

## Caples Awards 2021 - Traditional Media

### Gold

72andSunny Amsterdam	The Coca-Cola Company 'Open Like Never Before'
Ogilvy Spain	Cruzcampo 'Heavily Accented'

### Silver

AlmapBBDO São Paulo	Alpargatas 'True Fashion'
AlmapBBDO São Paulo	PepsiCo 'Doritos Wasabi'
BBDO Belgium	Lidl Belgium 'Sounds Horrible'
BBDO Ecuador	El Universo 'The Holly Ad'
FP7 McCann MENA UAE	City Centre 'Don't go to City Centre'
Wunderman Thompson Chile	WWF 'Nature is calling for help'
Wunderman Thompson UK	HSBC 'The Homeless Bank Account'
Wunderman Thompson UK	Nestle 'Buzzwords, Lingo, Passwords'

### Bronze

72andSunny USA	Adobe 'Fantastic Voyage'
BBDO Belgium	De Acteursgilde 'Ads about Nothing'
BBDO Belgium	Lidl Belgium 'Seven Fennels and Raspberries'
Havas Creative Dubai	LEGO Saudi Stores 'LEGO News Rebuilt'
McCann London	Just Eat 'Just Eat ft. Snoop Dogg'
Sancho BBDO Colombia	ACH Colombia 'Move your money, not yourself'
VaynerMedia New York	Kraft Heinz 'The Death of Mr. Peanut'
Wunderman Thompson Perth	West Australian Ballet 'Disappearing Dracula'

### Finalist

BBDO&proximity Spain	Loterías y Apuestas Del Estado 'Luck'
BMF Australia	Aldi Australia 'Synchronised Santas'
Clemenger BBDO Wellington	New Zealand Government 'Unite Against COVID-19'
Colenso BBDO New Zealand	WWF 'Microplastics'
VMLY&R Melbourne	Defence Force Recruitment 'Lost In Translation'
VMLY&R Melbourne	OzFish 'Focus On Our Waterways'
Wunderman Thompson Chile	Training Professional 'Play for your dreams'