

Caples Awards 2021 – Best in Show, Best Writing/Best Copy, Best Design/Art Direction

Best in Show

Wunderman Thompson Thailand	'Stay Home Miles Exchange'	Thai Airways
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Best Writing/Best Copy

Gold

McCann London	'Just Eat ft. Snoop Dogg'	Just Eat
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Silver

72andSunny Amsterdam	'Open Like Never Before'	The Coca-Cola Company
BBH Singapore	'Running Stories'	BBH Singapore
CHE Proximity Australia	'Where Babies Come From'	Genea

Best Design/Art Direction

Gold

AlmapBBDO São Paulo	'Doritos Wasabi'	PepsiCo
AMVBBDO London	'#wombstories'	Essity
DDB Aotearoa New Zealand	'The Tiny Pub'	Lion New Zealand

Silver

BETC HAVAS São Paulo	'HerShe 2021'	HERSHEYS Br
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