

## **2015 D SHOW WINNERS LIST**

### **BEST OF AWARDS**

#### **BEST OF PRINT**

NGK Spark Plugs  
Snow/Make Fast Faster  
Doner

#### **BEST OF TV**

Neato Robotics  
Neato Knows  
Doner

#### **BEST OF INTEGRATED BRANDING**

Manchester United/Chevrolet  
Summer of Play  
Commonwealth//McCann

#### **BEST OF CINEMA / NON-BROADCAST**

Ford Motor Company  
Go Further Stories Campaign 1  
Team Detroit

#### **BEST OF DIGITAL MEDIA**

General Motors/Chevrolet  
Technology & Stuff  
Commonwealth // McCann

#### **BEST OF SELF PROMOTION**

Detroit Portfolio Night  
Team Detroit

#### **THE JOE**

FIAT 500x  
Blue Pill  
The Richards Group

#### **THE AMBASSADOR**

Detroit Creative Corridor Center  
Detroit Design Festival

#### **BEST OF SHOW**

Michigan Women's Foundation

Enough Said (End Sexual Assault in Detroit) Brochure  
Brogan & Partners

**D AWARDS**

**PRINT - CONSUMER MAGAZINE SINGLE**

Alfa Romeo - Wood  
Doner

**PRINT - CONSUMER MAGAZINE SINGLE**

NGK Spark Plugs - Snow/Make Fast Faster  
Doner

**PRINT - CONSUMER MAGAZINE SINGLE**

NGK Spark Plugs - Arms/Make Fast Faster  
Doner

**PRINT - OUT OF HOME SINGLE**

Camaro - Cape  
Commonwealth // McCann

**CONSUMER TV- SINGLE OVER :30**

Jeep - Beautiful Lands  
The Richards Group

**CONSUMER TV- SINGLE OVER :30**

FIAT 500x - Blue Pill  
The Richards Group

**CONSUMER TV- SINGLE OVER :30**

Manchester United/Chevrolet - Shirt Reveal  
Commonwealth // McCann

**CONSUMER TV- SINGLE :30 & UNDER**

Neato Robotics - Card/NEATO KNOWS  
Doner

**CONSUMER TV- SINGLE :30 & UNDER**

Shattering Perceptions - Choice  
Commonwealth // McCann

**CONSUMER TV- CAMPAIGN :30 & UNDER**

Neato Robotics - Neato Knows  
Doner

**CINEMA OR NON-BROADCAST SINGLE**

Mercedes-Benz - Vanapalooza: History of the Van  
Pluto

**CINEMA OR NON-BROADCAST SINGLE**

Carhartt - The Road Home  
Carhartt

**CINEMA OR NON-BROADCAST SINGLE**

General Motors/Chevrolet - Almighty Aluminum Man  
Commonwealth // McCann

**CINEMA OR NON-BROADCAST CAMPAIGN**

Ford Go Further Stories Campaign 1  
Team Detroit

**CINEMA OR NON-BROADCAST CAMPAIGN**

General Motors/Chevrolet - Colorado Films  
Commonwealth // McCann

**PSA OR POLITICAL COLLATERAL SINGLE**

Michigan Women's Foundation - Enough Said Brochure  
Brogan & Partners

**PSA OR POLITICAL COLLATERAL CAMPAIGN**

HAVEN - Mr. Nice Guy  
Campbell Ewald

**PSA OR POLITICAL COLLATERAL CAMPAIGN**

United Way - Street Mentor Campaign  
Leo Burnett Detroit

**INTEGRATED BRANDING CAMPAIGN OVER \$250,000**

Manchester United/Chevrolet - Summer of Play  
Commonwealth // McCann

**INTEGRATED BRANDING CAMPAIGN UNDER \$250,000**

Envo Water - Envo Case Study  
Leo Burnett Detroit

**INTEGRATED BRANDING CAMPAIGN UNDER \$250,000**

General Motors/Chevrolet - Technology & Stuff  
Commonwealth // McCann

**INNOVATIVE – BRANDED ENT. / PROD. PLACEMENT**

General Motors/Chevrolet - Kid Rock Film 'Everything You Love'  
Commonwealth // McCann

**INNOVATIVE – GUERILLA MARKETING**

Keira - Rains  
McCann Detroit

**INNOVATIVE MEDIA**

General Motors/Chevrolet - Technology & Stuff  
Commonwealth // McCann

**WEBSITES AND MICROSITES – BRANDED GAMES**

Ohio Art - #SketchMadness  
Team Detroit

**ONLINE FILMS & VIDEO – SHORT FORM**

Buick Achievers Film  
Leo Burnett Detroit

**ONLINE FILMS & VIDEO – SHORT FORM**

Detroit Portfolio Night  
Team Detroit

**ONLINE FILMS & VIDEO – SHORT FORM**

Carhartt - Generations Teaser  
Carhartt

**ONLINE FILMS & VIDEO – SHORT FORM**

General Motors/Chevrolet - Almighty Aluminum Man  
Commonwealth // McCann

**ONLINE FILMS & VIDEO – LONG FORM**

Downtown Boxing Gym Youth Program  
Team Detroit

**ONLINE FILMS & VIDEO – LONG FORM**

Carhartt - Generations Rankin Ranch  
Carhartt

**ONLINE FILMS & VIDEO – VIDEO SERIES**

FCA - Under the Hood of Country Music  
Sapient Nitro

**ONLINE FILMS & VIDEO – VIDEO SERIES**

Ford Go Further Stories Campaign 1  
Team Detroit

**DIGITAL MEDIA – SOCIAL MEDIA CAMPAIGN**

NCAA - Bench Hidden Camera  
Leo Burnett Detroit

**DIGITAL MEDIA – SOCIAL MEDIA CAMPAIGN**

United Way - Street Vendor Campaign  
Leo Burnett Detroit

**DIGITAL MEDIA – SOCIAL MEDIA CAMPAIGN**

Ohio Art - #SketchMadness  
Team Detroit

**DIGITAL MEDIA – SOCIAL MEDIA ELEMENT**

United Way - Food for Thought  
Leo Burnett Detroit

**DIGITAL MEDIA – SOCIAL MEDIA ELEMENT**

United Way - Little Al  
Leo Burnett Detroit

**DIGITAL MEDIA – SOCIAL MEDIA ELEMENT**

United Way - Story Time with Key  
Leo Burnett Detroit

**DIGITAL MEDIA – SOCIAL MEDIA INNOVATION**

General Motors/Chevrolet - Technology & Stuff  
Commonwealth // McCann

**DIGITAL MEDIA – SOCIAL MEDIA INNOVATION**

GM/Chevrolet – Colorado Truck Up Your Profile  
Commonwealth // McCann

**SELF PROMOTION – AGENCY**

DigitasLBi Detroit Brand Fellowships  
DigitasLBi Detroit

**SELF PROMOTION – AGENCY**

Detroit Portfolio Night  
Team Detroit

**DIRECT MARKETING – B2B - CAMPAIGN**

Word Verve - Apes of Wrath, Mockingbird, SS BangBang  
McCann Detroit

**GRAPHIC DESIGN**

Creative Engine Team Detroit House Ad  
Team Detroit

**GRAPHIC DESIGN - PACKAGING**

McClure's Bloody Mary Box  
DRIVEN

**GRAPHIC DESIGN - PACKAGING**

McClure's Custom Tape  
DRIVEN

**GRAPHIC DESIGN - PACKAGING**

Michelada  
DRIVEN

**GRAPHIC DESIGN - PACKAGING**

Blake's Hard Cider Co. - Cyser  
McCann Detroit

**GRAPHIC DESIGN - POSTERS**

DigitasLBI Detroit - Iconic City Poster  
DigitasLBI

**GRAPHIC DESIGN - POSTERS**

Detroit Portfolio Night  
Team Detroit

**GRAPHIC DESIGN – SPECIAL EVENT MATERIAL**

Detroit Portfolio Night  
Team Detroit

**COLLATERAL/SALES PROMOTION – POSTERS SINGLE**

Keira - Paint by Number  
McCann Detroit

**COLLATERAL/SALES PROMOTION – POSTERS CAMPAIGN**

NCAA - Don't Let Me Beat You Campaign  
Leo Burnett Detroit

**COLLATERAL/SALES PROMOTION – POSTERS CAMPAIGN**

D-Show Poster Campaign 1

Leo Burnett Detroit

**COLLATERAL/SALES PROMOTION – POSTERS CAMPAIGN**

D-Show Poster Campaign 2

Leo Burnett Detroit

**THE CRAFT – ILLUSTRATION - COMMERCIAL**

Ram Trucks- Welcome to Truck Country: Campfire

The Richards Group

**THE CRAFT – ILLUSTRATION - COMMERCIAL**

Ram Trucks- Welcome to Truck Country: Dinner

The Richards Group

**THE CRAFT – ILLUSTRATION - COMMERCIAL**

General Motors/Chevrolet - Winwood

Commonwealth // McCann

**THE CRAFT – ILLUSTRATION – NON-COMMERCIAL**

D Show - Bearded Hipster Poster

Leo Burnett Detroit

**THE CRAFT – ILLUSTRATION – NON-COMMERCIAL**

D Show – Crusty Human Fossil Poster

Leo Burnett Detroit

**THE CRAFT – ILLUSTRATION – NON-COMMERCIAL**

D Show – Lil Miss Intern Poster

Leo Burnett Detroit

**THE CRAFT – ILLUSTRATION – NON-COMMERCIAL**

D Show – Mighty Himbo Poster

Leo Burnett Detroit

**THE CRAFT – ILLUSTRATION – NON-COMMERCIAL**

D Show – Taste Fairy Poster

Leo Burnett Detroit

**THE CRAFT – ILLUSTRATION – NON-COMMERCIAL**

D Show – Two Faced Suit Poster

Leo Burnett Detroit

**THE CRAFT – DESIGN MAGAZINE**

Cadillac Magazine  
Campbell Ewald

**THE CRAFT – ORIGINAL MUSIC - COMMERCIAL**

Ram Trucks- Courage Inside  
The Richards Group

**THE CRAFT – ORIGINAL MUSIC - COMMERCIAL**

Ram - Roots and Wings  
The Richards Group

**THE CRAFT – ORIGINAL MUSIC - COMMERCIAL**

McDonalds - So Schmeckt Spass  
Yessian Music

**THE CRAFT – ORIGINAL MUSIC – NON-COMMERCIAL**

One World Observatory - See Forever  
Yessian Music

**THE CRAFT – ORIGINAL MUSIC – NON-COMMERCIAL**

Wanda Movie Park - Hubei In The Air  
Yessian Music

**THE CRAFT – ORIGINAL MUSIC – NON-COMMERCIAL**

Wanda Movie Park - Star Journey  
Yessian Music

**THE CRAFT – ORIGINAL MUSIC – NON-COMMERCIAL**

Wanda Movie Park - Ultimate Energy  
Yessian Music

**THE CRAFT – SOUND DESIGN – COMMERCIAL**

Buick Verano - Born to Run  
Yessian Music

**THE CRAFT – SOUND DESIGN – NON-COMMERCIAL**

Wanda Movie Park - Star Journey  
Yessian Music

**THE CRAFT – EDITING - COMMERCIAL**

Ram Trucks - Monday  
The Richards Group



**THE CRAFT – EDITING - COMMERCIAL**

Ram Trucks - Courage Inside  
The Richards Group

**THE CRAFT – EDITING - COMMERCIAL**

Ford Solar Solstice  
Cutters

**THE CRAFT – CINEMATOGRAPHY – COMMERCIAL**

Ram Trucks - Courage Inside  
The Richards Group

**THE CRAFT – THE WRITTEN WORD – COMMERCIAL**

Ram Trucks - Monday  
The Richards Group

**STUDENT PRINT**

Hail Stoned  
CCS – Jonathan Hurd

**STUDENT PRINT**

Train Car  
CCS - Jason Manns, Ellen Wareham

**STUDENT TV**

As Good As Old  
CCS – John Sippel, Dakota Page

**STUDENT INTEGRATED BRANDING CAMPAIGN**

As Good As Old  
CCS – John Sippel, Dakota Page

**STUDENT DIGITAL MEDIA**

Ally  
CCS – Alexandra Pizzimenti

**STUDENT DIGITAL MEDIA**

Ear 2 Ear  
CCS - Alexandra Pizzimenti

**STUDENT DIGITAL MEDIA**

N'Found  
CCS - Hyun Jee (Sally) Lee