

Caples Awards 2020 - Radical New Strategy

Gold

McCann, London	Xbox / Microsoft The Birth of Gaming Tourism
BBDO New York	MARS PETCARE / ExxonMobil Mutts4Trucks

Silver

BBDO Moscow	WWF Russia, Yandex. Music Birds Records
CHE Proximity, Australia	Sydney Children's Hospitals Foundation Curing Homesickness
Impact BBDO	Berger Paints Truck Art Childfinder
72andSunny Los Angeles, USA	Tinder Swipe Night
Shackleton, Madrid	Correos Protest Stamps
YoungShand, New Zealand	Health Promotion Agency /Homecare Medical/Quitline Quit For Your Pets
Herezie, Paris, France	Amazon Prime Video Amazon Binge Shopping
FamousGrey, Belgium	Visit Brussels Now.Brussels

Bronze

CHE Proximity, Australia	RACV and TAC The Booster Tag
FamousGrey, Belgium	Kom op tegen Kanker (Stand up against Cancer) Instalove
Colenso BBDO, New Zealand	Spark Play
Wunderman Thompson Belgium	Telenet .comdom
TBWA London	BECO. #STEALOURSTAFF BECO. #STEALOURSTAFF
Almap BBDO Brazil	Ambev Your Logo Here
Ogilvy, Sydney, Australia	KFC Secret Menu
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
CLM BBDO, Paris, France	CONTINENTAL FOODS FRANCE #EATYOURTWEET
FamousGrey, Belgium	Volvo Car BeLux Volts by Volvo
BBDO Belgium	AB Inbev Drive Responsibly

Shortlist

Ogilvy, Sydney, Australia	KFC Michelin Impossible
Clemenger BBDO Wellington, NZ	NZ Transport Agency Belted Survivors
BBDO New York	Monica Lewinsky @GoodnessBot
Grey Malaysia	WWF Your Plastic Diet
VMLY&R Melbourne	Monash University A Future Without Change
BBDO Belgium	brussels philharmonic the ClassiCall
BBDO Belgium	Lidl The Value of Fresh
BBDO Moscow	Renault Renault Drive Therapy

Wunderman Thompson London	BT Group Red Lioness
Milk, Sweden	GAIS The Fanager
ELVIS, London	LADbible The Illegal Blood Bank
Garbergs, Sweden	Ramboll Happy Commuter
M&C Saatchi, Sydney, Australia	yourtown Truth & Loot
Propel Manila, Philippines	Team Magazine, Preen Ph, Scout Ph, Young Star, Love Is All We Need Love Verses Hate
Shackleton, Madrid	Uber Shocks on the Rocks
Wunderman Thompson Belgium	MNM Studearworms
Airborne, Netherlands	KLM Royal Dutch Airlines The Journey
VCCP Spain	Worten The Good Print
Wunderman Thompson Belgium	NN Did they live happily ever after?
Mutant, Belgium	Jan Van Biesen, Brecht Vaes & Elisabeth Roelandt for Studio Brussel Ramadamadingdong
ENGINE, London	E.ON It's time to clear the air
Wunderman Thompson Belgium	Telenet TelenetGo
Wunderman Thompson Belgium	MediaMarkt MediaMarkt Ad without the Break
Wunderman Thompson Belgium	Telenet Phub'd!
Havas MENA, UAE	Reckitt Benckiser Celebrate Every Day
BBDO New York	Bacardi The Future Doesn't Suck
Wunderman Thompson Belgium	Lunch Garden Lunch Buddies
Garbergs, Sweden	St1 Modern art, modern payments