

Caples Awards 2024 SHORTLISTS



Best Use of AI

| | | |
|----------------------|----------------------|-----------------------------|
| Cheil, Spain | Samsung Galaxy Watch | “Impulse” |
| MullenLowe, MENA | Aurora50 | “Fixing the bAIs” |
| McCann, London | Microsoft Xbox | “Overwatch Machine Warning” |
| Sips & Bites, London | Pepsico Doritos | “Doritos Silent” |

Ambient/Guerilla/Out of Home

| | | |
|-------------------------|--------------------------|---------------------------------|
| CHEP, Australia | School Strikes 4 Climate | “Doctor’s Certificate” |
| DDB, Aotearoa | Volkswagen | “Greenprint” |
| MRM, Santiago, Chile | NotCo | “We Didn’t Write This Campaign” |
| MullenLowe, London | RNIB | “Alt ALTS” |
| Special Group, Auckland | Every Kiwi Vote Counts | “Australia Decides” |
| St. Luke’s, London | Butterkist | “Microwave” |
| VML, London | NHS Blood & Transplant | “Waiting to Live” |

Audio

| | | |
|----------------------|---------------------|--------------------|
| FamousGrey, Brussels | Coca-Cola/Schweppes | “The Social Sound” |
| Impact BBDO, Dubai | easypaisa | “Audio Nikahnama” |
| Sips & Bites, London | Pepsico Doritos | “Doritos Silent” |

B2B

| | | |
|------------------|---------|-------------------|
| MullenLowe, MENA | Organon | “Mis(s)diagnosed” |
|------------------|---------|-------------------|

Branded Content

| | | |
|------------------------|-----------------------|--------------------|
| Dentsu Redder, Vietnam | BitisHunter | “Dark Mode ON” |
| Leo Burnett, Australia | Diageo/Johnnie Walker | “In Her Boots” |
| Marcel, Paris | Orange Telecom | “WoMen’s Football” |

Creative Use of Data

| | | |
|----------------------|----------------------|------------------------|
| Cheil, Spain | Samsung Galaxy Watch | “Impulse” |
| DDB, Aotearoa | Team Heroine | “Correct the Internet” |
| FamousGREY, Brussels | Veolia Belux | “Pulse of Nature” |
| McCann, London | Plant Drop | “Smart Plants” |
| MullenLowe, MENA | Aurora50 | “Fixing the bAIs” |

Digital Ad Spaces

| | | |
|----------------------|---------------------|-----------------------|
| Cheil, Spain | Samsung TV | “The Art of the Hack” |
| CHEP, Australia | Samsung Electronics | “Reverse Auction” |
| FamousGREY, Brussels | Proximus | “The TMF Generation” |

Direct Mail

| | | |
|---------------------|--------------|-------------------|
| DDB, Aotearoa | Volkswagen | “Greenprint” |
| DDB, Australia | Movember | “Mancestry” |
| Innocean, Australia | White Ribbon | “The Daily Issue” |
| MullenLowe, MENA | Organon | “Mis(s)diagnosed” |

Gaming

| | | |
|-----------------------|-----------------|------------------|
| Sips & Bites, London | Pepsico Doritos | “Doritos Silent” |
| This is Tommy, London | Netflix | “Save Veldt” |
| DDB, Australia | Porsche Taycan | “Taycan Arcade” |

Innovation

| | | |
|----------------------|----------------------|--------------------|
| Cheil, Spain | Samsung Galaxy Watch | “Impulse” |
| DDB, Aotearoa | Volkswagen | “Greenprint” |
| MullenLowe, MENA | Aurora50 | “Fixing the bAIs” |
| Sips & Bites, London | Pepsico Doritos | “Doritos Silent” |
| VML, India | Unipads | “Blood Fertilizer” |

Integrated

| | | |
|-------------------------|--------------------------|------------------------|
| CHEP, Australia | School Strikes 4 Climate | “Doctor’s Certificate” |
| CHEP, Australia | Australian Organic Food | “Artificial Tasters” |
| DDB, Aotearoa | Team Heroine | “Correct the Internet” |
| DDB, Aotearoa | Volkswagen | “Greenprint” |
| Innocean, Australia | Kia Australia | “Kia’s Getting a Ute” |
| Special Group, Auckland | Every Kiwi Vote Counts | “Australia Decides” |

Mobile

| | | |
|--------------------|----------------------|-------------------|
| Cheil, Spain | Samsung Galaxy Watch | “Impulse” |
| Impact BBDO, Dubai | easypaisa | “Audio Nikahnama” |

New Product/Service Launch

| | | |
|---------------------|----------------|-----------------------|
| Cheil, Spain | Samsung TV | “The Art of the Hack” |
| Innocean, Australia | Kia Australia | “Kia’s Getting a Ute” |
| DDB, Australia | Porsche Taycan | “Taycan Arcade” |

Not for Profit

| | | |
|-------------------------|--------------------------|--------------------------------|
| Blanco, Tel Aviv | Democratech | “Dark Day for Democracy” |
| CHEP, Australia | School Strikes 4 Climate | “Doctor’s Certificate” |
| DDB, Aotearoa | Team Heroine | “Correct the Internet” |
| Impact BBDO, Dubai | easypaisa | “Audio Nikahnama” |
| Innocean, Australia | White Ribbon | “The Daily Issue” |
| McCann, London | UK Black Pride | “16th Century Life Expectancy” |
| MullenLowe, London | RNIB | “Alt ALTS” |
| Special Group, Auckland | Every Kiwi Vote Counts | “Australia Decides” |
| VML, London | NHS Blood & Transplant | “Waiting to Live” |

PR

| | | |
|-------------------------|--------------------------|---------------------------------|
| Blanco, Tel Aviv | Democratech | “Dark Day for Democracy” |
| CHEP, Australia | School Strikes 4 Climate | “Doctor’s Certificate” |
| DDB, Aotearoa | Team Heroine | “Correct the Internet” |
| Innocean, Australia | White Ribbon | “The Daily Issue” |
| Marcel, Paris | Orange Telecom | “WoMen’s Football” |
| MRM, Santiago, Chile | NotCo | “We Didn’t Write This Campaign” |
| MullenLowe, MENA | Aurora50 | “Fixing the bAIs” |
| Special Group, Auckland | Every Kiwi Vote Counts | “Australia Decides” |
| VML Singapore | Heinz Tomato Ketchup | “Tomato Stand-Ins” |

Print

| | | |
|----------------------|--------------|---------------------------------|
| Blanco, Tel Aviv | Democratech | “Dark Day for Democracy” |
| Innocean, Australia | White Ribbon | “The Daily Issue” |
| MRM, Santiago, Chile | NotCo | “We Didn’t Write This Campaign” |
| Rapp, London | Back Up | “Spinal Stories” |

Radical New Strategy

| | | |
|--------------|----------------------|-----------------------|
| Cheil, Spain | Samsung Galaxy Watch | “Impulse” |
| Cheil, Spain | Samsung TV | “The Art of the Hack” |
| VML, India | Unipads | “Blood Fertilizer” |

Social and Influencer

| | | |
|-------------------------|------------------------|-------------------------------|
| Beta Collective, Brazil | Patagonia Beer | “Billion Star Hotel” |
| DDB, Aotearoa | Team Heroine | “Correct the Internet” |
| FamousGREY, Brussels | Proximus | “The TMF Generation” |
| Innocean, Australia | Kia Australia | “Kia’s Getting a Ute” |
| Leo Burnett, Australia | Diageo/Bundaberg | “The Wedding That Fans Built” |
| Special Group, Auckland | Every Kiwi Vote Counts | “Australia Decides” |
| VML Singapore | Heinz Tomato Ketchup | “Tomato Stand-Ins” |

TV and Video Advertising

| | | |
|---------------------|----------------|-----------------------|
| Innocean, Australia | Kia Australia | “Kia’s Getting a Ute” |
| Marcel, Paris | Orange Telecom | “WoMen’s Football” |
| DDB, Australia | Volkswagen | “Lighthouse” |

Art Direction/Design

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|-------------------------|------------------------|--------------------------------|
| 368 Deloitte, London | Deloitte Ethics Team | “Modern Slavery” |
| Beta Collective, Brazil | will bank | “We’ll Buy It Another Day” |
| DDB, Aotearoa | Volkswagen | “Greenprint” |
| Dentsu Redder, Vietnam | BitisHunter | “Dark Mode ON” |
| FamousGREY, Brussels | Helan Health | “Adult Playgrounds” |
| FamousGREY, Brussels | Proximus | “The TMF Generation” |
| McCann, London | Plant Drop | “Smart Plants” |
| McCann, London | UK Black Pride | “16th Century Life Expectancy” |
| MullenLowe, MENA | Organon | “Mis(s)diagnosed” |
| Rapp, London | Back Up | “Spinal Stories” |
| St. Luke’s, London | Butterkist | “Microwave” |
| VML, London | NHS Blood & Transplant | “Waiting to Live” |

Copy/Writing

| | | |
|-------------------------|-------------------------------|--------------------------|
| Blanco, Tel Aviv | Democratech | “Dark Day for Democracy” |
| DDB, Aotearoa | Volkswagen | “Greenprint” |
| Rapp, London | Back Up | “Spinal Stories” |
| Rapp, London | London Youth | “Ambissious” |
| Revolt, London | Menopause Mandate | “Menopause Mix” |
| Rodgers Townsend DDB | Black Rep Theatre of St Louis | “Soul Shines On” |
| Special Group, Auckland | Every Kiwi Vote Counts | “Australia Decides” |
| TBWA, London | Ginsters | “Taste the Effort” |

From the shortlisted entries, the Caples Awards 2024 jury, led by David Harris, Executive Creative Director of 368 Deloitte has awarded 14 Golds, 18 Silvers and 27 Bronzes. The winners will be revealed at the Magical Awards Evening of Thursday May 16th at The Magic Circle Theatre, London.