

Caples Awards 2022 Innovation Shortlist

BBDO Belgium	'The Breakaway: the first eCycling team for prisoners'	Decathlon
BBDO Guerrero Philippines	'The Dissolving Bottle'	Naturale Market
BBDO New York	'A Google Slides Experience'	Capitol Records / The Academic
BBDO New York	'Music Liberate Music Mixtape'	BACARDI
BBDO New York	'Nacho Cheese Dip-spenser'	Juanita's Foods
BBDO New York	'The Sensory Auction'	Bombay Sapphire
BBH Singapore	'Codashop Bounty Hunter's Guild'	Codashop
Cheil Worldwide Spain	'The Battle Inside'	CRIS Cancer Foundation
Colenso BBDO New Zealand	'MyHooman'	Mars
DDB New Zealand	'Samsung iTest'	Samsung New Zealand
DDB New Zealand	'The Alt Blacks'	Lion
Dentsu Redder Creative Vietnam	'The Left-Overs Collection'	Biti's Vietnam
Dig	'Tik Tok Tag'	3M
FamousGrey Belgium	'The Street Configurator'	Volvo Car Belux
FamousGrey Belgium	'The Belgian Heartbeat'	Proximus
Forsman & Bodenfors Sweden	'Back on track festival'	Västtrafik
Forsman & Bodenfors Sweden	'Bad Movie Index'	Draken Film
Forsman & Bodenfors Sweden	'Discover the originals'	Visit Sweden
Forsman & Bodenfors Sweden	'Sea Level Re-Boot'	Tretorn
Forsman & Bodenfors Sweden	'Time To Talk'	Mind
Garbergs Sweden	'The Unlimited edition of haute couture'	NK
Happiness Brussels	'Giant NFT'	Burger Brands Belgium – Quick
HERO	'Senior Constable Laurie Fox'	Victoria Police
HERO	'Virtual Fans x Australian Open'	Mastercard
Impact BBDO	'The Social Distancing Prayer Mat'	Dettol
Leith Scotland	'The Extra Time Badge'	Justin Edinburgh 3 Foundation
Leo Burnett Australia	'One House to Save Many'	Suncorp Group
Leo Burnett Saudi Arabia	'Don't Sleep on it'	IKEA
Lola Mullenlowe Spain	'Miley in Layers'	Unilever, Magnum
McCann London	'Tune Out Pain'	Reckitt
Memac Ogilvy Dubai	'IKEA Co-worker For The Day'	Al Futtaim IKEA
MullenLowe MENA Dubai	'100 Meters Blind'	Saif Belhasa Holding/Belhasa Driving Center
Ogilvy Spain	'Airbag Alive Collection'	DGT
Ogilvy Spain	'For our cities'	Philadelphia
Ogilvy Spain	'Happy Colours To You'	Audi
Saatchi & Saatchi Düsseldorf	'Non-Fungible Animals'	WWF Germany

Saatchi & Saatchi London	'Air Bubble'	GSK
Serviceplan Middle East	'BMW Museum of Sound'	BMW Middle East – BMW AGMC
Shackleton Madrid	'VerifiedForGood'	Fundacion Mujeres & Twitter
TBWA New Zealand	'ANZ Support Band'	ANZ Bank
TBWA New Zealand	'Bodyright – The world's first Copyright for the human body'	Bodyright.me
Thinkerbell Australia	'Ramp Rater'	NRMA Insurance
This is Locco Slovakia	'Bejby Blue – Your Digital persona	Tatra Bank
This is Locco Slovakia	'Dr. Max first medic in gaming'	Dr. Max pharmacies Twitter
Twitter UK	'adidas #fastestfollower'	adidas
VMLY&R India	'The Killer Pack'	Maxx Flash
Wunderman Thompson Saudi Arabia	'Meet Sarha'	stc
Wunderman Thompson London	'The Big Cover Up'	NCDV London
Wunderman Thompson London	'Vicious Circle'	HSBC UK
Zulu Alpha Kilo Canada	'Green Screen Shirt'	Harry Rosen
Zulu Alpha Kilo Canada	'Notes IPA'	SingleCut Beersmiths
Zulu Alpha Kilo Canada	'Tough Turban'	Pfaff Harley-Davidson