

## Caples Awards 2022 Radical New Strategy WINNERS List

Gold		
Marcel, Paris	'Uber Heetch'	Heetch
TBWA\RAAD, UAE	'ChickenStock'	KFC Arabia
Tribal Aotearoa / DDB Group Aotearoa	'Samsung iTest'	Samsung New Zealand
Silver		
BBDO, Belgium	'The Breakaway'	Decathlon
CHEP Network Australia	'Z Flip Pocket Denim'	Samsung
Happiness (FCB), Brussels	'Re-Story'	Canon
Impact BBDO, UAE	'Elections Edition'	AnNahar Newspaper
McCann, London	'Dream Transfer'	eBay UK
serviceplan, Munich	'Dyslexia Unetided'	Gruner + Jahr
Shackleton Group, Spain	'#VerifiedForGood'	Fundación Mujeres & Twitter
Wunderman Thompson, Bangkok	'Sponsor of Mom-and-Pop Shops'	Dutchmill Dairy
Bronze		
BBDO, New York	'A Google Slides Experience'	Capitol Records / The Academic
Cheil, Spain	'The Battle Inside'	CRIS Cancer Foundation
CHEP Network Australia	'Give a FlyBuys'	FlyBuys
DDB, Aotearoa New Zealand	'The Steinlager Alt Blacks'	Lion Nathan
FamousGrey, Brussels	'The Street Configurator'	Volvo Belux
HERO	'Senior Constable Laurie Fox'	Victoria Police
Lobsters Prod, Tunis	'The Rights Sponsor'	Club Féminin De Carthage
Lola MullenLowe, Madrid	'Indoor Ads'	Unilever Lynx
McCann, Manchester	'#FreeCuthbert'	Aldi
Memac Ogilvy, Dubai	'Swedish Meatballs'	IKEA-al-Futtaim
Ogilvy, Melbourne	'AAMI Rest Towns'	Suncorp
TBWA, New Zealand	'Bodyright – The world's first copyright for the human body'	Bodyright.me
This is Locco, Slovakia	'Bejby Blue'	Tatra Banca
VMLY&R, Dubai	'Who's Your Cabbie?'	RTA UAE
VMLY&R, Mumbai	'The Killer Pack'	Maxx Flash
Wunderman Thompson, Jordan	'Hidden Gyms'	Gymkuma
Wunderman Thompson, London	'The Unseen Stats'	BT Sport
Wunderman Thompson, Riyadh	'The Unexpected Reroute'	stc
Zulu Alpha Kilo, Toronto	'Come & Glow'	Consonant Skin+Care