

2014 D SHOW WINNERS LIST

2014 D SHOW

PRINT - CONSUMER NEWSPAPER SINGLE

Kiera Watering Cans - Carnivorous Plants

McCann Detroit

2014 D SHOW

PRINT - CONSUMER NEWSPAPER SINGLE

Kiera Watering Cans - Opposable Thumb

McCann Detroit

2014 D SHOW

PRINT - CONSUMER NEWSPAPER SINGLE

Kiera Watering Cans - Mobile App

McCann Detroit

2014 D SHOW

PRINT - CONSUMER NEWSPAPER SINGLE

Founders Brewing Co. - Think Tank

Driven

2014 D SHOW

PRINT - CONSUMER NEWSPAPER SINGLE

Founders Brewing Co. - Friends

Driven

2014 D SHOW

PRINT - CONSUMER NEWSPAPER SINGLE

Founders Brewing Co. - Against the Grain

Driven

2014 D SHOW

PRINT - CONSUMER NEWSPAPER CAMPAIGN

Founders Brewing Co. - Around the Brewery Campaign

Driven

2014 D SHOW

PRINT - OUT OF HOME SINGLE

Founders Brewing Co. - Local Truck Wrap

Driven

2014 D SHOW

PRINT - OUT OF HOME SINGLE

Chevrolet Silverado - Where there's a __, There's a way.
Leo Burnett Detroit

2014 D SHOW

CONSUMER RADIO – SINGLE OVER \$7500

Pure Michigan - Songs of Summer
McCann Detroit

2014 D SHOW

CONSUMER RADIO – CAMPAIGN OVER \$15,000

Pure Michigan – Songs of Summer, Soul, X
McCann Detroit

2014 D SHOW

CONSUMER TV– SINGLE OVER :30

Dodge - Wisdom
The Richards Group

2014 D SHOW

CONSUMER TV– SINGLE OVER :30

GM/Chevy Silverado - Band
Leo Burnett Detroit & LatinWorks

2014 D SHOW

CONSUMER TV– SINGLE OVER :30

GM/Chevy Silverado - Convert
Leo Burnett Detroit

2014 D SHOW

CONSUMER TV– SINGLE OVER :30

GM/Chevy Silverado - Her Horse
Leo Burnett Detroit

2014 D SHOW

CONSUMER TV– SINGLE OVER :30

GM/Chevy Silverado - Life
Leo Burnett Detroit

2014 D SHOW

CONSUMER TV– CAMPAIGN OVER :30

Chevy Silverado-Convert, Her Horse, Broken Fence
Leo Burnett Detroit

2014 D SHOW

CONSUMER TV– SINGLE :30 & UNDER

JBL/Harman - Epic Chord Fail/JBL Wireless
Doner

2014 D SHOW

CONSUMER TV– SINGLE :30 & UNDER

GM/Buick Lacrosse - Dance
Leo Burnett Detroit

2014 D SHOW

CONSUMER TV– SINGLE OVER :30 & UNDER

Chevrolet - The New Efficient
Commonwealth Detroit

2014 D SHOW

INTEGRATED BRANDING CAMPAIGN

GM/Chevy Silverado - Purple Roads
Leo Burnett Detroit

2014 D SHOW

INNOVATIVE - BRANDED ENT./PRODUCT PLACEMENT

Ford Motor Company - One Tank Adventure
Team Detroit

2014 D SHOW

INNOVATIVE – GUERILLA MARKETING

Bellefaire JCB - Take A Closer Look
Doner

2014 D SHOW

INNOVATIVE – ONLINE BRANDED CONTENT

GM/Chevy Silverado - Purple Roads
Leo Burnett Detroit

2014 D SHOW

INNOVATIVE MEDIA

Navy - Project Archeteuthis
Lowe Campbell Ewald

2014 D SHOW

WEBSITES & MICROSITES – BRANDED EXPERIENCE

Ford Motor Company - And Is Better Tumblr
Team Detroit

2014 D SHOW

WEBSITES & MICROSITES – BRANDED EXPERIENCE

GM - 2014 Stingray Corvette Biometric Test Drive
Commonwealth/McCann

2014 D SHOW

ONLINE FILMS & VIDEO – SHORT FORM

Chevrolet - Perfect/Malibu
Commonwealth Detroit

2014 D SHOW

ONLINE FILMS & VIDEO – VIDEO SERIES

Ford Motor Company - One Tank Adventure
Team Detroit

2014 D SHOW

DIGITAL MEDIA – SOCIAL MEDIA

Ford Motor Company - And Is Better Tumblr
Team Detroit

2014 D SHOW

DIGITAL MEDIA – SOCIAL MEDIA

GM/Chevy Silverado - Purple Roads
Leo Burnett Detroit

2014 D SHOW

DIGITAL MEDIA – SOCIAL MEDIA

Chevrolet - Malibu Social
Commonwealth Detroit

2014 D SHOW

DIRECT MARKETING – B2B - SINGLE

Word Verve - Black Booty
McCann Detroit

2014 D SHOW

DIRECT MARKETING – B2B - SINGLE

Word Verve - Lard of the Flies
McCann Detroit

2014 D SHOW

DIRECT MARKETING – B2B - SINGLE

Word Verve - Madame Ovary
McCann Detroit

2014 D SHOW

DIRECT MARKETING – B2B - CAMPAIGN

Word Verve-Lard of Flies/Black Booty/Madame Ovary
McCann Detroit

2014 D SHOW

DIRECT MARKETING – LAUNCH KITS

Chrysler Group LLC - JXP B2B Launch Kit
Union Adworks

2014 D SHOW

GRAPHIC DESIGN

Alternatives for Girls - Annual Report
Union Adworks

2014 D SHOW

GRAPHIC DESIGN - PACKAGING

Blakes Hard Cider Co. - Blakes Hard Cider
McCann Detroit

2014 D SHOW

GRAPHIC DESIGN - LOGOS

Bizdom - Cookie
Leo Burnett Detroit

2014 D SHOW

GRAPHIC DESIGN - POSTERS

Kiera Watering Cans - Flower
McCann Detroit

2014 D SHOW

GRAPHIC DESIGN - POSTERS

Kiera Watering Cans - Ladybug
McCann Detroit

2014 D SHOW

GRAPHIC DESIGN - POSTERS

Kiera Watering Cans - Recycle
McCann Detroit

2014 D SHOW

GRAPHIC DESIGN - POSTERS

Four Seasons Bonsai Club - Tire
McCann Detroit

2014 D SHOW

GRAPHIC DESIGN - POSTERS

Four Seasons Bonsai Club - Kite
McCann Detroit

2014 D SHOW

GRAPHIC DESIGN - POSTERS

Carhartt Jazz Fest Poster-Tool/Instrument
Carhartt

2014 D SHOW

PRODUCT SALES PRESENTATION - CATALOG

Carhartt Fall 2013 Look Book - Oregon
Carhartt

2014 D SHOW

PRODUCT SALES PRESENTATION-SALES KITS FOLDERS

Chrysler Group LLC - JXP Licensing Kit
Union Adworks

2014 D SHOW

PRODUCT SALES PRESENTATION-SALES KITS FOLDERS

Chrysler Group LLC - Jeep Spirit Licensing Kit
Union Adworks

2014 D SHOW

PRODUCT SALES PRESENTATION - CATALOG

Carhartt K87 Tough Tag
Carhartt

2014 D SHOW

THE CRAFT - ILLUSTRATION

Ford Motor Company - And Is Better Tumblr
Team Detroit

2014 D SHOW

THE CRAFT - ORIGINAL MUSIC - COMMERCIAL

BMW F33 4 - Cabrio Comfort
Yessian Musc for Interone/Germany

2014 D SHOW

THE CRAFT – MUSIC RE-ARRANGEMENT - COMMERCIAL

GM/Chevy Silverado - Life

Leo Burnett Detroit

2014 D SHOW

THE CRAFT – MUSIC RE-ARRANGEMENT - COMMERCIAL

GM/Chevy Silverado - Life

Leo Burnett Detroit

2014 D SHOW

THE CRAFT – EDITING - COMMERCIAL

Chrysler LLC - America's Import

Cutters Studio for GlobalHue

2014 D SHOW

THE CRAFT – EDITING - COMMERCIAL

Carhartt - Quick Duck

Cutters Studio for Carhartt

2014 D SHOW

THE CRAFT – EDITING – COMMERCIAL

GM/Chevy Silverado - Her Horse

Leo Burnett Detroit

2014 D SHOW

THE CRAFT – CINEMATOGRAPHY – COMMERCIAL

GM/Chevy Silverado - Her Horse

Leo Burnett Detroit

2014 D SHOW

THE CRAFT – THE WRITTEN WORD– COMMERCIAL

GM/Chevy Silverado - Her Horse

Leo Burnett Detroit

2014 D SHOW

THE CRAFT – THE WRITTEN WORD– COMMERCIAL

GM - 2014 Opening Ceremony

Commonwealth//McCann

2014 D SHOW

THE CRAFT – PHOTOGRAPHY

Trumpet Player
Christie Materni Photography

2014 D SHOW

THE CRAFT – DESIGN LOGO/TRADEMARK

Ford Motor Company - Wallace Guitars Logo
Team Detroit

2014 D SHOW

STUDENT PRINT

A Dentist's Best Friend, Juju Fruit
CCS - Zack Szott, Courtney Hudson

2014 D SHOW

STUDENT PRINT

Germany's Best Bear, Haribo Gold Bears
CCS - Sally Lee, Katelyn Randazzo

2014 D SHOW

STUDENT PRINT

Germany's Best Bear, Haribo Gold Bears
CCS - Sally Lee, Katelyn Randazzo

2014 D SHOW

STUDENT PRINT

Get Your Swiss On, Toblerone
CCS - Kristina Fudalla, Katelyn Fischer

2014 D SHOW

STUDENT PRINT

Crème de la Crème, Andes
CCS - Cheyanne Luna, Courtney Hudson

2014 D SHOW

STUDENT PSA/POLITICAL

Develop Right, Save the Arts
CCS - Jonathon Martin

2014 D SHOW

STUDENT DIGITAL MEDIA

Shinola Branded Experience
CCS – Student Team

2014 D SHOW
STUDENT DIGITAL MEDIA
Shinola Microsite
CCS – Student Team

2014 D SHOW
STUDENT DIGITAL MEDIA
Shinola Curator Magazine
CCS – Student Team

2014 D SHOW
STUDENT DIGITAL MEDIA
Awkward
CCS - Liz Jablonski

2014 D SHOW
STUDENT DIGITAL MEDIA
Haystack
CCS - Anastasia McKendrick

2014 D SHOW
STUDENT CGI/ANIMATION
Newsroom
CCS - Dakota Page

2014 D SHOW
STUDENT DIGITAL MEDIA
Bored Baloo, Save the Arts
CCS - Ndubisi Okoye

2014 BEST OF AWARDS

2014 D SHOW – BEST OF PRINT
Founders Brewing Co.
Around the Brewery Campaign
Driven

2014 D SHOW - BEST OF TV
GM/Chevy Silverado
Life
Leo Burnett Detroit

2014 D SHOW - BEST OF INTEGRATED BRANDING

GM/Chevy Silverado
Purple Roads
Leo Burnett Detroit

2014 D SHOW - BEST OF DIGITAL MEDIA

Chevrolet
Perfect/Malibu
Commonwealth Detroit

2014 D SHOW - BEST OF SOCIAL MEDIA

Ford Motor Company
And Is Better Tumblr
Team Detroit

2014 D SHOW - BEST OF INNOVATIVE MARKETING

Navy - Project Archeteuthis
Lowe Campbell Ewald

2014 D SHOW - BEST OF GRAPHIC DESIGN

Alternatives for Girls
Annual Report
Union Adworks

2014 D SHOW - BEST OF COLLATERAL/SALES PRES.

Carhartt
Fall 2013 Look Book - Oregon
Carhartt

2014 D SHOW - BEST OF THE CRAFT

Chrysler LLC
America's Import
Cutters Studio for GlobalHue

2014 D SHOW – THE JOE

Carhartt
Fall 2013 Look Book - Oregon
Carhartt

2014 D SHOW – THE AMBASSADOR

Jason Hall
Slow Roll

2014 D SHOW - BEST OF SHOW

GM/Chevy Silverado

Purple Roads

Leo Burnett Detroit