

The 18th *FAB* Awards: The Finalists

CREATIVE AWARDS:

Packaging Design

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

Brand Identity

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

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Concept Design

Category	Title	Brand/Product	Entrant
Baking/Sweet Foods	Good Things Come From All-Bran	Kellogg's All-Bran	Leo Burnett, Toronto
Baking/Sweet Foods	Enjoy	Enjoy	Springetts Brand Design Consultants, London
Alcoholic Drinks	Beer'd Up	Beer'd Up	Springetts Brand Design Consultants, London

Brand Redesign

Category	Title	Brand/Product	Entrant
Savoury Foods	Penny - Orto Mio	Penny - Orto Mio	Williams Murray Hamm, London
Alcoholic Drinks	Coors Light Packaging	Coors Light	Turner Duckworth: London & San Francisco
Non-Alcoholic Drinks	Keep it Tea	PG tips	Jones Knowles Ritchie, London

Interiors & Retail Environment

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

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Press & Print

Category	Title	Brand/Product	Entrant
Retailer	McDonald's Breakfast	McDonald's	Leo Burnett, Dubai
Retailer	McDonald's Day and Night	McDonald's	Leo Burnett, Dubai
Confectionery & Snacks	Bond	KitKat	J.Walter Thompson London
Confectionery & Snacks	Sports Illustrated	Snickers	BBDO New York
Health Foods	Healthy Halloween	ICA	King, Sweden
Photography	Healthy Halloween	ICA	King, Sweden
Photography	It Could Happen to Anyone	Hospitality Action	Mercieca, London
Savoury Foods	Chinese Burn	Blue Dragon	J.Walter Thompson London
Savoury Foods	Healthy Halloween	ICA	King, Sweden

Posters & OOH

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

Radio

Category	Title	Brand/Product	Entrant
Pet Foods	Give A Dog A Job	Pedigree	AMV BBDO, London

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Ambient

Category	Title	Brand/Product	Entrant
Retailer	Burger Arena	McDonald's	Leo Burnett Germany/Thjnk AG
Retailer	The Healthy Delivery Service	Sodo	TBWA London
Confectionery & Snacks	Parking While Hungry	Snickers	BBDO New York
Confectionery & Snacks	You Make Mistakes When You're Hungry	Snickers	BBDO New York
Green Organic Sustainable	Talkable Vegetables	Hug Mart	Hakuhodo, Japan
Non-Alcoholic Drinks	The Perfect Ride	Pepsi Max	AMV BBDO, London

TV & Cinema Advertising

Category	Title	Brand/Product	Entrant
Retailer	McDonald's New Year Day	McDonald's	DDB Stockholm
Retailer	Mog's Christmas Calamity	Sainsbury's	AMV BBDO, London
Retailer	We Hear You + Celebration	McDonald's	Leo Burnett Chicago
Retailer	Little Twists	Sainsbury's	AMV BBDO, London
Retailer	Journey to Christmas	McDonald's	Leo Burnett London
Pet Foods	Road Trip	Cesar	AMV BBDO, London
Confectionery & Snacks	Extra Gum "Sarah & Juan"	Extra Gum	Energy BBDO, Chicago
Dairy Products	A Natural Silence	Brownes	Meerkats, Australia
Alcoholic Drinks	Alive Inside	Guinness	AMV BBDO, London
Alcoholic Drinks	The Hero	Heineken	Publicis Italy

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Direct Marketing

Category	Title	Brand/Product	Entrant
Retailer	LeBon	Lidl	INGO, Sweden
Retailer	The Lie Detector	Lidl	INGO, Sweden
Confectionery & Snacks	Opening Good Times	Calbee	Leo Burnett Hong Kong
Alcoholic Drinks	The Live Tube	Heineken	Publicis Italy

Collateral & POS

Category	Title	Brand/Product	Entrant
Retailer	Charging Digital Poster	McDonald's	Leo Burnett London
Retailer	Burger Report	McDonald's	Leo Burnett Germany / Thjnk AG
Savoury Food	Discovery Spoons	Maille	Mr. President, London
Alcoholic Drinks	Mask of Sociability	Smirnoff	Beacon/Leo Burnett Tokyo

Guerilla Marketing

Category	Title	Brand/Product	Entrant
Confectionery & Snacks	You Make Mistakes When You're Hungry	Snickers	BBDO New York
Confectionery & Snacks	Switcheroo	Snickers	BBDO New York

Sales Promotion

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

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Experiential Campaign

Category	Title	Brand/Product	Entrant
Retailer	LeBon	Lidl	INGO, Sweden
Retailer	The Healthy Delivery Service	Sodo	TBWA London
Health Foods	Endangered Eats	Seeds of Change	BBDO San Francisco
Alcoholic Drinks	Foodography	Carmel Wines	Baumann Ber Rivnay/Saatchi&Saatchi Israel

Best use of Technology

Category	Title	Brand/Product	Entrant
Confectionery & Snacks	iKitten	McVitie's	Grey London
Alcoholic Drinks	La French Touch	Martell	AKQA, Paris

Mobile Marketing

Category	Title	Brand/Product	Entrant
Alcoholic Drinks	La French Touch	Martell	AKQA, Paris

Branded Entertainment

Category	Title	Brand/Product	Entrant
Retailer	LeBon	Lidl	INGO, Sweden
Confectionery & Snacks	Switcheroo	Snickers	BBDO New York
Alcoholic Drinks	Rugby: The Right Path	Guinness	AMV BBDO, London

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Branded Content

Category	Title	Brand/Product	Entrant
Confectionery & Snacks	The Snickers Write-off	Snickers	BBDO New York
Confectionery & Snacks	The Halloween Spooky Special	Snickers	BBDO New York
Non-Alcoholic Drinks	O SMS	Coca-Cola	Pereira & O'Dell, USA

User Generated Content

Category	Title	Brand/Product	Entrant
Retailer	We Hear You	McDonald's	Leo Burnett Chicago
Retailer	Journey to Christmas: Part Two	McDonald's	Leo Burnett London

Viral Marketing

Category	Title	Brand/Product	Entrant
Confectionery & Snacks	Extra Gum "Sarah & Juan"	Extra Gum	Energy BBDO, Chicago

Social Media / Social Business

Category	Title	Brand/Product	Entrant
Retailer	The Healthy Delivery Service	Sodo	TBWA London
Confectionery & Snacks	Vloggers	Snickers	AMV BBDO, London

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Online Advertising

Category	Title	Brand/Product	Entrant
Retailer	Rich Kids of Instagram	KFC	MRM McCann Romania
Confectionery & Snacks	The Halloween Spooky Special	Snickers campaign	BBDO New York
Confectionery & Snacks	Switcheroo	Snickers	BBDO New York
Confectionery & Snacks	Vloggers	Snickers	AMV BBDO, London
Confectionery & Snacks	Extra Gum "Sarah & Juan"	Extra Gum	Energy BBDO, Chicago
Alcoholic Drinks	Alive Inside	Guinness	AMV BBDO, London
Special	Party Hard Moms	Hefty Cups	Havas Worldwide Chicago

Website

Category	Title	Brand/Product	Entrant
Alcoholic Drinks	La French Touch	Martell	AKQA, Paris

Integrated Campaign

Category	Title	Brand/Product	Entrant
Retailer	Big Mac Shop	McDonald's	DDB Stockholm
Retailer	Little Twists	Sainsbury's	AMV BBDO, London
Confectionery & Snacks	Extra Gum "Sarah & Juan"	Extra Gum	Energy BBDO, Chicago

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Best use of Media

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

EFFECTIVENESS AWARDS:

Packaging Design

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

Brand Redesign

Category	Title	Brand/Product	Entrant
Green Organic Sustainable	Seed and Bean	Seed and Bean	Family (and friends), London
Non-Alcoholic Drinks	The Finest Tea Collection	Newby	Lewis Moberly, London

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Interiors & Retail Environment

Category	Title	Brand/Product	Entrant
Retailer	Interior Rebrand	The Cornish Bakery	Absolute, Cornwall

Posters & OOH

Category	Title	Brand/Product	Entrant
Alcoholic Drinks	Probably the Best Poster in the World	Carlsberg	Fold7, London

TV & Cinema Advertising

Category	Title	Brand/Product	Entrant
Retailer	Mog's Christmas Calamity	Sainsbury's	AMV BBDO, London
Confectionery & Snacks	The Giant Crumpet Show	Warburtons	WCRS, London

Sales Promotion

Category	Title	Brand/Product	Entrant
Baking/Sweet Foods	Soreen Meet the Minions	Soreen	Brass, Leeds
Alcoholic Drinks	Cono Sur - Official Wine of Le Tour de France	Cono Sur	Grand Central Creative, London

Experiential Campaign

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

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Category	Title	Brand/Product	Entrant
Dairy Products	Magnum Pink and Black	Magnum	TMW Unlimited, London

Branded Content

Category	Title	Brand/Product	Entrant
Non-Alcoholic Drinks	Big Start	Nescafé Original	Iris Worldwide, London

Branded Entertainment

Category	Title	Brand/Product	Entrant
Non-Alcoholic Drinks	Pepsi + EMPIRE Partnership	Pepsi	OMD, USA

Mobile Marketing

Category	Title	Brand/Product	Entrant
Dairy Products	Taste Joy Campaign	Wall's	Out There Media/Mindshare/Arcade/XL Axiata
Savoury Foods	Bango App - Serving Street Food to the Masses	Bango	Mindshare Indonesia
Non-Alcoholic Drinks	Crystal Pepsi	Pepsi	OMD, USA

Integrated Campaign

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

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CONGRATULATIONS TO ALL THE FINALISTS!
SEE YOU AT THE 18TH *FAB* AWARDS CEREMONY
THURSDAY, MAY 26TH AT THE HURLINGHAM CLUB IN LONDON.

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