



INTERNATIONAL
FOOD AND BEVERAGE
CREATIVE EXCELLENCE AWARDS

The 19th FAB AWARDS

WINNERS & FINALISTS 2017

Supported by:



The 19th *FAB* Awards: Winners & Finalists

CREATIVE AWARDS:

Packaging Design

Category	Title	Brand/Product	Entrant	
Retailer	Burger King Halloween 2016 + Angriest Whopper	Burger King	Turner Duckworth: London, San Francisco & New York	Silver
Retailer	The Domino Effect	Domino's Pizza	jones knowles ritchie	<i>FAB</i>
Pet Foods	McAdams Range Extension	McAdams Pet Food	Junction Studio	Silver
Confectionery & Snacks	Fortnum & Mason Easter Collection	Fortnum & Mason	Together Design	<i>FAB</i>
Confectionery & Snacks	Young & Beautifood Chocolates Range	Young & Beautifood	Supperstudio, Spain	Silver
Confectionery & Snacks	Truffles Range	Chocolocuras	Supperstudio, Spain	Silver
Confectionery & Snacks	Caragh Chocolates Range	Caragh Chocolates	Distil Studio	Silver
Health Foods	Proper Pops	Carton Brothers	Horse	Silver
Baking Foods & Ingredients	Lyle's Sticky Summer BBQ Limited Edition	Tate & Lyle	Design Bridge	Silver
Savoury Foods	Biggans Böcklingpastej Design	Biggans	Bedow Stockholm	<i>FAB</i>
Savoury Foods	Grønne Folk (Green People)	Viken	Strømme Throndsen Design, Norway	Silver
Savoury Foods	Higgidy	Higgidy	B&B Studio	<i>FAB</i>
Alcoholic Drinks	Budweiser America	Budweiser	jones knowles ritchie	Silver
Alcoholic Drinks	The København Collection	Carlsberg UK	Taxi Studio	Silver
Alcoholic Drinks	Bacardi's Havana Club Redesign	Bacardi	jones knowles ritchie	<i>FAB</i>
Alcoholic Drinks	Grönstedt National	Altia Sweden	NINE, Sweden	<i>FAB</i>
Alcoholic Drinks	Gin44	Gin44	Peter Schmidt Group, Germany	Silver
Alcoholic Drinks	LDN SW6: London's First Winery	LDN CRU	The Partners	<i>FAB</i>
Alcoholic Drinks	Badger Collector's Edition - The Badger	Badger	BrandOpus	<i>FAB & FABulous</i>
Non-Alcoholic Drinks	Dalston's Drinks	The Dalston Cola Co.	B&B Studio	Silver
Non-Alcoholic Drinks	IRN-BRU: Made from Girders	AG Barr	jones knowles ritchie	Silver
Non-Alcoholic Drinks	Budweiser Prohibition Brew	Budweiser	jones knowles ritchie	Silver
Non-Alcoholic Drinks	Elderbrook Drinks	Elderbrook Drinks	& Smith & We All Need Words	Silver
Non-Alcoholic Drinks	Year of the Monkey Limited Edition Mineral Water	Nongfu Spring	Horse	<i>FAB</i>

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Self-Promotion Design

Category	Title	Brand/Product	Entrant	
Alcoholic Drinks	Buddy Mulled Wine 2016	Buddy	Buddy Creative	<i>FAB</i>

Concept Design & Packaging

Category	Title	Brand/Product	Entrant	
Alcoholic Drinks	Brexit Wine	International	Hornall Anderson	Silver

Brand Redesign

Category	Title	Brand/Product	Entrant	
Alcoholic Drinks	Carlsberg EXPØRT	Carlsberg UK	Taxi Studio	Silver
Non-Alcoholic Drinks	IRN-BRU: Made from Girders	AG Barr	jones knowles ritchie	<i>FAB & FAB</i> ulous
Non-Alcoholic Drinks	Nurture	Nurture	Springetts Brand Design	Silver

Brand Identity

Category	Title	Brand/Product	Entrant	
Confectionery & Snacks	Hippeas: Give Peas a Chance	Hippeas	jones knowles ritchie	Silver

Logo Design

Category	Title	Brand/Product	Entrant	
Alcoholic Drinks	Guinness Harp Identity	Diageo	Design Bridge	<i>FAB</i>

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Interior Design & Retail Environment

Category	Title	Brand/Product	Entrant	
Retailer	Cinnamon Bazaar, Covent Garden	The Cinnamon Club	Design LSM	<i>FAB</i>
Retailer	#OMG	Maxim's Group	One Plus Partnership, Hong Kong	Silver
Retailer	Other Tea	Other Tea	The Swimming Pool Studio	<i>FAB</i>
Retailer	Paras Café	Paras Café	The Swimming Pool Studio	<i>FAB</i>
Baking Foods & Ingredients	Campfire Café	APBO	Studio PLP	<i>FAB</i>

Press & Print

Category	Title	Brand/Product	Entrant	
Retailer	Food Dancing - Jiggle, Boogie, Mosh	Sainsbury's	Wieden+Kennedy London	Silver
Retailer	McCafé Handimals Campaign	McDonald's	Leo Burnett, London	<i>FAB</i>
Retailer	Floating Seafood	Fishmania	FP7/BAH, Bahrain	Silver
Confectionery & Snacks	Puzzle	KitKat	J. Walter Thompson London	<i>FAB</i>
Confectionery & Snacks	A Nightmare on Quality Street	Quality Street	J. Walter Thompson London	Silver
Photography	McCafé Handimals Campaign	McDonald's	Leo Burnett, London	<i>FAB</i>
Savoury Foods	Authentic Taste – Japanese	Soupdaren	McGarryBowen, Shanghai	Silver
Savoury Foods	Authentic Taste – Korean	Soupdaren	McGarryBowen, Shanghai	Silver
Savoury Foods	For Your Little Monsters	OXO	J. Walter Thompson London	Silver

Posters & OOH

Category	Title	Brand/Product	Entrant	
Retailer	Food Dancing - Rumba, Boogie, Shake	Sainsbury's	Wieden+Kennedy London	Silver
Retailer	Search	McDonald's	Leo Burnett, London	<i>FAB</i>
Retailer	The Rear-view Invitation	McDonald's	DDB Stockholm	Silver
Confectionery & Snacks	Braille	Maltesers	AMV BBDO, London	<i>FAB & FABulous</i>
Confectionery & Snacks	You're Forgetful When You Are Hungry	Snickers	AMV BBDO, London	Silver

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Confectionery & Snacks	Countdown to Kit Off	Walker's	AMV BBDO, London	Silver
Confectionery & Snacks	What's in Your Tin?	Quality Street	J. Walter Thompson London	<i>FAB</i>
Photography	McCafé Handimals Campaign	McDonald's	Leo Burnett, London	<i>FAB</i>
Savoury Foods	Valentine's Day	OXO	J. Walter Thompson London	<i>FAB</i>
Alcoholic Drinks	Flash Wall	Bacardi	BBDO New York	<i>FAB</i>

Ambient

Category	Title	Brand/Product	Entrant	
Confectionery & Snacks	Countdown to Kit Off	Walker's	AMV BBDO, London	<i>FAB</i>
Alcoholic Drinks	Flash Wall	Bacardi	BBDO New York	Silver

TV & Cinema Advertising

Category	Title	Brand/Product	Entrant	
Retailer	My Lidl Job	Lidl	TBWA London	<i>FAB</i>
Retailer	Food Dancing	Sainsbury's	Wieden+Kennedy London	Silver
Retailer	The Greatest Gift	Sainsbury's	AMV BBDO, London	Silver
Retailer	Tesco's Christmas	Tesco Ireland	Rothco, Ireland	Silver
Pet Foods	Curiosity Campaign	Whiskas	AMV BBDO, London	Silver
Confectionery & Snacks	SnackArchist	Mattessons	Saatchi & Saatchi	Silver
Confectionery & Snacks	The Light Side of Disability	Maltesers	AMV BBDO, London	Silver
Dairy Products	Game On, Cooks	Lurpak	Wieden+Kennedy London	Silver
Dairy Products	The Parlour	Kelly's of Cornwall	Isobel	Silver
Savoury Foods	Food for Men	Stryhn's	M2Film, Denmark	<i>FAB</i>
Alcoholic Drinks	Have it All	Heineken Light	Rothco, Ireland	Silver
Alcoholic Drinks	Jackie	Heineken	Publicis, Italy	<i>FAB</i>
Non-Alcoholic Drinks	McCafé – Madness	McDonald's	Leo Burnett, London	<i>FAB & FAB</i> ulous

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Radio Advertising

Category	Title	Brand/Product	Entrant	
Confectionery & Snacks	Valentine's Day Radio	KitKat	J. Walter Thompson London	<i>FAB</i>
Non-Alcoholic Drinks	The Dead Hour by Nescafe	Nestlé India	McCann Worldgroup India	<i>FAB</i>

Direct Marketing

Category	Title	Brand/Product	Entrant	
Retailer	Here's to the Hosts	Tesco Ireland	Rothco, Ireland	<i>FAB</i>
Special	The Plantable Book	Kashi	VML	Silver

Sales Promotion

Category	Title	Brand/Product	Entrant	
Retailer	ICA Health Counter	ICA Sweden	King, Sweden	<i>FAB</i>
Retailer	Is It Still a Big Mac?	McDonald's	Cossette	<i>FAB</i>
Retailer	Delicious Supplement	East Japan Railway Company	Beacon/Leo Burnett Tokyo	Silver

Best use of Technology

Category	Title	Brand/Product	Entrant	
Retailer	ICA Health Counter	ICA Sweden	King, Sweden	<i>FAB</i>
Alcoholic Drinks	Incognito Tickets	Bacardí	BBDO New York	Silver
Alcoholic Drinks	Artifier	Bombay Sapphire	BBDO New York	<i>FAB</i>
Alcoholic Drinks	Thieving the Spotlight	Orchard Thieves Cider	Rothco, Ireland	Silver

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Experiential Campaigns

Category	Title	Brand/Product	Entrant	
Retailer	Here's to the Hosts	Tesco Ireland	Rothco, Ireland	Silver

Branded Content & Entertainment

Category	Title	Brand/Product	Entrant	
Retailer	Buy Back the Block	Checkers & Rally's	Fitzgerald & Co	<i>FAB</i>
Pet Foods	A Vote for Good	Pedigree	BBDO New York	<i>FAB</i>

Branded Utility

Category	Title	Brand/Product	Entrant	
Retailer	Hesburger Retail App	Hesburger	Satumaa Family Business, Sweden	Silver
Confectionery & Snacks	Smugglaroos	Dunkaroos	Cossette	Silver
Alcoholic Drinks	Absolut Mixr	The Absolut Company	Satumaa Family Business, Sweden	Silver

Mobile Marketing

Category	Title	Brand/Product	Entrant	
Retailer	ICA Health Counter	ICA Sweden	King, Sweden	<i>FAB</i>

Online Advertising

Category	Title	Brand/Product	Entrant	
Pet Foods	A Vote for Good	Pedigree	BBDO New York	Silver
Confectionery & Snacks	Password	KitKat	J. Walter Thompson London	<i>FAB</i>
Savoury Foods	Look Up	Dolmio	AMV BBDO, London	Silver
Alcoholic Drinks	Instant DJ	Bacardi	BBDO New York	Silver
Alcoholic Drinks	Artifier	Bombay Sapphire	BBDO New York	<i>FAB</i>

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Social Media / Business

Category	Title	Brand/Product	Entrant	
Retailer	My Lidl Job	Lidl	TBWA London	<i>FAB</i>
Alcoholic Drinks	Instant DJ	Bacardi	BBDO New York	<i>FAB</i>
Non-Alcoholic Drinks	Stormzy Number 1 Fan	Pepsi Max	AMV BBDO, London	<i>FAB</i>

User Generated Content

Category	Title	Brand/Product	Entrant	
Alcoholic Drinks	Flash Wall	Bacardi	BBDO New York	Silver
Non-Alcoholic Drinks	The Dead Hour by Nescafe	Nestlé India	McCann Worldgroup India	Silver

Viral Marketing

Category	Title	Brand/Product	Entrant	
Pet Foods	A Vote for Good	Pedigree	BBDO New York	Silver
Confectionery & Snacks	Smugglaroos	Dunkaroos	Cossette	<i>FAB & FAB</i> ulous

Websites

Category	Title	Brand/Product	Entrant	
Confectionery & Snacks	Remix with M	M&M's	BBDO New York	<i>FAB</i>

Integrated Campaigns

Category	Title	Brand/Product	Entrant	
Retailer	My Lidl Job	Lidl	TBWA London	<i>FAB & FAB</i> ulous
Retailer	Food Dancing	Sainsbury's	Wieden+Kennedy London	<i>FAB</i>
Retailer	We're Awake	McDonald's	Leo Burnett, London	Silver

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Retailer	Here's to The Hosts	Tesco Ireland	Rothco, Ireland	<i>FAB</i>
Confectionery & Snacks	Countdown to Kit Off	Walker's	AMV BBDO, London	<i>FAB</i>
Baking Foods & Ingredients	Bring Back the Bees	Honey Nut Cheerios	Cossette	<i>FAB</i>
Savoury Foods	Love at First Taste	Knorr	MullenLowe London	Silver
Alcoholic Drinks	Thieving the Spotlight	Orchard Thieves Cider	Rothco, Ireland	Silver

Best use of Media

Category	Title	Brand/Product	Entrant	
Alcoholic Drinks	Instant DJ	Bacardí	BBDO New York	Silver
Alcoholic Drinks	Thieving the Spotlight	Orchard Thieves Cider	Rothco, Ireland	Silver
Non-Alcoholic Drinks	The Dead Hour by Nescafe	Nestlé India	McCann Worldgroup India	<i>FAB</i>

EFFECTIVENESS AWARDS:

Packaging Design

Category	Title	Brand/Product	Entrant	
Pet Foods	Amazing Cats...Naturally	Purina Cat Chow	Seymourpowell, London	Silver
Savoury Foods	Little Dish Pots and Pies	Little Dish	Pearlfisher	<i>FAB</i>

Brand Identity

Category	Title	Brand/Product	Entrant	
Confectionery & Snacks	Hippeas: Give Peas a Chance	Hippeas	jones knowles ritche	<i>FAB</i>

Interior Design & Retail Environment

Category	Title	Brand/Product	Entrant	
Retailer	Burger Laboratory by Lotteria	Lotteria	JHP Design	<i>FAB</i>
Health Foods	Protein Haus - Canary Wharf Kiosk	Protein Haus	The Yard Creative	<i>FAB</i>

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Best use of Technology

Category	Title	Brand/Product	Entrant	
Alcoholic Drinks	Carling Beer Button	Carling	Hi Mum! Said Dad	Silver

Branded Content & Entertainment

Category	Title	Brand/Product	Entrant	
Non-Alcoholic Drinks	The Ribena Colouring Café	Lucozade Ribena Suntory	Brass	Silver

Experiential Campaigns

Category	Title	Brand/Product	Entrant	
Retailer	Teleconnect to Nashville	KFC	Blink Digital India	Silver
Non-Alcoholic Drinks	Lucozade Zero Product Launch	Lucozade Ribena Suntory	TRO	Silver

Guerilla Marketing

Category	Title	Brand/Product	Entrant	
Non-Alcoholic Drinks	TeaForTrump - A TE-A-Me Intervention	TE-A-ME teas	Fisheye Creative Solutions, India	Silver

Integrated Campaigns

Category	Title	Brand/Product	Entrant	
Retailer	Here's to The Hosts	Tesco Ireland	Rothco, Ireland	<i>FAB</i>
Retailer	Name It Burger	McDonald's	Beacon/Leo Burnett Tokyo	Silver
Dairy Products	A2tonishing Milk	a2 Milk Company	Aesop Agency	Silver
Alcoholic Drinks	Thieving the Spotlight	Orchard Thieves Cider	Rothco, Ireland	Silver

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Online Advertising

Category	Title	Brand/Product	Entrant	
Pet Foods	Matchy Matchy	Cesar	AMV BBDO, London	Silver

Mobile Marketing

Category	Title	Brand/Product	Entrant	
Retailer	Hesburger Retail App	Hesburger	Satumaa Family Business, Sweden	<i>FAB</i>
Savoury Foods	Friso "Spread the Love"	FrieslandCampina	Out There Media & Mindshare Vietnam	Silver
Non-Alcoholic Drinks	At Any Moment & Anywhere with Juan Valdez Coffee	Juan Valdez Coffee	Adsmovil, Spain	Silver

YouTube *FAB* Brand / Marketer of the Year

McDonald's

FAB Design Agency of the Year

jones knowles ritchie

YouTube *FAB* Agency of the Year

BBDO New York

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CONGRATULATIONS TO ALL THE WINNERS & FINALISTS.

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