



## 32<sup>nd</sup> Caples Awards Finalists

### MAXWELL SACKHEIM AWARD – BEST IN SHOW

**AIM Proximity**

The Yellow Pages Group

*The yellow treehouse*

**BBDO, New York**

HBO

*HBO audio mural installations*

**Clemenger BBDO Proximity, Melbourne**

Foster's Australia

*Bicep dancer*

**SapientNitro**

Tourism Queensland

*The best job in the world*

**Shackleton**

Conect Pay TV Thematic Council

*The village where nothing ever happens*

**Young & Rubicam, Prague**

Prostaben

*Snow / Pee happy*

## **COURAGEOUS CLIENT AWARD**

### **AIM Proximity**

The Yellow Pages Group  
*The yellow treehouse*

### **Draftfcb, New Zealand**

APN News & Media New Zealand  
*Hour-long letter*

### **Proximity BBDO**

Dodge  
*Baby made on board*

### **Proximity, London**

Royal National Lifeboat Institution  
*Mystery packages*

### **Shackleton**

Conect Pay TV Thematic Council  
*The village where nothing ever happens*

## **CAMPAIGNS**

### **Integrated Campaign**

### **AIM Proximity**

The Yellow Pages Group  
*The yellow treehouse*

### **BBDO, New York / BBDO, Detroit**

DaimlerChrysler Services North America LLC  
*Dodge Ram challenge*

### **BBDO, New York**

Pepsi-Cola North America  
*Moment before the moment*

### **BMF**

Tooheys Extra Dry (TED)  
*Six beers of separation*

### **BMF**

RADAR Recruitment  
*Foosball 09*

*(cont)*

**Clemenger BBDO Proximity, Melbourne**  
Patties: Four'N Twenty Meat Pies  
*The four'N twenty magic salad plate*

**Clemenger Group Limited, St. Leonards**  
Not for Profit  
*Tomorrow can be different*

**Drafftcb, Spain**  
River Place Athletic Club  
*We are far away, we need to shout louder*

**Lowe Sydney**  
Socceroos  
*Uzbekistan, Bahrain, Japan*

**M&C Saatchi/Mark**  
Sydney Dogs and Cats Home  
*Throw us a bone*

**M&C Saatchi/Mark**  
Optus Communications  
*Yes coach*

**OgilvyOne, London**  
IBM  
*IBM Wimbledon seer*

**Proximity**  
CTT - The Portuguese Post Office  
*Relations 2.0*

**Proximity BBDO**  
Dodge  
*Baby made on board*

**Proximity BBDO**  
Makro  
*Operation free petrol*

**Proximity, Canada**  
Shaw Communications  
*Shaw 6'HUN*

*(cont)*

**Proximity, Canada**

Frito-Lay  
*Doritos white bag*

**Rapp, Melbourne**

Foster's Group Limited  
*Fifth leg operation kerplonk*

**SapientNitro**

Tourism Queensland  
*The best job in the world*

**Shackleton**

Conect Pay TV Thematic Council  
*The village where nothing ever happens*

**Shackleton**

Random House Mondadori  
*Education with an H*

**Shackleton**

Goya  
*No hunger*

**Tequila**

Nissan Australia  
*Take the wheel*

**Wunderman**

Australian Direct Marketing Association  
*Fight crub*

**Young & Rubicam, Irvine**

Sears  
*Sears back to school*

**Interactive Campaign**

**Agency.com Ltd.**

Ask Jeeves Inc.  
*Just ask*

*(cont)*

**AIM Proximity**  
The Yellow Pages Group  
*The yellow treehouse*

**AIM Proximity**  
The Warehouse Limited  
*Valentines '09*

**AIM Proximity**  
Air New Zealand  
*Score a plane*

**Atmosphere BBDO, New York**  
AT&T  
*Valentine's day - Pepe*

**BMF**  
Tooheys Extra Dry  
*Six beers of separation*

**Direct Antidote**  
Peachtree Accounting  
*Sage crazy campaign*

**Dotglu**  
BMW Group  
*BMW Z4 interactive campaign*

**Ogilvy & Mather, New York**  
IBM  
*Connect Mr. Fong*

**OgilvyOne, Spain**  
ING Direct  
*elautobus.org*

**Proximity BBDO**  
Dodge  
*Baby made on board*

**Proximity, Canada**  
Procter & Gamble  
*Gillette body shaving*

*(cont)*

**SapientNitro**

Tourism Queensland  
*The best job in the world*

**TBWA Tequila**

ASB Visa Debit  
*Crazy wwworld*

**Tequila**

Nissan Australia  
*Take the wheel*

**Wysiwyg / Razorfish**

Burger King  
*Kinkiahorro*

**Agency Self-Promotion**

**AIM Proximity**

*AIM X-mas card*

**Baudville**

*The place for daily recognition*

**BMF**

*Shit kicker*

**CP Proximity**

*Noogle*

**Drafftcb Partners Werbeagentur Ges.m.b.H.**

*Book-keeper*

**Proximity**

*An enviable position*

**Proximity BBDO**

*Party for food*

**Shackleton**

*Bush bye bye party*

**PRINT AND DIRECT MAIL**  
**DM Dimensional, (over \$5)**

**Agentur am Flughafen**

Vision Studio

*Sausage and bread en bloc*

**AIM Proximity**

Royal New Zealand Air Force

*What to fix state-of-the-art aircraft?*

**AIM Proximity**

The Yellow Pages Group

*The yellow art awards*

**BMF**

RADAR Recruitment

*Foosball 09 invite*

**DDB**

The Financial Times

*Elusive breeds*

**Draftfcb, New Zealand**

Genesis Energy

*Boot polish*

**Draftfcb, New Zealand**

Genesis Energy

*The tragic direct mail piece*

**JustOne**

ADT

*Meat pack*

**M&C Saatchi/Mark**

Optus Communications

*Tape recorder*

**Ogilvy & Mather, Australia**

Foxtel

*Heavyweight*

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**Ogilvy & Mather, Australia**

Foxtel  
*Toolbelt*

**Ogilvy & Mather, Japan**

British American Tobacco  
*Kool discovery*

**OgilvyOne Worldwide GmbH, Frankfurt**

HMD Druck  
*Head & heart — the 12 chapters of balance*

**OgilvyOne Worldwide GmbH, Frankfurt**

LFT, Lufthansa Flight Training  
*An unusual reliability test*

**Proximity**

CTT — The Portuguese Post Office  
*Relations 2.0*

**Proximity BBDO**

Mercedes-Benz Belgium  
*Car art*

**Proximity BBDO, France**

Maeva  
*Get away from it all*

**Rapp Collins, Sydney**

Austar United Communications AUSTAR  
*Two-up*

**Salem**

Comunique-se  
*Giants*

**Shackleton**

Calle 13  
*Valentine's day?*

**TBWA Tequila**

Sony Playstation  
*Start an epidemic*

*(cont)*

**TBWA Tequila**

Women's Lifestyle and Parenting Publications  
*You can never be too careful*

**Y&R**

Microsoft New Zealand  
*Concrete envelope*

**DM Dimensional, (under \$5)**

**Agentur am Flughafen**

Provita  
*Save on premiums with maximum flexibility*

**Belgiovane Williams Mackay**

Australia Post  
*The world's longest business card*

**Demner, Merlicek & Bergmann**

Greenpeace in Central & Eastern Europe  
*Relaxation CD*

**Infinity Direct Inc.**

Infinity Direct Inc.  
*2008 Ad fed Minnesota*

**M&C Saatchi**

Swinburne University  
*Swinvite*

**Russ Reid Company**

World Vision Canada  
*T-shirts for orphans*

**DM, Customer Retention**

**AIM Proximity**

Air New Zealand  
*Airpoints relaunch*

**BMF**

Commonwealth Bank  
*Boy band*

*(cont)*

**DDB**

The Financial Times  
*Elusive breeds*

**Draftfcb, New Zealand**

Oktobor  
*Polished “you know what”*

**Lowe Sydney**

Lowe Sydney  
*Welcome pack*

**M&C Saatchi**

Repcó  
*Recession greeting cards*

**OgilvyOne, Lisboa**

Agility Care  
*Pedigree sticks pack*

**Proximity**

ANA — Airports of Portugal  
*John Smith’s travel diaries*

**DM, Flat (1-500 pieces)**

**Blitz Direct, Data & Promotions**

Fusaro’s  
*Temporary pants expander*

**Draftfcb, New Zealand**

BMW New Zealand  
*BMW long letter*

**Leo Burnett / Arc Worldwide**

Chevrolet  
*I almost starred in Transformers 2*

**OgilvyOne Worldwide GmbH, Frankfurt**

LFT, Lufthansa Flight Training  
*We’re smoothing out the wrinkles*

**OgilvyOne Worldwide GmbH, Frankfurt**

IKEA Germany  
*The mirror of truth*  
*(cont)*

**Saatchi & Saatchi DGS**

Westpac New Zealand

*Recycled posters*

**DM, Flat (501 – 10,000 pieces)**

**AIM Proximity**

State Insurance

*State tarpaulin*

**Arc**

iShares – ETF

*Transparency DM*

**Clemenger BBDO Proximity, Melbourne**

National Australia Bank

*Wealth building permit*

**Draftfcb, New Zealand**

Bond and Bond

*Daylight robbery*

**Famous, Brussels**

Lous Grezes

*Send this letter to Sarkozy*

**M&C Saatchi**

M&C Saatchi

*Recession greeting cards*

**Marsh & McLennan Companies**

Marsh & McLennan Companies

*McDonald's workers' compensation program*

**OgilvyOne Worldwide GmbH, Frankfurt**

Focus Magazine

*Focus election perspectives*

**Rapp, New Zealand**

Volkswagen NZ

*Track day invite*

**Reality**

Reality

*Reversed price*

*(cont)*

**Red Urban GmbH**  
Getty Images Deutschland GmbH  
*Income tax guide 2009*

**Saatchi & Saatchi DGS**  
Westpac New Zealand  
*Shark Fin and Keel*

**Wunderman**  
Origin  
*Six hats*

**DM, Flat (10,001 – 100,000 pieces)**

**Clemenger BBDO Proximity, Melbourne**  
Oz Child Australia  
*Pass the parcel*

**CP Proximity**  
Bijoux Indiscrets SL  
*Origasmique*

**Famous, Brussels**  
Belgacom  
*Better soccer for better television*

**The Hacker Group**  
Chipotle Mexican Grill  
*Chipotle bag mailer*

**OgilvyOne, London**  
British Gas  
*Toilet roll*

**Proximity**  
Banco Espirito Santo  
*Thank you for your role/paper*

**Rodgers Townsend**  
Outreach International  
*Outreach international*

**Wunderman**  
Ford of Canada  
*Used to new vehicle campaign*

**DM, Flat (100,001 + pieces)**

**TDA LLP**

TDA LLP

*Henry*

**Wunderman**

Ford of Germany

*Yes or yes?*

**Wunderman**

Ford of Germany

*A noble profile*

**Print Ad**

**BBDO, New York**

FedEx Corporation

*Scorecards print campaign*

**BMF**

Setanta Sports

*F.A. Cup*

**BMF**

Smith Family

*Word wall*

**Euro RSCG, Praha**

Panzani / Emco

*Spaghetti*

**Hawkeye**

ExpressJet

*An entirely new way to move people*

**M&C Saatchi**

Save the Children

*Make it a thing of the past*

**M&C Saatchi/Mark**

Headspace

*Bad advice*

*(cont)*

**OgilvyOne Worldwide GmbH, Frankfurt**  
Thomann Musicstore  
*Music is our passion*

**Proximity BBDO, France**  
Jeep  
*Meccano*

**Red Urban GmbH**  
Allianz24  
*Talisman*

**SapientNitro**  
Tourism Queensland  
*The best job in the world*

**Wunderman**  
Dell  
*One size beats all print ad*

**Young & Rubicam, Prague**  
Prostaben  
*Snow / Pee happy*

**Young & Rubicam, Prague**  
Betadine  
*Bike accident / Disinfects without the drama*

### **Print Collateral, non-mail**

**BBDO, New York**  
Special Olympics  
*Special Olympics poster campaign*

**Draftfcb, Cape Town**  
Van Schaik  
*Van Schaik second semester campaign*

**Draftfcb, Cape Town**  
Die Burger Newspaper  
*Die burger coffee wraps*

**Euro RSCG, Australia**  
Integral Energy  
*Wind power*  
*(cont)*

**Ogilvy & Mather, New York**  
IBM  
*IBM government 2020 campaign*

**TBWA Tequila**  
ASB Tertiary Banking Services  
*Upgrade Your Year*

**DIGITAL**  
**Branded Web site**

**Agency.com Ltd.**  
Wm. Wrigley Jr. Company  
*skittles.com*

**AIM Proximity**  
The Accident Compensation Corporation  
*Fame or shame*

**Clemenger BBDO Proximity, Melbourne**  
World Society for the Protection of Animals (WSPA)  
*Humane chain*

**Clemenger BBDO Proximity, Melbourne**  
World Society for the Protection of Animals (WSPA)  
*Make yourself beautiful*

**Red Urban GmbH**  
Wrigley GmbH  
*Juicy Fruit ranch*

**Red Urban GmbH**  
Red Bull GmbH  
*Can you make it!?*

**E-mail**

**AIM Proximity**  
AIM Proximity  
*Tower stolen image*

**Draftfcb, Cape Town**  
Santam  
*'Think. Dream. Imagine' Invite*

*(cont)*

**Famous, Brussels**

Plopsaland

*The upside down mail*

**OgilvyOne Worldwide GmbH, Frankfurt**

Foundation ProAsyl

*ProAsyl*

**Proximity BBDO**

Dodge

*Baby made on board*

**Story**

The Glenmorangie Company

*Arbeg blasda — A tricky game of tippie toppling*

**Wunderman**

Land Rover Germany

*Black or white?*

**Microsite**

**AIM Proximity**

The Yellow Pages Group

*The yellow treehouse*

**Atmosphere BBDO, New York**

AT&T

*Speak in thumbs*

**BBDO, New York / BBDO, Detroit**

DaimlerChrysler Services North America LLC

*Dodge Ram challenge*

**BMF**

Commonwealth Bank

*Create your own planet*

**DDB Germany, Hamburg**

Volkswagen AG

*3-D Web special for the Polo launch*

**HubSpot Inc.**

HubSpot Inc.

*grader.com*

**Lavender\***

Westpac Banking Corporation  
*Out-trade Trevor*

**Lowe Sydney**

Lowe Sydney  
*iamuniQue*

**M&C Saatchi/Mark**

Optus Communications  
*Whale song*

**The Martin Agency**

BFGoodrich  
*KDW shotgun challenge*

**Ogilvy & Mather, New York**

Unilever  
*prescribetheNation.com*

**Proximity**

Banco Esperito Santo  
*Where Cristiano Ronaldo will be 3 years from now*

**Proximity BBDO, France**

Gillette  
*Gillette gamer*

**Proximity, London**

Royal Mail  
*Growth*

**Proximity, London**

Royal Mail  
*Mida*

**SapientNitro**

Tourism Queensland  
*The best job in the world*

**Story**

The Glenmorangie Company  
*Corryvreckan — the sea-quel: A tale with a twist*

## **Online**

### **Archibald Ingall Stretton**

O2 UK

*Priority New Year's Eve*

### **Blast Radius**

Starbucks

*Mini Starbucks card*

### **BMF**

Tooheys Extra Dry (TED)

*Six beers of separation*

### **CP Proximity**

Random House Mondadori

*The signal*

### **Demner, Merlicek & Bergmann**

Tools at Work Hard + Soft Vertriebsges.m.b.H.

*Webcam banner*

### **The Martin Agency**

Geico

*The Geico gecko parody videos*

### **OgilvyOne, Lisboa**

Ford Fiesta

*Ford icon*

### **OgilvyOne, Spain**

Smirnoff Vodka

*The missing bottles*

### **Proximity, Canada**

Hewlett-Packard

*HP officejet pro page takeover*

### **Rapp**

NSPCC Child Protection

*Monkey*

### **Red Urban GmbH**

Red Bull GmbH

*Can you make it!?*

*(cont)*

**Red Urban GmbH**

SOS Kinderdorf weltweit e.V.

*Change her life*

**Red Urban GmbH**

Wrigley GmbH

*Juicy fruit ranch*

**Saatchi & Saatchi DGS**

Westpac New Zealand

*Managing your money*

**OTHER MEDIA**

**Ambient / Guerilla Marketing**

**Advertising Service Agency**

Fiat

*The Fiat 500 handdryer*

**Agentur am Flughafen**

Investors

*Why pay more at Lake Constance?*

**BBDO, New York**

HBO

*HBO audio mural installations*

**Clemenger BBDO Proximity, Melbourne**

WSPA (World Society for the Protection of Animals)

*Make yourself beautiful*

**DDB Germany, Hamburg**

Volkswagen AG

*Petrol receipt*

**Draftfcb, Cape Town**

Die Burger

*Die burger coffee wraps*

**Draftfcb, Spain**

Barcelona River Plate

*We are far away, we need to shout louder*

**Euro RSCG, Australia**

Cancer Council of NSW

*Save your skin*

*(cont)*

**Euro RSCG, Praha**

Panzani / Emco

*Scale*

**Lavender\***

Youth Off The Streets

*The longer they're here (girl)*

**M&C Saatchi**

Save the Children

*Make it a thing of the past*

**M&C Saatchi/Mark**

Sydney Dogs and Cats Home

*Throw us a bone*

**Ogilvy & Mather, New York**

Environmental Defense Fund

*Polar bears*

**OgilvyOne Worldwide GmbH, Frankfurt**

Vorwerk

*Vorwerk: doorbell sticker*

**OgilvyOne Worldwide GmbH, Frankfurt**

IKEA Germany

*Bigger storage ideas*

**OgilvyOne Worldwide GmbH, Frankfurt**

German Foundation for Monument protection

*Begging sculptures*

**Rapp**

International Fund for Animal Welfare

*Turtle beach project*

**Mobile Marketing**

**2020 London**

UK government

*Thmbnls — interactive mobile drama*

**BBDO**

Procter & Gamble Company

*uArt*

*(cont)*

**Doner Advertising**

The Coleman Company  
*Coleman lantern*

**Proximity, Colombia**

Darpapaya  
*Not a good moment to go out*

**Proximity, Germany GmbH**

Daimler AG  
*Mercedes-Benz Quartets*

**Rosetta**

Nationwide  
*The app you hope you never need*

**Out of Home**

**BBDO, New York**

Procter & Gamble Company  
*The walk of Gillette*

**Lavender\***

Youth Off The Streets  
*The longer they're here (girl)*

**M&C Saatchi/Mark**

Sydney Dogs and Cats Home  
*Throw us a bone*

**Rapp, Melbourne**

Parkinson's Disease Victoria  
*Parkinson's victoria skill tester*

**Shimoni Finkelstein Draftfcb**

National Blood Bank  
*The war emergency blood donation billboard*

**Wunderman**

UNIFEM  
*Torn up*

**Wunderman**

Lufthansa Germany  
*Fly without paper*

## **Retention / Loyalty, non-mail**

### **Doner Advertising**

Apple

*Creepy campfire tales*

### **Proximity BBDO**

ING

*Wine cellar*

### **Red Urban GmbH**

Red Bull GmbH

*Can you make it!?*

## **Social Media**

### **Aspen Marketing Services**

AirTran Airways

*Mark on AirTran*

### **BBDO Proximity, Singapore**

Sea Shepherd Conservation Society

*Whale shark gamble*

### **BBDO Proximity, Singapore**

Nicorette

*Join the quitters*

### **Ogilvy & Mather, New York**

IBM

*Connect Mr. Fong*

### **Proximity, Canada**

Frito Lay-Snack

*Doritos white bag*

### **Proximity, London**

RNLI

*Mystery packages*

### **Red Urban GmbH**

Red Bull GmbH

*Can you make it!?*

*(cont)*

**SapientNitro**

Tourism Queensland  
*The best job in the world*

**Wunderman**

Microsoft Corporation  
*tengrandisburiedhere.com*

**Television / Infomercial**

**BBDO, New York**

FedEx Corporation  
*1-2-3 succeed campaign*

**Clemenger BBDO Proximity, Melbourne**

Foster's Australia  
*Bicep dancer*

**Clemenger BBDO Proximity, Melbourne**

Patties: Four'N Twenty Meat Pies  
*The Four'N Twenty magic salad plate*

**Draftfcb, Chicago**

Qwest  
*Qwest communications family memories*

**Euro RSCG, Praha**

National Museum  
*Munich*

**Lowe Sydney**

Socceroos  
*Uzbekistan, Bahrain, Japan*

**M&C Saatchi/Mark**

Headspace  
*Bad advice*

**Meteorite**

World Vision  
*World vision 'Which is it to be?'*

**Ogilvy & Mather, New York**

Kaplan Higher Education Corporation  
*Your time*  
*(cont)*

**OgilvyOne, Toronto**  
Manulife Financial Corporation  
*What's your manulife one number?*

**Stephens Francis Whitson**  
DRTV  
*Lovin' you*

**Young & Rubicam, Prague**  
Najdivideo.cz  
*findyourvideo.com / Obsessively structured search engine*

**Young & Rubicam, Prague**  
Sunflower Nonprofit Foundation  
*Sunflower for children*

**TECHNIQUE**  
**Best Art Direction**  
**AIM Proximity**  
The Yellow Pages Group  
*The yellow art awards*

**BMF**  
Tooheys Extra Dry  
*Six beers of separation*

**Chemistry Communications Group**  
Diageo  
*The Baileys lounge Web site*

**Decoder**  
Nick Pritchard and Gerald MacMillan  
*Wedding entomology*

**Direct Antidote**  
The Colloquy Loyalty Marketing Summit  
*2008 Colloquy summit*

**Draftfcb, New Zealand**  
Whitcoulls  
*The hand-crafted land*

**Euro RSCG, Chicago**  
Sprint  
*Shift*  
*(cont)*

**M&C Saatchi/Mark**  
Optus Communications  
*Cirque du Soleil*

**OgilvyOne Worldwide GmbH, Frankfurt**  
HMD Druck  
*Head & heart - the 12 chapters of balance*

**Proximity BBDO, France**  
Pepsi Mexico  
*Mirinda mi estacion*

**Proximity, Germany GmbH**  
Multichannel Agencies  
*Fashion is like a warm gun*

**Proximity, London**  
Volkswagen  
*Alteration pack*

**Story**  
The Scotch Malt Whisky Society  
*A very curious society*

**Story**  
The Glenmorangie Company  
*Corryvreckan — The sea-quel: A tale with a twist*

**Wunderman**  
Australian Direct Marketing Association  
*Fight crub*

## **Best Copywriting**

**AIM Proximity**  
TVNZ News Online  
*Guess Who?*

**BBDO, New York**  
Special Olympics  
*Special Olympics poster campaign*

**BMF**  
Tooheys Extra Dry  
*Six beers of separation*  
*(cont)*

**DDB**

The Financial Times

*Elusive breeds*

**Draftfcb, Cape Town**

Santam

*It all adds up*

**Draftfcb, New Zealand**

APN News & Media New Zealand

*Hour-long letter*

**Proximity, Canada**

Shaw

*Shaw 6'HUN*

**Proximity, London**

Royal National Lifeboat Institution

*Mystery packages*

**Story**

The Scotch Malt Whisky Society

*A very curious society*