



FOURTEENTH
INTERNATIONAL

FOOD AND BEVERAGE

Creative Excellence Awards

WINNERS &
NOMINATIONS 2012

FAB AWARDS WINNERS & NOMINATIONS 2012

(A FAB Nomination is AFTER the shortlist. All these projects were in contention for a FAB Award).

PACKAGING DESIGN

Retailers	Morrisons Savers Range	Morrisons Savers	Coley Porter Bell, London
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FAB Award

Retailers	Dog Food	ICA grocery store	King, Sweden
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Confectionery & Snacks	Willie's Cacao	Willie's Cacao range	BrandOpus, London
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FAB Award

Confectionery & Snacks	Happy Indians Range	Perfetti Van Melle	McCann Worldgroup, India
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Health Foods	With Hongsamee: Kids Series	Korea Ginseng Corporation range	Korea Ginseng Corporation
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FAB Award

Health Foods	Lifepus	Lifepus range	Coley Porter Bell, London
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Health Foods	Doves Farm Organic Fibre flakes & Cocoa rice	Doves Farm Organic range	Studio H
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FAB Award/FABulous Award

Dairy Products	Eggs for Soldiers	Eggs for Soldiers	Springetts Brand Design Consultants
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Baking & Sweet Foods	The Deli Garage Filler	The Deli Garage range	Kolle Rebbe, Germany
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Baking & Sweet Foods	The Deli Garage Honey Bond	The Deli Garage range	Kolle Rebbe, Germany
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Baking & Sweet Foods	Buckwud	Buckwud	BrandOpus, London
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Baking & Sweet Foods	De Hortus Honey	De Hortus honey	P.H. Ontwerp, Netherlands
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FAB Award / FABulous Award

Savoury Foods	The Real Cookbook	Gerstenberg Verlag	Kolle Rebbe / KOREFE, Germany
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Savoury Foods	Tilda Kids	Tilda Kids range	Ziggurat Brands, London
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FAB Award

Alcoholic Drinks	Siete Pecados. The Seven Deadly Sins	Siete Pecados	Sidecar, Spain
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FAB Award

Alcoholic Drinks	Votre Sante: Chardonnay, Pinot Noir	Votre Sante range	Francis Ford Coppola Presents, USA
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Alcoholic Drinks	Xavier	Xavier range	Neumeister Strategic Design, Sweden
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Alcoholic Drinks	Hazelwood Janet Sheed Roberts	110 Birthday Edition	Here Design, London
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FAB AWARDS WINNERS & NOMINATIONS 2012

PACKAGING DESIGN continued

Alcoholic Drinks	Plymouth Gin	Plymouth Gin range	Design Bridge, London
Alcoholic Drinks	The Cloud Factory	The Cloud Factory	Biles, London

FAB Award

Non-Alcoholic Drinks	Tea Bar	Tea Bar range	Proud Design, Netherlands
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FAB Award

Special	The Deli Garage New Product Range 2011/12	The Deli Garage range	Kolle Rebbe / KOREFE, Germany
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BRAND IDENTITY

Baking & Sweet Foods	Backers	Backers	Neumeister Strategic Design, Sweden
Alcoholic Drinks	Worthington's: Re-launching a national treasure	Worthington's	Landor Associates, London

RETAIL ENVIRONMENT

FAB Award

Retailers	Za Za Bazaar	Za Za Bazaar Global Banquet & Bar	Mystery, London
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LOGO

Retailers	Experencia Gourmet	Experencia Gourmet	Lewis Moberly, London
Special	Great British Chefs Logo	Great British Chefs	Hat-trick, London

AMBIENT

Retailers	Windy City Fries	McDonald's campaign	Leo Burnett, Chicago
Savoury Foods	Campbell's Soup at Hand Handwarmer	Campbell's Soup	Proximity, Canada
Alcoholic Drinks	John Smith's Grand National	John Smith's campaign	Aesop, London
Alcoholic Drinks	James Ready Pop-Up Billboards	James Ready	Leo Burnett, Toronto

FAB Award

Non-Alcoholic Drinks	Friendship Machine	Coca-Cola	Ogilvy & Mather, Argentina
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FAB AWARDS WINNERS & NOMINATIONS 2012

POSTER / OUTDOOR

Pet Foods	Pedigree Poop Bag Transit	Pedigree	Proximity, Canada
Confectionery & Snacks	Africa's spiciest secret	Ueltje campaign	Kolle Rebbe, Germany

FAB Award

Photography	Guinness Christmas poster campaign	Aftershave, Razor, Scarf	AMV BBDO, London
Photography	Uma	Schweppes	Fred & Farid Group, Paris
Baking & Sweet Foods	Kellogg's Rice Krispies	Squares campaign	Leo Burnett, London

POSTER / OUTDOOR continued

Savoury Foods	Pork Promise Grill it Before You Buy it	BPEX - Red Tractor	Beattie McGuinness Bungay (BMB LLP)
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FAB Award

Green Organic/Sustainable	Artichoke, Corn, Squash	Tour de Farms campaign	Cramer-Krasselt, USA
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FAB Award

Non-Alcoholic Drinks	Open Happiness	Coca-Cola	McCann Erickson, Deutschland
Charitable Causes	Thumbprints - Stare Bear, Water Bear, Cub Bear	Coca-Cola campaign	Leo Burnett, Chicago

PRESS

Savoury Foods	3 Little Pigs	Bisto	McCann Erickson, London
Alcoholic Drinks	Bordeaux "Good food would choose Bordeaux"	Bordeaux campaign	Isobel, London

FAB Award

Non-Alcoholic Drinks	Open Happiness	Coca-Cola	McCann Erickson, Deutschland
Confectionery & Snacks	The Student Loan Menu	McDonald's	DDB, Stockholm
Dairy Products	April Fools	I Can't Believe It's Not Butter	McCann Erickson, London
Photography	Uma	Schweppes	Fred & Farid Group, Paris

FAB AWARDS WINNERS & NOMINATIONS 2012

GUERRILLA MARKETING

Savoury Foods	Campbell's Soup at Hand-Handwarmer	Campbell's Soup	Proximity, Canada
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DIRECT

FAB Award

Confectionery & Snacks	Chunky Mail	Kit Kat	JWT, London
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FAB Award

Savoury Foods	Wimpy Braille	Wimpy burger	Metropolitan Republic, South Africa
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INTEGRATED

Retailers	The Rotisserie Channel	Swiss Chalet	BBDO, Toronto
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FAB Award

Confectionery & Snacks	Play Hungry, But Not Literally Hungry	Snickers	BBDO, New York
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Confectionery & Snacks	Dips Desperado	Doritos	AMV BBDO, London
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Confectionery & Snacks	The End	Doritos	BBDO, Toronto
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Alcoholic Drinks	Watermark	Bundaberg Rum	Leo Burnett, Sydney
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Alcoholic Drinks	Heineken Reach The Sunrise Integrated	Heineken	Publicis, Italy
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FAB Award

Non-Alcoholic Drinks	BYO Cup Day	Slurpee campaign	Leo Burnett, Melbourne
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Charitable Causes	Arctic Home	Coca-Cola	Leo Burnett, Chicago
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Alcoholic Drinks	The Guinness QR Cup	Guinness campaign	BBDO, New York
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SALES PROMOTION

Retailers	You Want McDonald's Fries With That	McDonald's	ARC Worldwide, USA
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FAB Award

Retailers	McSundae Melt	McDonald's	Razorfish, Germany
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FAB AWARDS WINNERS & NOMINATIONS 2012

SALES PROMOTION continued

Confectionery & Snacks Pringles Summer in a Can Pringles G2 Joshua, London

Alcoholic Drinks Can Hunt Keystone Light campaign Arc Worldwide, USA

FAB Award

Non-Alcoholic Drinks BYO Cup Day Slurpee campaign Leo Burnett, Melbourne

FAB Award

Non-Alcoholic Drinks Bottle Bat Coca-Cola Ogilvy & Mather, Sydney

COLLATERAL & POS

Retailers Smith Menu Smith Restaurant + Bar Leo Burnett, Toronto

FAB Award / FABulous Award

Non-Alcoholic Drinks Friendship Machine Coca-Cola Ogilvy & Mather, Argentina

Alcoholic Drinks The Guinness QR Cup Guinness campaign BBDO, New York

TV / CINEMA

Confectionery & Snacks Dips Desperado Doritos AMV BBDO, London

Confectionery & Snacks Waiting Room Slim Jim Venables Bell & Partners, San Francisco

FAB Award

Confectionery & Snacks Slim Jim Baby Shower, Scooter, Salad Slim Jim campaign Venables Bell & Partners, San Francisco

Confectionery & Snacks Bobbing for Apples Orbit Energy BBDO, Chicago

FAB Award

Dairy Products Rainbow Lurpak Arla Foods/Wieden & Kennedy

Savoury Foods Go With the Flow McDonald's Leo Burnett, London

Alcoholic Drinks Luck Is An Attitude Martini Fred & Farid Group, Paris

BEST USE OF MEDIA

Retailers Big Sushi Rolls Maruyasu TBWA, Düsseldorf

BEST USE OF MEDIA continued

FAB Award

Pet Foods	Pedigree Poop Bag Transit	Pedigree	Proximity, Canada
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FAB Award / FABulous Award

Confectionery & Snacks	Touch the Rainbow	Skittles	BBDO, Toronto
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Confectionery & Snacks	Cat	Skittles	BBDO, Toronto
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FAB Award / FABulous Award

Savoury Foods	Hippo Plan-T	Hippo Baked Munchies	Creativeland Asia, India
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Non-Alcoholic Drinks	BYO Cup Day	Slurpee campaign	Leo Burnett, Melbourne
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Non-Alcoholic Drinks	Serial Tackler	Orangina	Fred & Farid Group, Paris
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ADVERGAMES

FAB Award

Alcoholic Drinks	Heineken Star Player	Heineken	AKQA, London
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ADVERTAINMENT

Confectionery & Snacks	Ulf, the Break Boss	Kit Kat	JWT Group/G2, Germany
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BEST USE OF TECHNOLOGY

Non-Alcoholic Drinks	The Sound of Football	Pepsi	Akestam Holst, Sweden
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FAB Award

Savoury Foods	Hippo Plan-T	Hippo Baked Munchies	Creativeland Asia, India
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BRANDED CONTENT

FAB Award

Retailers	The Rotisserie Channel	Swiss Chalet	BBDO, Toronto
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FAB AWARDS WINNERS & NOMINATIONS 2012

MOBILE

Savoury Foods Kalles Egg Timer Kalles Kaviar Mobile App CP+B, Sweden

FAB Award

Retailers McSundae Melt McDonald's Razorfish, Germany

FAB Award

Alcoholic Drinks Heineken Star Player Heineken AKQA, London

ONLINE ADVERTISING

Confectionery & Snacks It's All Lies...They're Not Even Square Rice Krispies Squares Glue Isobar, London

FAB Award

Confectionery & Snacks Touch the Rainbow, Cat Skittles campaign BBDO, Toronto

SOCIAL MEDIA

Savoury Foods McCormick Grill Mates, Grill Mayor McCormick Grill Mates campaign R/GA, New York

Alcoholic Drinks Heineken Star Player Heineken AKQA, London

FAB Award / FABulous Award

Savoury Foods Hippo Plan-T Hippo Baked Munchies Creativeland Asia, India

Alcoholic Drinks James Ready's Drinkers of Awesomeness Bottles James Ready Leo Burnett, Toronto

VIRALS

FAB Award

Confectionery & Snacks Cat Skittles BBDO, Toronto

WEBSITES

Retailers Happy Studio / www.happystudio.com McDonald's Fuel™ Industries, Canada

EXPERIENTIAL

FAB Award

Savoury Foods	Campbell's Soup at Hand-Handwarmer	Campbell's Soup	Proximity, Canada
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FABulous Awards

from Packaging Design / Brand Identity / Retail Environment / Logo

FABulous

Eggs For Soldiers Noble Foods Springetts Brand Design

FABulous

The Real Cookbook Gertenberg Verlag Kolle Rebbe, Germany

FABulous Awards

from Advertising / Integrated / Sales Promotion / Direct / Collateral & POS / Best Use of Media

FABulous

Friendship Machine Coca-Cola Ogilvy & Mather, Argentina

FABulous

Touch the Rainbow Skittles BBDO, Toronto

FABulous

Hippo Plan - T Hippo Baked Munchies Creativeland Asia, India

FABulous Awards

from Mobile / Digital / Interactive / Non Traditional

FABulous

Hippo Plan - T Hippo Baked Munchies Creativeland Asia, India

The GRAND FABulous Award 2012

Touch the Rainbow, Cat - Skittles campaign, BBDO, Toronto

AGENCY OF THE YEAR 2012

BBDO Toronto

Congratulations to all the Winners and Nominees. FAB Wishes for the rest of the year to all!
