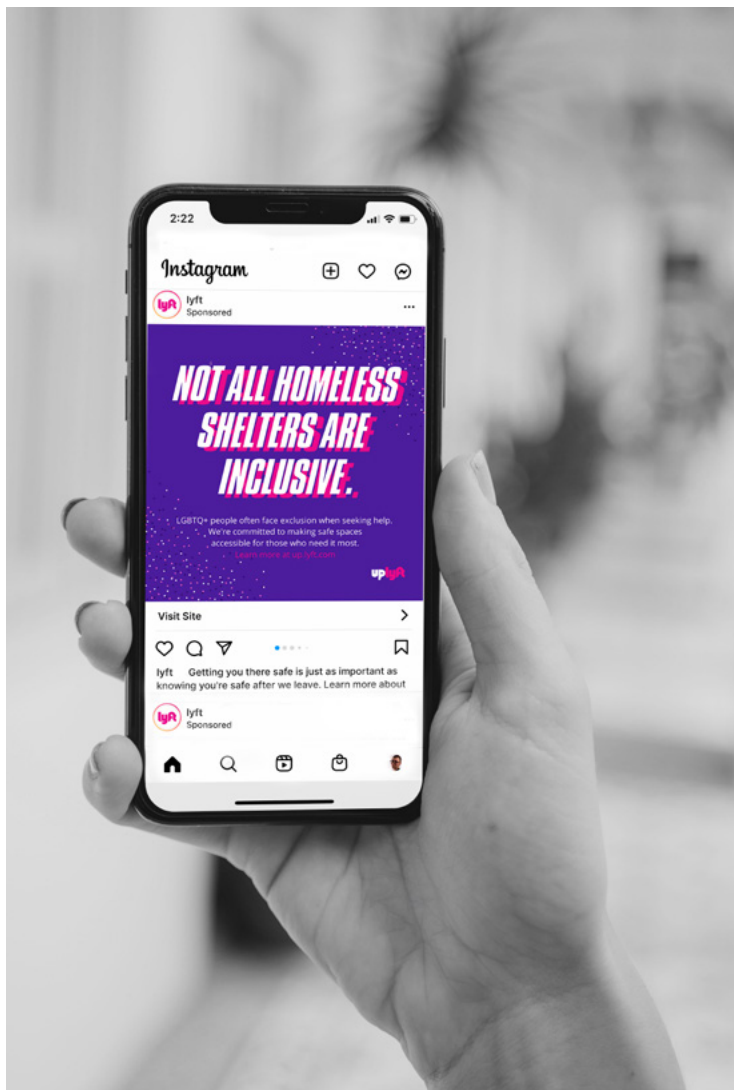
ART DIRECTOR: Sydney Lane

COPYWRITER: Anita Jop

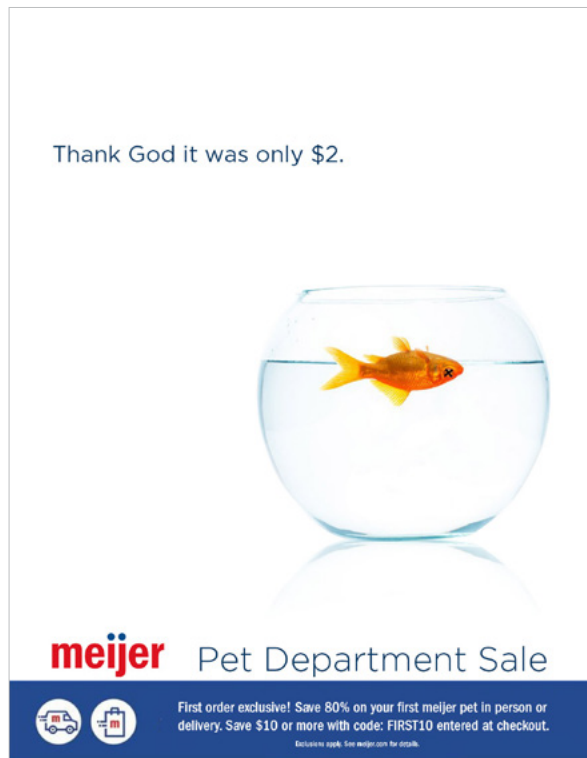
Best of Category Winner + Black D Winner



TITLE: UpLyft
CLIENT: Lyft
SCHOOL: College for Creative Studies
ART DIRECTOR: Emily Mata
COPYWRITER: Cole Guidry



Nominee and Silver Winner



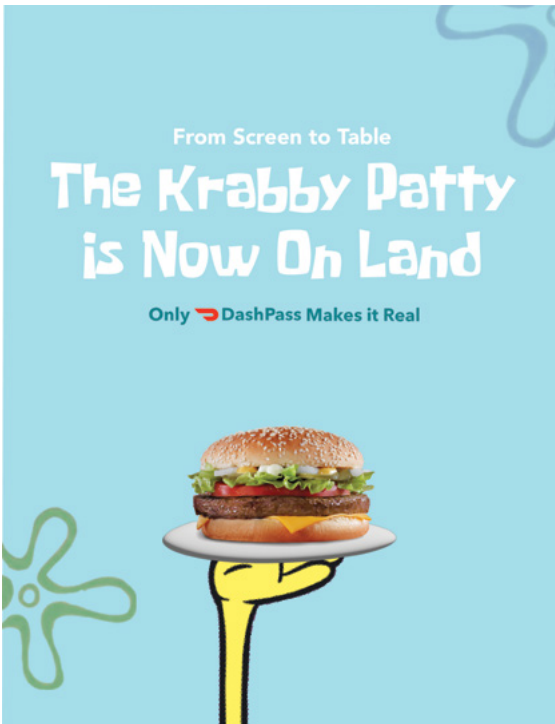
TITLE: Meijer Pet Sale
CLIENT: Meijer Class Project
SCHOOL: Michigan State University
ART DIRECTOR: Paige Coleman
PROFESSOR: Ross Chowles

Nominee and Silver Winner



TITLE: Play-Doh Paintings
CLIENT: Play-Doh
SCHOOL: Michigan State University
ART DIRECTOR: Nolan Wall

Nominee and Silver Winner



TITLE: Screen to Table
CLIENT: DoorDash
SCHOOL: College for Creative Studies
ART DIRECTORS: Alyssa Sorenson, Eve Geboski, and Sunny Brassell

Nominee and Silver Winner



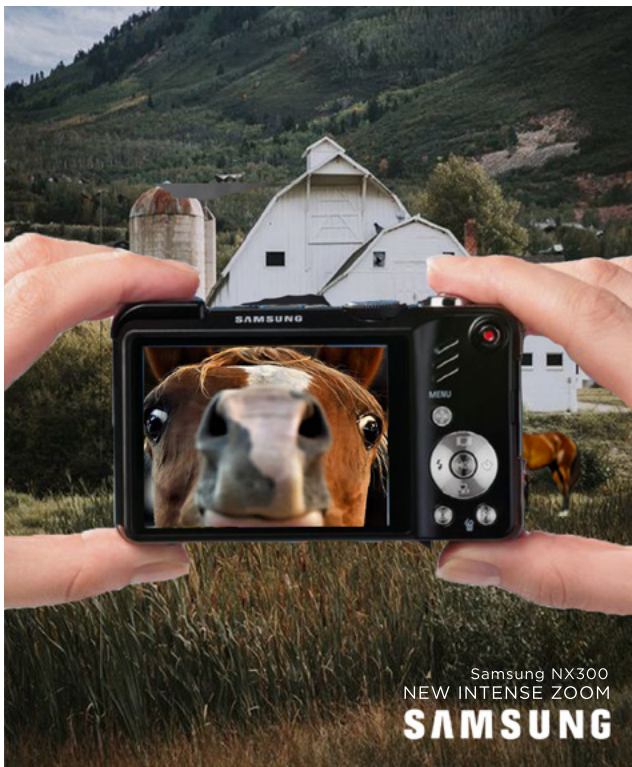
TITLE: Business Time
CLIENT: Porn Hub
SCHOOL: Michigan State University
ART DIRECTOR & COPYWRITER: Collin Baker

STUDENT — PRINT

Best of Category Winner + Black D Winner



TITLE: Samsung Intense Zoom
CLIENT: Samsung
SCHOOL: Michigan State University
ART DIRECTOR: Samantha Yono



Nominee and Silver Winner



TITLE: So Realistic You Almost Missed It

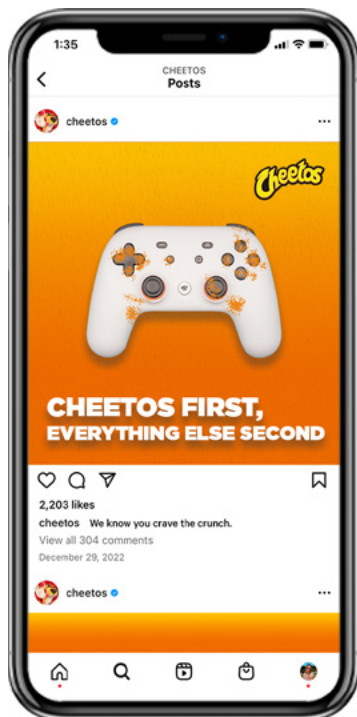
CLIENT: Legos

SCHOOL: Michigan State University

ART DIRECTOR: Joseph Durr

ART DIRECTOR: Collin Baker

Nominee and Silver Winner



TITLE: Cheetos social campaign

CLIENT: Cheetos

SCHOOL: Michigan State University

ART DIRECTOR: Samantha Yono

STUDENT — SOCIAL

Nominee and Silver Winner

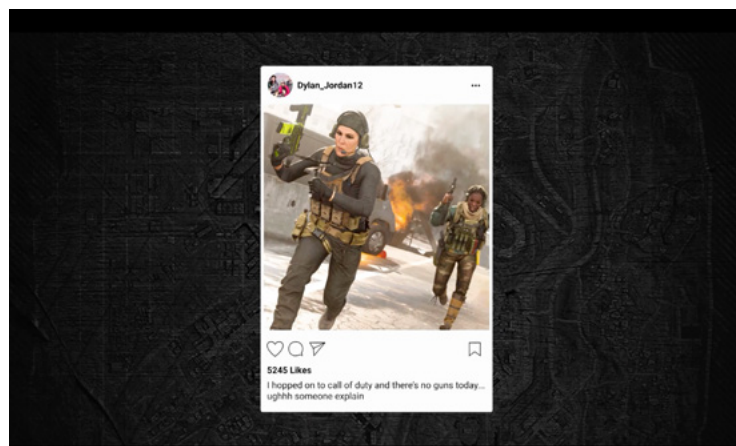


TITLE: Verizon Truth Carols
CLIENT: Verizon
SCHOOL: Calvin University, Skylight Student Ad Agency
ART DIRECTOR, COMPOSURE, AUDIO: Arianna Koeman
ART DIRECTOR: Daniel Baas
ART DIRECTOR/ COPYWRITER: Shelley DeJong
ART DIRECTOR/ COPYWRITER: Alexis Bonner
ACCOUNT DIRECTOR, EDITOR, COMPOSER, AUDIO: Danile Baas

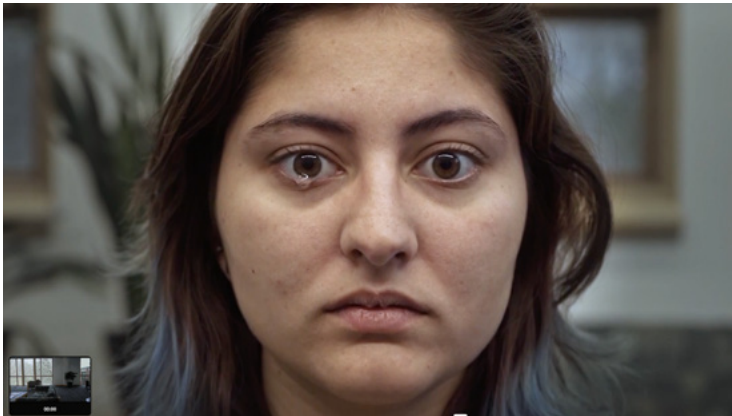
Best of Category Winner + Black D Winner



TITLE: Call of Action Warzone
CLIENT: Call of Duty
SCHOOL: Michigan State University
ART DIRECTOR: Nolan Wall
ART DIRECTOR: Dylan Gray

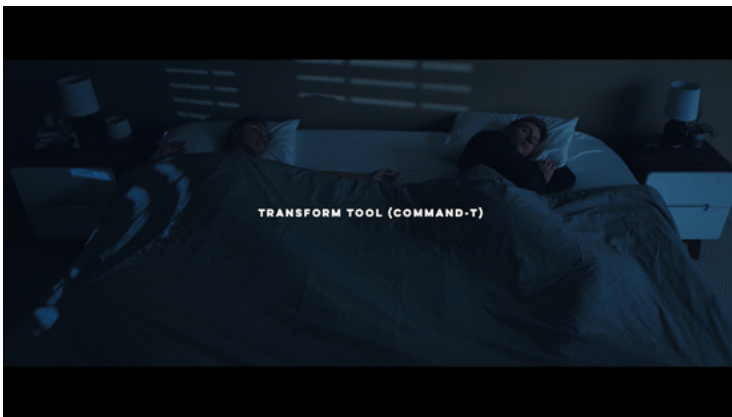


Nominee and Silver Winner



TITLE: For When You Can't
CLIENT: Blink
SCHOOL: College for Creative Studies
ART DIRECTOR, COPY WRITER: Kayla Matthews
ART DIRECTOR: Sophie Steinborn

Nominee and Silver Winner



TITLE: Imagine Something Wonderful
CLIENT: Adobe Photoshop
SCHOOL: College for Creative Studies
ART DIRECTOR, CINEMOTOGRAPHER, DIRECTOR: Andrea
Dunn
ART DIRECTOR, EDITOR, DIRECTOR: Skye Scaglione



STUDENT — VIDEO

Nominee and Silver Winner



TITLE: Not So Cutie
CLIENT: Cuties Citrus
SCHOOL: College for Creative Studies
ART DIRECTOR: Juliana Rabban
COPY WRITER: Owen Drawbaugh

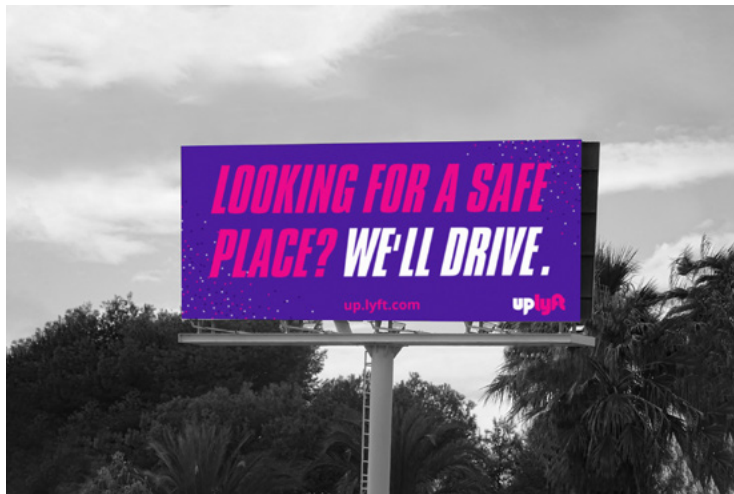
Best of Category Winner + Black D Winner



TITLE: Nostalgia for Sale
CLIENT: Ebay
SCHOOL: College for Creative Studies
ART DIRECTOR: Anika Jop
ART DIRECTOR: Mai Nguyen



Best of Category Winner + Black D Winner



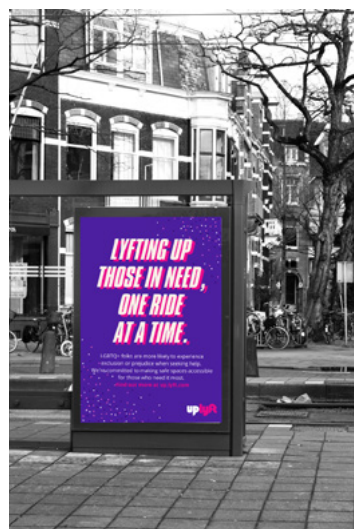
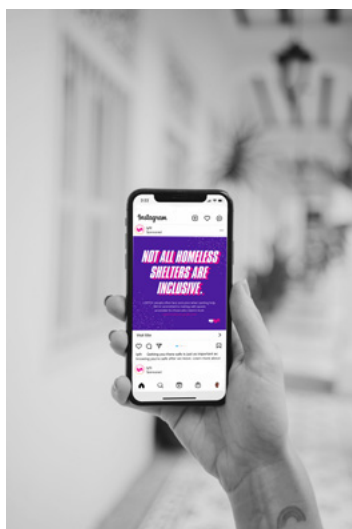
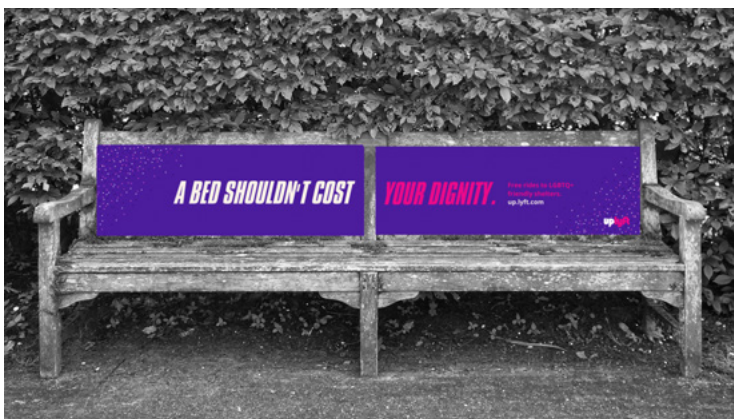
TITLE: UpLyft

CLIENT: Lyft

SCHOOL: College for Creative Studies

ART DIRECTOR: Emily Mata

COPYWRITER: Cole Guidry

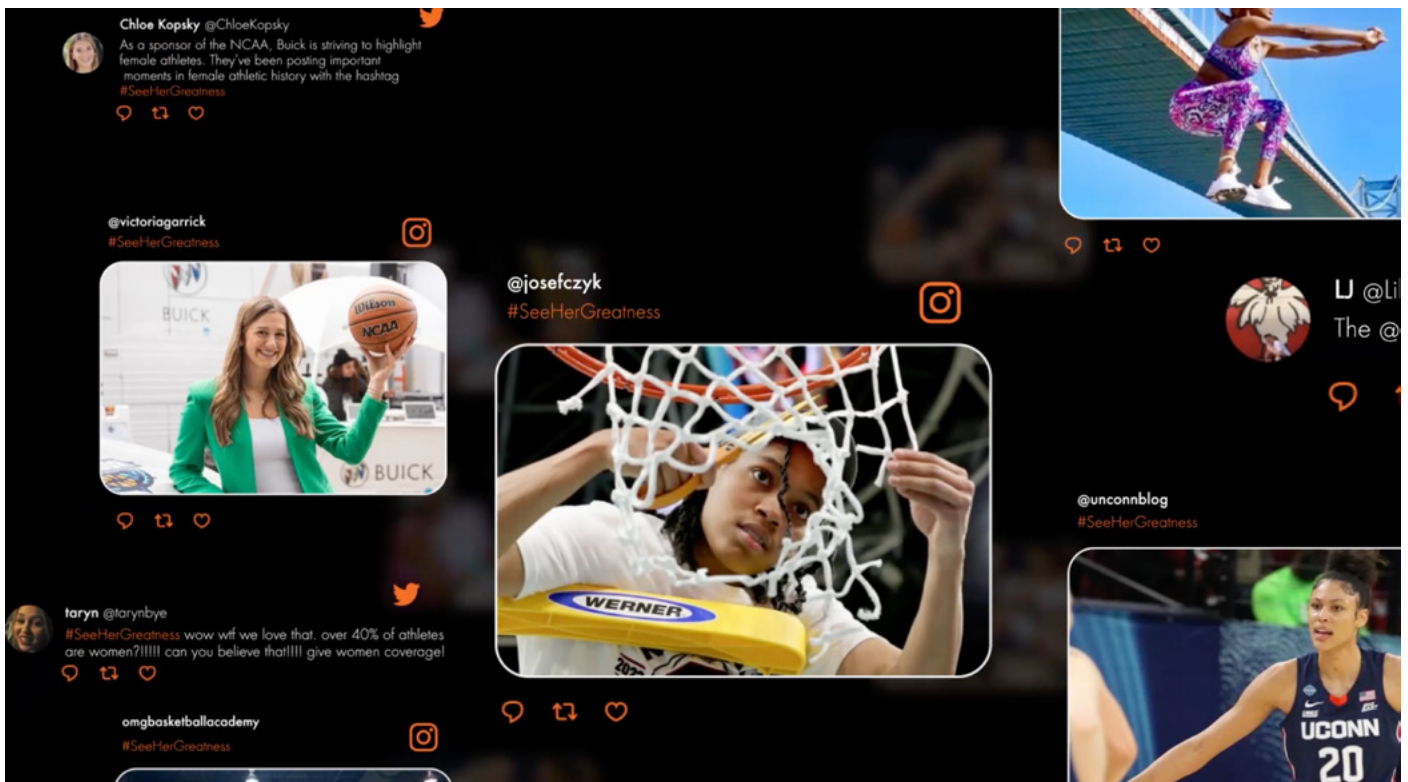


BEST OF SHOW WINNER

TITLE: See Her Greatness - Buick
CLIENT: Buick
AGENCY: Leo Burnett Detroit
EXECUTIVE CREATIVE DIRECTOR: Steve Glinski
EXECUTIVE CREATIVE DIRECTOR: Tim Thomas
CREATIVE DIRECTOR: Vinny DeAraujo
CREATIVE DIRECTOR: Andre Felix
CREATIVE DIRECTOR: Dan Councilor
CREATIVE DIRECTOR: Tom Topolewski
EXECUTIVE PRODUCER: Erik Zaar
DIRECTOR OF CREATIVE OPERATIONS: Tony Booth
SENIOR DESIGNER: Stavo Alvarez
CREATIVE DIRECTOR: Chris Handyside
DIRECTOR OF INTEGRATED PRODUCTION: Brian Dooley
DIRECTOR, ACCOUNT SERVICES: Jim Bickers
MANAGING DIRECTOR: Yanlin Sun
GROUP ACCOUNT DIRECTOR: Emily Harrington
ACCOUNT DIRECTOR: Lauren Pesta
ACCOUNT DIRECTOR: Angela D'Aristotile
DIRECTOR, STRATEGY: Matt MacDonell
DIRECTOR, STRATEGY: Julie Wagner
DIRECTOR, STRATEGY: Roshen Mathew

GROUP STRATEGY DIRECTOR: Kaylin Scott
COMMUNITY MANAGEMENT: John Hill
COMMUNITY MANAGER: Mark Grossi
ART DIRECTOR: James Bruff
COPYWRITER: Rich Toltzman
SENIOR ACCOUNT EXECUTIVE: Natalya Sana
EDITORIAL: Cutters
EDITOR, CUTTERS: Kathryn Hempel
ASSISTANT EDITOR, CUTTERS: Ryann Harrison
FLAME, CUTTERS: Steve Sweik
FLAME, CUTTERS: Ann Allen
GRAPHICS, CUTTERS: Scott Stephens
COLOR, CUTTERS: Eric Mauer
EXECUTIVE PRODUCER, CUTTERS: Becky Smialek
EXECUTIVE PRODUCER, CUTTERS: Heather Richardson
PRODUCER, CUTTERS: Alison Collins
SOUND DESIGN: Finger Music & Sound Design
CREATIVE DIRECTOR, FINGER MUSIC & SOUND DESIGN: Dave Hodge
PRODUCTION COORDINATOR, FINGER MUSIC & SOUND DESIGN: Jordan Rich
EXECUTIVE PRODUCER, FINGER MUSIC & SOUND DESIGN: Ewa Miller





RODEO SHOW

ALWAYS ON THE FOREFRONT OF A NEW FRONTIERS

DRIVEN BY BOUNDARY PUSHING CREATIVE

THE BEST TALENT IN THE WEST ... COAST.

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RODEO SHOW



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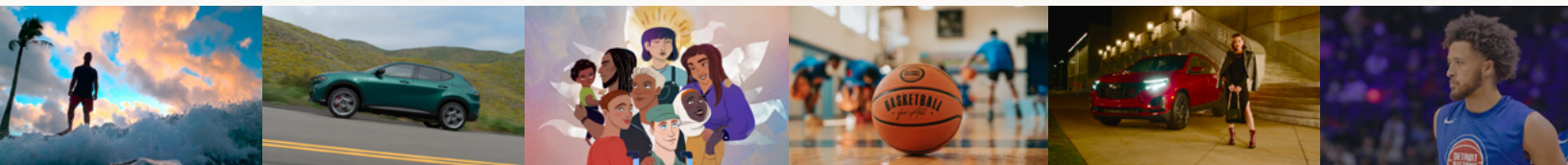
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Digital-first virtual launch for Ford's
new all-electric Explorer for Europe



An electrifying celebration
of the all-new Ford F-150 Lightning



Detroit Youth Choir:
Raising the voices of young changemakers



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