



The Caples Awards 2023 Entry Kit

2023 Dates

Open for Entries:

3rd January

Closed for FREE entries:

31st March

Closed for all entries:

14th April

Judging:

5th May – 17th May

Shortlists published:

18th May

Awards Presentation:

23rd May

Special thanks to sponsors BBDO and WPP.

Caples.org

BBDO

WPP



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President of the Jury 2023

Laura Jordan Bambach

President and CCO, Grey London

There aren't that many advertising creatives who have a Wikipedia page. But Laura does.

It tells you that she is Australian. She was coding at 20. Was an experimental artist.

Thought she should probably try to earn a living. Started in publishing, moved into advertising, came to London, became ECD at LBi, then at Dare. Became President of D&AD. Co-founded creative agency Mr. President. In 2020 moved to Grey London as Chief Creative Officer and after 10 minutes they said, 'Will you be President as well, please.'

She just can't stop co-founding things. Like SheSays ([HERE](#)) which helps women make progress in the creative industries, and We Are Oko ([HERE](#)) which is a mentoring platform.

What neither Wikipedia nor her CV tell you is that Laura is compassionate, wise and universally loved. Oh, and that she has great tattoos.



About The Caples

The Caples Awards were founded by BBDO copywriter Andi Emerson in 1978 in honour of legendary BBDO copywriter and creative director John Caples.

They were run out of her hometown, New York, until 2018, when they transferred under new management to London.

Most awards shows are run to make money for their owners, usually publishers or media owners. That's why they have dozens of categories and high entry fees.

The Caples Awards, by contrast, are run by creative people for creative people to give honour and recognition to those who have used creativity purposefully and powerfully in the preceding year.

And they are FREE TO ENTER.

Our amazing sponsors

While we're not in the awards business to make money, we do need some of the stuff to pay for the occasional shoestring.

We are grateful to Andrew Robertson, President of BBDO Worldwide, and to Mark Read, CEO of WPP, for their sponsorship.



*Best in Show 2022, sponsored by BBDO:
'Samsung iTest' by DDB Aotearoa.
Case study [HERE](#)*



*Courageous Client 2022, sponsored by WPP: Nayla Tueni, Editor-in-Chief, An-Nahar Newspaper, Lebanon.
See her acceptance speech [HERE](#)*



Category Changes

The Caples Awards have fewer categories than most other shows. One festival has some 300 categories and sub-categories you can enter, if you have deep pockets.

The Caples has 21 categories and no sub-categories. Take Digital, for instance. We presume that the judges are experienced enough and wise enough to understand the difference between an interactive video and a NFT-based idea and judge them separately.

It is why they can give as many (or as few) awards in any category as they see fit.

Old categories revamped

Audio

Radio has been renamed Audio in recognition of the growing use of podcasts, voice notes and other innovations in aural communications.

B to B

We had a separate Digital B to B category which we have now merged into just the one all-encompassing Business to Business category.

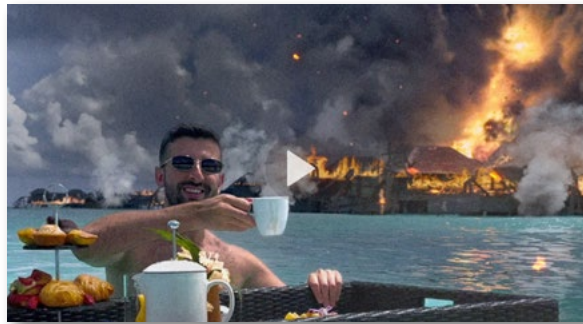
Not for Profit

In 2022 we had a Planet Earth category but it was pointed out by more than one juror that it simply duplicated NFP. So we got rid of it.

New categories for 2023

Gaming

With an estimated 2.5 billion gamers around the world, many of them young and adept at avoiding traditional advertising, reaching people in-game or through gameplay or through other gamers has become important for brands looking to engage millennials and Gen Z.



72andSunny could have entered 'Warzone in Paradise' in Gaming in 2022, if we'd had the category. Which we didn't. But we do now.

Best New Product or Service Launch

The Caples wants to recognise work that works. And nothing tests the creative mind more than a launch. It is said that 80% of new product launches fail.

Self-Promotion

For any collateral produced by an agency or a studio, a freelancer, a photographer or anyone in the creative industries to sell themselves.



Is there a category specifically for ideas like Colenso BBDO's 2022 Christmas card? Yes. We've brought back Self-Promotion.

The Small Agency Award

We are keen to encourage agencies with fewer than 40 people to believe they can compete with the big multinationals.

Any piece of work from an integrated campaign to a single mailshot, from Point of Sale to email or from app to social, if it's clever and engaging, the judges want to see it. Clever or innovative in any way, we'd like to see it.



Fees and Procedures

Free. But with a 'but'

The Caples Awards are open for submissions from 3rd January 2023,

They close for free entries on 31st March.

That's a 13-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 31st March until midnight (GMT) on Friday 14th 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 been tempted to enter campaigns into as possible into as many categories as possible.

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

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.

If you're a winner

We'll publish the first shortlists on 18th May.

If you've won Gold, we'll be in touch to try and get you to the awards presentation on 23rd May either IRL or virtually.

If you have Silver or Bronze, you can find out when we publish the winners' lists on 24th May.

We will also email you with details how to buy your trophy or trophies.



No one piece of work may be entered into more than four categories. That's still four opportunities to win Gold. 'David's Unusables' from Special Group New Zealand [HERE](#) won three in 2022.



Rules





The rules

- All work submitted should have been published or broadcast or activated between October 1st 2021 and March 31st 2023.
- 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. Result
- 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. Scam will be removed from judging.
- The judges' decisions are final.
- Every entrant is entitled to feedback within one month of the Awards Presentation on Tuesday 23rd May 2023 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 was founded to honour creativity in direct marketing. Today, almost everything is direct and success can be measured in clicks, likes, shares and media impressions.

As a show that likes to reward 'work that works', we like to see the results in numbers if possible. Sales, increased margins, bottom line improvements. We love that stuff.

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

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.



Awards Categories 2023



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, seven Silvers and eight Bronzes in this category in 2022. For guidance, see the winners [HERE](#).

Audio **NEW**

To include radio commercials of any length, podcasts or sponsored messaging within radio programming or any innovative use of audio messaging or voice-activated technology. Got that, Alexa? 2022 Radio winners [HERE](#).

B to B **NEW**

To include advertising, direct mail, any event or activity offline as well as online films, widgets, tools or digital services selling business products or solutions to other businesses rather than the end consumer. This category has been enlarged from Digital B to B. Six awards made in 2022 [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. 2022 winners [HERE](#).



Creative Use of Data

Any idea in which a data-driven insight led to a creative idea or 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. Two Bronzes, three silvers and a solitary Gold in 2022 [HERE](#).

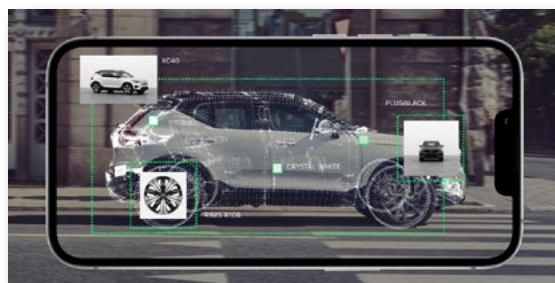
Gold in Creative Use of Data 2022

Agency: FamousGrey, Brussels

Client: Volvo Belux

Title: The Street Configurator

An app that turns every Volvo into a demonstrator and every street into a Volvo showroom. Case study [HERE](#)





Digital

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.

Six Bronze, four Silver and one Gold in 2022. [HERE](#).

Please note

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

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.

We had a Gold in 2022. Hooray. [HERE](#).

Gaming **NEW**

For ideas that involve modifications to existing electronic games, extensions or anything that creates experiences in gameplay, including e-sports and mobile games in which a brand is able to integrate meaningfully.

Healthcare

Any idea in any medium which sells or supports branded medicines or products, foundations or medically oriented organisations, health services or health-related issues. Seven Bronzes, two Silvers and a Gold in 2022 [HERE](#).

Innovation

Any individual idea that delivers a new way for brands to engage with customers, or that brings a completely new solution to a marketing problem. It doesn't necessarily have to be a tech-led idea (beacons, facial-recognition technology, voice search, VR or AR, wearables).

15 Bronzes, 5 Silvers and 3 Golds in 2022 [HERE](#).



VMLY&R India created biodegradable packaging lined and printed with non-toxic anti-mosquito chemicals. While the mosquito coils inside the box kept mosquitoes at bay inside, the box itself, when disposed of in garbage dumps, killed their larvae. Innovation Gold.

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.

Seven Bronze, five Silver and two Golds in 2022 [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.

Four Bronzes, two Silver and one Gold in 2022 [HERE](#).

Newcomers Award

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.



SCA students Egan Cardoso and Ben Ecclestone won Newcomers Gold in 2022

New Product or Service Launch **NEW**

A product (or service) launch that used communications to make a lasting impact, which might include teasers to build suspense, a dramatic reveal, PR and influencer marketing.

Not for Profit

This can include all purpose-driven ideas, to include any video, online, offline experience, mailing, print, direct response TV execution or campaign produced for a charity, NGO or cause - related action. Seven Bronze, two Silver and three Golds in 2022 [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 involves influencers and creators.

Six Bronze, four Silver and one Gold in 2022 [HERE](#).

Gold in PR 2022

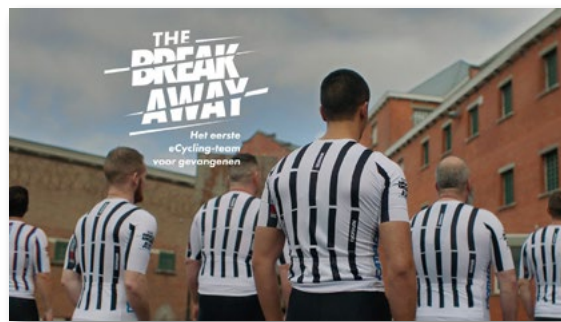
Agency: BBDO Belgium

Client: Decathlon

Title: The Breakaway

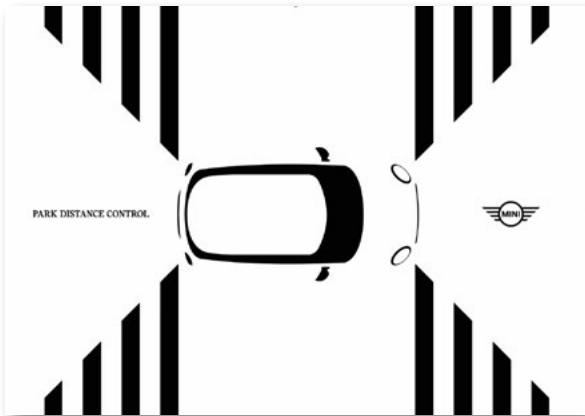
To demonstrate how sport liberates, prisoners were invited to e-cycle with riders in the outside world. The Minister of Justice cycled with them.

The case study is [HERE](#)



Print

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. Three Bronze, two Silver and two Gold winners in 2022. [HERE](#).



serviceplan UAE/Germany won Gold in Print for MINI and also Gold for Art Direction

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.

19 Bronze, eight Silver and three Golds in 2022. [HERE](#).

Self-Promotion **NEW**

Any idea in any medium including Christmas cards, business cards, wedding invitations, mailshots, emails, social media posts and/or videos that helps raise awareness of and advances the company or individual responsible.

Small Agency Award **NEW**

The Caples is free to enter. It provides a level playing field on which small agencies can compete with large multinationals on equal terms. The only thing that's important is the quality of thinking.

You can enter any piece of work from a flyer to an integrated campaign; the only proviso is that your company can only have between one and 40 employees.

TV and Video advertising

Film and video commercials, whether made for TV broadcast or for cinema or for YouTube, Facebook, Instagram, TikTok and other digital platforms. Also 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.

Gold in TV and Video Advertising 2022

Agency: CHEP Australia

Client: Flybuys

Title: Give a Flybuys

Australians sing about their savviness and how they've redeemed Flybuys points to pay for groceries, holidays or booze.

See the three-minute anthem [HERE](#)



Special Jury Awards

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

Best Copywriting/Writing

Gold in 2022 went to CHEP Proximity for 'Give a Flybuys' for Flybuys.

Silver to Colenso BBDO Auckland for their own 'Christmas Restraining Order'

Bronze to Innocean Australia's radio spot 'Lullabies' for No Ugly.

Best Art Direction/Design.

Gold in 2022 went to serviceplan UAE/Germany for MINI 'MINImalism'.

Silver to Wunderman Thompson Casablanca for 'Taste of Hope' for The New Hope Foundation.

Bronze to Howatson+Company's 'Book of Limbo' for Belong.



Wunderman Thompson Casablanca, 'Taste of Hope' for The New Hope Foundation

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 hers to give.

In 2022, Ben Mooge gave his Courageous Client award to Nayla Tueni, Editor-in-Chief of An-Nahar newspaper in Lebanon. In running events and actions such as 'The Elections Edition', she puts her life at risk from the vested interests who would rather see the country slide into anarchy.

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

In 2022, President Ben Mooge gave the Andi Emerson Award to David Kolbusz, then of Droga5 London.





Why enter The Caples Awards?

Well, they're free.

So you have nothing to lose.

Beyond that, though, when you enter, you're joining a movement to democratise creativity.

When you submit your best work, you're joining a group of Chief Creative Officers, Creative Directors and creative luminaries who think the awards business is getting out of hand.

There are so many shows. So lumberingly large. And so expensive.

But awards are important.

They are good for morale and they are good for business.

It's just that there must be a different way of recognising and rewarding the best of the best.

It's what The Caples Awards are trying to do. A show run by creative people for creative

people to give praise to work that has commercial purpose because, as creatives ourselves, we know how darn difficult it is to do.

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

Warning. Creative standards are high. Very high.

Win a Caples and you've won well

The jury comprises some of the most respected creatives in the world.

They like judging at The Caples because they have complete freedom to give as many, or as few, awards as they like.

The only thing that's important is the work. Wherever it comes from.

Most of the winners at The Caples in May go on to win at Cannes five or six weeks later.

If you win a Gold at The Caples Awards, it's a sign that you should book your flights to the South of France.

We like to think we are the Golden Globes to the Oscars.



Emma, Mukund, Peter, Wolfie, Pete, Tara, Juan and Meera – some of the 2023 jury.



How to enter

Go to caples.org/submissions

Register or login.

Once you have registered, from 3rd January 2023, you can submit work FREE as and when suits up until midnight GMT on 31st March.

Late entries will be charged £350.00 GBP (+VAT in the UK) up until the final, terminal conclusive closing time of midnight GMT on 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.

If file-sizes are over 50MB, send them via a file-sharing service such as WeTransfer or Dropbox to patrick@caples.org

We are always pleased to receive physical items (DM packs, submission boards etc.) to demonstrate to the jury how the piece operated but remember, all judging will be done in Zoom. Jurors will not be able to handle your submission themselves.

Costs

None.

If you enter before 31st March, that is.

After that, it's £350.00GBP (+VAT in the UK) for each campaign until the final closing date of 8th April. Bear in mind, you can enter a campaign as many as four times if it is appropriate to the category. Thus each late entry can cost as little as £87.50 GBP.

Late entries have to be paid for before the judges assemble on 5th May.

We take Visa, Mastercard and Amex.

Email 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 successes for £85.00 GBP (+VAT in the UK).

Gold, Silver and Bronze trophies are priced at £725.00 GBP (+VAT in the UK) without a descriptive plaque or £775.00 GBP with. (We regret having to put prices up in 2023 but dispatch and delivery costs have gone through the roof in 2022.)

Details at caples.org/store



Ah yes, that wonderful feeling of winning.

Contact

The team is here to help you.

Email patrick@caples.org for most things to do with processing your entries and dorte@caples.org for anything to do with money.

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The only FREE TO ENTER
global advertising awards show

