

Caples

finalists announced



JOHN CAPLES
INTERNATIONAL
AWARDS
DMNews

Outrageous. Heart-warming. Provocative. Compelling. Creative. All words that describe the slate of finalists in the 32nd Annual John Caples International Awards, which rewards those who devise creative solutions to direct marketing problems. An international panel of more than 70 full-time creative directors selected this year's 259 finalists, which are listed here by campaign category. We also detail special award categories here, including the Student Campaign of the Year Award. Final Caples winners will be announced at an awards dinner on March 25, presented by *DMNews*.



Caples judges discuss creative trends during lunchtime roundtable session



Michael Mendenhall, SVP and CMO of HP, is the general chair for the 32nd John Caples International Awards show. Mendenhall knows about creativity. He has a history of steering innovative marketing programs for major brands. Prior to HP, he was EVP of marketing and communications for Walt Disney Parks and Resorts. Mendenhall is the ideal candidate to lead our celebration of creativity in direct and digital marketing.

CELEBRATE!

On March 25, winners of the 32nd John Caples International Awards will be revealed and celebrated during an evening of dinner and cocktails at Capitale in New York. Join creative teams and campaign directors representing agencies and clients from around the world to toast the teams that impressed the judges most this year. Visit Caples.org for more information.

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, Belgium
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
Lion Nathan
Six beers of separation

BMF
RADAR Recruitment
Foosball 09

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

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

Lowe Sydney
Football Federation Australia
Uzbekistan, Bahrain, Japan

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

M&C Saatchi/Mark
Optus
Yes coach

OgilvyOne, London
IBM
IBM Wimbledon seer

Proximity, Portugal
CTT - The Portuguese Post Office
Relations 2.0

Proximity BBDO, Belgium
Dodge
Baby made on board

Proximity BBDO, Belgium
Makro
Operation free petrol

Proximity, Canada
Shaw Communications
Shaw 6'HUN

Proximity BBDO, Canada
Frito-Lay, Canada
Doritos white bag

DDB Group, Melbourne
Foster's Group Limited
Operation kerplunk

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, Sydney
Australian Direct Marketing Association
Fight crab

Young & Rubicam, Chicago
Sears Holdings
Sears back to school

Interactive Campaign

Agency.com Ltd.
Ask Jeeves Inc.
Just ask

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
AT&T
Valentine's day - Pepe

BMF
Lion Nathan
Six beers of separation

Direct Antidote
Sage Peachtree
Crazy

Dotglu
BMW
BMW Z4 interactive campaign

Ogilvy & Mather, New York
IBM
Connect Mr. Fong

OgilvyOne, Spain
ING Direct
ELAutobus.org

Proximity BBDO, Belgium
Dodge
Baby made on board

Proximity BBDO, Canada
P&G Gillette
Gillette body shaving

SapientNitro
Tourism Queensland
The best job in the world

TBWA\WHYBIN\Tequila, New Zealand
ASB
Crazy wowworld

Tequila
Nissan Australia
Take the wheel

Wysiyw / Razorfish
Burger King
Kinkuhorro

Agency Self-Promotion

AIM Proximity
AIM X-mas card

Baudville
The place for daily recognition

BMF
Shit kicker

CP Proximity
Noogle

Draftfcb Partners Werbeagentur Ges.m.b.H.
Book-keeper

Proximity, Portugal
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

Drafftcb, New Zealand
Genesis Energy
Boot polish

Drafftcb, New Zealand
Genesis Energy
The tragic direct mail piece

JustOne
ADT Security
ADT meat pack DM

M&C Saatchi/Mark
Optus
Tape recorder

Ogilvy & Mather, Australia
Foxtel
Heavyweight

Ogilvy & Mather, Australia
Foxtel
Toolbelt

Ogilvy Action, Japan
British American Tobacco, Japan
Kool discovery program influencer seeding kit

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, Portugal
CTT – The Portuguese Post Office
Relations 2.0

Proximity BBDO, Belgium
Mercedes-Benz Belgium
Car art

Proximity BBDO, France
Maeva
Get away from it all

Rapp, Sydney
AUSTAR
Two-up

Salem
Comunique-se
Giants

Shackleton
Calle 13
Valentine's day?

TBWA\WHYBIN\Tequila, New Zealand
Sony Computer Entertainment, Playstation
Resistance retribution (Start an epidemic)

TBWA\WHYBIN\Tequila, New Zealand
Logitech
Loud enough (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
Ad Fed Minnesota
Ad Fed "The Show" invitation

M&C Saatchi
Swinburne University
Swimrite

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

DDB
The Financial Times
Elusive breeds

Drafftcb, New Zealand
Oktobor
Turd polisher

Lowe, Sydney
Aussie
Welcome pack

M&C Saatchi
Repco
Recession greeting cards

OgilvyOne, Lisboa
Agility Care
Pedigree sticks pack

Proximity, Portugal
ANA – Airports of Portugal
John Smith's travel diaries

DM Flat (1-500 pieces)

Cossette - Blitz
Fusaro's
Temporary pants expander

Drafftcb, New Zealand
BMW New Zealand
BMW long letter

Leo Burnett / Arc Worldwide
Hicom-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

Saatchi & Saatchi DGS
Westpac New Zealand
Recycled posters

DM Flat (501 – 10,000 pieces)

AIM Proximity
State Insurance
State tarpaulin

Arc
iShares
Transparency DM

Clemenger BBDO Proximity, Melbourne
National Australia Bank
Wealth building permit

Drafftcb, New Zealand
Bond and Bond
Daylight robbery

Famous, Brussels
Louis Grezes Belgium BVBA
Send this letter to Sarkozy

M&C Saatchi
Repco
Recession greeting cards

Marsh US Consumer
McDonald's
McDonald's workers' compensation campaign

OgilvyOne Worldwide GmbH, Frankfurt
Focus Magazine
Focus election perspectives

Rapp, New Zealand
Volkswagen NZ
Track day invite

Reality
Reality
Reversed prices

Red Urban GmbH, Munich
Getty Images
Income tax guide 2009

Saatchi & Saatchi DGS
Westpac New Zealand
Shark Fin and Keel

Wunderman, Melbourne
Origin
Six hats

DM Flat (10,001 – 100,000 pieces)

Clemenger BBDO Proximity, Melbourne
Oz Child
Pass the parcel

CP Proximity
Bijoux Indiscrets
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, Portugal
Banco Espirito Santo (BES)
Thank you for your role/paper

Rodgers Townsend
Outreach International
Outreach international

Wunderman, Canada
Ford of Canada
Used to new vehicle campaign

DM, Flat (100,001 + pieces)

TDA LLP
St. Dunstan's
Henry

Wunderman, Germany
Ford of Germany
Yes or yes?

Wunderman, Germany
Ford of Germany
A noble profile

Print Ad

BBDO, New York
FedEx Corporation
Scorecards print campaign

BMF
Setanta Sports
F.A. Cup

BMF
The Smith Family
Word wall

Euro RSCG, Czech Republic
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
Optus
Bad advice

OgilvyOne Worldwide GmbH, Frankfurt
Thomann Musicstore
Music is our passion

Proximity BBDO, France
Jeep
Meccano

Red Urban GmbH, Munich
Allianz24
Talisman

SapientNitro
Tourism Queensland
The best job in the world

Wunderman
Dell
One size beats all print ad

Young & Rubicam, Prague
Delpharma Nutraceuticals
Snow / Pee happy

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

Print Collateral, non-mail

BBDO, New York
Special Olympics
Special Olympics poster campaign

Drafftcb, Cape Town
Van Schaik
Van Schaik second semester campaign "Show the love"

Drafftcb, Cape Town
Die Burger
Die burger coffee wraps

Euro RSCG, Australia
Integral Energy
Wind power

Ogilvy & Mather, New York
IBM
IBM government 2020 campaign

TBWA\WHYBIN\Tequila, New Zealand
ASB
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, Munich
Wrigley GmbH
Juicy Fruit ranch

Red Urban GmbH, Munich
Red Bull GmbH
Can you make it!?

E-mail

AIM Proximity
AIM Proximity
Tower stolen image

Drafftcb, Cape Town
Santam
"Think. Dream. Imagine" Invite

Famous, Brussels
Plopsaland
The upside down mail

OgilvyOne Worldwide GmbH, Frankfurt
ProAsyl
60 years of human rights

Proximity BBDO
Dodge
Baby made on board

Story
The Glenmorangie Company
Ardbeg 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
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
HubSpot
grader.com

Lavender*
Westpac Banking Corporation
Out-trade Trevor

Lowe, Sydney
Foxtel
I am unique

CELEBRATING THE PEOPLE BEHIND THE AWARDS

Andi Emerson Award



For nearly 20 years the John Caples International Awards has recognized an outstanding individual who has gone above and beyond to contribute to the direct marketing creative community. The award's namesake and original winner was Andi Emerson, founder of the John Caples International Awards, and a direct marketing trailblazer. The 20th winner of this prestigious honor will be named at this year's Awards gala.

Irving Wunderman Award

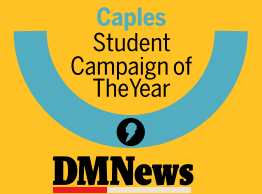
This award honors a lifetime of creative achievement. It is given to an individual who has developed compelling direct marketing creative for a decade or more. Irving Wunderman, a celebrated copywriter, was a founding member of direct marketing agency Wunderman, Ricotta & Kline (now Wunderman) in 1958. The 24th recipient of this award will be revealed this year.

STUDENT CAMPAIGN OF THE YEAR AWARD

Undergraduate students of marketing, communications and digital design are vying to win the Caples Student Campaign of the Year award, presented March 25 at the John Caples International Awards gala.

Sponsored by Alloy Media & Marketing, the contest this year challenges students to design a marketing campaign for the Sony Reader.

The contest appeals to teams of students to apply their educational experience towards a real-world marketing problem, and the chance to compete for an internship and \$5,000 prize based on the strength of their ideas and innovation in the field of direct marketing.



DMNews

alloy media + marketing
» The Leader in Student Marketing

M&C Saatchi/Mark
Optus
Whale song

The Martin Agency
BFGoodrich
KDW shotgun challenge

Ogilvy & Mather, New York
Unilever
prescribethe nation.com

Proximity BBDO, France
Gillette
Gillette gamer

Proximity, London
Royal Mail
Growth

Proximity, London
Royal Mail
Mida

Proximity, Portugal
Banco Esperito Santo (BES)
Where Ronaldo will be 3 years from now

SapientNitro
Tourism Queensland
The best job in the world

Story
The Glenmorangie Company
Corryreckan – the sea-quel: A tale with a twist

Online

Archibald Ingall Stretton
O2
Priority New Year's Eve

Blast Radius
Starbucks
Mini Starbucks card

BMF
Lion Nathan
Six beers of separation-Call for entries

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
Diageo
The missing bottles

Proximity, Canada
Hewlett-Packard
HP officejet pro page takeover

Rapp
NSPCC Child Protection
Monkey

Red Urban GmbH, Munich
Red Bull GmbH
Can you make it!?

Red Urban GmbH, Munich
SOS Kinderdorfer
Change her life

Red Urban GmbH, Munich
Wrigley GmbH
Juicy fruit ranch

Saatchi & Saatchi DGS
Westpac New Zealand
Managing your money

OTHER MEDIA Ambient / Guerilla Marketing

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

Drafftcb, Cape Town
Die Burger
Die burger coffee wraps

Drafftcb, Spain
Barcelona River Plate
We are far away, we need to shout louder

Euro RSCG, Australia
Cancer Council, Australia
Save your skin

Euro RSCG, Czech Republic
Panzani / Emco
Scale

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

Leo Burnett, Frankfurt
Fiat Group Automobiles, Germany
The Fiat 500 handdryer

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
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
Thumbnails – interactive mobile drama

BBDO
Procter & Gamble Company
uArt

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 Insurance
The app you hope you never need

Out of Home

BBDO, New York
Procter & Gamble Company
The walk of Gillette

DDB Group, Melbourne
Parkinson's Disease Victoria
Skill tester

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

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

Shimoni Finkelstein Drafftcb
National Blood Bank (Magen David Adom)
The war emergency blood donation billboard

Wunderman
UNIFEM
Torn up

Wunderman
Lufthansa Germany
Fly without paper

Retention / Loyalty, non-mail

Doner Advertising
The Coleman Company
Creeper campfire tales

Proximity BBDO
ING
Wine cellar

Red Urban GmbH, Munich
Red Bull GmbH
Can you make it!?

Social Media

Aspen Marketing Services
Air Iran Airways
Mark on Air Iran

BBDO Proximity, Singapore
Sea Shepherd Conservation Society
Whale shark gamble

BBDO Proximity, Singapore
Johnson & Johnson Pte Ltd
Join the quitters

Ogilvy & Mather, New York
IBM
Connect Mr. Fong

Proximity BBDO, Canada
Frito Lay, Canada
Doritos white bag

Proximity, London
RNLI
Mystery packages

Red Urban GmbH, Munich
Red Bull GmbH
Can you make it!?

SapientNitro
Tourism Queensland
The best job in the world

Wunderman, Sydney
Microsoft, Australia
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

Drafftcb, Chicago
Qwest
Qwest communications family memories

Euro RSCG, Czech Republic
National Museum
Munich

Lowe, Sydney
Football Federation Australia
Uzbekistan, Bahrain, Japan

M&C Saatchi/Mark
Optus
Bad advice

Meteorite
World Vision
Which is it to be?

Ogilvy & Mather, New York
Kaplan Higher Education Corporation
Your time

OgilvyOne, Toronto
Manulife One
What's your manulife one number?

Stephens Francis Whitson
More Than
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
Lion Nathan
Six beers of separation – Call for entries

Chemistry Communications Group
Diageo
The Baileys lounge Web site

Decoder
Nick Pritchard and Gerald MacMillan
Wedding entomology

Direct Antidote
Colloquy
Colloquy Loyalty Marketing Summit

Drafftcb, New Zealand
Whitcoulls
The hand-crafted land

Euro RSCG, Chicago
Sprint
Shift

M&C Saatchi/Mark
Optus
Cirque du Soleil

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

Proximity BBDO, Mexico
PepsiCo
Mirinda mi estacion

Proximity, Germany GmbH
Proximity, Germany GmbH
Fashion is like a warm gun

Proximity, London
Volkswagen
Alteration pack

Story
Scotch Malt Whisky Society
A very curious society

Story
The Glenmorangie Company
Corryreckan – The sea-quel: A tale with a twist

Wunderman, Sydney
Australian Direct Marketing Association
Fight crab

Best Copywriting

AIM Proximity
TVNZ News Online
Guess Who?

BBDO, New York
Special Olympics
Special Olympics poster campaign

BMF
Lion Nathan
Six beers of separation – Call for entries

DDB
The Financial Times
Evasive breeds

Drafftcb, Cape Town
Santam
It all adds up

Drafftcb, New Zealand
APN
Hour-long letter

Proximity, Canada
Shaw
Shaw 6'HUN

Proximity, London
Royal National Lifeboat Institution
Mystery packages

Story
Scotch Malt Whisky Society
A very curious society

sponsored by

OgilvyOne
worldwide

Pitney Bowes

proximity
WORLDWIDE

ROSETTA
Interactive. Relevance. Results.

wunderman