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Brogan & Partners gets best of show at Adcraft's The D Show

By Marti Benedetti



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Dallas-based The Richards Group won The Joe award, selected by local journalists, for its Fiat 500x "Blue Pill" ad on Wednesday at the Adcraft Club of Detroit's annual D Show.

For its work on a hard-hitting brochure for the

Michigan Women's Foundation, Birmingham-based **Brogan & Partners** earned Best of Show Wednesday night at the **Adcraft Club of Detroit's** ninth annual The D Show.

The brochure was for Enough SAID (End Sexual Assault in Detroit), part of a larger campaign to draw awareness to the 11,000 untested rape kits found in the city in 2009. The pamphlet featured the code that labels each rape kit as a design element to show that each code represents a real victim.

"It is a creative work, but the cause is extraordinary," said Marcie Brogan, board chair of Brogan & Partners, after winning. "We're always proud of the work we do, but most proud when the work we do does good."

Advertising for the automotive industry also fared well at this year's show. Five out of the show's nine "best of" winners were ads for auto companies or suppliers such as **Chevrolet, Fiat, Ford Motor Co.** and **NGK Spark Plugs**. They were created by agencies **Doner Partners LLC, Commonwealth/McCann, Team Detroit** and **The Richards Group**.



Southfield-based Doner Partners LLC won Best of Print for its NGK Spark Plugs ad "Snow/Make Fast Faster" on Wednesday at the Adcraft Club of Detroit's annual D Show.

Adcraft's advertising awards took place amid the backdrop of cocktails, high-decibel popular and electronic music, gourmet food bars, and widespread socializing at Detroit's **Masonic Temple**. More than 1,000 were expected to attend.

"This is a big party," said Ken Stock, a member of the D Council and a self-employed creative

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director.

Brian Yessian, chairman of Adcraft's D Council, organizer of the D Show each year, said this year more people than ever are interested in Detroit. "The city has such a buzz every place I go, and there's more interest in our show."

He added that the show's judges, both national and international, were excited to see "the creativity coming out of Detroit."

In a year where technology is feeding the advertising industry like never before, best in show went to a brochure because of the powerful impact it has had, Yessian said. "It shows judges are looking for something unique."

Peg Tallet, chief community engagement officer at the Michigan Women's Foundation in Detroit, said Brogan was tasked with creating a way to get private sector donors "to put skin in the game" and raise money to get the rape kits tested.

The results were dramatic. From the private sector, the foundation received \$1.3 million, which resulted in \$8 million more from city, state and federal coffers, Tallet said.

Awards are given for work done in the last year with categories such as print, TV, integrated branding, digital media, social media, graphic design and innovative marketing. There was a record 651 entries this year.

The 2015 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," by Commonwealth/McCann
- Best of Cinema/Non-Broadcast: Ford Motor



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- Best of Digital Media: General Motors/Chevrolet, "Technology & Stuff," Commonwealth/McCann
- Best of Self Promotion: "Detroit Portfolio Night," Team Detroit
- The Joe (voted on by journalists): Fiat 500x, "Blue Pill," The Richards Group
- The Ambassador: Detroit Creative Corridor Center, Detroit Design Festival

The Adcraft Club of Detroit was founded in 1905 and has more than 2,100 members.

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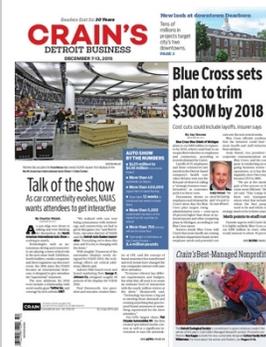
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