

The Caples Awards 2023
Gaming SHORTLIST

Agency: Cheil Hong Kong
Client: Samsung Electronics China
Title: Quest for Dyslexia

Agency: DDB Australia
Client: Project Rokit
Title: Kind Royale

Agency: Grey London
Client: Kellogg's
Title: The Pringles NPC

Agency: Hero, Melbourne, Australia
Client: Maybelline New York
Title: Through Their Eyes

Agency: Innocean Berlin
Client: Miami Ad School
Title: MAD Game Changers

Agency: Leo Burnett, Manila, Philippines
Client: McDonalds
Title: Unbranded Menu

Agency: M&C Saatchi, Abu Dhabi
Client: Burger King Kuwait
Title: Flame-grilled challenge run

Agency: McCann London
Client: Microsoft & Invictus Games Foundation
Title: Anthem For All

Agency: We Are Social, Milan
Client: Lavazza Foundation
Title: Deforestation Field

Agency: White Rabbit, Budapest, Hungary
Client: Budapest Business Journal Elden
Title: Fake News

Agency: Wunderman Thompson Benelux
Client: Child Focus
Title: OK Groomer