



INTERNATIONAL
FOOD AND BEVERAGE
CREATIVE EXCELLENCE AWARDS

The 18th FAB AWARDS

WINNERS & FINALISTS 2016

Supported by:



MARKETING
COMMUNICATION
NEWS



The 18th *FAB* Awards: Winners & Finalists

CREATIVE AWARDS:

Packaging Design

Title	Brand/Product	Entrant	
Burger King Halloween Packaging	Burger King	Turner Duckworth: London & San Francisco	Silver
Burger King Holiday Packaging	Burger King	Turner Duckworth: London & San Francisco	Silver
Fortnum & Mason Chic Novelties	Fortnum & Mason	Design Bridge, London	Silver
BEAR Claws	Bear	B&B Studio, London	Silver
Sharper flavour from the land of contrasts	Skyr	Elmwood, Leeds	Silver
Wagamama Takeaway Packaging	Wagamama	Pearlfisher, London	<i>FAB</i>
Springs' Smokery Range	Springs' Smokery	Distil Studio, Hertfordshire	<i>FAB</i>
"Summer of Love/Hate" Limited Edition	Marmite	Hornall Anderson, USA	Silver
Japanese Sake - KOI	Imayotsukasa	Bullet, Japan	<i>FAB</i>
The Bootiful Game	Carlsberg Export	Taxi Studio, Bristol	Silver
Seedlip	Seedlip range	Pearlfisher, USA	Silver
TAPPED birch tree water	TAPPED	Horse, UK	<i>FAB & FABulous</i>
Squeeze Bottles	Oh! - Saft	Leo Burnett, Germany	<i>FAB & FABulous</i>
Mineral water for kids	Nongfu Spring	Horse, UK	<i>FAB</i>

Brand Identity

Title	Brand/Product	Entrant	
Coors Light Visual Identity	Coors Light	Turner Duckworth: London & San Francisco	Silver
The Language of Wine	Wine	Leo Burnett, Beirut	Silver

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Concept Design

Title	Brand/Product	Entrant	
Good Things Come From All-Bran	Kellogg's All-Bran	Leo Burnett, Toronto	Silver
Enjoy	Enjoy	Springetts Brand Design Consultants, London	Silver
Beer'd Up	Beer'd Up	Springetts Brand Design Consultants, London	Silver

Brand Redesign

Title	Brand/Product	Entrant	
Penny - Orto Mio	Penny - Orto Mio	Williams Murray Hamm, London	Silver
Coors Light Packaging	Coors Light	Turner Duckworth: London & San Francisco	<i>FAB</i>
Keep it Tea	PG tips	Jones Knowles Ritchie, London	Silver
Teaforia Gourmet Ground Tea	Teaforia	This Way Up, London	Silver

Interiors & Retail Environment

Title	Brand/Product	Entrant	
Filthy Cow Burger Bar	Filthy Cow Restaurant	Mystery Ltd, London	<i>FAB</i>
Restaurant Villa Vela	Evento (Villa Vela)	Isacco Brioschi Architects, Italy	<i>FAB</i>
Dessert Bar	Shugaa	Party/Space/Design, Thailand	<i>FAB</i>
Frank & Brut	Frank & Brut	Pinkeye, Belgium	<i>FAB</i>

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Press & Print

Title	Brand/Product	Entrant	
McDonald's Breakfast	McDonald's	Leo Burnett, Dubai	Silver
McDonald's Day and Night	McDonald's	Leo Burnett, Dubai	Silver
Bond	KitKat	J.Walter Thompson London	<i>FAB</i>
Sports Illustrated	Snickers	BBDO New York	<i>FAB</i>
Healthy Halloween	ICA	King, Sweden	<i>FAB</i>
Healthy Halloween	ICA	King, Sweden	Silver
It Could Happen to Anyone	Hospitality Action	Mercieca, London	<i>FAB</i>
Chinese Burn	Blue Dragon	J.Walter Thompson London	Silver
Healthy Halloween	ICA	King, Sweden	Silver

Posters & OOH

Title	Brand/Product	Entrant	
Dual Lane Drive Thru	McDonald's	Leo Burnett London	Silver
Bond	KitKat	J.Walter Thompson London	<i>FAB</i>
Probably the Best Poster in the World	Carlsberg	Fold7, London	<i>FAB</i>
Picnic Blanket	Fruits & Wine	Rosapark, France	Silver
Celebrating the bottle's 100-year Anniversary	Coca-Cola	Turner Duckworth: London & San Francisco	<i>FAB</i>

Radio

Title	Brand/Product	Entrant	
Give A Dog A Job	Pedigree	AMV BBDO, London	Silver

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Ambient

Title	Brand/Product	Entrant	
Burger Arena	McDonald's	Leo Burnett Germany/Thjnk AG	<i>FAB</i>
The Healthy Delivery Service	Sodo	TBWA London	Silver
Parking While Hungry	Snickers	BBDO New York	Silver
You Make Mistakes When You're Hungry	Snickers	BBDO New York	Silver
Talkable Vegetables	Hug Mart	Hakuhodo, Japan	Silver
The Perfect Ride	Pepsi Max	AMV BBDO, London	<i>FAB</i>

TV & Cinema Advertising

Title	Brand/Product	Entrant	
McDonald's New Year Day	McDonald's	DDB Stockholm	Silver
Mog's Christmas Calamity	Sainsbury's	AMV BBDO, London	<i>FAB</i>
We Hear You + Celebration	McDonald's	Leo Burnett Chicago	<i>FAB</i> & <i>FABulous</i>
Little Twists	Sainsbury's	AMV BBDO, London	Silver
Journey to Christmas	McDonald's	Leo Burnett London	Silver
Road Trip	Cesar	AMV BBDO, London	Silver
Extra Gum "Sarah & Juan"	Extra Gum	Energy BBDO, Chicago	<i>FAB</i>
A Natural Silence	Brownes	Meerkats, Australia	Silver
Alive Inside	Guinness	AMV BBDO, London	Silver
The Hero	Heineken	Publicis Italy	Silver

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Direct Marketing

Title	Brand/Product	Entrant	
LeBon	Lidl	INGO, Sweden	Silver
The Lie Detector	Lidl	INGO, Sweden	Silver
Opening Good Times	Calbee	Leo Burnett Hong Kong	<i>FAB</i>
The Live Tube	Heineken	Publicis Italy	<i>FAB</i>

Collateral & POS

Title	Brand/Product	Entrant	
Charging Digital Poster	McDonald's	Leo Burnett London	Silver
Burger Report	McDonald's	Leo Burnett Germany / Thjnk AG	Silver
Discovery Spoons	Maille	Mr. President, London	Silver
Mask of Sociability	Smirnoff	Beacon/Leo Burnett Tokyo	<i>FAB</i>

Guerilla Marketing

Title	Brand/Product	Entrant	
You Make Mistakes When You're Hungry	Snickers	BBDO New York	Silver
Switcheroo	Snickers	BBDO New York	<i>FAB</i>

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Sales Promotion

Title	Brand/Product	Entrant	
The Healthy Delivery Service	Sodo	TBWA London	Silver
Mask of Sociability	Smirnoff	Beacon/Leo Burnett Tokyo	Silver

Experiential Campaign

Title	Brand/Product	Entrant	
LeBon	Lidl	INGO, Sweden	Silver
The Healthy Delivery Service	Sodo	TBWA London	Silver
Endangered Eats	Seeds of Change	BBDO San Francisco	<i>FAB</i>
Foodography	Carmel Wines	Baumann Ber Rivnay / Saatchi & Saatchi Israel	<i>FAB</i>

Best use of Technology

Title	Brand/Product	Entrant	
iKitten	McVitie's	Grey London	Silver
La French Touch	Martell	AKQA, Paris	Silver

Mobile Marketing

Title	Brand/Product	Entrant	
La French Touch	Martell	AKQA, Paris	<i>FAB</i>

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Branded Entertainment

Title	Brand/Product	Entrant	
LeBon	Lidl	INGO, Sweden	<i>FAB</i>
Switcheroo	Snickers	BBDO New York	Silver
Rugby: The Right Path	Guinness	AMV BBDO, London	<i>FAB</i>

Branded Content

Title	Brand/Product	Entrant	
The Snickers Write-off	Snickers	BBDO New York	<i>FAB</i>
The Halloween Spooky Special	Snickers	BBDO New York	<i>FAB</i>
O SMS	Coca-Cola	Pereira & O'Dell, USA	Silver

User Generated Content

Title	Brand/Product	Entrant	
We Hear You	McDonald's	Leo Burnett Chicago	<i>FAB</i>
Journey to Christmas: Part Two	McDonald's	Leo Burnett London	Silver

Viral Marketing

Title	Brand/Product	Entrant	
Extra Gum "Sarah & Juan"	Extra Gum	Energy BBDO, Chicago	<i>FAB</i> & <i>FABulous</i>

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Social Media / Social Business

Title	Brand/Product	Entrant	
The Healthy Delivery Service	Sodo	TBWA London	Silver
Vloggers	Snickers	AMV BBDO, London	Silver

Online Advertising

Title	Brand/Product	Entrant	
Rich Kids of Instagram	KFC	MRM McCann Romania	<i>FAB</i> & <i>FABulous</i>
The Halloween Spooky Special	Snickers campaign	BBDO New York	Silver
Switcheroo	Snickers	BBDO New York	Silver
Vloggers	Snickers	AMV BBDO, London	<i>FAB</i>
Extra Gum "Sarah & Juan"	Extra Gum	Energy BBDO, Chicago	<i>FAB</i>
Alive Inside	Guinness	AMV BBDO, London	Silver
Party Hard Moms	Hefty Cups	Havas Worldwide Chicago	Silver

Website

Title	Brand/Product	Entrant	
La French Touch	Martell	AKQA, Paris	Silver

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Integrated Campaign

Title	Brand/Product	Entrant	
Big Mac Shop	McDonald's	DDB Stockholm	Silver
Little Twists	Sainsbury's	AMV BBDO, London	<i>FAB</i>
Extra Gum "Sarah & Juan"	Extra Gum	Energy BBDO, Chicago	Silver

Best use of Media

Title	Brand/Product	Entrant	
New Year Day	McDonald's	DDB Stockholm	<i>FAB</i>
The Healthy Delivery Service	Sodo	TBWA London	Silver
You Make Mistakes When You're Hungry	Snickers	BBDO New York	Silver
Switcheroo	Snickers	BBDO New York	Silver
Christmas Break	KitKat	J. Walter Thompson London	<i>FAB</i>
Picnic Blanket	Fruits & Wine	Rosapark, France	Silver
Mask of Sociability	Smirnoff	Beacon/Leo Burnett Tokyo	Silver

EFFECTIVENESS AWARDS:

Packaging Design

Title	Brand/Product	Entrant	
#MyFamilyCan	SPC Packaged Fruits & Vegetables	Leo Burnett Melbourne	Silver
How do you create a brand from a tea bag?	Joe's Tea Company	Echo Brand Design, London	Silver

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Brand Redesign

Title	Brand/Product	Entrant	
Seed and Bean	Seed and Bean	Family (and friends), London	Silver
The Finest Tea Collection	Newby	Lewis Moberly, London	Silver

Interiors & Retail Environment

Title	Brand/Product	Entrant	
Interior Rebrand	The Cornish Bakery	Absolute, Cornwall	<i>FAB</i>

Posters & OOH

Title	Brand/Product	Entrant	
Probably the Best Poster in the World	Carlsberg	Fold7, London	Silver

TV & Cinema Advertising

Title	Brand/Product	Entrant	
Mog's Christmas Calamity	Sainsbury's	AMV BBDO, London	Silver
The Giant Crumpet Show	Warburtons	WCRS, London	<i>FAB</i>

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Sales Promotion

Title	Brand/Product	Entrant	
Soreen Meet the Minions	Soreen	Brass, Leeds	<i>FAB</i>
Cono Sur - Official Wine of Le Tour de France	Cono Sur	Grand Central Creative, London	<i>FAB</i>

Experiential Campaign

Title	Brand/Product	Entrant	
The Awesome Job You Can't Apply For	Grant's Whisky	SapientNitro, USA	Silver
Fruit Shoot Mini Mudder	Fruit Shoot	Britvic, UK	Silver

Online Advertising

Title	Brand/Product	Entrant	
Magnum Pink and Black	Magnum	TMW Unlimited, London	Silver

Branded Content

Title	Brand/Product	Entrant	
Big Start	Nescafé Original	Iris Worldwide, London	Silver

Branded Entertainment

Title	Brand/Product	Entrant	
Pepsi + EMPIRE Partnership	Pepsi	OMD, USA	<i>FAB</i>

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Mobile Marketing

Title	Brand/Product	Entrant	
Taste Joy Campaign	Wall's	Out There Media/Mindshare/Arcade/XL Axiata, Indonesia	Silver
Bango App - Serving Street Food to the Masses	Bango	Mindshare, Indonesia	Silver
Crystal Pepsi	Pepsi	OMD, USA	Silver

Integrated Campaign

Title	Brand/Product	Entrant	
Proud to Open Rugby World Cup 2015	Heineken	St Luke's, London	Silver

Google *FAB* Brand / Marketer of the Year

Mars, Incorporated

FAB Design Agency of the Year

Horse, London

Google *FAB* Agency of the Year

AMV BBDO, London

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CONGRATULATIONS TO ALL THE WINNERS & FINALISTS.
SEE YOU AT THE 19TH *FAB* AWARDS CEREMONY NEXT YEAR!

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