



The Caples Awards 2019

From May 7th to May 9th 2019, 22 jurors from around the world came together at the famous Groucho Club in London to judge the 41st annual Caples Awards.

Glen Dickson from Australia, Klaartje Galle from Belgium, Barb Williams from Canada, Tony Liu from China, Mario Bertieri from Colombia, Rana Khoury from Lebanon, Alfonso Marian and Susana Perez from Spain, René Eugster from Switzerland, Thijs de Boer from The Netherlands, Mark Fiddes from the UAE and Kay Cochran from the USA.

From the UK, Charlie Wilson, Debs Gerrard, Duncan Gray, Nick Moffat, Rob Kavanagh and Steve Aldridge.

Originally founded to recognise and reward creativity in direct marketing, The Caples Awards have broadened out as direct marketing itself has broadened out.

Today, any piece of marketing communications that elicits some sort of a response is eligible.

Under the leadership of Alfonso Marian, former Chief Creative Officer of Ogilvy New York and now Chairman of Ogilvy Spain, the jury was instructed to “set some standards for what outstandingly effective ideas look like. And let’s have some fun!”

There was no shortage of high spirits at either The Caples party at The Marquis Cornwallis pub on Tuesday May 7th or the presentation dinner on Thursday 9th.

Before the presentation of the awards, Patrick Collister took the opportunity to remind the assembly of The Caples mission.

“This is a show run by creative people for creative people. If this means we are sometimes a little disorganised, it also means that winning a Caples should be something to be as proud of as winning a Cannes Lion.

Tonight’s dinner is a little different to most awards shows junkets. It’s smaller, it’s by invitation and it’s free.

When an awards show takes over a big hotel for a gala presentation, they usually try to make money by selling as many tickets and tables as possible. That means they need to offer a plethora of categories and insist that Gold, Silvers and Bronzes are awarded in each.

That way they can lure more agencies to the event.

By contrast, we want The Caples jury to be free to award as many or as few Golds as they want. The only thing that is important is that the work should be unquestionably good.”

16 Gold, 15 Silver and 40 Bronze awards were given.



Agency of the Year

CHE Proximity, Australia

With awards for;

- RACV "Taken in Victoria"
- RACV "Overconfidence Cover"
- Velocity "Earnambassadors"
- NRMA "Safety Hub"

The winners

The Andi Emerson Award

This award is in the gift of the jury President. In 2019 Alfonso Marian identified as a person who has given exceptional service to the cause of creativity in advertising and marketing:

Pablo Alzugaray, Founder and CEO of Shackleton

Best in Show

Wunderman Thompson, London – "We Are Not an Island" for HSBC

Best Copy

Wunderman Thompson, London – "We Are Not an Island" for HSBC

Best Art Direction

AMV BBDO, London – "Viva la Vulva" for Essity



Ambient, Guerilla, Outdoor

Gold

- Wunderman Thompson, London – “We Are Not an Island” for HSBC

Silver

- AMV BBDO, London – “The Hack” for Hiscox Insurance
- CHE Proximity, Australia – “Taken in Victoria” for RACV
- VCCP, Spain – “Maillot 45” for Liberty Group

Bronze

- AMV BBDO, London – “Dog Dates” for Mars Petcare Pedigree
- Clemenger BBDO Melbourne – “The Internet remembers” for DrinkWise
- ITG Connect, Wolverhampton – “Sin Bin” for Biffa
- Shackleton, Madrid – “Expensive Art” for RENFE
- Zulu Alpha Kilo, Toronto – “Reskinning Queen Street” for Consonant Skincare

Branded Content

Gold

- AMV BBDO, London – “Viva la Vulva” for Essity
- Clemenger BBDO, Sydney – “Wrigley Support Acts” for Wrigley EXTRA

Silver

- Clemenger BBDO, Sydney – “Aussie News Today” for Tourism Australia
- Clemenger BBDO, Sydney – “Wasteland with a V” for Frucor
- Colenso BBDO, Auckland – “Drinking It For You” for DB Breweries

Bronze

- CHE Proximity, Australia – “Earnambassadors” for Velocity Frequent Flyer Programme
- Zulu Alpha Kilo, Toronto – “The Away Game” for Tim Horton’s

Digital B to B

Bronze

- LDV United, Brussels – “Dare to Sponsor” for Special Olympics Belgium

Silver

- DARE.WIN, France – “Fortnite Job Interview for DARE.WIN recruitment



Digital B to C

Gold

- Happiness/FCB, Brussels – “BlindMeters” for OVK/PEVR

Silver

- CHE Proximity, Australia – “Earnambassadors” for Velocity
- Clemenger BBDO, Melbourne – “Deadly Questions” for Department of Premier & Cabinet
- Lego Marketing – “Bugatti Built for Real” for Lego

Bronze

- CHE Proximity, Australia – “Safety Hub” for NRMA
- Clemenger BBDO, Sydney – “Aussie News Today” for Tourism Australia
- Ogilvy, Spain – “Back to ‘99” for ING Direct
- Proximity, London – “The Economist World Cup” for The Economist

Direct Mail B to B

Bronze

- Lebowski, Sweden – “Irresistible Button” for Nethouse

Direct Mail B to C

Bronze

- Proximity, London – “Will You Be IN?” for TV Licensing
- Proximity, Colombia – “Soccer Team of Confusion” for Mars Snickers
- Wunderman, London – “Premier Delivery” for BT Sport

Innovation

Gold

- Colenso BBDO, Auckland – “Kupu” for Spark NZ

Silver

- CHE Proximity, Australia – “Earnambassadors” for Velocity
- Clemenger BBDO, Melbourne – “Naughty or Nice” for Myer
- Happiness/FCB, Brussels – “Buffer Rage” for VOO
- Ogilvy, Spain – “Back to ‘99” for ING Direct

Bronze

- CHE Proximity, Australia – “Safety Hub” for NRMA
- Cossette, Toronto – “Seeker” for Accor Hotels



Integrated Campaigns

Gold

- AMV BBDO, London – “BloodNormal” for Essity Bodyform/Libresse
- CHE Proximity, Melbourne – “Earnambassadors” for Velocity

Bronze

- CHE Proximity, Melbourne – “Overconfidence Cover” for RACV
- Clemenger BBDO, Melbourne – “Naughty or Nice” for Myer
- Darwin BBDO, Brussels – “67 Cent Campaign” for Fairtrade Belgium
- LDV United, Brussels – “Dare to Sponsor” for Belgium Special Olympics
- Proximity, Colombia – “Soccer Team of Confusion” for Mars Snickers
- Proximity, London – “The Economist World Cup” for The Economist

Mobile

Gold

Colenso BBDO, Auckland – “Kupu” for Spark NZ

Bronze

- CHE Proximity, Australia – “Safety Hub” for NRMA
- Clemenger BBDO, Melbourne - “The Internet Remembers” for DrinkWise
- Colenso BBDO, Auckland – “Convert It” for Bank of NZ
- Happiness, Brussels – “Social Plates” for Bru Water
- Shackleton, Madrid – “Xmas Mode” for Shackleton

Not for Profit

Gold

- AMV BBDO – “Trash Isles” for Plastic Oceans International
- FCB/Six, Toronto – “Destination Pride” for PFLAG

Silver

- Happiness/FCB, Brussels – “BlindMeters” for OVK/PEVR

Bronze

- AMV BBDO, London – “Diversish” for The Valuable 500
- Clemenger BBDO, Melbourne - “Deadly Questions” for Department of Premier & Cabinet
- Cossette, Toronto – “Air Time” for SickKids Foundation
- Darwin BBDO, Brussels – “67 Cent Campaign” for Fairtrade Belgium
- Ogilvy, Spain – “Voice of Freedom” for No Somos Delito
- Ogilvy, Spain – “Sound of the Sea” for CEAR



Radical New Strategy

Gold

- CHE Proximity, Melbourne – “Earnambassadors” for Velocity
- Clemenger BBDO, Sydney – “Wrigley Support Acts” for Wrigley EXTRA
- Wunderman Thompson, London – “We Are Not an Island” for HSBC

Traditional Media

Bronze

- Clemenger BBDO, Sydney – “Ducking Autocorrect” for Dry July
- Colenso BBDO, Auckland – Anything to Keep Prices Low for Skinny New Zealand
- Cossette, Toronto – “Air Time” for SickKids Foundation
- Shackleton, Madrid – “What Do You Think?” for El Pais
- Shackleton, Madrid – “Exta No” for Prisa Radio

For any further information, please email patrick@caples.org