

Caples Awards 2020 - Branded Content Winners

Gold

McCann, London	Xbox / Microsoft The Birth of Gaming Tourism
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Silver

Almap BBDO, Brazil	Getty Images COMA – A GettyImages Original Series
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72andSunny Los Angeles, USA	Tinder Swipe Night
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BBDO Moscow	WWF Russia, Yandex. Music Birds Records
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BBDO New York	Dunkin' Dunkin' Docs
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Serviceplan, Germany	Sea-Watch e.V. LIFEBOAT- The Experiment
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Ogilvy, Sydney, Australia	KFC Michelin Impossible
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Recipe	Audible Kurupt Websites
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Bronze

BBDO New York	MARS PETCARE / ExxonMobil Mutts4Trucks
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Impact BBDO, Dubai, UAE	MARS Snickers Hunger Insurance
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M&C Saatchi, Sydney, Australia	Tourism Australia Matesong
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Proximity, London	Ikea Sofa Sans
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BBDO Moscow	Mars Petcare Russia #TakeMEMEHome
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Almap BBDO, Brazil	Volkswagen Life
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Serviceplan, Germany	Vienna Tourist Board The Wedding of Siri & Alexa
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BBDO New York	Sandy Hook Promise Back to School Essentials
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360i, New York	New Orleans Tourism The Offline Playlist
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DDB Group New Zealand	Lion New Zealand Black Laundry
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Almap BBDO, Brazil	Kiss FM Play Rock 'n' Roll
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Grey Malaysia	WWF Your Plastic Diet
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YoungShand, New Zealand	Health Promotion Agency /Homecare Medical/ Quitline Quit For Your Pets
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Airborne, The Netherlands	KLM Royal Dutch Airlines The Journey
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Impact BBDO, Pakistan	Berger Paints Truck Art Childfinder
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Ogilvy, Melbourne, Australia	Online Education Services The Six Word Scholarship
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BBDO Moscow	GULAG History Museum Survivors
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Inbrax, Chile	Techo Latam Settlements
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Ogilvy, Sydney, Australia	KFC Viewer Verdict
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Ogilvy, Melbourne, Australia	Suncorp Warning Spots
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Contrapunto, Russia	Beeline, The Greatest Reads
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M&C Saatchi, Sydney, Australia	yourtown Truth & Loot
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AMVBBDO, London	Diageo Liberty Fields
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Sancho BBDO, Colombia	Mobil Insane Helmets
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YoungShand, New Zealand	New Zealand Blood Service The World's Biggest Reserve Bench
BBDO Spain, Contrapunto BBDO Spain	INTERNATIONAL AMNESTY PLANET J
Almap BBDO, Brazil	WhatsApp It's Between You
Impact BBDO, Dubai, UAE	An Nahar The New National Anthem Edition
FamousGrey, Belgium	Kom op tegen Kanker (Stand up against Cancer) Instalove

Shortlist

BBDO New York	EXXONMOBIL Miniature Science
Colenso BBDO, New Zealand	Mars Season of Good Dog
Colenso BBDO, New Zealand	IAG Pavlova
BBDO New York	Foot Locker No Matter What
Serviceplan, Germany	LEGO Build with the Force
BBDO Moscow	BBDO Group Russia BBDO Daily
BBDO Belgium	brussels philharmonic the ClassiCall
Garbergs, Sweden	Ramboll Happy Commuter
BBDO Moscow	Pepsico Lay's Records
YoungShand, New Zealand	Blind Low Vision NZ #AltTextForAll
Mutant, Belgium	Susana Ucero Herreria & Riccardo Pires for Unicef & European Union The Real Challenge
LO:LA London Los Angeles	GRRRL STOP
Leo Burnett, Dubai, UAE	Emirates Captains Of Africa
Almap BBDO, Brazil	Pedigree A Dog Brings it Back
Mutant, Belgium	Jan Van Biesen, Brecht Vaes & Elisabeth Roelandt for Studio Brussel Hou je bek en buk je
Serviceplan, Germany	Allianz The All About You Experience
MullenLowe Open, London	NHS England We Are Returning Nurses
72andSunny Los Angeles, USA	National Football League Next 100
Sancho BBDO, Colombia	Almacenes Éxito Incomplete Colors
Havas MENA, UAE	National Geographic Abu Dhabi
Oliver, USA	WestJet WestJet 'Flyre Festival'
Impact BBDO, Dubai, UAE	Shalamar Hospital The Hot Tea Stain
BBDO Spain, Contrapunto BBDO Spain	CORREOS CITYPAQ
MullenLowe MENA, UAE	Majid Al Futtaim - City Centre Google Street Fashion Show
CLM BBDO, Paris, France	UBISOFT THE CEMETERY
Leo Burnett, Beirut, Lebanon	Exotica We The Unburnt
Wunderman Thompson, London	BT Group WWE Moving Day
VCCP Spain	AECC (Spanish Cancer Council) The Last Casting
Zeno Group, Chicago, USA	GNC MAD PONY Energy (Zeno Group for GNC)
Serviceplan, Germany	German child protection Association The Secret Sculpture
AnalogFolk, Sydney, Australia	Hyundai 4-Second Car Reviews
YoungShand, New Zealand	Lion - Beer Spirits & Wine (NZ) Ltd Smirnoff Pure Potential Stage

VCCP Spain

Mahou San Miguel Lapso

Town Square, Australia

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