



SEVENTH INTERNATIONAL
FOOD AND BEVERAGE
Creative Excellence Awards

WINNERS 2005

Packaging & Design

The Retailers

Boxer, Birmingham
Red Design Consultants, Athens

McDonalds
Bakaliko

i'm lovin' it Bags
Range

McDonalds
Bakaliko

Nomination
Nomination

Pet Foods

No Nominations

Confectionary & Snacks

Turner Duckworth, London
Zigurat Brand Consultants, London
Williams Murray Hamm, London
Ruiz & Company, Barcelona

Dried Vine Fruit
Jonathan Crisps
Little Notions
La Fondue

Range
Range
Range
Range

Waitrose
Natural Crisps Ltd
Nestlé
Chocolat Factory

Nomination
FAB
Nomination
Nomination

Health Foods

No Nominations

Dairy Products

Red Design Consultants, Athens
Williams Murray Hamm, London
Reach, Bristol

Imagine Ice Cream
Hill Station Ice Cream
Rocombe Farm Fresh Ice Cream

Range
Range
Range

Delta Ice Cream
Hill Station
**Rocombe Farm
Fresh Ice Cream** **FAB**

Nomination
Nomination

Photography

No Nominations

Baking & Sweet Foods

Turner Duckworth, London

Mr Kipling

Range

Manor Bakeries
Nomination

Savoury Foods

Design Bridge, London
Ziggurat Brand Consultants, London
Pearlfisher, London

Toro
Mrs Massey
Ready Meals

Toro Ethnic Range
Range
Range

Rieber & Son
Mrs Massey
Waitrose
FAB
Nomination

Alcoholic Drinks

Hornall Anderson Design Works, Seattle
Design Bridge, London
Design Bridge, London
Williams Murray Hamm, London

W'05 IPA
The Beer to Dine for
Sabai Cooler
Fallen Vodka

W'05 IPA
The Beer to Dine for
Sabai
Batch No 1, 2, 3

Widmer Brothers
Greene King
Siam Wineries
Glenmorangie
Nomination
FAB
Nomination
Nomination

Non-Alcoholic Drinks

Williams Murray Hamm, London
Amore, Stockholm

Horlicks
Nexcite

GSK
Nexcite
Nomination
**FAB/
FABulous**

TV/Cinema Finalists 2005

The Retailers

Dailey Associates, Hollywood
Heye & Partner
Grey, New York
Grey, New York
Grey, New York
Grey, New York

Safeway
McDonald's
Dairy Queen
Dairy Queen
Dairy Queen
Dairy Queen

I'm Home
Making Off
Baby Bjorn
Tongue Tied
Napkin
Mannequin

Safeway
McDonald's
Dairy Queen
Dairy Queen
Dairy Queen
Dairy Queen

Nomination
FAB
Nomination
Nomination
Nomination
Nomination

Pet Foods

Vitruvio Leo Burnett, Madrid
Grey, New York

Affinity's Brekkies
Showbound Naturals

Car , Boulevard
Ping Pong

Agrolimen

Nomination
FAB

Confectionary & Snacks

BBDO, Moscow
J Walter Thompson, London

Orbit White Tabs
Kitkash Promotion

Astronaut
Binmen 1 & 2, Expedia,
Premiere, Eurostar
Circus, Faulty Brakes, Tandem
Library
Nice Chest
Photographer

Wrigley
Nestlé

Mars
Nestlé
Golden Wonder
Perfetti Van Melle

Nomination
Nomination
Nomination
Nomination

Grey, London
J Walter Thompson, London
J Walter Thompson, London
McCann-Erickson, Mumbai
BBDO, New York
CLM BBDO, Paris
J Walter Thompson, Paris
BBDO, New York
Publicis, London

Twix
Kit Kat
Nik Naks
Happy Dent Whitening Gum
Snickers
Ex-cite
KitKat
M&M's
Hula Hoops

President, Palaeontology, Hero
Shivers
The Animal Lover
The Kiss
Intercom

Wrigley france
Nestlé France
KP Foods

Nomination
FAB
Nomination
Nomination

Health Foods

J Walter Thompson, Buenos Aires

California juice

Mother Nature

California

FAB

Dairy Products

J Walter Thompson, Buenos Aires
QMP Publicis

Knorr Quick
Avonmore Slimline Milk

Alvarez
Ise Skaters

Unilever Best Foods Nomination
Glanbia Nomination

Photography

No Nominations

Baking & Sweet Foods

Leo Burnett, Chicago
Exxxtra Kommunikacions, Zurich

Pop Tarts
Crème D'Or

Popartica
Worth a Sin

Kellogg's
Migro Nomination
FAB

Savoury Foods

Dailey Associates, Hollywood
DDB, Paris
DDB, Paris
HHCL/Red Cell, London
DDB, London
HHCL/Red Cell, London
Leo Burnett, London

Food
Le Barran
Le Barran
Pot Noodle
Marmite
Pot Noodle
Heinz Soups

Horseshoe
Climbing, Motorcycle
Swimming, Airplane
Mariachi Shame
Monster
Office Bike
Rural Sprawl, Tomatoes,
Golden Sweetcorn
The race
Why

Safeway
Le Barran
Le Barran
Unilever
Unilever
HJ Heinz
Charal
Prantalay Marketing Co
Nomination
FAB
Nomination
FAB
Nomination
Nomination
Nomination
Nomination

Alcoholic Drinks

Lowe, Brussels
BBDO, New York
BBDO, New York
Lowe, Brussels
Irish International BBDO, Dublin

Stella Artois
Guinness
Guinness
Stella Artois
Guinness

Bathroom
Exercise Machine
Suntan
Kitchen
Quarrel

Interbrew
Interbrew
Diageo
Nomination
Nomination
Nomination
Nomination
FAB

Non-Alcoholic Drinks

AMV BBDO

BBDO, New York
BBDO, New York
BBDO, New York
BBDO, New York
BBDO, New York
BBDO, New York
BBDO, New York
BBDO, New York
BBDO, Montreal

CHI, London

CLM BBDO

Pepsi Max

Sierra Mist
Aquafina
Mountain Dew
Pepsi
Mountain Dew
Sierra Mist
Sierra Mist
Mountain Dew
Product

Tango

Pepsi Max

Can Fu

Dancer
Drink Up
Helicopter
Spartacus
Sled
Kitchen
Rock Paper Scissors
Seagal
Mr President, Cheating Wife,
High Heels
Velcro

Stuntmen, Glueboy, Taxi

FAB

Nomination
Nomination
Nomination
Nomination
Nomination
Nomination

Dairy Farmers of Canada

Nomination

Britvic

Pepsi

FAB

Poster Finalists 2005

The Retailers

Leo Burnett Amsterdam
1pointsize, Chennai

Leo Burnett, Chicago

DDB, Hong Kong

O'Reilly's Irish Pub
Eatalica

Shakes

Breakfast

Horseshit, Herpes, Transsexual
Pasta Hotline

Triple Thick

Bed

O'Reilly's Irish Pub
Eatalica

McDonalds

McDonalds

Nomination
Nomination

FAB

Nomination

Pet Foods

McCann-Erickson, Frankfurt

Happy Dog

Big Dog

Interquell GmbH

FAB

Confectionary & Snacks

CLM BBDO, Paris
CLM BBDO, Paris
McCann-Erickson, Mumbai
J Walter Thompson, London
Kolle Rebbe, Hamburg

HHCL, London

Freedent
M&Ms
Big Babol Bubble Gum
Golden Skins
Vivil Peppermint Candy

Pot Noodle

The Tube
Frisbee/Parasol/Surfboard
Burst Bubble Billboard
Pale Skins
Fresher Beath: Bad Alcohol,
Bad Fries. Garlic
Seedy Sanchez

Wrigley France
Masterfoods
Perfetti Van Melle
Golden Wonder
Vivil A Muller GmbH
FAB
FAB

Health Foods

Saatchi & Saatchi, Guangzhou

A Plus

Start to Read

Nomination

Dairy Products

KNSK, Hamburg
Forsman & Bodenfors, Gothenburg
BETC, Paris

Campina Yoghurt
Arla Milk
CIDIL

Lantern
Open Countryside, Growing Milk
Regenerate Your Body

Campina GmbH
Arla Foods
CIDIL
FAB

Photography

No Nominations

Baking & Sweet Foods

Aimaq Rappe Stolle, Berlin

Nutella

Sad Mortadella

Ferrero Nutella
Nomination

Savoury Foods

Leo Burnett, London
Leo Burnett, Brussels
Y&R, Frankfurt
Leo Burnett, London

John West Salmon
Heinz Hot Ketchup
Erasco
But Not As You Know It

Wave
Lava
Wave, Smiley
Bagel

H J Heinz John West **FAB**
Heinz Belgium
Campbell's Germany GmbH
McDonalds
Nomination

Alcoholic Drinks

TBWA, Berlin
Family, Edinburgh
McCann-Erickson, Paris
BBDO, New York
CLM BBDO, Paris

Absolut Vodka
Scottish Leader
Martini
Guinness
Guinness

3D
Point-Barre
Bottle Illusion
Avalanche

Absolut Vodka Nomination
Nomination
Bacardi-Martini Nomination
FAB
Guinness Nomination

Non-Alcoholic Drinks

Publicis, Frankfurt

McCann-Erickson, Mumbai
BBDO, Duesseldorf
BBDO, Duesseldorf
BBDO, Duesseldorf
Exxtra Kommunikationen, Zurich

Contrex mineral water

Diet Coke
Pepsi Light
Diet Pepsi
Diet Pepsi
Xotica Nectar Juice

Keep in shape

Label
Bottle Upside Down
Drain
Drop
Beach, Shark, Plane

Nestle Waters Deutschland AG

Coca Cola Nomination
Pepsi Cola GmbH Nomination
Pepsi-Cola GmbH Nomination
Pepsi-Cola GmbH Nomination
Migros Nomination
Genossenschafts Bund

Press Finalists 2005

Retailers

Dailey Associates, Hollywood

1pointsize, Chennai
Percept/H, New Delhi

DDB Hong Kong
DDB Hong Kong
.start, Munich

Safeway

Eatalica
Tea House of the August Moon

McDonalds
McDonalds
Burger King

Trivision

Pasta Hotline
Dimsum

Ice Cream
Chicken Flatbread
Lions

Safeway

Eatalica Nomination
Taj Palace Hotel, Nomination
New Delhi
McDonalds Nomination
McDonalds Nomination
Burger King Nomination

Retailers

McCann-Erickson, Frankfurt
DDB, Brussels

Happy Dog
Friskies

Big Dog
UFO

Interquell GmbH Nomination
Nestle Purina Petcare FAB

Confectionary & Snacks

CLM BBDO, Paris Grey, London

BBDO, New York
Dailey Associates, Hollywood
BBDO, New York
BBDO, Duesseldorf
Publicis, London

Freedent Twix

M&M's
Baby Ruth
Snickers
Hubba Bubba
Jaffa Cakes

The Tube Astronaut, Sidecar, Magician

Army, Space Shuttle
T-shirt, Bowler, Bumper
Motorcycle, Train, Helicopter
Speech Bubble
Eat Me, You want me,

Wrigley France Mars

Nestle

Wrigley GmbH
McVitie's

FAB
FAB
Nomination
Nomination
Nomination
Nomination
Nomination

Health Foods

No Nominations

Photography

No Nominations

Dairy Products

Lowe, Helsinki

Forsmann & Bodenfors, Gothenburg

Flora

Arla Smoothie

Flora - It's the taste

Boxball, Borer, Trombone

Unilever

Arla Foods

FAB
Nomination

Baking & Sweet Foods

J Walter Thompson, Paris

Leo Burnett, Chicago

Special K

Pop Tarts

Mannequin

Hiding, Tanning, Grandpa

Kellogg's

Kellogg's

FAB
Nomination

Savoury Foods

Leo Burnett, London

Leo Burnett, London

Leo Burnett, London
Leo Burnett, London
Leo Burnett, London
Leo Burnett, London
DDB, Hong Kong

Light Lunches

Spiderman Pasta

Spiderman Pasta
Beef & Lamb
John West Salmon
McDonalds
Peanut Aroma Nutritions Oil

Scales

Cupboard

Glass
Pasta
Wave
Supersize Me
Birth Certificate

H J Heinz/John West Nomination

H J Heinz **FAB/ FABulous**

H J Heinz Nomination
EBLEX Nomination
H J Heinz John West Nomination
McDonalds Nomination
Hop Hing Oils & Fats Ltd Nomination

Alcoholic Drinks

D'Adda Lorenzini Vigorelli BBDO, Milan

CLM BBDO, Paris

Kolle Rebbe, Germany

Kolle Rebbe, Germany

Non-Alcoholic Drinks

BBDO, New York

Exxtra Communications, Zurich

BBDO, Duesseldorf

Cinzano

Guinness

Kulmbacher Brewery

Kulmbacher Brewery

GP Moto

Avalanche

Shot Glass

Case of Beer

Cinzano

Guinness

Kulmbacher Brewery

Kulmbacher Brewery

Nomination

FAB

Nomination

Nomination

Diet Pepsi

Pure Fruit Juice

Diet Pepsi

Falling Off, Safety Pin

Apricot, Strawberry

Drain

Migros Genossenschafts

Bund

Pepsi-Cola GmbH

FAB

Nomination

Nomination

*Below the Line
Finalists 2005*

The Retailers

.Start, Munich

Pet Foods

No Nominations

Confectionary & Snacks

No Nominations

Health Foods

Burger King

Beach Towel

Burger King GmbH

FAB

DEC BBDO Spain

Agroles Olive Oil

Score

Agroles

FAB

Dairy Products

No Nominations

Calendar

Atul Kasbekar/UB Group

Armando Testa, Milan

Baking & Sweet Foods

No Nominations

Savoury Foods

aha puttner red cell, Vienna

The Marketing Store, London

The Marketing Store, London

Alcoholic Drinks

Publicis Dialog, London

TMW, London

TMW, London

Non-Alcoholic Drinks

Ogilvy Activation, Stockholm

Kingfisher Premium Beer

Lavazza

Asparagus

McDonalds

McDonalds

Malibu

Guinness

Guinness

MER Still Drink

Swimsuit South Africa

Calendar 2005

Calendar 2005

Edlinger's Famoser Spargel

Breakfast Relaunch

Go Active

Seriously easy party with Shaggy

Irish Rover Harmonica

Sandpaper/For an even

smoother finish

Stickers, Colouring Book,

Christmas Calendar

United Breweries

Luigi Lavazza Spa

Edlinger

McDonalds

McDonalds

Allied Domecq

Diageo

Diageo

Coca Cola Drycker Sverige AB

FAB

Nomination

FAB

Nomination

FAB

Nomination

Nomination

FAB/

FABulous

FAB

Integrated Campaigns Finalists 2005

The Retailer

Pet Foods

Confectionary & Snacks

Dairy Products

No Nominations

Photography

No Nominations

Baking & Sweet Foods

No Nominations

Savoury Foods

No Nominations

Non-Alcoholic Drinks

No Nominations

Health Foods

No Nominations

No Nominations

No Nominations

DEC BBDO Spain

Alcoholic Drinks

3rd Anniversary

Junta de Andalucia

Nomination

McCann-Erickson, Austria

Heineken

Green Room

Brua Union Osterreich

Nomination

New Media Finalists 2005

Confectionary & Snacks

Grand Union, London

Dairy Products

Fruity Smarties

www.smarties.co.uk/fruity.html Nestle

FAB

Carlson Digital, Bristol

MRM Partners UK, London

Muller Light

Nesquik

Bridget Jones Moments

Nesquik Shrek

Muller Dairy UK

Nesquik

Nomination

FAB

Baking & Sweet Foods

Aimaq Rappe Stolle, Berlin

Savoury Foods

Glue London
Swamp, Leeds

MRM Partners UK, London

Banner Advertising

Grand Union, London

Grand Union, London

Agency.com, New York

Swamp, Leeds

Alcoholic Drinks

Agency.com, New York

TMW, London

plenum Communication GmbH

Beechwood

Non-Alcoholic Drinks

Williams Murray Hamm

Grand Union, London

Ogilvy One, Stockholm

Grand Union, London

View, Alges

Nutella

Pot Noodle
Heinz Soups

Birds Eye

Kit Kat

Fruit Shoot

Heinz Beanz

Guinness

Bitberger Beer and Party Community
Promotion

Chivas Regal

Horlicks

Tango

Sprite

Fruit Shoot

Lipton Pyramid Tea Lipton

Home match for Nutella

www.slave2noodle.co.uk
Heinz Soups

www.birdseye.co.uk

Kit Kat

Fruit Shoot

beanz banners

http://preventtasteloss.com

The Smooth Consultancy
Bit Summer Club Bitberger

www.thisisthelife.com

www.horlicks.co.uk

Get Good

Ferrero nutella

Unilever Bestfoods **FAB**
H J Heinz **FAB**

Birds Eye

Nestle

Britvic Soft Drinks Ltd **FAB**

H J Heinz

Miller

Guinness
Brauerei Th Simon GmbH

Chivas Regal

Glaxo Smith Kline

Britvic Soft **FAB/**
Dinks Ltd **FABulous**

Sprite

Britvic Soft

Drinks Ltd

Nomination

Nomination

Nomination

Nomination

Nomination

Nomination

Nomination

Nomination

FAB

FAB

Nomination

Nomination

Nomination

Agency of the Year 2005

BBDO New York