



INTERNATIONAL  
**FOOD AND BEVERAGE**  
CREATIVE EXCELLENCE AWARDS

**17th FAB AWARDS**

**NOMINATIONS LIST 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
Dairy Products	Mini-Dairy Maly Gazda Packaging	Maly Gazda range	Pergamen, Trnava
Dairy Products	Bosse's Milk	Lidl Private Label 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
Savoury Foods	Arabica Spice Packaging	Arabica Range	Here Design, London
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	Bacardi Packaging	Bacardi	Here Design, London
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
Alcoholic Drinks	Miller Lite Visual Identity	Miller Light	Turner Duckworth: London & San Francisco
Alcoholic Drinks	Mutiny Bottle	Bundaberg Rum	Leo Burnett, Sydney
Non-Alcoholic Drinks	Nongfu Spring Mineral Water	Nongfu Spring	Horse, London
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
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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

**Press**

Retailer	The Pickle	McDonald's	DDB, Stockholm
Pet Foods	Dog Fat Pants	Jardiland	Rosapark, Paris
Pet Foods	Maps Campaign	Whiskas	AMV BBDO, London
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 Campign	Mr Kipling	JWT, London
Savoury Foods	French Kids Are So Cute	Les Moutardes Du Vexin	Havas, Paris

**Posters & OOH**

Retailer	Up Your Street	Morrisons.com	DLKW Lowe, London
Retailer	Hula hoop	McDonald's	DDB, Helsinki
Retailer	Macca Cracker	McDonald's	Leo Burnett, London

**Posters & OOH**

Pet Foods	Dog Fat Pants	Jardiland	Rosapark, Paris
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
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

**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
Alcoholic Drinks	Whatever, USA	Bud Light	Energy BBDO, Chicago
Special	See The Effect	Black Oolong Tea	McCann Health, Shanghai

**TV & Cinema Advertising**

Retailer	1914	Sainsbury's	AMV BBDO, London
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

**TV & Cinema Advertising**

Conf. & Snacks	Brady Bunch	Snickers	BBDO, New York
Conf. & Snacks	Mars Bites & #TBT TV Campaign	Mars Inc.	BBDO, New York
Conf. & Snacks	Sweet Campaign	McVitie's	Grey, London
Alcoholic Drinks	Rugby Campaign	Guinness	AMV BBDO, London
Non-Alcoholic Drinks	Come Alive	Mountain Dew Kickstart	BBDO, New York
Non-Alcoholic Drinks	Coversation 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

**Collateral & POS**

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

**Sales Promotion**

Retailers	Bosse's Milk	Lidl Private Label Milk	INGO, Stockholm
Dairy Product	Maxibon Hangryman	Maxibon	Leo Burnett, Melbourne

### Sales Promotion

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

### Experiential Campaigns

Health Foods	Health Cha Shree Ganesh	Nutralite	DDB Mudra Group, Mumbai
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
Alcoholic Drinks	Future, A Gallery by Johnnie Walker	Johnnie Walker	Leo Burnett, Colombia
Non-Alcoholic Drinks	The Friendly Twist	Coca-Cola	Leo Burnett, Colombia

### Augmented Reality

Non-Alcoholic Drinks	Unbelievable Bus Shelter	Pepsi Max	AMV BBDO, London
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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
Non-Alcoholic Drinks	Unbelievable Bus Shelter	Pepsi Max	AMV BBDO, London

**Branded Content**

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

**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

**Branded Utility**

Retailer	Fry Gloves	McDonald's	Moroch, Texas
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**Email**

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

Retailer	Macca Cracker	McDonald's	Leo Burnett, London
Retailer	Emlings	McDonald's	Leo Burnett, Sydney
Alcoholic Drinks	Bartinder	Primus	Boondoggle, Belgium

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

### Web Banner Advertising

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

Retailer	Celebrating 40 Years Together	McDonald's	Razorfish, London
Retailer	My Burger	McDonald's	Razorfish, London
Alcoholic Drinks	Crowdsourced Cabernet	Columbia Crest	Cole & Weber United, Seattle

### Integrated Campaign

Retailer	Bosse's Milk	Lidl Private Label Milk	INGO, Stockholm
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



**Integrated Campaign**

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

**Best Use of Media**

Conf. & Snacks	Marcia Gets Hungry	Snickers	BBDO, New York
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

**Retail Interiors / Environment**

Retailer	Whole Foods Market Store	Whole Foods Market	Second Story (SapientNitro), Atlanta
Retailer	Ströck Feierabend	Ströck Feierabend	JHP, London
Retailer	Butlin's Firehouse	Butlin's Firehouse	Mystery, London
Retailer	Beast Restaurant	Beast	Design LSM, Hove
Retailer	Pilots	Rhubard Food Design	o1 Creative, London
Special	Tatoi Club	Tatoi Club	Red Design Consultants, Athens

**Advertising Effectiveness**

Ambient	Whatever, USA	Bud Light	Energy BBDO, Chicago
Direct Marketing	Pringles Can Phone	Kellogg's	Mercieca Ltd, London

**Advertising Effectiveness**

Integrated Campaign	Fans Step-up with Lucozade Sport	Lucozade Sport	Brass, Leeds
Sales Promotion	Slurpee Xpandinator	Slurpee	Leo Burnett, Melbourne
Social Media	FryFutbol	McDonald's	Arc/ Facebook/ OMD, UK
Social Media	Lay's Do Us A Flavor	Lay's	Energy BBDO, Chicago
TV & Cinema	1914	Sainsbury's	AMV BBDO, London

**Design Effectiveness**

Packaging Design	Trewithen Dairy Packaging Redesign	Trewithen Dairy	Absolute, Cornwall
Packaging Design	Think Vivid!	Vivid Drinks	BrandOpus, London
Packaging Design	The Funky Fish Kitchen	Young's Seafood	Springetts Brand Design, London
Packaging Design	Two Men Range	Two Men	Elmwood, Melbourne
Packaging Design	Collection	Johnnie Walker	Lewis Moberly, London
Brand Identity	Heck	Heck	Elmwood, UK
Brand Identity	OTE	On The Edge Sports	Elmwood, UK
Brand Redesign	The Rebranding of Robert Oatley	Robert Oatley Vineyards	The Collective, Australia

**Congratulations and Good Luck to all the Nominees!**

N.B: Nominated entries are screened at The Awards Evening.  
 A Nomination is the equivalent of a Silver or Bronze Award, and also puts you in the running for a FAB Award.  
 A FAB is the equivalent of a Gold Award.  
 A FABulous is a Grand Prix/ Best of Show.  
 All results including Google FAB Brand of the Year & Google FAB Agency of the Year, will be announced on May 28, 2015.