

Caples Awards 2022 Radical New Strategy shortlist

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| BBDO, Belgium | 'The Breakaway' | Decathlon |
| BBDO, Los Angeles | 'Nacho Cheese Dip-spenser' | Juanita's Foods |
| BBDO, New York | 'Music Liberates Music' | Bacardi |
| BBDO, New York | 'The Academic in Slides' | Capitol Records |
| CHE Proximity, Australia | 'Give a FlyBuys' | FlyBuys |
| CHE Proximity, Australia | 'Z Flip Pocket Denim' | Samsung |
| Cheil, Spain | 'The Battle Inside' | CRIS Cancer Foundation |
| DDB, Aotearoa New Zealand | 'The Steinlager Alt Blacks' | Lion Nathan |
| DDB Tribal, Aotearoa New Zealand | 'iTest' | Samsung |
| FamousGrey, Brussels | 'The Street Configurator' | Volvo Belux |
| Forsman+Bodenfors, Sweden | 'No Compromises' | Polestar |
| Happiness (FCB), Brussels | 'Re-Story' | Canon |
| Happiness (FCB), Brussels | 'Reduce the Ride' | HUSK |
| Havas, Tel Aviv | 'The Live Tolerance Test' | am:pm City Market |
| HERO | 'Constable Laurie Fox' | Victoria Police |
| Impact BBDO, UAE | 'Elections Edition' | AnNahar Newspaper |
| Jung von Matt, Hamburg | 'Make the Invisible Visible' | Eyd |
| Kreativna Djojica | 'Bad Luck Brian' | Ortodoncia Klostermann |
| Lobsters Prod, Tunis | 'The Rights Sponsor' | Club Féminin De Carthage |
| Lola MullenLowe, Madrid | 'Indoor Ads' | Unilever Lynx |
| Marcel, Paris | 'Uber Heetch' | Heetch |
| Memac Ogilvy, Dubai | 'Swedish Meatballs' | IKEA-al-Futtaim |
| McCann, London | 'Dream Transfer' | eBay UK |
| McCann, Manchester | '#FreeCuthbert' | Aldi |
| MullenLowe, MENA | 'Christmas Wildfire' | Mall of the Emirates |
| Ogilvy, Madrid | 'For Our Cities' | Philadelphia |
| Ogilvy, Melbourne | 'AAMI Rest Towns' | Suncorp |
| serviceplan, Munich | 'Dyslexia Unetided' | Gruner + Jahr |
| Shackleton Group, Spain | '#VerifiedForGood' | Fundación Mujeres |
| TBWA, New Zealand | 'Real Mode' | 2degrees |
| TBWA, New Zealand | 'Bodyright' | Bodyright.me |
| TBWA\RAAD, UAE | 'ChickenStock' | KFC Arabia |
| TBWA\RAAD, UAE | 'Last Words Insurance' | Nasco Middle East |
| TBWA\RAAD, UAE | 'Waitographer' | Hilton Hotels |
| This is Locco, Slovakia | 'First Medic in Gaming' | Dr. Max Pharmacies |
| This is Locco, Slovakia | 'Bejby Blue' | Tatra Banca |
| VMLY&R, Dubai | 'Who's Your Cabbie?' | RTA UAE |

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| VMLY&R, Mumbai | 'The Killer Pack' | Maxx Flash |
| Wunderman Thompson, Bangkok | 'Sponsor of Mom-and-Pop Shops' | Dutchmill Dairy |
| Wunderman Thompson, Jordan | 'Hidden Gyms' | Gymkuma |
| Wunderman Thompson, London | 'The Unseen Stats' | BT Sport |
| Wunderman Thompson, Riyadh | 'Meet Sarha' | stc |
| Wunderman Thompson, Riyadh | 'The Unexpected Reroute' | stc |
| Zulu Alpha Kilo, Toronto | 'Come & Glow' | Consonant Skin+Care |