

## Caples Awards 2022 Innovation Winners List

Gold		
Leo Burnett Australia	'One House to Save Many'	Suncorp Group
VMLY&R India	'The Killer Pack'	Maxx Flash
Zulu Alpha Kilo Canada	'Tough Turban'	Pfaff Harley-Davidson
Silver		
BBDO Guerrero Philippines	'The Dissolving Bottle'	Naturale Market
Tribal Aotearoa / DDB Group Aotearoa	'Samsung iTest'	Samsung New Zealand
Wunderman Thompson Saudi Arabia	'Meet Sarha'	stc
Zulu Alpha Kilo Canada	'Green Screen Shirt'	Harry Rosen
Zulu Alpha Kilo Canada	'Notes IPA'	SingleCut Beersmiths
Bronze		
BBDO New York	'Nacho Cheese Dip-spenser'	Juanita's Foods
Cheil Worldwide Spain	'The Battle Inside'	CRIS Cancer Foundation
Colenso BBDO New Zealand	'MyHooman'	Mars
DDB New Zealand	'The Alt Blacks'	Lion
Forsman & Bodenfors Sweden	'Sea Level Re-Boot'	Tretorn
Happiness Brussels	'Giant NFT'	Burger Brands Belgium –Quick
Leith Scotland	'The Extra Time Badge'	Justin Edinburgh 3 Foundation
Memac Ogilvy Dubai	'IKEA Co-worker For The Day'	Al Futtaim IKEA
Ogilvy Spain	'Happy Colours To You'	Audi
Saatchi & Saatchi Düsseldorf	'Non-Fungible Animals'	WWF Germany
Serviceplan Middle East	'BMW Museum of Sound'	BMW Middle East – BMW AGMC
TBWA New Zealand	'ANZ Support Band'	ANZ Bank
TBWA New Zealand	'Bodyright – The world's first Copyright for the human body'	Bodyright.me
This is Locco Slovakia	'Bejby Blue – Your Digital persona'	Tatra Bank
Twitter UK	'adidas #fastestfollower'	adidas