

## Caples Awards 2020 - Innovation Winners

### Gold

|                           |  |
|---------------------------|--|
| Colenso BBDO, New Zealand | New Zealand Breast Cancer Foundation Pre Check |
|---------------------------|--|

### Silver

|                             |  |
|-----------------------------|--|
| CHE Proximity, Australia    | RACV and TAC The Booster Tag           |
| CLM BBDO, Paris, France     | CONTINENTAL FOODS FRANCE #EATYOURTWEET |
| Colenso BBDO, New Zealand   | Spark Play                             |
| Wunderman Thompson, London  | BT Group Unscripted                    |
| 72andSunny Los Angeles, USA | Tinder Swipe Night                     |

### Bronze

|                                    |  |
|------------------------------------|--|
| DDB Group New Zealand              | Kiwirail Near Miss Memorials   |
| Impact BBDO, Dubai                 | Loto Libanais Dream Number   |
| Impact BBDO, Dubai                 | MARS Snickers Hunger Insurance   |
| BETC, Paris, France                | Back Market Refurbished Tweets   |
| FamousGrey, Belgium                | Visit Brussels Now.Brussels  |
| Impact BBDO, Pakistan              | Berger Paints Truck Art Childfinder  |
| AMVBBDO, London                    | Central Office for Public Interest addresspollution.org  |
| VCCP Spain                         | Worten The Good Print  |
| Serviceplan, Germany               | Dot Incorporation Dot Translate  |
| Ogilvy, Melbourne, Australia       | Suncorp Warning Spots  |
| Havas Village, Geneva, Switzerland | CANAL+ Waiting Wins  |
| 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 |
| Serviceplan, Germany               | METER Group Inc Made in Fukushima  |
| FamousGrey, Belgium                | Ministerio de transporte y obras públicas & Volvo Car Belux Focus Lines  |
| BBDO New York                      | Monica Lewinsky The Epidemic   |
| Wunderman Thompson Belgium         | Telenet .comdom  |
| Wunderman Thompson Belgium         | MediaMarkt MediaMarkt Ad without the Break   |
| AMVBBDO, London                    | Diageo Clear   |

### Shortlist

|                                   |   |
|-----------------------------------|---|
| No Fixed Address, Toronto, Canada | SickKids Foundation SickKids Airbnb     |
| CLM BBDO, Paris, France           | MARS WRIGLEY #SNICKERSGATE              |
| BBDO Moscow                       | WWF Russia, Yandex. Music Birds Records |
| Colenso BBDO, New Zealand         | Bank of New Zealand Checkout Checkpoint |
| DDB Group New Zealand             | Lion New Zealand Black Laundry          |

|                                      |  |
|--------------------------------------|--|
| Grey Malaysia                        | WWF Your Plastic Diet  |
| Garbergs, Sweden                     | Ramboll Happy Commuter   |
| Contrapunto, Russia                  | Beeline, The Greatest Reads  |
| Zulu Alpha Kilo, Toronto, Canada     | SingleCut Beersmiths Big in Japan                                      |
| Ogilvy, Melbourne, Australia         | Online Education Services The Six Word Scholarship                     |
| ENGINE, London                       | E.ON Pollution, Personalised   |
| Airborne, Netherlands                | KLM Royal Dutch Airlines The Journey                                   |
| MullenLowe MENA                      | Majid Al Futtaim - City Centre Google Street Fashion Show              |
| BBDO New York                        | Bacardi The Future Doesn't Suck  |
| BBDO Moscow                          | Dodo Pizza Open source pizza   |
| VCCP Spain                           | Worldvision Unbox Childlabour  |
| Rodgers Townsend DDB, St Louis, USA  | The Black Rep Soul Speaks Out  |
| BBDO Belgium                         | brussels philharmonic the ClassiCall                                   |
| Wunderman Thompson Belgium           | Telenet Phub'd!  |
| BBDO Moscow                          | Mars Petcare Russia Perfect Search                                     |
| BBDO New York                        | St. Jude's Hall of Heroes  |
| Almap BBDO, Brazil                   | Volkswagen True VW   |
| BBDO New York                        | Bacardi Beat Machine   |
| BETC, Paris, France                  | Peugeot e208   |
| BBDO New York                        | Island Records Sing Bon Jovi   |
| Wunderman Thompson, London           | Nestle Airfix  |
| ROMEO Digital, Queensland, Australia | Queensland Museum History Captured By You - ANZAC Correspondent AR APP |
| Wunderman Thompson Belgium           | Telenet TelenetGo  |
| FamousGrey, Belgium                  | Volvo Car BeLux Volts by Volvo   |
| Propel Manila, Philippines           | Globe Telecom Pride March Anywhere                                     |
| CLM BBDO, Paris, France              | MARS WRIGLEY CONSOLATIONS  |
| BBDO Belgium                         | Jupiler The ban of @therealEmptyCan                                    |
| Wunderman Thompson Belgium           | Lunch Garden Lunch Buddies   |
| Freeman China                        | ICONIQ Experience Tomorrow's World of Mobility                         |
| Kunstmaan Accenture Interactive      | KMI Hey Google, ask RMI ...  |