



2025 STORYTELLING CAMPAIGN

CAMPAIGN CONCEPT APPROACH

Our love affair with cars runs deep. No matter where we're from, we all have a story – a favorite ride, a first ride, a family ride, a dream ride. And that all started here, in Detroit.

The following storytelling campaign intended to amplify the people and the place, and our emotional connection to cars. From everyday folks to celebrities, to the talented individuals who design and build the vehicles we drive.

This campaign is created by Detroiters, for Detroiters. And by extension, for the Detroit Auto Show. It isn't about what we aren't, but who we are.

We are the Motor City.





THE CAMPAIGN

DEAR DETROIT





MY DRIVE – MY CITY

“DETROIT HAS BECOME HOME TO ME. OUR TEAM IS MAKING NOISE; DOING THINGS THE RIGHT WAY AND MAKING THE CITY PROUD.”

TAYLOR DECKER | DETROIT LIONS OFFENSIVE TACKLE #68



See the Stories



JANUARY 2025



MY DRIVE — MY CITY

**“I TOLD MY MOM I WAS GOING TO
MAKE IT TO THE LEAGUE AND BUY
HER A NEW CAR ONE DAY. TO SEE HER
HAPPILY DRIVING A JEEP OF HER
CHOICE UNTIL I LOST HER IN 2021,
WAS EVERYTHING TO ME.”**

JALEN ROSE | “FAB FIVE” LEGEND + NBA STAR
FOUNDER, JALEN ROSE LEADERSHIP ACADEMY



JANUARY 2025





MY DRIVE – MY CITY

**“GROWING UP, THE DREAM
I HAD WAS THAT I LOVED
EVERYTHING AUTOMOTIVE –
CARS, MOTORCYCLES, RACING,
MECHANICS. I CHASED THAT
DREAM AND MADE IT HAPPEN.”**

CRISTY LEE | AUTOMOTIVE + MOTO ENTHUSIAST, TV PERSONALITY



DETROIT
AUTO SHOW

JANUARY 2025



MY DRIVE – MY CITY

**“DETROIT IS KNOWN FOR ITS
INGENUITY. YOU HAVE TO
ALLOW YOURSELF TO DREAM,
AND WE’RE OFTEN REMINDED OF
THE PEOPLE WHO INVENTED HERE
AND HOW THEY MADE THE
IMPOSSIBLE, POSSIBLE. WE LIVE
THAT TODAY.”**

ANN DELISI | DETROIT BROADCASTER & MUSIC AFICIONADO



JANUARY 2025





MY DRIVE – MY CITY

**“WHAT I LOVE IS THE SILENCE –
LETTING MY BRAIN DRIFT ON THE
FREEWAY. THINKING ABOUT
STORYLINES I MIGHT WANT TO
TALK ABOUT DURING THE GAME.”**

DAN DICKERSON | PLAY-BY-PLAY BROADCASTER, DETROIT TIGERS



See the Stories



DETROIT
AUTO SHOW

JANUARY 2025



MY DRIVE - MY CITY

**“A FEW YEARS AGO, THIS COMPANY
WOULDN'T HAVE BEEN POSSIBLE. THIS
IS WHAT MAKES DETROIT DIFFERENT;
THE COLLABORATION AND INGENUITY
THAT IS FLOWING THROUGH THE
DIFFERENT FOUNDERS. DETROIT
MEANS FREEDOM TO CREATE.”**

DAVID MEDINA ÁLVAREZ | FOUNDER + CEO, LIVAQ



JANUARY 2025



See the Stories



MY DRIVE – MY CITY

**“ONE OF MY FAVORITE
MEMORIES – BACK OF MY
DADDY'S RIDE. TOP DOWN.
CRUISING UP EAST JEFFERSON.”**

JESSICA CARE MOORE | DETROIT POET LAUREATE, MUSICIAN, FILMMAKER



JANUARY 2025

IN PARTNERSHIP WITH **PURE MICHIGAN**



PHOTOGRAPH: DJ TRAUMA



See the Stories



MY DRIVE – MY CITY

“I DON’T HAVE TO TELL YOU I’M FROM DETROIT. YOU CAN SEE IT WHEN I WALK IN A ROOM, OR WHEN I PULL UP IN MY CAR.”

NELSON T.SANDERS, JR. | OWNER, DANDY DETROIT



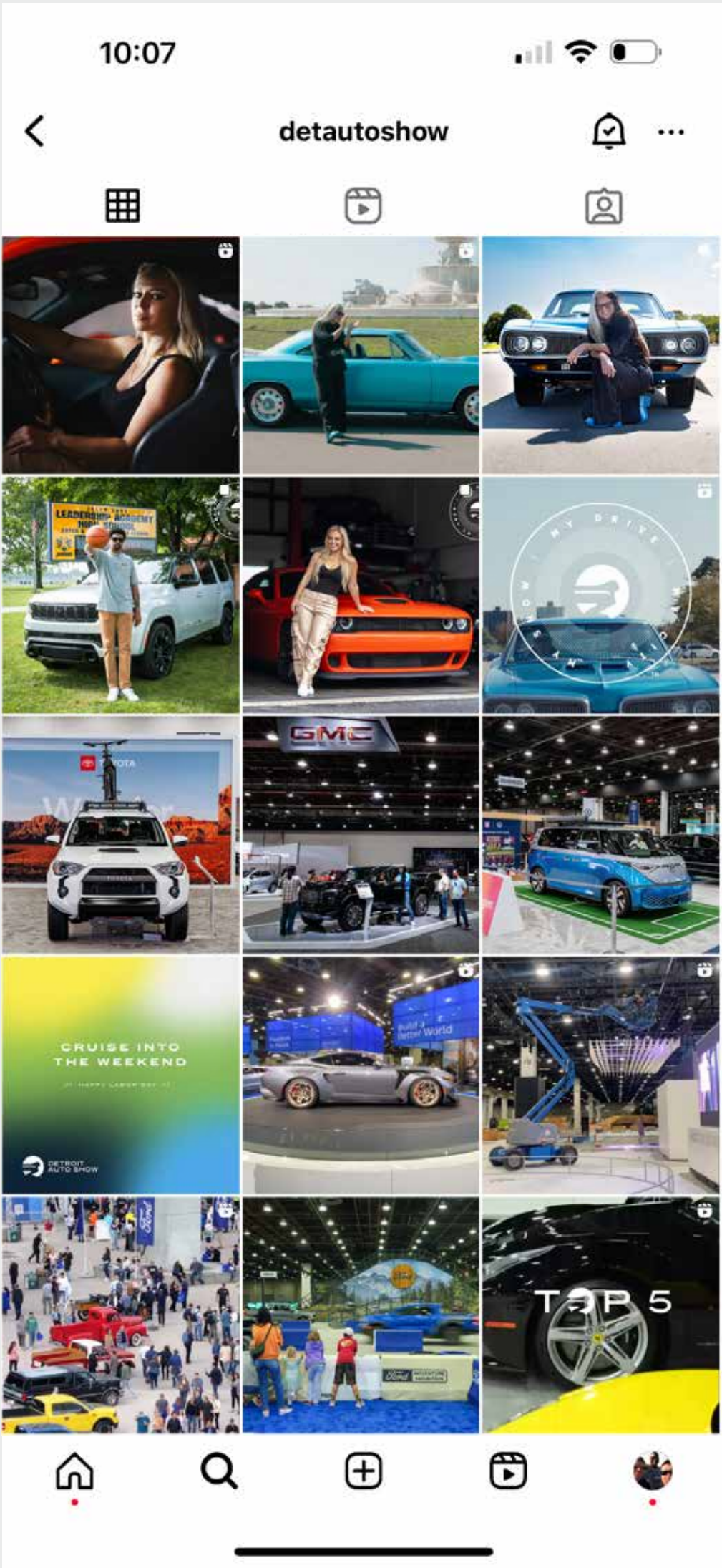
See the Stories



DETROIT
AUTO SHOW

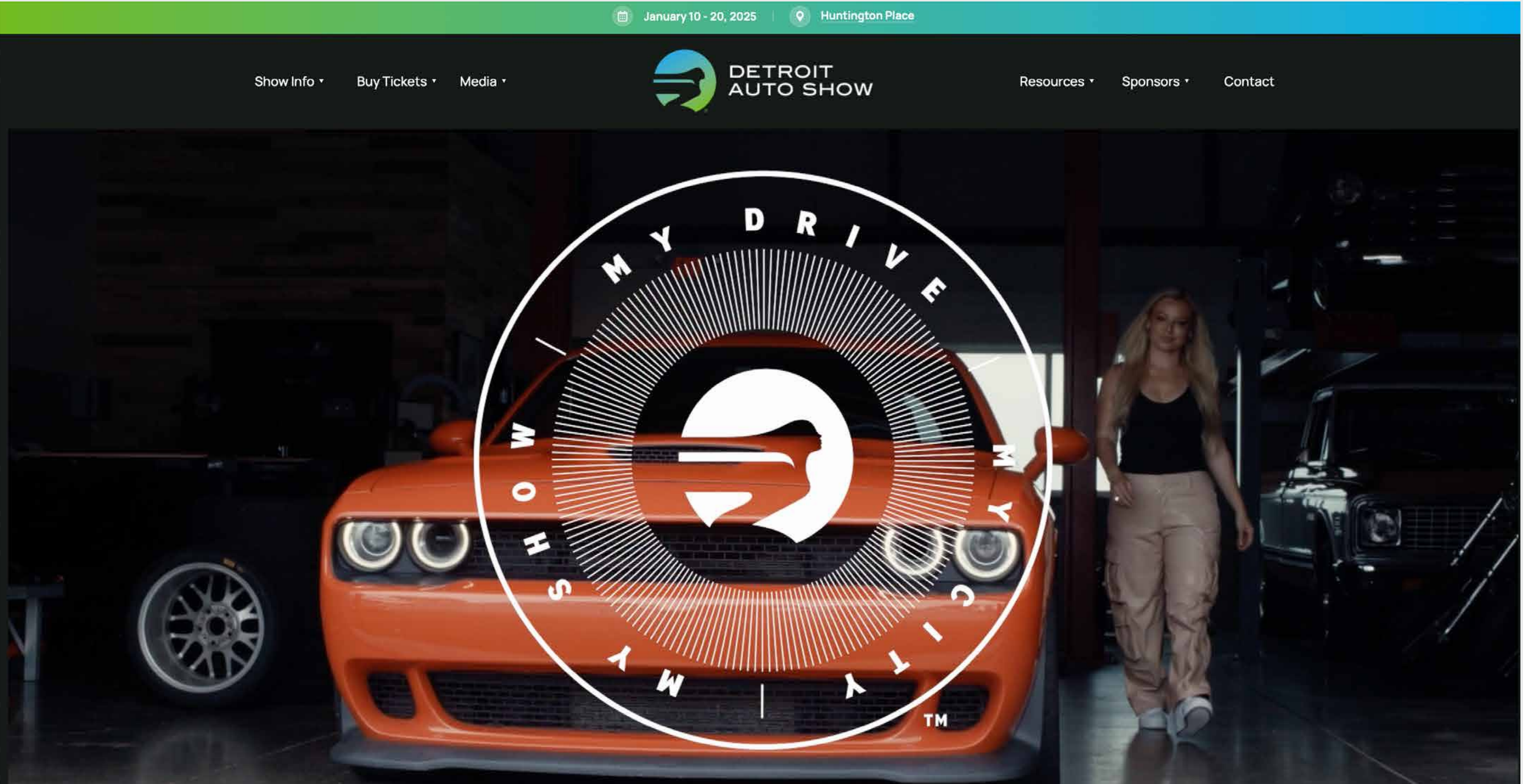
JANUARY 2025

SOCIAL



DIGITAL ADVERTISING





THERE IS ONLY ONE MOTOR CITY // DETROITAUTOSHOW.COM



See the Show

MY DRIVE - MY CITY

**"I DON'T HAVE TO TELL YOU I'M
FROM DETROIT. YOU CAN SEE IT
WHEN I WALK IN A ROOM, OR
WHEN I PULL UP IN MY CAR."**

NELSON T. SANDERS, JR. | OWNER, DANDY DETROIT



DETROIT
AUTO SHOW

JANUARY 2025



**THERE
IS
ONLY
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MOTOR CITY**

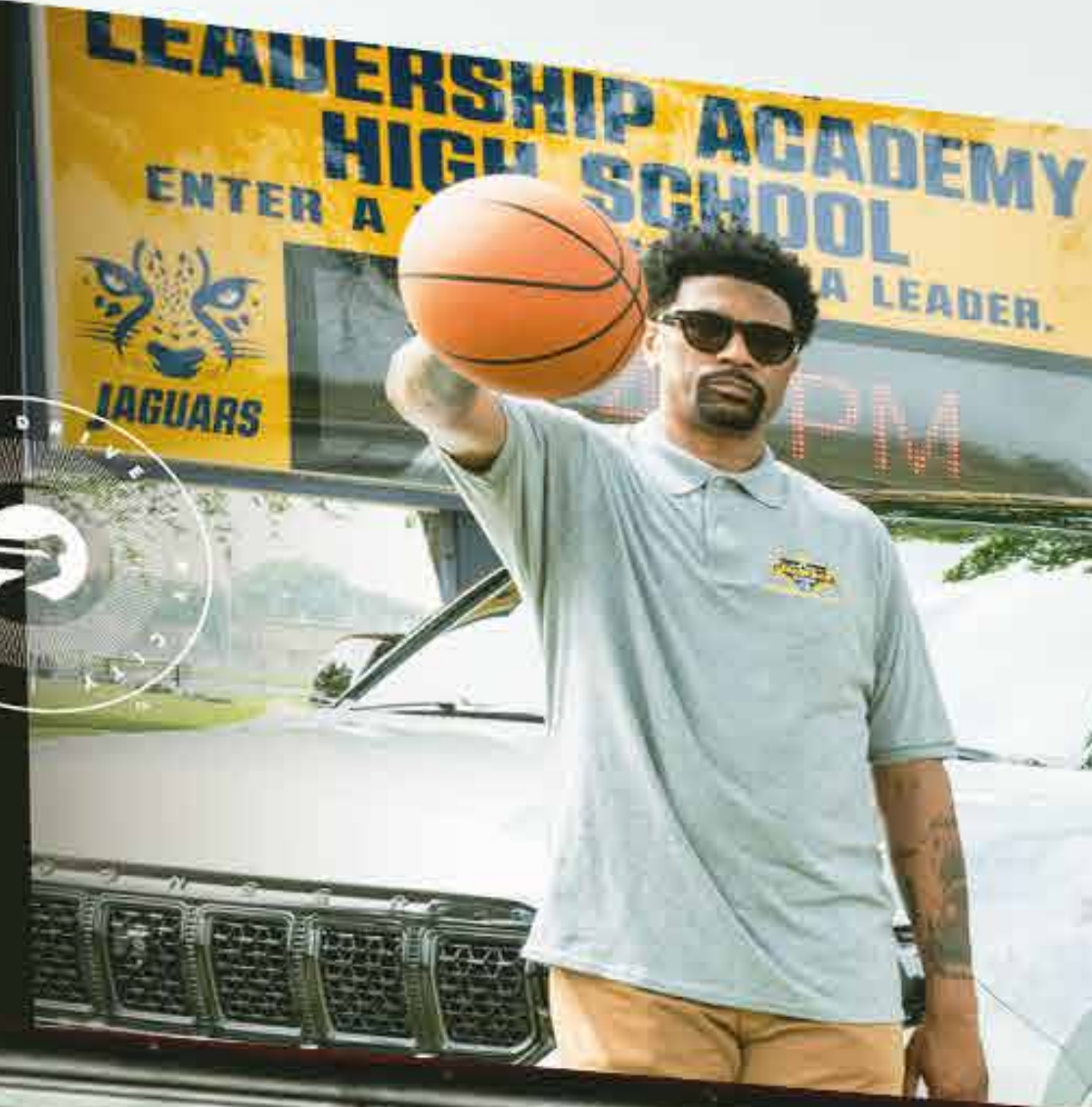




**THERE IS ONLY ONE
MOTOR CITY.**

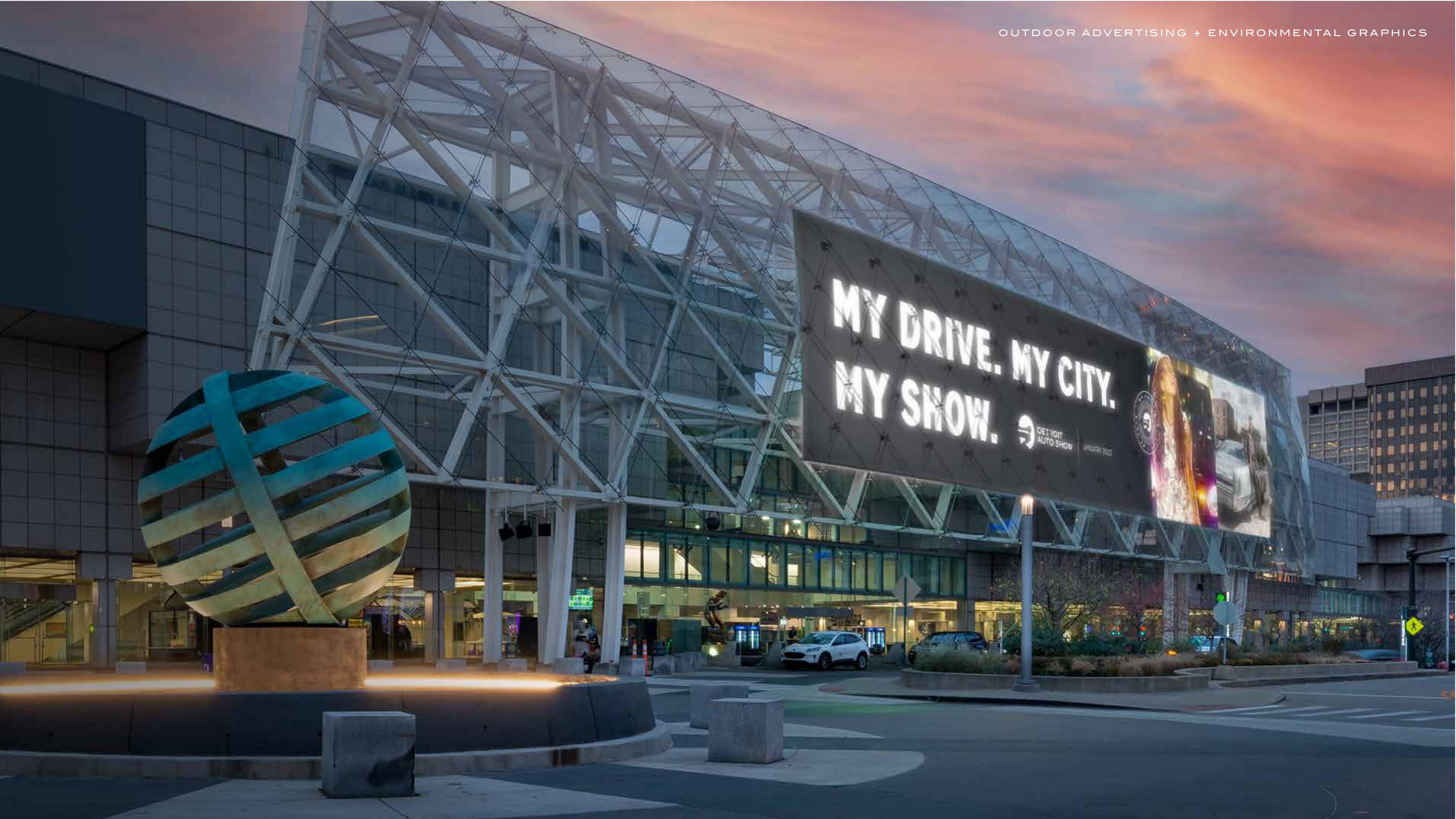
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CLEARCHANNEL

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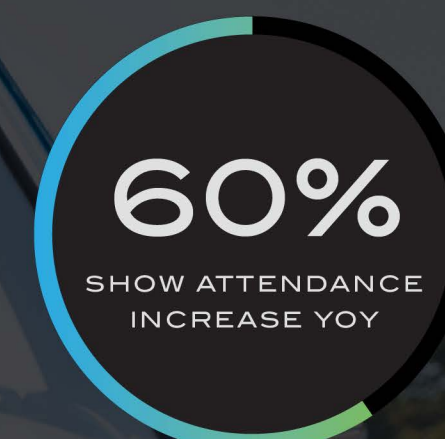
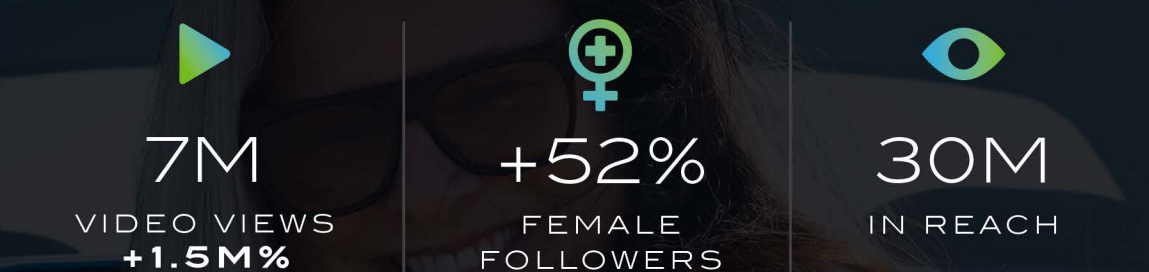


HOW DO YOU REENERGIZE AN AUTO SHOW AND SURPASS ATTENDANCE GOALS?

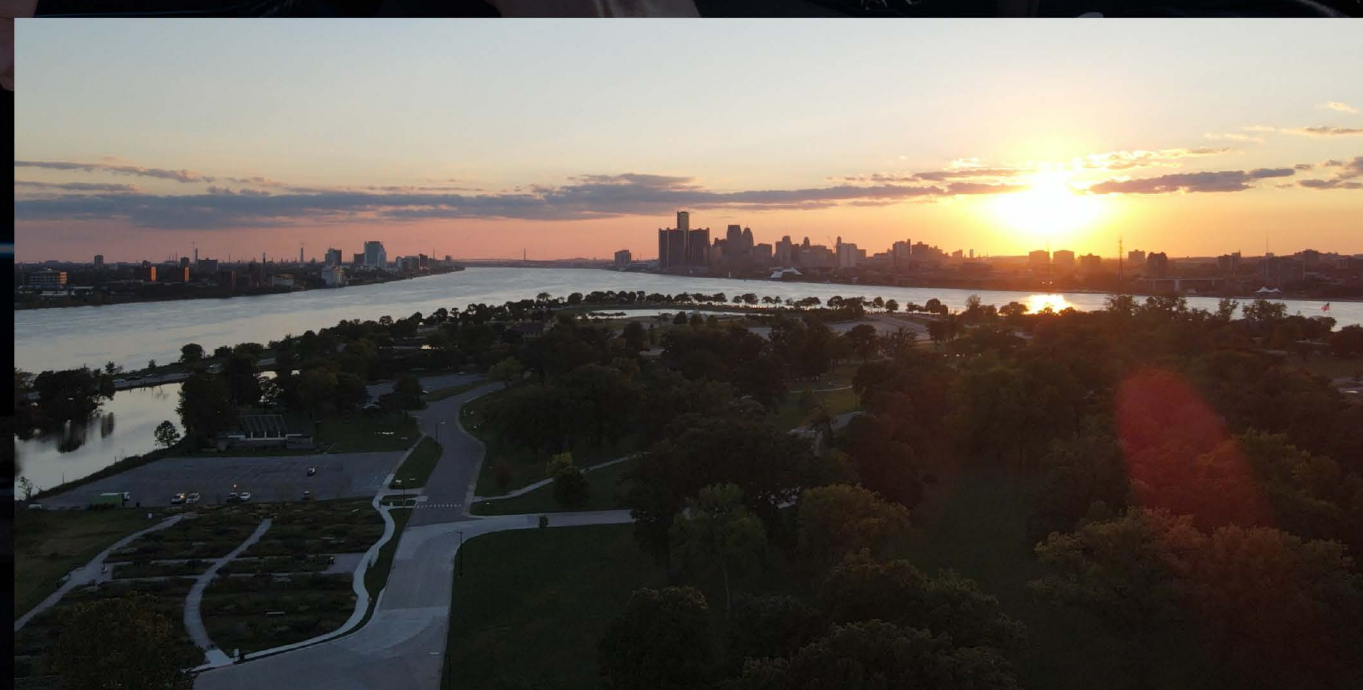
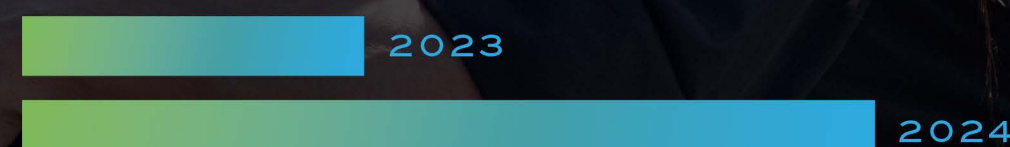
Create a compelling storytelling campaign, introduce new experiences and activate multiple partnerships with key stakeholders that celebrates the intimate relationship between Detroiters and their love of cars, capturing the city's rich automotive history and culture.

IMPACT

The 2025 Detroit Auto Show roared back, attracting over 275,000 attendees, reengaging the public and experiencing exponential gains on social channels, cementing a strong return for the show in 2026.



275K ATTENDEES
250% AUDIENCE
GROWTH



SOCIAL ENGAGEMENT

In four months, on social media channels, we gained 14K followers, 7M video views, 30M in reach, and 60M impressions. Our audience growth was up +250%, with a +52% increase in female followers. Video views were up +1.5M%, and impressions up +69K%.

ALL-STAR LINE UP

The My Drive. My City. My Show.™ campaign celebrated the intimate relationship between Detroiters and their love of cars, capturing the city's rich automotive history and culture. Featuring a mix of local celebrities and influencers, including sports figures like Taylor Decker from the Detroit Lions, NBA legend Jalen Rose, and broadcaster Dan Dickerson from the Detroit Tigers, alongside local artists like poet Jessica Care Moore and TV personality Cristy Lee, these individuals shared personal stories that reflected the Motor City's grit and personality.

THE POWER OF PARTNERSHIPS

In an effort to maximize reach, increase foot traffic, and energize show-goers, we activated multiple partnerships with key stakeholders in the Michigan automotive community and beyond, like Modded Detroit, Vanguard Motors, the Detroit Lions, Hagerty, The Henry Ford, The Detroit Grand Prix, and key influencers and celebrities. Modded Detroit, the Motor City's premier automotive enthusiast group, debuted over 175 vehicles on the show floor, while Vanguard Motors brought 12 vehicles that highlighted Detroit's automotive legacy, titled 'Detroit Through the Decades'; both were essential in attracting new attendees and engaging loyalists at this year's show.

