

The Caples Awards 2023
PR SHORTLIST

Agency: ACE nl, Amsterdam
Client: TEDxAmsterdamWomen
Title: MissJourney

Agency: BBDO New York, USA
Client: M&Ms
Title: Spokescandies on Pause

Agency: CHEP Network, Australia
Client: 7-Eleven
Title: Coffee Scrub

Agency: CHEP Network, Australia
Product: IKEA Australia
Title: Baller Card

Agency: DDB Australia
Client: McDonald's Australia
Title: nUGGies

Agency: DDB Australia
Client: Project Rockit
Title: Kind Royale

Agency: DDB Sydney, Australia
Product: McDonald's McChicken
Title: McChicken, the Middle Child

Agency: Example, NSW, Australia
Client: Diageo Smirnoff
Title: Ads for Artists

Agency: Forsman+Bodenfors Singapore
Client: Down Syndrome International
Title: Kami

Agency: FP7 McCann, Dubai
Client: Heinz Arabia
Title: The Heinzjack

Agency: Grey London
Client: Dole Sunshine Company
Title: No Fruit Should Be Forbidden

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

Agency: Happiness, Brussels, Belgium
Product: Husk Car Rides
Title: reduce the Rise

Agency: Hero, Melbourne, Australia
Client: eBay
Title: Museum of Authentics

Agency: Impact BBDO, Dubai
Client: AnNahar Newspaper
Title: The Newspapers Inside

Agency: Impact BBDO, UAE
Product: Yokohama
Title: Shrine Saviours

Agency: Impact BBDO, Dubai
Client: EBM Education
Title: Schoolgirl Newscasters

Agency: Impact BBDO, Dubai
Client: Lebanese Broadcast Corporation International
Title: #WeMissLebanon

Agency: Innocean Australia
Client: Hyundai
Title: She's Electric

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

Agency: Leo Burnett Australia
Client: Suncorp
Title: Resilience Road

Agency: Leo Burnett Beirut, Lebanon
Client: Transparency International
Title: The Currency of Corruption

Agency: Leo Burnett, Manila, Philippines
Client: McDonald's Philippines
Title: McDonald's Classroom

Agency: Leo Burnett Taiwan
Product: Starlux Airlines
Title: Traveller Qualification Test

Agency: McCann London

Client: eBay

Title: Pre-Loved Island

Agency: McCann London

Client: The Joshua Ribera Foundation

Title: Depzman - Life Cut Short

Agency: Ogilvy Madrid, Spain

Client: DGT

Product: Summer

Title: Run over: The famous ones

Agency: Ogilvy, Madrid, Spain

Client: La Liga

Title: La Liga Kick-Off

Agency: Ogilvy UK

Client: Relate

Title: The Hornicultural Society

Agency: Publicis, Warsaw, Poland

Product: Gazeta Wyborcza

Title: The Rebel Page

Agency: Saatchi & Saatchi, London

Client: Brewdog

Title: Anti-Sponsor

Agency: SEK Finland

Client: Diak Romako Romani

Title: Rejection Letters

Agency: serviceplan Germany

Client: Aroya Cannabis Production

Title: Freedom Grams

Agency: Seven.One AdFactory/White Rabbit, Budapest, Hungary

Client: Ahr Wine region

Title: Flood Wine

Agency: TBWA\London

Client: adidas

Title: The Official Leak of the World Cup kit

Agency: TBWA\Melbourne

Client: Continental Tyres

Title: Bald Stars

Agency: TBWA\Melbourne, Australia
Client: Vodka Cruiser
Title: The Solo Project

Agency: The Monkeys, Sydney, Australia
Client: The Government of Tuvalu
Title: The First Digital Nation

Agency: Thinkerbell, Melbourne, Australia
Product: Lion XXXX
Title: Postcodes of Origin

Agency: VMLY&R Health Spain
Client: Spanish Ministry of Consumer Affairs
Title: Sugar kids

Agency: Wunderman Thompson Benelux
Client: 11.11.11
Title: Climate Injustice Forecast

Agency: Wunderman Thompson Benelux
Client: Child Focus
Title: OK Groomer

Agency: Wunderman Thompson Singapore
Client: Haleon Otrivin
Title: Pollution Pencils