



INTERNATIONAL
FOOD AND BEVERAGE
CREATIVE EXCELLENCE AWARDS

17th FAB AWARDS

WINNERS & NOMINATIONS 2015

Supported by:



Packaging Design

Retailer	Makers and Merchants - Food Range	Makers and Merchants	Horse, London	
Conf. & Snacks	Oh Fudge!	Credition Confectionery	Aesop Agency, London	
Conf. & Snacks	Fortnum & Mason Handmade Collection	Fortnum & Mason range	Design Bridge, London	
Conf. & Snacks	Fortnum & Mason Novelties	Fortnum & Mason range	Design Bridge, London	FAB
Dairy Products	Mini-Dairy Maly Gazda Packaging	Maly Gazda range	Pergamen, Trnava	
Dairy Products	Bosse's Milk	Lidl Private Lable Milk	INGO, Stockholm	
Baking/Sweet Foods	Carlotta	Carlotta Range	Anagrama, México	
Savoury Foods	The Geometry of Pasta Packaging	The Geometry of Pasta Range	Here Design, London	FAB
Savoury Foods	Arabica Spice Packaging	Arabica Range	Here Design, London	FAB
Savoury Foods	Colour of Maroc - Argan Oil	Colour of Maroc - Argan Oil	Landor, Sydney	
Savoury Foods	Colman's Ltd. Edition Mustard Packaging	Colman's Range	Hornall Anderson, Seattle	
Alcoholic Drinks	Bacardí Packaging	Bacardí	Here Design, London	FAB
Alcoholic Drinks	Smirnoff White	Smirnoff	Design Bridge, London	
Alcoholic Drinks	Mortlach	Mortlach Range	Raison Pure, New York	
Alcoholic Drinks	Château Rúban Winery	Château Rúban Winery Range	Pergamen, Trnava	FAB
Alcoholic Drinks	Miller Lite Visual Identity	Miller Light	Turner Duckworth: London & San Francisco	
Alcoholic Drinks	Mutiny Bottle	Bundaberg Rum	Leo Burnett, Sydney	

Packaging Design

Non-Alcoholic Drinks	Nongfu Spring Mineral Water	Nongfu Spring	Horse, London	FAB / FABulous
Non-Alcoholic Drinks	Coca-Cola Sochi 2014 Winter Olympics	Coca-Cola	Turner Duckworth: London & San Francisco	

Logo Design

Baking/Sweet Foods	Pip & Nut	Pip & Nut Range	B&B Studio Ltd, London	FAB
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Brand Redesign

Retailer	Bulk Barn Rebrand	Bulk Barn	Leo Burnett, Toronto	
Baking/Sweet Foods	Harvest Cheweee Packaging Redesign	Harvest Cheweee	Turner Duckworth: London & San Francisco	
Special	The Connaught Hotel	The Connaught Hotel	The Partners, London	FAB

Press

Retailer	The Pickle	McDonald's	DDB, Stockholm	
Pet Foods	Dog Fat Pants	Jardiland	Rosapark, Paris	FAB / FABulous
Pet Foods	Maps Campaign	Whiskas	AMV BBDO, London	FAB / FABulous
Conf. & Snacks	Medusa	Snickers	BBDO, New York	
Conf. & Snacks	Snickers Bites Print Campaign	Snickers	BBDO, New York	
Conf. & Snacks	Unromantic Novels Print Campaign	Snickers	BBDO, New York	
Conf. & Snacks	Tangled	Kit Kat	JWT, London	
Baking/Sweet Foods	Mr Kipling Campaign	Mr Kipling	JWT, London	
Savoury Foods	French Kids Are So Cute	Les Moutardes Du Vexin	Havas, Paris	FAB

Posters & OOH

Retailer	Up Your Street	Morrisons.com	DLKW Lowe, London	FAB
Retailer	Hulahoop	McDonald's	DDB, Helsinki	
Retailer	Macca Cracker	McDonald's	Leo Burnett, London	
Pet Foods	Dog Fat Pants	Jardiland	Rosapark, Paris	FAB
Conf. & Snacks	Marcia Gets Hungry	Snickers	BBDO, New York	
Conf. & Snacks	Tweet To Eat	Walkers	AMV BBDO, London	
Photography	After Swimming, Labour & BBQ	McDonald's	Leo Burnett, London	
Baking/Sweet Foods	The Cake Poster	Mr Kipling	JWT, London	FAB
Baking/Sweet Foods	Mr Kipling Campaign	Mr Kipling	JWT, London	
Savoury Foods	Fish & Chips Campaign	Sarson's	McGarryBowen, London	
Non-Alcoholic Drinks	Unbelievable Bus Shelter	Pepsi Max	AMV BBDO, London	FAB

Ambient

Conf. & Snacks	Marcia Gets Hungry	Snickers	BBDO, New York	
Conf. & Snacks	Tweet To Eat	Walkers	AMV BBDO, London	
Baking/Sweet Foods	Blue Plaque of Lies	Rice Krispies	Leo Burnett, London	FAB
Alcoholic Drinks	Whatever, USA	Bud Light	Energy BBDO, Chicago	
Special	See The Effect	Black Oolong Tea	McCann Health, Shanghai	FAB

TV & Cinema Advertising

Retailer	1914	Sainsbury's	AMV BBDO, London	FAB / FABulous
Retailer	Hunter Gatherer	McDonald's	Leo Burnett, London	
Retailer	50 Years of Family	KFC	BBH, London	
Retailer	Adventures In Imagination	M&S	RKCR/Y&R, London	
Conf. & Snacks	Brady Bunch	Snickers	BBDO, New York	FAB / FABulous
Conf. & Snacks	Mars Bites & #TBT TV Campaign	Mars Inc.	BBDO, New York	FAB
Conf. & Snacks	Sweet Campaign	McVitie's	Grey, London	FAB
Alcoholic Drinks	Rugby Campaign	Guinness	AMV BBDO, London	
Non-Alcoholic Drinks	Come Alive	Mountain Dew Kickstart	BBDO, New York	
Non-Alcoholic Drinks	Conversation Films TV Campaign	Starbucks	BBDO, New York	

Radio

Conf. & Snacks	Kids	Big Babol	McCann Worldgroup, India
Baking/Sweet Foods	The Sound of Recipe	Francine	Herezie, Paris

Direct Marketing

Retailer	Bosse's Milk	Lidl Private Label Milk	INGO, Stockholm	
Conf. & Snacks	Tweet To Eat	Walkers	AMV BBDO, London	
Alcoholic Drinks	Paper Bottle Opener	Honest Brew	Pulse, London	FAB

Collateral & POS

Retailer	Novelized Recipes	DIA	Leo Burnett, Madrid	FAB / FABulous
Alcoholic Drinks	Johnnie Walker Wow Bag	Johnnie Walker	Prompt Design, Bangkok	

Sales Promotion

Retailers	Bosse's Milk	Lidl Private Label Milk	INGO, Stockholm	FAB
Dairy Product	Maxibon Hangryman	Maxibon	Leo Burnett, Melbourne	FAB
Dairy Product	Bosse's Milk	Lidl Private Label Milk	INGO, Stockholm	
Alcoholic Drinks	Vuvuchela	Bud Light	Latinworks, Texas	
Non-Alcoholic Drinks	Slurpee Xpandinator	Slurpee	Leo Burnett, Melbourne	FAB

Experiential Campaigns

Health Foods	Health Cha Shree Ganesh	Nutralite	DDB Mudra Group, Mumbai	FAB
Baking/Sweet Foods	The Cake Poster	Mr Kipling	JWT, London	
Savoury Foods	Driven By Bacon	Black Label Bacon	BBDO, Minneapolis	
Alcoholic Drinks	Real Life Pac-Man	Bud Light	Energy BBDO, Chicago	
Alcoholic Drinks	Whatever, USA	Bud Light	Energy BBDO, Chicago	FAB
Alcoholic Drinks	Future, A Gallery by Johnnie Walker	Johnnie Walker	Leo Burnett, Colombia	FAB
Non-Alcoholic Drinks	The Friendly Twist	Coca-Cola	Leo Burnett, Colombia	FAB

Augmented Reality

Non-Alcoholic Drinks	Unbelievable Bus Shelter	Pepsi Max	AMV BBDO, London	FAB
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Best Use of Technology

Retailer	See One. Want One.	McDonald's	Leo Burnett, London	
Retailer	Fruit Match	McDonald's	DDB, Stockholm	
Conf. & Snacks	Tweet To Eat	Walkers	AMV BBDO, London	FAB
Non-Alcoholic Drinks	Unbelievable Bus Shelter	Pepsi Max	AMV BBDO, London	FAB

Branded Content

Conf. & Snacks	Struck By A Rainbow	Skittles	BBDO, Toronto	FAB
Non-Alcoholic Drinks	Unbelievable Campaign	Pepsi Max	AMV BBDO, London	FAB
Non-Alcoholic Drinks	Coffee vs Gangs	Kenco	JWT, London	FAB

Branded Entertainment

Non-Alcoholic Drinks	MiniMINI Series	Mountain Dew	BBDO, New York	
Non-Alcoholic Drinks	AMP Energy: "No Bull. Just Energy"	AMP Energy	Mekanism, New York	FAB

Branded Utility

Retailer	Fry Gloves	McDonald's	Moroch, Texas	
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Email

Alcoholic Drinks	Spam/ Virus/ Money Transfer	Honest Brew	Pulse, London	FAB
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Mobile

Retailer **Macca Cracker** **McDonald's** **Leo Burnett, London** **FAB**

Retailer Emlings McDonald's Leo Burnett, Sydney

Alcoholic Drinks **Bartinder** **Primus** **Boondoggle, Belgium** **FAB**

Online Advertising

Pet Foods Transformation Pedigree BBDO, New York

Pet Foods Dog Gif Party Maker Misfits Proximity, Canada

Alcoholic Drinks Opinions Welcome Laphroaig White Label, London

Social Media & Social Business

Conf. & Snacks **Suarez Tweet** **Snickers** **BBDO, New York** **FAB**

Conf. & Snacks **Bendgate** **Kit Kat** **JWT, London** **FAB**

Alcoholic Drinks Father's Day Restoration Project Glenfiddich Gravity Thinking, London

Alcoholic Drinks Keep The Flame Alive Johnnie Walker Leo Burnett, Beirut

User Generated Content

Retailer My Burger McDonald's Razorfish, London

Pet Foods **Dog Gif Party Maker** **Misfits** **Proximity, Canada** **FAB**

Web Banner Advertising

Conf. & Snacks Hungry Purchase Resale Snickers Impact BBDO, Dubai

Websites				
Retailer	Celebrating 40 Years Together	McDonald's	Razorfish, London	FAB
Retailer	My Burger	McDonald's	Razorfish, London	
Alcoholic Drinks	Crowdsourced Cabernet	Columbia Crest	Cole & Weber United, Seattle	FAB
Integrated Campaign				
Retailer	Bosse's Milk	Lidl Private Label Milk	INGO, Stockholm	FAB / FABulous
Conf. & Snacks	Mars Bites TV Campaign	Mars Inc.	BBDO, New York	
Dairy Product	Maxibon Hangryman	Maxibon	Leo Burnett, Melbourne	
Dairy Product	Bosse's Milk	Lidl Private Label Milk	INGO, Stockholm	FAB
Baking/Sweet Foods	Sweet Campaign	McVitie's	Grey, London	
Alcoholic Drinks	Whatever, USA	Bud Light	Energy BBDO, Chicago	
Non-Alcoholic Drinks	Unbelievable Campaign	Pepsi Max	AMV BBDO, London	FAB
Best Use of Media				
Conf. & Snacks	Marcia Gets Hungry	Snickers	BBDO, New York	FAB
Conf. & Snacks	Bendgate	Kit Kat	JWT, London	
Baking/Sweet Foods	The Sound of Recipe	Francine	Herezie, Paris	
Baking/Sweet Foods	The Cake Poster	Mr Kipling	JWT, London	
Non-Alcoholic Drinks	Unbelievable Bus Shelter	Pepsi Max	AMV BBDO, London	FAB / FABulous

Retail Interiors / Environment				
Retailer	Whole Foods Market Store	Whole Foods Market	Second Story (SapientNitro), Atlanta	FAB
Retailer	Ströck Feierabend	Ströck Feierabend	JHP, London	FAB
Retailer	Butlin's Firehouse	Butlin's Firehouse	Mystery, London	
Retailer	Beast Restaurant	Beast	DesignLSM, Hove	FAB
Retailer	Pilots	Rhubard Food Design	o1 Creative, London	
Special	Tatoi Club	Tatoi Club	Red Design Consultants, Athens	FAB
Advertising Effectiveness				
Ambient	Whatever, USA	Bud Light	Energy BBDO, Chicago	FAB
Direct Marketing	Pringles Can Phone	Kellogg's	Mercieca Ltd, London	FAB
Integrated Campaign	Fans Step-up with Lucozade Sport	Lucozade Sport	Brass, Leeds	
Sales Promotion	Slurpee Xpandinator	Slurpee	Leo Burnett, Melbourne	FAB
Social Media	FryFutbol	McDonald's	Arc/ Facebook/ OMD, UK	FAB
Social Media	Lay's Do Us A Flavor	Lay's	Energy BBDO, Chicago	FAB
TV & Cinema	1914	Sainsbury's	AMV BBDO, London	FAB
Design Effectiveness				
Packaging Design	Trewhithen Dairy Packaging Redesign	Trewhithen Dairy	Absolute, Cornwall	
Packaging Design	Think Vivid!	Vivid Drinks	BrandOpus, London	
Packaging Design	The Funky Fish Kitchen	Young's Seafood	Springetts Brand Design, London	

Design Effectiveness

Packaging Design	Two Men Range	Two Men	Elmwood, Melbourne	
Packaging Design	Collection	Johnnie Walker	Lewis Moberly, London	FAB
Brand Identity	Heck	Heck	Elmwood, UK	FAB
Brand Identity	OTE	On The Edge Sports	Elmwood, UK	
Brand Redesign	The Rebranding of Robert Oatley	Robert Oatley Vineyards	The Collective, Australia	

Google FAB Agency of the Year 2015: AMV BBDO, London

Google FAB Brand / Marketer of the Year 2015: Mars, Incorporated

Congratulations to all the Winners and Nominees!

N.B: 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.