

Caples Awards 2021 Innovation

Gold

Cheil Spain	Samsung 'Talk'
FCB New York	Michelob ULTRA, Microsoft, NBA 'Michelob ULTRA Courtside'
Memac Ogilvy Dubai	Al Futtaim IKEA 'Buy With Your Time'
Rothco Dublin	Apple Music Group 'Saylists'
TBWA New Zealand	ANZ Bank 'Mr Humfreez'
Thinkerbell Australia	Bega Foods 'The Purple Hive Project'

Silver

BBH Singapore	BBH Singapore 'Running Stories'
Happiness Saigon, an FCB Alliance	Lays 'Crispy Subtitles'
Wunderman Thompson Dubai	Bose 'Noise-O- Meter'

Bronze

AKQA Brazil	Beck's 'Beck's Frequency'
MullenLowe MENA FZ LLC UAE	UAE Government Media Office 'Double Moon'
Ogilvy Spain	Zalando 'Street It All'

Finalist

Impact BBDO UAE	Etisalat 'Wider Web'
MullenLowe MENA FZ LLC UAE	Mobily 'ProtectSet'
Ogilvy Spain	Cruzcampo 'Heavily Accented'
Rothco Dublin	Irish Rugby Football Union (I.R.F.U) 'See Green'