

Caples Awards 2020 - PR Winners

Gold

BETC, Paris, France	Back Market Refurbished Tweets
Serviceplan Germany	Piper Verlag Criminal Reviews
McCann, London	Help For Heroes 40,000 Strong
No Fixed Address, Toronto, Canada	SickKids Foundation SickKids Airbnb

Silver

BBDO Belgium	Leffe - AB Inbev The National Debate
Impact BBDO, Dubai, UAE	An Nahar The New National Anthem Edition
Wunderman Thompson, London	BT Group Unscripted
CHE Proximity, Australia	Sydney Children's Hospitals Foundation Curing Homesickness
Ogilvy, Sydney, Australia	KFC Michelin Impossible
TBWA London	BECO. #STEALOURSTAFF BECO. #STEALOURSTAFF
BBDO New York	Sandy Hook Promise Back to School Essentials
Grey Malaysia	WWF Your Plastic Diet
CLM BBDO, Paris, France	MARS WRIGLEY #SNICKERSGATE
M&C Saatchi, Sydney, Australia	Tourism Australia Matesong
Sancho BBDO, Colombia	Almacenes Éxito Proudcts
Thinkerbell, Australia	Bega Foods The Mitey Battle
ELVIS, London	LADbible The Illegal Blood Bank
CHE Proximity, Australia	RACV and TAC The Booster Tag
Ogilvy, Sydney, Australia	KFC Weddings
VMLY&R ANZ	McDonald's McPickle
Serviceplan Germany	Sea-Watch e.V. LIFEBOAT- The Experiment
	Miscarriage Association Cards of Acknowledgement
Clemenger BBDO Wellington, NZ	NZ Transport Agency Belted Survivors

Bronze

DDB Group New Zealand	Lion New Zealand Black Laundry
Ogilvy, Sydney, Australia	KFC Secret Menu
Thinkerbell, Australia	NRMA Insurance Protect What's Precious
Zulu Alpha Kilo, Toronto, Canada	HomeEquity Bank #PauseToRemember
Thinkerbell, Australia	NRMA Insurance Every Home is Worth Protecting
Dentsu Redder, Vietnam	BITIS VIETNAM GO FOR LOVE
No Fixed Address, Toronto, Canada	Canadian Centre for Child Protection Lolli: The Exhibit Nobody Wants To Talk About
AMVBBDO, London	Central Office for Public Interest addresspollution.org
Zulu Alpha Kilo, Toronto, Canada	Amazon Rainforest Conservancy The Rainforest Fire Channel

DDB Group New Zealand	Kiwirail Near Miss Memorials
Impact BBDO	Berger Paints Truck Art Childfinder
YoungShand, New Zealand	Health Promotion Agency /Homecare Medical/Quitline Quit For Your Pets
72andSunny Amsterdam	Hack Your Future Behind the Source
BBDO Belgium	State of the Arts -60% Culture
Serviceplan Germany	Berliner Verkehrsbetriebe (BVG) MIND THE GAP
Wunderman Thompson, London	BT Group Red Lioness
Propel Manila, Philippines	Team Magazine, Preen Ph, Scout Ph, Young Star, Love Is All We Need Love Verses Hate
FamousGrey, Belgium	Kom op tegen Kanker (Stand up against Cancer) Instalove
BBDO Belgium	AB Inbev The Inclusive Beer Ad
BBDO Belgium	Lidl The Value of Fresh
Clemenger BBDO Wellington, NZ	NZ Transport Agency The Unsaid
CHE Proximity, Australia	Four Seasons Condoms Generation Intervention
Mutant, Belgium	Susana Ucero Herreria & Riccardo Pires for Unicef & European Union The Real Challenge
VMLY&R Melbourne	Legacy Australia / RSA NZ The Half Biscuit
Wunderman Thompson Belgium	Child Focus Child Porn Re-enactment
Herezie, Paris, France	Amazon Prime Video Amazon Binge Shopping
FamousGrey, Belgium	Volvo Car BeLux Volts by Volvo
	D&AD MASTERCLASSICS
Milk, Sweden	GAIS The Fanager
CHE Proximity, Australia	Samsung Microcodes

Shortlist

Almap BBDO, Brazil	Hering #BlusaSemAlça
Garbergs, Sweden	Ramboll Happy Commuter
CLM BBDO, Paris, France	CONTINENTAL FOODS FRANCE #EATYOURTWEET
Colenso BBDO, New Zealand	New Zealand Forest & Bird Portraits by Predators
Leo Burnett, Dubai, UAE	Emirates EK2019
M&C Saatchi, Sydney, Australia	yourtown Truth & Loot
BBDO New York	Monica Lewinsky The Epidemic
BBDO New York	Thinx MENstruation
Almap BBDO, Brazil	Ambev Your Logo Here
ENGINE, London	E.ON London's Lungs
Kastner, Los Angeles, USA	Alzheimer's Foundation of America Beautiful Minds The art of fighting Alzheimer's
BBDO New York	Monica Lewinsky @GoodnessBot
YoungShand, New Zealand	Health Promotion Agency /Homecare Medical/Quitline Quit For Your Pets
Oliver, USA	Unilever Bring Back the Double
Dentsu Redder, Vietnam	BITIS VIETNAM CANVAS OF PRIDE
Ogilvy, Melbourne, Australia	Online Education Services The Six Word Scholarship
BBDO Moscow	Dodo Pizza Open source pizza

Wunderman Thompson, London	BT Group WWE Moving Day
Mutant, Belgium	Jan Van Biesen, Brecht Vaes & Elisabeth Roelandt for Studio Brussel Ramadamadingdong
BBDO Moscow	Mars Petcare Russia Perfect Search
VCCP Spain	AECC (Spanish Cancer Council) The Last Casting
Propel Manila, Philippines	Globe Telecom Pride March Anywhere
BBDO Moscow	Mars Petcare Russia #TakeMEMEHome
BBDO Moscow	WWF Russia, Yandex. Music Birds Records
FamousGrey, Belgium	Ministerio de transporte y obras públicas & Volvo Car Belux Focus Lines
YoungShand, New Zealand	New Zealand Blood Service The World's Biggest Reserve Bench
BBDO New York	MARS PETCARE / ExxonMobil Mutts4Trucks
Impact BBDO, Dubai, UAE	MARS Twix Face-Off
Wunderman Thompson Belgium	Telenet .comdom
Serviceplan Germany	German child protection Association The Secret Sculpture
BBDO Moscow	Amediateka Game of Thrones Crypt
Colenso BBDO, New Zealand	New Zealand Breast Cancer Foundation Pre Check
Wunderman Thompson, London	BT Group Whatever it is, cancel it.
Serviceplan Germany	Vienna Tourist Board The Wedding of Siri & Alexa
CLM BBDO, Paris, France	MARS WRIGLEY CONSOLATIONS
BBDO New York	American Red Cross/ American Cancer Society Give Time
Sancho BBDO, Colombia	Grupo Éxito Crónica, the city of disadvantage.
MullenLowe Open, London	NHS England We Are Returning Nurses
Kunstmaan, Accenture Interactive	Ferm A message in a doormat
Colenso BBDO, New Zealand	Mars Season of Good Dog
BBDO New York	St. Jude's Hall of Heroes
BBDO Moscow	GULAG History Museum Survivors
VCCP Spain	Worten The Good Print
Wunderman Thompson	Unilever, Lux Lux Search Words - #IntoTheSpotlight
Serviceplan Germany	STROKE ART FAIR SCARS OF DEMOCRACY
Impact BBDO, Dubai, UAE	Fifty Fifty Lebanon Close The Gap
BBDO Moscow	Renault Renault Drive Therapy
Inbrax, Chile	Techo Latam Settlements
BBDO Spain, Contrapunto BBDO	INTERNATIONAL AMNESTY PLANET J
BJL, Manchester, UK	Climate Strike Emmeline Pankhurst in 2019
YoungShand, New Zealand	Blind Low Vision NZ #AltTextForAll
White Rabbit, Hungary	WWF Hungary Save Classic Blue
Garbergs, Sweden	The Swedish Childhood Cancer Fund Childhood and Cancer Don't Belong Together
BETC, Paris, France	Peugeot e208