

Caples Awards 2023 - Special Awards

Best in Show		
BBDO New York	'Spokescandies on Pause'	Mars M&Ms

Highly Commended		
Special Group Auckland	'Last Performance'	Partners Life
DDB Australia	'The Creative Index'	Jarden

Best Art Direction/Design		
Gold		
Forsman+Bodenfors Gothenburg	'The Shuffle Ticket'	Live Nation/Luger

Silver		
Leo Burnett Beirut Lebanon	'The currency of Corruption'	Transparency International

Bronze		
AMV BBDO London	'#periodsomnia'	Essity/Libresse

Best Writing/Copy		
Gold		
Grey London	'Unforbidden Fruit'	Dole Sunshine

Bronze		
Colenso BBDO Auckland	'Phone It In'	Skinny
Zulu Alpha Kilo Toronto	'Left-Handed Chutney Jar'	Zulu Alpha Kilo

Courageous Client		
Rankin Carroll, Chief Brand Officer, Mars		

Caples Awards 2023 - Ambient, Guerilla and OOH

Silver		
Colenso BBDO, Auckland, New Zealand	'Phone It In'	Skinny
FP7 McCann, Dubai	'The Heinzjack'	Heinz Ketchup Arabia
Impact BBDO, Dubai	'#WeMissLebanon Pageant'	Lebanese Broadcast Corporation International
Saatchi & Saatchi, London	'Anti-sponsor'	Brewdog
Bronze		
Chemistry, Auckland, New Zealand	'All Blacks vs Ireland, Consider the Odds'	TAB
Impact BBDO, Dubai	'The Newspapers Inside'	AnNahar Newspaper
Impact BBDO, Dubai	'Schoolgirl Newscasters'	EBM
Oliver Agency, London	'Pre-Hated Marmite'	Unilever
St Luke's, London	'Malnutrition Labels: Nutritional Ink'	Dole Sunshine Company
Thinkerbell, Australia	'Furphy, What the Truck?!'	Furphy

Caples Awards 2023 - Audio

Gold		
Colenso BBDO, Auckland, New Zealand	'Phone It In'	Client: Skinny
Silver		
FamousGrey, Brussels	'Call Mom'	Proximus
Forsman+Bodenfors, Singapore	'Drivers' Spooky Stories'	Gojek
Bronze		
FCB New Zealand	'Survive The Drive'	New Zealand Police
Ogilvy Australia	'The Loudest Call'	Whitelion Youth
VCCP Spain	'Speedy Rock'	Rock Fm

Caples Awards 2023 - B2B

Gold		
Colenso BBDO, Auckland, New Zealand	'Beyond Binary Code'	Spark
Silver		
Wunderman Thompson Benelux	'The VAT Vacation'	NN Insurance
Bronze		
Ogilvy Barcelona	'Inspiring shower gel collection'	Volkswagen Group España Distribucion S.A.
Over the Bloody Moon, London	'MenoVest'	Over the Bloody Moon
SEK Part of GREY, Finland	'Romani Rejection Letters'	Diak Romako Romani

Caples Awards 2023 - Branded Content

Gold		
Special Group, Auckland, New Zealand	'Last Performance'	Partners Life
Silver		
Grey London	'The Pringles NPC'	Kellogg's
Bronze		
BBDO Bangkok, Thailand	'The Movies That (Made) From Us'	CPF Restaurant and Foods
DDB Australia	'The Creative Index'	Jarden
MRM NYC, USA	'#HangUpOnIt'	Motorola
Ogilvy UK	'Toxic Influence'	Dove

Caples Awards 2023 - Creative Use of Data

Gold		
Leo Burnett Australia	'Bundy Mixer'	Diageo
Ogilvy Spain	'The 36'	DGT
Silver		
DDB Australia	'The Creative Index'	Jarden
Havas, Lisbon	'The Day-After-Women's-Day Newspapers'	Raparigas da Bola
MRM Santiago, Chile	'Fly Over Cyber Monday'	LATAM Airlines
Performance Art, Toronto, Canada	'The Black Elevation Map'	Black & Abroad
Bronze		
ACE nl, Amsterdam	'MissJourney'	TEDxAmsterdamWomen
Cheil Spain	'Unfear. The freedom to listen, live'	Samsung España
Forsman+Bodenfors, Gothenburg, Sweden	'From A to Beach'	Västtrafik
Happiness, Brussels	'Waze Invaders'	Parents of Road Victims
Ogilvy UK	'Toxic Influence'	Dove
VCCP Spain	'Speedy Rock'	Rock Fm
Wunderman Thompson, Riyadh, KSA	'The Subconscious Order'	HungerStation

Caples Awards 2023 - Digital

Gold		
Forsman+Bodenfors, Singapore	'Kami'	Down Syndrome International
Grey London	'The Pringles NPC'	Kellogg's
MRM Santiago, Chile	'Fly Over Cyber Monday'	LATAM Airlines
The Monkeys, Australia	'The First Digital Nation'	The Government of Tuvalu
Silver		
ACE nl, Amsterdam	'MissJourney'	TEDxAmsterdamWomen
BBD Perfect Storm, London	'Ukraine Welcome Message'	Unseen UK
Cheil Spain	'Unfear. The freedom to listen, live'	Samsung España
CHEP Network, Australia	'Flipvertising'	Samsung
Colenso BBDO, Auckland, New Zealand	'Beyond Binary Code'	Spark
Innocean Berlin	'The Vulva Spaceship'	Wer Braucht Feminismus?
Leo Burnett Australia	'Bundy Mixer'	Diageo
Leo Burnett Manila, Philippines	'Unbranded Menu'	McDonalds
serviceplan Germany	'Dot Go. The first object interaction app for the visually impaired.'	Dot Incorporation
Bronze		
180LA, Los Angeles, USA	'Project Convey'	Cox Communications
BBDO Germany	'THE GLITCH'	Alzheimer Forschung Initiative e.V.
DDB Australia	'Kind Royale'	Project Rokit
DDB New Zealand	'The Rail Ritual'	KiwiRail
FP7 McCann, Dubai	'Wall Street Balls'	Testicular Cancer Society
Havas Lisbon	'Change The News'	Raparigas da Bola
MRM NYC, USA	'Non-Fungible Testicles'	Movember
Saatchi & Saatchi, London	'Not her Problem'	EE
serviceplan Germany	'The Every Home in Minecraft'	Telefónica Germany / o2 Deutschland
VCCP Spain	'Speedy Rock'	Rock Fm
Zulu Alpha Kilo, Toronto	'Bank Letters Home'	The Royal Canadian Legion/ HomeEquity

Caples Awards 2023 - Direct Mail

Gold		
Impact BBDO, Dubai	Child Wedding Cards'	UN Women
Zulu Alpha Kilo, Toronto	'Letters Home'	The Royal Canadian Legion/Home Equity Bank
Bronze		
Ogilvy Spain	'LaLiga Kick-Off'	LaLiga
CHEP Network Australia	'Baller Card'	IKEA Australia
SEK part of GREY, Helsinki	'Rejection Letters'	Diak Romako Romani

Caples Awards 2023 - Gaming

Gold		
Grey London	'The Pringles NPC'	Kellogg's
Leo Burnett, Manila, Philippines	'Unbranded Menu'	McDonalds
Silver		
Hero, Melbourne, Australia	'Through Their Eyes'	Maybelline New York
Bronze		
DDB Australia	'Kind Royale'	Project Rokit
Innocean Berlin	'MAD Game Changers'	Miami Ad School
M&C Saatchi, Abu Dhabi	'Flame-grilled challenge run'	Burger King Kuwait
Wunderman Thompson Benelux	'OK Groomer'	Child Focus

Caples Awards 2023 - Healthcare

Gold		
Cheil Spain	'Unfear. The freedom to listen.'	Samsung España
Silver		
180LA, Los Angeles, USA	'Project Convey'	Cox Communications
BBDO Bangkok, Thailand	'The Experimental'	Thai Health Promotion Foundation
FamousGrey, Belgium	'See My Pain'	Helan Healthcare
Leo Burnett Group Thailand	'Million Spoons'	Thai Health Promotion Foundation
MRM NYC, USA	'Non-Fungible Testicles'	Movember
Ogilvy, London	'The Hornicultural Society'	Relate
Wunderman Thompson Singapore	'Pollution Pencils'	Otrivin
Special Group, Auckland	'Last Performance'	Partners Life Insurance
Bronze		
BBDO Germany	'The Glitch'	Alzheimer Forschung Initiative e.V.
FamousGrey, Belgium	'Shortest Lives'	University Hospital Ghent
Grey, London	'Unforbidden Fruit'	Dole Sunshine Company
Happiness, Brussels, Belgium	'Sobercoins'	City of Balen
Happiness, Brussels, Belgium	'Placeb'eau'	SPADEL
Leith Agency, Scotland	'Unforgettable Moments'	Dementia Charity
Ogilvy, Auckland, New Zealand	'#NotJustAWhiteCoat'	University of Auckland
Over the Bloody Moon, London	'MenoVest'	Over the Bloody Moon
Publicis, Warsaw, Poland	'The Liver Check'	Sanofi
Saatchi & Saatchi, London	'Golden Lights'	Solgar
TBWA\London	'#FollowedByCancer'	Ovarian Cancer Action (OCA)

Caples Awards 2023 - Innovation

Gold		
The Monkeys, Melbourne, Australia	'The First Digital Nation'	The Government of Tuvalu
VMLY&R India	'Smart Fill'	Unilever
Silver		
180LA, Los Angeles, USA	'Project Convey'	Cox Communications
Cheil Spain	'Unfear. The freedom to listen, live'	Samsung España
Bronze		
BBDO NYC, USA	'Rescue Doodles'	Pedigree
Colenso BBDO, Auckland, New Zealand	'Tally My Post'	State
serviceplan Germany	'Dot Pad. The first smart tactile graphics display.'	Dot Incorporation
St Luke's, London	'Malnutrition Labels: Nutritional Ink'	Team Dole Sunshine Company
Wunderman Thompson, Riyadh, KSA	'The Subconscious Order'	HungerStation

Caples Awards 2023 - Integrated Campaigns

Gold		
BBDO NYC, USA	'M&M's - Spokescandies on Pause'	M&M's
Silver		
Impact BBDO, Dubai	'#WeMissLebanon'	Lebanese Broadcast Corporation International
Leo Burnett Beirut, Lebanon	'The Currency of Corruption'	Transparency International
Ogilvy Australia	'Kentucky Fried Chicken Degustation'	KFC Australia
Ogilvy Spain	'The 36'	DGT
Ogilvy UK	'The Horncultural Society'	Relate
Bronze		
CHEP Network, Australia	'(Un)Geddes'	Karicare
Colenso BBDO, Auckland, New Zealand	'Phone It In'	Skinny
FP7 McCann, Dubai	'The Heinzjack'	Heinz Arabia
Hero, Melbourne, Australia	'Museum of Authentics'	eBay
Innocean Berlin	'The Bookcase For Tolerance'	Anne Frank House Amsterdam
Innocean Berlin	'There's Nothing Comic About Dyslexia'	Dyslexia Scotland
Leo Burnett Australia	'Resilience Road'	Suncorp
McCann London	'Pre-Loved Island'	eBay UK
Oliver Agency, London	'Pre-Hated Marmite'	Unilever

Caples Awards 2023 - Mobile

Gold		
serviceplan Germany	'Dot Go. The first object interaction app for the visually impaired.'	Dot Incorporation
Silver		
BBD Perfect Storm, London	'Ukraine Welcome Message'	Unseen UK
FamousGREY, Belgium	'Call Mom'	Proximus
Bronze		
BBDO NYC, USA	'Rescue Doodles'	Pedigree
Cheil Hong Kong	'Quest for Dyslexia'	Samsung Electronics China
Colenso BBDO, Auckland, New Zealand	'Tally My Post'	State
Forsman+Bodenfors, Gothenburg, Sweden	'From A to Beach'	Västtrafik
Leo Burnett Taiwan	'Donation Wallpaper'	McDonald's Prospect Hospitality
serviceplan Germany	'Dot Go. The first object interaction app for the visually impaired.'	Dot Incorporation

Caples Awards 2023 - New product Launch

Gold		
DDB Australia	'The Creative Index'	Jarden
Leo Burnett Australia	'Bundy Mixer'	Diageo
Silver		
Forsman+Bodenfors, Gothenburg, Sweden	'The Shuffle Ticket'	Live Nation / Luger
Ogilvy Australia	'KFC's Left-Handed Drumstick'	KFC Australia
Seven.One AdFactory/White Rabbit, Budapest, Hungary	'Flood Wine'	Ahr Wine region
Bronze		
CHEP Network, Australia	'BallerCard'	IKEA
Colenso BBDO, Auckland, New Zealand	'Beyond Binary Code'	Spark
Grey London	'Pringles Multigran'	Kellogg's
Leo Burnett Beirut, Lebanon	'Not Hot Periodwear Collection'	Procter & Gamble
VMLY&R India	'Smart Fill'	Unilever

Caples Awards 2023 - Not for Profit

Gold		
Forsman+Bodenfors, Singapore	'Kami'	Down Syndrome International
Silver		
Blanco, Tel Aviv, Israel	'The Folded Newspaper'	LGBT Association
DDB Australia	'Kind Royale'	PROJECT ROCKIT
Havas, Lisbon, Portugal	'The Day-After-Women's-Day Newspapers'	Raparigas da Bola
Impact BBDO, Dubai	'Child Wedding Cards'	UN Women
Impact BBDO	'Shrine Saviours'	Yokohama/Roads For Life
Innocean Berlin	'The Vulva Spaceship'	Wer Braucht Feminismus?
Leo Burnett Beirut, Lebanon	'Lebanon - No Corruption (TI-LB) The Currency of Corruption'	Transparency International
Ogilvy Australia	'The Loudest Call'	Whitelion Youth
Ogilvy, Madrid, Spain	'The 36'	DGT
Seven.One AdFactory/White Rabbit, Budapest, Hungary	'#flutwein - Our Worst Vintage'	Ahr – wine region
VMLY&R New Zealand	'Even Harry Styles'	Statistics New Zealand
Bronze		
ACE nl, Amsterdam	'MissJourney'	TEDxAmsterdamWomen
BBD Perfect Storm, London	'Ukraine Welcome Message'	Unseen UK
Cheil Hong Kong	'Quest for Dyslexia'	Samsung Electronics China
FCB New Zealand	'Survive The Drive'	New Zealand Police
FP7 McCann, Dubai, UAE	'Wall Street Balls'	Testicular Cancer Society
Forsman+Bodenfors Sweden	'Cards of Qatar'	Forza Football / Blankspot
Innocean Berlin	'The Bookcase For Tolerance'	Anne Frank House Amsterdam
McCann London	'Fabric of England'	Show Racism The Red Card
McCann London	'Depzman – Life Cut Short'	The Joshua Ribera Foundation
Ogilvy UK	'The Horncultural Society'	Relate
Publicis Israel	'We Are All 11'	Israel Olympic Committee
Publicis, Warsaw, Poland	'The Rebel Page'	Gazeta Wyborcza
TBWA\Melbourne, Australia	'The Art of Words'	Melbourne Writers Festival
Wunderman Thompson Benelux	'Climate Injustice Forecast'	11.11.11

Caples Awards 2023 - PR

Gold		
Impact BBDO, Dubai	'The Newspapers Inside'	AnNahar Newspaper
Impact BBDO, Dubai	'#WeMissLebanon'	Lebanese Broadcast Corporation International
The Monkeys, Melbourne, Australia	'The First Digital Nation'	The Government of Tuvalu
Silver		
BBDO New York, USA	'Spokesandies on Pause'	M&Ms
DDB, Australia	'McChicken, the Middle Child'	McDonald's McChicken
Forsman+Bodenfors Singapore	'Kami'	Down Syndrome International
Grey London	'No Fruit Should Be Forbidden'	Dole Sunshine Company
Impact BBDO, Dubai	'Schoolgirl Newscasters'	EBM Education
Impact BBDO, UAE	'Shrine Saviours'	Yokohama
Leo Burnett Australia	'Bundy Mixer'	Diageo
Leo Burnett Beirut, Lebanon	'The Currency of Corruption'	Transparency International
Publicis, Warsaw, Poland	'The Rebel Page'	Gazeta Wyborcza
Saatchi & Saatchi, London	'Anti-Sponsor'	Brewdog
Seven.One AdFactory/White Rabbit, Budapest, Hungary	'Flood Wine'	Ahr Wine region
TBWA\Melbourne, Australia	'The Solo Project'	Vodka Cruiser
TBWA\London	'The Official Leak of the World Cup kit'	adidas
VMLY&R Health Spain	'Sugar kids'	Spanish Ministry of Consumer Affairs
Wunderman Thompson Singapore	'Pollution Pencils'	Haleon Otrivin
Bronze		
DDB Australia	'Kind Royale'	Project Rokit
FP7 McCann, Dubai	'The Heinzjack'	Heinz Arabia
Happiness, Brussels, Belgium	'Sobercoins'	City of Balen (Belgium)
Hero, Melbourne, Australia	'Museum of Authentics'	eBay
Innocean Australia	'She's Electric'	Hyundai
Leo Burnett Australia	'Resilience Road'	Suncorp
Leo Burnett Taiwan	'Traveller Qualification Test'	Starlux Airlines
McCann London	'Pre-Loved Island'	eBay
McCann London	'Depzman - Life Cut Short'	The Joshua Ribera Foundation
Ogilvy Australia	'Kentucky Fried Chicken Degustation'	KFC Australia
Ogilvy Madrid, Spain	'Run over: The famous ones'	DGT
Ogilvy UK	'The Hornicultural Society'	Relate
serviceplan Germany	'Freedom Grams'	Aroya Cannabis Production
TBWA\Melbourne	'Bald Stars'	Continental Tyres
Wunderman Thompson Benelux	'Climate Injustice Forecast'	11.11.11

Caples Awards 2023 - Print Advertising

Gold		
Havas Lison, Portugal	'The Day After Women's Day Newspapers'	Raparigas da Bola
Impact BBDO, Dubai	The Newspapers Inside'	AnNahar Newspaper
Silver		
Colenso BBDO, Auckland, New Zealand	'Phone It In'	Skinny
Grey London	'No Fruit Should Be Forbidden'	Dole Sunshine Company
Publicis, Warsaw, Poland	'The Rebel Page'	Gazeta Wyborcza
Bronze		
Blanco, Tel Aviv, Israel	'The Folded Newspaper'	LGBT Association
Havas, Lisbon, Portugal	'Change the News'	Raparigas da Bola
Innocean, Berlin, Germany	'Camera Roll'	Back Market
Innocean Berlin	'Capa by AI'	Robert Capa Photography Centre
Ogilvy Australia	'The Look Outside Guide'	Mondelez

Caples Awards 2023 - Radical New Strategy

Gold		
BBDO New York, USA	'Spokescandies on Pause'	M&Ms
Impact BBDO, Dubai	'The Newspapers Inside'	AnNahar Newspaper
Innocean Berlin	'The Vulva Spaceship'	Wer Braucht Feminismus?
Seven.One AdFactory/White Rabbit, Budapest, Hungary	'Flood Wine'	Ahr Wine region
Silver		
Forsman+Bodenfors, Gothenburg, Sweden	'The Shuffle Ticket'	Live Nation/Luger
Grey London	'Multigran'	Pringles Multigrain
Happiness Brussels, Belgium	'Placeb'eau'	SPA Waters
Impact BBDO, Dubai	'Schoolgirl Newscasters'	EBM Education
Impact BBDO, Dubai	'Child Wedding Cards'	UN Women
MRM Santiago, Chile	'Fly Over Cyber Monday'	LATAM Airlines
Ogilvy Australia	'KFC's Left-Handed Drumstick'	KFC Australia
Special Group, New Zealand	'Last Performance'	Partners Life
VMLY&R Commerce, India	'Smart Fill'	Unilever
Bronze		
BBDO Bangkok, Thailand	'The Movies That Made From Us'	Five Star Chicken
DDB New Zealand	'Rail Ritual'	Kiwi Rail
Forsman+Bodenfors, Gothenburg, Sweden	'The Political Flower'	Majblomman
HERO, Melbourne, Australia	'Through Their Eyes'	Maybelline New York
Leo Burnett Australia	'Resilience Road'	Suncorp
serviceplan Germany	'Freedom Grams'	Aroya Cannabis Production
TBWA\London	'The Official Leak of adidas World Cup kits'	adidas
TBWA\Melbourne, Australia	'The Solo Project'	Vodka Cruiser

Caples Awards 2023 - Self-Promotion

Gold

Zulu Alpha Kilo, Toronto, Canada 'Left-Handed Mango Chutney Jar'

Bronze

Accenture Song, Spain 'On the Road Again'

Caples Awards 2023 - Small Agency Category

Gold		
BBD Perfect Storm, London	'Ukraine Welcome Message'	Unseen UK Anti-Slavery Safety Campaign
Forsman+Bodenfors, Singapore	'Kami'	Down Syndrome International
Neil Dawson & Company, London	'Mind Games – The Experiment'	Asics
Silver		
Chemistry, Auckland, New Zealand	'All Blacks vs Ireland Consider the Odds'	TAB
Forsman+Bodenfors, Singapore	'Drivers' Spooky Stories'	Gojek
Bronze		
Kreativna Dvojica, Bratislava, Slovakia	'Forest Barber'	Harold's Barber & Tattoo Company

Caples Awards 2023 - TV & Video Advertising

GOLD		
BBDO Bangkok, Thailand	'The Movies That (Made) From Us'	CPF Restaurant and Foods Chain Co., Ltd.
Special Group, Auckland, New Zealand	'Last Performance'	Partners Life
The Monkeys, Sydney, Australia	'A Bit Precarious'	Macpac
SILVER		
AMVBBDO, London	'#periodsomnia'	Bodyform/Libresse
BBDO Germany	'The Glitch'	Alzheimer Forschung Initiative e.V.
Ogilvy UK	'Toxic Influence'	Dove
BRONZE		
DDB Australia	'Square Pegs'	Made By Dyslexia
Impact BBDO	'Schoolgirl Newscasters'	EBM
The Leo Burnett Group, Thailand	'New World'	Thai Health Promotion Foundation
Ogilvy Madrid, Spain	'Run over: The famous ones'	DGT
Ogilvy UK	'Have A Word'	Mayor of London
Rankin Creative, London	'The Call'	Switchboard LGBT+
Saatchi & Saatchi, London	'Not her Problem'	EE