

Caples Awards 2024 SHORTLISTS



Best Use of AI

Cheil, Spain	Samsung Galaxy Watch	"Impulse"
MullenLowe, MENA	Aurora50	"Fixing the bAIs"
McCann, London	Microsoft Xbox	"Overwatch Machine Warning"
Sips & Bites, London	Pepsico Doritos	"Doritos Silent"

Ambient/Guerilla/Out of Home

CHEP, Australia	School Strikes 4 Climate	"Doctor's Certificate"
DDB, Aotearoa	Volkswagen	"Greenprint"
MRM, Santiago, Chile	NotCo	"We Didn't Write This Campaign"
MullenLowe, London	RNIB	"Alt ALTS"
Special Group, Auckland	Every Kiwi Vote Counts	"Australia Decides"
St. Luke's, London	Butterkist	"Microwave"
VML, London	NHS Blood & Transplant	"Waiting to Live"

Audio

FamousGrey, Brussels	Coca-Cola/Schweppes	"The Social Sound"
Impact BBDO, Dubai	easypaisa	"Audio Nikahnama"
Sips & Bites, London	Pepsico Doritos	"Doritos Silent"

B2B

MullenLowe, MENA	Organon	"Mis(s)diagnosed"
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Branded Content

Dentsu Redder, Vietnam	BitisHunter	“Dark Mode ON”
Leo Burnett, Australia	Diageo/Johnnie Walker	“In Her Boots”
Marcel, Paris	Orange Telecom	“WoMen’s Football”

Creative Use of Data

Cheil, Spain	Samsung Galaxy Watch	“Impulse”
DDB, Aotearoa	Team Heroine	“Correct the Internet”
FamousGREY, Brussels	Veolia Belux	“Pulse of Nature”
McCann, London	Plant Drop	“Smart Plants”
MullenLowe, MENA	Aurora50	“Fixing the bAIs”

Digital Ad Spaces

Cheil, Spain	Samsung TV	“The Art of the Hack”
CHEP, Australia	Samsung Electronics	“Reverse Auction”
FamousGREY, Brussels	Proximus	“The TMF Generation”

Direct Mail

DDB, Aotearoa	Volkswagen	“Greenprint”
DDB, Australia	Movember	“Mancestry”
Innocean, Australia	White Ribbon	“The Daily Issue”
MullenLowe, MENA	Organon	“Mis(s)diagnosed”

Gaming

Sips & Bites, London	Pepsico Doritos	“Doritos Silent”
This is Tommy, London	Netflix	“Save Veldt”
DDB, Australia	Porsche Taycan	“Taycan Arcade”

Innovation

Cheil, Spain	Samsung Galaxy Watch	“Impulse”
DDB, Aotearoa	Volkswagen	“Greenprint”
MullenLowe, MENA	Aurora50	“Fixing the bAIs”
Sips & Bites, London	Pepsico Doritos	“Doritos Silent”
VML, India	Unipads	“Blood Fertilizer”

Integrated

CHEP, Australia	School Strikes 4 Climate	“Doctor’s Certificate”
CHEP, Australia	Australian Organic Food	“Artificial Tasters”
DDB, Aotearoa	Team Heroine	“Correct the Internet”
DDB, Aotearoa	Volkswagen	“Greenprint”
Innocean, Australia	Kia Australia	“Kia’s Getting a Ute”
Special Group, Auckland	Every Kiwi Vote Counts	“Australia Decides”

Mobile

Cheil, Spain	Samsung Galaxy Watch	“Impulse”
Impact BBDO, Dubai	easypaisa	“Audio Nikahnama”

New Product/Service Launch

Cheil, Spain	Samsung TV	“The Art of the Hack”
Innocean, Australia	Kia Australia	“Kia’s Getting a Ute”
DDB, Australia	Porsche Taycan	“Taycan Arcade”

Not for Profit

Blanco, Tel Aviv	Democratech	“Dark Day for Democracy”
CHEP, Australia	School Strikes 4 Climate	“Doctor’s Certificate”
DDB, Aotearoa	Team Heroine	“Correct the Internet”
Impact BBDO, Dubai	easypaisa	“Audio Nikahnama”
Innocean, Australia	White Ribbon	“The Daily Issue”
McCann, London	UK Black Pride	“16th Century Life Expectancy”
MullenLowe, London	RNIB	“Alt ALTS”
Special Group, Auckland	Every Kiwi Vote Counts	“Australia Decides”
VML, London	NHS Blood & Transplant	“Waiting to Live”

PR

Blanco, Tel Aviv	Democratech	“Dark Day for Democracy”
CHEP, Australia	School Strikes 4 Climate	“Doctor’s Certificate”
DDB, Aotearoa	Team Heroine	“Correct the Internet”
Innocean, Australia	White Ribbon	“The Daily Issue”
Marcel, Paris	Orange Telecom	“WoMen’s Football”
MRM, Santiago, Chile	NotCo	“We Didn’t Write This Campaign”
MullenLowe, MENA	Aurora50	“Fixing the bAIs”
Special Group, Auckland	Every Kiwi Vote Counts	“Australia Decides”
VML Singapore	Heinz Tomato Ketchup	“Tomato Stand-Ins”

Print

Blanco, Tel Aviv	Democratech	“Dark Day for Democracy”
Innocean, Australia	White Ribbon	“The Daily Issue”
MRM, Santiago, Chile	NotCo	“We Didn’t Write This Campaign”
Rapp, London	Back Up	“Spinal Stories”

Radical New Strategy

Cheil, Spain	Samsung Galaxy Watch	“Impulse”
Cheil, Spain	Samsung TV	“The Art of the Hack”
VML, India	Unipads	“Blood Fertilizer”

Social and Influencer

Beta Collective, Brazil	Patagonia Beer	“Billion Star Hotel”
DDB, Aotearoa	Team Heroine	“Correct the Internet”
FamousGREY, Brussels	Proximus	“The TMF Generation”
Innocean, Australia	Kia Australia	“Kia’s Getting a Ute”
Leo Burnett, Australia	Diageo/Bundaberg	“The Wedding That Fans Built”
Special Group, Auckland	Every Kiwi Vote Counts	“Australia Decides”
VML Singapore	Heinz Tomato Ketchup	“Tomato Stand-Ins”

TV and Video Advertising

Innocean, Australia	Kia Australia	“Kia’s Getting a Ute”
Marcel, Paris	Orange Telecom	“WoMen’s Football”
DDB, Australia	Volkswagen	“Lighthouse”

Art Direction/Design

368 Deloitte, London	Deloitte Ethics Team	“Modern Slavery”
Beta Collective, Brazil	will bank	“We’ll Buy It Another Day”
DDB, Aotearoa	Volkswagen	“Greenprint”
Dentsu Redder, Vietnam	BitisHunter	“Dark Mode ON”
FamousGREY, Brussels	Helan Health	“Adult Playgrounds”
FamousGREY, Brussels	Proximus	“The TMF Generation”
McCann, London	Plant Drop	“Smart Plants”
McCann, London	UK Black Pride	“16th Century Life Expectancy”
MullenLowe, MENA	Organon	“Mis(s)diagnosed”
Rapp, London	Back Up	“Spinal Stories”
St. Luke’s, London	Butterkist	“Microwave”
VML, London	NHS Blood & Transplant	“Waiting to Live”

Copy/Writing

Blanco, Tel Aviv	Democratech	“Dark Day for Democracy”
Dark Horses, London	Menopause Mandate	“Menopause Mix”
DDB, Aotearoa	Volkswagen	“Greenprint”
Rapp, London	Back Up	“Spinal Stories”
Rapp, London	London Youth	“Ambissious”
Rodgers Townsend DDB	Black Rep Theatre of St Louis	“Soul Shines On”
Special Group, Auckland	Every Kiwi Vote Counts	“Australia Decides”
TBWA, London	Ginsters	“Taste the Effort”

From the shortlisted entries, the Caples Awards 2024 jury, led by David Harris, Executive Creative Director of 368 Deloitte has awarded 14 Golds, 18 Silvers and 27 Bronzes. The winners will be revealed at the Magical Awards Evening of Thursday May 16th at The Magic Circle Theatre, London.