

## Caples Awards 2020 - Traditional Media

### Gold

### Silver

M&C Saatchi, Sydney, Australia	Tourism Australia Matesong
TBWA London	BECO. #STEALOURSTAFF BECO. #STEALOURSTAFF
Almap BBDO, Brazil	Volkswagen True VW
Impact BBDO	An Nahar The New National Anthem Edition
Clemenger BBDO Wellington, NZ	NZ Transport Agency Belted Survivors
DDB Group New Zealand	Volkswagen Bad Business Decisions
Colenso BBDO, New Zealand	IAG Pavlova
BBDO Belgium	Lidl Belgium vote for meAL

### Bronze

DDB Group New Zealand	Lotto New Zealand L05T
Clemenger BBDO Wellington, NZ	NZ Transport Agency The Unsaid
Ogilvy, Sydney, Australia	KFC Weddings
Oliver, London	The Guardian Dating with a two track mind
YoungShand, New Zealand	New Zealand Blood Service The Life Saving Edition Of The Sunday News
CHE Proximity, Australia	Samsung Microcodes
BBDO Belgium	Lidl The Value of Fresh
AMVBBDO, London	Diageo The Purse
Clemenger BBDO Wellington, NZ	NZ Transport Agency Liberated Drivers
DDB Group New Zealand	Coca Cola Amatil Best Day Ever
72andSunny New York	Eden Creamery Ice Cream for Adults
Impact BBDO	Novomed Hidden Allergy

### Shortlist

Colenso BBDO, New Zealand	DB Breweries The U.S. Seal of Approval
Serviceplan Germany	ROBIN WOOD Hungry for Destruction
Almap BBDO, Brazil	Kiss FM #OzzyForgottenMemory
BBDO New York	Mars Chocolate North America Fix the World
No Fixed Address, Toronto, Canada	Little Caesars Open The Pizza Portal
BBDO Belgium	AB Inbev Drive Responsibly
Thinkerbell, Australia	Bega Foods The Mitey Battle
Garbergs, Sweden	SL Dear Haters <3
Wunderman Thompson London	HSBC UK Both Sides
BBDO Belgium	AB Inbev The Inclusive Beer Ad

DDB Group New Zealand	Volkswagen The Last Beetle
72andSunny, Los Angeles	National Football League Next 100
Garbergs, Sweden	SOVA Invest in your sleep
Oliver, London	The Guardian Shag
Clemenger BBDO Wellington, NZ	NZ Transport Agency Totally Compos Mentis
Almap BBDO, Brazil	WhatsApp It's Between You
Clemenger BBDO Wellington, NZ	Hawke's Bay Regional Council Look Right, Look Left
Shackleton, Madrid	El País Subscribe to the facts
AMVBBDO, London	Diageo Liberty Fields
BBDO Spain, Contrapunto BBDO	LOTERIAS Y APUESTAS EL ESTADO UNITED BY A LOTTERY TICKET - "PILAR & FELIX"
BBD Perfect Storm, London	Berry Bros. & Rudd The Art of Perfection
Wunderman Thompson London	HSBC UK Home To So Much More
Serviceplan Germany	Deutsche Bahn This time is yours
BBDO Spain, Contrapunto BBDO	LOTERIAS Y APUESTAS EL ESTADO UNITED BY A LOTTERY TICKET - "PILAR & FELIX" AND "RAMON & JOSE"
Impact BBDO	Shalamar Hospital The Hot Tea Stain
BBDO Spain, Contrapunto BBDO	LOTERIAS Y APUESTAS EL ESTADO UNITED BY A LOTTERY TICKET - "RAMON & JOSE"
Oliver, London	The Guardian Eggplant
Ogilvy, Sydney, Australia	Whitelion Deadly Instruments
	NoMore #listeningfromhome
Oliver, London	The Guardian G-String
Almap BBDO, Brazil	Volkswagen Spatial Awareness - Some people just don't have it
ENGINE, London	E.ON Pollution-Eating Paper
Almap BBDO, Brazil	Kiss FM Play Rock 'n' Roll
Wunderman Thompson London	BT Group Whatever it is, cancel it.
Impact BBDO	MARS Twix Face-Off
72andSunny, Amsterdam	The Coca-Cola Company In the Name of Play
Almap BBDO, Brazil	Volkswagen Life
Sancho BBDO, Colombia	Baloto Luckations
Colenso BBDO, New Zealand	Mars Season of Good Dog
Wunderman Thompson Belgium	MNM Studearworms
Serviceplan Germany	DER SPIEGEL We hold a mirror up to this world.
Oliver, London	Barclaycard Monkey Business
White Rabbit, Hungary	WWF Hungary Save Classic Blue
Oliver	Unliever Small Acts of Love
Almap BBDO, Brazil	Ambev Drink with this Poster
BBDO New York	Macy's Santa Girl
Almap BBDO, Brazil	Pedigree A Dog Brings it Back
BBDO Belgium	AB Inbev J'aime la vie
Oliver, London	The Guardian Well hung
Federation, New Zealand	Auckland Transport Bike Bike

Garbergs, Sweden

The Swedish Childhood Cancer Fund Childhood and Cancer  
Don't Belong Together

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Thinkerbell, Australia

Furphy Furphy Unbelievable

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Garbergs, Sweden

St1 Modern payments, modern art