

The Adcraft Club of Detroit Recognizes Metro Detroit's Best Work in Advertising

Written by Australian Business

(PRLEAP.COM) **DETROIT, Dec. 6, 2013** – [The Adcraft Club of Detroit](#) recognized Metro Detroit's best work in the advertising industry Wednesday during the organization's Seventh Annual D Show. The awards ceremony was held at Detroit's Masonic Temple and recognized the best advertising work in TV, print, integrated marketing and digital media from the area during the past year. Local agencies submitted roughly 500 entries for consideration, with winners coming from The Richards Group, Team Detroit, Beast Detroit, Doner and Switch Post.

"With our annual D Show, we aim to reward hard work and creativity in our goal to cultivate a strong base of advertising and marketing in Metro Detroit," said Stuart O'Neil, chairman of Adcraft's D Council, the group that puts the D Show together each year. "Some of the best creative minds in the industry come from Metro Detroit, and that talent was apparent tonight."

The complete list of winners include:

Best of TV TITLE: Farmer AGENCY: The Richards Group CLIENT: Ram Trucks CCO: Stan Richards CD/AD: Jimmy Bonner

Best of Print TITLE: Polartec - Alpha Print Campaign AGENCY: Doner CLIENT: Polartec CCO: Rob Strasberg ECD: Murray White CD: Virgil Adams, Rich Toltzman Project Manager: Kellie Kafantaris Production Manager: Brent Hodge

Best of Integrated Marketing TITLE: Ford Fiesta Movement AGENCY: Team Detroit CLIENT: Ford Motor Company ECO: Toby Barlow ECD: Scott Lange, Curtis Melville, Eric McClellan CD: Stuart O'Neil, Todd Ruthven

Best of Digital Media TITLE: Burn Rubber AGENCY: Beast Detroit CLIENT: Burn Rubber Editor: Chris Chynoweth

Best of the Craft TITLE: Chevy Stingray NAIASA AGENCY: Switch Post & Gold Sound for JM Worldwide CLIENT: Chevrolet CD: Dave Silcox Executive Producer: Linda Nahas, Etta Menlo Producer: Kathleen Muller

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The Joe (selected by local journalists) TITLE: Burn Rubber AGENCY: Beast Detroit CLIENT: Burn Rubber Editor: Chris Chynoweth

Best of Show TITLE: Farmer AGENCY: The Richards Group CLIENT: Ram Trucks CCO: Stan Richards CD/AD: Jimmy Bonner

With more than 1,600 members, the Adcraft Club of Detroit is one of the largest organizations of its kind and includes executives from some of the most well-respected and established agency, corporate and publishing brands in the world. Adcraft's membership derives strength from the auto industry, the biggest advertising spender in the world, representing as much as 15 percent of all the advertising investment in the United States.

For more information visit www.Adcraft.org.

About Adcraft Club of Detroit

Established in 1905, the Adcraft Club of Detroit brings together members of the media, advertiser and agency community to exchange big ideas, support and educate one another as means of evolving their own professional development and the creative industry they are a part of. With 1,600 plus members, the Adcraft Club of Detroit houses some of the most well-respected and established consumer brands in the world.

Media Contact