

## Caples Awards 2021 - Branded Content

### Gold

AMVBBDO London	Essity '#wombstories'
BETC HAVAS São Paulo	Un Women / Paulistas' Football Federation 'Scoreboard for Change'
FCB&FiRe Spain	Netflix/Playstation 'Unboxing Ibai'
McCann London	Just Eat 'Just Eat ft. Snoop Dogg'

### Silver

AlmapBBDO São Paulo	LG Electronics 'Project Ms. Mozart'
Leo Burnett Australia	The Minderoo Foundation 'Walk Free: Captive Content'
McCann London	Reckitt 'SwearLab'
Wunderman Thompson Thailand	Heineken 'The Everyday Sponsorships'

### Bronze

72andSunny Amsterdam	The Coca-Cola Company 'Open Like Never Before'
AKQA Brazil	Beck's 'Beck's Frequency'
AKQA Brazil	Som Livre 'Bivolt feat Bivolt'
AMVBBDO London	Mars Petcare 'The Cats That Rule The World'
Colenso BBDO New Zealand	Mars 'Take A Baby Step into Parenting'
Grey Advertising Ltd London	Pringles 'Meet Frank'
McCann London	Microsoft/Xbox 'Beyond Generations'
Sancho BBDO Colombia	Pepsico 'Videoclip Store'
Wunderman Thompson Brazil	United Nations 'Inertia City'
Zulu Alpha Kilo Canada	HomeEquity Bank 'Catch the Scam'

### Finalist

72andSunny USA	Church & Dwight 'Rising Time'
AlmapBBDO São Paulo	PepsiCo 'Doritos Wasabi'
BBDO Belgium	Lidl Belgium 'Seven Fennels and Raspberries'
BBDO New York	Mars Petcare 'Dogs on Zoom'
FP7 McCann MENA UAE	Almosafer 'As Far As We Go'
Grey Advertising Ltd London	M&S Food 'Sprouts'
Leo Burnett Australia	Oporto 'Oporto: Eat Your Words'
Stendahls Sweden	Activision - 'Moment of Truth'
Sweet Films Brazil	Save One Person 'Angel's Souls'
Wunderman Thompson Belgium	Carrefour Hypermarket 'Opera'l Dente'
Wunderman Thompson Thailand	Wacoal 'Wacoal Ready-To-Go Uniforms'
Zulu Alpha Kilo Canada	HomeEquity Bank 'World's Oldest E- Sports Team'