

Caples Awards 2021 - Radical New Strategy

Gold

McCann London	Microsoft/Xbox 'Beyond Generations'
Memac Ogilvy Dubai	Al Futtaim IKEA 'Buy With Your Time'
Ogilvy Australia	Mondelez Australia 'Unscalpable'
TBWA New Zealand	ANZ Bank 'Mr Humfreez'
Wunderman Thompson UK	HSBC 'The Homeless Bank Account'

Silver

FCB New York	Michelob ULTRA, Microsoft, NBA, 'Michelob ULTRA Courtside'
FP7 McCann MENA UAE	Babysnap 'Rephrasing "Parenthood"'
FP7 McCann MENA UAE	Home Centre 'A Dad's Job'
Ogilvy Spain	Cruzcampo 'Heavily Accented'
RAPP UK	Virgin Media 'The Digital High Street'
Wunderman Thompson Thailand	Wacoal 'Wacoal Ready-To-Go Uniforms'

Bronze

FCB/SIX Canada	'me too.' 'Act Too'
Happiness Brussels, an FCB Alliance	SBS BroadCast Belgium 'Belgian Break'
Hurrah.agency France	Cereals Partners France 'The Roar Map'
Milk Sweden	Bye Bye Bicycle 'The Spotify Parenthesis'
Ogilvy Australia	Merivale 'Super Schooner'
Sancho BBDO Colombia	Postobón 'Bottled Masks'
Sweet Films Brazil	Save One Person 'Angel's Souls'

Finalist

AKQA Brazil	Som Livre 'Bivolt feat Bivolt'
BBDO Guerrero The Philippines	The Naturale Market 'The Dissolving Bottle'
FamousGrey Belgium	Volvo 'Be Safe Be Late'
Grey Advertising Ltd London	Pringles 'Meet Frank'
M&C Saatchi Australia	Baiada-Lilydale/Steggles 'Ugly, but good for you'
Porta Chile	Chilean Red Cross 'First Line for the Front Line'
TBWA London	HUN Wine 'The Worst Time to Launch a New Brand'
Thinkerbell Australia	IAG 'Climate Warriors'