



## 2022 Dates

Open for entries:

4th January

Deadline for FREE entries

25th March

Final, terminal deadline  
for ALL entries:

8th April

Judging:

25th April to 5th May

Shortlists published:

6th May

Awards Presentation:

19th May

# The Caples Awards 2022 Entry Kit

Special thanks to principal sponsors  
BBDO Worldwide, Publicis Groupe UK, WPP

[Caples.org](https://caples.org)

BBDO



WPP



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Serious stuff. Please read before entering and save us all some time.	
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President of the 2022 jury, Ben Mooge is CCO of the Publicis Groupe of agencies in the UK, including Leo Burnett, Saatchi & Saatchi, Publicis.Poke, Digitas, The Community, BBH, Spark Foundry etc. The NEWCOMERS Award has been introduced specifically at Ben's request, to help talent currently outside the industry to find a way in.



## Our amazing sponsors

### Staying free

In March 2020, Covid-19 struck, just two months before The Caples Awards were due to be judged. What to do? Other shows were cancelled but to help keep morale up despite furlough and layoffs, we declared The Caples free-to-enter.

In 2021 we took the decision to stay free.

Insane. Except that The Caples Awards is run by creative people for creative people. (Patrick Collister is the former ECD of Ogilvy London and Duncan Gray the former Creative Head of Proximity Worldwide.)

The awards business is, in fact, an industry. It is worth around \$1/2 billion a year.

Most awards shows are run in order to make money for the organisers, often publishers or media owners.

**The Caples Awards is run to recognise and reward work that works because we know how damn difficult it is to do.**

However, while we're not in the business of awards to make money, we do need some money to get by.

Enough to pay the designers and the

tecchies who manage our website and our newsletters. Enough to pay for the awards-night bash. Enough to pay for advertising so we can attract entries from the four corners of the globe.

### Enter BBDO, Publicis and WPP.

Three big agency groups who have put competition aside to declare jointly their common commitment to creativity.

Our thanks to BBDO President Andrew Robertson, to Publicis Groupe UK CEO Annette King and to WPP CEO Mark Read are heartfelt.



Sponsored by BBDO, 2021 Best in Show was awarded to Wunderman Thompson Bangkok for Thai Airways "Stay Home Miles Exchange"



Sponsored by WPP, the 2021 Courageous Client Award was presented to Sarah Mayall, Head of Brand Marketing at HSBC UK.



Andrew Robertson - BBDO



Mark Read - WPP



Annette King - Publicis



## 6 new categories

The Caples Awards has fewer categories than most other festivals. Just 15 in all. Remember that judges are free to give as many (or as few) awards in each of these as they deem appropriate. However, in response to events and to the suggestions of the community we are introducing two completely new categories in 2022 and tidying up Traditional Media into Print, Radio and TV and Video.

### 1. Healthcare

There has been so much good work in this area recently, we'd like to see some of it and encourage more of it.

### 2. Newcomers' Award – sponsored by Publicis Groupe UK

Introduced at the specific request of 2022 jury President Ben Mooge, this category is for students or for anyone outside the advertising industry looking for a way in.

### 3. Planet Earth

In 2021, partly because of the world leaders' summit in Glasgow at COP21 and partly because the many crises continue to endanger us all, there was more advertising than ever dedicated to environmental issues.

In response to this we're introducing the Planet Earth category.

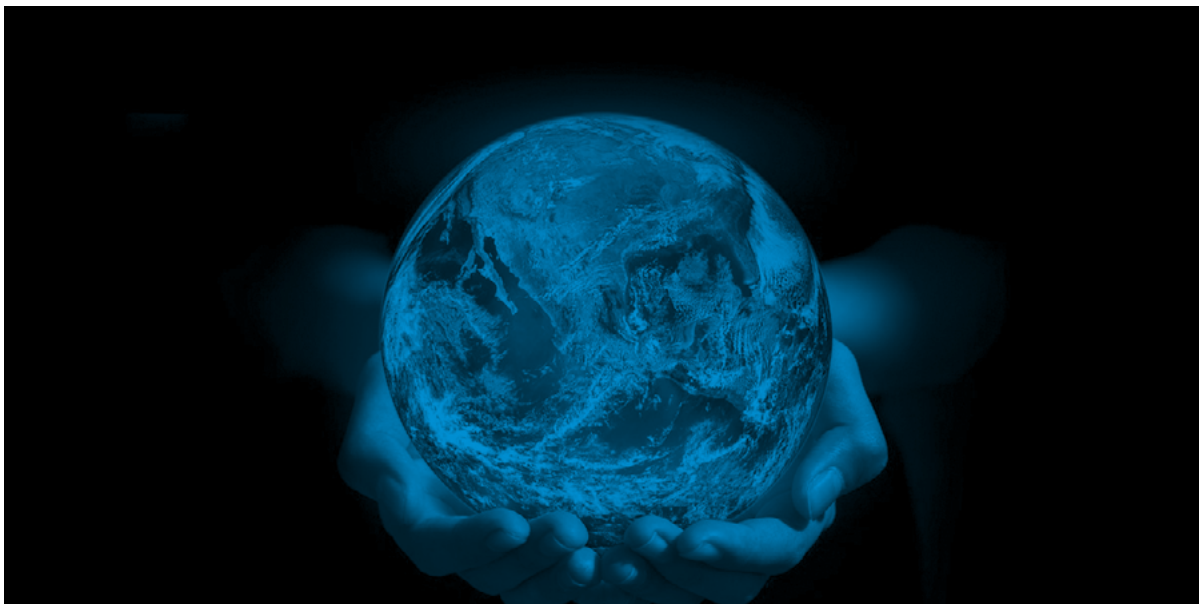
Any idea in any format in any discipline that seeks in any way to help reduce the burden humankind has placed on the world.

The Traditional Media category of previous years is now divided into three new categories

### 4. Print Advertising

### 5. Radio Advertising

### 6. TV and Video Advertising







## Fees, Procedures and Rules

### Free. But with a 'but'

The Caples Awards are open for submissions from 4th January 2022.

They close for free entries on 25th March. That's a 12-week period in which to enter your brilliant work, free.

But creative directors being the creatures they are, they like to leave things till the last possible moment. (We know. We used to be ECDs ourselves.)

This puts a huge strain on our team.

In 2020, nearly a thousand entries came AFTER the deadline.

Getting all that work uploaded in time for the jury hurts us in overtime costs.

So, from 26th March until midnight (GMT) on Friday 8th April, we'll stay open for entries but will have to charge for them.

### Late-comer fees

To keep it simple, all late submissions will be charged at £350.00 GBP (plus VAT in the UK).

Bear in mind every submission, if appropriate, can still be entered into four different categories. In other words, a mere £87.50 per entry.

Mentioning no names, that's 1/10th what some shows can charge late entrants.

### One piece of work can be entered only four times

Because The Caples Awards is free, some agencies have in the past been tempted to enter as many campaigns as possible into as many categories as possible.

In 2021, at least 50% of entries into Direct Mail had never seen a postage stamp in their lives.

To encourage discrimination and more careful category selection, no piece of work may be entered more than four times.

Try to sneakily enter five categories or more and the work will be removed from the entire competition. Grrrr.



No one piece of work may be entered into more than four categories. That's still four opportunities to win Gold, as Memac Ogilvy Dubai did in 2021 with "Buy your Time" for IKEA.



# Rules





## The rules

- All work submitted should have been published or broadcast or activated between October 1st 2020 and March 31st 2022.
- All entries must be submitted using The Caples Awards standard entry submission structure which asks for the work to be described in terms of
  1. Background
  2. Idea
  3. Results
- Entrants may submit a presentation board (JPEGs please) to support their standard online submission at <https://caples.org/entries>
- Videos (MP4 or QuickTime) are welcome and helpful, but no longer than two-minutes in length please.
- The jury can make as many or as few Gold, Silver, Bronze and Shortlist awards as they see fit in each category. It may be that some categories have no awards at all while others have many.
- All entries will be judged and scored. All work that reaches Finalist standard will be brought back for all-jury discussion.
- The organisers may ask for proof of eligibility. In other words, the work should have been produced and paid for in response to a genuine brief. If not, the work will be removed from judging.
- The judges' decisions are final.
- Every entrant is entitled to feedback within one month of the Awards Presentation on Thursday May 19th as to why their submitted work did or did not win an award.
- All entrants grant permission to The Caples Awards Ltd. to use their entry materials in any publications, videos, exhibitions and

roadshows that the Caples Awards Ltd. may deem necessary to promote the awards unless the entrant provides a disclaimer in the submission requesting otherwise.

- The Caples Awards Ltd is not responsible for the payment of royalties or other charges against the activities mentioned. Each entrant agrees not to hold The Caples Awards Ltd. liable against any claims concerning the materials submitted.

### Results

The Caples Awards started out as a show that recognised creativity in direct marketing. Today, a campaign's success can be measured in clicks, likes, shares and media impressions and where possible we like to see the quantitative results of the work. Ideally, with the bottom line numbers. Sales.

That said, jurors are guided by results, not ruled by them. They are looking for originality and inventiveness first.

Results are not expected in the two new categories which house 'traditional' advertising, PRINT ADVERTISING and TV and VIDEO ADVERTISING.

### Confidentiality

We understand that some brand owners are reluctant to give any information away which their competitors could find useful.

On the other hand, that information could enhance your prospects of an award.

If you make clear in your submission that the results supplied are for the judges' eyes only, we will make sure they are never published anywhere outside the virtual jury room.





# 2022 Awards Categories





### Ambient/Guerilla/Out of Home

Any idea using outdoor media, special builds, 3D installations, street art, events, pop-up activities or any out-of-home activity or stunt.

There were three Golds in this category in 2021, including 'Donation Dollar' from Saatchi & Saatchi Australia for The Royal Australian Mint [HERE](#)

### Branded Content

To include scripted and acted films, virals, unscripted films, documentaries, UGC, interactive films, livestream broadcast of an event, content captured and shared at a live event, immersive experiences including 360 video, AR and VR experiences. Also podcasts and influencer videos which seek to share the values of a brand and generate conversation around it.

See McCann London's 2021 Gold for the 3-minute 30-seconds video "Snoop Dogg's Christmas" made for Just Eat, which also won a jury prize for Best Writing [HERE](#)



### Creative Use of Data

Any idea in which a data-driven insight led to a creative idea, any instance of data leading directly to increased engagement and/or improved performance, any instance of AI, machine-learning or data analysis leading to a deeper understanding of behaviour and to better results.

Four Golds were awarded in 2021, one of which was "Astronomical Sales" by FP7 McCann MENA for Mastercard [HERE](#)

#### Please note

Where most other international awards shows have a plethora of sub-categories, we try to keep it simple at The Caples. Instead of Best Email, Best Banner, Best Use of Social, Best Use of an Influencer, Best Website, Best Platform, Best App, we just have two Digital categories - B to B and B to C. The jury can tell the difference between a campaign of bumper ads designed for YouTube and an interactive microsite - and will judge accordingly.

### Digital B to B

To include websites, microsites, apps, digital platforms, installations or projections, connected entities, banners, pop-ups, take-overs, online video ads, films, widgets, tools or digital services, apps and games. Also, social media, campaigns using search and social messaging and video platforms.

See VaynerMedia's "Future Official Sponsor" Gold-winning work in 2021 for Budweiser [HERE](#)



### Digital B to C

To include websites, microsites, apps, digital platforms, installations or projections, connected entities, banners, pop-ups, take-overs, online video ads, films, widgets, tools or digital services, games and email. Also, social media campaigns using search and social messaging and video platforms.

See “Stay Home Miles Exchange” for Thai Airways from Wunderman Thompson Bangkok which won one of the two Golds in this category in 2021 [HERE](#)

### Direct Mail

Any item of flat mail or dimensional mail, of any volume, including doordrops, hand-delivered items or bill-stuffers, both B to B and B to C.

After several years of no Golds in this category, hurrah for MRM London in 2020, who won with “Masterclassics” for D&AD [HERE](#)

### Healthcare – NEW category

Any idea in any medium which sells or supports branded medicines or products, foundations or medically-oriented organisations, health services or health-related issues.

There’s some great work happening in this area and we’d like to see some of it.

### Innovation

Any individual idea that delivers a new way for brands to engage with customers, or that brings a new solution to a marketing problem, using beacons, facial-recognition technology, voice search, VR or AR, wearable technology etc.

Six Golds in 2021. Check out “The Purple Hive Project” for Bega Foods from Thinkerbell Australia [HERE](#)

### Integrated

To include any campaign that works across different paid-for channels, social media platforms etc to include PR, editorial, events and branded activity.

To include any campaign that works across different paid-for channels, social media platforms etc to include PR, editorial, events and branded activity.

See Colenso BBDO’s “Take a Baby Step Into Parenting” for Mars Petfoods (Pedigree) [HERE](#)



### Mobile

To include any example of mobile/tablet/connected device app, SMS solution, location-based idea, video, banner or social media video designed specifically for a hand-held medium.

Five Golds in 2021. See BBH Singapore’s winner “Running Stories” [HERE](#)



### **Newcomers Award – NEW category Sponsored by Publicis Groupe UK**

It can be a TV commercial, a print ad, a stunt, a game, an interception. But it has to be the work of a student or of any person outside the industry looking to get started as a creative.

This category will be judged separately by Publicis Groupe UK creative directors. Winners may be offered a place on the Publicis Students' Workshop, a six week creative course run by creative leaders from six different Publicis agencies.

N.B. While winners may come from anywhere in the world, the course runs out of the UK only.

### **Not for Profit**

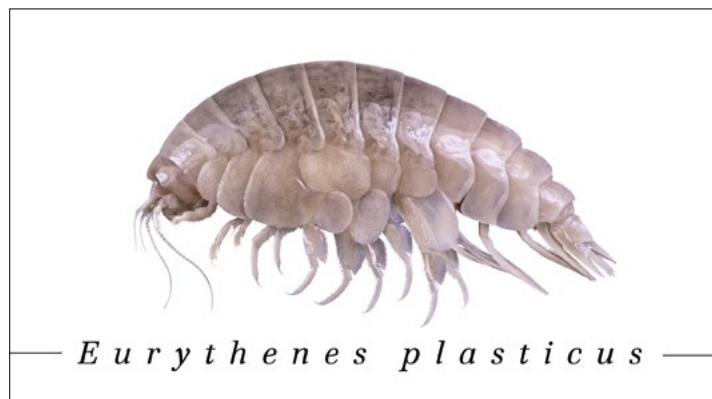
To include any video, online, offline experience, mailing, print, direct response TV execution or campaign produced for a charity, NGO or cause - related action.

Three Golds in 2021. See Rothco Ireland's "Sleeping Flags" for Homeless Charity O.N.E. [HERE](#)

### **Planet Earth – NEW category**

Any piece of creative work in any discipline that is concerned with one of the world's most pressing problems at the moment – damage to the environment. Climate change, pollution, waste treatment, food waste, sustainability in farming, biodiversity, deforestation and clean energy are all worthy topics. Also any communications aimed at governments and political leaders to influence policy change.

The 2021 Gold in PR from BBDO Germany for WWF, "Eurythenes Plasticus" would be a worthy entrant in this category [HERE](#)



### **PR**

Any story which helped to promote, enhance or protect a brand or an organisation in both B to C and B to B communications across any and/or all media, including TV, print, online, events etc. This includes use of social media platforms as well as activity that uses influencers and content creators.

See one of the seven Golds awarded in this category in 2021, "The World's Tallest Donation Box" for The Mohammed bin Rashid Al Maktoum Global Initiatives by MullenLowe MENA [HERE](#)



### Print Advertising – NEW category

To include brochures, leaflets, flyers, catalogues, annual reports and point-of-sale material as well as newspaper and magazine ads. Any example of branded creative thinking that uses print in any way. Reporting campaign results is not mandatory for this category.

See Almap BBDO's campaign for "Wasabi Doritos", which won a special jury Gold for Best Art Direction in 2021, [HERE](#)



### Radio Advertising – NEW category

Entered in previous years in 'Traditional Media', Radio gets a category of its own. To include radio commercials of any length, any innovative use of radio as an advertising medium and any sponsored messaging within a relevant radio programme. Also any branded podcast or audio-first content, any use of voice-activated technology or audio technology.

### Radical new strategy

To include any major change of direction for a brand, any radically new media solution, adoption of new technology or attempt at market disruption.

Five Golds in 2021, among them "Mr. Humfreez" from TBWA New Zealand for ANZ Bank. See the case study [HERE](#)



### TV and Video Advertising – NEW category

Replacing 'Traditional media' from previous Caples Awards festivals, this category covers all film and video commercials, whether made for TV broadcast or for cinema or for YouTube, Facebook, Instagram, TikTok and other digital platforms. It includes TV sponsorship idents and buffers. This category is not a substitute for nor a replica of Branded Content. It is any communication with moving images that pushes a specific product or service with a sales message.

Ogilvy Spain won Gold in 2021 in Traditional Media for Cruzcampo with a TV campaign in which they recreated the legendary Andalusian singer Lola Flores. See the work [HERE](#)



### Special Jury Awards

When all the awards have been decided, the jury will then select from the winners the Craft Awards.

In 2021, one Gold and three Silvers were awarded for **Best Writing**.

There were one Silver and three Golds for **Best Art Direction/Design**.

The jury then selects from all the winners the **Best in Show, sponsored by BBDO Worldwide**.

### The President's Awards

The President of the jury may ask for recommendations from the judges but The **Courageous Client Award sponsored by WPP** is his to give.

In 2021, Steve Aldridge, CCO of Wunderman Thompson London, wanted to recognise Sarah Mayall, Head of Brand marketing at HSBC London for her initiative to partner with Shelter and help people with no fixed address to open bank accounts.

Also, **the Andi Emerson Award** is in the President's gift, an award made to the person who, in the President's estimation, has made a significant contribution to creativity in advertising communications.

In 2021, Julian 'Dougie' Douglas, Chairman of VCCP, was recognised for his role in establishing BRiM, the Black Representation in Marketing programme.



Julian 'Dougie' Douglas, Chairman of VCCP Worldwide and President of the UK's IPA, winner of the 2021 Andi Emerson Award.



## Why enter The Caples Awards?

Well, they're free.

So you have nothing to lose.

Beyond that, though, when you submit your best work, you're joining a group of Chief Creative Officers and Executive Creative Directors who think the awards business is getting out of hand.

There are so many.

And they are so expensive.

There has to be a different model.

And this is it.

An awards show run by creative people for creative people. That's not a homily, it's a fact. The Caples is managed by Patrick Collister, former ECD of Ogilvy & Mather London and Head of Design at The Zoo, Google's creative thinktank in Northern Europe, and Duncan Gray, former worldwide Creative Head of Proximity.

Our ambition is to make The Caples one of the most important awards shows in the world by levelling the playing field.

Small independents can compete on equal terms with the big network agencies.

And the only thing that's important is the quality of the work.

Not the size of the awards budget.

### Win a Caples and you've won well

Winning at The Caples is not easy.

The judges aren't just some of the most respected creatives in the world, they are the hardest to impress.

And at The Caples Awards, they are given complete freedom.

They judge as they see fit.

They can give as many (or as few) awards as they want.

The only thing that's important is the work.

(It's why there's no fancy awards presentation in an expensive hotel. That would mean selling tables to as many agencies as possible. Which would mean having to lure them with dozens of categories and sub-categories. Which would mean the jury would need to give a Gold, Silver and Bronze in each. Which would mean the overall quality of the winners would be patchy. We don't want patchy.)

We're a bit like The Golden Globes are to The Oscars.

Our show is in May and Cannes is in June.

Win at The Caples and there's every chance you'll pick up a Lion six weeks later.



In cheerier days before the pandemic, The Caples Awards were presented to winners at The Groucho Club in London. In 2022 we hope to be back there for the ceremony.





## How to enter

### Go to [caples.org/submissions](https://caples.org/submissions)

Register or login.

Once you have registered, from 4th January 2022, you can submit work FREE as and when suits up until midnight GMT on 25th March.

Thereafter you will have to pay £350.00 GBP (+VAT in the UK) for late entries up until midnight GMT 8th April.

### **You can pause any entry and return to complete it as and when you wish.**

Please upload all content (text, images and video) for all entries at [caples.org](https://caples.org).

Only if file-sizes are over 50MB send them via a file-sharing service such as WeTransfer or Dropbox to [julie@caples.org](mailto:julie@caples.org)

Only send physical items – DM packs, submission boards etc. – if you particularly need us to demonstrate in Zoom to the jury how the piece operated.

Remember, all the judging will be done remotely.

### **Costs**

None.

If you enter before 25th March 2022.

£350.00GBP (+VAT in the UK) for late entries submitted between 26th March and 8th April.

Payment for late entries has to be made before the judges can view the work.

We take Visa, Mastercard and Amex.

Email [dorte@caples.org](mailto:dorte@caples.org) and she will issue a direct payment link.

### **Purchasing trophies**

Winners can buy certificates authenticating their Gold, Silver, Bronze and/or Shortlist success for £85.00 GBP (+VAT in the UK).

Gold, Silver and Bronze trophies are priced at £625.00 GBP (+VAT in the UK) without a descriptive plaque or £700.00 GBP with.

(We regret having to put prices up in 2022 but dispatch costs have shot up in 2021.)

Details at [caples.org/store](https://caples.org/store)

### **Contact**

The team is here to help you.

Email [julie@caples.org](mailto:julie@caples.org) for most things to do with processing your entries, [dorte@caples.org](mailto:dorte@caples.org) for anything to do with money, [patrick@caples.org](mailto:patrick@caples.org) for anything else.

Office phone is +44 (0)1622 541515.

Patrick mobile is 07946 707992.

If you need to, send materials to  
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352 Rochester Road,  
Aylesford, Kent  
ME20 7ED, UK.





It took until June 2021 before lockdown eased sufficiently for 2020 jury President Nicky Bullard to present the Andi Emerson Award to 2019 jury President Emma de la Fosse.