WINNERS 2005

Packaging & Design

The Retailers

<table>
<thead>
<tr>
<th>Boxer, Birmingham</th>
<th>McDonalds</th>
<th>i'm lovin' it Bags</th>
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Pet Foods

No Nominations

Confectionary & Snacks

<table>
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<tr>
<th>Turner Duckworth, London</th>
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<th>Range</th>
<th>Waitrose</th>
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<td>Range</td>
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<td>Nestlé</td>
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<td>La Fondue</td>
<td>Range</td>
<td>Chocolat Factory</td>
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No Nominations

**Health Foods**

No Nominations

**Dairy Products**

Red Design Consultants, Athens
Williams Murray Hamm, London
Reach, Bristol

Imagine Ice Cream
Hill Station Ice Cream
Rocombe Farm Fresh Ice Cream

Range
Range
Range

Delta Ice Cream
Hill Station
Rocombe Farm

Nomination
Nomination
FAB

**Photography**

No Nominations

**Baking & Sweet Foods**

Turner Duckworth, London

Mr Kipling

Range

Manor Bakeries

Nomination

**Savoury Foods**

Design Bridge, London
Ziggurat Brand Consultants, London
Pearlfisher, London

Toro
Mrs Massey
Ready Meals

Toro Ethnic Range
Range

Rieber & Son
Mrs Massey
Waitrose

Nomination
FAB
Nomination

**Alcoholic Drinks**

Hornall Anderson Design Works, Seattle
Design Bridge, London
Design Bridge, London
Williams Murray Hamm, London

W'05 IPA
The Beer to Dine for
Sabai Cooler
Fallen Vodka

W'05 IPA
The Beer to Dine for
Sabai
Batch No 1, 2, 3

Widmer Brothers
Greene King
Siam Wineries
Glenmorangie

Nomination
FAB
Nomination
Nomination

**Non-Alcoholic Drinks**

Williams Murray Hamm, London
Amore, Stockholm

Horlicks
Nexcite

GSK
Nexcite

Nomination
FABulous
The Retailers

Dailey Associates, Hollywood   Safeway      I'm Home     Safeway  Nomination
Heye & Partner      McDonald's      Making Off     McDonald's  FAB
Grey, New York      Dairy Queen      Baby Bjorn     Dairy Queen  Nomination
Grey, New York      Dairy Queen      Tongue Tied     Dairy Queen  Nomination
Grey, New York      Dairy Queen      Napkin     Dairy Queen  Nomination
Grey, New York      Dairy Queen      Mannequin     Dairy Queen  Nomination

Pet Foods

Vitruvio Leo Burnett, Madrid   Affinity’s Brekkies     Car , Boulevard    Agrolimen  Nomination
Grey, New York      Showbound Naturals    Ping Pong  FAB

Confectionary & Snacks

BBDO, Moscow     Orbit White Tabs     Astronaut     Wrigley  Nomination
J Walter Thompson, London     Kitkash Promotion     Binnen 1 & 2, Expedia,     Nestlé  Nomination
Grey, London     Twix            Premiere, Eurostar
J Walter Thompson, London     Kit Kat     Circus, Faulty Brakes, Tandem
J Walter Thompson, London     Nik Naks     Library
McCann-Erickson, Mumbai     Happy Dent Whitening Gum     Nice Chest
BBDO, New York     Snickers     Photographer
CLM BBDO, Paris      Ex-cite     President, Palaeontology, Hero
J Walter Thompson, Paris      KitKat     Shivers
Publicis, London      M&M’s      The Animal Lover
BBDO, New York      Hula Hoops     The Kiss
Publicis, London      Hula Hoops     Intercom
KP Foods
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**Categories:**
- Health Foods
- Dairy Products
- Photography
- Baking & Sweet Foods
- Savoury Foods
- Alcoholic Drinks

**Clients:**
- Unilever
- Glanbia
- Nomination
- Migro
- FAB
- Interbrew
- Diageo
- FAB
# Non-Alcoholic Drinks

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## Poster Finalists 2005

### The Retailers
- **Leo Burnett Amsterdam**
  - O'Reilly's Irish Pub
  - Eatalica
- **Leo Burnett, Chicago**
  - Shakes
  - Pasta Hotline
- **DDB, Hong Kong**
  - Breakfast
  - Triple Thick
  - Bed

### Pet Foods
- **McCann-Erickson, Frankfurt**
  - Happy Dog
  - Big Dog
- **Interquell GmbH**
  - FAB
### Confectionary & Snacks

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### Health Foods

- Saatchi & Saatchi, Guangzhou
  - A Plus
  - Start to Read
  - Nomination

### Dairy Products

- KNSK, Hamburg
  - Campina Yoghurt
- Forsman & Bodenfors, Gothenburg
  - Arla Milk
- BETC, Paris
  - CIDIL
- Campina GmbH
- Arla Foods
- Nomination

### Photography

No Nominations

### Baking & Sweet Foods

- Aimaq Rappe Stolle, Berlin
  - Nutella
  - Sad Mortadella
  - Ferrero Nutella
  - Nomination

### Savoury Foods

- Leo Burnett, London
  - John West Salmon
  - But Not As You Know It
- Leo Burnett, Brussels
  - Heinz Hot Ketchup
  - Erasco
- Y&R, Frankfurt
  - Wave
  - Lava
  - Wave, Smiley
  - Bagel
- H J Heinz John West
  - Heinz Belgium
  - Campbell’s Germany GmbH
  - McDonalds
  - Nomination
Alcoholic Drinks

TBWA, Berlin
Absolut Vodka
Scottish Leader
Martini
Absolut Vodka Nomination

Family, Edinburgh
Scottish Leader
Nomination

McCann-Erickson, Paris
Guinness
Point-Barre
Bottle Illusion
Absolut Vodka Bacardi-Martini Nomination

BBDO, New York
Guinness
3D
Avalanche

CLM BBDO, Paris
Guinness

Publicis, Frankfurt
Contrex mineral water

McCann-Erickson, Mumbai
Diet Coke
Pepsi Light
Diet Pepsi
Xotica Nectar Juice

BBDO, Duesseldorf
Drain
Drop
Beach, Shark, Plane

Exxtra Kommunikations, Zurich

Deutschland AG

Nestle Waters

Bottle Upside Down
Drain
Drop

Deutschland AG

Coca Cola
Pepsi Cola GmbH
Pepsi-Cola GmbH
Pepsi-Cola GmbH
Migros
Genossenschafts Bund

Non-Alcoholic Drinks

Press Finalists 2005

Retailers

Dailey Associates, Hollywood
1pointsize, Chennai
Percept/H, New Delhi

Safeway
Eatalica
Tea House of the August Moon

Trivision
Pasta Hotline
Dimsum

Safeway
Eatalica
Tea House of the August Moon

Interquell GmbH
Nomination

DDB Hong Kong

McDonalds

Ice Cream
Chicken Flatbread

.Burger King

Lions

Retailers

McCann-Erickson, Frankfurt

Happy Dog

Big Dog

DDB, Brussels

Friskies

UFO

Nestle Purina Petcare FAB

Nomination

Nomination

Nomination

Nomination

Nomination

Nomination

Nomination

Nomination

Nomination
Confectionary & Snacks

CLM BBDO, Paris
Grey, London
BBDO, New York
Dailey Associates, Hollywood
BBDO, New York
BBDO, Dusseldorf
Publicis, London

Freedent
Twix
M&M’s
Baby Ruth
Snickers
Hubba Bubba
Jaffa Cakes

The Tube
Astronaut, Sidecar, Magician
Army, Space Shuttle
T-shirt, Bowler, Bumper
Motorcycle, Train, Helicopter
Speech Bubble
Eat Me, You want me,

Wrigley France
Mars

FAB
Nomination

FAB
Nomination

FAB
Nomination

FAB
Nomination

Health Foods

No Nominations

Photography

No Nominations

Dairy Products

Lowe, Helsinki
Forssmann & Bodenfors, Gothenburg

Flora
Arla Smoothie

Flora - It's the taste
Boxball, Borer, Trombone

Unilever
Arla Foods

FAB
Nomination

FAB
Nomination

FAB
Nomination

Baking & Sweet Foods

J Walter Thompson, Paris
Leo Burnett, Chicago

Special K
Pop Tarts

Mannequin
Hiding, Tanning, Grandpa

Kellogg’s
Kellogg’s

FAB
Nomination

FAB
Nomination

Savoury Foods

Leo Burnett, London
Leo Burnett, London

Light Lunches
Spiderman Pasta

Scales
Cupboard

H J Heinz/John West
Nomination

H J Heinz

FAB
Nomination

FAB
Nomination

FAB
Nomination

Leo Burnett, London
Leo Burnett, London
Leo Burnett, London
Leo Burnett, London
DDB, Hong Kong

Spiderman Pasta
Beef & Lamb
John West Salmon
McDonalds
Peanut Aroma Nutritions Oil

Glass
Pasta
Wave
Supersize Me
Birth Certificate

H J Heinz
EBLEX
H J Heinz John West
McDonalds
Hop Hing Oils & Fats Ltd

Nomination
Nomination
Nomination
Nomination
Nomination
Alcoholic Drinks

D’Adda Lorenzini Vigorelli BBDO, Milan  
Cinzano  
GP Moto  
Cinzano  
Nomination  

CLM BBDO, Paris  
Guinness  
Avalanche  
Guinness  
FAB  

Kolle Rebbe, Germany  
Kulmbacher Brewery  
Shot Glass  
Kulmbacher Brewery  
Nomination  

Non-Alcoholic Drinks

BBDO, New York  
Diet Pepsi  
Falling Off, Safety Pin  
Diet Pepsi  
FAB  

Exxtra Kommunications, Zurich  
Pure Fruit Juice  
Apricot, Strawberry  
Pure Fruit Juice  
Nomination  

BBDO, Duesseldorf  
Diet Pepsi  
Drain  
Diet Pepsi  
Nomination  

Below the Line

Finalists 2005

The Retailers

.Start, Munich  
Burger King  
Beach Towel  
Burger King GmbH  
FAB  

Pet Foods

No Nominations  

Confectionary & Snacks

No Nominations  

Health Foods

DEC BBDO Spain  
Agroles Olive Oil  
Score  
Agroles  
FAB
### Dairy Products

- **Atul Kasbekar/UB Group**
  - Kingfisher Premium Beer
  - Calendar 2005
  - United Breweries

- **Armando Testa, Milan**
  - Lavazza
  - Calendar 2005
  - Luigi Lavazza Spa

**No Nominations**

### Baking & Sweet Foods

- **aha puttner red cell, Vienna**
  - Asparagus
  - Breakfast Relaunch

- **The Marketing Store, London**
  - Edlinger's Famoser Spargel
  - Go Active

**No Nominations**

### Savoury Foods

- **The Marketing Store, London**
  - Malibu
  - Seriously easy party with Shaggy

### Alcoholic Drinks

- **Publicis Dialog, London**
  - Guinness
  - Irish Rover Harmonica

- **TMW, London**
  - Guinness
  - Sandpaper/For an even smoother finish

**Non-Alcoholic Drinks**

- **Ogilvy Activation, Stockholm**
  - MER Still Drink
  - Stickers, Colouring Book, Christmas Calendar

- **Coca Cola Drycker Sverige AB**
  - FAB
Integrated Campaigns Finalists 2005

The Retailers  Pet Foods  Confectionary & Snacks  Dairy Products

No Nominations  No Nominations  No Nominations  No Nominations

Photography  Baking & Sweet Foods  Savoury Foods  Non-Alcoholic Drinks

No Nominations  No Nominations  No Nominations  No Nominations

Health Foods

DEC BBDO Spain  Heineken  Green Room  Brua Union Osterreich

3rd Anniversary  Junta de Andalucia  Nomination

New Media Finalists 2005

Confectionary & Snacks

Grand Union, London  Fruity Smarties  www.smarties.co.uk/fruity.html  Nestle  FAB

Carlson Digital, Bristol  Muller Light  Bridget Jones Moments  Muller Dairy UK  Nomination

MRM Partners UK, London  Nesquik  Nesquik Shrek  Nesquik  FAB
## Baking & Sweet Foods

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<tr>
<th>Company/Agency</th>
<th>Product/Brand</th>
<th>Website/App</th>
<th>Notes</th>
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## Savoury Foods

## Banner Advertising

## Alcoholic Drinks

## Non-Alcoholic Drinks
Agency of the Year 2005

BBDO New York