

2017 D SHOW WINNERS

Entry Code	Sub-Category	Title	Client Name	Company
PRINT				
	Newspaper Full Page or Spread	Mike Ilitch	Chevrolet	Commonwealth//McCann
	Magazine Full Page or Spread	Wave	GM Marine	Leo Burnett
	Magazine Full Page or Spread	Detroit Bikes_ Old Fashioned Way: Face	Detroit Bikes	GTB
	Magazine Full Page or Spread	Detroit Bikes_ Old Fashioned Way: Fist	Detroit Bikes	GTB
	Magazine Full Page or Spread	Detroit Bikes_ Old Fashioned Way: Gear	Detroit Bikes	GTB
	Magazine Full Page or Spread	Detroit Bikes: The Old Fashioned Way	Detroit Bikes	GTB
	Magazine Full Page or Spread	Tree Hugger	Fiat Chrysler Automobiles	Doner
	Magazine Full Page or Spread	Silverado "Lifeline"	Chevrolet	Commonwealth//McCann
RADIO				
	Under \$15000 - Campaign	Dealer Radio	Chevrolet	Commonwealth//McCann
TELEVISION/NON-BROADCAST				
	Over :30	Unstuck	Ford	GTB
	Over :30	Lego Batman	Chevrolet	Commonwealth//McCann
	:30 and Under	Pool Party	JBL	Doner
	:30 and Under	Water Dance	JBL	Doner
	:30 and Under	Homework, Rainy Afternoon, Real Date	IHOP	Campbell Ewald
	:30 and Under	ALDI Likes Campaign	ALDI	McCann Detroit
	Cinema or Non-Broadcast	Alfa Romeo, The Take Off Test Drive	Alfa Romeo	Huge
	Cinema or Non-Broadcast	Lego Batman	Chevrolet	Commonwealth//McCann
PSA/POLITICAL				
	Public Service/Political Television	Rain, Crawl, Beatbox	National Responsible Fatherhood Clearinghouse	Campbell Ewald
	Public Service/Political Television	Opioids: Know the Rx - Memorial	The Cuyahoga County Opioid Marketing Task Force	Doner
	Public Service/Political Digital	The beNeFit IV Videos	Quicken Loans	Quicken Loans
INTEGRATED BRANDING CAMPAIGN				
	Over \$250,000 Production Budget	U by Kotex Fitness Launch	Kimberly-Clark - U by Kotex	Organic, Inc.
	Over \$250,000 Production Budget	Lego Batman	Chevrolet	Commonwealth//McCann
	Over \$250,000 Production Budget	Living Proof	Allegheny Health Network	Doner
	Over \$250,000 Production Budget	The Human Race	Chevrolet	Commonwealth//McCann
	Over \$250,000 Production Budget	Strengthening Perceptions	Chevrolet	Commonwealth//McCann

2017 D SHOW WINNERS

INNOVATIVE MARKETING				
	Branded Entertainment/Placement	Lego Batman	Chevrolet	Commonwealth//McCann
	Experiential Marketing/Events/Stunts	Google Allo II Stranger Things	Google, Netflix	Hook Studios
	Experiential Marketing/Events/Stunts	Girls' Fast Track Races	Ford	GTB
	Experiential Marketing/Events/Stunts	Nothing to Sell	Minute Maid	Doner
	Online Branded Content	Stereotypes	Chevrolet	Commonwealth//McCann
	Innovative Media	Alfa Romeo, The Take Off Test Drive	Alfa Romeo	Huge
	Innovative Media	Chevrolet "New Year. New Roads."	Chevrolet	The Story Lab
	Innovative Media	Santa Clarita Diet Thrillboards	Netflix	Doner
	Innovative Media	Hambulance	Smithfield Foods	Doner
	Innovative Media	Lego Batman	Chevrolet	Commonwealth//McCann
	Innovative Media	Corvette Coffee	Chevrolet	Commonwealth//McCann
DIGITAL MEDIA				
	Environmental / Experiential	FordHub	Ford	GTB
	Brand Website	Lego Batman Website	Chevrolet	Commonwealth//McCann
	Branded Games	Verne: The Himalayas	Google Creative Lab	Hook Studios
	Branded Games	Snuggle Serenades	Snuggle	Campbell Ewald
	Advertising	Ford VR Campaign	Ford	GTB
	Innovation - creative solutions, placement and use of platform	Feed Your Smile	Potbelly Sandwich Works	Doner
GRAPHIC DESIGN				
	Magazine Publications	Detroit Bikes: The Old Fashioned Way	Detroit Bikes	GTB
	Packaging	McClure's + Valentine Gift Box	McClure's	Driven Creative Supply Co.
	Posters	Regina Spector	The Fillmore Detroit	Commonwealth//McCann
	Posters	Minus the Bear	St. Andrews Hall	Commonwealth//McCann
	Posters	Detroit Jazz Festival Poster	Carhartt	Carhartt
	Special Event Material	2016 DIA Fash Bash	Detroit Institute of Arts	GTB
	Special Event Material	Ford STEAM Pins	Ford	GTB
	Special Event Material	Celebrating the Ads Worth Saving	General Motors	McCann Detroit

2017 D SHOW WINNERS

SALES PROMOTION/COLLATERAL				
	Posters - Single	Sleeping with Sirens	The Fillmore Detroit	Commonwealth//McCann
	Posters - Single	Young the Giant	20 Monroe Live	Commonwealth//McCann
	Posters - Single	David Blain	20 Monroe Live	Commonwealth//McCann
THE CRAFT				
	Original Music Commercial	Volvo ABCs of Death	Volvo	Yessian Music
	Original Music Commercial	The Journey	84 Lumber	Future Perfect
	Sound Design Commercial	Silverado "It's True"	Chevrolet	Commonwealth//McCann
	Music Re-Arrangement Commercial	Disney Dream It Be It	Disney	Yessian Music
	Music Re-Arrangement Commercial	Walmart Good Times	Walmart	Yessian Music
	Music Re-Arrangement Commercial	Cinderella	Toyota	Future Perfect
	Editing Commercial	Silverado "It's True"	Chevrolet	Commonwealth//McCann
	Cinematography Commercial	On my way	Wells Fargo	Eightfold Creative
	Color Commercial	Connections	Michigan Lottery	SMZ
	Color Non-Commercial	Old School Child	Lin_Say	Cathel Color Company
STUDENT				
	Student Print	Seat Belts Save Lives	Harvey's	College for Creative Studies
	Student Print	Get Weider	Adult Swim	College for Creative Studies
	Student Print	Maze	Alzheimer's Association	College for Creative Studies
	Student Digital Media	The Powerplay Initiative	Coca Cola + Paveyen + Unicef	College for Creative Studies
	Student Digital Media	Exchange		College for Creative Studies
	Student Digital Media	Get Weider	Adult Swim	College for Creative Studies
	Student Craft	Snapchat		College for Creative Studies

2017 D SHOW WINNERS

BEST OF PRINT

<i>Nominees</i>	Commonwealth//McCann Leo Burnett GTB Doner	Chevrolet GM Marine Detroit Bikes Fiat Chrysler Automobiles
-----------------	---	--

<i>Winner</i>	Detroit Bikes: The Old Fashioned Way	Detroit Bikes	GTB
---------------	--------------------------------------	---------------	-----

BEST OF TV/NON-BROADCAST

<i>Nominees</i>	GTB Commonwealth//McCann Doner McCann Detroit Huge	Ford Chevrolet JBL ALDI Alfa Romeo
-----------------	--	--

<i>Winner</i>	ALDI Likes	ALDI	McCann Detroit
---------------	------------	------	----------------

BEST OF PSA/POLITICAL

<i>Nominees</i>	Doner Campbell Ewald Quicken Loans	The Cuyahoga County Opioid Marketing Task Force National Responsible Fatherhood Clearinghouse Quicken Loans
-----------------	--	---

<i>Winner</i>	Rain, Crawl, Beatbox	National Responsible Fatherhood Clearinghouse	Campbell Ewald
---------------	----------------------	---	----------------

BEST OF INTEGRATED BRANDING CAMPAIGN

<i>Nominees</i>	Commonwealth//McCann Organic Doner	Chevrolet Kimberly-Clark - U by Kotex Allegheny Health Network
-----------------	--	--

<i>Winner</i>	U by Kotex Fitness Launch	Kimberly-Clark - U by Kotex	Organic, Inc.
---------------	---------------------------	-----------------------------	---------------

2017 D SHOW WINNERS

BEST OF INNOVATIVE MARKETING

<i>Nominees</i>	Commonwealth//McCann GTB Doner Huge The Story Lab	Chevrolet Ford Netflix Alfa Romeo Chevrolet	
<i>Winner</i>	Santa Clarita Diet Thrillboards	Netflix	Doner

BEST OF DIGITAL MEDIA

<i>Nominees</i>	Commonwealth//McCann Hook Studios Campbell Ewald Doner GTB	Chevrolet Google Creative Lab Snuggle Potbelly Sandwich Works Ford	
<i>Winner</i>	Feed Your Smile	Potbelly Sandwich Works	Doner

BEST OF GRAPHIC DESIGN

<i>Nominees</i>	GTB Driven Creative Supply Co. Commonwealth//McCann Carhartt McCann Detroit	Detroit Bikes McClure's The Fillmore Detroit Carhartt General Motors	
<i>Winner</i>	Detroit Bikes: The Old Fashioned Way	Detroit Bikes	GTB

2017 D SHOW WINNERS

BEST OF THE CRAFT

Nominees

Yessian Music

Volvo

Future Perfect

Toyota

Eightfold Creative

Wells Fargo

SMZ

Michigan Lottery

Cathel Color Company

Lin_Say

Winner

Volvo ABCs of Death

Volvo

Yessian Music

BEST OF SHOW

Winner

Rain, Crawl, Beatbox

National Responsible Fatherhood Clearinghouse

Campbell Ewald

AMBASSADOR AWARD

Winner

Roula David & Jesse Cory

Murals in the Market