



**INTERNATIONAL
FOOD AND BEVERAGE
CREATIVE EXCELLENCE AWARDS**

15th FAB AWARDS

**WINNERS
and
NOMINATIONS
2013**

FAB AWARD WINNERS & NOMINATIONS 2013

Experiential Campaigns					
	Alcoholic Drinks	The Magnificent Mixing Booth	Bundaberg Rum	Leo Burnett Sydney	
★	Confectionery & Snacks	Deep Ridged	Walkers	AMV BBDO London	FAB
★	Confectionery & Snacks	It's All Lies Bus Tour	Rice Krispies Squares	Leo Burnett London	FAB
Ambient					
	No Nominations				
Radio					
★	The Retailers	McFaster	McDonald's Drive Through	DDB Stockholm	FAB
Posters/Outdoor					
★	The Retailers	Next Stop, McDonald's	McDonald's	Leo Burnett London	FAB
★	Non-Alcoholic Drinks	Coca Cola Athletes	Coca Cola	McCann Germany	FAB
	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	FAB / FABULOUS
	Baking & Sweet Foods	Valentines	Hovis	JWT London	
★	Non-Alcoholic Drinks	Amplifier	Coca-Cola FM	JWT Brazil	FAB / FABULOUS
★	Special	Sea and Vines	Sea and Vines Festival	Showpony Advertising Australia	FAB

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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	FAB
★	The Retailers	Dave	McDonald's	Leo Burnett London	FAB
	Confectionery & Snacks	Shopping Bags	Yorkie	JWT London	
	Confectionery & Snacks	Coach	Snickers	BBDO New York	
★	Confectionery & Snacks	Ideologies & Merger	Twix	BBDO New York	FAB
★	Alcoholic Drinks	Fan Academy	Carlsberg	Fold7 London	FAB
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	FAB
	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	FAB
★	Alcoholic Drinks	Electro	Bombay Sapphire	Webb deVlam London	FAB / FABULOUS
★	Alcoholic Drinks	Absolut Unique	Absolut Vodka	Family Business Stockholm	FAB

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	FAB
	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 / Minos Digenis Arquitectors	
Collateral & POS					
★	The Retailers	Small Currency	McDonald's	Leo Burnett Indonesia	FAB / FABULOUS
★	Alcoholic Drinks	James Ready 50% Awesomer Coasters	James Ready	Leo Burnett Toronto	FAB
	Charitable Causes	Recipeace "Truce" Place Setting	Peace One Day	Leo Burnett Chicago	
Direct					
★	The Retailers	Seven Envelopes	Daniel Berlin	Volt Sweden	FAB
	Non-Alcoholic Drinks	The Tea Calendar	Halssen & Lyon	Kolle Rebbe Germany	
	Special	Holiday Fries	McDonald's Holiday Fries	Cossette Canada	

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Guerilla Marketing				
★	The Retailers	Yamaraj	Zara - The Tapas Bar	McCann Worldgroup India FAB
★	Confectionery & Snacks	Break From Gravity	Kit Kat	JWT London FAB
Sales Promotion				
★	Alcoholic Drinks	Absolut Unique	Absolut Vodka	Family Business Sweden FAB
★	Confectionery & Snacks	We Will Find You	Kit Kat	JWT London FAB
Integrated				
★	The Retailers	We All Make The Games	McDonald's Olympic Sponsorship	Leo Burnett London FAB
	Confectionery & Snacks	Mariachi	Doritos	AMV BBDO London
★	Savoury Foods	Our Food. Your Questions.	McDonald's	DDB Canada/ Tribal Toronto FAB
	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 / Blitz Games Studios London FAB
Branded Content				
★	Dairy Products	Cloud 9	Cloud 9	Grey Melbourne FAB / FABULOUS
★	Alcoholic Drinks	The Candidate	Heineken	Publicis Italy FAB
★	Alcoholic Drinks	The Real Master of Intuition	Heineken	Publicis Italy FAB

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

Advertising Effectiveness - Social Media					
★	Confectionery & Snacks	Mariachi	Doritos	AMV BBDO London	FAB
	Savoury Foods	The Great American Bacon Barter	Oscar Mayer	360i New York	
Design Effectiveness					
★	Alcoholic Drinks	Badger Hopping Hares	Badger Ales	BrandOpus London	FAB
	Non-Alcoholic Drinks	Lucozade Revive	Lucozade	Bloom London	
★	AGENCY OF THE YEAR 2013 - JWT LONDON				
★	BRAND OF THE YEAR 2013 - McDONALD'S				

***Congratulations to all the
Winners and Nominees!***

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.