

Caples Awards 2022 Digital B to C Shortlist

72andsunny LA	'Swipe Night: Killer Weekend'	Tinder
72andsunny LA	'Warzone in Paradise'	Activision
BBDO Belgium	'The Breakaway: the first eCycling team for prisoners'	Decathlon
BBDO New York	'Music Liberate Music Mixtape'	BACARDI
Colenso BBDO	'MyHooman'	Mars
DDB Group New Zealand	'Samsung iTest'	Samsung New Zealand
DDB Sydney	'However you make it, we'll help you save it.'	Westpac
Happiness Brussels	'Giant NFT'	Burger Brands Belgium – Quick
Impact BBDO UAE	'Despair No More'	TENA
LEGO Agency	'Rebuilt by Originals'	The LEGO Group
McCann Manchester	'#freecuthbert'	Aldi
No Fixed Address Canada	'Naming Rights'	Little Caesars
Ogilvy Australia	'Rest Towns'	AAMI (Suncorp)
Saatchi & Saatchi Düsseldorf	'Non-Fungible Animals'	WWF Germany
Serviceplan Middle East	'BMW Museum of Sound'	BMW Middle East, BMW AGMC
Taxi Toronto	'The Carbon Neutral Net'	Volkswagen
TBWA RAAD UAE	'Shift+K+F+C'	KFC Arabia
TBWA RAAD UAE	'Last Words Insurance'	Nasco
TBWA RAAD UAE	'Pasta Assassins'	Liamo
Thinkerbell Australia	'Climate Warriors'	NRMA Insurance
Twitter UK	'#FastestFollower'	adidas
VCCP London	'The O2 in Fortnite Creative'	O2
Wunderman Thompson Australia	'Have a bite'	Nestlé
Wunderman Thompson Saudi Arabia	'Meet Sarha'	stc
Wunderman Thompson Thailand	'Songkran Stranger'	TikTok
Wunderman Thompson Australia	'World of Excuses'	United Nations Development Programme
Yarn New Zealand	'Please don't travel under the social influence'	Tourism New Zealand
Zulu Alpha Kilo Canada	'Green Screen Shirt'	Harry Rosen
Zulu Alpha Kilo Canada	'Notes IPA'	SingleCut Beersmiths