

## Caples Awards 2020 - Creative Use of Data Winners

### Gold

### Silver

Wunderman Thompson, London	BT Group Unscripted
AMVBBDO, London	Central Office for Public Interest addresspollution.org
FamousGrey, Belgium	Visit Brussels Now.Brussels
Ogilvy, Melbourne, Australia	Suncorp Warning Spots
72andSunny Los Angeles, USA	Tinder Swipe Night

### Bronze

Havas Village Geneva, Switzerland	CANAL+ Waiting Wins
Impact BBDO, Dubai, UAE	MARS Snickers Hunger Insurance
Contrapunto, Russia	Beeline, The Greatest Reads
BBDO Belgium	Jupiler / AB Inbev Postpone your Birthday
Impact BBDO, Dubai, UAE	Loto Libanais Dream Number
Wunderman Thompson	Unilever, Lux Lux Search Words - #IntoTheSpotlight
BBDO Moscow	Dodo Pizza Open source pizza
Ogilvy, Sydney, Australia	KFC Viewer Verdict
Garbergs, Sweden	Ramboll Happy Commuter
White Rabbit, Hungary	Universidade Lusófona, ISCAL 260, Universidade de Madeira, Universidade de Évora, Universidade do Algarve, ISAL, Universidade Autónoma de Lisboa, Universidade Aberta, Queen Elizabeth's School TermsAgainstBullying
Almap BBDO, Brazil	Pepsico Merry Christmas Traffic

### Shortlist

ENGINE, London	E.ON Pollution, Personalised
BBDO Moscow	Mars Petcare Russia Perfect Search
Colenso BBDO, New Zealand	IAG Too Busy
Ogilvy, Melbourne, Australia	BP Australia BP RUN
ENGINE, London	E.ON London's Lungs
BBDO Belgium	State of the Arts -60% Culture
VCCP Spain	Worldvision Unbox Childlabour
McCann, London	Help For Heroes 40,000 Strong
BBDO New York	Dunkin' Dunkin' Delivers
BBDO New York	AT&T Just Ok Stat Cast
Proximity London	Ikea Sofa Sans
Grey Malaysia	WWF Your Plastic Diet
Kunstmaan Accenture Interactive	KMI Hey Google, ask RMI ...

BBDO New York	MARS PETCARE / ExxonMobil Mutts4Trucks
BBDO New York	SAP New (and Improved) York City
RAPP UK	Mermaids Empowered parents empower children
Geometry Global, London	Boots UK Bootiques
Serviceplan Germany	BF Coach Butterfly Coach – Your most personal trainer
M&C Saatchi, Sydney, Australia	yourtown Truth & Loot
AnalogFolk, Sydney, Australia	Hyundai 4-Second Car Reviews