

Caples 2022 Branded Content Shortlist

4129 Grey Turkey	'Calculating Hope'	Mastercard Turkey
4129 Grey Turkey	'Dinyakos 2.0 – The big comeback of a long lost brand in FIFA 22'	Socrates Magazine
72andsunny LA	'Bring The House Down'	National Football League
72andsunny LA	'Swipe Night/Killer Weekend'	Tinder
72andsunny LA	'Warzone in Paradise'	Activision
AKQA Dubai	'Operation White Cruiser'	Al-Futtaim Toyota
BBDO China	'Bosch – Don't Hang Out Your Privacy'	BSH Home Appliances
BBDO New York	'A Google Slides Experience'	Capitol Records
BBDO New York	'Fleets'	Mars USA
BBDO New York	'Music Liberate Mixtape'	BACARDI
Cheil Centrade Romania	'Guilt Gifts Puppetry' couture'	ANAIS Association
DDB Group New Zealand	'The Alt Blacks'	Lion
DDB Sydney	'The Ad Break Championship – GTI Hijack'	Volkswagen Group Australia
Forsman & Bodenfors Sweden	'Back on Track Festival'	Västtrafik
Fred & Farid LA	'Women's Surfing'	Roxy
Garbergs Sweden	'The unlimited edition of haute'	NK
Impact BBDO	'Despair No More'	TENA
Inbrax Chile	'The Flight of the Stray Bullet'	Colcrim
Jung von Matt Hamburg	'Make the invisible visible'	Eyd
Lokal Istanbul	'Roads of Love'	Mercedes-Benz Türk
Lola Mullenlowe Spain	'Miley in Layers'	Unilever, Magnum
No Fixed Address Canada	'Unwanted Followers'	Canadian Centre for Child Protection
Propel Manila	'Retold With Pride'	Globe x Pride@Tech
Saatchi & Saatchi NZ	'A Career Limiting Campaign'	Global Women
Saatchi & Saatchi NZ	'The Case Study Project'	Womens Work
Shackleton Madrid	'Twitchverse'	Sony Pictures
The Gate London	'Nobody is Normal'	Childline
Thinkerbell Australia	'Climate Warriors'	NRMA
This is loco	'Dr. Max first medic in gaming'	Dr. Max pharmacies
VaynerMedia	'Budweiser/ Go Fourth'	ABInBev
VCCP London	'The O2 in fortnite creative'	O2
VMLY&R New Zealand	'The Long Swim Home'	Coastguard New Zealand
Wunderman Thompson London	'Have a bite'	Nestlé
Wunderman Thompson London	'Museum of First Time'	Women and Men Progressive Movement

Wunderman Thompson Thailand	'Saphan Mon Powered by dtac 700MHz'	dtac
Wunderman Thompson Thailand	'Songkran Stranger'	TikTok
Wunderman Thompson Saudi Arabia	'The Unexpected Reroute'	stc
Wunderman Thompson London	Unseen Stats	BT Sport
Yarn	'Please don't travel under the Social Influence'	Tourism New Zealand