

## Caples Awards 2022 – Branded Content

Gold		
72andsunny LA	'Warzone in Paradise'	Activision
DDB Sydney	'The Ad Break Championship - GTI Hijack'	Volkswagen Group Australia
Silver		
72andsunny LA	'Swipe Night/Killer Weekend'	Tinder
BBDO New York	'A Google Slides Experience'	Capitol Records / The Academic
The Gate London	'Nobody is Normal'	Childline
Thinkerbell Australia	'Climate Warriors'	NRMA
VMLY&R New Zealand	'The Long Swim Home'	Coastguard New Zealand
Yarn	'Please don't travel under the Social Influence'	Tourism New Zealand
Bronze		
Cheil Centrade Romania	'Guilt Gifts Puppetry'	ANAIIS Association
DDB Group New Zealand	'The Alt Blacks'	Lion
Forsman & Bodenfors Sweden	'Back on Track Festival'	Västtrafik
Saatchi & Saatchi NZ	'A Career Limiting Campaign'	Global Women
Saatchi & Saatchi NZ	'The Case Study Project'	Womens Work
This is Locco Slovakia	'Dr. Max first medic in gaming'	Dr. Max pharmacies
VaynerMedia	'Budweiser/ Go Fourth'	ABInBev
Wunderman Thompson Australia	'Have a bite'	Nestlé
Wunderman Thompson London	'Unseen Stats'	BT Sport
Wunderman Thompson Thailand	'Museum of First Time'	Women and Men Progressive Movement Foundation