



INTERNATIONAL
FOOD AND BEVERAGE
CREATIVE EXCELLENCE AWARDS

15th FAB AWARDS

NOMINATIONS 2013

Experiential Campaigns			
Alcoholic Drinks	The Magnificent Mixing Booth	Bundaberg Rum	Leo Burnett Sydney
Confectionery & Snacks	Deep Ridged	Walkers	AMV BBDO London
Confectionery & Snacks	It's All Lies Bus Tour	Rice Krispies Squares	Leo Burnett London
Ambient			
No Nominations			
Radio			
The Retailers	McFaster	McDonald's Drive Through	DDB Stockholm
Posters/Outdoor			
The Retailers	Next Stop, McDonald's	McDonald's	Leo Burnett London
Non-Alcoholic Drinks	Coca Cola Athletes	Coca Cola	McCann Germany
Non-Alcoholic Drinks	Giant Peel	Tropicana	Juniper Park Canada
Non-Alcoholic Drinks	Two Bottle Caps	Coca Cola	Mayer/McCann Slovakia
Press			
Confectionery & Snacks	Mr. Toffee Finger/ Mrs. Purple One & Family	Quality Street	JWT London
Baking & Sweet Foods	HoHoHo	Hovis	JWT London
Baking & Sweet Foods	Valentines	Hovis	JWT London
Non-Alcoholic Drinks	Amplifier	Coca-Cola FM	JWT Brazil
Special	Sea and Vines	Sea and Vines Festival	Showpony Advertising Australia

TV Advertising			
The Retailers	The Truth	Morrisons - Christmas 2012	DLKW Lowe London
The Retailers	We All Make The Games	McDonald's Olympic Sponsorship	Leo Burnett London
The Retailers	Dave	McDonald's	Leo Burnett London
Confectionery & Snacks	Shopping Bags	Yorkie	JWT London
Confectionery & Snacks	Coach	Snickers	BBDO New York
Confectionery & Snacks	Ideologies & Merger	Twix	BBDO New York
Alcoholic Drinks	Fan Academy	Carlsberg	Fold7 London
Packaging Design			
The Retailers	Happy Sparrows	McDonald's Happy Price Meal	Leo Burnett Mumbai
Dairy Products	National Day/ Gotthelf Emmentaler	Emmentaler Switzerland	Leo Burnett Switzerland
Dairy Products	Posh Birds	Noble Foods	Springetts Brand Design Consultants London
Baking /Sweet Foods	Trick or Treacle/ Happy & Glorious	Tate and Lyles Black Treacle	Design Bridge London
Baking /Sweet Foods	Oli's Jam	Olivier Severs	The Partners London
Baking /Sweet Foods	Waitrose Cook's Homebaking	Waitrose	Lewis Moberly London
Savoury Foods	Heck	Heck	Elmwood Leeds
Savoury Foods	Paolos Range	Paolos Peoples Kitchen	Nine Stockholm
Savoury Foods	Marmite Limited Edition Gold Packaging	Marmite	Hornall Anderson, London
Alcoholic Drinks	Slamseys Fruit Gins	Slamseys Fruit Gins	B&B Studio London
Alcoholic Drinks	Electro	Bombay Sapphire	Webb deVlam London
Alcoholic Drinks	Absolut Unique	Absolut Vodka	Family Business Stockholm

Packaging Design continued			
Alcoholic Drinks	The Balvenie	The Balvenie	Here Design London
Alcoholic Drinks	Colombian Artisan Inspiration	Club Columbia Beer	Leo Burnett Columbia
Alcoholic Drinks	From The Pharmacy	Vitis Vinifera	Brand Session Design Madrid
Alcoholic Drinks	Hochstadter's Slow & Low Rock & Rye Whiskey	Hochstadter's	Duffy & Partners Minneapolis
Alcoholic Drinks	Absolut Craft – Bartender's Collection	Absolut Vodka	The Brand Union
Alcoholic Drinks	Blossa Annual 2012	Blossa Annual	McCann Stockholm
Non-Alcoholic Drinks	Cold Press Coffee	Eighthirty Coffee Roasters	Butcher & Butcher New Zealand
Brand Identity			
Baking /Sweet Foods	Andersen Bakery	Andersen	Kontrapunkt Copenhagen
Logo			
No Nominations			
Retail Environment/ Interiors			
Dairy	YASU - A spoonful of Greece	YASU	Red Design Consultants Greece
Collateral & POS			
The Retailers	Small Currency	McDonald's	Leo Burnett Indonesia
Alcoholic Drinks	James Ready 50% Awesomer Coasters	James Ready	Leo Burnett Toronto
Charitable Causes	Recipeace "Truce" Place Setting	Peace One Day	Leo Burnett Chicago
Direct			
The Retailers	Seven Envelopes	Daniel Berlin	Volt Sweden
Non-Alcoholic Drinks	The Tea Calendar	Halssen & Lyon	Kolle Rebbe Germany
Special	Holiday Fries	McDonald's Holiday Fries	Cossette Canada

Guerilla Marketing			
The Retailers	Yamaraj	Zara - The Tapas Bar	McCann Worldgroup India
Confectionery & Snacks	Break From Gravity	Kit Kat	JWT London
Sales Promotion			
Alcoholic Drinks	Absolut Unique	Absolut Vodka	Family Business Sweden
Confectionery & Snacks	We Will Find You	Kit Kat	JWT London
Integrated			
The Retailers	We All Make The Games	McDonald's Olympic Sponsorship	Leo Burnett London
Confectionery & Snacks	Mariachi	Doritos	AMV BBDO London
Savoury Foods	Our Food. Your Questions.	McDonald's	DDB Canada/ Tribal Toronto
Non-Alcoholic Drinks	Names	Starbucks	AMV BBDO London
Charitable Causes	Recipeace	Peace One Day	Leo Burnett Chicago
Advergames/ Advertainment/ AR/ Branded Entertainment/ Email/ Online Advertising/ Rich Media/ Web Banners/ Websites			
No Nominations			
Best Use of Technology			
Non-Alcoholic Drinks	Coca-Cola "Polar Bowl"	Coca-Cola	Framestore London
Branded Content			
Dairy Products	Cloud 9	Cloud 9	Grey Melbourne
Alcoholic Drinks	The Candidate	Heineken	Publicis Italy
Alcoholic Drinks	The Real Master of Intuition	Heineken	Publicis Italy

Mobile			
Sponsorship	The Record Re-Calculator	McDonald's	DDB Stockholm
Social Media			
Confectionery & Snacks	Mariachi	Doritos	AMV BBDO London
Savoury Foods	Our Food. Your Questions	McDonald's	DDB Canada/ Tribal Toronto
Savoury Foods	The Great American Bacon Barter	Oscar Mayer/ Kraft Foods	360i New York
Alcoholic Drinks	James Ready Cover Photo Swap	James Ready	Leo Burnett Toronto
Virals			
Health Foods	Dhool Tucker	Boost	TCC Chennai
Savoury Foods	Our Food. Your Questions	McDonald's	DDB Canada/ Tribal Toronto
Best Use of Media			
The Retailers	The Mexican Wave	McDonald's Olympics Sponsorship	Leo Burnett London
Confectionery & Snacks	Break from Gravity	Kit Kat	JWT London
Confectionery & Snacks	The Oreo Blackout Tweet	Oreo	360i New York
Alcoholic Drinks	The Candidate	Heineken	Publicis Italy
Non-Alcoholic Drinks	Amplifier	Coca-Cola FM	JWT Brazil
Advertising Effectiveness - Integrated			
Confectionery & Snacks	Vote For The Top Cheese 2012	Cheez-It	Razorfish Chicago
Confectionery & Snacks	Lay's Do Us a Flavour	Lay's Potato Chips	Energy BBDO Chicago
Non-Alcoholic Drinks	Briksaber	Lipton Brisk	Mekanism New York

Advertising Effectiveness - Social Media			
Confectionery & Snacks	Mariachi	Doritos	AMV BBDO London
Savoury Foods	The Great American Bacon Barter	Oscar Mayer	360i New York
Design Effectiveness			
Alcoholic Drinks	Badger Hopping Hares	Badger Ales	BrandOpus London
Non-Alcoholic Drinks	Lucozade Revive	Lucozade	Bloom London

**Good Luck to all the Nominees for
The 15th FAB Awards Ceremony on 30th May!**

N.B All Nominated entries are screened at The Awards Evening.
A Nomination is the equivalent of a Silver or Bronze Award.
A FAB is the equivalent of a Gold Award.
A FABulous is a Grand Prix/ Best of Show.