

The Caples Awards 2023
Ambient, Guerilla and OOH SHORTLIST

Agency: Bonka Circus Belgium
Client: Decathlon
Title: nolhtaceD

Agency: Chemistry, Auckland, New Zealand
Client: TAB
Title: All Blacks vs Ireland, Consider the Odds

Agency: Colenso BBDO, Auckland, New Zealand
Client: Skinny
Title: Phone It In

Agency: FP7 McCann, Dubai
Client: Heinz Ketchup Arabia
Title: The Heinzjack

Agency: FP7 McCann, Dubai
Client: Mastercard
Title: The Out of this World Match

Agency: Impact BBDO, Dubai
Client: AnNahar Newspaper
Title: The Newspapers Inside

Agency: Impact BBDO, Dubai
Client: EBM
Title: Schoolgirl Newscasters

Agency: Impact BBDO, Dubai
Client: Lebanese Broadcast Corporation International
Title: #WeMissLebanon Pageant

Agency: Leo Burnett Kuala Lumpur, Malaysia
Client: McDonald's Malaysia
Title: McDonald's Fries Crosswalk

Agency: Leo Burnett Group, Thailand
Client: Netflix
Title: Burn the Billboard

Agency: Ogilvy Australia
Client: Whitelion Youth
Title: The Loudest Call

Agency: Oliver Agency, London

Client: Unilever

Title: Pre-Hated Marmite

Agency: Saatchi & Saatchi, London

Client: Brewdog

Title: Anti-sponsor

Agency: St Luke's, London

Client: Dole Sunshine Company

Title: Malnutrition Labels: Nutritional Ink

Agency: TBWA\Melbourne, Australia

Client: Melbourne Writers Festival

Title: The Art of Words

Agency: Thinkerbell, Australia

Client: Furphy

Title: Furphy, What the Truck?!