



D SHOW 2021

CATEGORIES & ENTRY GUIDELINES

ABOUT THE D SHOW AWARDS

The D Show recognizes the amazing breadth and depth of the creative talent in Detroit.

It's true, we create a lot of really great sh*t and the D Show is designed to be a celebration of ideas that are conceptually amazing AND well executed. Yes, it's that super-powerful and uber-magical combination of both that will earn you that highly coveted, and kinda heavy for its size, D award.

In each and every category, and for our Best Of Show, we truly want it to be all about honoring the creamiest of the crop. So, may the best idea, executed the best, win.



WHO CAN AND SHOULD ENTER

The D Show call for entries is proudly open to any Detroit-based agency, client, design studio, broadcaster, publisher, production house, freelancer, student artist or individual responsible for the development and/or execution of creative work.

All work must fall within the outlined categories (more to come on these in a sec).

All entries must have been first published, posted or aired in their original form between June 1, 2019 and December 31, 2020 in a form of media and/or exposed to a substantial audience (with the exception of the new dead ideas/spec category).

The creative concept must have roots in Detroit, whether it's work from a Detroit-based agency or for a Detroit-based client. The D Council reserves the right to request proof of initial publication, posting or airdate, as well as proof of creation or production dates. Any submissions that have been previously entered in the D Show and are materially unchanged will not be eligible.

WHO PICKS WHAT WINS

Winning a D Show award is kind of a big deal.

That's because we work hard to get a wide variety of kick-ass Judges from a wide variety of big-name ad and experience agencies, hot design firms, cool creative boutiques, and killer production companies from across the U.S., and from even around the world.

Oh, and we tell all of our Judges to not hold any punches. We want them to hold the stuff coming out of the D to a super-high standard, and so we insist they treat the work as if they were Judges for any big award show (you know the ones).

DEETS ON KEY DATES

CALL FOR ENTRIES 2021

OPEN: JANUARY 11th

REGULAR DEADLINE: FEBRUARY 12th

EXTENDED DEADLINE: FEBRUARY 26th

FINAL DEADLINE: MARCH 5th

DEETS ON KEY DATES

SHORTLIST ANNOUNCED

The wait is over. You'll find out if your stuff got shortlisted via email end of April.

BEST OF CATEGORY NOMINEES ANNOUNCED

By mid May, the nominees vying for Best Of in their respective categories will be dramatically revealed. And by dramatic, we mean on social. Oh, and spoiler alert:

If your work is a Best Of nominee that means you won a D Award in this category. Yeah, you.

BEST OF CATEGORY AND BEST OF SHOW WINNERS ANNOUNCED

Of course, it all comes down to who's bringing home the serious hardware and that goes down at the D Show in June 2021, date TBD. (We hope to announce a date and location by March.)

Follow [@AdcraftDetroit](#) on social media for the latest details on D Show 2021.

THE MONEY STUFF

This has been a strange year to say the least. Work slowed down, budgets were slim and awards shows weren't anyone's priority. But, we need to get back to celebrating the reason we all come to work every day – to make cool stuff. So, we're doing the community a solid and reducing our entry fees this year. We can't wait to see what you've been up to. Enter early, enter often, oh, and be sure to enter multiple categories to up your chances to bring even more D's home.

SINGLE OR CAMPAIGN

Entered by regular deadline: \$100

Entered by extended deadline: \$175

Entered by FINAL deadline: \$200

INTEGRATED CAMPAIGN

Entered by regular deadline: \$250

Entered by extended deadline: \$325

Entered by FINAL deadline: \$350

STUDENT ENTRIES

Free

THE TECH SPECS

VIDEO

Upload standard definition or HD video files. Iceberg, our online entry system provider, is powered by Vimeo. Use this URL for video compression recommendations directly from Vimeo to ensure your videos are presented as clearly as possible: <https://vimeo.com/help/compression>. There is a maximum video file size of 1GB.

AUDIO

Upload an uncompressed audio file like .WAV files or compressed audio like .MP3 files. There is a maximum audio file size of 25MB.

IMAGE

Attach image files including .GIF, .JPG or .PNG files. There is a maximum image file size of 25MB.

DOCUMENT

Use the document fields to upload any .PDF files. There is a maximum document file size of 25MB.

URL

Attach a URL/website address to your entry. It does not matter if you include http or https before it.

GOT A QUESTION (DON'T BE SHY)?

Please shoot any questions regarding entries, categories, really anything D Show-related to:

Michelle Rossow

mrossow@adcraft.org

THE CATEGORIES

Each piece of work entered into a category gets a shot to win a D award – and if it does, it will have also a chance to win an even sweller “Best Of” D Award for that category. Plus, each Best Of category winner is then considered for the big overall Best Of Show award.

Below are the categories. Keep reading, and you’ll see we give you simple and clear descriptions for what type of work should be entered for each.

TV | Video | Moving Picture

Print

Integrated Campaigns

Digital

Mobile

Experiential | Live Shows

Craft

PSA

Audio Marketing

Student

Self Promotion

Creative Use of Media

Branded Entertainment

Public Relations

Low Budget

Dias de Los Ideas Muertos | Spec

Response to COVID



TV | VIDEO | MOVING PICTURE

This includes any moving picture, be it a TV spot to online video to preroll to an Instagram Story or even a really great 6-second Facebook video post.

You may enter in the following sub-categories:

TV/Cinema

Non Broadcast Video

Online / Virtual Video

PRINT

If it was printed, whether it be offset, digital, screen or other, you can enter it here. That means magazine or newspaper ads (of any size, and again, it could be a single execution or campaign), OOH, POS, posters, even direct mail.

Photo by [Bank Phrom](#) on [Unsplash](#)





INTEGRATED CAMPAIGNS

Some of our best work and best ideas live in a multitude of mediums, so we want to be sure to give props to those who come up with the ideas big enough to be great across them all. These campaigns must have found a home in at least three different mediums, and up to ten. This is where a really great case study video can do wonders for your chances.

DIGITAL

Yes, it seems this digital thing is really catching on and likely here to stay, so good thing there are plenty of talented folks who are doing a lot of great stuff that engages their audiences on devices and their respective platforms. By devices, we're talking about things like smart phones and computers, and platforms include sites, social things like Instagram, Facebook and Snapchat, and let's not forget the occasional amazing app.

You may enter in the following sub-categories:

Website

Online Advertising (OLA)

Social

App + Game

Photo by [Federica Galli](#) on [Unsplash](#)





MOBILE

That phone that you can't seem to put down, well people are making some really cool things with it. Everything from virtual reality experiences that blow your mind to apps that help you not lose it. It can be a game, a killer video, anything you made that was specific to a mobile experience. If it appeared on a smart phone – even a flip phone – it's got a home right here.

EXPERIENTIAL | LIVE SHOWS

What's the saying now, people are more about consuming and having experiences than things? And that holds true for how people engage with brands who want to communicate through live experiences. You should enter here if your idea is something that is 'experienced' - you know, like events, business conferences, trade shows, pop-up stores a festival or similar with a great idea at the center of it all. This category is a celebration of the best “live” experiences, perhaps utilizing technology within the experience to reach a wider audience and deliver a measurable game-changing result for your clients.

We know that in the past year things have shifted in the world, so this also includes all those virtual “live” events.

Photo by [Melissa Askew](#) on [Unsplash](#)





CRAFT

A lot of times, the execution of the best big ideas all comes down to the attention paid to even the smallest of details. The colors, the sound, the words, the pace, the art and design, every part, every piece, every pixel painstakingly considered. This is the category where judges will be asked to truly focus on those very details, be it the color correction, sound design, music choice (original score or the perfectly chosen licensed track), photography, or maybe the fantastic frame f*cking that went into the edit, any or all of it that helped create something we can all agree (or at least the judges do) is well crafted. When you enter, you'll be asked to check a box for what part of the craft the judges should really focus on.

You may enter in the following sub-categories:

Editing

Photography

Cinematography

Graphic Design

Original Music

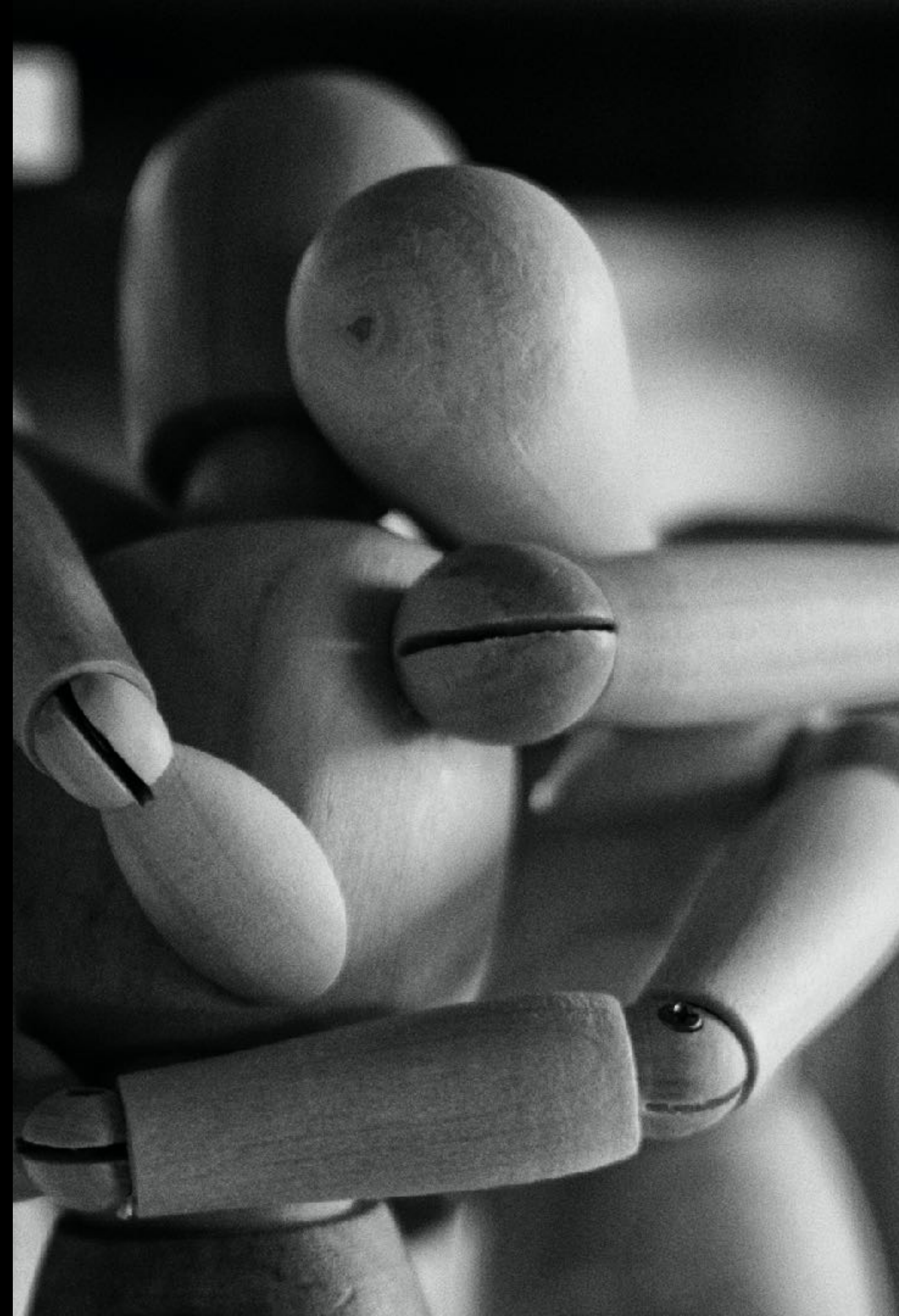
Sound Design

Motion Post (Including CGI, FX, Color)

PSA

Coming up with (and often pro bono-ing) big ideas and amazing work (in any form or medium) to help a worthy cause, company or charity/non-profit promote its mission to make the world a better place is indeed a noble deed. And we think the greatest of this good works stuff should get a big ol' shout out and be rewarded with a heavy metal D.

Photo by [Marco Bianchetti](#) on [Unsplash](#)





AUDIO MARKETING

Yep, this category used to be call “radio,” but now there so many ways we use sound and audio to get our marketing messages out there – radio spots (both those played on the air and over the internet), branded podcasts, podcast pre-, mid- and post-rolls, branded audio books and storytelling, or even audio that brings a physical experience to life. If it’s music to people’s ears (sometimes literally, and definitely metaphorically) it gets entered here.

STUDENT

Easily one of our favorite categories, as it's always amazing to see the incredible ideas that the next gen of ad folks are coming up with – whether it's an official part of a school project or something they just did all on their own as a student side hustle. Not only are we continually impressed with the thinking and bigness of these ideas, but how truly resourceful students can be when it comes to executing them and making them feel like work done for real clients – because sometimes they are. Oh, and another thing: We're going to award a Best Of in the Student category. Nice.

Photo by [Matese Fields](#) on [Unsplash](#)





SELF PROMOTION

We all believe we're really awesome at promoting our clients' products and services across a range of mediums and in a wide variety of ways, so then it only stands to reason that we should be equally as talented at doing the same for ourselves. Well, let's let the Judges be the judges of that.

CREATIVE USE OF MEDIA

Sometimes the best ideas come from the wacky or interesting ways you develop work for a specific platform or media channel. If you came up with a killer way to make your brand stand out in a social feed or used a podcast to launch a new car or Tik Tok to convince kids to eat green beans, you should enter it here.

Photo by [Andre Hunter](#) on [Unsplash](#)





BRANDED ENTERTAINMENT

Branded Entertainment recognizes the merging of advertising and entertainment content. It includes work that is built around a brand or product, and goes beyond traditional product placement or sponsorship.

PUBLIC RELATIONS

Strategies and ideas that use PR methods as creative tools. Judges will be looking for innovative and creative 'PR first' ideas – those which prioritize the effective use of PR strategy to communicate the brand message.

Photo by [Laura Lee Moreau](#) on [Unsplash](#)





LOW BUDGET

Yeah, there are still the occasional jobs that have big (or at least pretty decent) budgets, but it's becoming a lot more typical for us to be calling in favors and trying to find ways to stretch a few modest bucks to create something remarkable. We believe these low-dollar, still-big-idea efforts should be rewarded – and not asked to go head-to-head with those chosen few jobs that are still properly funded.

You may enter in the following sub-categories:

TV/Video/Moving Picture: All in under \$20K

Print: All in under \$1K

Audio Marketing: All in under \$8K

Integrated: All in under \$25k

DIAS DE LOS IDEAS MUERTOS | SPEC

Because we all have ideas we couldn't sell and/or died a horrible death, but are so awesome we still found a way to execute and make them feel legit enough to include in our book and pass off as real work. Well, rather than save these never-really-sold ideas for the handful of people who peep our online portfolios, let's give them their little moment to shine – and also serve as another selfish and shameless way to win even more awards. There's just one small, itty-bitty catch: You need to get approval from clients to enter any work they killed (or if it's spec, never blessed). The cool ones should be cool with that.

Photo by Matthew T Rader on Unsplash





RESPONSE TO COVID

As the world shut down this past year, so did productions, budgets and the way we were used to doing business. But that didn't stop the work. You shifted on the fly, changed messaging and figured out innovative ways to talk to your audience. It may not have been what you expected, but you rose to the occasion and now it's time to highlight the work that was born from the challenge.

Photo by [Wess Hicks](#) on Unsplash



THANKS. AND GOOD LUCK.