

2015 D SHOW
SHORTLIST

PRINT	
A1A PRINT CONSUMER NEWSPAPER FULL PAGE OR SPEAD - SINGLE	
Commonwealth//McCann	Nascar Turn Left
A1B PRINT CONSUMER NEWSPAPER FULL PAGE OR SPREAD - CAMPAIGN	
A2A PRINT CONSUMER MAGAZINE FULL PAGE OR SPEAD - SINGLE	
Leo Burnett Detroit	GMC - Precision Jets
Leo Burnett Detroit	GMC - Precision Hummingbird
Leo Burnett Detroit	Buick - Blue Hair
Leo Burnett Detroit	DIA - Critics
Leo Burnett Detroit	DIA - Pistol
Leo Burnett Detroit	DIA - Tequila
McCann Detroit	Pure Michigan - Crossings Spring
McCann Detroit	Pure Michigan - Fall
Doner	Alfa Romeo - Wood
Doner	NGK - Snow
Doner	NGK - Arms
Commonwealth//McCann	Camaro Six
Commonwealth//McCann	Colorado - Arrange
Commonwealth//McCann	Silverado - Real Tree
A2B PRINT CONSUMER MAGAZINE FULL PAGE OR SPEAD - CAMPAIGN	
Leo Burnett Detroit	GMC - Precision Matters Print Campaign
Leo Burnett Detroit	DIA - Diego/Frieda Print Campaign
McCann Detroit	Pure Michigan -Crossings Summer, Crossings Spring, Summer
The Richards Group	Ram - Texas Parks & Wildlife Print Campaign
A3A PRINT SMALL SPACE PRINT	
Union AdWorks	Union Woodshop Metrotimes Pig & Whiskey Ad
A4A PRINT A1OUT OF HOME SINGLE	
SMZ Advertising	Detroit Red Wings - Octopi Hockeytown Stairs
SMZ Advertising	Joe Muer - Opening Day Outdoor - Butter, Butter
SMZ Advertising	Joe Muer - Openening Day Outdoor - Whales
Leo Burnett Detroit	Buick Blue Hair
Leo Burnett Detroit	Buick - Worth a Second Look
McCann Detroit	Pure Michigan - Live Streaming Bus Wrap
McCann Detroit	Pure Michigan - Miracle Mile - Bus Wrap
Commonwealth//McCann	Colorado - Leave No Corner Unturned
Commonwealth//McCann	Colorado - Who You Gonna Call
Commonwealth//McCann	Camaro - Cape
A4B OUT OF HOME CAMPAIGN	
TMV Group	Faygo - 3D Truck Wrap - The One True Pop
McCann Detroit	Pure Michigan - Happy Hour, Live Streaming, Miracle Mile Bus Wrap Campaign

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RADIO	
B.1.A CONSUMER RADIO SINGLE OVER \$7500	
McCann Detroit	Pure Michigan - Here's to the Curious
B.2.A CONSUMER RADIO SINGLE UNDER \$7,500	
Factory Detroit Inc.	Genesee County Parks - Secrets
Leo Burnett Detroit	DIA Party Patient
SMZ Advertising	Group 10 - U.S. Park - Cheetah
SMZ Advertising	Michigan Lottery - Imagination Minute
B.2.B CONSUMER RADIO CAMPAIGN UNDER \$15,000	
Factory Detroit Inc.	Genesee County Parks - Secrets, There Was A Time, The Silence of Winter
McCann Detroit	Pure Michigan - America's Golf Beyond the Score, Here's to the Curious, Manistique Go with the
TV/NON-BROADCAST	
C.1.A CONSUMER TV OVER \$75,000 OVER :30 SINGLE	
Campbell Ewald	U.S. Navy - Pin Map
The Richards Group	Ram - Courage Inside
The Richards Group	Jeep - Beautiful Lands
The Richards Group	FIAT 500x - Blue Pill
Carhartt	Carhartt - Force TV
Doner	ADT - Nightwatch
Commonwealth//McCann	Silverado - Cages
Commonwealth//McCann	Machester United - Shirt Reveal
Commonwealth//McCann	4G New Journey (:60)
C.1.C CONSUMER TV OVER \$75,000 :30 & UNDER SINGLE	
Campbell Ewald	U.S. Navy - The Shield
Doner	Neato Robotics - Card
Doner	Cox - 3D Printed Food
Doner	Cox - Family Game Night
Doner	Serta - We Need to Talk
Doner	Minute Maid - #DoinGood
Commonwealth//McCann	Shattering Perceptions - Choices
Commonwealth//McCann	Shattering Perceptions - Clown
C.1.D CONSUMER TV OVER \$75,000 :30 AND UNDER CAMPAIGN	
McCann Detroit	Pure Michigan - UP: Timeless and True :30
Doner	Neato Robotics - Neato Knows
Doner	Serta - iComfort
Commonwealth//McCann	Shattering Perception - KYEOTR, Choices, TMI
C.2.A CONSUMER TV UNDER \$75,000 SINGLE	
Commonwealth//McCann	Blackout - Case Study
C.3.A CONSUMER TV UNDER \$20,000 SINGLE	

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Hudson Edit	Chevy Silverado - Black Out
Leo Burnett Detroit	DIA Arrival/Departure
Leo Burnett Detroit	DIA Mexico
SMZ Advertising	Detroit Tigers - Outside the Box
SMZ Advertising	Detroit Tigers - Deliveries
C.3.B CONSUMER TV UNDER \$20,000 CAMPAIGN	
McCann Detroit	MSHDA - BBQ, Dog Bed, Hoops
C.4.A CINEMA OR NON-BROADCAST SINGLE	
Leo Burnett Detroit	CS - Illusionist Long Form
Leo Burnett Detroit	United Way - Food for Thought
Leo Burnett Detroit	United Way - Little Al
Leo Burnett Detroit	United Way - Story Time with Key
Leo Burnett Detroit	Chevrolet/Silverado -Dale Earnhardt Jr.
Pluto	MEDC - The Total Package
Pluto	Mercedes-Benz - Vanapalooza: The History of the Van
Shinebox Productions	Fighting Mullets
Team Detroit	Ford Plug-in Vehicles - Ford Winter Sostice
Team Detroit	Detroit Portfolio Night
Team Detroit	Ford Transit - Hotelier
Team Detroit	Ford Transit - Plumber
Team Detroit	Ford Mustang - Mustang Speed Dating
Carhartt	Carhartt - The Road Home
Commonwealth//McCann	Silverado - Cages
Commonwealth//McCann	Silverado - Almighty Aluminum Man
C.4.B CINEMA OR NON-BROADCAST CAMPAIGN	
Campbell Ewald	FSA - Matt & Mike (Restaurant, Alpaca, Cereal)
Driven Communications LLC	In Studio with Ben Folds
The Tyre Corporation	The Movement - Journeys of the Hart
Team Detroit	Ford Transit
Team Detroit	Ford Go Further Stories Campaign 1
SapientNitro	Ram - Under the Hood of Country Music
Commonwealth//McCann	Colorado Films - Focus Group, Deoderant, Truck Up Your Profile
PSA/POLITICAL	
D.1.B PSA OR POLITICAL NEWSPAPER OR MAGAZINE CAMPAIGN	
Campbell Ewald	Haven - Crazy, Hurt, Kill
D.1.C PSA OR POLITICAL OUT OF HOME & POSTERS SINGLE	
Campbell Ewald	Haven - I Love You
D.1.D PSA & POLITICAL OUT OF HOME & POSTERS CAMPAIGN	
Campbell Ewald	Haven - Crazy, Deserve, Hurt
D.1.E PSA OR POLITICAL COLLATERAL SINGLE	

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Brogan & Partners	Enough Said (End Sexual Assault in Detroit) Brochure
Team Detroit	Children's Center - Brand Story Book
D.2.B PSA & POLITICAL COLLATERAL - RADIO CAMPAIGN	
Factory Detroit Inc.	Genesee County Parks - Secrets, There Was A Time, The Silence of Winter
D.3.A PSA & POLITICAL TV SINGLE	
Doner	Forgotten Harvest - Good Stains
D.4.A PSA & POLITICAL DIGITAL - SINGLE	
Territory	Cranbrook Academy of Art - Cranbrook Studio 2015
D.4.B PSA & POLITICAL DIGITAL - CAMPAIGN	
D.5 PSA & POLITICAL COLLATERAL INTEGRATED CAMPAIGN	
Campbell Ewald	Haven - Mr. Nice Guy
Leo Burnett Detroit	United Way - Street Mentor Campaign
INTEGRATED BRANDING CAMPAIGN	
E.1 INTEGRATED BRANDING CAMPAIGN OVER \$250,000	
Leo Burnett Detroit	NCAA - Bench Hidden Camera
Team Detroit	Ford Mustang - Mustang Moments
Little Caesars	Little Caesars Bacon-Wrapped Deep! Deep! Dish Campaign
Commonwealth//McCann	4G Case Study
Commonwealth//McCann	Best Day Ever Case Study
Commonwealth//McCann	Summer of Play Case Study
E.2 INTEGRATED BRANDING CAMPAIGN UNDER \$250,000	
Leo Burnett Detroit	Envo-Envo Case Study
Commonwealth//McCann	Technology & Stuff Case Study
INNOVATIVE	
F.1 INNOVATIVE MARKETING - BRANDED ENTERTAINMENT/PRODUCT PLACEMENT	
Commonwealth//McCann	Kid Rock Concert Video
Commonwealth//McCann	Shirt Reveal Campaign
F.2 GUERILLA MARKETING	
McCann Detroit	Keira Rains
Leo Burnett Detroit	NCAA - Bench Hidden Camera
F.3 INNOVATIVE MARKETING - EXPERIENTIAL MARKETING/EVENTS/STUNTS	
Jack Morton Worldwide	Chevrolet - South African Girls Empowered by Chevrolet Football and the Power of Play
Leo Burnett Detroit	NCAA - Bench Hidden Camera
Commonwealth//McCann	Best Day Ever Case Study
F.4 INNOVATIVE MARKETING - ONLINE BRANDED CONTENT	
Team Detroit	Ford Mustang - Mustang Speed Dating
Team Detroit	Ford - Haunted Car Wash
Commonwealth//McCann	Silverado - Cages
Team Detroit	Ford - Accelerating the Future
F.5 INNOVATIVE MEDIA	

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Commonwealth//McCann	Colorado - Digital In Print
Commonwealth//McCann	Blackout Case Study
Commonwealth//McCann	Technology and Stuff Case Study
DIGITAL MEDIA	
G.1.A INTERACTIVE ADVERTISING - BANNERS - FIXED SPACE	
SapientNitro	2015 Dodge Challenger 100 Years - OLA
G.1.B INTERACTIVE ADVERTISING - BANNERS - DYNAMIC	
SapientNitro	Jeep X Games OLA
SapientNitro	Jeep Renegade - Know this Land
SapientNitro	Ram - Follow Your Team
SapientNitro	2015 Dodge Challenger 100 Years - Rich Media Slider
G.1.D INTERACTIVE ADVERTISING - ONLINE CAMPAIGN	
DigitasLBI	March Madness
Commonwealth//McCann	Best Day Ever Case Study
G.2.A DIGITAL MEDIA - WEBSITES & MICROSITES - BRAND WEBSITE	
Mackevision	Ram
Mackevision	VW Matchmaker
Commonwealth//McCann	You Know You Want a Truck
SapientNitro	Fiat 500x A to X 26 Days of X
SapientNitro	Fiat 500x Vehicle Landing Page Redesign
TMV Group	Faygo Branded Website
Campbell Ewald	Eastern Market
G.2.B DIGITAL MEDIA - WEBSITES & MICROSITES - BRANDED EXPERIENCE	
Team Detroit	Etch A Sketch - #SketchMadness
G.2.E DIGITAL MEDIA - WEBSITES & MICROSITES - BRANDED GAMES	
Team Detroit	Etch A Sketch - #SketchMadness
G.3.A DIGITAL MEDIA - ONLINE FILMS & VIDEO - SHORT FORM	
Leo Burnett Detroit	Buick - Achievers Film
Leo Burnett Detroit	NCAA - Talking Bench
Team Detroit	Ford Plug-in Vehicles - Ford Winter Solstice
Team Detroit	Detroit Portfolio Night
Team Detroit	Ford Mustang - Mustang Speed Dating
Carhartt	Carhartt - Generations Teaser
Carhartt	Carhartt - Woodsman
Doner	Minute Maid - #DoinGood
Commonwealth//McCann	Silverado - Aluminum Man
Commonwealth//McCann	Silverado - Cages
G.3.B DIGITAL MEDIA - ONLINE FILMS & VIDEO - LONG FORM	
Team Detroit	Downtown Boxing Gym Youth Program

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Carhartt	Carhartt - Generations Rankin Ranch
G.3.C DIGITAL MEDIA - ONLINE FILMS & VIDEO - VIDEO SERIES	
Campbell Ewald	FSA-Matt & Mike
Team Detroit	Ford Go Further Stories Campaign 1
Team Detroit	Etch A Sketch - #SketchMadness
Commonwealth//McCann	Shattering Perceptions - Keep Your Eyes on the Road, Choice, Too Much Information
SapientNitro	Ram - Under the Hood of Country Music
G.3.D DIGITAL MEDIA - ONLINE FILMS & VIDEO - PUBLIC SERVICE	
Leo Burnett Detroit	NCAA - Talking Bench
G.4.A DIGITAL MEDIA - MOBILE APPLICATIONS/SITES - AUGMENTED REALITY	
SMZ Advertising	Detroit Red Wings - Broken Glass
G.4.B DIGITAL MEDIA - MOBILE APPLICATIONS/SITES - BRANDED WEBSITE	
Avalon Films	John Varvatos - Homecoming
Campbell Ewald	Eastern Market - EasternMarket.com (Mobile)
G.5A DIGITAL MEDIA - SOCIAL MEDIA CAMPAIGN	
Leo Burnett Detroit	NCAA - Bench Hidden Camera
Leo Burnett Detroit	United Way - Street Mentor Campaign
Team Detroit	Etch A Sketch - #SketchMadness
Mediabrand Publishing	Jeep 2015 X Games
Mediabrand Publishing	Chrysler - #200 Seconds
G.5B DIGITAL MEDIA - SOCIAL MEDIA INDIVIDUAL ELEMENT	
Leo Burnett Detroit	United Way - Food for Thought
Leo Burnett Detroit	United Way - Little Al
Leo Burnett Detroit	United Way - Story Time with Key
Team Detroit	Ford Mustang - Speed Dating
G.5C DIGITAL MEDIA - SOCIAL MEDIA INNOVATION	
Commonwealth//McCann	Technology & Stuff Case Study
Commonwealth//McCann	Truck Up Your Profile Case Study
SELF PROMOTION	
I.1 SELF PROMOTION - INDIVIDUAL SELF PROMOTION - PRINT	
Iconix Inc.	Iconix Holiday Promotion - Marshmallow Snogubbe
Team Detroit	Creative Engine Team Detroit House Ad
I.3 SELF PROMOTION - AGENCY PROMOTION - HOUSE ADS, INTERNAL EVENTS & CREATIVE PROMO MATERIALS	
Team Detroit	Detroit Portfolio Night
SMZ Advertising	2014 D Show Ad
DigitasLBI	DigitalLBI Detroit Brand Fellowships
Commonwealth//McCann	CW Move
DIRECT MARKETING	
J.1 DIRECT MARKETING B2B - SINGLE	
McCann Detroit	GM - Paint Brush (Art Education)

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McCann Detroit	Word Verve - Apes of Wrath
McCann Detroit	Wore Verve - Mockingbird
McCann Detroit	Word Verve - SS BangBang
J.2 DIRECT MARKETING B2B - CAMPAIGN	
DRIVEN	McClure's Distributor Ads
McCann Detroit	Word Verve - Apes of Wrath, Mockingbird, SS BangBang
J.3 DIRECT MARKETING B2C - SINGLE	
Campbell Ewald	Cadillac - Cadillac Magazine
Meredith Xcelerated Marketing	FIAT Love Letters Direct Mail
Meredith Xcelerated Marketing	Dodge Charger/Challenger Launch Direct Mail
GRAPHIC DESIGN	
K2 - GRAPHIC DESIGN - LAUNCH KITS	
Union AdWorks	Alternatives for Girls Annual Report
K4 GRAPHIC DESIGN - MAGAZINE PUBLICATIONS	
Campbell Ewald	Cadillac Magazine
K.5 GRAPHIC DESIGN - PACKAGING	
McCann Detroit	Cyser
McCann Detroit	Flannel Mouth
McCann Detroit	Blakes - Ice Cider
DRIVEN	McClure's Pickle Box
DRIVEN	McClure's Bloody Mary Box
DRIVEN	McClure's Custom Tape
DRIVEN	Michelada
K.6 GRAPHIC DESIGN - LOGOS	
Sparklefurry	Crossfit Tree Town
K.7 GRAPHIC DESIGN - POSTERS	
Team Detroit	Detroit Portfolio Night
Leo Burnett Detroit	D-Show - Bearded Hipster
Leo Burnett Detroit	D Show - Crusty Human Fossil
Leo Burnett Detroit	D Show - Lil Miss Intern
Leo Burnett Detroit	D-Show - Mighty Himbo
Leo Burnett Detroit	D-Show - Taste Fairy
Leo Burnett Detroit	D-Show - Two Faced Suit
Leo Burnett Detroit	DIA - Diego/Frieda Poster Campaign
McCann Detroit	Kerira - Hummingbird
McCann Detroit	Keira - Waterflower Bell
McCann Detroit	Keira - Waterflower
DigitasLBI	DigitasLBI Detroit - Iconic City Poster
K.8 GRAPHIC DESIGN - SPECIAL EVENT MATERIAL	
Team Detroit	Detroit Portfolio Night

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Commonwealth//McCann	Fillmore - Nick Offerman
Commonwealth//McCann	Fillmore - Taking Back Sunday
Commonwealth//McCann	Fillmore - The Used
COLLATERAL/SALES PROMOTION	
L.1.A COLLATERAL/SALES PROMOTION - PRODUCT SALES PRESENTATION - CATALOG	
Carhartt	Carhartt - F14 Lookbook - New England
L.1.B COLLATERAL/SALES PROMOTION - PRODUCT SALES PRESENTATION - SALES KITS/FOLDERS	
Union AdWorks	Jeep Licensing Portfolio
L3.A COLLATERAL/SALES PROMOTION -COLLATERAL - POP & IN STORE SINGLE OR CAMPAIGN	
Commonwealth//McCann	Fillmore - Billy Idol
Commonwealth//McCann	Fillmore - Marilyn Manson
Commonwealth//McCann	Fillmore - Twenty One Pilots
L3.B COLLATERAL/SALES PROMOTION -COLLATERAL - POSTERS SINGLE	
Leo Burnett Detroit	NCAA - Lincoln
Leo Burnett Detroit	NCAA - Queen Elizabeth
Leo Burnett Detroit	NCAA - Shakespeare
McCann Detroit	Keira - Cardinal
McCann Detroit	Keira - Hummingbird
McCann Detroit	Keira - Paint by Number
McCann Detroit	Keira - Waterflower Bell
McCann Detroit	Keira - Waterflower
McCann Detroit	Keira - Waterflower Lily
L3.C COLLATERAL/SALES PROMOTION -COLLATERAL - POSTERS CAMPAIGN	
DRIVEN	Reverend NAMM Posters
Leo Burnett Detroit	CPO - Almost Like New Campaign
Leo Burnett Detroit	D-Show Poster Campaign 1
Leo Burnett Detroit	D-Show Poster Campaign 2
Leo Burnett Detroit	NCAA - Don't Let Me Beat You Campaign
McCann Detroit	Keira - Waterflower Bell, Flower, Lily
THE CRAFT	
M.1.A THE CRAFT ILLUSTRATION - COMMERCIAL	
The Richards Group	Ram - Welcome to Truck Coutry: Where The Crackling of a Campfire is Always on the Playlist
The Richards Group	Welcome to Truck Country : Where You Catch Dinner First and Set The Table Second
Commonwealth//McCann	Fillmore - Steve Winwood
Commonwealth//McCann	Fillmore - Gaslight Alley
M.1.B THE CRAFT ILLUSTRATION - NON-COMMERCIAL	
Leo Burnett Detroit	D-Show - Bearded Hipster Poster
Leo Burnett Detroit	D-Show - Crusty Human Fossil Poster
Leo Burnett Detroit	D-Show - Lil Miss Intern Poster

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Leo Burnett Detroit	D-Show - Mighty Himbo Poster
Leo Burnett Detroit	D-Show - Taste Fairy Poster
Leo Burnett Detroit	D-Show - Two Faced Suit Poster
M.2.A THE CRAFT PHOTOGRAPHY -COMMERCIAL	
The Richards Group	Ram - The Pursuit of Happiness
M.3.A THE CRAFT ORIGINAL MUSIC - COMMERCIAL	
The Richards Group	Ram - Sunday
The Richards Group	Ram - Courage Inside
The Richards Group	Ram - Roots and Wings
Yessian Music	McDonalds - So schmeckt Spass
Yessian Music	Buick Verano - Born to Run
Yessian Music	Opel Corsa - Showtime
Yessian Music	Otto - Seldmade
M.3.B THE CRAFT ORIGINAL MUSIC -NON- COMMERCIAL	
Yessian Music	One World Observatory - See Forever
Yessian Music	Wanda Movie Park - Hubei In The Air
Yessian Music	Wanda Movie Park - Star Journey
Yessian Music	Wanda Movie Park - Ultimate Energy
M.4.A THE CRAFT SOUND DESIGN - COMMERCIAL	
Yessian Music	Buick Verano - Born to Run
M.4.B THE CRAFT SOUND DESIGN - NON COMMERCIAL	
Yessian Music	Wanda Movie Park - Star Journey
Ring Side Creative	Lions - Storm
M.6.B THE CRAFT VIDEO/FILM SPECIAL EFFECTS - NON-COMMERCIAL	
Flavor	Lions - Storm
M.7.B THE CRAFT DESIGN MAGAZINE	
Campbell Ewald	Cadillac Magazine
M.8.A THE CRAFT EDITING - COMMERCIAL	
Hudson Edit	Varvatos - Homecoming
SMZ Advertising	Detroit Jazz Festival - Choose Detroit - Pat Metheny
The Richards Group	Ram - Sunday
The Richards Group	Ram - Monday
The Richards Group	Ram - Courage Inside
Cutters	Ford Solar Solstice
Cutters	Ad Council - Kid Again
M.9.A CINEMATOGRAPHY - COMMERCIAL	
The Richards Group	Ram - Courage Inside
Commonwealth//McCann	4G New Journey
M.9.B CINEMATOGRAPHY - NON-COMMERCIAL	
Avalon Films	John Varvatos - Homecoming

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M.10.A THE CRAFT - CGI/ANIMATION - COMMERCIAL	
The Richards Group	Ram - Roots and Wings
Flavor	Ford Rant - Front and Back
M.12.A THE CRAFT - THE WRITTEN WORD - COMMERCIAL	
The Richards Group	Ram - Monday
The Richards Group	Ram - Courage Inside
STUDENT	
STUDENT PSA/POLITICAL - TV	
College for Creative Studies	The Best is Yet to Come
STUDENT TV	
College for Creative Studies	As Good As Old
College for Creative Studies	Moments of Impact
College for Creative Studies	The Wild Air
STUDENT INTEGRATED BRANDING CAMPAIGN	
College for Creative Studies	As Good As Old
College for Creative Studies	We're Cat People
STUDENT DIGITAL MEDIA	
College for Creative Studies	Ally
College for Creative Studies	Anthem
College for Creative Studies	Crowd
College for Creative Studies	Ear 2 Ear
College for Creative Studies	Mindset
College for Creative Studies	N'Found
STUDENT CRAFT -FILM/VIDEO SPECIAL EFFECTS	
College for Creative Studies	Rendezvous
STUDENT PRINT	
College for Creative Studies	Hail Stoned
College for Creative Studies	Protection
College for Creative Studies	Time Bomb
College for Creative Studies	Train Car
STUDENT COLLATERAL/SALES PROMOTION	
STUDENT CRAFT - DESIGN	
College for Creative Studies	Kulture: recipes from my family to yours