**2022 D SHOW SHORT LIST**

**5.20.2022**

**Best of Audio Marketing**

Campbell Ewald for OnStar, “Tell Me What Happened.”

Rocket Central Marketing for Rocket Mortgage, “Home Made Podcast.”

**Best of Branded Entertainment**

McCann Detroit for General Motors, “Everybody In.”

Weber Shandwick for Chevrolet, “My Chevy Truck” featuring Breland.

McCann Detroit for General Motors, “No Way Norway.”

Weber Shandwick for Chevrolet, “Putting the World on Notice, The Corvette Z06”

G7 Marketing for Ram Trucks “Ram BandVan”

VMLY&R and Mindshare for Ford Motor Company “Ford + Riders Republic”

**Best of Creative Use of Media**

Weber Shandwick for Chevrolet, “My Chevy Truck” featuring Breland.

Campbell Ewald for Coin Cloud, “Currency of Currency.”

Campbell Ewald for OnStar, “OnStar Crisis Mode.”

Hudson Rouge for The Lincoln Motor Company, “Lincoln National Relaxation Day.”

VMLY&R for Ford Motor Company, “The Lift Powered by Ford Podcast.”

VMLY&R for Ford Motor Company, “Ford + Riders Republic.”

**Best of Detroit Love**

Hudson Rouge for The Lincoln Motor Company, “Lincoln Restaurant Week.”

D/CAL for Gucci, “Gucci vs Everybody.”

Hook for Rocket Community Fund, “The Small Business Murals Project.”

Commonwealth/McCann for the Motown Museum, “Marvin Gaye Print/What’s Happening Brother”

Community for the Detroit Pistons, “We Hustle Different.”

Commonwealth/McCann for the Motown Museum, “Motown Past and Present”

Commonwealth/McCann for the Motown Museum, “Marvin Gaye Print What’s Going On.”

**Best of D-Versity**

Campbell Ewald for Coin Cloud, “Currency of Currency.”

Commonwealth/McCann for the Motown Museum, “Marvin Gaye Print - Wholy Holy.”

Commonwealth/McCann for the Motown Museum, “Marvin Gaye Print - What’s Going On.”

Commonwealth/McCann for the Motown Museum “Marvin Gaye Print- What’s Happening Brother”

Rocket Central Marketing for Rocket Mortgage “Rocket Tight Family”

Commonwealth/McCann for the Motown Museum, “Marvin Gaye Print - Right On.”

Commonwealth/McCann for the Motown Museum “Marvin Gaye Print- Mercy Mercy Me”

Campbell Ewald for Lambda Legal, “Stack the Deck Against Hate.”

**Best of Experiential/Live Shows**

Commonwealth/McCann for Chevrolet, “Apple Pie Hot Dog Case Film.”

First Fight for Commonwealth/McCann and Chevrolet, “Chevy Youth Baseball & MLB All-Star Game.”

Commonwealth/McCann for General Motors, “Exhibit Zero Arabia.”

**Best of Integrated Campaign**

G7 Marketing and GSDM for Ram Trucks, “Ram Trucks +Foo Fighters Spotlight”

D/CAL for Maestro Electronics, “Maestro Shape your Sound.”

Commonwealth/McCann for Chevrolet, “Apple Pie Hot Dog Case Film.”

Ludwig+ for Loan Simple, “The Simple Way to Home.”

Commonwealth/McCann for Chevrolet “Tahoe Suburban Launch”

D/CAL for Gibson Brands, Inc. “Gibson - Hear More of You”

VMLY&R for Ford Motor Company, “Ford Hall of Fans.”

**Best of Low Budget**

Commonwealth/McCann for The Fillmore Detroit, “CAAMP.”

Commonwealth/McCann for The Fillmore Detroit, “War on Drugs”

Commonwealth/McCann for The Fillmore Detroit, “Clairo “

Commonwealth/McCann for The Fillmore Detroit, “Blood Orange “

Commonwealth/McCann for The Motown Museum, “Motown Past and Present “

College for Creative Studies for College for Creative Studies, “Art School is Cool.”

First Fight for College for Creative Studies, “Simulation.”

**Best of Mobile**

Hook for Rocket Community Fund, “The Small Business Murals Project”

Doner for JBL, “JBL’s 75th”

**Best of Moving Picture**

D/CAL for Gucci, “Gucci vs Everybody”

College for Creative Studies for College for Creative Studies, “The Show”

Green Sky for Vogue Furniture, “Vogue Design by Time”

College for Creative Studies for College for Creative Studies, “Art School is Cool”

Leo Burnett Detroit for GMC Hummer, “Hummer EV SUV Reveal”

College for Creative Studies for College for Creative Studies, “The Show”

McCann Detroit for General Motors, “No Way Norway”

Hudson Rouge for The Lincoln Motor Company, “Where Does the Stress Go”

Sheet Metal Arts for Stellantis “Ram Trucks.”

Tibbs Inc. for Chevrolet, “Happy Mother’s Day.”

McCann Detroit for General Motors, “Everybody In.”

Woodward Original for Current Global and Kingsford Charcoal, “Preserve the Pit”

Woodward Original for Campbell Ewald and OnStar “OnStar Santa Tracker.”

Carol H Williams Advertising for General Motors and Chevrolet, ‘What’s Cool About Electric.”

Commonwealth/McCann for Chevrolet, “Flex.”

Rocket Central Marketing for Rocket Mortgage, ‘NFL Edges Virtual Reality.”

Rocket Central Marketing for Rocket Mortgage, “NFL Edges Camo”

Hudson Rouge for Lincoln Motor Company “Lincoln Wish List - First Snow.”

Rocket Central Marketing for Rocket Mortgage, “Holes.”

Commonwealth/McCann for Chevrolet, “Taco Truck.”

Rocket Central Marketing for Rocket Mortgage, “Certain is Better.”

Commonwealth/McCann for Chevrolet, “Walter the Cat.”

Commonwealth/McCann for Chevrolet, “Walter in the Winter.”

Community for the Detroit Pistons, “We Hustle Different.”

Doner for Stellantis, “The Middle.”

Commonwealth/McCann for Chevrolet “Holiday Ride.”

**Best of Student**

Adam Dellavecchia from College for Creative Studies, Doritos, “Love Triangle.”

Julianna Rabban from College for Creative Studies for Milwaukee Tools, “Innovation Beyond Intention.”

Adam Dellavecchia from College for Creative Studies, “Tile - Never Lose Your” series

Adam Dellavecchia from College for Creative Studies for Bang & Olufsen, “Find Bang & Olufsen.”

Simon Post, Abby Leon, Heidi Groenboom, Ben Brushaber and Noah Shin from Calvin College and SKYLIGHT: The MMSC Student Media Agency for The Miracle League of Plymouth

Adam Dellavecchia from College for Creative Studies, “Spotify, Music That Delivers.”

Adam Dellavecchia from College for Creative Studies, “ Tile - The Big Game.”

Adam Dellavecchia from College for Creative Studies, “Tile - The Drive.”

**Best of Digital**

Commonwealth/McCann for Chevrolet, “Apple Pie Hot Dog.”

Commonwealth/McCann for Chevrolet, “Guy Fieri Apple Pie Recipe.”

Weber Shandwick for Chevrolet, “My Chevy Truck” featuring Breland.

Hudson Rouge for The Lincoln Motor Company, “Where Does the Stress Go.”

Hudson Rouge for The Lincoln Motor Company, “Lincoln Wish List Snowy Surprise.”

Leo Burnett for GMC Hummer, “EV Declassified.”

**Best of Print**

Commonwealth/McCann for Chevrolet, “Corvette Blur Catalog.”

Commonwealth/McCann for Motown Museum, “Marvin Gaye print – What’s Going On.”

Commonwealth/McCann for Motown Museum, “Marvin Gaye print – Mercy Mercy Me.”

Commonwealth/McCann for Motown Museum, “Marvin Gaye print – What’s Happening Brother.”

Commonwealth/McCann for Motown Museum, “Marvin Gaye print – Right On.”

Commonwealth/McCann for Motown Museum, “Marvin Gaye print – Wholy Holy”

**Best of Public Relations**

Weber Shandwick for Cadillac, “It’s Time to Let Go.”

Commonwealth/McCann for Chevrolet, “Apple Pie Hot Dog Case Film.”

Weber Shandwick for General Motors, “Hummer EV Reveal”

Lafayette American for Coalition of Menstruation Rights Activists, “Period Tax Campaign.”

Telemetry for Howe Foundation, “Howe Foundation NFT Campaign.”

**Best of Social Impact**

Campbell Ewald for OnStar, “OnStar Crisis Mode.”

Eightfold Collective for “Ipseity - Marisa’s Story.”

Woodward Original for Current Global and Kingsford Charcoal, “Kingsford - Preserve the Pit.”

Doner for Aveeno Baby, “Aveeno Baby Eczema Equality.”

Doner for Allegheny Health Network, “The Vitals: EMS.”

Hudson Rogue for Lincoln Motor Company, “Lincoln National Relaxation Day.”

**Best of Craft**

Woodward Original for Current Global and Kingsford, “Kingsford - Preserve the Pit.”

Community for The Detroit Pistons, “We Hustle Different”

Commonwealth/McCann for Chevrolet “Holiday Ride”

D/CAL for Gibson Brands “Gibson Hear More of You.”

Commonwealth/McCann for Chevrolet “Walter the Cat.”

Leo Burnett for GMC Hummer, “Hummer EV SUV Reveal”

Cutters for High Dive and Rocket Mortgage, “Certain is Better - Pro”

Cutters for High Dive and Rocket Mortgage “Certain is Better.”

Reprise Post for Innocence Project, “The Happiest Day.”

Reprise Post for JBL, “JBL Off the Charts for 75 Years and Counting”

Cutters for High Dive and Jeep “Earth Odyssey.”

D/CAL for Maestro Electronics “Maestro - Shape Your Sound.”

Commonwealth/McCann for Motown Museum ,“Marvin Gaye Branding.”

Campbell Ewald for Chevrolet ,“Chevy New Roads Mapping Speed”

Makerhouse and VMLY&R for Ford Motor Company, “Ford Fund Animations.”

College for Creative Studies for College for Creative Studies, “Doodles.”

The Guerrilla Politic for Reparation Generation, “Reparation Generation Identity Design.”

Yessian for Leo Burnett and Cadillac, “Cadillac Scissorhands Hands Free.”

Yessian for Hudson Rouge and the Lincoln Motor Company, “Lincoln Ivory Keys.”

Yessian for Decoded Advertising and Penn State, “Penn State Power.”

Sneak Attack Music for Nike Australia and Nike, “New Heroes. Jaryd Clifford.”

Commonwealth/McCann for Motown Museum, “Marvin Gaye Right On.”

Commonwealth/McCann for Motown Museum, “Marvin Gaye Wholy Holy.”

Campbell Ewald for Chevrolet, “Chevy New Roads Shooting the North Rim.”

Commonwealth/McCann for Motown Museum “Marvin Gaye What’s Going On.”

Commonwealth/McCann for Motown Museum, Marvin Gaye Flyin High.”

Commonwealth/McCann for Motown Museum, What’s Happening Brother.”

Cutters for High Dive and Jeep, “Earth Odyssey.”

Hudson Rogue for The Lincoln Motor Company, “Lincoln Ivory Steps.”

Yessian for Midnight Sherpa and Sony, “Sony Atmos Soundbar.”

Yessian for Leo Burnett and Cadillac, “Escalade RZA 36 Speakers.”

Cutters for The Distillery Project and Arrow, “Arrow Prometeo.”

Commonwealth/McCann for Chevrolet, “Walter in the Winter.”

Sheet Metal Arts for Stellantis-Dodge, “Dodge Performance Made Us Do It.”

D/CAL for Gibson Brands, “Gibson Hear More of You.”

Commonwealth/McCann for General Motors, “Exhibit Zero.”