



# The Caples Awards 2024

## Dates

**Open for entries:**  
January 2nd

**Closed for entries:**  
March 28th

**Really, really closed for  
entries:**  
April 6th

**Jury briefing:**  
April 15th

**Judging:**  
April 29th to May 1st

**Shortlists:**  
May 3rd

**Awards Ceremony:**  
May 16th

# Entry Kit

**Run by creatives  
for creatives**

Special thanks to sponsors WPP, 42courses.com, media partner  
Branding in Asia and platform partner Rocket-Media.



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President of the Jury 2024

## David Harris

Executive Creative Director. Deloitte UK

Started life working in traditional ad agencies. Discovered 'integration' and won a few awards.

Became Creative Director at IMP, took it to the top of the Campaign league, won a few awards.

Co-founded LIDA, M&C's 'most creative and commercial start-up', discovered digital, won a few awards.

Joined Wunderman as ECD, discovered global campaigns could be fun, won a few awards.

A shirt stint at Draft FCB then gyro:UK as CCO. Discovered the challenges of B2B, won a few awards.

Currently at Deloitte, heading up the in-house agency.



## A bit about

The Caples Awards were founded in 1978 by BBDO copywriter Andi Emerson, who named the show after legendary Creative Director John Caples.

Originally intended to honour creativity in Direct Marketing, The Caples has evolved into a show that honours ideas that evoke some sort of (ideally) measurable response – a click, a like or a share let alone a purchase.

By all accounts very direct herself, Andi ran The Caples Awards until her death at the age of 82. Haymarket managed the show out of New York for some years until it was bought in 2017 by Patrick Collister, former Executive Creative Director of Ogilvy & Mather London and former Head of Design at the Google ZOO (NACE).

In 2022 there were 1,704 entries from 52 countries, from which the jury of 48 senior creatives awarded 39 Golds, 86 Silvers and 134 Bronzes.



*Andi Emerson founded The Caples Awards in 1978*



*In 2023, 39 Gold Awards were made*



## Why enter The Caples Awards?

Submit your best work

- Because The Caples is the only global show established by a creative, Andi Emerson, and still run 45 years later by creatives for creatives.
- Because it is not run to make money for its managers but to give recognition and respect to creatives for work that works. As creatives ourselves we know how darn hard it is to do.
- Because The Caples has fewer categories (a lot fewer) than any other global show. That makes a Gold more scarce and thus more valuable.
- Because our entry fees are lower than those of just about every other international awards show.
- Because the jury is not constrained to give Gold, Silver and Bronze in every category as they are at other shows. They can (and do) give as many or as few awards as they like.
- Because winning at The Caples in May gives you a clue as to whether you'll win at Cannes in June. We are advertising's equivalent of the Golden Globes to the Oscars.
- Because our jurors are some of the most successful creatives in the world. This makes them hard to impress. If you win at The Caples, you know that you have joined the creative elite,
- Because you'll be joining a community of your peers around the world who will recognise you as one of their own.
- Because, when you think of all the crap you have to put up with, getting recognised and honoured for your work is a fu\*king good feeling.

## Former Presidents of the Jury



2018. *Emma de la Fosse*  
CCO, Edelman UK



2019. *Alfonso Marian*  
CCO, Mediabrands Studios NY



2020. *Nicky Bullard*  
CCO, MullenLowe London



2021. *Steve Aldridge*, CCO  
Wunderman Thompson London



2022. *Ben Mooge*  
CCO, Publicis Groupe UK



2023. *Laura Jordan Bambach*  
President, Grey London



## New categories and changes

The Caples Awards has fewer categories than any other global show. We want to keep things simple. And we want to help keep costs down. There are 20 categories to enter in total, split into three groups: Engagement, Experience and Traditional.

### 1. Engagement

There are 11 categories in this group and, reflecting The Caples Awards' heritage in Direct Marketing, results are essential to any submission in these 11. We understand that some clients are reluctant surrender business information regarding sales and market share in which case, while jurors may see the numbers, we will make sure they are not made public.

**AI (including the Metaverse)**

**Audio**

**B2B**

**Creative Use of Data**

**Digital Ad Spaces**

**New Product Launch**

**Not for Profit**

**PR**

**Radical New Strategy**

**Self-Promotion**

**Social/Influencer**

### 2: Experience

There are six Brand Experience categories, campaigns or one-off executions where the target audience has some sort of sensory and/or emotional encounter with the brand. Results here are desirable even though they may often be measured in media impressions and numbers of people reached rather than in bottom-line performance.

**Ambient/Guerilla/OOH**

**Branded Content**

**Gaming**

**Innovation**

**Integrated (cross-platform) campaigns**

**Mobile**

### 3: Traditional

Riepl's Law states that new media do not replace old media; they simply sit alongside them. Despite digital transformation, print and broadcast TV still have an important, sometimes essential, role in the marketing mix and are still important to us at The Caples. While Direct Mail seems to have fallen out of favour, it has been a Caples staple from the very beginning and we love it!

**Direct Mail**

**Print and Posters**

**TV and Video**



2023 Gold for Forsman+Bodenfors Singapore in Not for Profit with "Kami" for Down Syndrome



## New in 2024

As the nature of creative advertising evolves, so do we. We are pleased to announce three new categories for 2024.

**AI (including the Metaverse)**  
at the request of the 2024 President.

**Digital Ad Spaces**  
we are hoping to see and reward more work from this unloved corner of advertising.

**Social and Influencer**  
to reflect its growing importance and growing spend.

You may enter any one piece of work in as many of the 20 categories as you wish, provided the idea is relevant to the category. Entering your work in any one category automatically qualifies it for judging in three other areas.

### Special Awards

The Caples Awards does recognise craft skills but rather than have separate categories for them – and extra expense for you – the jury identifies outstanding examples and gives ‘free’ Gold, Silver and Bronze awards for:

### Best Art Direction/Design

### Best Copy/Writing

In addition, the jury will select their:

### Best in Show

As President, David Harris has two other special awards within his gift. The Courageous Client Award and the Andi Emerson Award.



*2023 Gold for Special Group in TV and Video for Partners Life with 'Last Performance'.*



*2022 Gold for Art Direction to serviceplan Germany for "Minimalism" for MINI.*



### **The Courageous Client Award**

The Andi Emerson Award (to a person who has made an outstanding contribution to the cause of creativity). In 2023, Laura Jordan Bambach gave the award to Rankin Carroll. The M&M's "Spokescandies on Pause" campaign was intended to poke fun at America's increasing 'wokeness'. It was funny, successful and also very brave.

Courageous Client 2023, Rankin Carroll, Chief Brand Officer, Mars Wrigley.

### **The Andi Emerson Award**

Over the years, various Presidents have given the award to some very deserving creative luminaries. Steve Aldridge (2020) gave his Andi to Julian Douglas, President of VCCP, for his work with BRiM (Black Representation in Marketing). Nicky Bullard gave hers to Emma de la Fosse for being the first female CCO of a network group in the UK. And in 2023 Laura Jordan Bambach gave hers to copywriter/agency owner/brand owner/Hollywood star Ryan Reynolds for creating ads for Aviation Gin, Mint Mobile and 1Password that made people laugh and grew the brands significantly.



*Courageous Client 20-23, Rankin Carroll, Chief Brand Officer, Mars Wrigley.*





# Awards Categories 2024







### **AI (including the Metaverse) NEW**

Any idea that makes use of machine learning or incorporates an AI in its generation, application or execution. We are especially intrigued to see what novel uses there have been for GenAI.

### **Ambient/Guerilla/Out of Home**

Any idea using outdoor media, special builds, 3D installations, street art, events, pop-up activities or any out-of-home activity or stunt.

There were no Golds, four Silvers and six Bronzes in this category in 2023. For guidance, see the winners [HERE](#).

### **Audio**

To include radio commercials of any length, podcasts or sponsored messaging within radio programming or any innovative use of audio messaging or voice-activated technology. Got that, Alexa? Listen to the 2023 winners [HERE](#).

### **B to B**

To include advertising, direct mail, any event or activity offline as well as online films, widgets, tools or digital services selling business products or solutions to other businesses rather than the end consumer. This category has been enlarged from Digital B to B. Five awards made in 2023 [HERE](#).

### **Branded Content**

To include scripted and acted films, virals, unscripted films, documentaries, UGC, interactive films, livestream broadcast of an event, content captured and shared at a live event, immersive experiences including 360 video, AR and VR experiences. Also podcasts and influencer videos which seek to share the values of a brand and generate conversation around it. 2023 winners [HERE](#).

### **Creative Use of Data**

Any idea in which a data-driven insight led to a creative idea or to increased engagement and/or improved performance, any instance of AI, machine-learning or data analysis leading to a deeper understanding of behaviour and to better results. No fewer than 13 awards in 2013. Have a look [HERE](#).

**Agency:** Ogilvy Spain

**Client:** DGT

**Title:** The 36

**Award:** Gold in Creative Use of Data

Idea: Analysis of 95 million road trips in Spain in which were 500,000 accidents, helped identify the 36 people most likely to die on the roads in Easter week.

**Case study:** [HERE](#).



### **Digital Ad Spaces NEW**

In 2023, digital advertising is set to be worth nearly \$700 billion. There must be some great banner ads, out-streamed or in-streamed ads somewhere that are good. We want to shine a kindly light on this unloved area of advertising.

### **Direct Mail**

Any item of flat mail or dimensional mail, of any volume, including doordrops, hand-delivered items or bill-stuffers, both B to B and B to C.

We had two Golds in 2023. Hooray. [HERE](#).



### Gaming

For ideas that involve modifications to existing electronic games, extensions or anything that creates experiences in gameplay, including e-sports and mobile games in which a brand is able to integrate meaningfully. Two Golds in 2023. [HERE](#).

### Innovation

Any individual idea that delivers a new way for brands to engage with customers, or that brings a completely new solution to a marketing problem. It doesn't necessarily have to be a tech-led idea (beacons, facial-recognition technology, voice search, VR or AR, wearables). 6 Bronzes, 2 Silvers and 2 Golds in 2023. [HERE](#).

**Agency:** VMLY&R India

**Client:** Maxx Flash

**Title:** The Killer Pack

**Award:** 2022 Gold in Innovation

Idea: the innovative packaging of mosquito repellent brand Maxx Flash was lined with a chemical that kills mosquito larvae when it is thrown away.

**Case study:** [HERE](#)



### Integrated

To include any campaign that works across different paid-for channels, social media platforms etc to include PR, editorial, events and branded activity.

To include any campaign that works across different paid-for channels, social media platforms etc to include PR, editorial, events and branded activity.

Nine Bronze and five Silver awards in 2023. One Gold, which also won Best in Show [HERE](#).

### Mobile

To include any example of mobile/tablet/connected device app, SMS solution, location-based idea, video, banner or social media video designed specifically for a hand-held medium.

Five Bronzes, two Silvers and one Gold in 2023. [HERE](#).

### New Product or Service Launch

A product (or service) launch that used communications to make a lasting impact, which might include teasers to build suspense, a dramatic reveal, PR and influencer marketing.

10 awards in 2023. Gold to Leo Burnett Australia for Diageo "Bundy Mixer" [HERE](#).

### Not for Profit

This can include all purpose-driven ideas, to include any video, online, offline experience, mailing, print, direct response TV execution or campaign produced for a charity, NGO or cause - related action. 14 Bronze, 11 Silver and one Gold in 2023 [HERE](#).



## PR

Any story which helped to promote, enhance or protect a brand or an organisation in both B to C and B to B communications across any and/or all media, including TV, print, online, events etc. This includes use of social media platforms as well as activity that involves influencers and creators. 15 Bronze, 15 Silver and two Golds in 2023. [HERE](#).

**Agency:** The Monkeys, Melbourne

**Client:** The Government of Tuvalu

**Title:** First Digital Nation

**Award:** Gold in PR

Idea: Before it disappears beneath the sea, Tuvalu is being recreated in the metaverse. This will preserve its status as a legitimate state.

**Case study:** [HERE](#)



## Print

To include brochures, leaflets, flyers, catalogues, annual reports and point-of-sale material as well as newspaper and magazine ads. Any example of branded creative thinking that uses print in any way. See the 2023 winners [HERE](#).

## Radical new strategy

To include any major change of direction for a brand, any radically new media solution, adoption of new technology or attempt at market disruption.

Four Golds in 2023. [HERE](#).

## Self-Promotion

Any idea in any medium including Christmas cards, business cards, wedding invitations, mailshots, emails, social media posts and/or videos that helps raise awareness of and advances the company or individual responsible.

**Agency:** Zulu Alpha Kilo, Toronto

**Client:** Zulu Alpha Kilo

**Title:** Left-Handed Mango Chutney

**Award:** Gold in Self-Promotion

Idea: An ironic take on the sort of nonsense agencies get up to so they can win awards. Like this one.

**Case study:** [HERE](#)



## Social and Influencer NEW

Marketing communications from posts on the brand's own feed to advertorials published by an influencer including content on the brand's own social media profile as well as paid-for ads on social media including Facebook, Instagram, Snapchat, TikTok, Twitch, YouTube and all.

## TV and Video Advertising

Film and video commercials, whether made for TV broadcast or for cinema or for YouTube, Facebook, Instagram, TikTok and other digital platforms. Also TV sponsorship idents and buffers. This category is not a substitute for nor a replica of Branded Content. It is any communication with moving images that pushes a specific product or service with a sales message. See the 13 winners, three of them Gold, [HERE](#).



## Fees

Covid has come and gone. And while we were all trying to deal with lockdown and its aftermath, entering The Caples was free.

Now we need to start charging entry fees again. BUT, sticking to our mantra of 'creatives for creatives', we are charging less than we did in 2019 when entries were £300 for individual submissions and £350 for campaigns.

**The 2024 fees are lower than any other global awards show.**

As former Creative Directors ourselves we know how tight budgets are.

Also, to help keep costs down, we have limited awards to just 20 categories. To keep it simple, there is just one standard price for all entries, be they for individual pieces or for campaigns of multiple elements.

A single piece can also be entered as part of a campaign – entered twice – if you wish the judges to consider it both individually and collectively to win two awards.

The special awards are free. All entries are automatically judged for Art Direction/ Design and Copy/Writing. Golds, Silvers and Bronze awards can be made at the jury's discretion.

In some instances, an idea which has won Silver or Bronze in its entry category has been given Gold for craft.

All entries up to March 28th

**£245.00** (+VAT in the UK)

All late entries from March 29th to April 6th

**£295.00** (+VAT in the UK)

### Payments

Entry fees can be settled by credit or debit card at [caples.org/submissions](https://caples.org/submissions) when you will be emailed a receipt. Payment can also be made by BACS. (Account Name: The Caples Awards Ltd. Sort Code: 20-54-25. Account Number: 03650464)

Please note, if you have entered work but have not paid by Friday April 15th, when the jury is briefed, it will be withdrawn.

### How to enter

Go to [caples.org/enter](https://caples.org/enter). If you have never entered The Caples Awards before, you'll be asked to Register. If you have entered in previous years, login.

You can work on your submissions as and when suits you. You can pause on any entry and return to complete it when time allows.

At Step 4 of your entry you can upload supporting images and videos up to 50MB each file.

Files larger than 50MB should be sent via file-sharing service such as WeTransfer or Dropbox to [patrick@caples.org](mailto:patrick@caples.org)

Only send physical items – DM packs, submission boards etc. – if you particularly need us to demonstrate in Zoom to the jury how the piece operated. (Remember, all the judging will be done remotely.)



# Rules





- All work submitted should have been published or broadcast or activated between October 1st 2022 and March 28th 2024.
- All entries must be submitted using The Caples Awards standard entry submission structure which asks for the work to be described in terms of
  1. Background
  2. Idea
  3. Result
- Entrants may submit a presentation board (JPEGs please) to support their standard online submission at <https://caples.org/entries>. If entrants believe the physical sample of their print or mail idea would help the jury in their deliberations, the sample(s) should be mailed to The Caples Awards, Tottington Barn, 352 Rochester Road, Aylesford, Kent ME20 7ED, UK.
- In uploading entries to The Caples Awards online or by submitting entries in any other way, entrants thereby agree to pay all the relevant entry fees, which must be paid by Friday April 15th. Failure to pay will result in work being withdrawn
- Any campaign which is withdrawn after being submitted and received by The Caples Awards forfeits the entry fees payable.
- 20% VAT is payable on entries from all UK-based individuals or agencies. Entries from other countries are exempt from VAT though entrants from EU countries are required to provide their VAT registration numbers.
- Entry fees can be paid online at [caples.org/pay](https://caples.org/pay). Or by cheque payable to The Caples Awards Ltd. Or by bank transfer. To arrange the method that suits you best, email [patrick@creative-matters.com](mailto:patrick@creative-matters.com)
- Videos (MP4 or QuickTime) are welcome and helpful but no longer than two-minutes in length please.
- The jury can make as many or as few awards of any colour as they see fit in each category. It may be that some categories have no awards at all while others have many.
- All entries will be judged and scored by the jury. No entries are jettisoned by pre-judging as happens with some shows. We are mindful that you are paying for top creatives to inspect your work and they will. All entries that reach Shortlist standard will be brought back for all-jury discussions.
- The organisers may ask for proof of eligibility. In other words, the work should have been produced and paid for in response to a genuine brief. Scam will be removed from judging.
- The judges' decisions are final.
- The winners of the Best in Show Award, Most Radical Strategy Award, Best Art Direction Award, Best Copywriting Award, Best Design Award and all Gold Awards will be mailed their personalised Caples Gold trophy as soon after the awards ceremony of May 16th as possible. All winners will also receive certificates.
- Every entrant is entitled to feedback within one month of the Awards Presentation on Thursday May 16th 2024 as to why their submitted work did or did not win an award.
- All entrants grant permission to The Caples Awards Ltd. to use their entry materials in any publications, videos, exhibitions and roadshows that the Caples Awards Ltd. may deem necessary to promote the awards unless the entrant provides a disclaimer in the submission requesting otherwise.
- The Caples Awards Ltd is not responsible for the payment of royalties or other charges against the activities mentioned. Each entrant agrees not to hold The Caples Awards Ltd. liable against any claims concerning the materials submitted.

## Results

The Caples Awards was founded to honour creativity in direct marketing. Today, most advertising is direct to some extent and success can be measured in clicks, likes, shares and media impressions.

As a show that likes to reward 'work that works', we like to see the results in numbers if possible. Sales, increased margins, bottom line improvements. We love that stuff.

That said, jurors are guided by results, not ruled by them. They are looking for originality and inventiveness first.

We also recognise that there are seldom measurable results to press and print campaigns and/or brand-building TV commercials and the jury will be forgiving if they are absent in the entries to these categories.

### Confidentiality

We understand that some brand owners are reluctant to give information away which their competitors could find useful.

On the other hand, that information could enhance your prospects of an award.

If you make clear in your submission that the results supplied are for the judges' eyes only, we will make sure they are never published anywhere outside the virtual jury room.

## Procedures

### Late entries

Why do we charge for late entries? Well, in 2020 we had nearly 1,000 entries AFTER the first deadline. This puts a strain on resource and humour.

So, it's to help defray overtime costs.

### Shortlists

The shortlists will be published on Friday May 3rd. If you have won Gold, we'll be in touch to invite you to the awards ceremony and presentation on Thursday May 16th.

Winners in far-flung parts of the world will be brought into the room virtually and the event livestreamed.

Advertising and marketing magazines will be sent the press release for publication on Friday May 17th, when all the winners' lists and the winning campaigns will be available to view in the Winners gallery at

[www.caples.org/winners](http://www.caples.org/winners).



*Caples Awards presentation evening 2013*



45 years celebrating creativity

