

**The Caples Awards 2023**  
**Mobile SHORTLIST**

**Agency:** BBD Perfect Storm, London

**Client:** Unseen UK

**Title:** Ukraine Welcome Message

**Agency:** BBDO NYC, USA

**Client:** Pedigree

**Title:** Rescue Doodles

**Agency:** Cheil Hong Kong

**Client:** Samsung Electronics China

**Title:** Quest for Dyslexia

**Agency:** Colenso BBDO, Auckland, New Zealand

**Client:** State

**Title:** Tally My Post

**Agency:** FamousGREY, Belgium

**Client:** Proximus

**Title:** Call Mom

**Agency:** Forsman+Bodenfors, Gothenburg, Sweden

**Client:** Västtrafik

**Title:** From A to Beach

**Agency:** Happiness Brussels

**Client:** Parents of Road Victims

**Title:** Waze Invaders

**Agency:** Leo Burnett Taiwan

**Client:** McDonald's Prospect Hospitality

**Title:** Donation Wallpaper

**Agency:** MRM ,Santiago, Chile

**Client:** LATAM Airlines

**Title:** Fly Over Cyber Monday

**Agency:** Ogilvy Australia

**Client:** AAMI (Suncorp)

**Title:** AAMI Fansurance

**Agency:** serviceplan Germany

**Client:** Dot Incorporation

**Title:** Dot Go. The first object interaction app for the visually impaired.

**Agency:** Wunderman Thompson, Riyadh, KSA

**Client:** HungerStation

**Title:** The Subconscious Order