

**The Caples Awards 2023**  
**New product Launch SHORTLIST**

**Agency:** CHEP Network, Australia  
**Client:** IKEA  
**Title:** BallerCard

**Agency:** CHEP Network, Australia  
**Client:** Samsung  
**Title:** Flipvertising

**Agency:** Colenso BBDO, Auckland, New Zealand  
**Client:** Spark  
**Title:** Beyond Binary Code

**Agency:** DDB Australia  
**Client:** Jarden  
**Title:** The Creative Index

**Agency:** Forsman+Bodenfors, Gothenburg, Sweden  
**Client:** Live Nation / Luger  
**Title:** The Shuffle Ticket

**Agency:** Grey London  
**Client:** Kellogg's  
**Title:** Pringles Multigran

**Agency:** Leo Burnett Australia  
**Client:** Diageo  
**Title:** Bundy Mixer

**Agency:** Leo Burnett Beirut, Lebanon  
**Client:** Procter & Gamble  
**Title:** Not Hot Periodwear Collection

**Agency:** Ogilvy Australia  
**Client:** KFC Australia  
**Title:** KFC's Left-Handed Drumstick

**Agency:** Over the Bloody Moon, London  
**Client:** Over the Bloody Moon  
**Title:** MenoVest

**Agency:** Seven.One AdFactory/White Rabbit, Budapest, Hungary  
**Client:** Ahr Wine region  
**Title:** Flood Wine

**Agency:** Taboo Australia  
**Client:** Up  
**Title:** The MayBuy Exchange

**Agency:** VMLY&R India  
**Client:** Unilever  
**Title:** Smart Fill