



# Happy Sweet Sixteen.

THE 16<sup>TH</sup> 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

.....

x x x x  
x x x x  
x x x x

**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?"

**TIBBS**

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



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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.



DURABLE GOODS  
[durablegoods.tv](http://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](http://www.adcraft.org). If you are interested in sponsoring, please contact Lauren Hustek, Adcraft Executive Director, at [lauren@adcraft.org](mailto:lauren@adcraft.org).

**ROCKET**  
Mortgage





**SEVENTY7**

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

*Congrats to all the winners*

# AUDIO MARKETING

## Nominee and Silver Winner

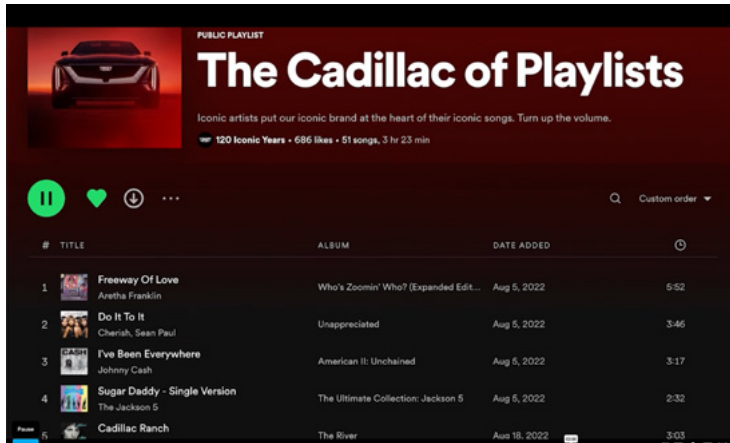


23 min

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

**Even Super Heroes need an ally.**

We're teaming up with DC & Milestone to bring more diversity to comics

**ally**  
do it right.

**STATIC**  
THE MILESTONE  
DC INITIATIVE

™ DC & © Milestone. (The "M" logo)™ Milestone

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



Static Mural by Abel Jackson (Charlotte)

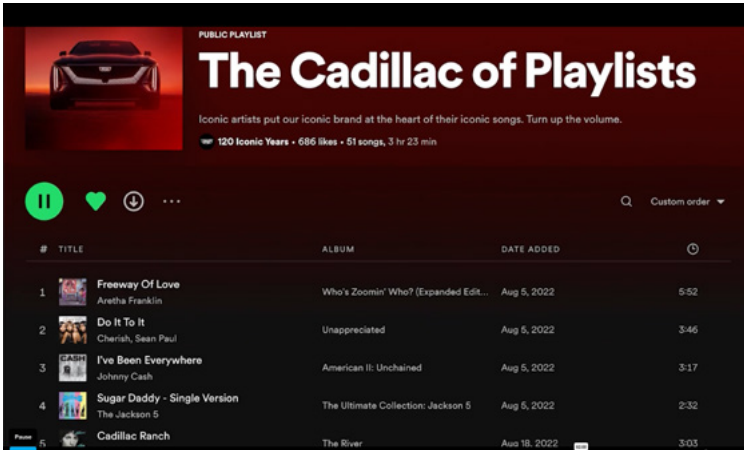
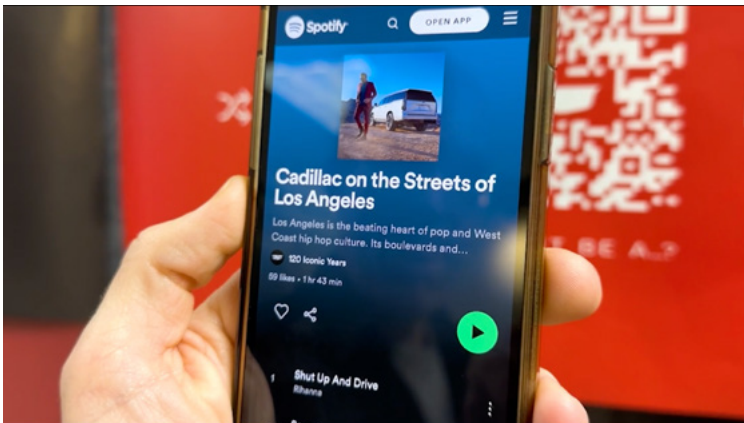


Icon and Rocket Mural by George Nakima (Charlotte)



Static Mural by Jana Corlez (Detroit)

## Nominee and Silver Winner



TITLE: Cadillac 120 Anniversary Mixtape

CLIENT: Cadillac

AGENCY: Leo Burnett Detroit

EXECUTIVE CREATIVE DIRECTOR: Craig Crawford

GROUP CREATIVE DIRECTOR: Quoc Lu

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SENIOR ART DIRECTOR: Austin Ho

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SENIOR PRODUCTION ARTIST: Jim Grinsell

COMPLIANCE MANAGER: Lorinda Heide

STRATEGY DIRECTOR: Sam Mertins

VP, DIRECTOR OF DELIVERY SERVICES: Aaron Lambrix

MEDIA, CARAT: Courtney Farmer, Stephanie Schuchard



# 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

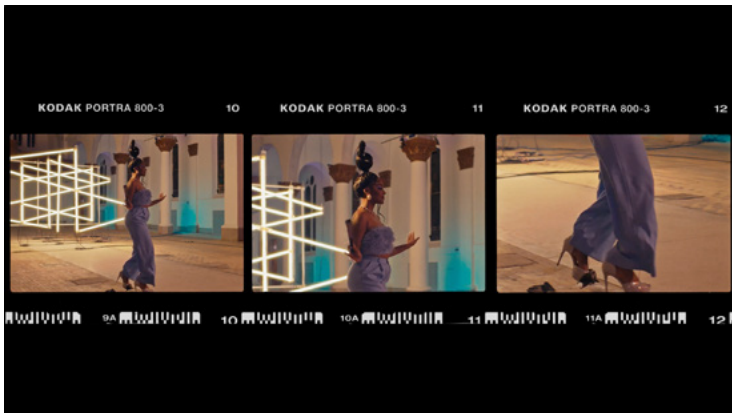
Best of Category Winner + Black D Winner



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

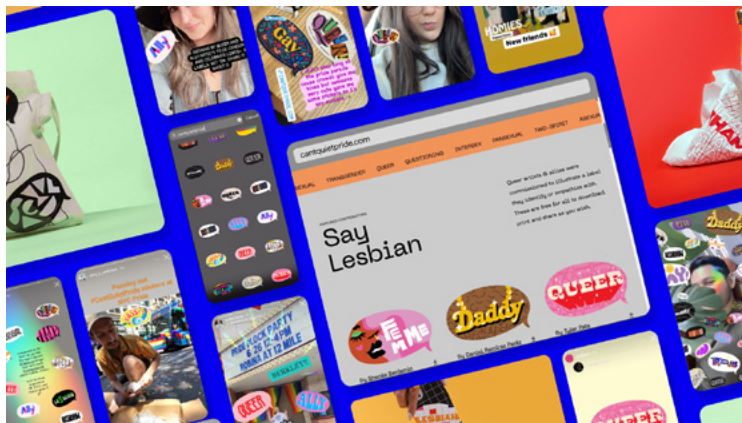
## Nominee and Silver Winner



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



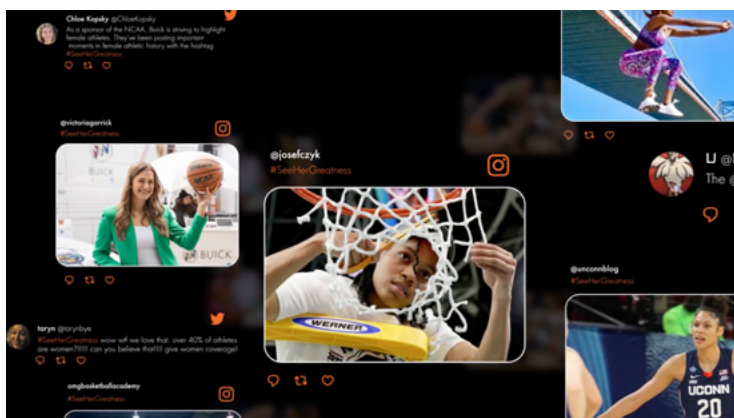
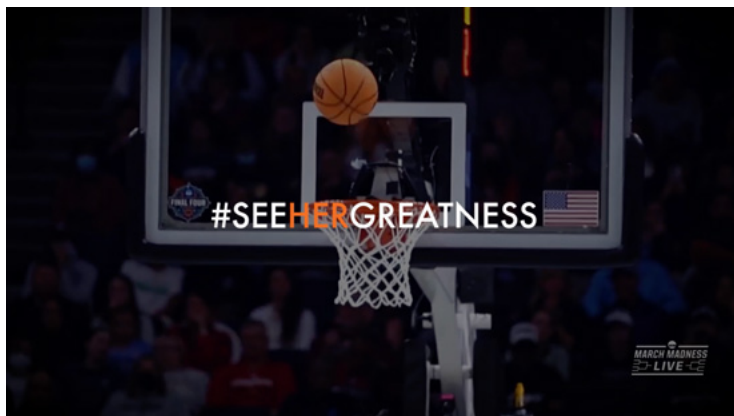
Nominee and Silver Winner



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

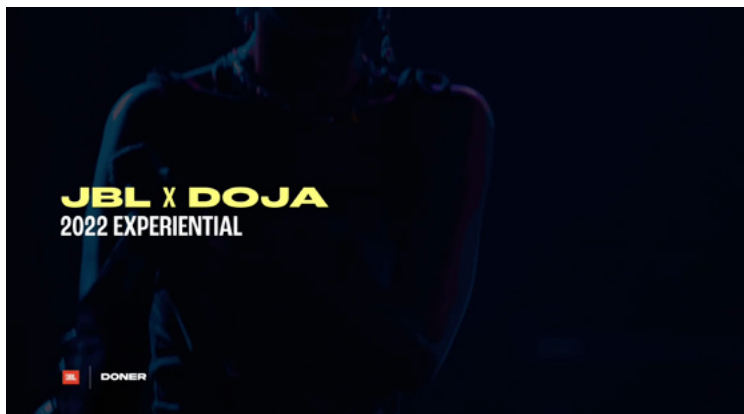
## Nominee and Silver Winner



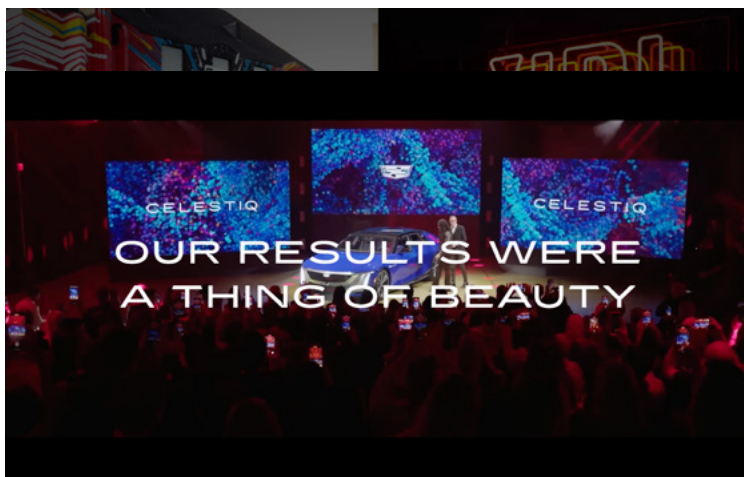
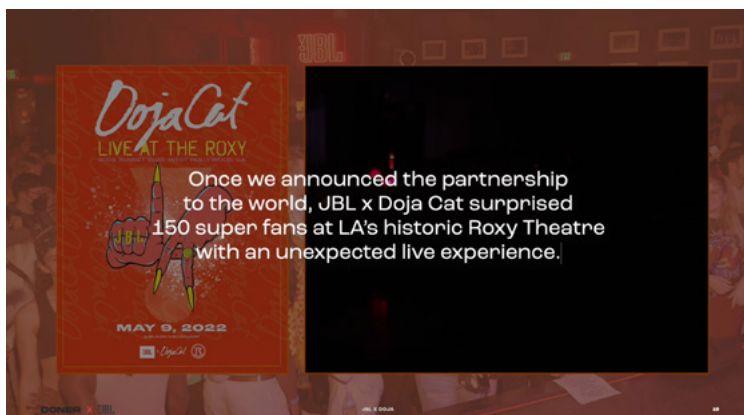
TITLE: Ally Earn Your Leisure and UnitedMasters present - Earn Your Masters  
 CLIENT: Ally  
 AGENCY: UnitedMasters  
 CPRO - ALLY: Andrea Brimmer  
 EXECUTIVE DIRECTOR, BRAND & SPONSORSHIP - ALLY: Bridget Sponsky  
 SENIOR DIRECTOR, MULTICULTURAL MARKETING - ALLY: Erica Hughes  
 EXECUTIVE DIRECTOR, 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

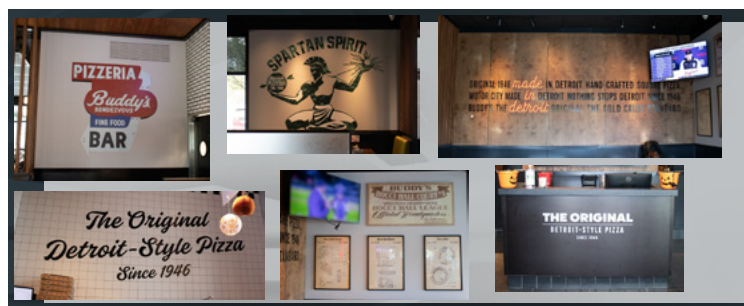


TITLE: JBL x Doja  
CLIENT: JBL  
AGENCY: Doner  
CREATIVE: Julio Desir Jr.  
CREATIVE: Jeffrey Beck  
CREATIVE: Mila Bengoa  
CREATIVE: Slade Stone  
CREATIVE: Dylan Lang  
CREATIVE: Apple Xenos  
CREATIVE: Shawn Gadley  
CREATIVE: Alanna Marshall  
CREATIVE: Richard Romero  
ACCOUNT: Kevin Weinman  
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



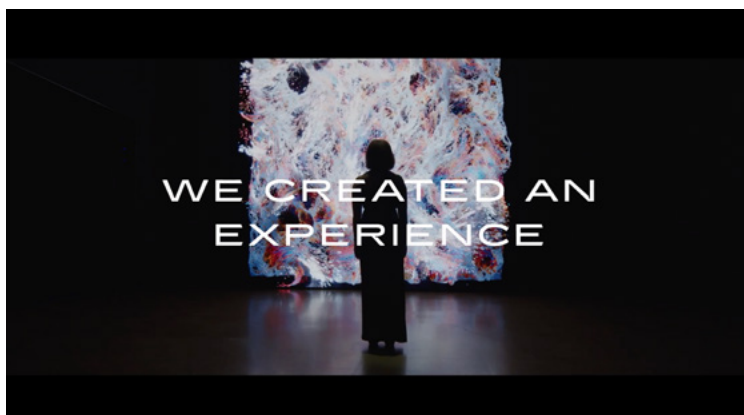


## Nominee and Silver Winner



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



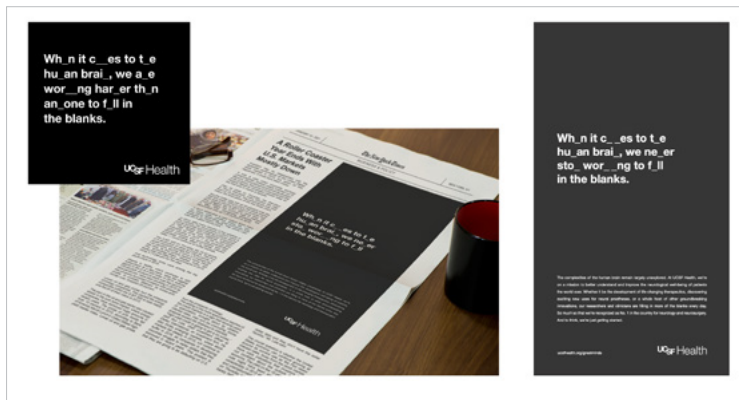
TITLE: The Milestone Initiative  
CLIENT: Ally

## 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

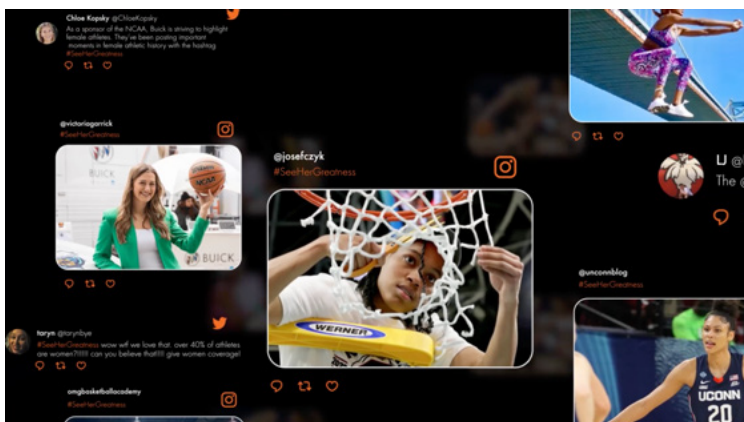
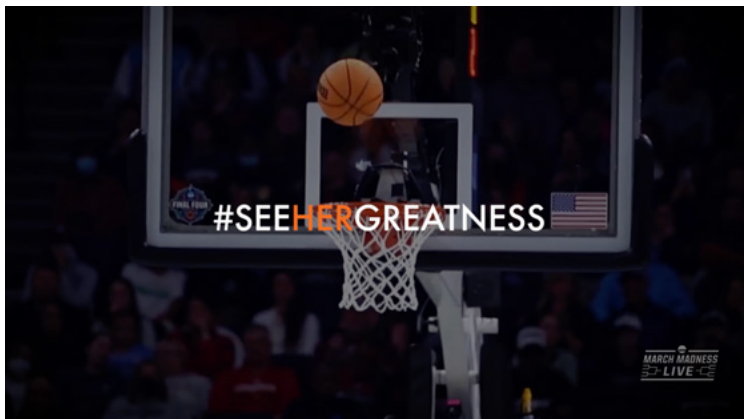
SENIOR VICE PRESIDENT, INTEGRATED PROJECT

MANAGEMENT: Jim Rossow

SENIOR PROJECT MANAGER: Casey Hampson

PROJECT MANAGER: Lama El-Sebai

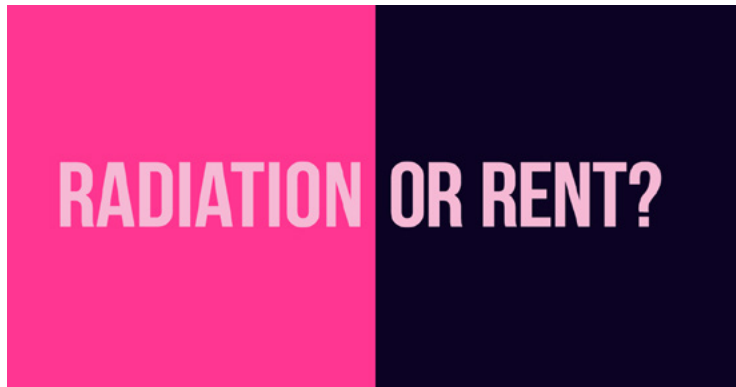
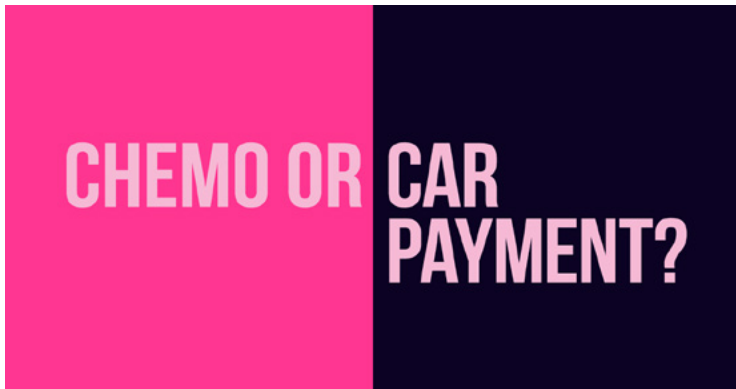
## Best of Category Winner + Black D Winner:



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

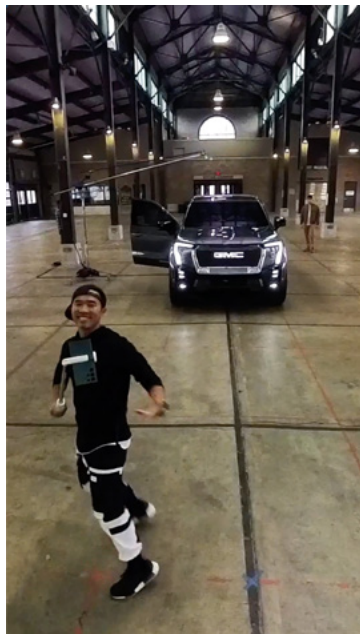
# LOW BUDGET - MOVING PICTURE

## 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  
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

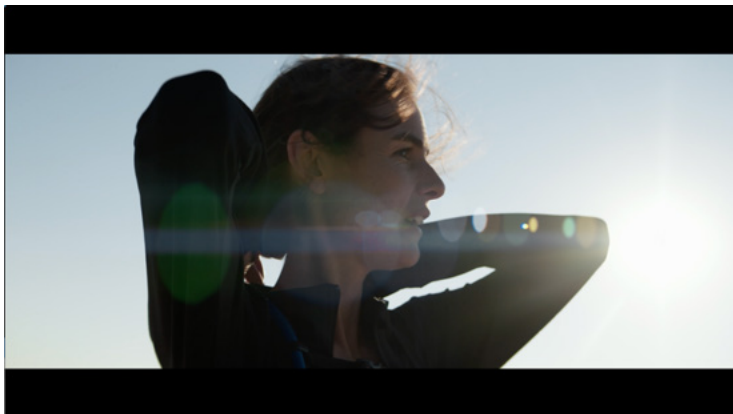
## Nominee and Silver Winner



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

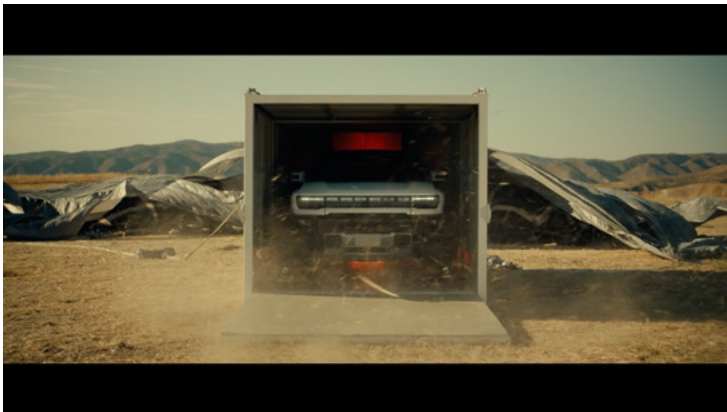


**TITLE:** King of Crabwalk  
**CLIENT:** GMC HUMMER EV  
**AGENCY:** Leo Burnett Detroit  
**EXECUTIVE CREATIVE DIRECTOR:** Steve Glinski  
**EXECUTIVE CREATIVE DIRECTOR:** Tim Thomas  
**CREATIVE DIRECTOR, WRITER:** Charles Pantland  
**ASSOCIATE CREATIVE DIRECTOR, ART DIRECTOR:** Gary Gottschalk  
**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  
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

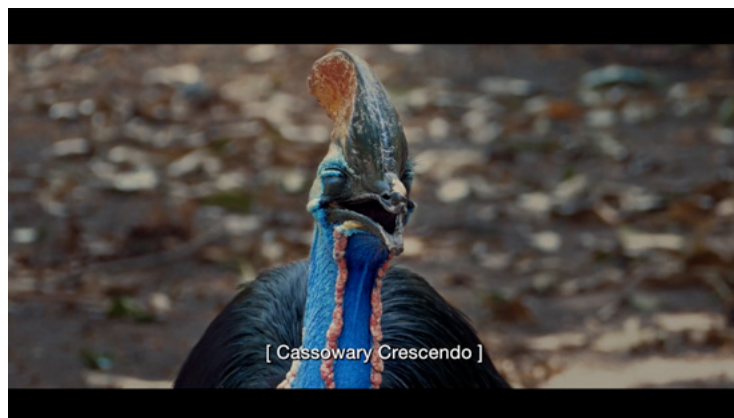
## Nominee and Silver Winner



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

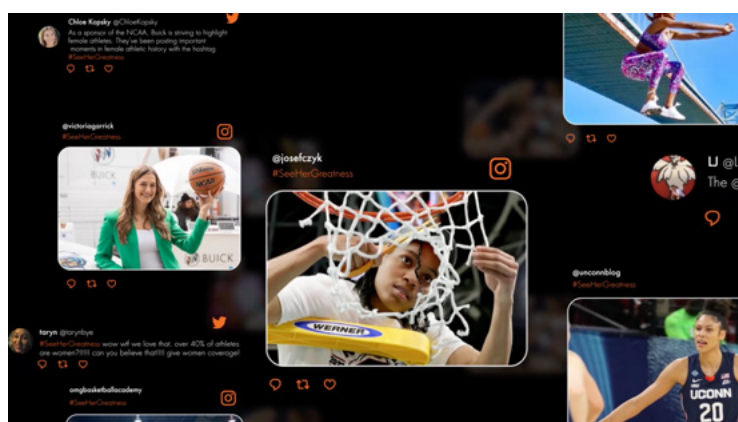
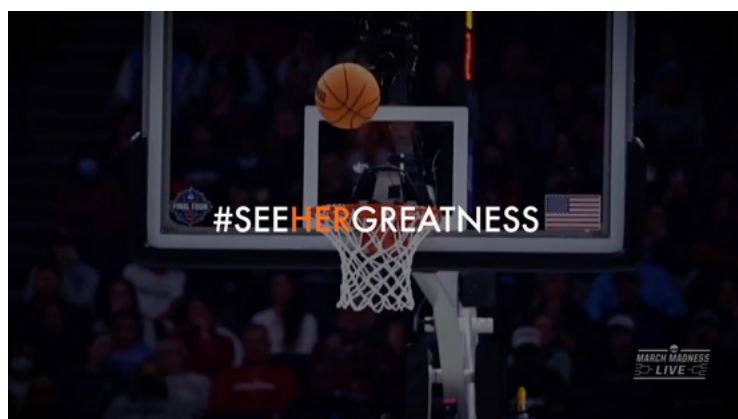
## Nominee and Silver Winner



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**



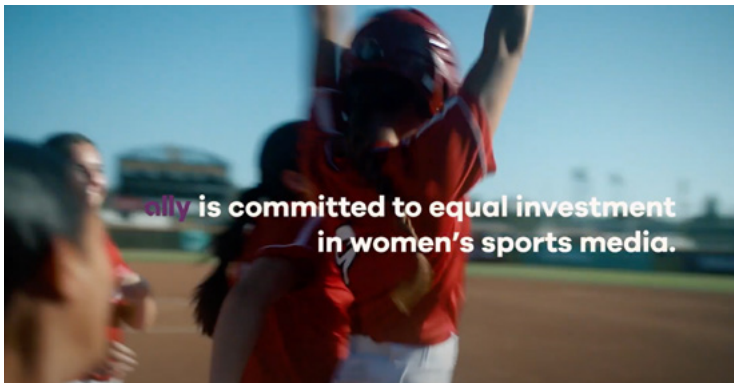
TITLE: Woodward Original for Audetorium - Audetorium Visual Mission Statement  
CLIENT: Audetorium  
AGENCY: Woodward Original  
DIRECTOR: Ariel Ellis  
EXECUTIVE CREATIVE DIRECTOR: Rory McHarg  
EXECUTIVE PRODUCER: Jonathan Braue  
EXECUTIVE PRODUCER: Joseph Talbot  
EXECUTIVE PRODUCER: Nate Segall  
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

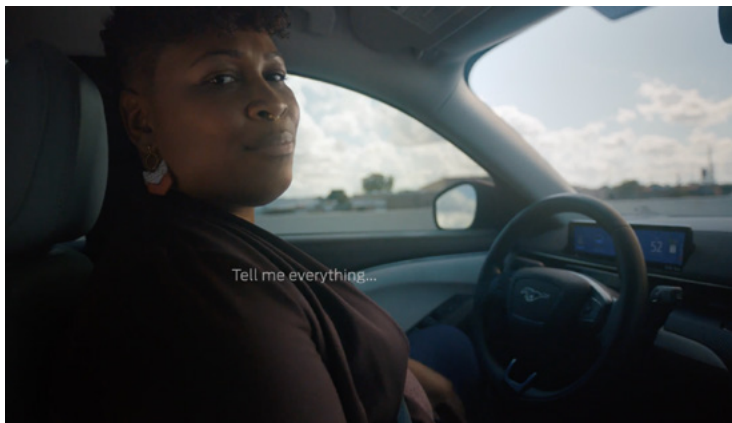
AGENCY: Anomaly & MKTG

## 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, 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

## 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+

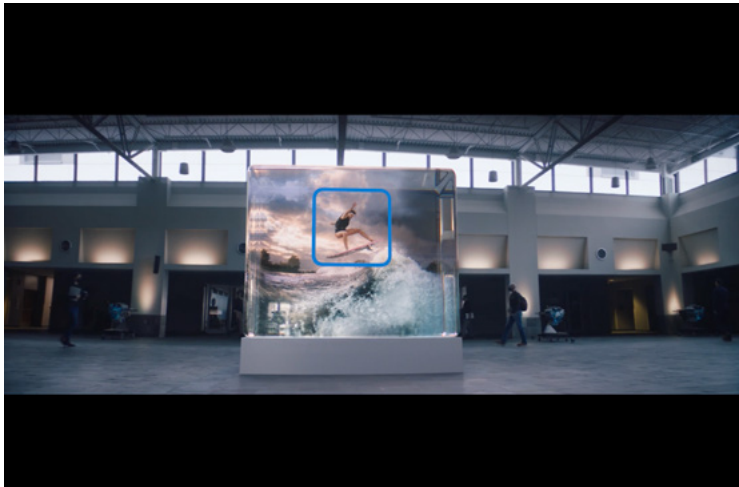
## Nominee and Silver Winner



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

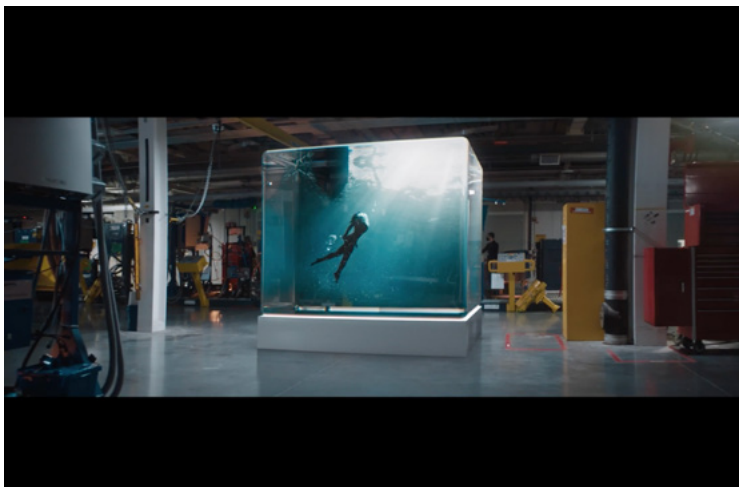


## Nominee and Silver Winner



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

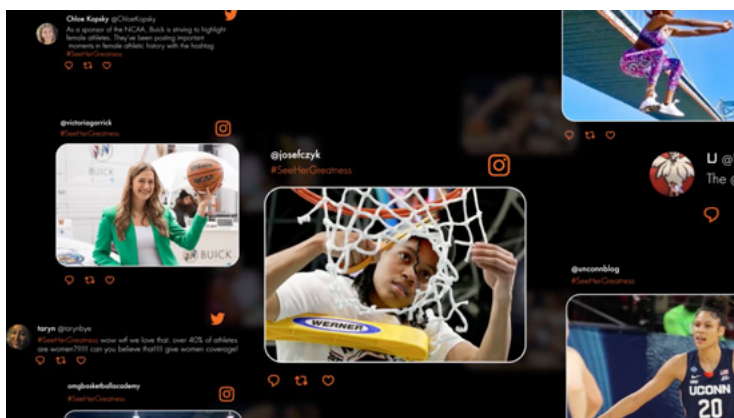
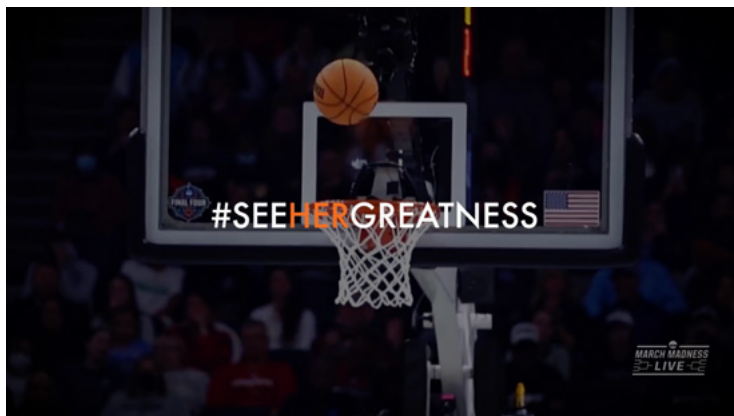
# MOVING PICTURE - NON-BROADCAST :60+

## 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



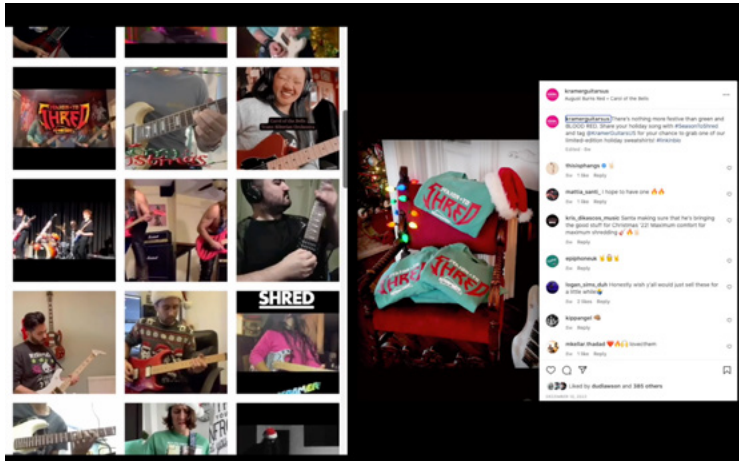
# DIGITAL - SOCIAL MEDIA

## 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

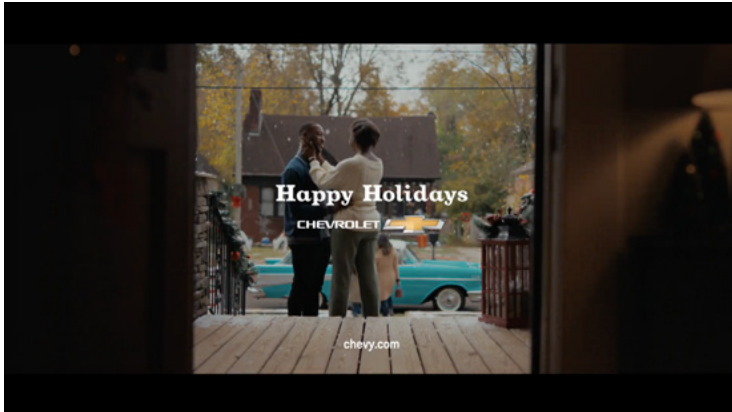


TITLE: OnStar Santa Tracker  
CLIENT: OnStar  
AGENCY: Campbell- Ewald  
DIRECTOR OF MARKETING, ONSTAR: Laura Thornton  
DIGITAL SERVICES ENGAGEMENT & GROWTH MANAGER, ONSTAR: Phil Colley  
ASSISTANT MARKETING MANAGER, ONSTAR: Casey Campbell  
GLOBAL ASSISTANT MARKETING MANAGER, ONSTAR: Armand Jordan  
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  
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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  
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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  
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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



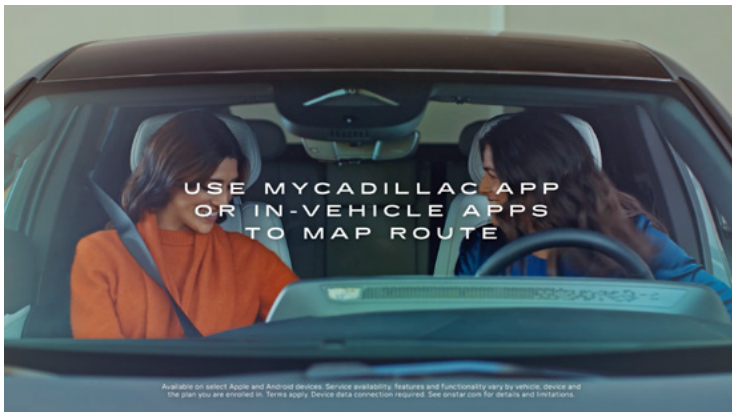
**Nominee and Silver Winner**



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

# DIGITAL - OLA

## 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

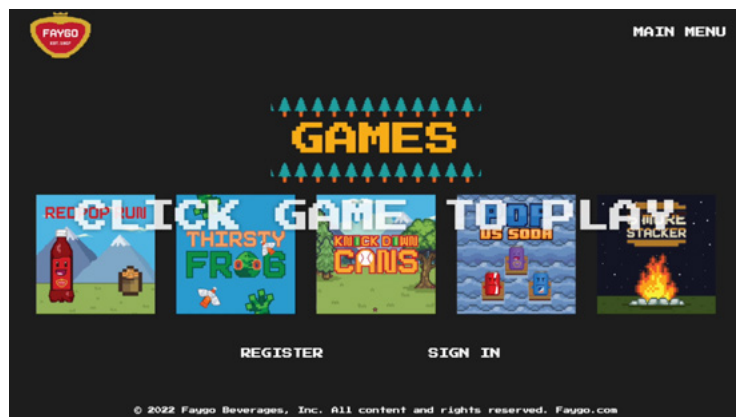
VFX SUPERVISORS: Nicolas Cadorette

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

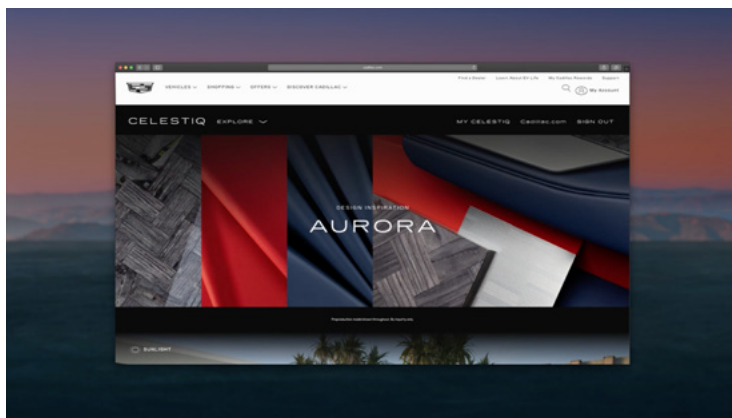
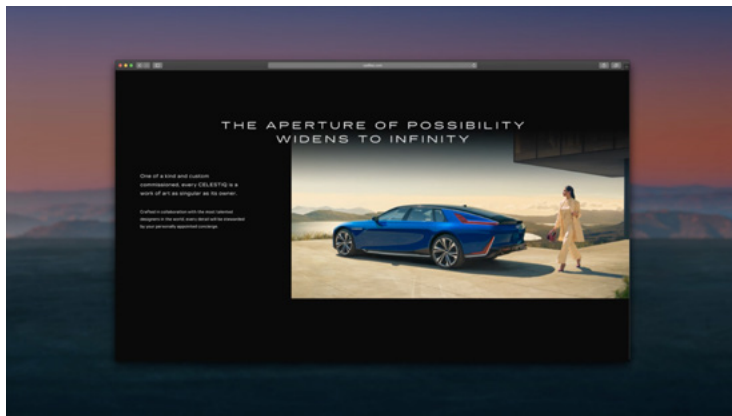


TITLE: Brain Waves  
 CLIENT: University of California San Francisco Medical Center  
 AGENCY: TILT  
 EXECUTIVE CREATIVE DIRECTOR: Shanky Das  
 MANAGING PARTNER : Lawrence James  
 COPYWRITER: Jeff Euteneuer  
 AWARD SHOW COORDINATORS : Bethany Schnur / Amelia Charamand-Quelas  
 ART DIRECTOR: Alan 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  
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 DIRECTION, LIGHTFARM: Vivi Rodrigues  
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 PRODUCTION, LIGHTFARM: Emelly Santana  
 PRODUCTION, LIGHTFARM: Mariana Gomes  
 EXECUTIVE PRODUCTION, LIGHTFARM: Rafael Vallaperde

EXECUTIVE PRODUCTION, LIGHTFARM: Gabbo Freire  
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 CONCEPT ARTIST, LIGHTFARM: Mayara Sampaio  
 CONCEPT ARTIST, LIGHTFARM: Stephanie Arcas  
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 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  
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 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  
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 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  
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 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



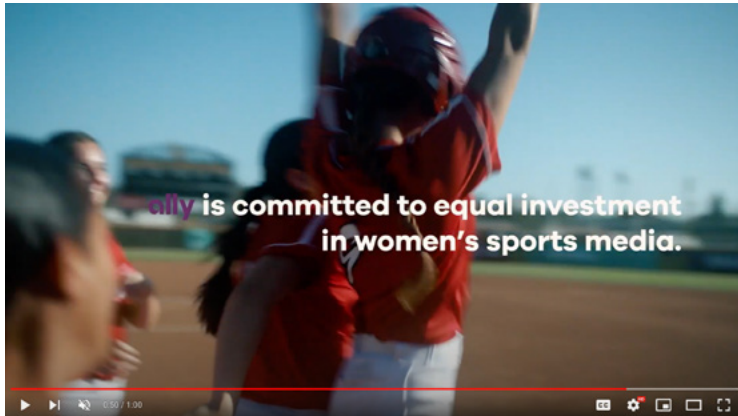
TITLE: SKYMINT's Free Weed for a Year PR Campaign  
CLIENT: SKYMINT Premium Cannabis  
AGENCY: McLean Media  
PR LEAD: Don F. McLean  
SKYMINT: Summer Ransom-Cleveland  
SKYMINT: Connor Jacobs  
SKYMINT: Sarah Bullock

## 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

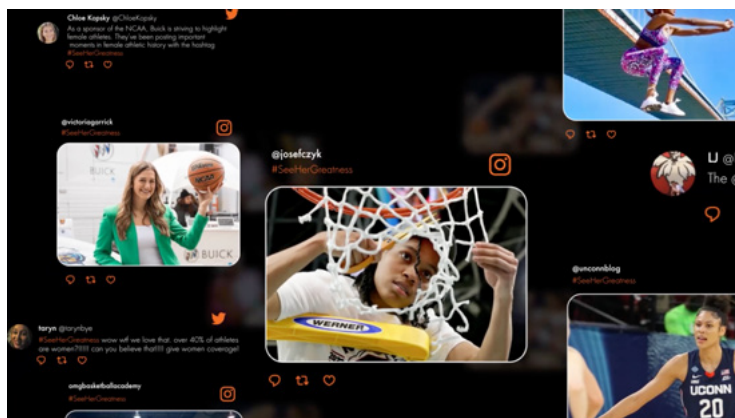
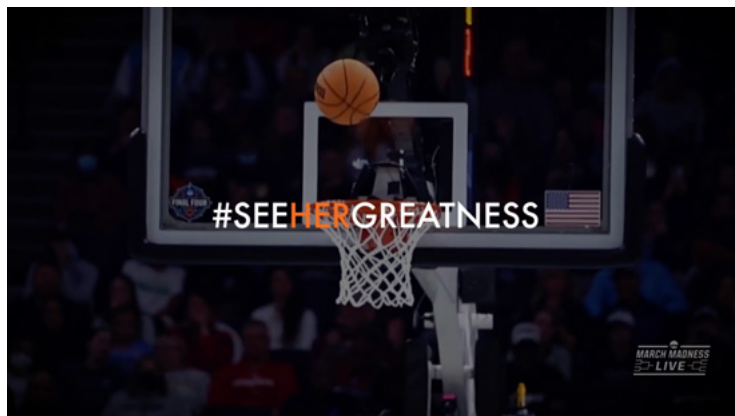
## Nominee and Silver Winner



TITLE: Project Play: 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

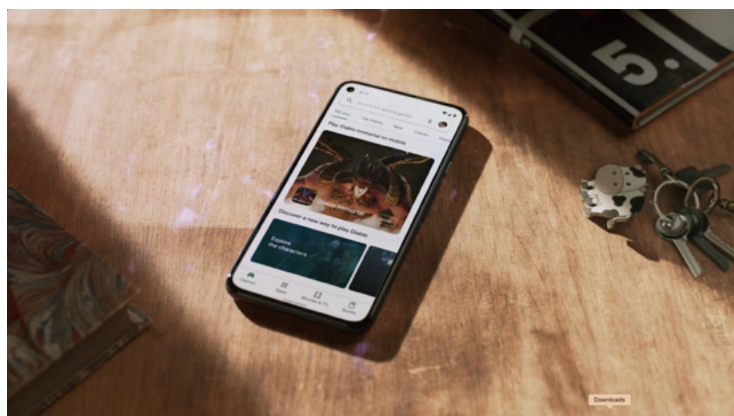
CLIENT: Navistar

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 Berveiler  
 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



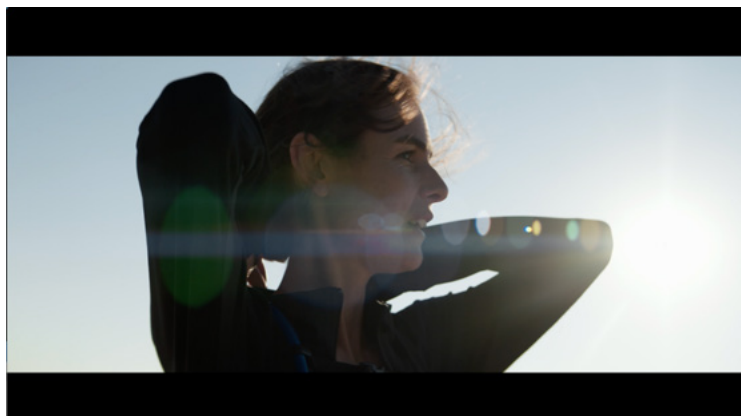
TITLE: Mrs. Hayes  
CLIENT: Chevrolet  
AGENCY: Commonwealth // McCann  
CHIEF CREATIVE OFFICER, GLOBAL MARKETS: Matt Canzano  
GLOBAL MARKETS LEGAL COMPLIANCE MANAGER: Tania Bennett  
CREATIVE DIRECTOR: Nick Allen  
GROUP ACCOUNT DIRECTOR: Julie Daniels  
ACCOUNT DIRECTOR: Kelly Brown  
PRODUCT INSIGHTS & ANALYSIS MANAGER: Eric Singer  
ASSOCIATE DIRECTOR, GLOBAL LEGAL COMPLIANCE: Jeanette Foy  
GLOBAL DIRECTOR OF CONTENT: Jeff Beverly  
DIRECTOR OF BROADCAST PRODUCTION: Paul Rensusch  
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

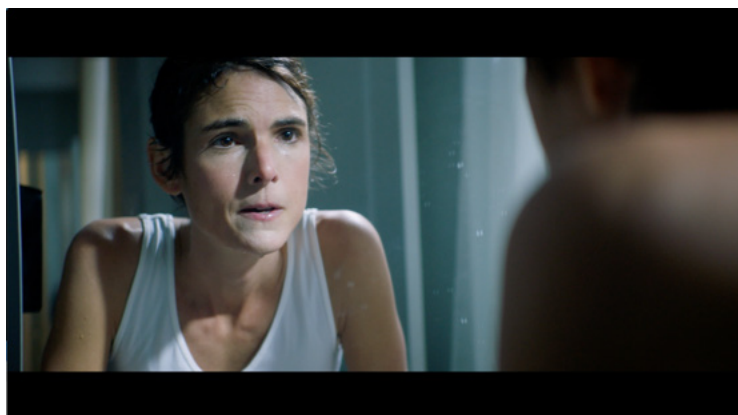
# CRAFT - EDITING

## Nominee and Silver Winner

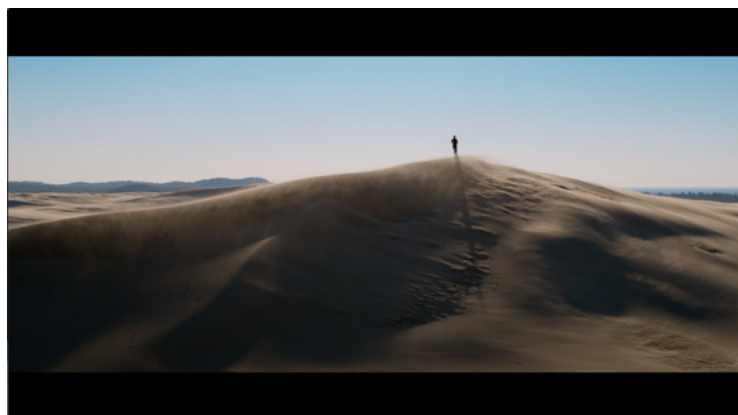


TITLE: Jeep Avenger Next Generation  
CLIENT: Stellantis/Jeep  
AGENCY: Highdive  
DIRECTOR: Ben West  
POST PRODUCTION: Cutters Studios  
EDITOR: Michael Lippert  
EXECUTIVE PRODUCER: Heather Richardson  
CREATIVE DIRECTOR: Brian McCauley  
ASSOCIATE CREATIVE DIRECTOR: Colby Capes  
2D: Colby Capes  
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

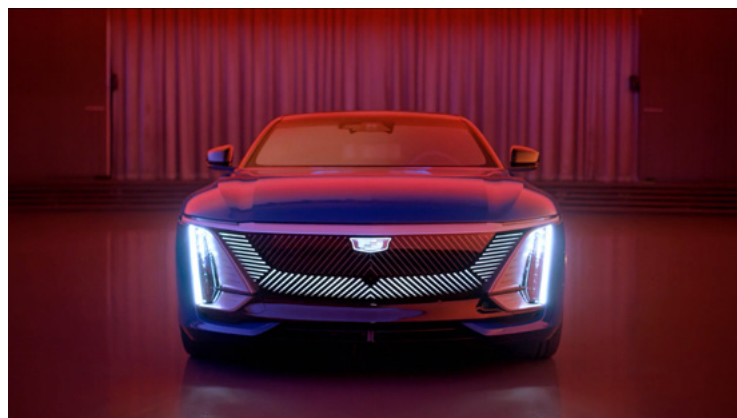


## Nominee and Silver Winner



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

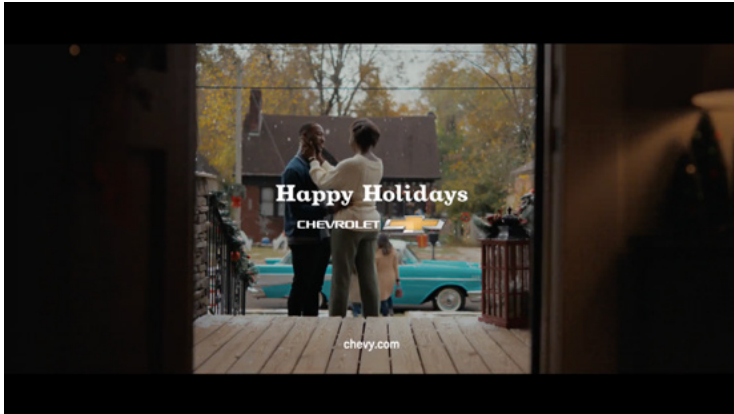
## Nominee and Silver Winner



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

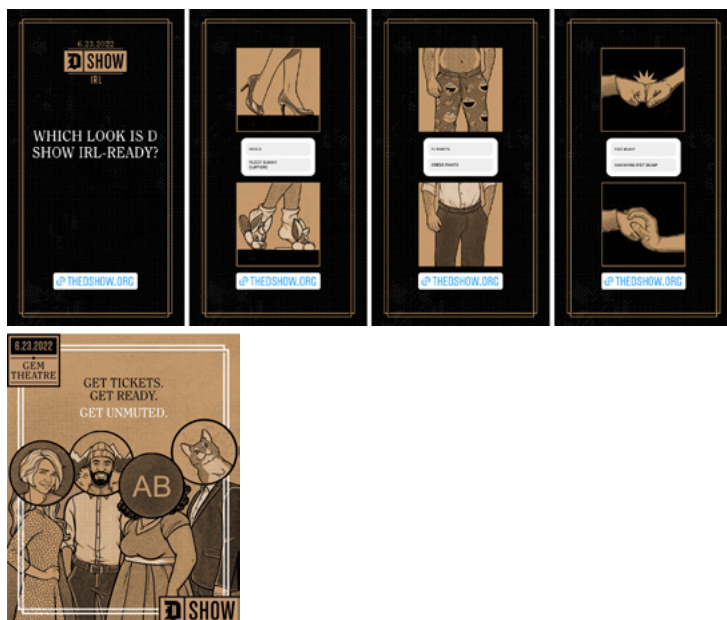
EXECUTIVE PRODUCER: Kelly Balagna

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

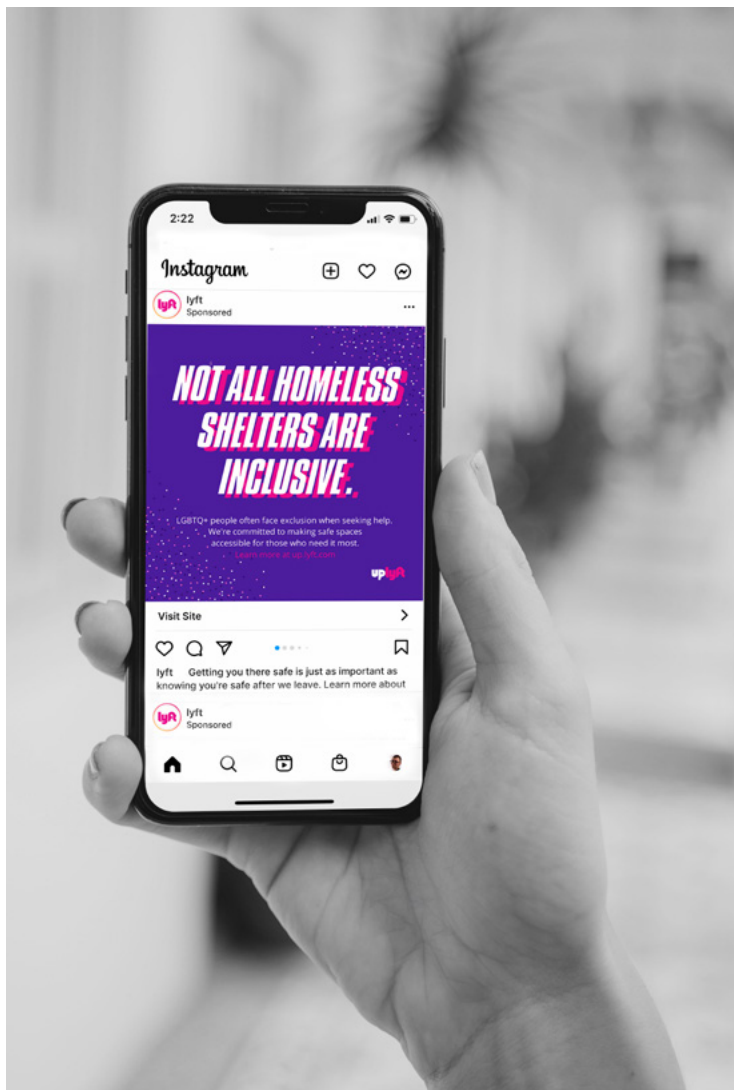
ART DIRECTOR: Sydney Lane

COPYWRITER: Anita Jop

## Best of Category Winner + Black D Winner

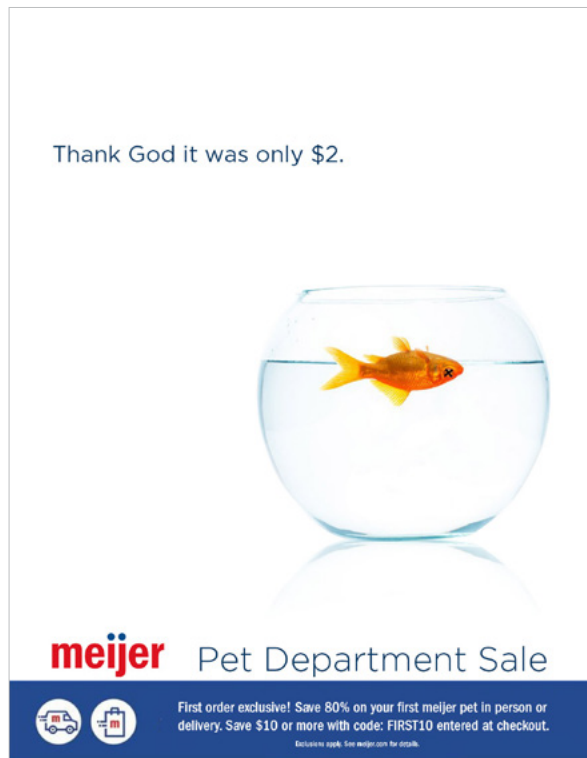


TITLE: UpLyft  
CLIENT: Lyft  
SCHOOL: College for Creative Studies  
ART DIRECTOR: Emily Mata  
COPYWRITER: Cole Guidry





## Nominee and Silver Winner



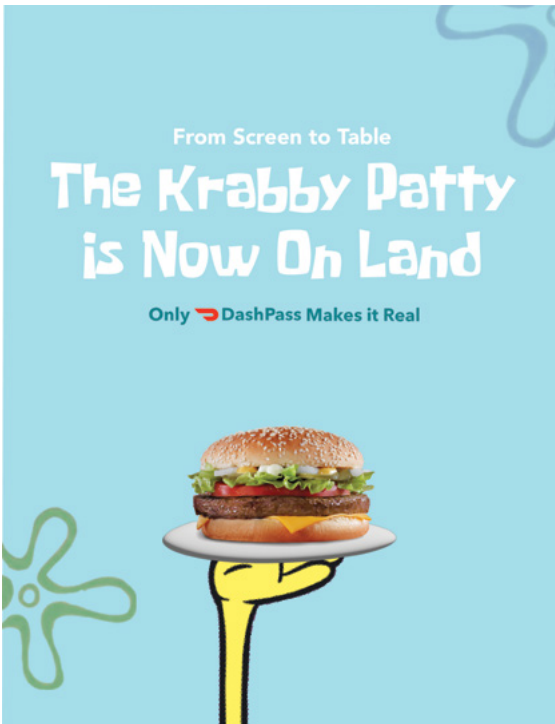
TITLE: Meijer Pet Sale  
CLIENT: Meijer Class Project  
SCHOOL: Michigan State University  
ART DIRECTOR: Paige Coleman  
PROFESSOR: Ross Chowles

## 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**



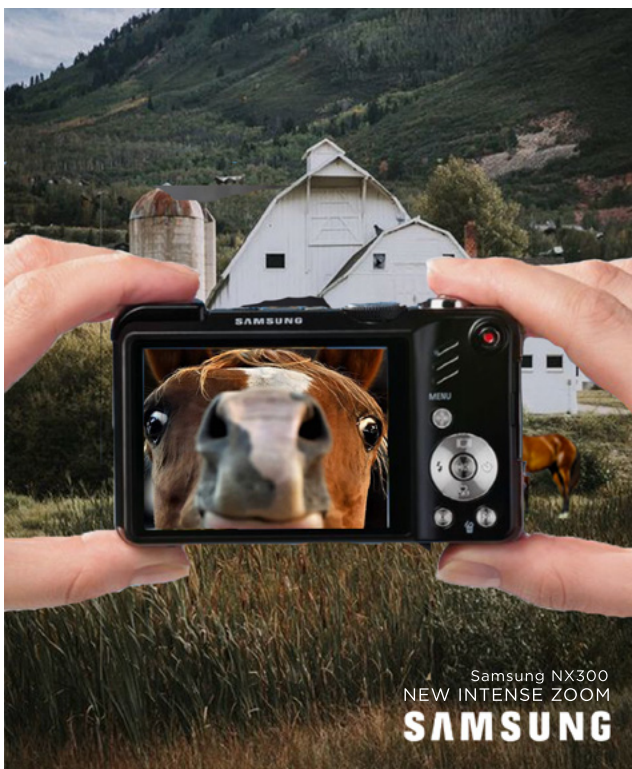
TITLE: Business Time  
CLIENT: Porn Hub  
SCHOOL: Michigan State University  
ART DIRECTOR & COPYWRITER: Collin Baker

# 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

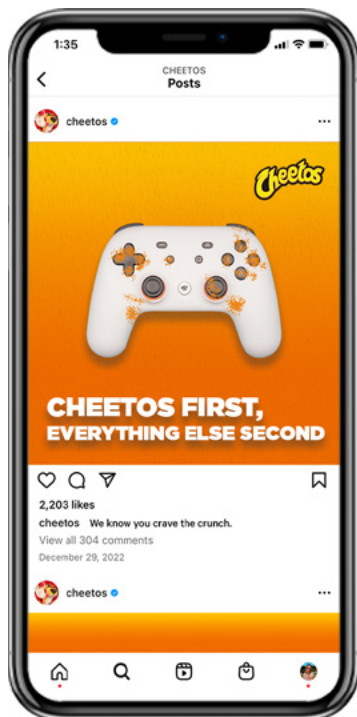
CLIENT: Legos

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

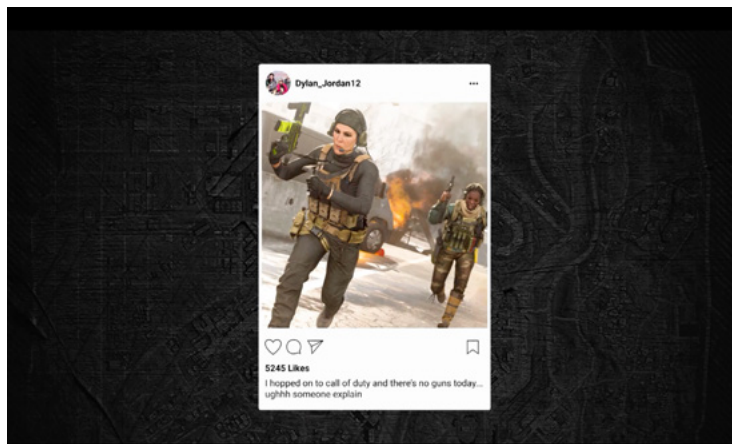


TITLE: Verizon Truth Carols  
CLIENT: Verizon  
SCHOOL: Calvin University, Skylight Student Ad Agency  
ART DIRECTOR, COMPOSURE, AUDIO: Arianna Koeman  
ART DIRECTOR: Daniel Baas  
ART DIRECTOR/ COPYWRITER: Shelley DeJong  
ART DIRECTOR/ COPYWRITER: Alexis Bonner  
ACCOUNT DIRECTOR, EDITOR, COMPOSER,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

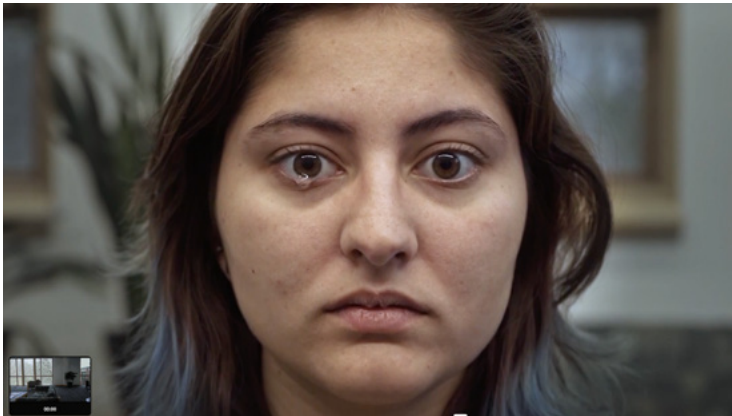
## Best of Category Winner + Black D Winner



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

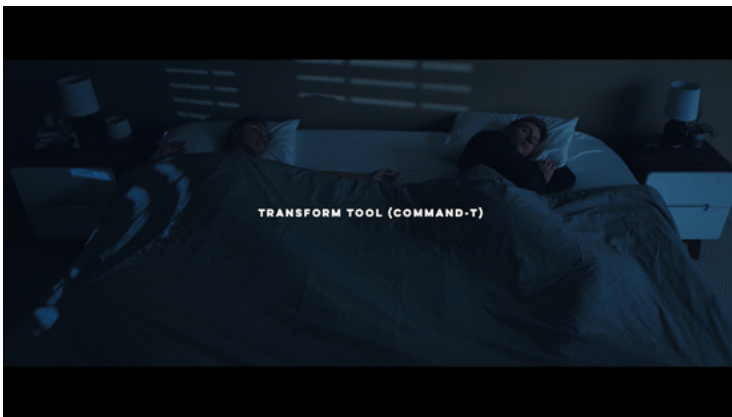


## Nominee and Silver Winner



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

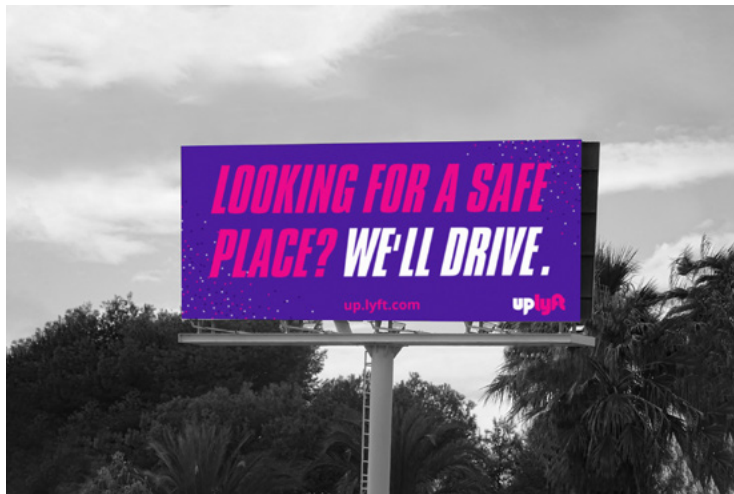
## Best of Category Winner + Black D Winner



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



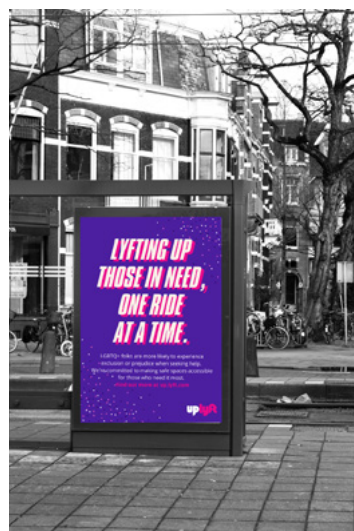
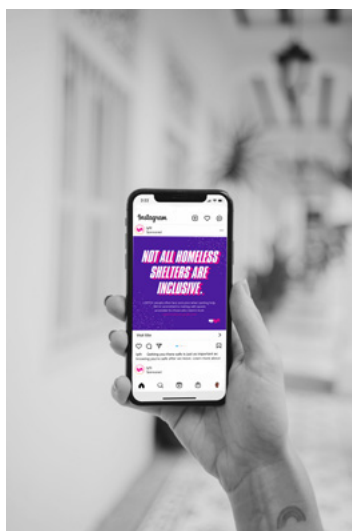
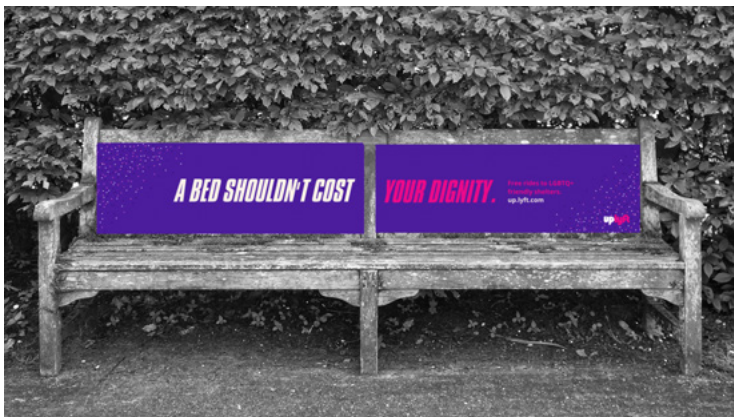
TITLE: UpLyft

CLIENT: Lyft

SCHOOL: College for Creative Studies

ART DIRECTOR: Emily Mata

COPYWRITER: Cole Guidry



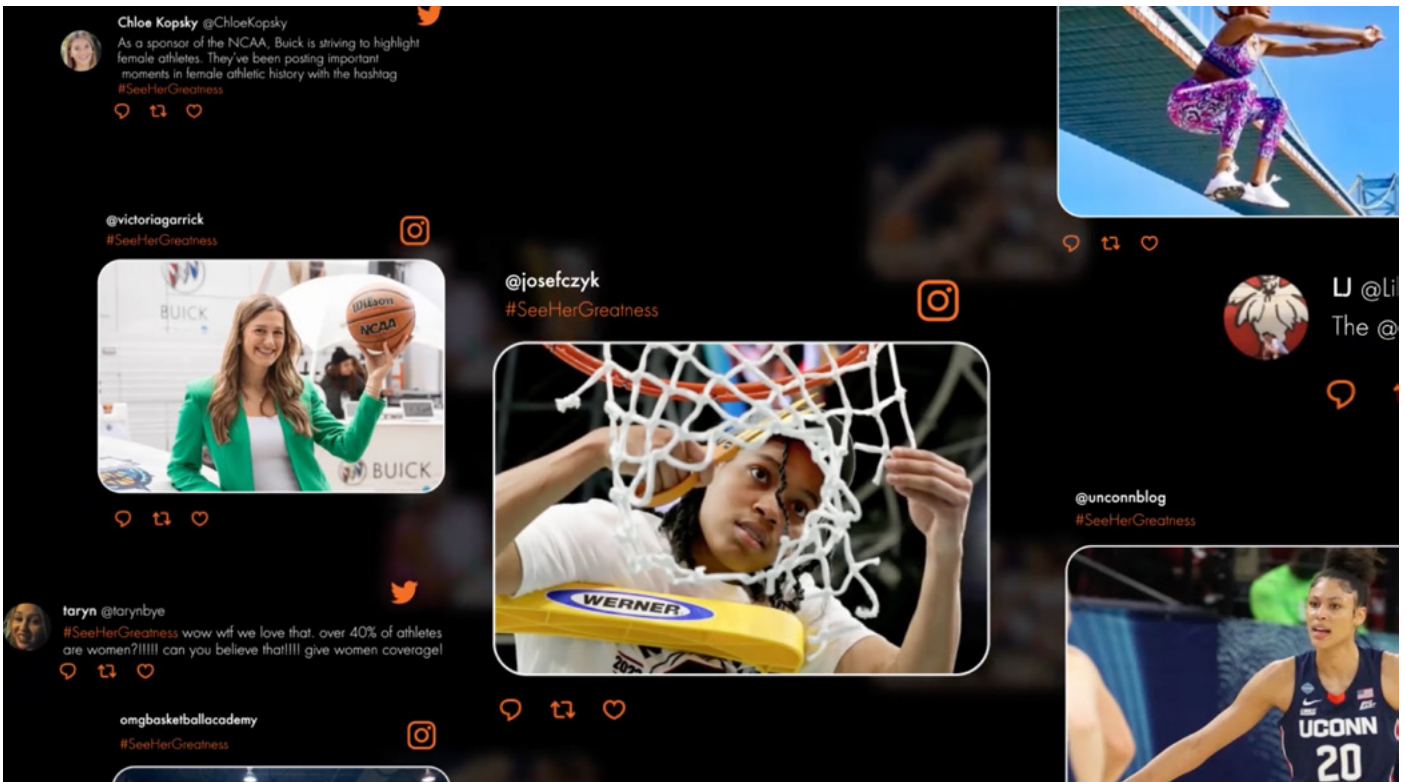
# BEST OF SHOW WINNER

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  
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