

# Caples Awards 2020 - Digital B to C Winners

## Gold

## Silver

BBDO Belgium	State of the Arts -60% Culture
Ogilvy, Sydney, Australia	KFC Michelin Impossible
BETC, Paris	Back Market Refurbished Tweets
72andSunny Amsterdam	Hack Your Future Behind the Source
Havas Village Geneva, Switzerland	CANAL+ Waiting Wins
Wunderman Thompson	Unilever, Lux Lux Search Words - #IntoTheSpotlight
DDB Group New Zealand	Kiwirail Near Miss Memorials
Grey Malaysia	WWF Your Plastic Diet
Almap BBDO, Brazil	Volkswagen True VW

## Bronze

Colenso BBDO, New Zealand	New Zealand Breast Cancer Foundation Pre Check
Clemenger BBDO, Wellington, New Zealand	NZ Transport Agency The Unsaid
72andSunny Los Angeles, USA	Tinder Swipe Night
Ogilvy, Sydney, Australia	KFC Secret Menu
CLM BBDO, Paris, France	MARS WRIGLEY #SNICKERSGATE
Impact BBDO, Dubai, UAE	Loto Libanais Dream Number
DDB Group New Zealand	Lotto New Zealand L05T
Proximity London	Ikea Sofa Sans
Clemenger BBDO, Wellington, New Zealand	NZ Transport Agency Belted Survivors
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
Colenso BBDO, New Zealand	Spark Play
Sancho BBDO, Colombia	Mercado Libre The Money Catalogue
BBDO Moscow	Mars Petcare Russia #TakeMEMEHome
CHE Proximity	Samsung Microcodes
CLM BBDO, Paris, France	CONTINENTAL FOODS FRANCE #EATYOURTWEET
VCCP Spain	Worten The Good Print
Serviceplan, Germany	Dot Incorporation Dot Translate
Wunderman Thompson Belgium	Child Focus Child Porn Re-enactment
Ogilvy, Melbourne, Australia	Online Education Services The Six Word Scholarship
BBDO Belgium	Jupiler / AB Inbev Postpone your Birthday
Ogilvy, Melbourne, Australia	Suncorp Warning Spots

Serviceplan, Germany	Beck's Heroes Of The Night
Wunderman Thompson Belgium	Telenet .comdom
Recipe	Audible Krupt Websites

### Shortlist

BBDO New York	Thinx MENstruation
Herezie, Paris, France	Amazon Prime Video Amazon Binge Shopping
VCCP Spain	Worldvision Unbox Childlabour
Colenso BBDO, New Zealand	Bank of New Zealand Checkout Checkpoint
BBDO New York	EXXONMOBIL Miniature Science
ELVIS, London	Mondelez Hunt the White Creme Egg
Garbergs, Sweden	Ramboll Happy Commuter
VMLY&R ANZ	McDonald's McPickle
BBDO New York	Bacardi Beat Machine
Wunderman Thompson Belgium	MediaMarkt MediaMarkt Ad without the Break
Propel Manila, Philippines	Team Magazine, Preen Ph, Scout Ph, Young Star, Love Is All We Need Love Verses Hate
BBDO Moscow	Mars Petcare Russia Perfect Search
BBDO Moscow	WWF Russia, Yandex. Music Birds Records
Sancho BBDO, Colombia	Éxito Supermarket Most Valuable Promo
Almap BBDO, Brazil	Volkswagen Life
BBDO New York	Island Records Sing Bon Jovi
VCCP Spain	AECC (Spanish Cancer Council) The Last Casting
AnalogFolk, Sydney, Australia	Hyundai 4-Second Car Reviews
Shackleton, Madrid	ABANCA Lights in the Sky
Serviceplan, Germany	LEGO Build with the Force
Oliver, USA	WestJet Uninfluenced
BBDO New York	The New Yorker New Yorker Caption Contest
Almap BBDO, Brazil	Pepsico Merry Christmas Traffic
Almap BBDO, Brazil	WhatsApp It's Between You
Contrapunto, Russia	Beeline, The Greatest Reads
Inbrax, Chile	Techo Latam Settlements
Clemenger BBDO, Wellington, New Zealand	NZ Transport Agency Liberated Drivers
FamousGrey, Belgium	Volvo Car BeLux Volts by Volvo
BBDO New York	Mars Petcare No One Quite Like a Dog
Havas MENA, Dubai, UAE	National Geographic Abu Dhabi
MullenLowe MENA, Dubai, UAE	Majid Al Futtaim - City Centre Google Street Fashion Show