



PRESS

The Caples Awards come to London

In 2018, the 40th anniversary of The Caples Awards, the international show is transferring from New York to London.

Now under the management of Directory magazine, The Caples is the world's leading creatively-driven direct marketing festival.

Duncan Gray, former Creative Leader of Proximity Worldwide and a trustee of The Caples Awards since 2005, says:

“To keep The Caples fundamentally the same, we’ve changed a few things.

It’s still a show managed by creative people for creative people but as direct has become a far wider field than it used to be, so the number of categories multiplied.

This has meant ever more form-filling and more costs.

So, we’ve taken a scythe to the categories and reduced them by half.

Plus, any campaign that has been featured in Directory qualifies for a £50 entry-fee discount.

We’re trying to make it easier to enter too. If a campaign has appeared in Directory, no form-filling is required. We’ll do it all for the agencies.

If we are bringing costs and bureaucracy down, what we want to move up is the value of winning a Caples.

We’re doing this by:

- Ensuring the jury is of the highest calibre.
- Emma de la Fosse, Chief Creative Officer of the Ogilvy Group of companies in the UK, has agreed to be the President of the Jury.*
- Ensuring that every entrant can get the judges’ feedback and learn why their work did or did not win.
- Ensuring that we promote the value of creative work that works to the client community by mailing every senior winning client a free copy of the Book of The Show.
- Creating a roadshow and exhibition of the work to promote the winning agencies.”

Having known personally the founder of The Caples Awards, Andi Emerson, before she passed away ten years ago and having been appointed by her to be a trustee of the awards show she founded, Gray has expressed delight that, in its 40th year, The Caples Awards has discovered a new sense of purpose as well as a new home.

“We have a new website, <https://caples.org>, new categories, new pricing, new ways of entering and a new team of judges being assembled.

It is exciting to be a part of the Directory team, hoping not just to recognise and reward work that works but to promote the value of creativity to the client community.

Key dates for The Caples Awards 2018

Entries can be submitted from February 26th 2018

Closing date for entries: April 20th 2018

Judging: May 22nd, May 23rd 2018

Awards dinner: May 24th 2018

The Caples Book of Winners: July 2018

For more information about The Caples Awards 2018, categories, costs, history, jury President, please visit <https://caples.org>

For more information about Directory magazine and resource please visit www.directnewideas.com or email publisher Dorte Collister, dorte@directnewideas.com

The Caples Awards show was founded in 1978 by the late Andi Emerson, a former copywriter at BBDO, in memory of her mentor and boss the legendary John Caples.

She had noticed that many direct marketing awards were given to campaigns that, while apparently successful, were creatively dire.

The Caples Awards were established to provide proof that better ideas lead to better results.

Caples himself was the copywriter behind many famous campaigns before and after World War II. His book, "Tested Advertising Methods", was published in 1961 and has been re-issued many times since.

David Ogilvy confessed that much of what he knew about advertising he had learned from John Caples

*Emma de la Fosse is the Chief Creative Officer for Ogilvy in the UK, responsible for facilitating creative integration and managing talent to propel teams and their work to even greater innovative heights. As well as working with Ogilvy's newest clients, including British Airways, Boots, Vodafone, Bulmers, NFL, TJX and Mondelez Group's Halls and Trebor to name a few, she is also the Global Creative Director on Kimberly Clark and EY.

Prior to her time at Ogilvy, Emma worked in advertising for 11 years, creating brand campaigns in TV, print and radio for a wide range of clients including London Transport, Michelob beer, Thomas Cook, Oddbins, Del Monte, Lemsip, Hertz and the Department of Health.

At Ogilvy, Emma spearheaded the charge to improve creative standards in Direct & Digital campaigns. This effort saw the agency win more major awards than any other UK direct or digital agency, picking up accolades from D&AD, Cannes, One Show, Campaign BIG Awards and the DMAs. Emma's affinity with direct and

digital disciplines came from her wanting to "make work that makes people do things."

She also helped bring to life The Pipe – Ogilvy's pioneering creative talent internship which was open to everyone regardless of age, experience, education or background.

Outside Ogilvy, Emma is a passionate supporter of Creative Equals, helping to shape a diverse and inclusive creative community. She was the very first winner of The Drum's Creative Woman of the Year award.

Emma's other job is being a mum to two boys. Her passions include wild birds, old Beetles, London's history and new inventions. When she is not poring over her collection of antique maps, Emma can be found mostly looking at gorgeous shoes.

For more information about The Caples Awards, please email awards@caples.org