

The Caples Awards 2023
Radical New Strategy SHORTLIST

Agency: BBDO New York, USA
Client: M&Ms
Title: Spokescandies on Pause

Agency: BBDO Bangkok, Thailand
Client: Five Star Chicken
Title: The Movies That Made From Us

Agency: BBDO Bangkok, Thailand
Client: Johnson & Johnson
Title: The Other Mother's Day

Agency: CHEP Network, Australia
Client: IKEA Australia
Title: Baller Card

Agency: DDB New Zealand
Client: Kiwi Rail
Title: Rail Ritual

Agency: Forsman+Bodenfors, Gothenburg, Sweden
Client: Live Nation/Luger
Title: The Shuffle Ticket

Agency: Forsman+Bodenfors, Gothenburg, Sweden
Client: Majblomman
Title: The Political Flower

Agency: Grey London
Client: Pringles Multigrain
Title: Multigran

Agency: Happiness Brussels, Belgium
Client: SPA Waters
Title: Placeb'eau

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

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

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

Agency: Impact BBDO, Dubai
Client: UN Women
Title: Child Wedding Cards

Agency: Innocean Berlin
Client: Wer Braucht Feminismus?
Title: The Vulva Spaceship

Agency: Leo Burnett Australia
Client: Suncorp
Title: Resilience Road

Agency: MRM Santiago, Chile
Client: LATAM Airlines
Title: Fly Over Cyber Monday

Agency: McCann London
Client: eBay
Title: Pre-Loved Island

Agency: MRM New York, USA
Client: Movember
Title: Non-Fungible Testicles

Agency: Mutant, Antwerp, Belgium
Client: Club Bruges
Title: Farmers for Farmers

Agency: Ogilvy Australia
Client: KFC Australia
Title: KFC's Left-Handed Drumstick

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

Agency: serviceplan Germany
Client: Aroya Cannabis Production
Title: Freedom Grams

Agency: Seven.One AdFactory/White Rabbit, Budapest, Hungary
Client: Ahr Wine region
Title: Flood Wine

Agency: Special Group, New Zealand
Client: Partners Life
Title: Last Performance

Agency: TBWA\Melbourne
Client: Continental Tyres
Title: Bald Stars

Agency: TBWA\Melbourne, Australia
Client: Melbourne Writers Festival
Title: The Art of Words

Agency: TBWA\Melbourne, Australia
Client: Vodka Cruiser
Title: The Solo Project

Agency: TBWA\London
Client: adidas
Title: The Official Leak of adidas World Cup kits

Agency: VMLY&R Commerce, India
Client: Unilever
Title: Smart Fill