

The Caples Awards 2023
Healthcare SHORTLIST

Agency: 180LA, Los Angeles, USA
Client: Cox Communications
Title: Project Convey

Agency: Accenture Song, Leuven, Benelux
Client: National Aphasia Association
Title: Axela

Agency: BBDO Bangkok, Thailand
Client: Johnson & Johnson Thailand
Title: The Cleft Choir

Agency: BBDO Bangkok, Thailand
Client: Thai Health Promotion Foundation
Title: The Experimental

Agency: BBDO Germany
Client: Alzheimer Forschung Initiative e.V.
Title: The Glitch

Agency: Cheil Spain
Client: Samsung
Title: Unfear

Agency: Chemistry
Client: Aged Care Matters
Title: Painting a Portrait of the Aged Care Crisis

Agency: Famous Grey, Belgium
Client: Helan Healthcare
Title: See My Pain

Agency: Famous Grey, Belgium
Client: University Hospital Ghent
Title: Shortest Lives

Agency: FP7 McCann, Dubai
Client: Testicular Cancer Society
Title: Wall Street Balls

Agency: Garbergs, Stockholm, Sweden
Client: The Swedish Childhood Cancer Fund
Title: Swish Billboards

Agency: Grey, London
Client: Dole Sunshine Company
Title: Unforbidden Fruit

Agency: Happiness, Brussels, Belgium
Client: City of Balen
Title: Sobercoins

Agency: Happiness, Brussels, Belgium
Client: SPADEL
Title: Placeb'eau

Agency: Hero, Melbourne, Australia
Client: Maybelline New York
Title: Through Their Eyes

Agency: Impact BBDO, Dubai
Client: GharPar / Indus Hospital
Title: Waxing Lady Tutorials

Agency: Leith Agency, Scotland
Client: Dementia Charity
Title: Unforgettable Moments

Agency: Leo Burnett Australia
Client: National Gallery of Victoria
Title: What Makes You Bleed?

Agency: Leo Burnett Group Thailand
Client: Thai Health Promotion Foundation
Title: New World

Agency: Leo Burnett Group Thailand
Client: Thai Health Promotion Foundation
Title: Million Spoons

Agency: McCann London
Client: Microsoft & Invictus Games Foundation
Title: Anthem for All

Agency: MRM NYC, USA
Client: Movember
Title: Non-Fungible Testicles

Agency: Ogilvy, Auckland, New Zealand
Client: University of Auckland
Title: #NotJustAWhiteCoat

Agency: Ogilvy, London
Client: Relate
Title: The Horncultural Society

Agency: Over the Bloody Moon, London

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Title: MenoVest

Agency: Publicis, Warsaw, Poland

Client: Sanofi

Title: The Liver Check

Agency: Saatchi & Saatchi, London

Client: Solgar

Title: Golden Lights

Agency: serviceplan Germany

Client: Dot Incorporation

Title: Dot Pad. The first smart tactile graphics display.

Agency: Special Group, Auckland

Client: Partners Life Insurance

Title: Last Performance

Agency: TBWA\London

Client: Ovarian Cancer Action (OCA)

Title: #FollowedByCancer

Agency: The Royals, Australia

Client: Wild Secrets

Title: Better With Age Campaign

Agency: VMLY&R

Client: Spanish Ministry of Consumer Affairs

Title: Sugar kids

Agency: VMLY&R Health, Spain

Client: Gilead Sciences

Title: Paintings of Hope

Agency: Wunderman Thompson London

Client: The Eve Appeal

Title: Check Me Out

Agency: Wunderman Thompson Singapore

Client: Otrivin

Title: Pollution Pencils